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Now in syndication, NBC Films proudly presents

PROFILES IN COURAGE

Twenty-six hour dramas acclaimed and honored for their vivid dramatizations of heroism under fire. These dramas of conflict and determination were creatively produced by Robert Sandek, heading a production team rarely equaled in the history of television.

These stories of the men and women that gave America its backbone are powerfully portrayed by such stars as Burgess Meredith, Peter Lawford, Gary Merrill, George Grizzard, Janice Rule and Rosemary Harris.

These inspiring events that underlie our heritage of freedom are brilliantly created from the late President John F. Kennedy's Pulitzer Prize winning best seller, Profiles in Courage—138 weeks on the New York Times Best Seller List, five hard-cover editions (46 printings), 25 paperback editions...four million copies sold.

PROFILES IN COURAGE is without doubt the most important syndicated offering of the year.
KOAT-TV, Albuquerque, New Mexico  □  WGAL-TV, Lancaster, Pennsylvania  □  KVOA-TV, Tucson, Arizon

*Served as Chairman  **Deceased
Cat and mouse

When President Johnson selects Republican (or independent) for three-month-old vacancy on FCC, his choice may be complete surprise to those who thought they were "in the know." Chief Executive has shown pique over speculation about successor to Fred W. Ford, who resigned effective Dec. 31, but is anxious to find "best qualified" candidate and reportedly no longer is insistent upon educator or woman.

Ten days ago appointment of educator Richard B. Hull, of Ohio State University, was widely reported in congressional and other circles as fait accompli (BROADCASTING, March 15). But reportedly being considered last Friday were (1) merit promotion from within FCC, (2) well-known educator from Indiana, and (3) Howard B. Woods, executive editor of St. Louis Argus, weekly Negro newspaper.

Dille next chairman?

Strongly endorsed for chairman of board of National Association of Broadcasters to succeed Willard Schroeder when his term expires in June is John F. Dille Jr., president of Communica Stations (WTRC-AM-FM Elkhart, WSJV[Tv] South Bend-Elkhart; WKJG-AM-TV Fort Wayne, and construction permit for ch. 2 Terre Haute—all Indiana) and president-publisher, Truth Publishing Co. (Elkhart Truth; Mishawaka [Ind.] Times). Mr. Dille, 51, is vice chairman of television board. As is case with incumbent Mr. Schroeder, Mr. Dille would reside in Washington and work with President Vincent T. Wasilewski. Term of next board chairman is set at one year, with extensions possible.

Mr. Dille, one of "new breed" in NAB leadership, is journalist as well as broadcaster. He is member of both American Society of Newspaper Editors and American Newspaper Publishers Association. NAB chairmanship carries stipend of $50,000 per year, including Washington expenses.

Speech from two hats

Edmund C. Bunker, Radio Advertising Bureau president, who’ll be broadcast buyer in few months, will speak from viewpoint of "future agency man" giving parting advice to radio salesmen at RAB’s presentation today (March 22) at NAB convention. In essence, Mr. Bunker, who becomes vice president and national director of broadcast at Foote, Cone & Belding, New York, on June 1, can be expected to make it plain that once at FC&B he’ll freeze out any radio sales pitch that knocks competitors. Various problems, as well as opportunities for radio, will be reviewed from aspect of Ed Bunker, agency buyer as opposed to radio salesman.

Call of color

Sperry and Hutchinson Co. (S&H Green Stamps) has decided on weekly half-hour of Danny Kaye Show on CBS-TV which will bring Kaye series to sold-out status for next season. S&H contract is for 13 weeks with options for full season sponsorship. Buy is being placed through Sullivan, Stauffer, Colwell & Bayles, New York. Other advertisers on Danny Kaye Show—to be seen in color next fall in its Wednesday, 10-11 p.m. period—are R. J. Reynolds Tobacco Co. and Alberto-Culver.

S&H buy is significant for marking advertiser’s return to network TV. S&H has used huge print campaign this year. According to S&H spokesman, selection of Kaye show was dependent on color. Kaye’s is one of two taped weekly programs (other: Red Skelton) to be shown in color by CBS-TV next fall. S&H was early color TV user on NBC before it switched to print this year. S&H plans to run two 90-second color commercials in Kaye show in place of customary three one-minute commercials in attempt to minimize program interruptions. Sidelong: Armstrong Cork leaves Kaye last fall for color series Gidget and Big Valley on ABC-TV, decision reportedly made before CBS decided to add color in fall.

Fund raiser

Although it may not be his main thrust, Chairman E. William Henry of FCC will tell NAB convention this week that only answer to overall educational television problem is economic support, either through private endowment or, if that’s unattainable, government subsidy. He feels strongly that ETV “fourth network” must be maintained and has advocated that broadcasters support it for their own ultimate benefit.

Freeze on CATV?

Even before it decides on definitive course on regulation of community antenna television, FCC is confronted with problem of what to do about cable operations in metropolitan areas

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

Great Buy in the 5th Market WJBK-TV
WEEK IN BRIEF

It wouldn't be an NAB convention without problems and the 1965 edition is no exception. CATV, pay TV, multiple ownership and network program control are at top of the lengthy list. See ...

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ABC-TV affiliates, meeting just before NAB convention, hear good news on programing for coming season. Moore says 1965-66 lineup deals from strength and has 'stability, vitality and creativity.' See ...

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WTIC MEANS GREATEST COVERAGE
TOP PERSONALITIES
ADULT ACCEPTANCE
DEDICATED SERVICE
IN RICH, RICH SOUTHERN NEW ENGLAND

WTIC 50,000 watts
HARTFORD, CONNECTICUT
REPRESENTED BY THE HENRY I. CHRISTAL COMPANY
FCC drops shoe on TV networks

It issues tough proposal sharply limiting network equities and syndication

FCC has voted to invite comment on controversial proposal aimed at sharply reducing network control of television programing.

Commission action, on 4-1-2 vote came Friday (March 19), on eve of National Association of Broadcasters convention in Washington, and is sure to be major topic of conversation among attending broadcasters. Even before it was taken, action was target of blistering public attack by Robert Sarnoff, FCC chairman (see page 74).

Commission announced decision in brief notice Friday. Text of rules is to be published today (Monday). Commission officials say proposed rules are essentially same as those that have been under discussion since January (BROADCASTING, Jan. 25).

Key proposal would limit networks to equity holdings in no more than 50% of all non-news programing between 6 and 11 p.m., or to two hours of non-news programing in same period, whichever is greater. Remaining network time would have to be filled with shows supplied by sponsors. News and sustaining shows would not be counted against network quotas. Question of whether to include documentaries in 50% limitation was left open for comment.

Rule would also prohibit networks from engaging in domestic syndication and from sale, licensing and distribution abroad of independently produced television programs.

Rule is designed to open networks' facilities in prime time to wide range of programing sources. Networks are said to own or have proprietary interest in 93.1% of prime-time programing.

One view is that limiting networks' power over selection of programs will result in greater variety and perhaps better quality of programing.

Voting to issue notice of proposed rulemaking were Chairman E. William Henry and Commissioners Kenneth A. Cox, Robert T. Bartley and Lee Loewinger. Commissioners Robert E. Lee and Rosel H. Hyde dissented.

Discussion Good - Commissioner Loewinger issued concurring statement in which he said his vote indicates only that he considers proposed rule worthy of widespread discussion. Top officials of three networks had sought private meeting with commission on proposal but were turned down (BROADCASTING, March 8).

Commissioner Hyde said Friday he feels commission should consider economic impact of proposals. He also expressed concern about "wisdom of rule" that would tend to "diminish" network influence over programing in favor of increased influence by advertisers.

According to commission sources following would be practical effect of 50% rule. Networks schedule average of four hours of prime-time programing each night for weekly total of 28 hours.

Networks would be allowed to have proprietary interest in 14 hours of non-news, non-sustaining programs. Assuming four hours of remaining 14 are news shows, sponsors and independent producers would have 10 hours of programing per week to fill.

ASCAP ordered to bare financial, other data

American Society of Composers, Authors and Publishers will be required to open up extensive financial and other records relating to its licensing of television broadcasters for use of ASCAP music—but not as much data as All-Industry Television Stations Music License Committee asked for.

Details are specified in order signed by Judge Sylvester J. Ryan of U. S. Southern District Court in New York and disclosed Friday. All-Industry committee, suing ASCAP for "reasonable" rates for stations' use of ASCAP music, had asked court to force ASCAP to turn over exhaustive data from 1949 to date (BROADCASTING, Jan. 11, Feb. 1).

Judge Ryan limited information for years 1959 to date, and ruled out request for information on how ASCAP distributes its income among its members.

Nets billing shares about same for 1964

CBS-TV's net billings for time and program sales in 1964 totaled $472,650,000, or 41.2% of three-network total, while NBC-TV's were $381,805,500 (33%) and ABC-TV's $291,433,300 (25.4%), according to estimates by leading national advertisers and broadcast advertisers reports (LNA/ BAR).

These estimates were learned Friday. Television Bureau of Advertising, which releases major elements of LNA/BAR reports, formerly released gross-dollar estimates for each network but has now

How FCC explains its aims on network rule

FCC believes increased competition among television program sources is desirable per se. This is assumption on which commission's proposed rule to limit network control of programing rests.

Commission made statement in responding to series of questions posed by Senator Vanci Hartke (D-lnd.) (BROADCASTING, March 1).

Commission noted that networks have proprietary interest in 93.1% of 6 p.m.-11 p.m. programing in 1964 and that syndication market "as truly alternate source" of programs "has virtually disappeared."

Memorandum, delivered Friday (March 19) made these points: Commission doesn't know definite-
A. W. Dannenbaum Jr. elected to new post of senior VP for marketing, planning and development at Westinghouse Broadcasting Co., New York. James E. Allen, executive VP of WBC Productions, succeeds Mr. Dannenbaum as VP, sales for Westinghouse Broadcasting. He is succeeded by Leslie G. Arries, general manager of WBC’s KWW-TV Cleveland, appointed operating director of WBC Productions Inc. and WBC Program Sales, both New York.

Perry Lafferty, producer of The Danny Kaye Show (CBS-TV) and winner of Emmy award for his work on show, named VP-programs, Hollywood for CBS-TV. Mr. Lafferty has worked on many television presentations during his career including Your Hit Parade, The Andy Williams Show, Studio One, Rowhide, The United States Steel Hour and Twilight Zone. He replaces Hunt Stromberg Jr., who resigned (BROADCASTING, March 8).

William L. Spencer, executive VP, Gardner Advertising, St. Louis and New York, named to newly created position of chairman of executive committee. Warren J. Kratky, creative director, becomes executive VP in charge of domestic corporate creative services and domestic corporate account services. Noel F. Digby, creative group supervisor, becomes head of domestic corporate creative services. Kenneth E. Runyon, now VP-account services in St. Louis, named head of domestic corporate account services. Messrs. Digby and Runyon will report to Mr. Kratky and will be located in St. Louis.

Montana governor vetoes music bill

Threatened by court order allowing ASCAP to withdraw music licenses from Montana stations, bill that would have put music-licensing firms under law was vetoed Friday (March 19) by Montana Governor Tim Williams. He replaces Mr. Blumberg.

Mr. Blumberg's resignation as governor is effective immediately.

Mr. Blumberg took stock profits

James T. Aubrey Jr., former president of CBS-TV, sold 5,000 shares of his CBS common stock during February according to insider trading reports required by Securities Exchange Act. Mr. Aubrey, whose resignation was announced Feb. 28, still holds reported 22,449 shares. From Feb. 1 to 26, CBS shares moved from 42¾ to 47¼.
Theatre 5 won’t revolutionize radio overnight. It’s just the beginning.

ABC believes that radio can offer more. Both to the listener and the advertiser. Theatre 5 is a first step toward that goal.

Theatre 5 is designed to bring something strikingly different to the listener and the advertiser. It’s twenty-five minutes of newly-produced, fast-moving adult drama. Five programs of suspense, mystery, hard-hitting adventure, and science fiction every week. With modern themes, up-to-date twists and surprises.

Theatre 5 is a program to increase a station’s profit. It can be sold for more than virtually any other property in local radio.

A program specifically designed to give radio stations a completely new format to offer important clients. A program that can be his alone. One he can merchandise with impact every day of the week, 52 weeks of the year.

There’s only one new radio drama like Theatre 5. And if you have it, no one else can get it.

Write or call Mr. Marvin Grieve (The ABC Radio Network, Special Program Features, 7 West 66th St., N.Y., N.Y. — 212 SU 7-5000).

He’ll give you a few other significant reasons why the ABC Radio Network believes all radio has an exciting future. And Theatre 5 is just the beginning.
COVERAGE

Television is the only efficient way to reach the important Florida/Georgia regional market, and WJXT in Jacksonville is the only television station to cover the total area!

WJXT
JACKSONVILLE, FLA.
A POST-NEWSWEEK STATION
A calendar of important meetings and events in the field of communications.

**MARCH**

March 21-23—Region III, National Association of Educational Broadcasters, Miami University, Oxford, Ohio.

March 23—National Association of Broadcasters annual convention, Shoreham and Sheraton-Park hotels, Washington.

March 24—International Television Film Exhibits—1965 with 17 program distributors participating, Shoreham hotel, Washington.

March 24—Broadcasting Executives Club of New England meeting at the Sheraton Plaza hotel, Boston.


March 22—Senate Commerce Committee hearing on legislation to regulate cigarette labeling ($ 538) and cigarette advertising and labeling ($ 541), with witnesses representing media and health, associations, government agencies and tobacco industry. Suite 510, New Senate Office building, Washington.

March 22—Institute of Electrical and Electronics Engineers international convention. New York Coliseum and New York Hilton hotel.


March 24-25—New York Community Television Association meeting, 10:30 a.m., Country House, Syracuse, N. Y. Contact Harry Levin, 11 Union Street, Ilion, N. Y.

March 24-26—Meeting of Southern CATV Assn., technical seminar. Among speakers are Robert D. L'Heureux, general counsel, National Community Television Association, on legal matters; Bill Daniels, president, Daniels & Associates, Denver, on CATV's future; Fred Webber, Telesystems Corp., Glenaire, Pa., on CATV promotion and advertising; Frederick W. Ford, president, NCCTA, on CATV and negotiations with the National Association of Broadcasters, and Hon. Paul B. Johnson, Mississippi governor, on the value of the CATV industry to Mississippi. Broadwater Beach hotel, Biloxi, Miss.

March 25—Broadcast Engineers Society of New York dinner meeting featuring Peter Omnigan of Jampro Corp. Whyte's restaurant, New York.

March 28-April 2—Society of Motion Picture and Television Engineers, 97th semiannual conference. Ambassador hotel, Los Angeles.


March 29-31—Canadian Association of Broadcasters annual convention. Bayshore Inn, Vancouver, B. C.


March 30—American Society of Composers, Authors and Publishers (ASCAP) semi-annual East Coast membership meeting at 2:30 p.m. in Statler Ballroom of Waldorf-Astoria hotel, New York.


March 31—Frederick W. Ford, president of National Community Television Association, and Morton Lewis, acting director of Television Accessory Manufacturers Institute, debate community antenna television at meeting of the National Electronics Distributors Association, New York Hilton hotel.

March 31-April 1—New Business Forum to be co-sponsored by the National Electronic Distributors Association and the Electronic Industry Show Corp. during National Electronics Week. Community antenna television will be among items discussed. Hilton hotel, New York.

**APRIL**

April 1—"My Favorite Moment In Television," a forum presented by the New York chapter of The National Academy of Television Arts and Sciences. Filmed excerpts of Television Academy members' favorite moments will be introduced and screened by participants including Warren Bush, Lillian Gish, Lucy Jarvis, Edwy Manston, Don Nelson, George Seabre, Paul Turrell and Shelley Winters. Judson Hall, 165 West 57 Street, at 8:00 p.m.

April 1—FCC deadline for comments regarding frequency allocation and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna television systems.

April 2—The Publicists Guild, awards luncheon, Beverly Hills hotel, Beverly Hills, Calif.

April 4-7—Association of National Advertisers 18th annual West Coast meeting, Santa Barbara Biltmore hotel, Santa Barbara, Calif. Panel discussions and speeches included discussion on fee system recently entered into by BBDO with several of its clients, by BBDO President Thomas Dillon; presentation of new media evaluation studies by R. W. Seay, manager, corporate marketing communications, Westinghouse Electric Corp.

April 7—Luncheon of International Radio & Television Society. Gall Smith, director of advertising and market research for General Motors Corp., scheduled to speak. New York.

April 7-9—Meeting of National Community Television Association board of directors. Mountain Shadows, Scottsdale, Ariz.

April 8—Cox Broadcasting Corp. first annual stockholders meeting. Cox Communications Broadcast offices, White Columns, Atlanta.

April 8—Sixteenth annual Atlanta Advertising Institute will have Mike Wallace and Robert Sorenson, vice president and assistant to the chairman of the board of D'Arcy Advertising, as speakers. Dinkler Plaza hotel, Atlanta.

April 8—Fourth annual Collegiate Broadcasters conference and the second annual College Majors conference combined into one meeting under "Rugby" theme. International Radio & Television Foundation of International Radio & Television Society.
MR. BROADCASTER:
You belong at both ends of the signal

More and more broadcasters are finding that the operation of community-antenna systems is a natural business for them.

Like broadcasting, CATV is a public service, demanding a management familiar with and sensitive to the needs and desires of the public for high-quality television pictures regardless of the distance from the transmitter.

And so, to assure studio-quality reception and a rich variety of programs to homes in your broadcast area, you should investigate the advantages of entering community-antenna television (CATV).

Consult the leader • To make your entrance into CATV uncomplicated and economical, Jerrold—pioneer and leader in this field—offers you a range and depth of technical and management services unmatched anywhere. Jerrold's tremendous experience and nationwide organization can help in any or every stage of setting up a new community system—in conducting signal surveys; engineering the system; supplying all electronic equipment, including microwave; constructing the entire plant, from antenna site to house-drop; training your personnel; arranging financing to meet your needs; and, finally, turning over the key to an operating system to your system manager.

Make the first move into a profitable extension of your own business—contact the Jerrold Community Systems Division today.

JERROLD — FIRST IN CATV!
See us at Booth 400-02, Sheraton Park Hospitality Suite—New Washington Hilton
A Newsman Should Look Like This
On pro football—"The way bonuses are being handed out these days the Browns may soon be a player-owned cooperative."

On suburbia—"Don't get too cocky out there in the suburbs; you're heading for fiscal quicksand too."

On toys—"The instructions were by a pedantic engineer with a major in Tagalog."

On Viet Nam—"Everything in the book says we should be pulverizing them, but maybe we've got the wrong book."

Bill Jorgensen Does

The quotes are from Bill's nightly programs on WEWS Cleveland, where colorful comment plus plain facts—carefully separated and clearly labeled—add up to extra news impact. Just what you would expect from Scripps-Howard, the experienced news voice.

SCRIPPS-HOWARD BROADCASTING CO., Represented by Blair / WCPO-TV AM/FM Cincinnati / WEWS Cleveland / WMCT-WMC AM/FM Memphis / WPTV West Palm Beach / WNOX Knoxville
Our Joyce, the Doctor.

We couldn't be prouder. Our famous Dr. Joyce Brothers, psychologist, has a clientele in the thousands. And most of them are women—buying women who wouldn't miss a moment of the five minutes a day, five days a week, she talks on the radio.

That's because our Joyce talks to them about things they want to know. Like, about husbands' lying. Or about 'nice' girls.

And always our Joyce is calm and honest, frank and in good taste. Shouldn't our Dr. Joyce Brothers talk for your advertisers?

She has things to say. And the audience waiting. It's like money in the bank to write or call Mr. Marvin Griewe, The ABC Radio Network, Special Program Features, 7 West 66th Street, New York, N.Y. 212 SU 7-5000.

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

SPECIAL PROGRAM FEATURES DEPT.

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 309-675-1488

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

John C. McArdle, vice president and general manager: WNEW-TV New York, is chairman. Hotel Roosevelt, New York.

April 3—Beverly area Emmy awards luncheon, Sheraton-West.

April 3-10—Intercolligate Broadcasting System's 28th annual convention on campus of New York University at University Heights.

April 9-10—Spring meeting of West Virginia Broadcasters Association, Press Club, Charleston.

April 10—Georgia Associated Press Broadcasters Yearly meeting, Atlanta Press Club, Atlanta.

April 10—West Virginia Associated Press Broadcasters meeting, Charleston.

April 10—Financial seminar on community antenna television (participants to be announced) in conjunction with National Community Television Association board of directors meeting. Mountain Shadows, Scottsdale, Ariz.

April 11-12—Annual spring convention of Texas Association of Broadcasters, Speakeasy, Heidelberg, Dallas. Keynote speakers Dr. Harry M. Reitnauer, National Association of Broadcasters, Dallas, and Dr. A. Grieve, The ABC Radio Network, Anaheim.

April 12-13—Legal seminar, conducted by National Community Television Association, at Sheraton Plaza, the +% office of Dr. Robert L. D'Urso, National Association of Broadcasters, New York City.

April 12-13—Legal sessions, conducted by National Community Television Association, at Sheraton Plaza, New York, on "Regulatory matters of a public utility, and reviewing certain matters of a technical nature that are commonly encountered by individuals and organizations producing television programs and services for public broadcast.

April 12-14—Annual meeting of stockholders of General Telephone and Electronics Corporation, New York, N.Y. 212 SU 7-5000. For information, contact Steve Toln, promotions assistant.

April 13—Annual meeting of stockholders of General Telephone and Electronics Corporation, New York, N.Y. 212 SU 7-5000. For information, contact Steve Toln, promotions assistant.
Now available for local station programming

With The Exclusive
MGM-TV Schedule Simulator
58 half-hour episodes

At the NAB visit the MGM-TV hospitality suite C-240, Sheraton-Park Hotel
NEW YORK • CHICAGO • ATLANTA • CULVER CITY • TORONTO
<table>
<thead>
<tr>
<th>DAY</th>
<th>TIME</th>
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<td>4 763 497 702</td>
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<td>16 604 530 7,187 7,009 382</td>
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<td>3</td>
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<td>6 1,022 1,246 295</td>
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<td>1:30 PM TO 2:00</td>
<td>2</td>
<td>145 168 76</td>
<td>2 295 293 80</td>
</tr>
</tbody>
</table>
Rating and audience comp. for your present program to compare with performance of NATIONAL VELVET in the simulated schedule.

NATIONAL VELVET—now available first-run in syndication. 58 half-hour episodes.

Audience comp. which is more and more important in spot buying. The figures will be especially important in evaluation of an all-family show like NATIONAL VELVET.

Computed rating in simulated time period, accounting for competition.

The best possible time periods (in descending order) on your station for the maximum performance of NATIONAL VELVET among all potential time periods, as computed on IBM using ARB data.
Another big step forward! MGM-TV’s Exclusive Programming Aid...the Schedule Simulator

Available for the first time as a programming tool that insures the right time on your station for the best rating and audience composition.

See where the computer programs “National Velvet” on your station for maximum results. Get your Schedule Simulator at the MGM-TV suite, C-240, the Sheraton Park Hotel at the NAB Convention, Washington
Note!

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

Please Note!

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

Broadcasting carries more advertising image annually than any of the next four vertical publications combined.

Why Not!

After all, Broadcasting
is THE businessweekly of Television and Radio.

1735 DeSales Street, N.W.
Washington 6, D.C.
What makes a great salesman?

“S.S. Titanic ran into iceberg, sinking fast.” These words were picked up by a young Marconi operator who spent the next 72 hours in receiving and giving out the news of the disaster and the names of the survivors. This young operator was David Sarnoff, who went on to become Brigadier General, Chairman of the Board of Radio Corporation of America, genius of the airways, father of American television, and pioneering statesman of electronics.
He came to the United States in the summer of 1900. Two days after he arrived he was selling papers on the street to help support his family. From paper boy to Chairman of the Board of RCA, David Sarnoff never stopped selling new ideas in communications—from color television to computers and space satellites. In 1921 he and his associates borrowed a Navy transmitter, helped broadcast the championship fight between Dempsey and Carpentier, and created a sensation. The very next year RCA began the manufacture of radio receiving sets. In 1926 he founded the nation’s first broadcasting network.

David Sarnoff is truly a creative genius in communications. The Storer stations are creative, too...creative in their programming, creative in their selling. They turn more listeners and viewers into buyers. In Toledo, Storer’s great salesmen are WSPD and WSPD-TV, two important stations in an important market.
"Thank you very much for this welcome award, but I was just one member of a team which brought this honor to our organization. I would like to thank all of them, and I'm sorry they can't be here on this stage tonight to share this experience with me."

Anyone who has watched the TV Emmy awards or the movie Oscar presentations will recognize those above quotes (in one form or another) as the standard format for acceptance speeches. I used to wonder about this insistence by acceptors upon trying to get everyone into the act. Now I know.

The full significance of this urge to publicly share credit where credit is due hit me recently as I walked the "last mile" from the audience to the stage of the Hollywood Palladium to accept two figures on behalf of Young & Rubicam at the International Broadcasting Awards dinner. Our agency's commercial on television for the Goodyear Tire Double Eagle safety tires won the top honor in the "60-second live action" category and later was named the television grand sweepstakes winner.

Stripes Pay Off • Although that tedious trek was brightened considerably by waiting presenter Inger Stevens, my thoughts kept returning to all of the folks who should have been walking up there with me, or instead of me. But, as is often the case, stripes outrank talent, and, as supervisor of Y&R's West Coast commercial production, I was selected to accept the awards.

Because the members of the Hollywood Advertising Club IBA committee are naturally good showmen, they presented a swiftly paced program of diversified entertainment, interspersed with screenings of the commercials chosen in the finals. This, they wisely decided, obviated any acceptance speech longer than "Thanks."

In such a situation how could anyone give credit to whom it might belong? You couldn't unless you were fortunate enough to get a chance to tell the real story of the prize-winning commercial in a "Monday Memo."

How It Was Done • The Goodyear Tire and Rubber Co. wanted to tell the public about its Double Eagle tire with the "Lifeguard Safety Spare," a tire within a tire, and this is how the agency built the commercial:

Hanley Norins, Y&R creative director and vice president in San Francisco, two years ago came up with a new technique for Goodyear by producing commercials with drama music but with no words to advertise their snow tires, then new on the market. It was decided to utilize this same nonverbal approach again.

With an impressive safety record to stress, it was felt the new tire should have broad appeal to women and to the men who worry about them at the wheel of an automobile. The message should be geared to women; meanwhile also relate to men. A woman's touch was needed, so Hanley handed copywriter Dee McCrea the following premise:

"A woman has a blowout at night on a dark, lonely road. She's frightened...she's concerned...just as you might be in the same situation. What does she do? Well, she gets to a phone to call for some assistance...but, if she had been driving on Goodyear Double Eagle tires she never would have had the problem in the first place."

Words and Pictures • Dee quickly expressed the crux of the situation with a slogan, "When A Woman's Stranded And There's No Man Around." Copy supervisor Mike Slossberg provided some additional copy and male viewpoint. Two more Y&R San Francisco agency men, art directors Gerry Severson and Mutsuo Kitagawa, went to work on how the concept could best be expressed visually.

Many meetings were held by creative workers from the two offices. The actual filming was to be done at Filmfair, in the San Fernando Valley, so I assigned Lear Levin of our Hollywood office as agency producer, to work with Norman Toback, writer with an especial knack for casting.

Proper casting has become more and more essential in this highly competitive field. No longer can one get by with just a pretty girl to sell a product. Actors and actresses are in demand much more than models. To establish certain moods and to convey the right emotion which must now go along with putting across a product, the people we use are cast as carefully as they would be for a first class dramatic production.

Create An Emotion • Essentially our method is to create an emotional setting, through image, words and sound which would make discussion of our product unpretentious and natural. We attempt to present the product thoroughly and dramatically, while maintaining the quality image that the Goodyear Tire and Rubber Company has created and sustained over the years.

After we select the right people for our cast we put the same amount of care into the choice of location, proper staging and lighting. Several of our people, accompanied by Bob Sage, Filmfair producer-director, searched for a location which seemed bleak enough to provide our girl concern about being "Stranded When There's No Man Around." Incidentally, Margaret Bly was the young actress who gave us an academy performance with the right amount of concern."n

In the interests of authenticity, we favor natural settings rather than movie sets, which often brings problems with the well-known lack of rain in Southern California. We had ordered rain from the weatherman for our stranded girl, but he brought it a day early when we weren't ready. Finally, with the ground and foliage still damp from the night before we accomplished our purpose by adding a touch of artificial mist.

"Woman Stranded—No Man" finally received another award, an accolade from Goodyear which reports they can't keep enough Double Eagles on the racks.

Sid Marshall joined Young & Rubicam in 1954, after he had put in several years in film studios following his graduation from the University of California at Los Angeles. From commercial supervisor he was promoted to the head of the department in 1962 and was made a vice president in 1963. His job includes considering bids from commercial production companies on all commercials done by Young & Rubicam on the West Coast.
Quality by any measurement is on the record at WELI.
The station with the adult purchasing power audience in New Haven.
The station that makes New Haven a better buy.
5000 Watts; 960 KC.
WELI
The Detached Americans...
and the Aroused Philadelphians! Are we becoming a nation of people blindly heedless of the world around us? Recently, thirty-eight Americans stood idly by while a neighbor was murdered. Similar cases of wholesale uninvolve ment have become alarmingly common.

WCAU-TV decided to do something about it. With "The Detached Americans," a full-hour, prime-time indictment of public apathy, narrated by Harry Reasoner, and written by John Keats—the same team responsible for "Conformity," TV10's explosive examination of American "me too-ism" which became one of the most talked-about programs of last season.

More Philadelphians watched "The Detached Americans" than saw competing network entertainment programs on Philadelphia's other stations. (And as a result, the same sponsor immediately snapped up the program for a second broadcast in prime time.) Of the nearly one million people who saw "The Detached Americans," scores were sufficiently aroused to call or write WCAU-TV. A typical comment was this from an Education major: "I am frankly envious of your ability to touch so many people, so profoundly ... I could not hope to have so much effect in a lifetime."

"The Detached Americans"—and the public's active response to it—demonstrates anew television's surpassing effectiveness in arousing large-scale awareness of community problems. Especially when the television station is CBS Owned WCAU-TV Philadelphia.

Source: ARB audience estimates, subject to qualifications which WCAU-TV will supply on request.
OPEN MIKE

Hurtling own image

EDITOR: ... We have been a National Association of Broadcasters member for years, but their stooping posture amazes me. In pressing for a rule to ban CATV local programming, NAB lowers broadcasting's image.

Having discovered no other valid reason, it will appear that we broadcasters are afraid that a cable might do a better programming job. All broadcasters have greater coverage than any single cable. If a broadcaster with his background, experience and superior facility can't successfully compete with a cable's limited operation, then it's time the FCC looked into that broadcaster's ability to serve his community. Regulation for cables, yes, but on the same basis as a broadcaster.

Let's not pull down broadcasting's stature before the public by crying in our beer about the cable operator who might be able to serve his town, too, with local expression, but only within the limited confines of a wire strung on telephone poles.—Phil Whitney, manager, WINC Winchester, Va.

For agency's files


Kindly send us any updated articles you may have published on this same topic.—Alan H. Andrews, radio-TV director, Creamer, Trowbridge & Case, Providence, R.I.

(Copy of the Oct. 12, 1964, issue reporting FCC radio income figures for 1963 has been sent.)

TV editorials in newspapers

EDITOR: [Recently I wrote about] ... the matter of the reprinting of the Duluth Herald and News-Tribune of editorials delivered over KDAL and/or KDAL-TV (Duluth, Minn.).

I am happy to send along another example of the respect in which KDAL is held by the Duluth consumer press. The editorial on a sales tax bill appeared in the March 10 News-Tribune. A Duluth weekly entitled Duluth Publicity carried another of our editorials entitled "Tax forfeit laws need tightening."

I am sure you will agree that it is highly unusual to see any newspaper take space to recognize the editorial contributions of broadcast media. — Ward L. Quaal, executive vice president and general manager, WGN Inc., Chicago.

Looking for facts

EDITORS Could you forward to me a list of radio stations or radio-TV outlets of more than 1 kw output in the state of Florida, or as many as could be conveniently compiled.—Donald A. Percy, CKPT Peterboro, Ont.

(The Broadcasting Yearbook carries a listing of all radio and television stations with their power for every state. The price of the Yearbook is $5.00.)

Radio-TV help to disabled

EDITOR: The American Psychological Association would like to recognize the efforts of individuals and organizations in the field of public communication which have made outstanding contributions to the public understanding of human disability.

Use of the enclosed [announcement] in your magazine will be appreciated.—Dr. Gerald W. Green, chairman, public media awards committee, American Psychological Association, 3015 Steven Drive, Lawrence, Kan.

(In radio-TV, awards will be made to writers, station, networks and services. Material should be concerned with any single disability or the overall subject of human disability. Deadline for entries is May 1, 1965.)

'It was my pleasure ...'

EDITOR: ... I consider it an honor to become a Broadcasting correspondent. It was my pleasure to write an article ['Monday Memo, March 1] ... —Donald E. Leonard, vice president, Kudner Agency Inc., New York.

Pulled a funny

EDITOR: On behalf of the four lively young ladies in our IBM accounting department, who were completely broken up by the March 1 Sid Hix cartoon, I would like to request the original to be suitably framed for them. —Rod M. Smith, controller, KHJ-AM-FM-TV Los Angeles.

(He's on the way)

Drawing for Broadcasting by Sid Hix

"The opinions expressed by this machine are entirely its own and do not necessarily reflect those of this station"
IN THE AIR, AND ON THE AIR . . .

MSP MEANS MINNEAPOLIS-ST. PAUL

And Smart Television Buyers Keep Coming Back

In the air, headed for Minneapolis-St. Paul, your baggage check reads MSP. On the air, headed for bigger sales, you get best results with KMSP-TV, fastest growing, lowest CPM station in the rich Minneapolis-St. Paul market. When you think of Minneapolis-St. Paul, think of KMSP-TV.

KMSP-TV MINNEAPOLIS • ST. PAUL

A Twentieth Century Fox television station represented nationally by BLAIR TELEVISION
ALL ARE IMPORTANT SYMBOLS IN INDIANA!

The Communicana Group Includes:

WSJV-TV       WKJG-TV
29 ABC         62 NBC

Also: WKJG-AM and FM, Ft. Wayne; WTRC-AM and FM, Elkhart
The Mishawaka Times (Morn.); The Elkhart Truth (Eve.)

JOHN F. DILLE, JR., PRESIDENT OF THE COMMUNICANA GROUP
The broadcasters meeting in record numbers in Washington this week for the 43d annual National Association of Broadcasters convention have before them among the most serious problems that have ever confronted the industry. Riding the economic crest of a prosperity wave that carried them through 1964 and promises to continue to swell through 1965, they are at the convention, some 4,000 strong knowing that many industry’s problems are coming to a head and that others, now embryonic, need deft handling to prevent them from erupting into major crises.

Although many of the more pressing problems were not included in the convention agenda, it is not always at the formal sessions that the most important business of such an industry meeting takes place. This year promises to be no exception.

- Among the big issues facing the industry are:
  - Community antenna television. Will there be legislation or regulation? Will it be liveable for broadcaster and CATV operators?
  - Pay TV. Zenith Radio Corp. has asked the FCC to authorize a nationwide system using available channels. Are broadcasters still firmly opposed to pay systems?
  - The FCC’s freeze on station sales in the top 50 markets. This interim policy, unleashed last Christmas, requires group owners with stations in the top 50 markets to go into hearing on any purchase of additional stations in this market class.

- An FCC plan to restrict network control or ownership of prime-time programs. Who would control the programs and what would happen to the networks’ syndication and foreign distribution operations?

- The mounting attacks of bar associations, courts and law enforcement agencies on access and pretrial information. How many limitations can broadcasting face?

There are other problem pockets but these are as much in the forefront at this convention as any could be.

On CATV - The CATV problem,
NAB '65: STILL PLENTY OF PROBLEMS continued

which took a back seat to pay TV at last year’s NAB convention, has this year’s limelight. Perhaps it is because there are so many different opinions as to how, if at all, CATV should be brought under control.

The CATV issue has come as close to splitting the broadcasting industry as has any other topic in recent years. CATV is no longer a mom and pop operation. In the past year some of the broadcasting giants have begun their migration to the community antenna pastures: RKO General, Meredith-Avio, Rollins, Newhouse, Cox, Golden West, Westinghouse and Triangle.

And by the very nature of entry into CATV by these and other broadcasters, the no-man’s-land that once separated broadcaster and CATV operator vanished. In 1964 CATV, when it was referred to at all, was spoken of as all white or all black. No one seemed interested in finding a shade of gray.

But today there are a multitude of opinions on CATV. And the interest that broadcasters, CATV operators and other parties have taken in the field seems to have found its way to Capitol Hill. Congress now seems to have a keen awareness of just what CATV is and what makes it tick. This awareness has increased the possibility of hearings in this session; hearings that seem likely to originate in the House under Commerce Committee Chairman Oren Harris (D-Ark.).

It has been the general feeling in Congress that the FCC does not have the power to regulate CATV, except those systems using microwave. The commission, itself, has been divided on whether it has the authority. And broadcasters and CATV operators have been no help in deciding the issue.

Congress has felt that the FCC should present the legislators with proposals for regulation and that these ideas should represent broadcasters and cable operators. As a result the NAB and National Community Television Association have been meeting to see if they can give the FCC a proposed set of rules both sides could accept.

However, the NAB-NCTA talks have bogged down on protection of station signals. NAB has been pushing for 15-day nonduplication; NCTA says simultaneous duplication should be no problem. And now the FCC is considering its own move that would extend the 15-day duplication protection for grade A signals to grade B signals.

AMST Stand • The question of FCC jurisdiction has also been brought up by the Association of Maximum Service Telecasters, ABC and the Television Accessory Manufacturers Institute. These three groups maintain that the FCC has authority to regulate CATV and that congressional legislation is not required.

It is at this point that the issue of federal regulation and/or legislation, what it should be, how far it should go, becomes a freshly tarred road on a hot summer day. There are NAB members who also belong to NCTA. And there are AMST-NAB members who, as CATV operators, have joined NCTA. There are also NAB-NCTA-AMST members who are ABC affiliates.

Each of these groups purports to be speaking for its membership. So it would appear that there is no single industry source to provide the FCC and Congress with guidelines.

If any single indication of the importance of CATV on the broadcast scene or the fact that it is here to stay is needed, it can be found in the exhibit halls of the Sheraton-Park this week. Among the displays of transmitters, microphones and cameras, delegates will also find head-end gear, electronic transmission systems and other equipment used by CATV operators.

The pay-TV issue, which had the convention in an uproar last year, has lain dormant since California voters put Subscription Television Inc. out of business, at least temporarily, last fall. However, it bounced back to life earlier this month when Zenith Radio Corp. requested the FCC to authorize a nationwide pay-TV system on VHF and UHF (Broadcasting, March 15).

Zenith’s pay system, which has been in test operation on RKO General’s WHTC(TV) Hartford, Conn., for three years, has proven, Zenith says, that the FCC should look toward establishing a national pay-TV system, regardless of the system used. The Zenith operation was opposed before it got on the air and there is no reason to expect that opposition has diminished since 1961.

Will Return • STV had told its Los Angeles and San Francisco subscribers and stockholders that, like MacArthur it would return, but so far it has been unable to reopen its shop. However, it has filed a court appeal which seeks to overturn the referendum opposing all forms of pay television in the state.

At the 1964 convention speakers all the way down from FCC Chairman E. William Henry and the then-NAB President LeRoy Collins announced outright opposition to the existence of unregulated pay TV. It could destroy broadcasting, they prophesied. Their attacks were directed primarily to wired pay TV, as exemplified by the STV system that was getting ready to begin operation in California. This year STV has gone, but the issue of pay TV on the air has been revived.

All of this controversy generated by CATV and pay TV could come to a head this week in the Tuesday session which will bring together spokesmen for NAB, NCTA, Zenith and ABC.

The freeze that the FCC has imposed on sale of TV stations in the top 50 markets has not only produced protests from group owners, but has produced a chorus of complaints from members of Congress.

In February, Senator John O. Pastore (D-R.I.), chairman of the Senate Communications Subcommittee, ripped into the top-50 freeze and said the policy was “harassment,” claiming the FCC was not working in the public interest under this proposal (Broadcasting, March 1). Chairman Henry, admitting

The luncheon speaker today (March 22) is Vincent Wasilewski (r), NAB president, who is making his maiden appearance before the convention in this role. Introducing him will be Willard Schroeder (l), of WOOD Grand Rapids, Mich., and chairman of the NAB joint boards.
Broadcasters have a vital interest in the cigarette hearing opening today or in any legislation which could affect the estimated $150 million cigarette makers spend annually in radio and television.

The Federal Trade Commission proposed ruling, which triggered the hearing, calls for warnings in advertising and labeling that cigarette smoking is a health hazard. There are two bills before the Magnuson committee. One, written by the chairman, would require health warnings on labels and listing of nicotine and tar contents. Another bill, by Senator Maurine B. Neuberger (D-Ore.), would require the health warning in all advertising.

The FTC, which has had the effective date of its rule delayed to July 1 at the request of the House Commerce Committee, will testify before the Senate committee on March 29. The following day the NAB and Cigarette Advertising Code officials will testify.

Although any legislation on cigarette advertising would probably have serious effects on radio and TV income, it's felt that radio would probably suffer more and could lose a big hunk of the $25 million it receives from cigarette advertising.

Whatever the outcome, if health warnings are to be made a regulation, broadcasters would prefer to live under a federal code than have states, counties and municipalities promulgate their own sets of rules. In Utah, earlier this month, a move by the state house to push through a bill putting severe restrictions on cigarette advertising was tabled when the broadcasters urged the legislators to support uniform federal regulation (Broadcasting, March 15).

Access to Courts • The question of access, freedom of information, pretrial coverage and other areas related to the courts and law enforcement agencies, has been in the forefront the past year. In a series of moves, mostly triggered by local or state bar associations, bans on access have been put into effect.

Today, the NAB and Radio-Television News Directors Association are filing a brief in the appeal of Billie Sol Estes which is before the U. S. Supreme Court (see page 94). The NAB and RTNDA are saying that Estes was not denied a fair trial because of television coverage. The Supreme Court's decision in this case and how far it goes beyond the decision could play an important role in deciding what broadcasters will face from courts, lawyers and law enforcement officials in the future.

Life for a broadcaster is never dull. There is always another hill to climb, another regulation to face and this convention has its share of both.

But the biggest topic of the week may still be one broadcaster asking another: "Who will be the new FCC commissioner?" If President Johnson should decide to name the seventh FCC member this week, it would give the NAB's convention another very timely subject.
ON TAP AT THE CONVENTION

Official agenda for the 43d annual National Association of Broadcasters convention, March 21-24, at Shoreham and Sheraton-Park hotels, Washington, follows. Also listed are unofficial and related meetings and activities.

Registration * Saturday, March 20—9 a.m.-5 p.m. Sunday, March 21—8 a.m.-6 p.m. Monday, March 22—8 a.m.-6 p.m. Tuesday, March 23—9 a.m.-5 p.m. Wednesday, March 24—9 a.m.-5 p.m. Lobby, Shoreham.

Exhibits * Sunday, March 21—10 a.m.-7 p.m. Monday, March 22—9 a.m.-9 p.m. Tuesday, March 23—9 a.m.-7 p.m. Wednesday, March 24—9 a.m.-5 p.m. Exhibit Halls, Maryland Suite, Virginia Suite, Sheraton-Park.

SUNDAY, March 21

7 a.m.—MGM-TV Golden Lion Golf Tournament and buffet. Buses leave from Sheraton-Park. Washingtonian Country Club, Gaithersburg, Md.

9 a.m.-12 noon—Broadcast Music Inc. board meeting. Calvert Room, Sheraton-Park.

9:30 a.m.-12 noon—Association of Maximum Service Telecasters annual membership meeting. Diplomat Room, Shoreham.

9:30 a.m.-3 p.m.—Association for Professional Broadcasting Education membership meeting. Assembly Room, Sheraton-Park.

9:30 a.m.—National Association of FM Broadcasters breakfast and business session. Empire Room, Shoreham.

9:30 a.m.-9:30 p.m.—Television Films Exhibit '65 with 17 distributors. Will be open daily through March 24. First Floor, Shoreham.

10:30 a.m.—ABC Radio Affiliates reception. Continental Room, Sheraton-Park.

12 noon—ABC Radio Affiliates presentation and luncheon. Park Room, Sheraton-Park.

12 noon—Broadcast Music Inc. board luncheon. Potomac Lounge, Sheraton-Park.

12:15-2:30 p.m.—Association for Professional Broadcasting Education reception and luncheon. Cotillion Foyer and Assembly Room, Sheraton-Park.

12:30-2:30 p.m.—Association of Maximum Service Telecasters board luncheon. Heritage Room, Shoreham.

NAB FM Day Program * 2:30-5 p.m., Empire Room, Shoreham.


[NOTE: Delegates to the NAB convention are invited to attend the program of the National Association of FM Broadcasters in the Empire Room of the Shoreham beginning at 9:30 a.m., Sunday, March 21.]

2:30-5:30 p.m.—Society of Broadcast Engineers annual meeting. Forum Room, Shoreham.


3 p.m.—Association on Broadcasting Standards board meeting. Palladian Room, Shoreham.

Television Assembly * 3:15-5 p.m. Cotillion Room, Shoreham.


3:30-6 p.m.—Clear Channel Broadcasting Service annual meeting. Diplomat Room, Shoreham.

4 p.m.—Association on Broadcasting Standards membership meeting. Palladian Room, Shoreham.

4-6 p.m.—Indiana Broadcasters Association congressional reception. Tudor Room, Shoreham.

4-7 p.m.—Television Films Exhibit '65 annual reception. Sheraton Hall, Sheraton-Park.


6:30 p.m.—CBS-TV Affiliates reception. Ambassador Room, Shoreham.

6:30-9:30 p.m.—Association of Maximum Service Telecasters dinner meeting. Broadcasters Club.

8 p.m.—CBS-TV Affiliates banquet. Regency Room, Shoreham.

MONDAY, March 22

8 a.m.—TV Stations Inc. annual membership breakfast. Blue Room, Shoreham.

9 a.m.—Mark Century programing seminar. Dover Room, Sheraton-Park.

General Assembly (Management and Engineering Conference) * 10:30 a.m.-12 noon, Regency Ballroom, Shoreham.

CONTINUED ON PAGE 38
In the Money!

Charlotte's consumer spendable income per household is the highest in the South. The 2 million plus people in a 75-mile radius of this action city make it the biggest trading area in the Southeast. If your advertising goal is to be “in the money”, you need the wide coverage of WSOC-TV. Proven sales action in a 54-county Carolina gold mine!

Charlotte's WSOC-TV

NBC-ABC affiliate/represented by H-R
ON TAP AT THE CONVENTION, continued

**Presiding:** John F. Dille Jr., Communicana Group of Indiana, 1965 convention co-chairman. **Music:** U. S. Army Band under Lieutenant Colonel Samuel Loboda. ** Invocation:** Rabbi Lewis A. Weintraub, Temple Israel, Silver Spring, Md.

**Presentation of NAB Distinguished Service Award** to Leonard H. Goldenson, president, American Broadcasting-Paramount Theaters, by Vincent Wasilewski, NAB president. **Address:** Mr. Goldenson.

**Address:** Hubert H. Humphrey, Vice President of the United States.

**Management Conference Luncheon** = 12:30-2 p.m., Sheraton Hall, Sheraton-Park.


**Introduction of the Speaker,** Willard Schroeder, wwoo Grand Rapids, Mich., chairman of the NAB board of directors. **Address:** Vincent Wasilewski, president, NAB.

**Radio Assembly** = 2:30-3:30 p.m., Cotillion Room, Sheraton-Park.

**Presiding:** Sherrill Taylor, NAB vice president for radio. **Annual RAB Presentation:** Edmund C. Bunker, president; Miles David, administrative vice president, and Robert Alter, vice president-national sales.

**Television Assembly** = 2:30-3:45 p.m., Palladian Room, Shoreham.

**Presiding:** Robert W. Ferguson, WTRF-TV Wheeling, W. Va., member 1965 convention committee and NAB TV board of directors.


**Beyond the Numbers—New Facts about TV's Impact:** Roy Danish, director Television Information Office and Burns W. Roper, managing partner, Elmo Roper & Associates.

**Management Conference Assembly (Radio and TV Delegates)** = 4-5:30 p.m., Regency Ballroom, Shoreham.

**Presiding:** John F. Dille Jr., Communicana Group of Indiana, 1965 convention co-chairman.


5 p.m.—North Carolina Association of Broadcasters congressional reception. Chinese Room, Mayflower.

10 p.m.—Westinghouse Broadcasting Co. Program Sales cocktail party. International Ballroom east wing, Washington Hilton.

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**TUESDAY, March 23**

8 a.m.—Society of Television Pioneers annual breakfast. Continental Room, Sheraton-Park.

**Radio Assembly** = 10 a.m.-12 noon, Regency Ballroom, Shoreham.

**Report of the Chairman of the Radio Board:** Rex Howell, KREX Grand Junction, Colo.

**ARMS Report:** Howard Mandel, NAB vice president for research.

**Weather Is Important Business:** Dr. Robert White, chief of U. S. Weather Bureau, Washington.

**Recording Artists: Big Box Office for Radio,** a panel of well-known record performers presented by the Record Industry Association of America.

**Television Assembly** = 9:45 a.m.-12 noon, Cotillion Room, Sheraton-Park.

**Call to Order:** John F. Dille Jr., Communicana Group of Indiana, 1965 convention co-chairman, vice chairman of NAB TV board of directors.


**Management Conference Luncheon** = 12:30-2 p.m., Sheraton Hall, Sheraton-Park.

**Presiding:** Mike Shapiro, WPAA-TV Dallas, chairman of NAB TV board of directors. **Invocation:** The Rev. Edward L. R. Elson, the National Presbyterian Church, Washington.

**Introduction of the Speaker,** Vincent Wasilewski, president, NAB. **Address:** The Honorable E. William Henry, chairman, FCC.

2:30 p.m. **No Sessions Scheduled** (There is no program in this period so delegates may visit exhibits and hospitality quarters.)

3 p.m.—All-Industry Television Station Music License Committee meeting. Parlor C, Shoreham.

2:30-4 p.m.—National Association of Broadcasters television code review board meeting. Club B, Shoreham.

4:15-5:30 p.m.—National Association of Broadcasters radio code review board meeting. Club B, Shoreham.

5:30-6:30 p.m.—Texas Association of Broadcasters congressional delegation reception. Assembly Room, Sheraton-Park.

**NAB Government Reception** = 6-7:30 p.m., Sheraton Hall, Sheraton-Park. (A reception for senators, congressmen and other top government leaders.)

CONTINUED ON PAGE 40

38 (NAB CONVENTION)
the Meredith bunch.
ON TAP AT THE CONVENTION, continued

7:30 p.m.—Broadcast Pioneers banquet. Ambassador, Palladian, Empire and Diplomat Rooms, Shoreham.

9 p.m.—Broadcast Pioneers awards and entertainment. Regency Room, Shoreham.

WEDNESDAY, March 24

8 a.m.—United Presbyterian Church breakfast. Palladian Room, Shoreham.

Television Assembly * 9:10:15 a.m., Cotillion Room, Sheraton-Park.

Presiding, Mike Shapiro, WFAA-TV Dallas, chairman NAB TV board. Film and Your Future, panel produced by Television Films Exhibit program committee. Moderator, Mr. Shapiro. Panelists, Joseph Kotler, vice president, Warner Bros. Television; Pierre Weis, vice president, United Artists Television and Leonard J. Patricelli, vice president and general manager, WTCI-TV Hartford, Conn.

Television Assembly * 10:30 a.m.-12 noon, Cotillion Room, Sheraton-Park.

Presiding, Mr. Shapiro. NAB TV Board Election.


TV Board Election Results.

Radio Assembly * 10 a.m.-12 noon, Regency Ballroom, Shoreham.

Presiding, Sherrill Taylor, NAB vice president for radio. NAB Radio Public Relations Presentation: "Tools to Do the Job." Introduction, John F. Box Jr., executive vice president, WIL St. Louis. Presentation, John Curee, NAB vice president for public relations.

Station Representatives Association Presentation: Radio to Sell Radio, Lloyd Griffin, Peters, Griffin & Woodward; Tom Harrison, Blair Co., and Stan Freberg, Freberg Ltd.

Radio Music Licensing, Robert Mason, WMNR Marion, Ohio.

The Sounds of the World, Ted Malone.


Management Conference Luncheon * 12:30-2 p.m., Sheraton Hall, Sheraton-Park.


Introduction of the Speaker, Vincent Wasilewski, president, NAB. Address, Crawford H. Greenewalt, chairman of E. I. duPont de Nemours and national chairman of Radio Free Europe.

General Assembly (Management and Engineering Conferences) * 2:30-5 p.m., Regency Ballroom, Shoreham.


Special NAB Code Film Presentation, Howard H. Bell, NAB Code Authority director.


THURSDAY, March 25

All day—Visual Electronics Corp. post-NAB seminar. Cotillion Room, Sheraton Park.

WHERE TO FIND IT

Exhibits of equipment manufacturers are located in the lower lobbies of the Sheraton-Park hotel during the NAB convention. Exhibit space and/or the hospitality suites assigned as of March 18 are shown. Symbol Sh-P means Sheraton-Park.

Large directory boards are posted in the lobbies of the Shoreham and Sheraton-Park.

EXHIBITORS

Addressograph-Multigraph Corp. ..... Space 307
Adler Educational Systems ..... Space 325
Albion Optical Co. ..... Space 323
Alford Manufacturing Co. ..... Space 209
Altec Lansing Corp. ..... Space 211
Ameco Inc. ..... Space 513-14

American Electronics Laboratories Inc. ..... Space 512
Ampex Corp. ..... Space 200
Andrew Corp. ..... Space 238
Arriffex Corp. of America ..... Space 324
Audio Devices Inc. ..... Space 408
Automatic Tape Control ..... Space 309
Bauer Electronics Corp. ..... Space 318
Boston Insulated Wire & Cable ..... Space 224
Broadcast Electronics Inc. ..... Space 107
CBS Laboratories ..... Space 242
CCA Electronics ..... Space 322
Century Lighting Inc. ..... Space 221
Chrono-Log Corp. ..... Space 308
Cleveland Electronics Inc. ..... Space 227
Electronics Inc. ..... Space 316
Cohu Electronics Inc. ..... Space 316
Colortron Industries ..... Space 231
Conrac Division, Gianelli ..... Space 102
Cummins Engine Co. ..... Space 304
Dage Television Co. ..... Space 404

Dresser-Ideco Co. ..... Space 305
Dynair Electronics Inc. ..... Space 235
Electronics, Missiles & Communications Inc. ..... Space 243
Entron Inc. ..... Space 516
Fairchild Recording Equipment ..... Space 222
Filminol Corp. ..... Space 306
Fort Worth Tower Co. ..... Space 301
Gates Radio Co. ..... Space 223
General Aniline & Film Corp. ..... Space 303
General Electric ..... Space 217-18
Gotham Audio Corp. ..... Space 229
Grass Valley Group Inc. ..... Space 507
Harwald Co. ..... Space 406
Houston Fearless Corp. ..... Space 405
International Good Music Inc. ..... Space 300
Jampco Antenna Co. ..... Space 294
Jerrold Electronics Corp. ..... Space 400-02
Johnson Electronics Inc. ..... Space 236
Kleeman Bros. ..... Space 101
Lektro Electric Co. ..... Space 501
LTV Continental Electronics ..... Space 213
McGarta Inc. ..... Space 315
Magnecord Sales, Midwestern Instruments Inc. ..... Space 502
Marti Electronics ..... Space 234

BROADCASTING, March 22, 1965
A new concept...A new family game...
EVERYTHING'S RELATIVE

It's family against family for fun and prizes as team spirit soars and the half-hour flies by. Jim Hutton asks the questions 5 times a week while the champion crew defends their honor and the challengers try to upset the balance of power and capture the treasures. EVERYTHING'S RELATIVE is truly an entertaining program that raises individual viewer involvement to a new high. Dad is the strategist, Mom is the family press agent, and the Kids add extra zest to the game. Your family will love EVERYTHING'S RELATIVE, and, if your sponsors are Dads, Moms, or Kids, they'll love it too. 130 half-hours now in syndication...call for an audition.
The BPI crowd

There are 30 representatives of BROADCASTING and TELEVISION magazines, in Washington March 21-24 covering the 43d annual National Association of Broadcasters convention and related meetings. The editorial and advertising representatives of Broadcasting Publications Inc. are holding open house during the convention in the Madison Suite of the Sheraton-Park hotel.


TELEVISION's representatives are Donald V. West, Ed Sellers, Frank Chizzini and Bob Moran.

Government affairs Cabinet Room
Paul Comstock, vice president

Legal
Douglas A. Anello, general counsel

Research Press Room
Howard Mandel, vice president

Code Authority Council Room
Howard H. Bell, director

State association liaison Press Room
Alvin King

EQUIPMENT HOSPITALITY SUITES
(See also Equipment Exhibitors)
Addressograph-Multigraph Corp. Unassigned
Adler Educational Systems, Inc. Sh-P
Adonis Radio Corp. Unassigned
Alden Optical Co. Sh-P M457-52
Allford Manufacturing Co. Unassigned
Altex Lansing Corp. Unassigned
Alto Fonic Tape Service Inc. Wash Hilton

American Electronic
Laboratories Inc Mayflower
American Telephone & Telegraph
Co. Sh-P B220

Ampec Corp. Unassigned
Andrew Corp. Unassigned
Arriflex Corp. of America Unassigned
Audio Devices Inc. Unassigned
Automatic Tape Co. Inc. Harold Phillips Co. Sh-P F240-42
Bairns Industries Unassigned
Ball Brothers Research Corp. Unassigned
Bauer Electronics Sh-P M759-59
Bell & Howell Co. Unassigned
Bonded Services Unassigned
Boston Insulated Wire & Cable Unassigned
Broadcast Equipment Inc. Unassigned

CBS Laboratories Village Sh-P F457
CCA Electronics Corp. Unassigned
Century Lighting Inc. Unassigned
Chromo-Log Corp. Unassigned

Cleveland Electronics Unassigned
Cohn Electronics Unassigned
Colson Radio Co. Sh-P C440
Colortron Industries Unassigned
Comrex Corp. Unassigned
Conrac Division, Gianinni Unassigned
Commins Engine Co. Unassigned
Darril Television Co. Sh-P B33-25
Dresser-ideo Co. Sh-P A311-15
Dynair Electronics Inc. Sh-P F543-45
Dynatronics Inc. Unassigned
Eastman Kodak Corp. Unassigned
Electronics, Missiles & Communications Inc. Sh-P B222-25
Entron Inc. Unassigned
Fairchild Recording Equipment Corp. Sh-P
Filineline Corp. Sh-P A211-15
Fort Worth Tower Co. Unassigned
Gamma Scientific Inc. Unassigned
Gates Radio Co. Sh-P F540
General Electric Sh-P R907-09
Gothen Audio Corp. Unassigned
Grass Valley Group Inc. Mayflower
Gray Research & Development Co. Unassigned
Harold Co. Unassigned
Houston Fearless Corp. Unassigned
International General Music Corp. Unassigned
International Nuclear Corp. Unassigned
Jampro Antenna Co. Unassigned
Jerrold Electronics Corp. Wash Hilton
Johnson Electronics Inc. Unassigned
Klig Bros. Unassigned
Kline Iron & Steel Co. Sh-P 907-03
Kra Electronics Inc. Unassigned
Lenkurt Electric Co. Sh-P D210-12
Logos Ltd. Unassigned
LTV Continental Electronics Div Unassigned
M & H Communications Co. Unassigned
Macarta Inc. Unassigned
Magnetic Sound Inc. Unassigned
Marconi Instruments Unassigned
Martin Electronics Bill Merritt Unassigned
Maryland Telecommunications Inc. Unassigned
Mcmartin Industries Inc. Sh-P F740
Memorex Corp. Unassigned
MG M Teletelugu Services Inc. Unassigned
Microwave Associates Unassigned
Midwestern instruments Unassigned
3M Co. Sh-P C401-42
Miral Electronics Inc. Unassigned
Mitchell Vinten Inc. Sh-P F357
Moseley Associates Unassigned
Moulue Specialties Co. Unassigned
MVR Corp. Sh-P F350-52
Nippon Electric New York Inc. Unassigned
Northern American Philips Co. Sh-P A11-15
Nortronics Co. Sh-P M524-54
Ozalid Repro Products, General Aniline & Film Corp. Sh-P D251-53
Phoebe Research Corp. Unassigned
Q-TV inc. Unassigned
Quick-Set Inc. Sh-P C51-53
RCA Sh-P R907-09
Raytheon Co. Unassigned
Reeves Industries Inc. Sh-P F660-03
Riker Industries Inc. Unassigned
Rhino Systems Inc. Unassigned
Rohm & Haas Co. Unassigned
Rohn Reeves
Raytheon
RCA
RCA
RCA
Vantage Points & Devices Space 100
Q-TV Inc. Space 239
Quick-Set Inc. Space 407
RCA Space 100
Raytheon Co. Space 104
Reeves Soundcraft Space 500
Riker Industries Inc. Space 220
Rohm Systems Inc. Space 321
Rhode Corp. of America 32
Schafer Electronics Space 212
Shibaden Corp. of America Space 226
Shure Brothers Inc. Space 232
Sony Corp. of America Space 320
Spartan Electronic Corp. Space 319
Standard Electronics Corp. Space 103
Sylvania Electric Products Inc. Space 317
Sarkes Tarzian Inc. Space 208
Tektronix Inc. Space 201
Telcon Measurements Space 303
Telcomet Co. Space 105
Telepro Industries Inc. Space 241
Telequip Corp. Space 203
Telsync Corp. Space 203
Teletronics Corp. Space 216
Thomson Electric Co. Space 313
Townsend Associates Space 219
U.S. Navy, Teleradio Branch Space Concours
U.S. Navy, Teleradio Branch, Recruiting Service Space Concours
Utility Tower Co. Space 240

Video-Medical Electronics Corp. Space 508-11
Viking Cable Co. Space 515
Visual Electronics Corp. Space 107-8
Vital Industries Cabinet Room
Vitro Electronics Space 403

Ward Electronic Industries Inc. Space 312
Whittaker Corp., Gencom Div. Space 314
Wilkinson Electronics Inc. Space 409-11

NAB CONVENTION OFFICES
II All NAB convention and staff offices are located on the Lobby floor in the Sheraton unless otherwise noted.
Convention Manager Board Room
Everrett E. Revercomb, secretary-treasurer
Convention Program Committee Room
Robert C. Stearns, assistant to the president
Engineering Conference Board Room
George W. Bartlett, manager

Convention Exhibits-
Exhibit Office—Sheraton-Park
Edward L. Gayou, exhibit consultant
George E. Gayou, exhibit consultant

Registration Desk Lobby
Donald Pearce, assistant treasurer

Convention News Caucus Room
John M. Couric, vice president of public relations

Newsroom Executive Room

NAB STAFF OFFICES
Radio Lobby
Sherrell Taylor, vice president

Staff services Board Room
William Carlisle, vice president

Station relations Lobby
Spencer Denison, Charles Drew, Oliver W. Henry, Ernest C. Sanders, field representatives
Broadcast management Press Room
William L. Walker, manager

BROADCASTING, March 22, 1965
JOSEPH TOMKO...

Channel 2 newsreel cameraman with a critical sense of news, has been named “Cameraman of the Year” by the Press Photographers Association of Baltimore, for his “hard news” coverage in Maryland for 1964.

CHARLES W. PURCELL, JR...

Chief cameraman for the Channel 2 Documentary Film Department, was cited by the Press Photographers Association of Baltimore, as both first place and third place winner in the Documentary Category. Purcell was named “Cameraman of the Year” in 1954, 1955 and 1956.

HAROLD HOILAND...

Channel 2 newsreel cameraman, last year’s “Cameraman of the Year”, took third place this year behind Joseph Tomko in the overall news coverage category.

AWARD WINNERS!

... a few more reasons why Channel 2 enjoys leadership in the news and documentary fields in Baltimore ... and why...

In Maryland Most People Watch

WMAR-TV

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

<table>
<thead>
<tr>
<th>Company</th>
<th>Station</th>
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<tbody>
<tr>
<td>ABC International</td>
<td>Wash Hilton, Solar Suite</td>
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<tr>
<td>ABC Radio</td>
<td>Wash Hilton, Ambassador Suite</td>
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<td>ABC Radio Stations</td>
<td>Wash Hilton, D500</td>
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<tr>
<td>ABC-TV</td>
<td>G630</td>
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<td>ABC-TV Sports Programs Inc.</td>
<td>C630</td>
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<td>ABC-TV Stations</td>
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<td>ABC-TV &amp; Stations</td>
<td>B120</td>
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<td>ABC TV Stations</td>
<td>B120</td>
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<td>CBS Radio</td>
<td>C630</td>
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<td>CBS Radio Stations</td>
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<td>CBS TV</td>
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<td>KCBS-TV</td>
<td>C630</td>
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<tr>
<td>Keystone Broadcasting System</td>
<td>D700-02</td>
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<td>Market 1 Network</td>
<td>D900</td>
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<tr>
<td>Mutual Broadcasting System</td>
<td>B700-02</td>
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<td>RBC Radio</td>
<td>C630</td>
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<td>NBC Radio</td>
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<td>NBC TV</td>
<td>C630</td>
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<tr>
<td>WCBS-TV</td>
<td>C630</td>
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</tbody>
</table>

**RESEARCH ORGANIZATIONS**

- American Research Bureau (Shoreham A400-02)
- Associated Artists TV Corp. (Shoreham F150-52)
- American Institute of Television (Shoreham E134-36)
- Broadcast Advertisers Reports Inc. (Shoreham F157-52)
- Broadcast Media Statistics Inc. (Windsor Park B99-87)
- Broadcast Management Reports (Shoreham A700-07)
- The Pulse Inc. (Shoreham F160-01)

**PROGRAM SERVICES**

- ABC Films (Shoreham C150)
- Allied Artists TV Corp. (Shoreham F150-52)
- American Institute of Television (Shoreham E134-36)
- Broadcast Services Inc. (Dupont Plaza)
- Buena Vista Distribution Co. (Walt Disney)
- CBS Films (Wash Hilton, Mt. Vernon Suite)
- Commercial Recording Corp. (Shoreham B420-24)
- Desilu Sales Inc. (Shoreham D114-16)
- Embassy Pictures Corp. (Shoreham G108-88)
- Four Star Distribution Corp. (Shoreham F151-55)
- Sandy Frank Program Sales Inc. (Shoreham F164-66)
- Hartwest Productions Inc. (Shoreham D260-08)
- Hollywood TV Service (Wash Hilton, G102-02)
- King Features Syndicate (Shoreham F157-52)
- Lang-Worth Feature Programs (Wash Hilton, A600-02)
- Mark Gurino (Shoreham G108-88)
- M & A Alexander Productions (Wash Hilton, B108-08)
- Mark Gurino (Shoreham G108-88)
- MCA TV (Shoreham C430)
- Medallion TV Enterprises Inc. (Shoreham G104-04)
- MGM TV (Shoreham C430)
- Charles Michelson Inc. (Shoreham C436)
- National Telefilm Associates (Shoreham G105-55)
- NBC Films (Shoreham F159-61)
- Official Films Inc. (Shoreham G108-88)
- Off-Network Programs Inc. (Shoreham B820-24)
- Pepper Sound Studios Inc. (Shoreham A202-02)
- Programatic (Shoreham C340)
- Don Purcell Productions (Shoreham A700-07)
- RCA Recorded Program Services (Shoreham C340)
- Recorded Publications Labs. (Shoreham C340)
- Walter Reade-Sterling (Shoreham C757)
- Walter Schimmer (Shoreham E139-40)
- Screen Gems Inc. (Shoreham C340)
- SESAC (Shoreham B200-03)
- Seven Arts Associated Corp. (Shoreham F154-58)
- Sports Media (Shoreham C340)
- Mayflower, Columbia & District Rooms
- Storer Programs Inc. (Shoreham E330)
- Telecommunications Inc. (Wash Hilton, B200-03)
- Teledynamics Corp. (Wash Hilton, T150-02)
- Teledynamics Corp. (Wash Hilton, T150-02)
- Division of Warner Corp (Wash Hilton, C200-02)
- Television Affiliates Corp. (Shoreham E139-40)
- Trans-Lux TV Corp. (Shoreham C129-14)
- Triangle Program Sales (Shoreham E139-40)
- Tuckers Productions (Shoreham C129-14)
- 20th Century-Fox Television (Shoreham D191-19)
- United Artists Corp. (Shoreham C200-03)
- Warner Bros. TV (Shoreham C200-03)
- World Wide TV Sales Inc. (Shoreham E139-40)

**MISCELLANEOUS**

- Advertising Age (Sh-P D640-01)
- Associated Press (Sh-P Franklin Room)
- Billboard (Sh-P Franklin Room)
- Broadcast Engineering (Shoreham G600-01)
- Broadcasting Magazine (Sh-P Madison Suite)
- Broadcast Management Engineering (Sh-P Madison Suite)
- Film Daily (Sh-P M256-62)
- LeJeefy Inc. (Sh-P M557-59)
- Media/Scope (Sh-P M755-59)
- Printer's Ink (Sh-P A111-15)
- Radio Advertising Bureau (Shoreham G630-63)
- Radio-Television Daily (Sh-P M589-91)
- Sales Management (Shoreham G630-63)
- Unassigned

**Also in Washington...**

- Other firms at the NAB convention, who were not included in last week's listing of exhibiting and hospitality suites are:

**LARUE & ASSOCIATES INC.**

- Sheraton-Park, Suite unassigned

Personnel: Hugh Ben Larue

**SANDY FRANK PROGRAM SALES INC.**

- Shoreham, Suite F164-66

Headquarters: 44 East 67th Street, New York

Personnel: Sandy Frank, president; Ray Eichmann, executive vice president; Jon Kaufman, secretary and general counsel, and Beth Macfarlane, administrative assistant.

Films available, number of episodes in parentheses:

- **Buckaroo** (500)
- **You Asked for It** (104)
- **Alice of Wonderland in Paris** (1)

**TELEDYNAMICS CORP.**

- Washington Hilton, Suite unassigned

Headquarters: 729 Seventh Avenue, New York

Personnel: Dan Kenna, president and Tony Azzato, executive vice president.

Films available, number of episodes in parentheses:

- **True Adventure** (156)
- **Long John Silver** (26)
- **Kiddle Camera** (150)
- The Dynamic Group
- The Cavalier Group
for
the
sweet
sound
of success
FAMS®
what makes one of the of the nation?
It takes a combination of many factors to make WCCO Radio one of the great stations of the nation. There's POWER — 50,000 watts, 1-A clear channel from 830 kc. There's REACH — covering a 124-county market in six states. Actually, two markets in one: 5-county Twin Cities plus 119 non-metro counties. Total population: 4 million. Above all, there's ACCEPTANCE — gained by a 40-year tradition of full-size, complete programming and service. No other medium in the region matches WCCO Radio's combination of Power-Reach-Acceptance. Put P-R-A to work for you.
Network TV billings up 8.3%

Net time and program costs top $1.1 billion, 34 new to network advertisers bill $6 million, political spending amounts to $5.5 million

Network as well as spot television billings last year reached record highs.
In network net time and program billings, the total in 1964 came to $1,145,889,700, up more than $87.8 million (8.3%) over 1963's $1,058,001,200.
In national and regional spot TV, the volume at gross rates was over the $1 billion mark, representing a 17% increase over the year before (BROADCASTING, March 15).
Since spot figures are reported on a gross-dollar basis and network totals in terms of net time and talent expenditures, the two cannot be combined into a meaningful figure representing all national TV spending.
The new network totals were released today (March 22) by the Television Bureau of Advertising. The data was compiled by Leading National Advertisers—Broadcast Advertisers Reports.
The pattern of healthy gains each month last year over like periods in 1963 was broken in one month, November, where the gain in 1964 was extraordinary (nearly 25%) but TVB explained that those figures were really not comparable because of commercial time cancellations after President Kennedy's assassination on Nov. 22, 1963.
In the day parts, the networks' daytime billings (net time and talent) increased 10.8%, moving up to more than $329.1 million in 1964, while the nighttime total was up 7.3% to $816,695,100.
Dispute Ended • TVB's announcement of the network figures signaled the settlement of a dispute that had delayed their release for weeks. TVB has traditionally issued network totals in terms of gross dollars. With the development of estimates on the basis of net expenditures for time and talent, CBS-TV wanted the network figures issued on that basis as well; NBC-TV wanted them given only in gross-dollar terms (CLOSED CIRCUIT, Feb. 22).
The solution, it became obvious last week, was to issue no individual network totals at all. TVB authorities said they had proposed dropping the network totals two years ago but that the networks then wanted them continued. It is TVB's position, they said, that the figures should represent television as a whole, not any individual element, and that the respective networks' totals should not be released any more than those for individual group-station operators.
TVB noted that a total of 34 advertisers used network TV for the first time during 1964, their net time and program billings coming to more than $6 million. (TVB said these do not include 16 political advertisers who in aggregate spent $5,513,000 for net time and talent on the networks.)
According to the bureau, Allen Products Co. spent the most for any

COMMERCIAL PREVIEW: a leprechaun in Armour

St. Patrick's day may have been celebrated last week, but one of its chief symbols, the smiling Irish leprechaun, will continue to appear throughout the spring in a trio of 30-second TV commercials produced by the Armour Agricultural Chemical Co., Atlanta, for Vertagreen lawn and garden fertilizers.
The commercials will run as regional cut-ins in 39 states east of the Rockies on ABC-TV's Ben Casey, Twelve O'Clock High, The Jimmy Dean Show, The Fugitive, Broadcastside, Sunday Night at the Movies, and The 7 p.m. News with Peter Jennings. Campaign began March 20.
The bearded leprechaun appears in each commercial to demonstrate how Vertagreen keeps lawns clean all summer. Voice over commentary delivered in a heavy Irish brogue, helps to complete the commercial's native motif.
Group supervisor of the spots is Helen Gordon, vice president and creative director of Liller, Neal, Battle & Lindsey Inc., Atlanta, agency for Armour. The script writer is Paul D'Arcy Bowles and the art director is Robert A. Hiers, both with the agency. Commercials were produced by Hanna-Barbera, Los Angeles.
If you're looking for high adventure on an international scale... explosive science fiction... espionage with a dash of wry humor... you've found it...

THREE HOT NEW FEATURE PACKAGES FROM AMERICAN INTERNATIONAL TELEVISION

ADVENTURE '66
OPERATION SNAFOO
THE ZANY WORLD OF INTERNATIONAL ESPIONAGE

AMAZING '66

AVAILABLE SEPTEMBER, 1965!

Come up and visit Stan Dudelson at the Shoshana Hotel, American International Suite 134E and 136E.

and also

EPICOLOR '64
AMAZING '65
EPICOLOR '65
ALAKAZAM THE GREAT

40 top-notch action-filled spectacles.
20 features with all the exciting elements of the best in science fiction.
20 powerful adventure features in color.
full-color, full-length feature cartoon.

Sinbad Jr.

130 FIVE-MINUTE/FULL-COLOR CARTOONS
WITH FULL ANIMATION. THE
ADVENTUROUS, SEAFARING,
SWASHBUCKLING, SINBAD, JR.
AND A SOCK MERCHANDISING CAMPAIGN
SCHEDULED TO BREAK DAY AND DATE WITH

ALREADY SET:
DELL COMICS • TOYS • PUZZLES • PAJAMAS • T SHIRTS
GAMES • SWEATSHIRTS • MAGIC BELT • CLOTHING

and this is just the beginning
EXOTIC LANDS OF THE WORLD... SAFARIS AFTER WILD GAME...
ENTICING TEMPLE DANCERS AND MARCO POLO, EXPLORER EXTRAORDINAIRE...
THE FIERCE ACTION OF WAR IN THE JUNGLE. 20 EXCITEMENT FILLED FEATURES!

THE LETHAL WORLD OF THE SECRET AGENT—THEIR FEARLESS EXPLOITS—THEIR TORRID LOVE AFFAIRS!

OPERATION SNAFU
THE DARK WORLD OF INTERNATIONAL ESPIONAGE

20 features ready September, 1965

WEIRD, WAY OUT, SCIENCE FICTION AT ITS EXPLOSIVE BEST!

AMAZING '66
20 THRILL PACKED FEATURES
ready September, 1965
NETWORK TV BILLINGS UP 8.3% continued

one company that was new to network. That advertiser's total time and talent expenditure came to $897,200.

P & G Is Tops = Procter & Gamble was the number 1 network TV advertiser in 1964, with a total of more than $76.3 million, about a $5 million increase over 1963.

American Home Products and Bristol-Myers remained second and third ranking network advertisers, but, TVB noted, General Foods moved up from eighth to fourth, and Philip Morris from 11th to eighth, American Tobacco from 13th to ninth and Ford Motor from 18th to 15th.

In its statistical count, TVB found 160 network TV users spending less than $500,000 (net time and program). 115 spending less than $250,000 and 29 less than $50,000. TVB's list showed a total of 356 network advertisers.

1964 1963
1. Procter & Gamble $78,343,500 $70,259,400
2. American Home Products 40,956,400 41,556,800
3. Bristol-Myers 39,915,800 38,350,300
4. General Foods 36,799,100 29,937,900
5. Lever Bros. 33,408,300 32,185,500
6. General Motors 31,023,400 27,077,900
7. R. J. Reynolds 29,358,200 30,655,500
8. Philip Morris 27,718,400 20,474,500
9. American Tobacco 26,954,900 19,856,000
10. Colgate-Palmolive 26,918,900 29,940,000
11. Gillette 26,225,500 24,843,000
12. Chrysler Corp. 22,898,800 14,138,800
13. Alberto-Culver 21,869,000 20,412,600
15. Ford Motor 19,866,800 19,107,600

NET TIME & PROGRAM EXPENDITURES 1964 NETWORK TELEVISION ADVERTISERS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Name</th>
<th>1964 Spending</th>
</tr>
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<tbody>
<tr>
<td>128</td>
<td>Abbot Labs</td>
<td>$1,434,100</td>
</tr>
<tr>
<td>351</td>
<td>Acushnet Process</td>
<td>10,000</td>
</tr>
<tr>
<td>179</td>
<td>Adolph's Ltd.</td>
<td>632,800</td>
</tr>
<tr>
<td>208</td>
<td>Aetna Life Insurance</td>
<td>4,187,700</td>
</tr>
<tr>
<td>13</td>
<td>Alberto-Culver</td>
<td>21,869,000</td>
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<tr>
<td>187</td>
<td>Allen Products</td>
<td>897,200</td>
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<tr>
<td>199</td>
<td>Aluminium</td>
<td>486,000</td>
</tr>
<tr>
<td>65</td>
<td>Aloue</td>
<td>4,543,800</td>
</tr>
<tr>
<td>347</td>
<td>American Bakers</td>
<td>14,500</td>
</tr>
<tr>
<td>38</td>
<td>American Cyanamid</td>
<td>5,675,800</td>
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<tr>
<td>117</td>
<td>American Dairy Assn.</td>
<td>1,770,400</td>
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<tr>
<td>254</td>
<td>American Doll &amp; Toy</td>
<td>209,400</td>
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<tr>
<td>104</td>
<td>American Gas Assn.</td>
<td>2,191,900</td>
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<tr>
<td>2</td>
<td>American Home Products 40,956,400</td>
<td></td>
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<tr>
<td>225</td>
<td>American Machine &amp; Foundry 262,000</td>
<td></td>
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<tr>
<td>187</td>
<td>American Medical Assn. 574,900</td>
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<tr>
<td>79</td>
<td>American Motors</td>
<td>3,831,800</td>
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<tr>
<td>350</td>
<td>American Red Ball Transit 11,200</td>
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<tr>
<td>63</td>
<td>AT&amp;T</td>
<td>4,656,100</td>
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<tr>
<td>9</td>
<td>American Tobacco</td>
<td>26,554,900</td>
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<td>242</td>
<td>Amer. Ind. Elec. Light &amp; Power Co.</td>
<td>240,000</td>
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<td>149</td>
<td>Anheuser-Busch</td>
<td>1,156,000</td>
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<td>33</td>
<td>Armour</td>
<td>7,892,300</td>
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<tr>
<td>36</td>
<td>Armstrong Cork</td>
<td>6,843,900</td>
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<tr>
<td>329</td>
<td>Arnay Shoe</td>
<td>43,400</td>
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<td>270</td>
<td>Arnold Schwinn</td>
<td>174,200</td>
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<td>165</td>
<td>Ballantine, Inc.</td>
<td>940,700</td>
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<td>1055</td>
<td>Bardahl Lubricants</td>
<td>200,400</td>
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<td>313</td>
<td>Beatrice Foods</td>
<td>84,000</td>
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<td>92</td>
<td>Beech-Nut Life Savers</td>
<td>2,862,200</td>
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<td>56</td>
<td>Beecham Group</td>
<td>3,183,200</td>
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<tr>
<td>310</td>
<td>Beltone Electronic</td>
<td>86,000</td>
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<tr>
<td>258</td>
<td>Beneficial Finance</td>
<td>191,800</td>
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</table>

BROADCASTING, March 22, 1965

NETWORK TELEVISION NET TIME AND PROGRAM BILLINGS

<table>
<thead>
<tr>
<th>Year</th>
<th>December 1963</th>
<th>January-December 1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>1964</td>
<td>$109,030.5 $113,597.0</td>
<td>+4.2 $1,058,001.2 $1,145,889.7</td>
</tr>
</tbody>
</table>

*New to network television.

(BROADCASTING ADVERTISING) 51
$34 million for two shows

NBC-TV last week said sales this year for the Today and Tonight shows should come to more than $34 million, a record high for those programs.

Mike Weinblatt, NBC-TV director of programming sales, said billings in 1965 for Today should reach nearly $13 million, and about 15% above the 1964 total; for Tonight show starring Johnny Carson, $2 million more than the record sales posted for that show last year. The Saturday night Tonight show now added to NBC-TV's schedule will bring more than $2.3 million in billing this year, Mr. Weinblatt said.
If it's newsworthy JOSEPH McCAFFREY will comment on it

Joseph McCaffrey is one of the most widely-quoted, highly respected political reporters working the Hill. He is quoted frequently in "The Congressional Record," the official report on the proceedings of the U.S. Congress. On his 20th anniversary in broadcasting, Congressional leaders of both parties took time out to pay tribute to McCaffrey's outstanding contribution to the news media.

A key member of our 25-man staff of news and public affairs specialists. McCaffrey helps make WMAL-Radio and WMAL-TV the news authority in the Nation's capital.
Kemper must pay for cancellation of documentary against Alger Hiss

American Broadcasting-Paramount Theaters Inc. was awarded a judgment of $265,047 plus interest last week in a breach of contract suit against the Kemper Insurance Group, Chicago.

AB-PT filed suit against Kemper in early 1963 after Kemper canceled a sponsorship contract for a news program on the network. Kemper's cancellation followed the appearance of convicted perjurer Alger Hiss on a special documentary on ABC-TV. Kemper was not a sponsor of the special, titled The Political Obituary of Richard Nixon, telecast on Nov. 11, 1962.

Kemper canceled its contract for the ABC Evening Report, which still had 22 weeks to run, claiming that it had received many protests from agents and policyholders over the Hiss appearance on the special.

The ruling, handed down by New York State Supreme Court Justice Abraham N. Geller, asserted there had been a breach of contract. He denied Kemper's defense that in discussions with various ABC-TV officials late in 1962 there was an understanding that the network would release the insurance company from its obligations.

Other Suit Pends • A spokesman for Kemper in Chicago said that Judge Geller's decision in the case would be appealed. He observed that Kemper still has an antitrust action pending against ABC in the U.S. District Court in New York.

This suit was filed after ABC's action against Kemper. It charges that ABC violated Section 1 of the Clayton Act. Kemper claimed that it had sought to advertise on only 95 stations of the ABC Evening Report, but said that the purchase of time on these stations was tied to Kemper's advertising on another 35 stations. Kemper asserted that such "tie-in arrangements" breached the antitrust law.

The special Nixon program, which was narrated by Howard K. Smith, touched off considerable controversy and prompted criticism of ABC-TV from both television industry, advertising and government sources (Broad- casting, Nov. 19, 1962).

The Schick Safety Razor Co. as well as Kemper both notified ABC-TV they wanted to cancel their contracts with ABC-TV, though Schick did not press the point.

The FCC entered the controversy saying it had received complaints about the telecast, protesting cancellations of a previously scheduled Veterans Day feature; the appearance of Alger Hiss; the Hiss criticism of Mr. Nixon and the "allegedly biased and distorted nature of the special program."

Senator Thomas J. Dodd (D-Conn.) wired the FCC asking for an investigation. The Illinois state legislature criticized the network for the program, expressing "a sense of outrage over the Alger Hiss appearance."

Three Triangle TV stations refused to carry the program. Roger W. Clipp, vice president, said the company considered "the program (on Mr. Nixon and including Hiss) in bad taste, especially on Veterans Day."

Backers for Network • ABC-TV had its supporters. LeRoy Collins, president of the National Association of Broadcasters at the time, backed the network and its right to carry the news and documentaries. The Nationwide Insurance Co., sponsor of the special program, also stood behind the show and made clear that it would not attempt to censor in advance any of the Smith programs.

ABC-TV supported Mr. Smith's use of Hiss on the program. Mr. Smith's position was that "Hiss is news and we're in the news business . . . the Hiss statement was relevant to our subject."

(Hiss figured importantly in Mr. Nixon's life when the latter was a member of the House Un-American Activities Committee. Hiss was accused as a Communist spy. He was later tried, convicted and jailed for perjury.)

Timebuyers dropped in SSC&B regrouping

Sullivan, Stauffer, Colwell & Bayles has reduced its New York staff by 25 persons "for reasons of consolidation."

According to an SSC&B spokesman, the move was "not related in any way" to the new fee compensation system adopted this year by the agency's American Tobacco account in place of the standard, and reputedly more profitable 15% commission system previously employed (Broadcasting, Feb. 8).

Under the standard system, American Tobacco was estimated to have billed approximately $15 million at SSC&B in 1964.

Among the group released by the agency, it was reported, was veteran timebuyer Vera Brennan who was an associate media director.

AFA fires volley before smoking hearing

The Senate Commerce Committee begins hearings on smoking and health today (March 22), but the Advertising Federation of America started its testimony last week.

In a letter to Senator Warren G. Magnuson (D-Wash.), committee chairman, AFA President Mark F. Cooper outlined the association's views on the subject.

AFA, he said, opposes restrictions on cigarette advertising primarily on two grounds: "It is an infringement of the advertiser's rights under the First Amendment to the Constitution for

BAR estimates for 16 markets

Estimates of the dollar volume of nonnetwork television business on the air in 16 U.S. markets during the week ended Feb. 26 are reported below as compiled by Broadcast Advertisers Reports.

The estimates are based on monitors 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

54 (Broadcast Advertising)
As he had many times during his term as Governor, Franklin D. Roosevelt talked to New Yorkers over WGY after he was nominated for President in 1932. From the time it went on the air in 1922, WGY provided unique coverage of people and events which made the news.

On-the-scene news coverage is still part of WGY's diversified programming: programming which today makes WGY the favorite of housewives, factory workers, white collar workers, farmers, government officials, business executives, and students throughout Northeastern New York and Western New England.
WACKIEST SHIP IN THE ARMY

THE DEAN MARTIN SHOW

ALL TOGETHER

MY MOTHER THE CAR

LAREDO
AMP RUNAMUCK
MISTER AND THE MISSES
I DREAM OF JEANNIE
HANK

HER NOW...
GET SMART

THIS FALL, HAVE THE TIMI

With fifteen great new programs joining what is already TV's outstanding entertainment lineup...
OF YOUR LIFE WITH NBC

With TV's number one schedule of news & sports...
With virtually all of the nighttime shows in color.
COMMERCIAL PREVIEW: Keds canvas shoes

On the theory that kids like a bit of fact thrown in with fancy, United States Rubber, New York, has a set of three new one-minute TV commercials which combine scientific advances with fiction.

The commercials were prepared for U. S. Rubber's Keds, popular canvas shoe and a TV advertiser since 1947. A character, "Kolonel Keds," who has been rocketing through the air on TV as a super-spaceman saviour of children in distress, is featured, but with this difference:

In the past, the "Kolonel" appeared through a matting process to fly with rocket engine power in Buck Rogers style. Now reality has caught up with the comic strip and the "Kolonel" actually is propelled by high-powered fuel in his Bell rocket belt (developed by Bell Aerosystems for the U. S. Army). A Bell pilot demonstrated the flights as "Kolonel Keds" at the World's Fair "Wonder World" entertainment show in New York last year.

The commercials, prepared in 50-second lengths with an open 10-second spots for dealer tags, have begun on various stations and will be on some 180 stations covering 150 key markets at the peak of the spring season campaign in May. Keds is using highly rated children's shows in the campaign that runs through June.

Agency is the Fletcher Richards Co., New York.

"Flight demonstration" shows the Kolonel with his Bell rocket belt and wearing Keds in take-off, in flight and passing over a moving automobile (the pilot can reach speeds in the 50-60 mile an hour range); "Mar-tian" and "Landslide" lend documentary style to the commercials (see picture). In the last two commercials, the "Kolonel" rescues youngsters.

To underline the authenticity of man-flight and to what the interest of young viewers, Keds offers on the commercials a 16-page picture booklet giving the scientific explanation of the rocket belt. The booklet serves as a store traffic builder.

Though actual Bell pilots were used in the commercials, the ground action is provided by an actor, Bob Harder, who also is a jet airliner pilot. The commercials were produced on location during a week in January at Davie, Fla. (near Fort Lauderdale) by Ickey Schwarz Productions, New York, with the advertising agency, Sy Frolick, senior vice president in charge of radio-TV, and Steve Roppolo, producer, both with Fletcher Richards, supervised production. Most of the flying was performed by Bob Corder, chief pilot, Bell Aerosystems Co., who also has worked with 20th Century-Fox Films on filming Lost in Space, new one-hour entry for CBS-TV next fall.

Congress to enact legislation abridging freedom of speech, and... the due process clause of the Constitution is violated when legislation allows... a regulatory agency to promulgate substantive rules having the force of law, and invoking the penalties."

The letter maintained that "the general public has been adequately informed by all informational media" of any health risk associated with smoking to the extent that "any words of warning in cigarette advertising would be anticlimactic at the best and accomplish little."

The association restricted its opposition to mandatory warnings in advertising, stating that it did not wish to "belittle possible health risks" or even "to go on record as opposing... some kind of warning statement" on cigarette packages. It did, however, warn of the economic importance of tobacco and suggest that the industry's voluntary advertising code be given a chance to prove itself.

Proposed bills on the subject generally divide into two types: those calling for warnings in all advertising and those requiring warnings only on the package. The former have been opposed by broadcasters because of the difficulty of getting any kind of health warning into 10-second or even 30-second spots.

Rep. appointments...
- KTVW-TV Tacoma-Seattle: National Television Sales, New York.
- WLS Saybrook, Conn., WALE Fall River, Mass; WLNH Laconia, N. H.; WFAU Augusta, WFST Caribou, WCBO Lewiston and WLOB Portland, all Maine; Eckells & Co., Boston.
- WACH Hartford, Conn.: McGavren-Guild, New York.
- WTMT Louisville, Ky., and KCFI Cedar Falls, Iowa: Mid-West Time Sales, St. Louis, as regional representative.

Agency appointments...
- Studebaker of Canada Ltd., Hamilton, Ont., names W. B. Doner & Co., Detroit, as agency for Canadian advertising. Doner already represents Studebaker in U. S.
- Kenyon & Eckhardt, San Francisco, has been named by Welden Structures of San Leandro, Calif., division of United States Plywood Corp.
Going places KNTV, the Standard Radio & Television Company station covering San Jose-Salinas-Monterey, California, joins America’s most dynamic television stations. Allen T. Gilliland, President, announces the appointment of Blair Television as exclusive national representative, effective April 1, 1965.
Computerized data for buyers

Treyz' National Television Sales and Medmark plan
to merge rate cards and ratings for sophisticated facts

National Television Sales, New York, and Medmark Research Data, New York, are embarking on a project to provide more meaningful research through use of the computer for buyers and sellers of spot TV.

By "marrying" the rate cards of TV stations and available rating information in a particular market with the computer, Medmark intends to come up with more sophisticated data on a regular basis. It claims it can offer information on such factors as cost-per-thousand and evaluations, total cume comparisons (different homes reached by a TV commercial), as-run affidavits and exact billing.

National Television Sales is headed by Oliver Treyz, former president of ABC-TV. Medmark's president is Albert B. Petgen, an executive with the American Research Bureau until last fall.

Denver Outlet Pilot - KCTO-TV Denver, a station represented by NTS, will be used as the pilot operation for the research undertaking. It is expected that subsequently Medmark service, called "Total Service Plan," will be extended to two other NTS-represented outlets, KTHI-TV, Fargo-Grand Forks and KCMN-TV Pembina, both North Dakota. Other stations will be added as they join the NTS client list.

Medmark makes use of a 1401 IBM computer. Into the computer is placed such data as the advertiser contract (listing for each station such activity as date of sale, spots purchased, start dates, stop dates and rates); program and adjacency data; current station rate data, and audience characteristic information, obtained from American Research Bureau and Nielsen, for each quarter hour of the broadcast week.

The Output - Out of the computer will come such information as unduplicated homes reached: cost-per-thousand efficiency in terms of total homes, total men, young men, total women, broken down by all rate classifications; billing; agency and station order confirmation and sales analysis by station, agency, account and product. Mr. Petgen noted that some of this information is obtainable at present only by special studies.

Mr. Treyz said the service will enable advertisers to make a "better buy" by having more detailed and precise information about a market, station, time period and program. It will be a station management tool, indicating areas where rates may be increased or decreased, for example. He said it will help the sales representatives by pinpointing more accurately the "target audience" for an advertiser because of the more sophisticated data.

National Television Sales is the first client of Medmark, which will limit its list to no more than three more station representatives, according to Mr. Petgen.

Networks report sales for next season

Selling at the TV networks for next fall continued at a fast pace last week as program schedules for next season underwent slight adjustments.

NBC-TV reported, Glenbrook Laboratories division of Sterling Drug Co., through Dancer-Fitzgerald-Sample, bought sponsorship in Dr. Kildare and The Man from U.N.C.L.E.; Gillette, through Maxon, renewed sponsorship on the network with a buy in Tuesday Night at the Movies; Colgate-Palmolive, through Norman, Craig & Kimmel bought time in The Mr. and the Muses and Dr. Kildare and alternate week minutes in The Man from U.N.C.L.E., Tuesday Night Movies and weekly participation in Saturday Night at the Movies; Speidel, through the Marschalk Co., purchased co-sponsorship in Please Don't Eat the Daisies; Green Giant Co., through Leo Burnett bought participation in Saturday Night at the Movies. ABC-TV said it had written $25 million in new season business in the last week, putting it more than a month ahead of last year's sales pace.

Orders were from Beecham, through Kenyon & Eckhardt, for 12 O'Clock High, Shindig and Combat; Colgate-Palmolive, through Ted Bates, for Amos Burke, Secret Agent, The Addams Family, Ben Casey, Sunday Night Movies, Ozzie & Harriet and Combat; Johnson & Johnson, through Young & Rubicam, for Farmer's Daughter; Libby, through J. Walter Thompson, for Sunday Night Movies; Mobil, through Ted Bates for The Fugitive; Speidel, through the Marschalk Co., for Peyton Place; Warner-Lambert, through J. Walter Thompson, for Amos Burke, Secret Agent, Peyton Place, Shindig, Sunday Night Movies, Combat and Addams Family.

ABC-TV and CBS-TV - A brief flurry of program shuffling in the television networks' prime-time schedules for 1965-66 occurred last week as ABC-TV said it put the lock on its schedule, CBS-TV announced one change and NBC-TV stuck with an already firm lineup.

CBS-TV said Slattery's People, currently slotted at 10-11 p.m. Fridays, would continue at that period next fall. This bumped Coronet Blue a Plautus Productions offering, out of the network's new season lineup. Announcing the change, Program Vice President Michael Dann said "we have enormous enthusiasm for Coronet Blue and expect that it will be in our schedule in 1966."

For a rundown of ABC-TV's settled lineup, see page 86.

Business briefly . . .

General Mills, Minneapolis, through Dancer-Fitzgerald-Sample, New York, has renewed Tennessee Tuxedo for the third year on CBS-TV, Saturday, 9:30-10 a.m. on a 52-week basis.

Pharmaco Inc., Kenilworth, N. J., through Shaller-Rubin, New York, and The Coatings and Resins Division of Pittsburgh Plate Glass Co., Pittsburgh, through Maxon Inc., Detroit, will participate in CBS Radio's Arthur Godfrey Time for 26 weeks. Pharmaco's twice weekly sponsorship began March 17, while Pittsburgh Plate will run three commercials per week beginning March 29. Also at CBS Radio, the Petersen Manufacturing Co., De Witt, Neb., through the Biddle Co., Bloomington, Ill., has renewed participating sponsorship in the 7 p.m. News.

Gillette Safety Razor Co., Boston, through Maxon Inc., New York, will sponsor a Spanish-language radio broadcast of the light-heavyweight and welter-

Cost per motivation?

Mutual President Robert F. Hurleigh suggested last week that the term, CPM, be considered as "cost-per-motivation" rather than cost-per-thousand. In an editorial in Of Mutual Interest, the network newsletter, Mr. Hurleigh points out that it is more important to reach prospects most effectively rather than to reach more of them most of the time.

"Is not the buy itself meaningless unless the language of communication is there?" Mr. Hurleigh suggests. "Sales are not reckoned by how many people you meet but on the number you can persuade to buy."
"To affect the quality of the day, that is the highest of arts"

In his beloved *Walden*, Henry David Thoreau wrote: “I know of no more encouraging fact than the unquestionable ability of man to elevate his life by conscious endeavor. It is something to be able to paint a particular picture, or to carve a statue, and so to make a few objects beautiful; but it is far more glorious to carve and paint the very atmosphere and medium through which we look, which morally we can do. To affect the quality of the day, that is the highest of arts.”

Quality radio and television do not just mirror what exists—they are active forces striving for the common welfare. WGN’s stations try to affect the quality of the day... as any dedicated citizen would.
THE NEW BREED

...OF NEWSMEN
On the mark. On the move. Vibrant. Bold. This is WLW Radio-TV News. This is Crosley. Where bright young men equipped with enthusiasm, advanced journalism degrees, and safety hats join experienced pro's to form a powerful broadcast news operation. Headlines come to life. Listeners/viewers are best informed. And to get even better, Crosley conducts seminars for the WLW Stations' news staffs...provides summer news internships for outstanding college journalism students. The emphasis is on improvement, quality in personnel, in equipment. That's the story behind the big expansion in WLW Radio and Television news departments. Crosley's on the GO!

CROSLEY BROADCASTING CORPORATION, a subsidiary of Avco

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

BROADCASTING, March 22, 1965

The following advertisers have recently signed for participations in NBC-TV’s new game show *Call My Bluff* scheduled to start March 29 (Monday-Friday, 12-12:30 p.m. EST): S. C. Johnson & Son Inc., Racine, Wis., through Needham, Harper & Steers, Chicago; General Foods Corp., White Plains, N. Y., through Young & Rubicam, New York; Manley & James Laboratories, Philadelphia, through Foote, Cone & Belding, New York, and Calgen Corp., through Ketchum, MacLeod and Grove, both Pittsburgh.

Investor-Owned Electric Light and Power Co’s of America, through N. W. Ayer, both New York, will sponsor *The World’s Fair Entertainment Spectacular*, an ABC-TV special starring Sheila and Gordon MacRae, on April 29 (10-11 p.m. EST). Also at ABC-TV, the B. F. Goodrich Co., Akron, Ohio, through BBDO, New York, will sponsor “Custer to the Little Big Horn,” the second in the network’s Saga of Western Man series scheduled for this season. It will be telecast in color April 9 (7:30-8:30 p.m. EST).

The John Deere Co., Moline, Ill., through Gotham-Valdimir, New York, will sponsor a series of 39 weekly half-hour programs on local crop and farm conditions to stations in Nicaragua, El Salvador, Costa Rica and Guatemala. Programs will be transmitted in Spanish by Radio New York Worldwide.


**NBC Radio sales total $2.25 million in week**

A total of $2.25 million in sales for the week of March 8 was reported last week by NBC Radio.

The sales figures represented new contracts and renewals on the part of 11 major advertisers. NBC said the week was the busiest in sales and involved the largest number of advertisers in any week since 1960.

Advertisers included Pet Milk Co., Johnson City, Tenn., and Grove Laboratories, St. Louis, both through Gardner Advertising, St. Louis; Nestle Co., White Plains, N. Y., through Van Sant Dugdale, Baltimore; Florida Citrus Commission, Lakeland, Fla., through Campbell-Ewald, Detroit; *The National Observer*, through Joe Gans Co., both New York; Shulton Inc., through Wesley Advertising, both New York; Retail Clerks International Association, through Robert M. Gamble Jr., Inc., Washington; The American Express Co., through Ogilvy, Benson & Mather, both New York; Bryant Manufacturing Co., Montclair, Ind., through Griswold-Eshleman, Cleveland, and Pepsi-Cola, both New York, and American Tobacco Co., through BBDO, all New York.

**Freberg to help SRA to promote radio**

A nationwide campaign using radio to sell radio to key advertiser and agency executives will be launched next month under the aegis of the Station Representatives Association. Radio stations in the top 50 markets will cooperate in the project by carrying the commercials supplied by SRA, starting in April.

The campaign, titled “Who Listens to Radio?”, will use five one-minute commercials produced by Stan Freberg Ltd., Hollywood. The “sell radio” effort will start in New York the first week of April on nine radio stations and then will spread to other key markets.

Plans call for two commercial flights: an eight-week one in April and May and a five-week one at the end of the summer. The air time is being made available by the stations. Commercials are on a 45 rpm record.

Acceptances have been received to date by “a substantial number of stations,” according to Hastings W. Baker, managing director of the SRA. The commercials are designed to entertain the general public as well as the advertising executives who are the prime target. Mr. Hastings believes the national campaign will “dramatically sell the power of the radio medium.”

The commercials will be shown to broadcasters in a special presentation on Wednesday (March 24) at the National Association of Broadcasters convention in Washington.

Can't Have Betty Grable • Most of the commercials are in the light, breezy style characteristic of a Freberg production. One commercial begins with a man who claims he watches old Betty Grable movies on TV while driving to work. Mr. Freberg reports: “The only thing you can do while driving a car is listen to the radio.” Another dwells on a lady who reports that all 10 radios in her home have been stolen. Her husband misses news, weather and time checks and she concludes by saying even her car radio was stolen—and her car with it.

Tom Harrison, president of Blair Radio, is chairman of the SRA Radio Trade Practices Committee, which is responsible for the undertaking. Other committee members are: Wilmot H. Losee, AM Radio Sales Co.; Martin Beck, The Katz Agency; James Alsapaugh, H-R Representatives; Frank Boyle, Robert E. Eastman Co.; Robert A. Burke, Adam Young Inc., and Ted Brew, Peters, Griffin, Woodward Inc.

**New creative service formed for radio-TV**

The formation of Comtra Associates, New York, to provide “creative services to the radio, television and communications industries” was announced last week.

The new company represents the merger of Faillace Productions, New York, creators of radio-TV jingles and music; Henkin-Faillace Productions, New York, television commercial and industrial film producers, and General Broadcast Sales Ltd., Toronto, which is the Canadian representative of the first two companies.

Comtra’s executive officers are A. S. Faillace Jr., president, Leonard MacKenzie, Robert Lewis and Jorden Bentley, all vice presidents. The company is located at 1270 Avenue of the Americas, New York.

**New census maps**

The U. S. Census Bureau has published two-color maps relating housing in major population centers throughout the United States.

The maps show the ratio of home owners to those who rent and the proportion of housing establishments and private homes constructed in the past decade (1950-1960).

Standard metropolitan areas are noted with circles according to the number of housing buildings located in them.

Copies of the maps (GE-50 No. 4 and GE-50 No. 5) with instructions for their use are available from the Superintendent of Documents, U. S. Government Printing Office, Washington 20402, at 50 cents a copy.
How to become a millionaire:

1) Marry one. 2) Write a musical version of "Pygmalion." 3) Become a Beatle. 4) Have your book banned in Boston. 5) Play Monopoly for real. 6) Discover that your attic is papered in old IBM shares, or...

"The Millionaire" is the blue-chip series that was enjoyed by an average of some 24,000,000 prime-time viewers weekly during its six seasons on the CBS Television Network...that fascinated millions more as a daytime network strip...that sold the goods for such VIP advertisers as Eastman Kodak, Standard Brands, General Mills, Colgate-Palmolive, Coca-Cola. "The Millionaire" brings your audience fascinating human drama, as each half hour focuses on the adventures (or misadventures!) of someone who has been given an unexpected $1,000,000 windfall by a benevolent billionaire. Recipients are portrayed by James Franciscus, Jim Backus, Robert Horton, Inger Stevens, Agnes Moorehead, Tuesday Weld, David Janssen, Rita Moreno, Dorothy Provine, Hugh O'Brian and others. "The Millionaire" offers a golden opportunity for local advertisers who want to strike it rich. You can bank on it! CBS FILMS—branches in New York, Chicago, San Francisco, Atlanta, Dallas.*Based on Nielsen home estimates, ARB audience composition subject to qualifications which CBS Films will supply on request.
Aerojet-General uses TV for employe relations

Aerojet-General Corp.'s Sacramento, Calif., plant has found that commercial television is the most effective and least expensive way to reach 15,000 employees and members of their families.

In an attempt to inspire employees to seek perfection in their work, producing rocket engines for manned space flights and military weapons, Aerojet-General decided to promote the idea of AWARE/ZD (Aerojet Workmanship and Reliability/Zero Defects).

It was estimated that to rent a hall large enough for all the employees, who work in three shifts, and their families, it would have cost "hundreds of thousands of dollars," according to John Ickes, public relations director of the Sacramento plant. They found that the most economical way to talk to this number of people was to buy time on a local TV station.

Aerojet-General, a division of General Tire & Rubber Co., bought one-half hour of prime-time on KCRA-TV Sacramento (7-7:30 p.m., Sunday, Feb. 29), and presented a color film demonstrating the importance of doing a good job and doing it right the first time.

The response, according to Mr. Ickes, was excellent. He reported that about 95% of the employees watched the program and that many of them commented favorably on it.

USDA denies being against advertising

Does the Department of Agriculture have an anti-advertising bias? Yes, say some who've been following a case involving a coupon promotion by one of the nation's largest meat packers. Not so, says a department official.

It all started when Dr. Gerald Engelman, deputy director of the Packers & Stockyards Division, was being cross-examined in a hearing on a complaint issued by that division against Armour & Co. The complaint was issued in 1962 and charged that Armour in 1959 had cut the price of thick-sliced bacon below unit cost of production in a promotion which offered a 50-cent refund to every customer buying its two-pound package. This is unfair competition, the Department of Agriculture claimed, because it caused the loss of sales to local packers. Under the Packers & Stockyards Act, the Agriculture Department is required to police selling practices.

Dr. Engelman was asked by the attorney for Armour: "Doctor, if they ran an extensive and expensive radio program or other form of advertising other than this type of promotion and it had precisely the same adverse effect on local packers' sales, would you object to that too?"

Dr. Engelman answered: "Yes sir. I would say the general state of competition was not served by that promotion program." He added that he would be opposed to any advertising campaign "resulting in a loss of this magnitude."

Armour attorneys told the agriculture department hearing examiner that "This action [the complaint] constitutes an unprecedented and unwarranted attempt by the U.S. Department of Agriculture to control advertising and marketing by regulating and limiting the use of advertising funds."

Clarence Girard, deputy administrator of the Consumer Marketing Service, of which the Packers & Stockyards Division is a part, denied that there was any bias against advertising in the department.

"No one here believes that advertising results in restraint of competition," he said last week. "The department itself supports advertising by permitting various groups in milk, livestock and meat and in wool to deduct certain amounts from their payments to dairymen and cattle and sheep raisers for promotional use."

"Much of the present prosperity and affluence of the U.S. today is due to advertising. Everyone knows that and acknowledges it. Advertising is good for the economy; it keeps the economy in high gear."

As to Dr. Engelman's remarks, Mr. Girard said he felt the quotation was taken out of context: the declared that there were a lot of assumptions that Dr. Engelman had to accept from the Armour lawyers before replying to their questions.

Smaller agencies organize

Contending that mergers of agencies today tend to stifle individual capacity for creativity, Richard X. G. Irwin, executive vice president, Rosenbloom-Elias, Chicago, has announced formation of a new association to promote welfare of firms in the under-$10 million billings class. The group is called the Organization of Medium Sized Agencies.

Commercials in production...

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


Mid America Videotape Productions, a Division of WBN Inc., 2501 West Bradley Place, Chicago. Curly Kat Co., Chicago (Food Fresh); one 60 for TV, on tape. Dale Juhlin, director. Agency: Stern, Walters & Simmons, Chicago. Charles Temkin, agency producer.


Commonwealth Edison Co., Chicago (electric ranges); two 10's, two 20's for TV on tape. Dale Juhlin, director. Agency: Leo Burnett, Chicago. Frank Spinnozo, agency producer.


BROADCASTING, March 22, 1965
How to win the nation's top award for TV editorializing

Don't just come out fearlessly in favor of motherhood and canoe safety. Take firm stands on controversial issues: taxes, legislation, community affairs.

You may get some letters telling you to eat worms. We do.

But you may also get lots of letters praising your editorials and asking for printed copies. We do. In fact, we sent out nearly a hundred thousand such copies this past year alone.

Best of all, you may win the Radio and Television News Directors Association's annual award for editorializing.

We did. Two straight years. Last year for radio. This year for television.

One more thing. Once you have won these coveted awards, don't ease up on your editorializing. Keep right on calling 'em like you see 'em.

We are.
Chrysler leads spot radio list

Spent over $10 million in first nine months of 1964; spot radio's top 10 invested over $58 million in the medium in the same period

Chrysler Corp. was spot radio's biggest customer in the first nine months of 1964, investing $10,395,000 in spot during that period.

General Motors was second with $8.4 million and Ford Motor was third with $7.9 million, followed by Reynolds Tobacco with $7.7 million and American Tobacco with $5.9 million.

These figures came from Radio Advertising Bureau estimates, being released today (March 22), of spot radio expenditures of the top 10 spot users in the first nine months of last year and of the top 75 in the third quarter.

The top 10 in the nine-month period spent almost $58.5 million in spot radio. The top 75 in the third quarter invested almost $44.7 million during that three-month period.

Miles David, administrative vice president of RAB, said full-year figures for spot and network radio spending, respectively, would be released shortly.

He noted that the RAB estimates, started about a year ago and thus bringing radio into the ranks of measured media, have thus far produced three 1964 quarterly reports for spot radio and three for network.

When RAB started this series of reports, he said, "we were depending on the cooperation of something like 600 individual sources. Now, thanks to the overwhelming support we have received from every source, it is safe to say that our attempt to put radio in the ranks of the measured media has turned the corner and the success of this important project for radio is certain."

"Getting radio on record with the expenditures of its advertisers has been a major goal of RAB for almost two years. We regard this project as a major factor in adding new advertisers and expanding the budget of those already in the medium. Without this frame of reference, radio has been handicapped in mapping out sales strategy."

Mr. David noted that the lists demonstrate radio's adaptability in selling "everything from autos to airlines, from men's clothing to diary products." But it is also evident, he said, that "radio must continue to increase the sales pressure on major package-goods advertisers" and on food advertisers.

"Radio reaches America's housewives an average of almost three hours daily," he said. "While many female-oriented advertisers are turning to the medium, a number are still missing an opportunity by not exploiting the tremendous female audience available to them through radio."

RAB's estimates are compiled by an independent accounting firm from confidential information supplied by leading station representation organizations and many individual stations. The figures are in gross-dollar terms, comparable to those released for print media. Estimates for the top 10 spot spenders in the first nine months of 1964 are as follows:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Company</th>
<th>Estimated Expenditures</th>
</tr>
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<tbody>
<tr>
<td>1</td>
<td>Chrysler Corp.</td>
<td>$10,395,000</td>
</tr>
<tr>
<td>2</td>
<td>General Motors</td>
<td>8,407,000</td>
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<tr>
<td>3</td>
<td>Ford Motor</td>
<td>7,952,000</td>
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<tr>
<td>4</td>
<td>R. J. Reynolds Tobacco</td>
<td>7,006,000</td>
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<tr>
<td>5</td>
<td>American Tobacco</td>
<td>5,910,000</td>
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<tr>
<td>6</td>
<td>Anheuser-Busch</td>
<td>4,330,000</td>
</tr>
<tr>
<td>7</td>
<td>Coca-Cola (bottlers)</td>
<td>4,235,000</td>
</tr>
<tr>
<td>8</td>
<td>AT&amp;T</td>
<td>3,300,000</td>
</tr>
<tr>
<td>9</td>
<td>American Oil</td>
<td>3,236,000</td>
</tr>
<tr>
<td>10</td>
<td>P. Lorillard</td>
<td>2,709,000</td>
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<tr>
<td></td>
<td>TOTAL TOP 10</td>
<td>$58,480,000</td>
</tr>
</tbody>
</table>

The top 75 for the third quarter of 1964, with RAB's estimates of spot radio expenditures by each in that quarter:

Auto info source: TV

NBC Research last week circulated a result of an R. H. Bruskin Associates study that shows that the majority of consumers receive most information about new automobiles from TV. Television was mentioned by 56% as their source; magazines by 14%, newspapers 12% and radio 5%. Lower percentages were reported for visits to showrooms, from relatives and friends and from various other sources. The Bruskin research firm conducted the study in late November 1964 just after the 1965 model cars were introduced.

70 (BROADCAST ADVERTISING)
TELEVISION STATION WFTV OF ORLANDO, FLORIDA, IS PLEASED TO ANNOUNCE ITS SELECTION TO RECEIVE A 1964 STATION AWARD FROM THE

Alfred I. duPont
AWARDS FOUNDATION

WITH THIS CITATION: "...STATION WFTV'S DILIGENT PURSUIT OF THE COMMON GOOD, COUPLED WITH ITS WILLINGNESS TO TAKE UNPOPULAR STANDS WHEN CONSCIENCE DEMANDED, EPITOMIZE IN CONCRETE FORM THE HIGHEST IDEALS OF AMERICAN BROADCASTING."

to be presented in
WASHINGTON, D.C.
March 29, 1965

Television Station WFTV Previous Awards: U.S. Conference of Mayors and Broadcast Pioneers Award, 1963
Florida School Bell Award, 1963.
another winner from the

"Let's Go to the Races"

the newest, most exciting sports show on TV

Now For The First Time your local retail advertiser can sponsor a weekly sports show that has built-in merchandising and promotion with tremendous excitement and action! "Let's Go To The Races" is a big time sports show—a weekly program with all the thrills of big time racing ...more audience participation at home for big weekly prizes.

It's perfectly legal, we've spent three years getting it checked out and approved!

"Let's Go To The Races" shows live sensational races in each weekly hometown program. The production job on these races is truly unbelievable. We placed cameras all over the track. The horses seem to be almost breathing down your neck!

Your Viewers Will Actually Get The Feel of being at the races! Each program will open with all the flair of a day at the track to properly set the stage. Famous sportscaster Jack Jones gives you a run-down on the horses, jockeys, performance and all the dope.

Filmed In Beautiful Sunshine Park in the Tampa Bay area under ideal color conditions, these races are all thrilling right down to the wire. But there is no way that the viewers can know in advance who the winners will be.

Every Viewer Has A Chance To Win Big Prizes merely by sitting comfortably at home and watching "Let's Go To The Races" with the merchandising cards he has picked up at your sponsor's places of business.

Here's How It Works ...Nothing To Buy. All your viewers have to do is go to the sponsor's place of business and ask for a free merchandising card. They may be holding a winning ticket among the "WIN", "PLACE", or "SHOW" classifications. Merchandising cards are redeemed at the sponsor's place of business for wonderful prizes. Customers pick up cards every time they shop in every given week—this automatically increases the store traffic. They come back to check the winners and claim their prizes. It is bound to be a BIG winner on your station.

LOOK AT WHO HAS ALREADY SPONSORED THIS HIT

- NATIONAL FOOD STORES, WIBN-TV, Minneapolis, Minn.
- KING KORN STAMPS, WDAY-TV, New York City
- CONOCO STATIONS, WPTA-TV, Fort Wayne, Ind.
- KROGER FOOD STORES, WTTV, Indianapolis, Ind., and others. Get in on this winner.

You Can Sell Top Chains Like This In Your Market. Just take this terrific traffic building package to the chains in your own area. Show them the tremendous support that our posters, streamers, and answer cards will give the show and explain the power this show has for bringing in extra customers. Tell them how you will put this on at a time where "Let's Go To The Races" will get a big audience and...You've Got A Solid

For Further Details call us collect or write Walter Schwimmer, Inc., 410 North Michigan Avenue, Chicago, Illinois 60611, Phone: 467-5220, TWX 910-221-1198. Or, if you are in Washington, D. C. for the NAB Convention, call us at the Executive House, Room 401-440.

Walter Schwimmer INC.
410 North Michigan Ave., Chicago, Ill. 60611
Telephone: 467-5220
It's war on FCC program control

Sarnoff says FCC plan to cut back network equity in programs is 'incredible,' 'outlandish' and would destroy system that now serves public

The FCC was charged last week with a "chronic urge to regulate" that could "shatter the structure of network television." The charge was made by Robert W. Sarnoff, chairman of the NBC board, in a free-swinging speech to a convention of NBC-TV affiliates.

The target of Mr. Sarnoff's speech was a rulemaking proposal that has been before the FCC for two months (Broadcasting, Jan. 25, et seq.), but never officially announced. The speech was made last Thursday, a day before the commission was scheduled to consider the action again (see box, page 75). What the FCC has been studying is a staff proposal that called for a rule prohibiting the television networks from sharing in the ownership or profits of more than half the entertainment programs in their evening schedules and from engaging in any domestic syndication or the foreign distribution of programs they did not themselves produce.

Mr. Sarnoff was the first high executive of a network to take a public stand against the rulemaking, although others at NBC and ABC-TV and CBS-TV are known to have lodged protests privately with the FCC. Following, with slight condensation, is the text of his hard-hitting speech opposing the rule that the FCC has been considering:

The champions of broadcast regulation appear constantly to discover new worlds to conquer, with or without legal sanction and often in the absence of demonstrated public need. This chronic urge to regulate has now propelled the FCC deeply into broadcasters' programming and business practices, in the form of proposed rules to regulate the television networks' organization of their program schedules.

The commission has under consideration a staff recommendation that rules be promulgated requiring, in effect, that 50% of each network's evening entertainment programming be supplied and controlled by advertisers. The proposals contain various other restrictions. In acquiring programs, networks would be limited solely to the right to broadcast, without any other rights or financial interests, even though they had financed production of the programs. Network companies would also be completely barred from domestic syndication, and in foreign distribution they would be confined to their own productions.

Apparently the [FCC] staff has kept in mind that the law gives the commission no direct regulatory power over the networks—a power it has unsuccessfully sought by legislation. But noting that each of the network companies also holds five VHF licenses, the staff has engaged in a new game of words. Calling networks "television network licensees," it seeks to create jurisdiction by phrase-mongering.

This assertion of jurisdiction-by-device gives rise to some sobering thoughts. If the commission can extend its authority into the program and business operations of networks merely by coining a phrase, what is to prevent its phrasing its way into direct regulation of a "newspaper-licensee," or a "magazine-publisher licensee" or a "producer-licensee"? In the last case, as a parallel to the presently proposed rule, it might then direct production companies that are station owners to limit program sales to networks to 50% of their output, with the remaining 50% available only to other customers.

The proposal devised by the staff constitutes a sterling example of ruling with the authority of office, rather than the authority of experience. For it undertakes to repeal the fundamental patterns that have developed to meet a unique requirement: the organization of a tremendously costly national program service offered on a continuing basis, every night of the year, which matches the interests of enormous audiences and attracts the necessary advertising support. By a designed disruption of these patterns, the proposed rules would shatter the structure of network television which, unlike the rules, was not tailored to theory or preconceptions. This structure evolved gradually, through the interaction of advertisers, networks and the public, cultivated by experience and economic necessity.

During television's growth, the pressure of rising costs and the complexities of programming resulted in a shift away from the full-sponsorship pattern of radio. Fewer and fewer television advertisers were willing to enter the program business, or able to assume the multi-million-dollar risks involved in the development and production of even a single program series. It was left to the networks to shoulder this responsibility and to organize the program schedules, so that advertisers could employ their budgets with maximum efficiency through partial sponsorships or minute participations.

It is hard to believe that the FCC, once it has discovered the outlandish results these proposals promise, would move to adopt them. Nevertheless, let's look at some of the probable effects of this incredible 50-50 rule.

First, it would undoubtedly force a substantial reduction in network service. There is absolutely no assurance that
there are enough advertisers to supply half the evening schedule. In fact, all the evidence is to the contrary. Currently, less than 10% of the network schedules are filled by programs supplied by advertisers. Even if this percentage should double or triple under the forced draft of the proposed rules, limiting network-supplied programming to the volume supplied by advertisers would automatically curtail the total amount of programming available to affiliates and the public.

Second, there would be a lessening of the networks’ responsibility for their total schedules. Presently, although advertising goes in and out of the schedule, the program structure is maintained by the network as a continuing service to the audience and the affiliated stations. With advertisers controlling a large portion of the schedule, programming would stay or go depending on the sponsor.

It is not so late to suggest that if the rules produced these abortions in network service, they could be changed or waived to meet the realities of a given season. Disrupted schedules cannot be repaired or extemporized overnight. But even worse, the networks would be hard put to know how to begin organizing their schedules for any season—a task of the most intense creative activity that requires more than a year’s advance planning.

Of course, the proposed rules would hand some advertisers an enormous economic lever, and this apparently is what the [FCC] staff intends. Networks would be so dependent upon advertiser-supplied programs to fill half their schedules that advertisers could dictate the assignment of time periods and terms of sale. This, in turn, would prompt rate-cutting, with resulting loss in station revenue, and would reduce the networks’ financial ability to produce their present volume of news, informational and cultural programming.

The rules, nevertheless, would be an albatross to many advertisers, forcing the larger ones into the costs and risks of the program business as a price for using television, while penalizing in particular the smaller ones. The latter can now use network television flexibly and efficiently, buying commercial participations in a schedule offered by the networks, gearing the amount and duration of their advertising to their budget and marketing requirements. Under the rules, these opportunities would be drastically reduced. To overcome this handicap, smaller advertisers would have to approach major sponsors, soliciting opportunities in the latter’s programs, with advertisers themselves becoming time and program brokers.

Finally, the rules would work against program diversity and against the interest of special and minority groups. A network controlling its own schedule can provide for such programs, and serve as a balance wheel against undue emphasis on a few program types. Dividing responsibility for the schedule between networks and advertisers would weaken the networks’ ability to fill this vital role.

The effect on the presentation of news documentaries would be even more severe in the case of a network which, like NBC, adheres to the policy of producing such programs itself. Since we have no intention of abandoning the news responsibility our policy reflects, the proposed rules would confine documents to half of our schedule. Consequently, there would be a substantial reduction in the number of these programs.

A premise of the proposed rules—that advertisers in large numbers are unsuccessfully storming the networks’ gates with fine programs of special interest—is wholly contrary to the facts. A few are interested in such programs, and we have found places in our schedule for acceptable programs they have offered. But, in each network’s schedule there are now programs of this character still seeking sponsorship. For example, NBC’s award-winning Profiles in Courage was not developed by an advertiser. It was committed to the schedule prior to any sponsorship, and despite its recognized quality, it has fallen far short of attracting full advertiser support. If advertisers are not drawn to this type of existing programming, what basis is there for believing many will supply it themselves?

It seems to me that the proposed rules would not only create great confusion in the industry but might well succeed in giving chaos a good name. Someone has suggested it is the first step in a long-term scheme to bring back mah-jongg.

It is a too widely held misconception that the networks now own 90% of the programing in their schedules, and that by occupying the field of program ownership they have frozen out other creative sources. The fact, of course, is that the networks produce and own only a tiny fraction of the entertainment programs they present. Almost all the programing comes from a variety of independent production sources, the very same sources from which advertisers themselves obtain programs. In the current season, NBC itself produces only two series in its evening entertainment schedule, while 17 independent

The showdown: long time in the making

The FCC staff proposal assailed by NBC Board chairman Robert W. Sarnoff last week has been a long time in the gestation period. It was originally sketched out in 1962 as a recommendation in the report by the commission’s Network Study Staff, headed by Ashbrook P. Bryant. That report itself capped an inquiry started in 1959.

The proposal was first submitted to the commission in the form of a draft rule only two months ago (Broadcasting, Jan. 25). It was trimmed down to less than half its original 66 pages, then resubmitted to commission scrutiny a second time early in February.

The subject occupied the commission a third time last Monday (March 15), when a draft of a letter to Senator Vance Hartke (D-Ind.), who had raised a number of questions about the proposal (Broadcasting, March 1), was under discussion. The proposal was due for further consideration at a special meeting Friday (March 19) (see page 9). Basically the proposed rule has remained unchanged. It would limit networks to ownership or financial participation in 50% of the programs in their 6-11 p.m. schedules. This is exclusive of news and sustaining programs. But it has been modified to specify that networks would be allowed to schedule between 6 and 11 p.m. as much as two hours of non-news programs in which they hold equity.

This change was made to meet networks’ objections that they would not be able to make plans for their half of the schedule until sponsors and independent producers had made commitments for the other half. The 50% rule is based on the networks’ practice of programing four hours between 6 and 11 p.m.

Another change makes clear that the networks would retain control over the entire schedule, that they would be able to accept or reject sponsors’ programs.
production companies provide the rest.

The idea that networks lock out meritorious programs in which they cannot obtain financial interests or syndication rights flouts the economic facts of the competitive network programming. Surely there is justification for a network to share in the profits, if any, of a series whose production costs it underwrites. But no network can afford to subordinate program merit to financial participation. The ramifications of a successful, long-lasting program in the schedule far outweigh any potential revenue from subsequent use of the program. It's axiomatic that success must come first—profit hopefully later.

In addition, those saluting the staff proposals seem to have no valid explanation of why network companies should be barred from syndication, which may be an advantage to other competing syndicators but serves no public purpose at all; or why the reasoning that justifies foreign syndication by networks of their own productions does not also apply to domestic syndication of these same programs.

The proposed rules have also revived the catchy old canard that “three men” in New York decide what the nation shall see. Anyone experienced with the complications of network program development and scheduling knows what a silly oversimplification that is, even though it is true that the networks exercise final control over their own schedules. Actually the judgments of literally hundreds of creative people at networks, independent production organizations, talent agencies and advertising agencies ultimately contribute to the whole programming process.

On this score, NBC's own experience in developing its 1965-1966 schedule is enlightening. In preparing for the coming season, one program specialist considered nearly 450 different program ideas from various outside sources. Of these, more than 200 were the subject of follow-up discussion, with the creative people from the network and independent producers working together. Many of the ideas fell by the wayside, but well over 100 went on to treatments or scripts, in many cases financed by NBC. From these, 26 of the most promising were developed as pilot films, with NBC putting up several million dollars to help bring the projects along. And from these pilots, together with committed series, 15 new programs were chosen for the fall schedule.

The competition for selection is intense, and it is natural for a producer to be disappointed when his program idea, script or pilot fails to make the grade. However, because the number of programs that can be accommodated is limited, not every program or production company can find its way into the schedule. But it is fantasy to argue that this competitive process, through which network schedules are built, freezes out independent production and reflects only the ideas of three network chiefs, whoever they may be.

The recommendations seem to stem from an expectation that their adoption would bring to the air programs of better quality—that is, programs the proponents prefer or, in any event, with which they would like to be identified. But as a prominent American, for whom I have great respect but with whom I sometimes disagree, recently said: "I see no evidence that the FCC's influence is likely to be a particularly good one in the field of programming." On the same occasion he also pungently observed: "Those hero types who criticize the vast wasteland of programming—when the chips are down, these guys don't care what the public wants.

It's axiomatic that success must come first—profit hopefully later.

The factors which go into the judgment of advertisers and their agents . . . are bottomed in an effort to attract an audience which will consist largely of potential customers for the product . . ." Under advertiser influence, the report said, "diversity remains within prescribed limits and will not include many program types and formats which are not of proven appeal to the audience."

This observation is underscored by recent example. One of television's largest advertisers, among the few who bring in programs for scheduling, underwrote nine pilot films for potential series next season—all family comedies. This is no reflection on the quality of the programs or their place in television, but it emphasizes advertisers' basic quest for programming with the broadest audience appeal, programs of the type the supporters of the rules criticize for "sameness."

The third fallacy assumes some direct relationship between quality of programming and the number of production organizations supplying the programs, as if the programs for our current schedule, selected after the most careful winnowing process, would be improved if they came from 25 different producers instead of 17.

Underlying this drive for regulation, there seems to be an effort to change network programming by operating on its structure. Both the programming and the structure derive from the environmental fact that network television is a mass medium, supported by advertisers. As such, through a variety of entertainment forms, it strives for programming of broad appeal to attract maximum audiences, without excluding programs for more specialized interests.

This is the fundamental character of our American system of television. The staff and perhaps some members of the

Same freedoms for all

The government's consideration of new restrictions on TV network program ownership and syndication wasn't the only target shot at last week by Robert W. Sarnoff, NBC chairman. Existing restrictions on television's journalism function also attracted his fire.

To the convention of NBC-TV affiliates he deplored the "official attitude that refuses to recognize that broadcasting, as today's foremost instrument of journalism, is entitled to the same journalistic freedom as other media of information."

He called Section 315, the political broadcasting law, a "worthless device" and said the need for its repeal was proved by "the record of outstanding [political] coverage of 1960, when the equal-time shackles were loosened, and the lack of any meaningful development of campaign issues in 1964, when the shackles were replaced."

He said the fairness doctrine, "another regulatory cloud still hovering over broadcasting's journalistic function," draws a "government curtain between the public and a free press."

He also took aim at the "variety of laws and regulations that prohibit television access to legislative and judicial proceedings," and he said that "television should be allowed to go wherever the public is admitted."

It's what they think is good for the public."

I am sure that Commissioner Lee Loewinger won't mind my having quoted him.

I submit that there is neither the need nor the authority for the type of regulation proposed. It is founded on a series of fallacies:

The first is that the networks' responsibility for their schedules forecloses diversity of program sources. The fact is, the bulk of network programming comes from a broad variety of independent creative sources.

The second is that with direct advertiser control or influence, program quality would benefit as advertiser selection replaced network selection in the program process. The FCC staff that authored the proposed rules argued to the contrary in its report issued barely two years ago, when it said:

"... the factors which go into the judgment of advertisers and their agents ... are bottomed in an effort to attract an audience which will consist largely of potential customers for the product ... Under advertiser influence, the report said, "diversity remains within prescribed limits and will not include many program types and formats which are not of proven appeal to the audience."

This observation is underscored by recent example. One of television's largest advertisers, among the few who bring in programs for scheduling, underwrote nine pilot films for potential series next season—all family comedies. This is no reflection on the quality of the programs or their place in television, but it emphasizes advertisers' basic quest for programming with the broadest audience appeal, programs of the type the supporters of the rules criticize for "sameness."

The third fallacy assumes some direct relationship between quality of programming and the number of production organizations supplying the programs, as if the programs for our current schedule, selected after the most careful winnowing process, would be improved if they came from 25 different producers instead of 17.

Underlying this drive for regulation, there seems to be an effort to change network programming by operating on its structure. Both the programming and the structure derive from the environmental fact that network television is a mass medium, supported by advertisers. As such, through a variety of entertainment forms, it strives for programming of broad appeal to attract maximum audiences, without excluding programs for more specialized interests.

This is the fundamental character of our American system of television. The staff and perhaps some members of the
Only the sunshine covers South Florida better than WTVJ
Television in

But somehow, the best shows at the NAB Convention are at this suite.
every room.

- Girl Talk
- High Road
- Man With A Camera
- New Breed
- One Step Beyond
- People's Choice
- Playhouse
- Rebel
- Select Features
- Shivaree
- Straight Away
- Swinging World of Sammy Davis Jr.
- and Other Specials
- Wyatt Earp
- 26 Men

ABC FILMS, INC.
1501 Broadway, N.Y. 10036 • LA 4-5050

OFFICES: CHICAGO • BEVERLY HILLS • NEW ORLEANS • TORONTO • LONDON • ZURICH
ROME • TOKYO • MEXICO CITY • RIO DE JANEIRO • MADRID • SALISBURY, SO. RHODESIA
commission may not like the results. They may not all enjoy the fare that attracts the largest audiences. They may feel the medium should cater more to small audiences. They may have no confidence in the tastes of the majority and may want to see television devoted to refining those tastes.

But these personal judgments are not relevant. The commission was not given the mission of reforming broadcasting to serve the interests of the few rather than the many.

It must be kept in mind—and indeed impressed upon our advocates and critics alike—that television’s great moments in emerging as the nation’s foremost medium of communication were not prompted by the wielding of a regulatory baton or the application of abstract formulas. They came from the unhampered initiative and honest efforts of responsible broadcasters. The medium has continued to develop strongly, progressively engaging the interest of more people for more of their time. It seems fair to assume that this is because of, not despite, present program policies and practices.

Radio-TV called art
by President Johnson

Television and radio are defined as an “art” in President Johnson’s recommended legislation to Congress which would establish a National Foundation on the Arts & Humanities.

The bills (HR 6050 and S 1483) were referred to a special subcommittee on labor in the House, and a special subcommittee on the arts and humanities in the Senate.

Program plan opposed

Even before NBC Chairman Robert Sarnoff made his ringing denunciation of the FCC staff proposal to limit network control of nighttime television programing (see page 74), NBC-TV affiliates went on record against the FCC plan.

The affiliates took their stand in a closed meeting last Wednesday (March 17) at the outset of the NBC-TV affiliates convention. In a resolution, they authorized their board of delegates, headed by A. Louis Read of WSBU-TV New Orleans, “to take all steps necessary to present to the FCC the strong opposition of the NBC television affiliates to the adopting of any rules which would regulate the activities of television networks in the procurement of programs for the network schedule.”

Despite the tremendous technological gains now underway in all areas of life, people will probably still have the same tastes for adventure and entertainment in their TV programing in future decades as at present, Gene Wilkey, vice president and general manager of KMOX-TV St. Louis, told a dinner meeting of the American Women in Radio and Television there last week.

Under a system based on free competitive enterprise, though, he noted, “there will continue to be a slow powerful upgrading of the cultural content of TV programs. This process is going on right now.”

As the years go by, Mr. Wilkey predicted, there will be more chamber music, more Shakespeare and “more educational material shuffled into the program deck from the top and more trivia and harmless nonsense taken out at the bottom.”

But, he added, “this is a process of cultural evolution, not revolution.”

‘Peanuts’ may be made into a television show

Lee Mendelson Film Productions, San Francisco, has announced acquisition of exclusive rights to produce "Peanuts" motion pictures. Negotiations for either a Christmas special on a TV network and/or worldwide theatrical release are currently being conducted by Mendelson's representatives, Ashley Famous Agency.

Charles Schulz, author-creator of the "Peanuts" comic strip, and Lee Mendelson will write the screenplay.

Triangle in D.C. special

A special "preview" for advertising executives only will be held tonight (March 22) by Triangle Stations at the NAB convention. Clyde R. Splittner, Triangle sales chief, said last week that advertising people would see the company's all-color syndication lineup of new programming, including Zoos of The World, The Longest Tunnel, The Wonder of Birds and Paul Whiteman's Pop Goes to College. The showing will be at Triangle's British Pub in Suite B-420, Sheraton-Park hotel.
To Serve Where We Live . . . The WSBT-TV Credo

LOCAL, LIVE SHOWS EXCLUSIVELY ON WSBT-TV *

HOUSE CALL
Area medical doctors answer viewers' questions on various diseases.

ALL OUTDOORS
Tommy Dee presents subjects of interest to the outdoorsman.

ASSIGNMENT 22
Subjects of area interest are dealt with on this monthly show.

That Has Built Our Solid Reputation For The Best

TELE-CONFERENCE
Area leaders answer telephone queries of WSBT-TV viewers.

HOOSIER FAVORITE
Teens dance to live and recorded music in WSBT-TV studio.

EXPLORER POST
WSBT-TV Explorer Scouts write and produce their own programs.

STORY CORNER
County Council of Churches presents a fantasy for children.

And Most In Local, Live Programs. Reporting To

FUN CLUB
Uncle Mike and his puppets preside each Saturday morning.

DEBATES
The championship round of the high school debate tournament.

AFTERNOON SHOW
News, weather, sports and entertainment with new baby report.

HOMEMAKERS'
News and features on the area's only women's show.

And About The Complex South Bend Market Is An

ON THE GO
Area's only local early-morning information and entertainment show.

EYE ON THEATER GROUPS
Local theater productions under WSBT-TV direction.

HIGH SCHOOL FORUM
The world through the eyes of High School students.

EDITORIALS
WSBT-TV general manager's editorials of community interest.

Important Job At WSBT-TV. It Is Also Assurance

WSBT-TV
South Bend, Indiana

WSBT-TV
South Bend, Indiana

WSBT-TV
South Bend, Indiana

WSBT-TV
South Bend, Indiana

That Your Sales Message Is Delivered By South

22 22 22 22

Bend's Most Accepted Salesman . . . WSBT-TV!

* Regularly Scheduled Information Shows Not Included.

Represented by Katz

BROADCASTING, March 22, 1965
TV's effect on youth
UNESCO report on 165 studies finds medium innocent of most charges

Television is found not guilty of most of the popular charges leveled against its effects on children and teen-agers in a report published last week by the United Nations Educational, Scientific and Cultural Organization (UNESCO).

The report, The Effects of Television on Children and Adolescents, is a bibliography briefly describing the results of some 165 research projects conducted on various phases of the subject in countries throughout the world.

A preceding "brief overview" of what the research says describes itself as "merely a suggestive account and in no sense a complete summary of the research." But it leaves no doubt that TV critics are on flimsy grounds when they blame TV for such offenses as distorting young personalities, ruining their school work and contributing to delinquency.

Some samples:

- "Most students of television effects on children are unwilling to say that identification or incidental learning from television plays any large part in causing delinquency or crime . . . at most, television can be merely a contributory cause, and is likely to affect only the child who is already maladjusted and delinquency-prone. . . . Television by itself cannot make a normal, well-adjusted child into a delinquent. This is the unanimous conclusion of research and clinical investigation."

- "The response to any television will be influenced to some extent by the group relationships of the respondent. In other words, any of the child's complex behavior is likely to have a complex cause, and it is extremely hard to decide what part any single television program played in causing it. . . . What the child brings to television is as important as what television brings to the child."

- "About one thing the research leaves us in no doubt whatsoever: When children have television available, they make a phenomenal amount of use of it. Estimates from a number of countries indicate that the average child of elementary school and high school age (6 to 16) devotes to television from 12 to 24 hours a week . . . The larger of these figures [represents an annual total] not far different from the amount of time an average child spends in school during these same years, taking into account vacations and holidays."

- "Does home television cause a student to do better work in school? This is a hard question to answer. There is little objective evidence that television helps children's school performance. On the other hand, there is not much evidence that children's grades are poorer when television is available to them."

- "A child's home and group relationships are likely to have much to do with the influence, if any, he derives from television violence. On the whole, the weight of the evidence is behind [the] conclusion that 'the heavy dosage of violence in the mass media' although not a major determinant of crime or delinquency, 'heightens the probability that someone in the audience will behave aggressively in a later situation.'"

- "Children with hysterical and disassociative tendencies, who easily identify with and imitate their models, may easily find models on television, but the origin of their illness is not in television. Psychiatric children, in their identifications, frightened by the violence of their impulses, may find in a violent episode on television the trigger that brings about their own violent behavior. Or they may follow literally and completely the recommendations of television advertisers and characters. But it must be pointed out again that the origin of their trouble is not in television, but rather in their personalities and their social relationships."

- "Does television make children passive and withdrawn? There is no proof that it does, although television clearly may contribute passivity and withdrawal when there is already a schizoid tendency present. As Freedman [Dr. Lawrence Z. Freedman, a psychiatrist] points out, 'When the automobile removed youngsters from the surveillance of their homes, we were concerned for their morals. Now television immobilizes them in the living room and we deplore their passivity.'"

The report stresses the need for more but a different kind of research:

"We have no reason to think that television has an undesirable effect on health, or that it is a sole and sufficient cause of asocial behavior like delinquency or crime. But television's relationship as a contributory cause to asocial behavior, its contribution to values and knowledge, its interaction with maladjustment and mental illness—all these are immensely complicated matters and far from completely understood. . . . To go farther it will be necessary to make more use of experimental and clinical methods, preferably continued over a considerable time span . . . "

"Even a great deal of additional research, however, would not necessarily answer these more difficult questions of effect with the same sureness that we"
New High-Power 30-KW
(or 50-KW)
UHF Transmitter

New-type klystrons
...reduced costs
...advanced engineering

signal UHF breakthrough in high-power transmitters

HIGHER POWER
Here’s a brand new 30-kw UHF Transmitter, combining top performance with low operating cost. Features new integral-cavity klystrons, new space-age electronics, and modern design. Provision for power increase (in the field) to 50-kw. With high-gain antenna can radiate up to 2 million watts ERP.

REDUCED COSTS
Standard ceiling height means reduced installation costs. Space-saving walk-in design requires less floor space. Vapor-cooled, integral-cavity klystrons permit smaller, more efficient heat-transfer equipment—saving space and costs. Klystrons warranted for 8000 hours aural, 4000 hours visual.

ADVANCED ENGINEERING

NEW LOW POWER 2- AND 10-KW
Also in this line are a completely new air-cooled 2-kw and a 10-kw UHF transmitter. Ideal for medium power or just-starting stations. The 2-kw can be expanded to a 10-kw (in the field).

COMPLETE LINE OF ANTENNAS—Gains from 6 to 46 . . . ERP to 2 million watts . . . omnidirectional or directional . . . low wind load . . . simplified low-cost maintenance.

NEW LOW-POWER UHF TRANSMITTERS ARE AIR COOLED

For further information, write RCA Broadcast and Television Equipment, Building 15-5, Camden, N.J. Or call your RCA Broadcast Representative.

The Most Trusted Name in Television
expect in answers to questions about the physical world."

The report, number 43 in a UNESCO series on mass communication, was prepared by the International Association for Mass Communication Research, Amsterdam, the Netherlands. It was edited by Dr. Wilbur Schramm of Stanford University, an IAMCR member well known for his studies on television effects. Copies are available at 75 cents each from UNESCO Publications Center, 317 East 34th Street, and Columbia University Press, 2960 Broadway, both in New York.

Hearing to be held on information bill

A House government information subcommittee will hold hearings March 30-April 2 on legislation to establish a federal public records law.

The Foreign Operations and Government Information Subcommittee, headed by Representative John E. Moss (D-Calif.), has considered measures of this order in the past, usually known as freedom of information bills.

This year, a joint House-Senate effort is aimed at enacting a slightly modified bill Senator Everett M. Dirksen (R-III.), a member of a Senate judiciary subcommittee that would handle the matter in that congressional body, explained it this way: "... Except in the areas of national defense and foreign policy, the bill changes the availability of government information from a question of agency discretion to a requirement that the information be made available unless it falls within certain exempted categories."

Basically the proposal is similar to a measure approved by the Senate last year but which died in the House Judiciary Committee. It would amend the Administrative Procedure Act of 1946 by creating a provision requiring federal agencies to state which of their records are available to the public, publish information explaining how they can be obtained and exempt certain information from the measure.

Among eight exemption areas are "trade secrets and commercial or financial information obtained from the public and privileged or confidential" and that "specifically exempted from disclosure by statute." These would protect financial information the FCC requires of broadcasters.

Upwards of 25 senators and representatives have introduced this legislation in the past few weeks.

The subcommittee also announced last week that it would look into complaints of news restrictions by U. S. military authorities in South Viet Nam.
Affiliates hear ABC-TV's plans

'Shindig II' will occupy Saturday night spot,
'Jesse James' moves to Monday and 'Tammy' fills
Friday spot vacated by 'Addams Family' move

Stars, newsmen and sports experts were set to join ABC-TV executives Saturday (March 20) in presenting the network's 1965-66 program schedule, billed as "a real structure for success," to an expected audience of 2,000 affiliates, government officials and advertisers and agency executives.

The presentation was scheduled for the Shoreham hotel in Washington in conjunction with the National Association of Broadcasters' convention being held there this week.

Thomas W. Moore, ABC-TV president, was prepared to tell the group that ABC-TV can "anticipate the new 1965-66 season from a posture of unprecedented strength," with a "lineup that blends stability, vitality and creativity."

The 1965-66 nighttime schedule as set for presentation by Mr. Moore and Edgar J. Scherick, vice president in charge of programming, showed that earlier uncertainty about the Saturday-night prime-time lead-off program had been resolved by putting a second edition of the Thursday-night Shindig to be known as Shindig II, in the 7:30-8 p.m. spot. The news feature program, ABC Scope, was added at 10:30-11 p.m. Saturdays.

Late Changes - The official schedule showed a few other differences from earlier versions. Jesse James, which had tentatively been scheduled at 8:30-9 on Fridays, was moved to the same period on Mondays, where No Time for Sergeants had been penciled in. The Addams Family half-hour moves from 8 o'clock Fridays to 8:30, into the spot vacated by Jesse James, and is replaced by Tammy at 8.

Otherwise the lineup set for the Washington meeting follows the pattern evolved over the past few weeks. All of the Sunday-night lineup from 7 to 11 p.m. will be in color, except for an estimated 10% of the films on Sunday Night Movie. Gidget and The Big Valley will be done in color in the Wednesday 8:30-10 periods, and so will Flintstones on Friday at 7:30-8 p.m.

Mr. Moore's presentation described the schedule as offering "stability from long-run shows of undiminished appeal; vitality from a solid core of fresh, recent hits that promise to run indefinitely [and] creativity from powerful additions to our schedule that will deliver new viewing excitement to a responsive public."

Mr. Moore also stressed the importance of news in the ABC-TV schedule and noted that in addition to the early-evening news Monday through Friday and the 11 p.m. newscasts on weekends, the ABC Scope series will return to the schedule on Saturday evenings.

A special ABC News presenta-

Tom Moore, ABC-TV president, told 2,000 affiliates and guests that the network will enter the new season from a posture of strength in 1965-66.

Participants to include Carolyn Jones, John Astin ('Addams Family'), Elizabeth Montgomery ( Bewitched), Gene Barry ( Amos Burke, Secret Agent), Jimmy Dean and Patty Duke of their own shows, Inger Stevens ('The Farmer's Daughter'), King Family; Efrem Zimbalist Jr. ('The FBI'), David Jansen ('The Fugitive'), Sally Fields ('Gidget'), Anne Francis ('Honey West'), Ernest Borgnine ('McHale's Navy'), Dorothy Malone, Barbara Parkins (Peyton Place) and Robert Horton ('A Man Called Shenandoah').

Affiliates were to be presented special awards "in grateful recognition of 10 years of enterprise and leadership as an ABC-TV affiliate, maintaining the highest standards of television programing and service."

Scheduled to receive the awards from Mr. Moore were Mark L. Wedlinger, KMBG-TV Kansas City; R. H. Drewry, KSWO-TV Lawton, Okla.; Philip P. Allen, WLVA-TV Lynchburg, Va.; D. A. Noel, WHRO-TV Memphis; Burton B. Ladow, KTVX( TV) Phoenix, and Bertram Lebar Jr., WEAT-TV West Palm Beach, Fla.

Here is the ABC-TV 1965-66 prime-time schedule as set for announcement:

Sunday: Voyage to the Bottom of the Sea, 7-8 p.m.; The FBI, 8-9; Sunday Night Movie, 9-11.

Monday: 12 O'Clock High, 7:30-8:30; Jesse James, 8:30-9; A Man Called Shenandoah, 9:30-11; Farmer's Daughter, 9:30-10; Ben Casey, 10-11.

Tuesday: Combat, 7:30-8:30; McHale's Navy, 8:30-9; F Troop, 9-9:30; Peyton Place, 9:30-10; The Fugitive, 10-11.

Wednesday: Adventures of Ozzie and Harriet, 7:30-8; Patty Duke Show, 8-8:30; Gidget, 8:30-9; The Big Valley, 9-9:30; Amos Burke, Secret Agent, 10-11.

Thursday: Shindig, 7:30-8; Donna Reed Show, 8-8:30; Okay Crackerby, 8:30-9; Bewitched, 9:30-10; Peyton Place II, 9:30-10; The Long Hot Summer, 10-11.

Friday: The Flinstones, 7:30-8; Tammy, 8-8:30; The Addams Family, 8:30-9; Honey West, 9-9:30; Peyton Place III, 9:30-10; Jimmy Dean Show, 10-11.

Saturday: Shindig II, 7:30-8; The King Family, 8-8:30; The Lawrence Welk Show, 8-8:30; The Hollywood Palace, 9-9:30-10; ABC Scope, 10:30-11.
Over half a hundred Seattle teenagers went to Japan to sing up a storm and make friends. The Ingraham High School Choir planned its own trip, paid its own way. Whenever the youngsters sang, the international language of music was understood, and wherever they went they won friends.

KOMO-TV went along to bring back their heartwarming story.

Stories about Pacific Northwest people—as they compete, win friends and make personal contributions to goodwill and understanding throughout the world—are an integral part of KOMO-TV programming.

This is one of the reasons 4 is the most exciting Channel in the Pacific Northwest.
What makes a television network click?

Audiences-young

Throughout the '64-65 television season, report after report has shown the three networks attracting about the same size audiences. ABC has put together the kind of schedule which has created this radical switch in the nation's viewing habits—a schedule full of bright, original ideas and exciting new stars.

But only one network is getting more of one kind of audience—the young adults. That network is ABC. And look how many more young adults are watching it.

Average audience rating in homes where head of household is under 50

<table>
<thead>
<tr>
<th>Network</th>
<th>A. A. Rating</th>
<th>ABC Advantage</th>
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<tbody>
<tr>
<td>ABC</td>
<td>22.8</td>
<td></td>
</tr>
<tr>
<td>Net X</td>
<td>17.3</td>
<td>+32%</td>
</tr>
<tr>
<td>Net Y</td>
<td>19.3</td>
<td>+18%</td>
</tr>
</tbody>
</table>

These “under-50” homes account for 67 percent of ABC's night-time audience—versus 50 percent for one competitor and 57 percent for the other.
adult audiences.

The National ARB Report for January 1965 shows ABC leading both other networks in total audience and in attracting the all-important 18 to 49 age group.

<table>
<thead>
<tr>
<th>Network</th>
<th>Adults 18-49 years</th>
<th>ABC Advantage</th>
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</thead>
<tbody>
<tr>
<td>ABC</td>
<td>11,731,000</td>
<td>+29%</td>
</tr>
<tr>
<td>Net X</td>
<td>9,123,000</td>
<td></td>
</tr>
<tr>
<td>Net Y</td>
<td>10,764,000</td>
<td>+9%</td>
</tr>
</tbody>
</table>

Next season's schedule is almost complete. It combines the best of ABC's long-run successes, this season's hit shows and intriguing new programs. We think the viewing audience—including young adults—will respond next year the same way they did this year. By watching.

That's what makes a television network click.

ABC Television Network

Source: HFL Nov.-Dec., 1964; All Evening Programs/ARB Jan. 1965. All regularly scheduled commercial programs. Mon.-Sun., 7:30-11:00 p.m. Res. data subject to qualification which are available upon request.
WINS New York going to an all-news format

Westinghouse outlet follows format pioneered by XTRA Tia Juana, used by WNUS Chicago and others

WINS New York will become an all-news station, starting April 19, scheduling news continuously on a 24-hours-a-day, seven-day-a-week basis.

Donald H. McGannon, president of the Westinghouse Broadcasting Co., owner of WINS, said the innovation was prompted by the conviction that such an unduplicated service can "best serve" the New York metropolitan area.

The programing, as outlined by Joel Chaseman, general manager of WINS, will include local, national, international features, sports, education, religion and finance and news. Much of the programing will be "actualities," provided by WBC correspondents in New York, Washington, Europe, the Far East and Africa. He said there will be "no rigid

program formats."

Trial Period • A two-week "dry run" of the operation will be conducted prior to on-the-air operations to determine the most effective means of presentation, according to Mr. Chaseman.

The station currently is music-and-news and uses five disc jockeys. Mr. McGannon indicated that some of the station personalities will be offered an opportunity to relocate to other WBC radio stations. He stressed there is no intention to extend the all-news approach to other WBC outlets.

Mr. Chaseman said there are two other commercial radio stations broadcasting into the U. S. with all-news formats. They are XTRA Tijuana, Mexico, which covers Southern California, and WNUS Chicago.

The McLendon Corp.'s WNUS Chicago, after six months of all-news format 24 hours a day, is still looking for the shift from red ink to black but "we're knocking on the door now," according to Jack Fiedler, WNUS vice president-general manager. He said the station should be operating at a profit some time this spring.

Mr. Fiedler explained that McLendon is "very encouraged" by both the audience and advertiser response in such a relatively short period of time. He said WNUS now is about 40% sold out and ranks "No. 5 or 6" among Chicago stations in average ratings.

WNUS last Monday opened a 24-hour-a-day "broadcast quality" long distance line to New York City so that agency timebuyers and other advertising executives there can "tune" WNUS at any hour. The New York phone number is AR 1-1900.

FM Simulcast • Last Friday both B. R. McLendon and his son Gordon, McLendon Corp. principals and owners, were in Chicago to throw the switch converting newly acquired WFMQ (FM) there to simulcast operating of the all-news format as WNUS-FM. McLendon acquired WFMQ for $400,000 from Lester Vihon and associates last year.

XTRA Tijuana, Mexico, identified on air as "XTRA News" and beamed up the Pacific coast to cover Southern California, began broadcasting in English with an all-news format, first in the nation, on May 6, 1961, operating 24 hours a day on clear channel 690 with 50 kw. Owned by Radio Difusora, XTRA is represented for sales in the U. S. by Texas Triangle, an organization headed by the same Gordon McLendon who is identified with WNUS. National sales representative is Peters, Griffin, Woodward.

Programing is basically hard news, delivered in 15-minute editions, each with its own reporter-broadcaster who compiles and reads his own news. Commercials are limited to four in each quarter-hour and no station breaks are permitted nor is there any double spotting. Business is good, with each month in the past year better than the same month a year earlier. The station's sales offices in Los Angeles declined to reveal dollar figures but an agency media man estimated that the annual volume is well over $1 million.

Home set for Merv Griffin

Westinghouse Broadcasting Co. reported last week it has completed negotiations for a year's lease, with options, on the Winthrop Ames theater in mid-town New York. Westinghouse plans to use the theater for the production of its new syndicated series, The Merv Griffin Show, a spokesman said.
where can you find a station that

**Colorcasts**

101 programs a week?

---

You Found It—

**WTMJ-TV in Milwaukee!**

WTMJ-TV is now colorcasting 40% locally produced programs. And in the 6-12 P.M. prime viewing hours 75% are in color. Number one color station in Milwau­kee, WTMJ-TV has been a leader in color television since its inception. On December 20, 1953, WTMJ-TV offered the first colorcast by a Wisconsin station. In 1954, WTMJ-TV broadcast the first locally produced live color program in Wisconsin and within two days of this broadcast the first commercially sponsored color program in Wisconsin.

Now, 12 years later, WTMJ-TV continues to build its leading position in color television by broadcasting 101 color programs a week. In order to continue broadcast­ing the best in color, WTMJ-TV has the latest in color equipment: two indoor and one outdoor color studios, three color television cameras, color slide, film and video tape equipment. And a new $1½ million round studio is now under construction. During the 1965 season WTMJ-TV anticipates a further increase in color programming.

**WTMJ-TV**

Channel 4

**THE MILWAUKEE JOURNAL STATION**

**WTMJ-AM-FM**

**NBC in Milwaukee**

Represented by: HARRINGTON, RIGHTER & PARSONS — New York • Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles

**BROADCASTING, March 22, 1965**
Tell Supreme Court TV did not interfere with fair trial for Estes; assert broadcasting belongs in the courts

Television coverage of the 1962 trial of Billie Sol Estes did not interfere with his right to a fair trial, the National Association of Broadcasters and the Radio-Television News Directors Association are scheduled to tell the U. S. Supreme Court today (March 22).

In a brief to be filed as a "friend of the court" in the appeal by Estes, convicted of swindling in his ammonia fertilizer tank leases, both organizations attack both Estes' position and that of the American Bar Association. The ABA and Estes claim that he did not receive a fair trial because portions of the court proceedings were televised.

At the same time, the American Civil Liberties Union filed a "friend of the court" brief charging that Mr. Estes did not receive a fair trial because of TV.

The Supreme Court agreed to review the Estes case last December, but limited the appeal to a single issue: Was Estes' right to a fair trial denied because portions of the court proceedings were televised live (Broadcasting, Dec. 14, 1964).

Last month the ABA filed its brief contending that the televising of Estes' trial violated his right to a fair trial, and urging that the introduction of television into a state criminal trial, contrary to ABA's Canon 35 and over the objection of the defendant, violates the due process and equal protection clauses of the 14th Amendment (Broadcasting, Feb. 22).

In the filings due to be submitted today, NAB-RTNDA state that the issue under review is of vital concern to not only the ABA and its 120,000 members but to nearly 200 million Americans.

"Today, the burden of being the primary source of news to most of the people of this country," the brief states, "has shifted from newspapers to broadcasting."

What the courts do, the brief stresses, "is not just the business of the bench and the bar. It is a prime concern—a first responsibility—of the whole body politic."

Basically, the brief goes on, no action of the news media should jeopardize the life or liberty of any individual. But it is the duty of the judge to maintain order and decorum in the courtroom. The presence of broadcasters in the courtroom is not incompatible with this premise, NAB-RTNDA says.

The ABA has ignored, the brief goes on, all requests by broadcasters in the last 10 years to explore and test the coverage of court trials by broadcasters. Yet it is asking the Supreme Court to elevate Canon 35 to a constitutional mandate, it says.

Broadcast reporting of court proceedings, subject to proper controls by the trial judge, is not only fully compatible with the defendant's right to a fair trial, the broadcasters' brief says, but also promotes positive public interest benefits.

The Arguments * NAB and RTNDA contend:

* Although courts and judges have been established to see that justice is done, this is not true in every instance. The court of last resort, therefore, is the people. It is necessary that the information conveyed to the public is as complete and accurate as possible. Both the First Amendment (freedom of speech and press) and the Sixth Amendment (public criminal trials) must be construed to cover broadcasting. Otherwise the underlying purposes of these amendments will be subverted.

* In order for the public interest in the fairness of trials to be met, and since the number of spectators is limited, the public must get its knowledge from news media. "Access in this modern age must include access with microphone and camera, particularly in view of the fact that more people rely upon broadcasting than upon newspapers for news."

* Not only must trials be broadcast, but a blanket denial of broadcast coverage of courts will be an unreasonable discrimination against broadcast newsman.

"There is no reason why broadcast newsmen should not be allowed to utilize their reportorial tools in situations where the newspaper reporters may use theirs."

* Broadcast coverage of a trial does not deprive a defendant of due process. The experiences of Colorado, Texas and Oklahoma (in Colorado and Texas presiding judges may permit the televising of trials, notwithstanding the ABA's Canon 35 strictures), show that broadcasting does not interfere with the decorum of the court, or the attitudes of the judge or lawyers.

Contentions that the apparatus used in broadcasting "endangers" the dignity and decorum of the court are answered by citing successful and unobtrusive broadcast coverage of church services, United Nations sessions, the House of Delegates of the ABA, the funerals of President Kennedy and Sir Winston Churchill.

* The argument that broadcast coverage of a trial might influence jurors, judges and lawyers relies "upon mere assertion to provide a substitute for facts." The same argument could be made against newspaper coverage, yet "no one seriously suggests the blanket exclusion of newspaper reporters from the courtroom."

* The ABA's "forebodings" that judges and counsel will act contrary to the interest of justice if they are being televised is "not only degrading to the great mass of the bar but it is also illogical." Lawyers will "act in a manner which is most consistent with making the optimum appeal to the trier of the facts, rather than the radio and television audience."

"It is extremely doubtful that even the most publicity-conscious and egoistical attorney would strut and orate any more or less before a camera or microphone than he would before newspaper reporters, the jury and other spectators."

* The trial judge is empowered to maintain dignity and decorum. Having broadcast coverage would not change this function; the trial judge can set the proper requirements to fit the needs of the individual case.

The broadcast brief is signed by Douglas A. Anello and Gordon C. Coffman, for NAB, and by W. Theodore Pierson, Harold D. Cohen, W. Theodore Pierson Jr. and J. Laurent Scharff, for RTNDA.

Backs Estes * Live television coverage of the trial deprived Estes of a "fair hearing and due process of law," the ACLU will assert today (March 22). ACLU said it had filed a friend of the court brief with the Supreme Court outlining its position.

The ACLU said that its major argument against the live telecasting of
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95
Our Cups Runneth Over

One of the most sought-after awards in all broadcasting is the Alfred I. duPont Award, presented each year to “the nation’s outstanding larger radio or television station.”

The duPont Award for 1964 has just been presented to NBC Owned WRCV-TV.

**WRCV-TV, Philadelphia,** was cited by the duPont Foundation’s distinguished jury for programs that “aspire to the most rigorous standards of honesty, impartiality and quality.”

This programming, the citation continues, “reflects not only [the station’s] conscientious concern for the interests of its viewers but its faith in their intelligence as well.”

The Alfred I. duPont Station Award is one of the high points of achievement for the NBC Owned television stations, which during the past year gained hundreds of awards for exceptional service to their communities.

In New York, for example, the program “Poverty is People,” on WNBC-TV’s “New York Illustrated” series, won the Emmy Award for Documentary Achievement. And among many other citations, the station received a Peabody Award for Dorothy Gordon’s “Youth Forum.”

In Washington, D.C., WRC-TV dominated the local Emmy Awards, achieving recognition for “It’s Academic” (best program for youth); “Focus On
The Law” (best educational program); and “Reprieve” (best all-around program).

**In Chicago**, Lloyd E. Yoder, NBC Vice President of WMAQ and WMAQ-TV, was named “Man of The Year” by The Chicago Sun-Times, for leading a station that has “...become highly community minded and has won a large array of awards for local performance.”

**In Los Angeles**, KNBC received Freedoms Foundation recognition for its “Happy Birthday, USA” special; and gained two Emmys for the public service specials, “Why L.A.?” and “A Tribute to President Kennedy.”

Award-winning programs rarely attract broadcasting’s biggest audiences. Nevertheless, in five American cities, NBC Owned stations continue to produce programs that gain recognition as the very best television has to offer.
History of free press to be studied

Studies on the constitutional history of a free press and legal precedents on the role of newspaper coverage in the administration of justice have been requested by the special free press and fair trials committee of the American Newspaper Publishers Association.

The committee said, in a statement issued after its Feb. 17 meeting in New York, that it had asked for this information from the ANPA staff and from its legal counsel, Arthur Hanson, Washington.

The 12-man committee was named by Gene Robb, Albany (N. Y.) Times-Union and Knickerbocker News, president of the ANPA, earlier this month. Seven of the members of the committee are associated with broadcasting. So is Mr. Robb, whose newspapers are Hearst-owned.

The chairman of the ANPA free press-fair trial committee is D. Tenant Bryan, Richmond (Va.) Times DISPATCH and News Leader (WRNL-AM-FM).


The committee intends to discuss fair trial and the news media with the recently appointed special committee of the American Bar Association.

criminal trials is that TV "creates an atmosphere that makes it impossible to conduct a fair trial." Its brief said that the trial judge in the Estes proceeding "was forced to devote an unduly large portion of his time and attention to keeping the situation within manageable bounds."

Furthermore, the ACLU asserted, the presence of TV cameras and technicians tends to distract and divert witnesses and "can have an unpredictable effect on their testimony." It also sided with the ABA and its injunction (Canon 35) against the telecasting of courtroom trials.

Stations' Spanish shows may draw fine

An FCC investigation into complaints that Spanish-language broadcasts by Miami stations have tended to incite Cubans in the area to riot led last week to a notice that WMIE-WEDR(FM) were liable to an $8,000 fine. The commission also granted the stations a short-term renewal of license.

The proposed forfeiture is in connection with alleged rules violations uncovered by commission investigators checking into whether the stations had maintained adequate control over the broadcasts of their Cuban commentators.

The violations cited include failure to maintain a file on requests for time by political candidates, failure to file time-brokerage contracts with the commission and improper logging.

The short-term renewal was for failure to maintain control over the foreign-language programing. The term runs to the end of the stations' normal license period, Feb. 1, 1967, but the commission said it's to be considered a short term renewal.

The commission initiated the inquiry in February 1963 after complaints were received that Spanish-speaking Cuban commentators on several Miami stations had made broadcasts that, the commission said, might have been expected to lead to violence. A riot erupted in front of the Cuban Revolutionary Council Headquarters when it was picketed by a group of pacifists.

The commission said the inquiry indicated that control over the commentators was inadequate. Subsequently, WMIE Inc., the licensee, told the commission that steps were being taken to assure control over the foreign-language programs.

Second Look • But a second field investigation, in June 1964, the commission said, indicated that the licensee still had only "partial knowledge or control" over Spanish-language programs. The same investigation disclosed the rules violations for which the notice of liability was issued.

The commission said the stations' management was unaware that one of the Cuban announcers had broadcast a personal attack on another commentator. This raised the question as to whether the stations were complying with the fairness doctrine, which requires a station to inform a person subject to attack of what has been said and to offer time for reply.

The commission said WMIE-WEDR have since informed it that procedures have been taken to assure control. Two Spanish-speaking employees preview all Spanish-language broadcasts. Before, one had been responsible for that job.

But in view of the stations' failure to control the foreign-language broadcasts, the commission said, they would be given a short-term renewal of license.

Two other Miami stations, WEFB and WMET, had also been investigated for apparent failure to control their Spanish-speaking commentators at the time of the riot in 1963. However, the commission said the investigators found on their return in June 1964 that they had taken steps to improve their procedures.

'Kangaroo' to end after 10-year run

CBS-TV announced last week that it would discontinue its Captain Kangaroo children's program this September after a run of 10 years on the network, during which the program's creator Bob Keeshan appeared in the title role.

In a separate statement, Mr. Keeshan said he was currently involved in a suit with Milton Hamilburg, co-owner of Captain Kangaroo, involving ownership rights to the program, and was unable to reach an agreement regarding his "continuing as an actor next September."

In Los Angeles, Richard F. Ig!, counsel for Mr. Hamilburg, who is a local theatrical talent agent, said that a complaint in behalf of his client had been filed in New York federal court several months ago. Mr. Ig! said that Mr. Hamilburg and Mr. Keeshan had be-
Goes where the sports action is with Red Wing hockey, University of Michigan basketball and football, other features.

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Meets shoppers face-to-face at Northland and Eastland shopping centers.

Tickles musical palates with favorite melodies and popular mc's Hugh Roberts and Newt Les Martens.

Lets listeners get in the act on "Ask Your Neighbor" and "Phone-Opinion."

Helps you squeeze the most out of a Detroit minute with sound, sales-making merchandising.

WWJ RADIO the NEWS station

Owned and operated by The Detroit News • Affiliated with NBC • National Representatives: Peters, Griffin, Woodward, Inc.
come equal partners in the ownership of Captain Kangaroo when the program was started in 1955.

The program will be replaced by Mr. Mayor, another program on which Mr. Keeshan currently appears (Saturday, 9-10 a.m. EST). Captain Kangaroo is now shown Monday through Friday (9-10 a.m. EST), while Mr. Mayor will be telecast Monday through Saturday in the same time slot.

A statement issued by John A. Schneider, CBS-TV president, said that Mr. Mayor would be expanded to six days a week “because of the overwhelming reception accorded by children and their parents when we presented it on an experimental basis this season.”

Cosmonaut films shown on network programs

NBC-TV showed the Soviet-made films of Russian cosmonaut Alexei Leonov’s March 18 feat of stepping into space and returning to his orbiting two-man spaceship, the Voshod II, on its 4:25 p.m. (EST) news program that day.

The film, taken from a Russian telecast transmitted to Helsinki, Finland, also was shown on CBS-TV’s CBS Evening News with Walter Cronkite at 7 p.m. (EST).

ABC-TV did not receive the film of the feat in time to show it on March 18, it was reported.

The network did, however, insert a five-minute excerpt of the event into its Nightlife program at 12:15 a.m. EST on March 19.

 Election projection study urged by Montana

The Montana legislature has petitioned Congress to undertake a study of election result projections to learn whether projections should be restricted.

The Montana resolution said it was necessary to learn whether forecasts made available before polls closed on election day “abuse the freedom to disseminate information and the prohibition against campaigning on election day.”

Knowledge of voting trends developing in the East and available to voters in the West who haven’t cast their ballots “might tend to unduly influence the vote of many citizens,” the legislature said. It asked for a congressional study.

Only a week earlier Pierre Salinger, U.S. Senator from California the latter part of 1964, urged federal legislation to establish a uniform poll closing time, a proposal offered last year by CBS Inc. President Frank Stanton (Broadcasting, March 8).

Early Bird inaugural plans are made final

Plans for an inaugural telecast using the Early Bird communications satellite, which is due to be launched next month, were made at a meeting in Washington last week between American and European telecasters.

The broadcasters met at the headquarters of the Communications Satellite Corp. In addition to representatives of the three U.S. TV networks, officials of the Canadian Broadcasting Corp., and Eurovision, the continental combine of television groups in Europe, were also present.

A major part of the inaugural telecast, expected to take place from 18 to 25 days after the satellite achieves orbit, will consist of live transmissions of a number of events in different countries. It will also include live broadcasts from participating ground stations in Europe and North America, a short documentary of past television events carried via satellites, and a brief explanation of how Early Bird works.

CBS will serve as the pilot network for the three U.S. networks and CBC.

Early Bird, the first Comsat satellite scheduled to be used for commercial trans-Atlantic communications, was shipped March 15 by its builder, Hughes Aircraft Co., to Cape Kennedy for launch. A synchronous satellite, it will hang over the Atlantic, up 22,300 miles, and will be capable of handling telephone and telegraph traffic, or television.

During the six-to-eight week test period after Early Bird gets on station, television groups will be able to use the satellite for demonstrations on succeeding Mondays.

TIO lists shows on TV’s law and legislation

A chronological listing of more than 400 television programs which “encouraged better public understanding of legal and legislative processes” has been prepared by the Television Information Office for the special committee on radio and television of the Association of the Bar of the City of New York.

Judge Harold R. Medina, chairman of the special committee, told TIO, "I cannot tell you how much we appreciate your report. . . . There seem to be entirely too many people ready to pass resolutions . . . without first getting all the facts. . . .”

The report covers network programs of the 1960-64 period.
MORE TEXAS FAMILIES

Over 75,000 more Texas families in the Fort Worth-Dallas market now can enjoy WBAP-TV's award winning "Texas News," 10 p.m. nightly, since we've moved up to our new tower position, 1685' above average terrain. These new viewers join a preference that has been going on in this 12th TV market in the U. S. since 1948. For instance, WBAP-TV is a strong leader in the 10-10:35 p.m. News/Weather/Sports area as well as with NBC's Johnny Carson from 10:35-12 midnight in the January, 1965, ARB. Peters, Griffin, Woodward Colonels carry up-to-date avails.
Finding the sounds is expensive project

CATALOGING, PRESERVATION MAY COST MILLIONS

The sounds of Big Ben, the Fountain of Trevi, the Hindenburg disaster and the Beatles will ring out at the National Association of Broadcasters convention in Washington this week. They will provide broadcasters with a "whisper" of what may develop into a multimillion-dollar project to collect, preserve and store the sounds of contemporary civilization.

The presentation on Wednesday (March 24) will be a half-hour program tentatively titled "The Sounds of the World." It was produced by Ted Malone, veteran radio personality and avid sound "collector," who has been retained by the NAB for exploratory work on the project.

Mr. Malone will meet shortly after the convention to discuss follow-up steps with a committee representing the NAB radio and TV boards.

The NAB project began about a year ago with the goal of compiling a catalogue of sound. Since then, the course of the project has shifted drastically. It was discovered there was no comprehensive list, index or catalogues of recordings or a comprehensive collection of recorded sound.

With a $15,000 NAB appropriation last year, Mr. Malone began by visiting the radio networks to discover they had disposed of all records except those of prime historical interest. Often they did not have even these recordings on the premises, but had turned them over to a college or university for safekeeping.

Radio stations' cupboards were even barer. Where collections were found, they were generally kept as a hobby by some individual staff member. Government agencies have some material, according to Mr. Malone, but it is generally unclassified. For example, boxes and crates of Office of War Information recordings have been unopened and unindexed, for the past 20 years in a Baltimore warehouse.

The best indexes, like the best collections, are those of the educational institutions. But there is no master file to indicate to the student, researcher or program producer where a particular sequence of sound may be located.

In its report to the NAB boards meeting in January (BROADCASTING, Feb. 1), the study committee of Carlton D. Brown, WTVL Waterville, Me.; John F. Box Jr., WIL St. Louis, and Loyd C. Sigmon, KMPC Los Angeles, said it had investigated "the practical feasibility of publishing the Encyclopedia of Recorded Sound on a straight commercial basis"; had "explored the problems of preservation of recorded sound" and "the matters involved in setting up an NAB library. It also had begun to investigate "electrical retrieval systems to determine the most practical methods of storing, indexing and immediately retrieving individual sounds in tomorrow's library."

The committee recommended three steps: the compilation and publication of the NAB Encyclopedia of Recorded Sound; a master plan "for the preservation of all important recorded sound now in existence but . . . likely to be destroyed or disposed of . . ." and investigation of the "legal, political, technical and financial" matters incumbent upon this project. The board approved the project and appropriated another $25,000.

Cost in Millions - As currently envisioned, the project is a multimillion-dollar one, according to the committee. It is admittedly beyond the NAB's financial capabilities and calls for the resources of a large foundation or perhaps of the U. S. government. But the committee hopes the NAB can guide its development and perhaps even retain control of its eventual operation.

Mr. Malone reported last week he hopes the committee members can answer two questions: "What do you conceive as the ultimate goal of the project in recorded sound that we are engaged in? What specific steps do you feel should be taken to attain this goal?"

Mr. Malone said the committee's approach should begin to take shape after the convention. One indication of the vast dimensions of the undertaking is underscored in a statement of objectives by Mr. Sigmon to BROADCASTING:

"We should start as if there never has been a recorded sound, but as if sound recording will be perfected tomorrow. We should be ready to take full advantage of everything it has to offer.

"We should be ready to prepare a 'Library of Sound' for future generations; to do it in as permanent a form as modern science can provide and with the utmost compactness. We should store it where it will be safe from damage up to and including the H-bomb.

"Then we should catalogue it and hook it up to an electronic computer so that 50 years from now a broadcaster in London can dial a number for the specific phrase from the specific speech of Winston Churchill he needs for the specific program he is preparing. The words he wants, in Churchill's voice, will be repeated over the phone, so that he can record them for his immediate use."

Information Council

Appointment of three broadcasters to serve on the Pennsylvania Freedom of Information Council was announced last week.

The council, which consists of nine members, was formed several months ago to "document, expose and combat all attempts to suppress news—and to create a climate of mutual responsibility and cooperation between government and the public news media in the task of protecting the public's right to know."

Co-chairmen of the council are Donald P. Keith of the Easton Express and William E. Strasburg, Montgomery Publishing Co., Fort Washington.


Other newspaper members: Robert McLean, Philadelphia Bulletin; Fred V. Knecht, Schuylkill Haven Call and Orwigsburg News; George A. Draut, Harrisburg Patriot, and John Strohmeyer, Bethlehem Globetimes.

CBS negotiates for outside documentary

CBS News last week confirmed reports it is negotiating for a 90-minute television documentary, The Making of The President 1964. If an agreement is reached, it will mark the first time CBS has accepted a news documentary produced by an outside producer.

The negotiations are being held with writer Theodore H. White and independent producer David L. Wolper.

A spokesman said CBS News will insist on editorial control over the material submitted by an outside producer. He claimed CBS News President Fred W. Friendly has gone on record as saying that outside news documentaries would be considered for presentation on CBS-TV if the network had the right of script approval and editorial supervision.

Mr. White also is preparing The Making of the President 1964 as a book for publication by Atheneum in June. It will be a sequel to The Making of The President 1960, which was a book and a TV documentary, written by Mr. White and carried on ABC-TV.

Wolper produced the 1960 program
Just What Does a TV Computer Programmer Do?

First thing it does is go to work saving money—if it's Tarzian's new Automatic Programmer for Television (APT). APT starts paying its own way immediately by eliminating make goods caused by operator error. It can't get flustered—can't panic. Prime time, or any time.

With a Tarzian computer programmer, productions run smoother . . . faster. At APT's command, intricate combinations of switches, fades, dissolves, supers, pre-rolls, previews, etc. are executed precisely as required by your programming. With NO mistakes. And all automatically, freeing station personnel for more productive effort. APT speaks your language, too. All this solid state workhorse needs to go into action is the information right off your program log. No confusing translation into computer lingo. And anyone who can read the log can load it into the computer. It's really that simple.

APT is a true computer—not just an automation switcher. It was designed solely for television—not modified from some other use. It's all solid state. It interfaces readily with existing equipment. And, it costs less than a VTR.

First computer programmer designed specifically for television by a major television manufacturer.

A call or letter brings our brochure with all the details.

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BROADCASTING, March 22, 1965
from existing film footage. In 1964 film cameramen from Wolper Productions followed Mr. White around the country as he collected material for his new book.

The Xerox Corp., which sponsored the 1960 documentary, also will sponsor The Making of the President 1964. Mr. White is writing the script and Elmer Bernstein is composing the music. Xerox is aiming for a late October date for the 90-minute program.

An interesting sideline to the CBS outside production development was an announcement last week from Xerox on another Wolper special, Let My People Go, a documentary on the struggle of the Jewish people for a homeland. Xerox said it was setting up a network of approximately 100 local TV stations to carry the one-hour program during the week of April 4 to 8.

Xerox said it could not obtain appropriate prime time for the program on ABC-TV during April. It said NBC's policy rules out documentaries produced by outside packagers and CBS usually follows this policy. The agency for Xerox is Papert, Koenig, Lois Inc., New York.

Film sales . . .

**Decision: the Conflicts of Harry S. Truman** (Screen Gems): WBFY-TV Philadelphia; kwyw-TV Cleveland; wkrg-TV Mobile, Ala.; wduw-TV South Bend, Ind.; kalc(TV) Lafayette, La.; ktxb-TV Shreveport, La.; KID-TV Idaho Falls; klyd-TV Bakersfield, Calif., and WWTV (TV) Evansville, Ind. Now in 80 markets.


**Tarzan Features** (Banner Films): KCRC-TV Cedar Rapids, Iowa.


**Leave it to Beaver** (MCA TV): WAFB-TV Baton Rouge, La.; WEAT-TV Henderson, Ky.; W DAL(TV) Duluth, Minn.; KAOU-TV Wichita Falls, Tex.; W2JZ-TV Baltimore, and KTHI-TV Fargo, N. D.

**Tales of Wells Fargo** (MCA TV): WTVF(TV) Decatur, Ill.; WTVH(TV) Peoria, Ill.; KEZI-TV Eugene, Ore., and KTAL(TV) Shreveport, La.

**Bachelor Father** (MCA TV): KTTY(TV) Los Angeles and WLUK-TV Green Bay, Wis.

**Dragnet** (MCA TV): KCTO(TV) Denver and WECT(TV) Wilmington, N. C.

**Love That Bob** (MCA TV): KVO5-TV Bellingham, Wash.

**Checkmate** (MCA TV): WPTV(TV) Palm Beach, Fla.


**State Trooper, Crusader, Follow that Man, Ray Milland, Mike Hammer** (MCA TV): KCTO(TV) Denver.

**Volume 8** (Seven Arts): KR CR-TV Redding, Calif.


**Volumes 4 and 5** (Seven Arts): WCRF-TV Cincinnati; WTVN-TV Columbus, Ohio; KTSN-TV El Paso, Tex., and WTVW(TV) Evansville, Ind.

**Volume 3** (Seven Arts): WDAY-TV Fargo, N. D.

**Volumes 1 and 2** (Seven Arts): KBLU-TV Yuma, Ariz.

**Special Features** (Seven Arts): KHFH-TV Austin, Tex.; KSTM-TV El Paso, Tex.; WPHL-TV Philadelphia; KCRR-TV Redding, Calif., and KBLU-TV Yuma, Ariz.

**Auto Racing Specials** (Triangle Pro- gram Sales): KTV(TV) Fort Worth, and WSPA-TV Spartanburg, S. C.

**Radio series sales . . .**


**Jimmie Fidler Hollywood News** (Jimmie Fidler): KSXY Santa Rosa, N. M.; WOHI East Liverpool, Ohio, and WJTO Bath Me.

**Do-It-Yourself** (Tucker Productions): WMMW Meriden, Conn. and WLKW Providence, R. I.

**Better Golf with Billy Casper** (Tuck- er Productions): WLKW Providence, R. I.

**Program notes . . .**

**New show** • Dick Clark Productions, Hollywood, is presenting a new one-hour youth-oriented musical program, Shebang, beginning today (March 22) on KTLA(TV) Los Angeles and KERO-TV Bakersfield, Calif. Clark Productions will syndicate Shebang nationally at a later date.

**Phone show** • Live late-night audience participation show, Night Call, is to start March 29, Monday-Friday 11 p.m.-12 midnight, EST, on WBAI, Baltimore, who Des Moines and KSL, Salt Lake City. Produced by the Television, Radio & Film Commission of The Methodist Church and developed in consultation with the Broadcasting Commission of the National Council of Churches, the hour program permits listeners via interconnected phone lines to talk with national leaders on current issues. Time will be provided free by the stations.

**New Schedumatic package** • The Schedumatic Corp. has announced that it is adding to its basic service, "O-Va- tion Music," by including "Sophisti- cated Rock" (the top 365 rock 'n' roll selections); "Westend," a cross-section of country-and-western music, and "Diplomatic Service," serious and sym- phonic operatic works. All are available in either monaural or stereo.

**Surf show** • Gerard W. Purcell Associated Ltd., New York and Hollywood personal management firm, has entered television production with Walt Phillips' Surfing World, half-hour full color video-tape program. Walt Phillips, host, is editor of Surfing Illustrated and a leading surfer. The Ventures, a singing group, will be featured in the program, along with surfing films and interviews. The series, now being taped at KTLA (TV) Los Angeles, where it will start April 2, as a Friday 7:30-8 p.m. broadcast, is available for syndication. Peter Rachman is producer; Milas Middow, director.

**Features for television** • Embassy Pic-
Stubborn.

We’re set in our ways. Set on excellence. So we don’t believe in leaving well enough alone.

In just the last 12 months, we’ve added the likes of Lucille Ball, Mike Wallace, Walter Cronkite, Durward Kirby and Douglas Edwards in major new programs. Revamped our 17 Weekend Dimension® shows. Introduced the first new idea in religious programming in years.

Who says network radio needs to be this good?

We do.

The listeners love it. And the advertisers. When you buy run-of-schedule here—what a schedule you get!

So more advertisers buy this network than any other, year after year after year. They’re stubborn too. They’ve found that it’s profitable to insist on the best.

The CBS Radio Network
tures Corp, has signed an agreement with Berkeley Productions, Hollywood, under which Berkeley will produce 12 features during the next three years for release by Embassy via TV and theaters. Some of the features will be made especially for TV, but the majority will be distributed to theaters before their TV exhibition.

Basketball • The annual College All-Star basketball game to be held this year at Lexington, Ky., will be televised nationally by Sports Network Inc. on March 27 (2-4 p.m. EST).

Listener endurance • Live coverage of the Sebring world championship endurance race, in Sebring, Fla., March 27, will be heard on 153 stations, according to Triangle Stations, New York, producers of the program. The 12-hour event will be narrated by Chris Economaki and Les Keiter.

Jaffe to syndicate • Henry Jaffe Enterprises, New York and Hollywood, which has specialized in network TV production, is preparing five TV projects for the syndication market. They are: "What's Your Problem?", a half-hour comedy panel series featuring Jack E. Leonard; a half-hour celebrity-interview series starring disk jockey William B. Williams; a revival of the old Can You Top This? series; a five-minute late-evening program starring Julie London, and a daytime program.

Contract signed • United Press International and the wire-service unit of the American Newspaper Guild last week reached agreement on a new two-year contract providing for wage increases and other fringe benefits. The top minimum in larger cities for reporters and photographers with seven years of service goes from $174.75 a week to $181.75 and rises in March 1966 to $188.75 and in September 1966 to $190 per week.

Joint venture • Filmways Inc., New York, has entered into an agreement with Bob Stewart, president, Bob Stewart Productions Inc., New York, to head Filmways' television audience participation and game show division.

Advance SESAC sales

Advance sales in over 110 U.S. and Canadian markets of its new "Pacemakers for Drive Time" LP package were announced last week by SESAC. Sales manager, Sidney Guber, noted that the recordings, which contain over 100 easy-listening tunes on eight LPs, were scheduled for release to the trade by March 21-29 at the NAB convention in Washington.

He predicted that additional orders received at the convention could conceivably make the release "the most successful LP package ever offered by SESAC." The new Pacemakers albums were designed to be programed during heavy commuter hours.
What's their whole name?

Often as not, a celebrated columnist's first name is enough to correctly identify him. Or, her. Not so with the various products distinguished by the registered trademark VASELINE.

For instance, it wouldn't be correct to use the word 'Vaseline' all by itself. Or, to use it as a noun.

Or, heaven forbid, with a lower case 'v'. So, treat our trademark gently. Please don't use the word 'Vaseline' alone.

Please do say 'Vaseline' Petroleum Jelly, 'Vaseline' Hair Tonic, or whatever 'Vaseline' brand product you have reference to.

Dark U’s must explain inaction

FCC orders May 15 oral arguments for dormant operations, some dating back as far as 1953

The FCC has ordered the permittees of 24 UHF stations, some of which have been dormant for years and others that have never been constructed, to appear at an oral argument May 13 to explain why those authorizations should not be withdrawn.

The move, initially begun in July 1963, is a part of the commission’s effort to activate long-idle UHF permits or free them for reallocation to more eager broadcasters.

Last November, the agency notified 29 UHF permittees and licensees, who have been unwilling to put or keep a station on the air for fear of failure, that they face the loss of their authorizations (BROADCASTING, Nov. 9, 1964 et seq.).

The permit holders, some known to have been issued grants as far back as 1953, were promised then by the commission that they would be offered a chance to defend their positions in an oral argument.

Twenty of the permittees notified by the commission last week to appear for oral argument are presently seeking additional time to construct their stations. These stations are:

- WXNA-TV (ch. 49) Charleston, W. Va.; WAND-TV (ch. 53) Pittsburgh; WNET-TV (ch. 16) Providence, R. I.; WTLF-TV (ch. 24) Baltimore; WHTO-TV (ch. 46) Atlantic City, N. J.; KMTRW (TV) (formerly KICB-TV) (ch. 52) Corona, Calif.; WYNA-TV (ch. 47) Tuscaloosa, Ala..

Also notified to be present were WLEV-TV (ch. 51) Bethelhem, Pa.; WBFZ-TV (ch. 32) Lock Haven, Pa.; and WICC-TV (ch. 43) Bridgeport, Conn. These stations currently have applications pending for license renewal.

WICA-TV (ch. 15) Ashtabula, Ohio, which has an application pending for a license to cover construction permit, was also among the 24 summoned.

In a separate action last week, the commission denied a request by WTLF (TV), one of the 20 dormant UHF’s that has requested additional time to construct, for special temporary authority to operate on channel 18 instead of its assigned channel 24.

The commission further advised the permittee—United Broadcasting Co. of Eastern Maryland Inc. (Richard Eaton)—not to begin construction until it has acted on the company’s application for additional time.

United has held the WTLF construction permit since 1953 and has not yet placed the station on the air.

KWK appeals again to keep its license

KWK St. Louis, under a death sentence from the FCC for nearly two years, has again appealed to the commission to show compassion by substituting, in lieu of license revocation, a lesser sanction, or a combination of lesser sanctions.

The station’s plea, submitted March 12 as a petition for reconsideration, urged the commission to rescind its revocation order and substitute a $10,000 fine, or a short-term renewal, or a combination of both.

According to the terms of the commission’s May 1963 order revoking KWK’s license, the revocation becomes effective April 8.

Earlier this month the U. S. Supreme Court refused to grant the station’s petition for review (BROADCASTING, March 8). The high court’s denial, made without comment, upheld an appeals court ruling last June which confirmed the FCC’s 1963 order revoking KWK’s license for having conducted two fraudulent treasure hunt contests in 1960 (BROADCASTING, June 15, 1964).

KWK’s latest petition for reconsideration brings to three the number of such filings submitted to the commission. The station’s first, submitted in June 1963, was denied by the commission by the same vote that had adopted the revocation order, 3 to 2. KWK again petitioned last December for reconsideration, but the commission again rejected the plea, that time pointing out that it did not have jurisdiction over the case as it was then before the Supreme Court.

The station’s third and current petition, however, submitted March 12, notes that jurisdiction has once again been returned to the commission, and that it now has the legal authority to rescind its revocation order for a lesser sanction.

In support of its request, KWK notes that the official last designated responsible for rigging the 1960 promotional contests no longer is employed by the station, nor are the three other officers and directors the commission connected with the fraud.

KWK also notes that the station has been under new ownership and management since April 1964 when the commission granted positive control of the parent company, Milwaukee Broadcasting Co., to Arthur W. Wirtz. The station added that “all of the officers who the commission found to be lacking a proper sense of licensee responsibility, have departed and have been replaced by a new group of responsible and highly qualified business and professional men.”

KWK also points out that the revocation proceeding has resulted in losses totaling more than $1 million, and that if the commission adheres to its order of revocation, “it will effectively destroy” the parent company as well as its Milwaukee stations, WEMP-AM-FM.

Midwest Cable asks Indianapolis CATV

The first bid for a community antenna system franchise in Indianapolis has been filed. The city is served by four VHF stations.

A notice of intent to file was submitted to the Indianapolis city council last week by Midwest Cable Corp. Principals were unidentified, although one of the attorneys signing the notice said they were local people, without any broadcast or other CATV interests.

Sidney Stein and Claude Spillman, attorneys with offices in the Circle Tower, signed the document. Mr. Stein said that the same notice was submitted to the city’s Board of Public Works and the Marion County board of commissioners. Included with each submission, Mr. Stein said, was a $50 filing fee which is not required at this early date, he emphasized.

The notice says the petitioner will seek a license for the transmission of electronic signals on cable through the city and permission to use public utility
Now Selling in Local Television and Fast Approaching the Magnetic Popular and Sponsor Appeal of the Radio Series

IN TELEVISION, as in radio, DOCTOR'S HOUSE CALL features James Rogers Fox, M.D. and uniquely deals with one of today's most talked-about and written-about subjects—family health. It has attracted sponsors who have used the broadcast medium sparingly or not at all. Retailers, for example, like drug chains, supermarkets, dairies and even department stores—as well as banks, savings and loan associations, hospitalization services and public utilities.

DOCTOR'S HOUSE CALL was originally produced at KSTP-TV, Minneapolis-St. Paul, where it has been steadily sponsored. 260 five-minute episodes are now available for LOCAL TELEVISION SPONSORSHIP, five-times weekly, on either film or video tape.

Sponsors present DOCTOR'S HOUSE CALL "in cooperation with the American Medical Association", and many have also arranged tie-ins with their local state, county and city medical societies.

Dr. Fox, in addition to being busy with his lively practice of internal medicine in Minneapolis, is an active member of the staff of the University of Minnesota and the author of a forthcoming major volume on family health and preventive medicine published by the Macmillan Company.

According to an AMA publication, he has a "tremendous faculty for remembering details and outlining complicated subjects briefly, simply and comprehensively."

* * * *

We hope to be seeing you at the NAB Convention this week. Please come by for a "house call". If you'd like, we'll tell you more about the success the twenty-two stations which are already carrying the TV series have had in selling it to advertisers. And we'll be pleased to serve as spokesman for our friends at Signal Productions (6223 Selma Avenue, Hollywood, California) who distribute the five-minute radio series. (Available separately)

Or, we'll be happy to just relax and get acquainted.

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poles in Indianapolis. A formal request will be submitted soon, Mr. Stein said, but he declined to speculate just exactly when this will be.

In some parts of the city, Mr. Stein said, only two of Indianapolis' four TV stations come in "clear and strong." CATV can improve this situation, Mr. Stein said, by improving the local signals, by bringing in "better" color and by giving viewers a wider selection of programs.

Indianapolis' four TV stations are WFBM-TV on channel 6, owned by Time-Life Broadcasters and affiliated with NBC; WISH-TV on channel 8, owned by Corinthian Broadcasting and affiliated with CBS; WLWI(TV) on channel 13, owned by Crosley Broadcasting Corp. and affiliated with ABC, and WTTV(TV) on channel 4, owned by Sarkes Tarzian.

Glasmann buys outdoor ad firm from Metromedia

Purchase of Galaxy Outdoor Advertising Inc., in Salt Lake City by A. L. Glasmann interests from Metromedia's Foster & Kleiser Division was announced last week. Price was $1.1 million.

Galaxy is headed by Briggs Barlow, who managed the Salt Lake City-based outdoor company for Metromedia. George C. Hatch represents the Glasmann interests. Glasmann stations are KALL and KUTV(TV) Salt Lake City, KLO Ogden, Utah; KGEM Boise and KMTV(TV) Twin Falls, both Idaho; KGHL Billings, Mont.; KGMB-AM-TV Honolulu, KHBK-AM-TX Hilo and MAU-TV Wailuku, all Hawaii, as well as over 20 community antenna systems in Montana, Wyoming, Nevada, Utah, California and Colorado.

Broker was William T. Stubblefield, Marysville, Calif.

Warner Bros. withdrawal application granted

The FCC last week granted the withdrawal by Warner Bros. Pictures Inc. of its three applications for new television stations on channel 38 in Chicago channel 29 in Houston and channel 20 in Fort Worth. The action was sought by the company earlier this month (BROADCASTING, March 8).

Although Warner gave no reason for the move, its felt that the likelihood of long drawn-out and costly comparative hearings prompted the company's request for dismissal. Among the hearing issues relating to Warner's applications were its lengthy history in civil antitrust suits and the degree of ownership in the company by individuals who are not U. S. citizens.

The remaining applicants for the three facilities are Trinity Broadcasting Co. for the Fort Worth channel; Chicagoland TV Inc. and the Chicago Federation of Labor & Industrial Union Council (WCFL Chicago), both for the Chicago channel, and KKYZ-TV Inc. and Crest Broadcasting Co., both for the Houston facility.

Changing hands . . .

ANNOUNCED • The following stations sales were reported last week subject to FCC approval:

• KPTL Carson City, Nev.: Sold by John E. Vernon to H. Duane Wads-worth and associates, for $168,000. KPTL is on 1300 kc with 5 kw day and 500 w night. Broker: Hamilton-Landsis & Associates.

• WARN-AM-FM Fort Pierce, Fla.: Sold by Charles M. Amory and associates to Henry G. Walker, for $150,000. Mr. Walker is former executive of Curtis Publishing Co. WARN is on 1330 kc with 1 kw day and 500 w night while WARN-FM is on 98.7 mc with 1.3 kw. Broker: Hamilton-Landsis & Associates.

APPROVED • The following transfers of station interests were among those approved by the FCC last week (For other commission activities see FOR THE RECORD, page 166).

• KRHM(FM) Los Angeles: Sold by . . .
Harry Maizlish to Metromedia Inc., for approximately $440,000. KRHM is on 94.7 mc with 58 kw.

- KLAC-FM Los Angeles: Sold by Metromedia Inc. to E. Short, Francis T. Ryan and Dr. Milton Seifert, for $125,000. KLAC-FM is on 102.7 mc with 8.3 kw. FCC waived rule to allow KLAC-FM and KRHM to exchange call letters (see above). Effect of assignments is to change the present programming of the stations. Commissioner Bartley abstained from voting.

- WWCO Watterbury, Conn.: Sold by Herbert Bloomberg and associates to Merv Griffin and associates, for $300,000. Mr. Griffin is radio and TV personality. WWCO is on 1240 kc with 1 kw day and 250 w night.

- KWBA Baytown, Tex.: Sold by Iva Lea Worley to John M. Camp, for $240,000. Mr. Camp has interest in WPOW New York. KWBA is on 1360 kc with 1 kw.

- KAHU Waipahu, Hawaii: Sold by Harry En Chu and associates to George M. Mardikian, B. Floyd Farr and George Snell, for $129,500. Messrs. Mardikian, Farr and Snell own KCVR Lodi, Calif., and KVEG Las Vegas, and have majority interest in KEEN San Jose, Calif. KAHU is on 940 kc with 10 kw.

- KRRR Ruidoso, N. M.: Sold by Quentin K. Crandall to Edward D. Hyman, for $100,000. Mr. Hyman is advertising consultant for David Miller Enterprises, San Antonio, Tex. KRRR is on 1340 kc with 1 kw day and 250 w night.

COMMUNITY TELEVISION ANTENNA

- Newhouse Broadcasting Corp. bought Oneonta Video, New York, which includes that city and systems in Sidney, Delhi, Carthage and Ogdensburg, plus Eastern Microwave Inc., for a consideration understood to be in the neighborhood of $2.5 million (see page 124).

- Journal Co. (Milwaukee Journal-WTMJ-AM-FM-TV) bought 80% of Wausau Cablevision Inc., Wausau, Wis., serving 3,000 subscribers. Price: $600,000 overall (see page 124).

New TV stations

As of March 18 there were 104 television construction permits outstanding for stations not yet on the air. Of these 20 were commercial VHF's, 59 were commercial UHF's, 4 were educational VHF's and 21 were educational UHF's.

New TV station going on the air last week:

WMFE-TV (ch. 24) Orlando, Fla. provide that an application for changed facilities will be accepted where a net decrease in area of "prohibited overlap" would result, even though some new overlap area would be created. The one exception, however, is for changes in frequency.

The commission also amended two other parts to provide that "prohibited overlap" will not apply where the overlap area is entirely over sea water, and it liberalized in some respects the rules relating to overlap with foreign stations.

At the same time, the commission clarified its FM rules by noting that noncommercial educational FM stations operating on FM channels reserved for education are exempted from the AM-FM duplication limitation. However, noncommercial educational FM stations on commercial FM channels are not exempted but are subject to the 50% nonduplication condition.

The commission's new FM rules, which go into effect Oct. 15, will prohibit any FM station from duplicating more than 50% of the programming of a commonly owned AM facility in cities of 100,000 population or more (Broadcasting, March 15).

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BROADCASTING, March 22, 1985
McIntire wins WXUR transfer
Preacher gets FCC OK with Cox dissenting and Loevinger questioning

The FCC last week approved one of the most controversial station-sale applications filed with it in years—that involving the transfer of control of WXUR-AM-FM Media, Pa., to a seminary headed by the Rev. Dr. Carl McIntire, the fundamentalist preacher.

The case in which the question of free speech was raised, was particularly awkward for the commission since Dr. McIntire has repeatedly denounced it and its fairness doctrine on his 20th Century Reformation Hour, which is carried by more than 500 radio stations.

Scores of church groups, civil rights organizations and labor unions, which had been attacked by Dr. McIntire on the air, have urged the commission to deny the grant. They said he is "intemperate" would have a "divisive influence" on the community and would put his interests above those of the public.

But the commission held that a hearing looking to possible denial of the grant "is not warranted." It noted that the purchaser, the Faith Theological Seminary of Philadelphia, has agreed to abide by all commission rules and regulations, including the fairness doctrine, and has said that all religious denominations would be given access to the station's facilities on a nondiscriminatory basis.

Loevinger's View • But this didn't settle the free-speech question in the view of Commissioner Lee Loevinger. He voted for the grant but attacked the decision for failing, in his opinion, to make clear that the commission has no right to pass judgment on substance of political or religious programs.

The vote on the grant was 5 to 1, with Commissioner Kenneth A. Cox the lone dissenter. He voted for a hearing saying that the test is not "whether the applicant's freedom of expression should be served, but whether the public interest will be served" by a grant.

The transfer involves the sale of 60% of the stock in the licensee corporation to the seminary for $191,650. Dr. McIntire is president of the seminary's board of directors.

He would not be the licensee, and he has said he would contract for time on the Media stations just as he does for time on the other stations that carry his program.

The commission in its decision said its responsibility is to avoid "censorship and the intrusion of its own views with respect to the merits of controversial issues, while at the same time insuring that licensees" use their stations to serve the community "rather than only their private interests."

In making the grant, it said, it is relying on the seminary's representations indicating an awareness of a licensee's responsibilities. In any event, the commission added, the grant is subject to the same conditions applicable to all broadcast grants — "that the licensee will make a good faith effort to ascertain and meet the needs and interests of its areas (rather than to serve his private interest) that it will abide by the fairness doctrine and that it will not slant the news or distort factual material."

Can't Understand Decision • Commissioner Loevinger said he "cannot understand" the commission's decision but that if it means the FCC "has the right to pass judgment on the substance of religious or political broadcasts of a licensee or applicant," then he disagrees with it.

"This case calls for frank recognition of the fact that the FCC has no right to pass judgment on such broadcasts," he said. "It is immaterial whether the judgment is put in terms of 'fairness,' or 'responsibility,' or 'reasonableness,' or 'private purpose' as contrasted with 'public interest.'"

He warned that if the commission "has the right to withhold or revoke a license because of the licensee's political, economic or religious views then it has the power to control the expression of such views" over radio and television.

He also said it's time "to root out" the notion found in previous commission decisions and repeated in the McIntire case "that the expression of personal opinion on religious or political matters is a mere 'private' purpose."

The dissemination of such ideas, "no matter how narrow or biased," is a "constitutionally protected right . . ."

He said the fairness doctrine does not mean that the commission has the duty of insuring that a licensee's views are fair. It "simply means the commission will require licensees to afford a reasonable opportunity for the discussion of conflicting views on issues of public importance."

Commissioner Cox, in his dissent, said it is one thing to say Dr. McIntire has a right to express his views, however, it's another to say that the public interest "is affirmatively served" by allowing him to take control of a station when responsible groups in the community raise a question as to whether he can operate the facility in the public interest.
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Affiliates happy with sales

Kintner predicts NBC-TV will have strongest schedule next year

In a happy mood, affiliates of NBC-TV heard bright reports last week of the network's current national rating ascendency—plus news of $270 million in commitments to 1965-66 programing designed to keep things that way.

President Robert E. Kintner, in a cheery note to affiliates at their annual convention Wednesday and Thursday in New York, said NBC-TV's number one position in the most recent national Nielsen report put the network 14% ahead of itself at this time last year and in a position to make further audience gains in the coming year. The network, he said, is "on threshold of its greatest season...we have kept our obligation to you."

The consensus of agency media and programing personnel, he told the affiliates, is that NBC-TV will have the strongest schedule of all the networks in 1965-66.

$270 Million for Programs • For the coming season, Mr. Kintner said, the network has committed $150 million to entertainment programing; has allocated $55 million to news shows and earmarked another $65 million for sports programing.

Paying particular notice to sports programing, Mr. Kintner noted that "several years ago we were a bad third" in this category, but said that since then NBC-TV has assumed first place in sports.

He said the gap between NBC-TV and the competition in sports programing would be "even greater" when the network takes over the presentation of American Football League games.

Mr. Kintner said that with its entertainment news and sports programs combined with technological advances (the introduction of more color to its schedule) NBC-TV has become an "advertising buy that gives diversity of programing and audiences at a reasonable price."

He described further emphasis on cultural and public affairs specials and revealed plans to expand the network's early evening news programing to seven nights a week beginning in the fall of 1966.

He disclosed plans to present a three- and-one-half-hour news special in prime time, Sept. 7, on United States foreign policy and the country's relations with its allies of the World War II period.

More Pioneering • In the area of technological advance Mr. Kintner said NBC-TV had pioneered in color and that it is now ready to pioneer in the use of synchronous communications satellites for both news and entertainment purposes. The Early Bird satellite to be launched by the Communications Satellite Corp. is expected to be launched in April or May.

Eventually, Mr. Kintner said, NBC-TV expects news pickups from Europe to be as common an occurrence as a feed from Washington.

"I hope," he added, "the rates for use of the satellite will not be too high."

The NBC-TV president said he had read that the reason behind the network's move to present even more color programing next season (96% of prime time programs will be in color, up from 70% this season) was a desire to sell color TV sets for NBC's parent company, RCA.

"This couldn't be further from the truth," he said. It was strictly a network decision, he asserted, made in the interest of the public and in the interest of higher ratings for the network.

By January, he went on, color set penetration will have reached five million homes and eight million by next year.

Scott Promises Programs • Mr. Kintner was introduced by Walter Scott, executive vice president in charge of NBC-TV, who had told the assembled affiliates that the network's advance program planning had enabled it to be the first to lock up its nighttime schedule for 1965-66 and that "all of the programs have been ordered."

"This early advance planning gives that most precious gift of all—the gift of time—to the creative organizations who will supply NBC-TV with the best of all kinds of programing in the coming season."

He also said "NBC-TV's daytime schedule has the largest inventory of daytime programs we've ever had for the future."

... and proud as peacocks on show

The NBC-TV peacock fanned its tail proudly last week because some 275 admiring representatives of 203 stations at the network's annual presentation to affiliates, held Thursday at New York's Waldorf Astoria.

With a display of favorable rating information from recent Nielsen and American Research Bureau surveys, it showed its member stations a graph of steady audience gains placing it as the current front-runner among the networks.

In a presentation that included choral singing, narration by Hugh Downs, color slide and film, and personal appearances by stars of next season's new prime-time shows, affiliates were told
they had good reason to be "proud as peacocks."

The presentation preceded a major luncheon address in which NBC Chairman Robert W. Sarnoff roundly attacked the FCC's proposal to limit network program control (see page 74).

Close Race = While Nielsen data for the last two months shows a rating spread of only three-tenths of a rating point among all three networks, the presentation reported "the very latest two-week period ... finds us solidly in first place, marking a steady upward trend by NBC over the last five reports, registering the largest audience gain of all three networks compared with a year ago—up 14%."

The last two Nielsen reports for three-station market areas—MNA reports—show NBC-TV up 18% over last year, and the network's research department on this basis predicted an even stronger first-place position in the next national report.

The most recent American Research Bureau report, the affiliates were told, "shows NBC delivering over 17.5 million adults—nearly two million more than the second-place network."

"On a total-day basis—sign-on to sign-off—almost twice as many NBC affiliates ranked first in their markets this season compared to last," the stations were told.

Affiliates also heard good reports about daytime program performance: ratings of NBC-TV morning shows up by an average of 3%; afternoon programs up 26% in women viewers. Through the full day, the network said, its schedule attains an average of three million women per minute, a gain of 14% over 1964.

Mostly Color = By next month eight of 12 NBC-TV daytime vehicles will be in color.


For Saturday morning, the network said, two new color cartoon shows from Hanna-Barbera are planned.

The network said Nielsen figures indicate that for all sports programs shown by the three networks, from October to January, NBC-TV attracted one more viewing per TV household—14 hours, 39 minutes—than any other network.

Plans for presentation of at least 50 news and activity specials were described in addition to "instant specials." Two more specials in the Of Men and Freedom series were outlined: The Reformation and The Spanish Armada.

Other NBC specials described for affiliates for 1965-66 presentation: The Congo, a spot study to be produced by Ted Yates; The Teen-Ager, a study of teen-agers' attitudes and their effects; The Decision to Surrender, the story of the Japanese surrender in World War II; Brinkley on France, a treatment of French attitude toward America; Hungary: Ten Years Later, a study of that country's development in the last 10 years; Michelangelo: The Last Giant, two separate hour programs.

Are the issues really novel?

Review board thinks so as it passes ch. 13

Grand Rapids to FCC

The FCC's review board has sent the commission for determination the request for approval of an agreement which would end the court case involving channel 13 in Grand Rapids, Mich. The board said the request raises "novel and important issues of policy" which should be passed on by the commission. At issue in the case is the fact that the four applicants operated the channel on an interim basis from November 1962 until Jan. 25, 1965, when West Michigan Telecasters Inc., won the grant, went on the air.

West Michigan has agreed to pay each of the losing applicants its out-of-pocket expenses as well as its share of the interim operation, in return for dismissal of court appeals each has taken from the commission decision in the case (Broadcasting, Jan. 18).

The review board order certifying the matter to the commission does not mention the "novel" questions involved. But the Grand Rapids case represents the first buy-off agreement in which an interim operation has been involved.

It's understood the board feels the commission should decide how the profits and retained earnings of the interim operation should be applied to losing applicants' out-of-pocket expenses in determining a reasonable amount to pay an applicant pulling out of a case.

Pinecock Dissents = Board member Dee Pinecock dissented contending that no new questions were involved. He said the request for approval "clearly comes within the commission's statutory authority."

The agreement provides for payments

Jackson, Hamilton new on NBC-TV board

Two new members were elected to the NBC-TV Affiliates Board of Delegates at the convention last week: Ralph Jackson, Wave-TV Louisville, Ky. and William Thomas Hamilton, WNDU-TV South Bend, Ind. They replace David M. Baltimore, WERE-TV Wilkes-Barre, Pa.; and Owen Saddler, KMTV-TV Omaha, whose terms had expired.

A. Louis Read, WDSU-TV New Orleans, was re-elected chairman of the board of delegates; Otto Brandt, KING-TV Seattle, was re-elected a vice chairman, and Robert W. Ferguson, WTRF-TV Wheeling, W. Va., was elected to another vice chairmanship.

George Comte, WMJ-TV Milwaukee was re-elected secretary-treasurer. Re-elected to board: James Schniavone, WWJ-TV Detroit, and Gordon Gray, WJTV-TV Utica, N.Y.

The two new board members are shown above with Chairman Read and Tom Knоде, NBC stations relations vice president. L to r: Chairman Read and Messrs. Hamilton, Knode and Jackson.
Pauley lashes at undercutters

‘Expedient’ radio selling declined at ABC affiliates

meeting in Washington

An attack on radio leaders who engage in "wholesale rate-cutting practices" was to be made by Robert R. Pauley, president of ABC Radio, at a meeting of his network’s affiliates yesterday (March 21) in Washington during the National Association of Broadcasters Convention.

More than 600 representatives of ABC Radio affiliates were expected to be on hand for a program that also was to include a reception, luncheon and one-hour musical revue "My Son, The Affiliate," in tribute to the member stations.

Mr. Pauley was prepared to report that ABC Radio billings in 1964 increased 16% over 1963.

He also held out the prospect of round-the-clock network radio service.

"It is time," Mr. Pauley said in his prepared address, "that some of our leaders woke up and realized the tremendous worth of our medium. If they'll stick to their rate cards—even at the risk of walking away from some expeditious sales—they will have achieved the greatest single accomplishment for our business in many a year. "ABC has been the leader in putting an end to expedient selling, just as we have been the leader in so many other areas."

Mr. Pauley continued: "We were the first network to offer radio-only news coverage—though others followed later. We were the first network to introduce new research that upgraded our medium. We were the first to introduce new drama to radio, opening the doors to a vast spectrum of network potential. "We were the first network to strictly adhere to its program schedule. We were the first to seek out the major sports events to offer exclusively to our affiliates. We were the first to offer new syndicated programming." "We were the first actually to define radio’s market of the ‘60s—and we still hold a commanding lead in capturing that market of young adults. Hopefully, we also will be the first network to bring its stations 24-hour radio."

Earl Mullin, ABC Radio vice president in charge of station relations, was to be host in the presentation of the musical revue, featuring 26 of the network’s actors and commentators skits.

One highlight: six ABC Radio executives singing "We Love You Truly" to the affiliates. Bill MacCullum produced the revue and Warren Somerville directed.

KMBR gets short-term renewal with sale OK

The FCC last week approved the sale of KMBR Bismarck, N. D., from Weldon T. and Betty S. Heard to Alvin L. Anderson, but at the same time granted KMBR a one-year license renewal.

The commission said the short-term renewal was issued because of Mr. Anderson’s participation in a fraudulent TV contest conducted in 1963 for which the station paid a $1,000 fine.

The commission added that if the present owners notify the FCC within 30 days that the sale has not been consummated it will consider granting a full-term license.

Commissioners Rosel Hyde and Robert T. Bartley disagreed with the action and voted for a full-term renewal.

Selma TV move set for hearing

The FCC has designated for hearing an application by WSLA-TV (ch. 8) Selma, Ala., to move its transmitter from four miles outside of that city to a location 35 miles from Birmingham and 68 miles from Montgomery.

The commission noted that it was concerned over effect grant would have on UHF in central Alabama.

Made parties to the proceeding were WBMW-TV (ch. 42) Birmingham, and WKBV-TV (ch. 32) and WCOV-TV (ch. 20), both Montgomery. WSLA-TV also seeks increase in visual effective radiated power from 2,51 kw to 316 kw, and in antenna height from 360 to 2,000 feet.

ABC Radio covers its boss

ABC Radio will broadcast highlights of the ceremony in which Leonard Goldenson, president of American Broadcasting-Paramount Theatres, will receive the NAB’s Distinguished Service Award today (March 22), starting at 3 p.m. The broadcast will include the presentation of the award to Mr. Goldenson by NAB President Vincent Walsheki and speeches by Vice President Hubert H. Humphrey and Mr. Goldenson.
Whatever you want to know about CATV, Entron, the most experienced company, will make that information available to you at no cost. We will estimate costs and earning possibilities, and will actively assist in the financial planning of a system. Avail yourself of the services of a CATV manufacturer who is completely versed in all phases of the CATV business.

Entron has been recognized as a pioneer in CATV engineering and manufacturing since 1952, the inception of the industry. Complete systems for many broadcasters have been designed and engineered, as in Florence, S. C., and in Utica, N. Y., as well as many independent systems as in Gadsden, Alabama and Altoona, Pa.

Our advice is sound, our help concrete, and our products are recognized in the industry as exceptional.
UHF failures a blow to FCC
So, 3-commissioner panel wants applicants to prove longer financial ability

The failure of a UHF station is no longer merely a personal tragedy for the owner involved. It is a blow to FCC plans for developing the UHF medium that must, if possible, be avoided. This is the implication in the decision of a three-member panel of FCC commissioners setting tough new financial standards for UHF applicants seeking facilities in three major markets (Broadcasting, March 15).

The panel, on a 2-1 vote, directed applicants for UHF channels in Buffalo, Cleveland and Boston to demonstrate an ability to survive three years of competition from the three network-affiliated VHF stations in each of those markets.

If the decision is upheld by the commission on appeal, it may have implications for other UHF applicants proposing to compete with three network-affiliated VHF's. Currently, applicants in all broadcast services can demonstrate their financial qualifications simply by proving an ability to build a station and to operate it for three months without revenue.

In stating this is not sufficient in the case of UHF applicants proposing to take on three VHF's, the panel reflects the responsibility the commission feels for having promoted UHF, an activity that included urging Congress to pass the all-channel-receiver bill. Commissioners have privately expressed concern over the prospect of businessmen investing in UHF largely because of FCC-generated publicity, then failing or selling out.

They feel a new round of failures like those that hit UHF in the early fifties would generate sharp criticism of the FCC from Congress and the public. The panel's decision, accordingly, is designed to guard against this by requiring applicants to plan carefully and to be sure of sufficient revenues before embarking on a career in UHF.

Data Required • It added issues in each of the three comparative hearings requiring the development of detailed information on estimated revenues projected over a three-year period, on station-construction costs and on estimated operating expenses for the first year (or for a three-year period, if desired). The panel said data supporting revenue estimates could include expected rate of UHF set conversion, information on advertising-rate schedules and the type of advertisers who would be attracted to nonnetwork UHF stations.

The panel said the information surviving the test of cross-examination and review in the comparative hearings could do more than provide basis for disposing of the three cases directly involved: It could form a basis for "determining whether we should require all UHF applicants seeking facilities" in markets served by three network-affiliated VHF's "to make these types of showings."

Commissioner Robert E. Lee, the commission's most outspoken supporter of UHF television, was the dissenter on the panel. He said that requiring UHF applicants to do more than meet the customary financial qualification test is discriminatory. He also said the commission should not try to second guess an applicant who, he said, is in a better position to judge his survival potential.

Commissioners Kenneth A. Cox and Robert T. Bartley, who formed the majority, however, indicated they felt that more than the fate of a single operator is involved in the failure of a UHF station. They recalled that more than 100 UHF stations that were once on the air are now dark and noted that "nearly 200 commercial UHF stations" that were granted construction permits have never gone on the air.

Danger to Plans • They said that any "broad-scale repetition of the financial failures of the early UHF years" might "impair" attainment of the commission's goal of speedy development of the UHF band. "While we want those who acquire UHF permits to construct their stations without unreasonable delay," the decision said, "we are concerned that once on the air they continue to operate in the public interest—and without a likelihood that they will shortly seek a transfer of the permit or license to someone else."

The decision acknowledged that the all-channel receiver act would help foster the expanded use of UHF television. But the decision said it would be "several years" before the act would have a "substantial effect" on set conversion.

The applicants directly involved in the panel's decision are Ultravision Broadcasting Co. and WEBR Inc., seeking channel 29 in Buffalo; Cleveland Telecasting Corp. and The Superior Broadcasting Corp., applying for channel 65 in Cleveland, and Integrated Communications Systems Inc. of Massachusetts and United Artists Broadcasting Inc., for channel 25 in Boston.

The case grew out of petitions filed by WEBR and United Artists, which had originally been an applicant for the Cleveland facility as well as the one in Boston. WEBR had asked that Ultravision be required to justify its estimated first-year operating revenues.

United Artists had asked that its opponents in the two hearings be required to demonstrate that their programming proposals were feasible for nonnetwork UHF stations in the markets involved. And in the Cleveland hearing, it asked for an issue to determine whether the operating deficits of Cleveland Telecasting and Superior were likely to extend beyond the first year and, if so, whether the applicants would be able to continue operations.

The Broadcast Bureau had suggested that the applicants simply be required to demonstrate an ability to amortize loans and interest payments and pay equipment bills for the first year. But the panel scrapped all of these recommendations for its own stiffer standards that would be applied to all. The panel gave the parties 60 days to make any amendments to their applications required by the decision.

Calif. brokerage firm sold
The entire interest of Albert Zugsmith and his family in the Albert Zugsmith Communications Corp., Burbank, Calif., broadcast brokerage and consulting firm, has been purchased by Jack Feldmann and Arthur B. Hogan. It will continue under the new name of Hogan, Feldmann Inc.
All business is local. That is why we at WBEN-TV make it our business to localize the focus of our own local programs. They are created to appeal to local tastes . . . stimulate local interest in area events, projects and institutions . . . and to inform and enlighten on local issues. This is the LOCAL ANGLE . . . predominant in Buffalo on Channel 4.

Youngsters are entertained and entertain on Uncle Jerry's Show—are regaled with the whimsy of Mike Mearian every weekday morning—and are enlightened on Fun to Learn educational series.

As "Speaker of the House," John Corbett has been a welcomed guest into area homes with timely tips for home owner and home maker. Bill and Mildred Miller combine culinary art with the fine art of good conversation to make Meet the Millers an afternoon "must."

Indication of the wide spectrum of programming to satisfy all shades of interests can be found in Al Fox's homey Saturday RURAL REVIEW and contrasting scholarly musical insights given by Philharmonic Maestro Lukas Foss on his bi-weekly programs.

Opinion in varied forms and of a domestic nature is interesting to homemakers, as presented by the Erie County Extension Service on the weekly You and Your Family Program—or controversial as is oftentimes the case on the Saturday UB Round-table.

News — the local news and sports scene — is reported three times daily—more than other area TV stations. Backed by a 16-man staff of reporters, photographers and motion picture cameramen, WBEN-TV news reports are consistently the most dependable and authoritative.

Represented nationally by Harrington, Righter & Parsons, Inc.
New York • Chicago • Boston • St. Louis
Atlanta • Los Angeles • San Francisco

CH. 4
WBEN-TV
The Buffalo Evening News Station
ONLY RCA's BROAD LINE OF IMAGE ORTHICONS OFFERS A CHOICE OF ALL THESE FEATURES

Now you can bring out the best in your TV pick-up equipment—even in the most critical applications—because you can select the proper RCA image orthicon specifically designed to cope with the practical problems of everyday broadcasting. Ask your RCA Broadcast Tube Distributor to explain this in terms of a specific, practical, everyday problem you face or might be faced with shortly. Or, write for current information: Camera Tube Booklet CAM-600.

SEE YOU AT NAB RCA BOOTH 100
Designed for operation in the 1- to 10-KW range the RCA-8501, forced-air-cooled tetrode, allows greater economies in RF amplifier design and operation. Featuring Cermolox® design, this new tube offers the advantages of its military prototypes—high perveance, high gain, low voltage operation, forced-air cooling... plus a rugged long-life thoriated tungsten filament. A single tube delivers 5.5 KW peak sync at 890 Mc.

To keep up-to-date on RCA innovations, keep in touch with your local RCA Broadcast Tube Distributor. He is ready to provide current information on new and improved RCA types. Ask for a copy of Product Guide for RCA Power Tubes, PWR-506A.

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N. J.
1% rule will be meeting subject

FCC will discuss problems with group of financial experts at Pierson request

The FCC is scheduled to meet in an informal conference April 8 with a group of financial experts on the commission's proposal to amend its multiple ownership rule as it applies to persons owning 1% or more of publicly held broadcasting companies.

The meeting was requested by Washington communications attorney W. Theodore Pierson, who is representing some 25 publicly held broadcasting companies (Broadcasting, Feb. 1).

The purpose of the meeting, Mr. Pierson said last week, is to educate both the commission and the broadcasters.

Impact Discussion • He said the financial experts would discuss the rule's possible impact on the financing of publicly held companies. He also said the meeting would enable the broadcasters to get a clearer insight into the commission's concern in the matter.

Accordingly, he said the intention is to promote discussion between the commission and the experts by maintaining as informal an atmosphere as possible. In this connection, he said the meeting would be "relatively closed," to keep the discussion "within bounds."

It wasn't clear where the line would be drawn on participants. But Mr. Pierson said he expected a transcript to be kept that would be made public.

Mr. Pierson declined to identify the experts who would appear. He said he did not yet get definite commitments from all he hoped would be present. But they will come from brokerage houses, stock exchanges, investment companies and banks.

The proposal, which has stirred up the financial community, involves a notice of inquiry as well as a proposed rule, and stems from the commission's concern with the technical violations of its rules by companies, generally mutual funds, holding 1% or more of two or more group owners.

In some cases, the stations owned by the groups total more than the number that the rules permit an individual or company to have interests in. Some investors also violate the duopoly rule, which prohibits ownership of stations in the same service in the same area.

The commission in its proposed rule-making suggests that it move against the individual violating the 1% rule. At present, the rules affect only the licensee. Comments are due April 26.

The broadcasting companies represented by Mr. Pierson in the conference include most of the major publicly held firms, with the exception of the three networks.

Toll TV could solve ETV problem—Sagall

Pay television has been suggested to the FCC as the solution to educational television's financial troubles. The suggestion was made by Solomon Sagall, president of Teleglobe Pay-TV System Inc., New York.

In a letter to FCC Chairman E. William Henry, who has expressed concern over ETV's financial plight, Mr. Sagall said ETV should not be forced to rely on grants from corporations and large foundations or public donations.

Mr. Sagall, noting that ETV's function is to provide classroom instruction and adult education, or "cultural" television, said there is no reason foundations or tax money should be used to finance adult education programming, which benefits "relatively few" viewers. He also warned that "underwriting" of ETV programs by corporations might lead to "full-scale commercialism."

He suggested that subscription television be introduced into ETV so that "those who desire the benefits of cultural television" would bear the costs. Mr. Sagall said the recent financial crisis faced by wnrtv Newark, N. J.-New York—solved temporarily by a $500,000 grant from the Ford Foundation and a subsequent collection of $40,000 from the public—prompted his proposal.

He estimated that if 2% of metropolitan New York's 5½ million homes—or 100,000 families—paid wnrtv an average of $2 a week, the gross income for the station would be $10 million annually. Mr. Sagall said that would be enough to enable the station to produce three or four "high caliber programs a week."

Zenith Radio Corp. and Teco Inc. say the average amount spent on pay television in the commercial test under way in Hartford, Conn., is $1.20 per week. The figure was contained in the Zenith-Teco petition for rulemaking to authorize pay television on a nationwide basis (Broadcasting, March 15).

Before Mr. Sagall's suggestion could be adopted, the commission would have to exempt educational television from the ban on pay-TV operations.

More money for WTTW

A check for $100,000 to WTTW (tv) Chicago, noncommercial station, from CBS Inc. was presented to the educational outlet last week by Edward R. Kenefick, new vice president and general manager of WBBM-TV Chicago. The money will help WTTW, on channel 11, to complete a new building for itself and sister WXXW, now under construction on channel 20. NBC gave $100,000 a week earlier (Broadcasting, March 15).
Who started what revolution, where?

"Young Sam Slater started the U. S. Industrial Revolution in Pawtucket, Rhode Island, in 1790.

"Built America's first successful cotton spinnin' machines and mill, barely out of his teens. Started the fact'ry system that turned a raw country into the powerhouse we are now. Some starter, Sam!"

Yes, and the rich Pawtucket-Blackstone Valley industrial complex Samuel Slater helped create is a great place to start something in sales today. A dense, 160,000-consumer trading area, diversifying, renewing, road-building, growing — under the inspiration of a unique Chamber of Commerce. Alert marketers say it's typical of the Providence TV market, which includes all of Rhode Island — runs deep into Connecticut and Massachusetts, too. People in television say Providence is WJAR-TV.
‘Journal’, Newhouse buy CATVs

Two major broadcast entities moved into the community antenna field last week via purchases.

In upstate New York, Newhouse Broadcasting Corp. bought Oneonta Video, Oneonta, N. Y., and four associated CATV systems in Sidney, Delhi, Carthage and Ogdensburg for a sum understood to be in the neighborhood of $2.5 million from W. J. Calsam and Albert E. Farone.

Included in the sale is the Eastern Microwave Inc. which serves eastern and northeastern New York TV stations and CATV systems. Sale of the microwave system is subject to FCC approval.

In Wisconsin, The Journal Co. (Milwaukee Journal and WMTJ-AM-FM-TV) bought 80% ownership in Wausau Cablevision Inc., in that city which serves 3,000 subscribers with five TV signals. The overall price was $600,000.

In the Newhouse transaction, the sellers will continue their activities with the CATV systems. Mr. Calsam will become a vice president of Newhouse and will continue to manage all five CATV's as well as the microwave system. Mr. Farone will serve as counsel for Newhouse in legal matters relating to the cable systems. All present employees will be retained and there will be no change in operations or policies, Newhouse Broadcasting President E. R. Vadeboncoeur said.

The CATV systems in Oneonta, Sidney and Delhi have a combined total of 6,500 connections. The Carthage system, which began operating in August 1964 and was acquired by Oneonta Video last year, and the Ogdensburg system, which is now under construction, have a potential of 7,000 connections.

Signals Incoming • Oneonta brings its subscribers TV stations from upstate New York cities as well as some from New York City and Canada.

Eastern Microwave serves television stations in Binghamton, Syracuse, Utica and Watertown-Carthage, and CATV systems in Binghamton, Endicott, Vestal, Chenango Bridge, Sidney, Norwich, Oneonta, Cortland, Ilion-Herkimer, Utica, Watertown-Carthage, Ogdensburg, Canajoharie, Rome, Delhi and Walton.

This is Newhouse's first major entry into the CATV field. It holds franchises for CATV's in Rome and Malone, N. Y., and has applied for franchises in several other communities in upstate New York.

The Wausau purchase was made from Americanenna Corp., Denver, by Teltron Inc. Teltron is 80% owned by the Journal Co., and 20% by Jack R. Crosby and Fred Lieberman, chief owners of Telesystems Inc., Glenside, Pa. Telesystems owns multiple CATV's in New England, New York, Midwest, South and Southwest.

Donald B. Abert, executive vice president and general manager of the Milwaukee newspaper-broadcasting company, said that expanded and improved service is planned, with the possibility of adding more channels. Wausau Cablevision brings in Green Bay's three TV stations.

President of Teltron is Robert K. Drew, vice president and business manager of the Journal Co.

Filing fee system revamp proposed

The FCC's filing fee system, which was the subject of intense criticism from broadcasters as well as various members of Congress when it was adopted a year ago this month, will again be subjected to the scrutiny of the public (Broadcasting, March 23, 1964, et seq.).

The occasion, however, now that the question of legality has been resolved by the courts in favor of the commission, will be to reassess, through a rule-making proposal, the various fees charged for each licensing activity (Broadcasting, Jan. 25, et seq.).

The rate amendments proposed by the commission, for which comments are invited by April 30, are substantially as follows:

• Increase from $100 to $150 the fee for TV applications for new facilities, major changes, renewal, assignment of license and transfer of control, and from $50 to $75 the fee for similar AM and FM applications.

• Reduce from $30 to $10 the fee for TV translator applications and establish a $10 fee for translator permittees who allow their permits to lapse and have to file for a new construction permit. No fee is now imposed for the latter action.

• Increase from $20 to $30 the fee for applications to change call letters.

• Discontinue the $30 fee now imposed for authority to determine AM operating power by direct measurement and for covering licenses in the auxiliary broadcast service.

• Provide that the $30 fee for base stations in the auxiliary broadcast services cover simultaneously filed applications for associated remote pickup mobile stations.

The rulemaking proposal also contemplates the addition of a new section that will point out the various situations in which a fee will be returned or refunded.

The agency also seeks to extend the current fee exemption on applications filed solely to conform with the FCC's new rule requirements to include changes required by rules of other federal agencies to which the licensee may also be subject.

The notice of proposed rulemaking, which also contemplates rate changes in the common carrier and safety and special licensing activities, was issued last Wednesday (March 17) by Commissioners E. William Henry, Robert T. Bartley, Robert E. Lee, Kenneth A. Cox and Lee Loevinger. Commissioner Rosel H. Hyde both dissented and concurred to various parts of the proposal.

NLRB finds station guilty

Television Broadcasters Inc. (KMBT [TV]), Beaumont, Tex., has been found guilty by a trial examiner of the National Labor Relations Board of discriminatory discharging of employees for union activity. Trial Examiner Frederick U. Reel has recommended that the company reinstate the employees with full compensation for back pay to June 1964 and to post notice that all employees are entitled to join or to aid a union organization.
"I AM THE GREATEST"

On May twenty-fifth, in Paul Revere's town,
I, the greatest, will put Liston down.
For all the fight fans who can't be there...
Don't despair,
It's on the air.

Six hundred and forty stations that night
As Mutual brings you THE Heavyweight Fight.
A seat at the ringside you can get
With your radio set
On the Mutual net.

So if you are a sponsor with goods
To sell
And a message for millions
You'd like to tell,
I'll leave you with this thought
Sublime –
Buy the time!
That's the end of the rhyme.
FCB stock goes up 1st day on exchange

Shares of Foote, Cone & Belding opened trading on the New York Stock Exchange last week as the advertising agency became the first to have its stock listed on the big board.

The stock, with the ticker symbol FCB, had a 3,200 share volume for its first day's listing, opening at 18% rising to 19% and closing at 19.

Robert F. Carney, Foote, Cone & Belding board chairman, bought the first 100 shares at a Monday (March 15) listing ceremony attended by Keith Funston, New York Stock Exchange president.

Mr. Carney said: "Our listing confers an additional mark of maturity and financial responsibility on the entire advertising agency business that it has never had before." The FCB chairman, who has been speaking to security analyst societies throughout the country, last week went to Dallas to address the Association of Investment Analysts there.

Mr. Carney told the Dallas group the agency "has not had a single reason to regret having made a public offering of our shares." Foote, Cone & Belding went public 18 months ago.

MCA Inc. registers its highest gross and net

MCA Inc. has reported that the company attained the highest gross and net income in its history in 1964.

Jules C. Stein, board chairman, said the company is continuing with its diversification program. At Universal City, Calif., the $5 million Technicolor building and the Hollywood Visitors Village are under construction and are scheduled to be completed this summer, he said. Ground also will be broken this year, according to Mr. Stein, for the 500-room Sheraton hotel on a hill site on the 400-acre studio property. The hotel will be built by MCA Inc. and operated by the Sheraton Hotels Corp. under a long-term lease.

For the fiscal year ended Dec. 31:

<table>
<thead>
<tr>
<th>Earnings per share</th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross income</td>
<td>106,817,000</td>
<td>182,882,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>14,781,000</td>
<td>13,832,000</td>
</tr>
</tbody>
</table>

*The above figures include the company's interest in the reported consolidated gross and net income of Decca Records Inc. for both years.

Court rules against broadcaster in tax case

A federal judge in Richmond, Va., has ruled against a broadcaster attempting to recapture $97,000 in taxes paid under protest to the federal government.

The decision was issued last Tuesday (March 15) by U. S. District Judge John D. Butzner against Havens & Martin Inc., licensee of WMBG, WCOO (FM) and WTVR (TV) Richmond. Havens & Martin had sued to recover $97,000 in taxes paid to the federal government for the years 1959 and 1960. The taxes were paid under protest when the Internal Revenue Service refused to accept the company's purpose in retaining earnings as surplus.

The case was argued before Judge Butzner during the last two weeks, with the ruling being handed down immediately after the final arguments. The judge ruled that the accumulated earnings were in excess of the needs of the company. During the trial, Robert J. Rawson, chief of the FCC Broadcast Bureau's renewal and transfer division, and H. H. Goldin, assistant chief of the bureau (for policy and planning), testified for the government. Wilbur B. Havens, president of the company, said an appeal is being considered.

Daytime station finances surveyed

A financial report of revenues and expenses for daytime-only stations during 1963, was sent last week by the National Association of Broadcasters to its member daytime stations. The survey of 448 usable returns, 22.8% of the daytime stations on the air in '63, was compiled by the NAB's department of broadcast management.

The report contains 12 tables, six of them listed by market population from more than one million to less than 10,000, and six tables built around station revenue from more than $200,000 to less than $50,000.

William L. Walker, director of the broadcast management department, said the report is an experiment which, if favorably received, would be a regular feature of the annual NAB financial surveys.

Based on market population, stations in areas of 25,000-100,000 population, showed the largest pretax profit, $8,300. The smallest profit margin of $1,500 was shown by stations in areas of 100,000 to 500,000 population. However, total revenue and expenses were highest in markets of more than one million: $154,000 in revenue, $152,000 in expenses. Stations in markets of under 10,000 had the smallest revenues and expenses: $57,400 in revenue, $53,600 in expenses.

In markets with a median revenue of more than $200,000, stations reported the largest pretax profit, $22,400. These stations had $260,000 in revenue and $237,600 in expenses. The smallest profit ($1,000) was shown by stations in markets where the median revenue was under $50,000. These markets showed $40,500 median revenue and $39,500 in expenses.

Leasing gear ruled conditional sale

A federal appeals court in New York has upheld a lower court ruling requiring a TV station to count as a "conditional sale" a lease of microwave equipment it uses for its studio-trans-
See the Max Brothers increase your program power up to 8-fold!

(That's the new solid state Audimax on the left... and the Volumax on the right)

Hear this unique combo perform free in your studio for 30 days! Now CBS Laboratories gives you the famous Max Brothers (Audimax and Volumax) both solid state for the first time. They'll perform free in your studio for 30 days. Then, if you're not convinced that solid state Audimax can "ride" gain to increase program power up to 4-1, and solid state Volumax can control modulation peaks for as much as an additional 2-1 increase, you can cancel the Max Brothers, with no obligation.

See why the Max Brothers are broadcasting's new money-making stars! Audimax is an automatic level controller that outmodes the ordinary AGC. A brilliant studio technician without human shortcomings. By automatically controlling audio levels, it frees engineers, cuts costs and boosts your signal.

Volumax has a few specialties of its own. It outmodes conventional peak limiters by controlling peaks automatically without side effects. By expanding effective range and improving reception in fringe areas, it brings in extra advertising revenues. Call or write CBS Laboratories for a bulletin with complete details on Audimax and Volumax.

REMEMBER! Together, the Max Brothers can increase your program power up to 8-fold. Decrease operating costs. Bring in more advertising. For just $665 each. Can you afford not to ask for a FREE 30-day trial?

CBS LABORATORIES
Stamford, Connecticut. A Division of Columbia Broadcasting System, Inc.
mitter link.

Unless appealed further, WCAK-TV Burlington, Vt., has lost its fight to recover $4,538.43 in extra taxes paid to the Internal Revenue Service under protest in 1957 and 1958.

The Second Circuit Court of Appeals in New York upheld the lower court ruling in a short, unsigned decision on Feb. 26. The initial decision was issued last year by a U.S. district court in Vermont.

WCAK had leased the microwave equipment from Philco Corp. on an initial lease of five years, renewable for another 10 years. It has assumed as part of its responsibilities the risk of loss and damage, insurance costs and taxes, the cost of removal of the equipment, and the total rent included what was itemized as interest. This made the lease a conditional sale, the district judge ruled.

Although IRS had disallowed the complete lease payments as a business expense, it did allow the interest payments and depreciation on the equipment based on estimated useful life of 15 years.

**CATV firm may pay its first dividend**

H&B American Corp., the country’s largest operator of community antenna television systems, has told its stockholders that a semi-annual dividend of 12½ cents on the company’s common shares would be recommended to the board of directors. If approved, it would be the first dividend ever paid by H&B.

David Bright, board chairman and president, said the proposed payments had been prompted by the sale for $5.4 million of two of the company’s antenna systems (Broadcasting, March 8). However, the principal part of those proceeds will be used to “retire a major portion” of H&B’s $6 million outstanding bank debt.

Mr. Bright told stockholders H&B has acquired a CATV franchise to operate in a part of Santa Barbara county, Calif., and is currently negotiating for franchises in two large cities.

H&B stock is traded on the American Stock Exchange.

**C-C wants name change**

Crowell-Collier Publishing Co., New York, is expected to ask shareholders at its annual meeting May 4 to approve changing its name to Crowell Collier & Macmillan Inc., and doubling its authorized common stock to 10 million shares.

Dropping “publishing” from the corporate title would reflect diversification in nonpublishing operations, a company spokesman said. Crowell-Collier broadcast properties are KFWB Los Angeles, KEWA San Francisco-Oakland, and KDWB St. Paul, Minn.

**BCS changes name forms CATV branch**

Broadcasting Company of the South stockholders voted to change its name to Cosmos Broadcasting Corp. G. Richard Shafto, president of the Columbia, S. C., based company, said that recent company expansion necessitated the change.

BCS stockholders also decided to form a subsidiary, Cosmos Cablevision Corp., to operate its CATV interests in Ocala, Fla., and Florence, Sumter, Marion, Darlington and North Augusta, all South Carolina. The company’s broadcasting interests are WBF-AM-TV Columbia, S. C.; WSFA-TV Montgomery, Ala., and WTOF-TV Toledo, Ohio.

At the same meeting BCS reported that profits for 1964 were up 43% over 1963. Earnings rose from $2.10 a share in 1963 to $2.48 a share in 1964 after providing for an increase in the number of shares resulting from a 25% stock dividend last December.

Report for year ending Dec. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>Net revenue</th>
<th>Income before taxes</th>
<th>Income taxes</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1964</td>
<td>$2.46*</td>
<td>3,575,503</td>
<td>1,181,140</td>
<td>585,000</td>
<td>419,140</td>
</tr>
<tr>
<td>1963</td>
<td>$2.10**</td>
<td>3,345,056</td>
<td>952,545</td>
<td>533,000</td>
<td>19,545</td>
</tr>
</tbody>
</table>

*Based on 200,000 shares outstanding.
**Based on 200,000 shares outstanding.

Seiden selling for 50 cents

The FCC announced last week that copies of Dr. Martin H. Seiden’s report to the commission “An Economic Analysis of Community Antenna Television

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**CHIEF ENGINEER WANTED**

for major market radio tv station in the East.

Contact Harry Whittemore, Hotel Madison during NAB convention.
Columbia Pictures has increased earnings

Columbia Pictures Corp. showed modest increases in earnings for the first six months of fiscal 1965, according to figures revealed by A. Schneider, president.

Mr. Schneider praised the company's TV subsidiary, Screen Gems, for having sold four new network series for next season and for having five of six current series renewed.

For the 26 weeks ended Dec. 26, 1964 and Dec. 28, 1963:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.94</td>
<td>$0.57</td>
</tr>
<tr>
<td>Income before taxes</td>
<td>$3,084,000</td>
<td>$2,668,000</td>
</tr>
<tr>
<td>Estimated Federal, state and foreign income taxes</td>
<td>$1,644,000</td>
<td>$1,583,000</td>
</tr>
<tr>
<td>Income for the period</td>
<td>$1,440,000</td>
<td>$1,085,000</td>
</tr>
</tbody>
</table>

Official Films has loss in 6-month period


Louis C. Lerner, Official Films' president, said in a report to stockholders that operating costs have been reduced since January but that it is difficult to avoid a loss for the fiscal year which ends in June. Mr. Lerner added that the acquisition of feature films and related businesses, and the establishment of a production division to develop and market network programs are under consideration to increase the company's income.

Desilu cites program costs in 9-month report

Operations of Desilu Productions for the 39 weeks ended Jan. 30, 1965, were down 36.7% from the same period of the year before, with gross income off 7.3%.

In a letter to stockholders, Lucille Ball, president, explained that a substantial portion of the costs of program development were charged against operations for the nine-month period, although none of the five pilots produced by Desilu for the 1965-66 season have been sold yet.

Financial notes...

* RCA has declared a quarterly dividend of 15 cents a share on its common stock payable on April 26 to stockholders of record March 15, and a dividend of 87½ cents a share on its cumulative first preferred stock for period April 1-June 30, payable to stockholders of record June 18 on July 1.

* Cox Broadcasting Corp., Atlanta, announced a regular quarterly dividend of 10 cents a share payable on April 15 to stockholders of record March 22. At the same time the corporation's board announced the first annual stockholders meeting to be held at the Atlanta offices on April 8.

* Trans Lux Corp., New York, has declared a quarterly dividend of 15 cents a share common stock on March 31 to stockholders of record March 22.

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BROADCASTING, March 22, 1965
Resolution opposes ‘superpower’

Smathers cites applications for increases from 50 to 750 kw; earlier House move favored increased size

In 1938 the Senate passed a resolution opposing AM power in excess of 50 kw and now Senator George A. Smathers (D-Fla.) thinks it’s time to do it again. He and Senate Small Business Committee Chairman John J. Sparkman (D-Ala.) last week introduced S Res 294 reaffirming the “sense of the Senate” that superpower AM transmitters would be “not in the public interest.”

Senator Smathers cited as his immediate concern applications to the FCC by several class I-A, clear channel stations to increase power from 50 to 750 kw.

A 1962 House resolution supported FCC grants of “superpower” to the 25 clear stations that the commission deemed such in the “public interest, convenience, or necessity,” notwithstanding the earlier Senate action. The same House resolution opposed authorizations to duplicate any of the clears for a period of one year, although the commission had decided on duplicating 13 of the 25 in 1961. Two have been affected so far (Broadcasting, March 1). Neither resolution has the force of law, but the FCC has tended to follow the Senate’s.

House Unchanged - Sentiment on the House side still appears to favor increased power, although experts speculate that high power proponents will have “a tougher fight” now than they did in 1962, because of “better organized opposition.” Representative John D. Dingell (D-Mich.), chairman of the Subcommittee on Regulatory and Enforcement Agencies of the House Small Business Committee, “strongly believes that the listening public has to have much higher powered clear channel service in order to eliminate ‘white’ areas [those not adequately covered by any radio service at night] and provide better reception.” He also thinks the problem can be solved “without prejudice to the interests of small stations.”

Small stations don’t agree. They object that 750 kw leviathans would inter-
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High spot of the New York World’s Fair reopening this Spring—GM Futurama!
You can look over GM’s exciting “idea” cars—Firebird IV with television, stereo, game table, refrigerator; GM-X with jet aircraft cockpit and controls—fascinating design and engineering innovations right out of tomorrow.
You’ll take a ride that is wrapped in wonders... through the metropolis of the future, over Antarctic wastes, into tropical jungles, along the ocean floor.
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making better things for you
The people on the opposite page are

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You don't know all of them

**That's the idea behind BMI**

25 years ago Broadcast Music was born.

For one reason.

To create competition in the field of performing rights.

To do this, to bring about the classical feature of competition—a free and unrestricted market—BMI opened its doors to all creators and publishers of music, including those who had previously been excluded from an opportunity to share in performing rights fees. In addition, it offered nondiscriminatory contracts to all users of music.

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Since 1940, BMI has licensed songs written by high school principals...by jazz musicians and by teenagers...by Juilliard-trained musicians, single string guitar pickers, full-time dance band musicians and by housewives...by sophisticated nightclub performers, hallowed show-business names and by one-time field hands.

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BMI has a strong feeling about competition. So do the people on the opposite page.

For competition has given them their one most important dream—the chance to be heard.

We think it's this chance that counts.

1. Jerry Bock & Sheldon Harnick
2. Earle Hagen
3. Thelonious Monk
4. William Schuman
5. Bill Anderson
6. Buddy Durham
7. Doris Akers
8. Tony Garafalo
fere with their signals, steal their advertisers, and, in the words of the original Senate resolution, "tend to concentrate political, social, and economic power and influence in the hands of a very small group." The Association on Broadcasting Standards, usually one of the most vocal opponents of increased power, last week seemed willing to stand on the Smathers resolution, which "speaks for itself."

Roy Battles, director of the Clear Channel Broadcasting Service, is "hoping the Senate won't find it necessary to pass the resolution. Close to 60% of the country depends on the L-A's for nighttime service," he said, "and that service is less clear than it was used to be due to increasing Latin American interference and man-made noise." He points out that there are 2,000 transmitters outside the U. S. operating above 50 kw, making us "way behind the times."

Little Other Service = Besides, he continues, many of those in the white areas have little alternative service. They are in sparsely-populated regions where cable systems are too expensive, UHF's economically unsound, FM service poor and local nighttime AM nonexistent. "The only way to settle the question of possible economic harm to small broadcasters," he concludes, "is for the FCC to authorize an experimental use of higher power."

Eight of the clears have applied for higher power: KFI Los Angeles, WSM Nashville, WLY Cincinnati, WGN Chicago, WJR Detroit, WCCO Minneapolis, WHO Des Moines and KST Salt Lake City.

Superpower grants have been opposed by numerous state broadcasters' associations; most recently the Florida Association of Broadcasters, cited by Senator Smathers in introducing his resolution.

Translator proposal gets wide approval

The FCC's proposal to liberalize its translator rules received the approval of more than a dozen early responses submitted last week.

The feeling, however, was that the power ceiling proposed by the commission for translators on unoccupied UHF and VHF channels, could and should be increased.

The rulemaking proposed by the FCC last month would permit the licensing to TV stations and others on special showing of translators using up to 100 watts power to operate on unoccupied UHF and VHF channels now assigned to communities in the TV table of assignments (Broadcasting, Feb. 22).

The proposal was seen as one way of providing viewers in small markets with a first service, or first choice of services, without having them rely on community antenna TV systems. The proposal would also enable TV stations to extend their grade B signals with translators.

Comments on the proposed rule change, formerly set for March 15, have been extended by the commission to April 15 (Broadcasting, March 15).

Those initial responses received last week, mostly from small translator companies in the Midwest, supported the proposal but generally agreed that 100 watts power would not significantly improve service to the extent the commission anticipates.

Several of the companies urged the commission to authorize microwaves to relay distant signals to translator stations, as CATV systems now do.

Among those filing comments last week were Frontier Broadcasting Co.; K&M Electronics Co., a major translator system supplier; KWBAMFM Beatrice, Neb.; WDAY-TV Fargo, N. D.; WMTW-TV Poland Spring, Me.; D. H.
FCC sticks to guns on drop-ins

ABC petition to equalize affiliations is turned down;
commission also denies plea to put ch. 10 in Jacksonville

Two efforts to revive the VHF drop-in issue met with failure at the FCC last week. The commission decided to reject a 10-month old ABC plan for dropping VHF channels into top markets having less than three VHF stations. And it denied a petition for rule-making to drop channel 10 into Jacksonville, Fla., at short-spacing.

The drop-in issue was presumably settled last September, when it rejected, for a second time, petitions for reconsideration of the decision to deny short-spaced VHF drop-ins for seven markets (Broadcasting, Sept. 7, 1964).

The original decision in the case was handed down more than a year earlier, on a 4 to 3 vote (Broadcasting, June 3, 1963).

But ABC, which trails the other networks in VHF affiliations, urged a new plan on the commission, aimed at equalizing the number of VHF stations affiliated with each of the networks in the top 18 two-VHF markets (Broadcasting, May 11, 1964). ABC has five primary VHF affiliates in those markets, while CBS has 16 and NBC 13.

Under the plan, the commission would request the networks to give up a VHF affiliate and take a UHF station as a substitute in the 18 markets. Where the networks and their affiliates insisted on maintaining their relationship, the commission would add a VHF channel on a temporary basis. This facility would be made available to the UHF licensee as a dual operation, with which any of the networks could affiliate.

Not Feasible • The commission, however, is said to believe that although procedures for enhancing competition among the networks would be desirable, the ABC plan is not feasible.

A commission letter rejecting the proposal is expected to be released shortly.

The channel 10 Jacksonville proposal paralleled one of those in the original drop-in rulemaking. New Horizons Telecasting Corp., which had urged adoption of the Jacksonville drop-in in that proceeding, asked the commission last May to issue a separate notice of proposed rulemaking (Broadcasting, May 25, 1964).

Last week, the commission said New Horizons' arguments on behalf of the separate rulemaking were the same as those that had been considered when the overall drop-in plan was denied.

The commission has held that drop-ins would hinder the development of UHF television and that conditions in the television industry have changed since 1961, when the drop-in proposal was first advanced as a means of bringing service to underserved areas.

The vote to reject New Horizons' petition was 5 to 1, with Commissioner Kenneth A. Cox in dissent.

Technical topics . . .

Bright future • Ameco, Phoenix manufacturer of community antenna television equipment and operator of 24 CATV systems in eight states, has produced a brochure which details the

New color-print system installed

Consolidated Film Industries, Hollywood, has announced the installation of the newly developed Colorvision system color separations printer, said to provide superior quality color prints at substantially reduced costs.

The Colorvision system consists essentially of a dichroic beam-splitter and complimentary optical system, mounted on a standard optical printer. All three components are recorded simultaneously during a single pass through the printer in three separate areas within the confines of a single 35 mm film aperture frame, at a cost of about 25 cents per screen foot, against about 75 cents for the conventional separations system that requires three separate passes. Cost of duplicate negatives is cut by 45% for 35 mm duplicate negatives, 33% for 16 mm duplicate negatives when compared with the conventional three-strip separations method.

CFI said: "The new process should be of particular interest to producers of television series shot in color because of the ever increasing demand for 16 mm color prints for color-TV use."

IEEE opens five-day convention in N.Y.

More than 1,000 companies will display more than $20 million worth of the latest electrical and electronic equipment this week at the International Convention of the Institute of Electrical and Electronics Engineers. The sessions will be held in New York today (March 22) through Friday.

Eighty technical sessions will be held at the New York Hilton hotel and the New York Coliseum. The papers will cover new developments in many phases of electrical and electronics engineering.

Sessions on Friday will be devoted to the subject of TV systems, including talks by A. J. Banks and P. I. Johnson, RCA; Frank Davidoff, CBS-TV and J. F. Ingle and J. J. Lebeyka, Bell Telephone Laboratories.

'B-X-ray' spots defects

WABC-TV New York is using a gamma-ray photographic process to locate "deformities" in the transmission line of its antenna atop the Empire State Building.

Stress caused by high winds and extreme temperature changes can cause aberrations in the antenna line which normally could not be spotted without disassembling the line and interrupting service.

Henry Dubrowski, chief engineer at WABC-TV (above), examines an "x-ray" showing a portion of the antenna system. The nozzle (foreground) shoots gamma rays through the antenna housing onto a film, behind, exposing any defects which may be present in the line.
Now you can get world-famous RCA microphones right off the shelf—from local Authorized RCA Microphone Distributors.

This is good news for broadcasters. No longer need you accept substitutes for your favorite RCA microphones in emergency situations. RCA Microphone Distributors carry complete stocks available for immediate delivery. Call your nearest RCA distributor for fast service.

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817 Pearl Street
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Wichita
Radio Supply Co.
115 Louisiana
KENTUCKY
Paducah
Paducah Electronics
2601 Broadway
MASSACHUSETTS
Boston
DeLambro Radio Supply Co., Inc.
1095 Commonwealth Avenue
A. W. Mayer Company Inc.
892 Bayston Street
Cambridge
The Eastern Co.
620 K.Memorial Drive
MICHIGAN
Detroit
Industrial Communications Co.
8300 Fenkell
Flint
Shard Electronics, Inc.
2401 S. Dort Highway
West Branch
Northern Distributors, Inc.
2268 S. M-76
MINNESOTA
Minneapolis
Le Ba Benn Company
1211 LaSalle Street
MISSOURI
Butler
Henry Radio Co.
211 - 15th North Main St.
Kansas City
Burstein-Applebee Co.
1012 McGee Street
St. Louis
Interstate Industrial Elect.
2218 So. Jefferson Avenue
Van Sickle Radio Electronics, Inc.
1113 Pine Street
NEBRASKA
Omaha
Sidex Company
7302 Pacific Street
NEW YORK
Amsterdam
Adirondack Radio Supply
185-185-191 West Main St.
Brooklyn
National Radio Parts Distributing Co.
572 Albany Avenue
Buffalo
Radio Equipment Corp.
147 Genesee Street
New York
Harvey Radio Company, Inc.
103 West 48th St.
Mile Electronics Corp.
530 Canal Street
Terminal-Hudson Electronics
236 West 17th St.
Rochester
Marxline Electronics, Inc.
236 West 17th St.
Syracuse
W. E. Berend
635 - 55 South Warren Street
Troy
Troy Electronic Supply Co., Inc.
15 Middleburg Street
NORTH CAROLINA
Durham
Southeaster Audio Corp.
209 N. Gregson St.
Winston-Salem
Electronic Wholesalers, Inc.
938 Burke Street
BROADCASTING, March 22, 1965
OHIO
Cleveland
United Radio, Inc.
1314 Vine Street
Cincinnati
Radio & Electronic Parts Corp.
3235 Prospect Avenue
OKLAHOMA
Oklahoma City
Radio Supply, Inc.
724 North Hudson
OREGON
Portland
United Radio Supply
829 West Burnside Street
RHODE ISLAND
Providence
W. H. Edwards Co.
116 Hartford Avenue
SOUTH CAROLINA
Columbia
Dixie Radio Supply Co., Inc.
1900 Barnwell Street
SOUTH DAKOTA
Sioux Falls
Warren Radio Supply
196 E. Sixth Street
TENNESSEE
Chattanooga
Radio & Appliance Distributors,
1428 Chestnut Street
Memphis
Bluff City Distributing Co.
744 East Second Street
Nashville
Electro Distributing Co.
1914 West End Avenue
Keith-Simmons Company, Inc.
14 Cannons Station
TEXAS
Austin
Hargis Austin, Inc.
410 Rayleigh Street
Dallas
Sabine Supply Co.
8811 Carpenter Freeway
Sound Engineering Co.
4329 Belmont
Fort Worth
Scooter's Radio Supply
100 South Freeway
Houston
J. A. Walsh Co.
4901 Gulf Freeway
Laredo
Guarantee Radio Supply Co.
1314 Iurbide Street
Lubbock
R. & R. Electronics Supply Co.
1607 Avenue G
Waco
The Hargis Company, Inc.
P.O. Box 326
UTAH
Ogden
Bullard Supply Co.
3109 Washington Blvd.
VIRGINIA
Richmond
Radio Supply Co., Inc.
3202 West Broad Street
Roanoke
Lee Hartman & Sons Sound Equip. Co.
3228 Love Road, N.W.
WASHINGTON
Seattle
Robert E. Priebe Co.
2228 Second Avenue
WISCONSIN
Milwaukee
Taylor Electric Co.
4080 N. Port Washington Road

inner workings of the company and projects future growth. The brochure contains biographies of Ameco's officers, notes the large growth in product line personnel from 35 to over 350 in the past year and the firm's acquisition of two buildings with two more under construction. It also spells out the current and projected number of customers and cash flow of its CATV systems. There were 12,476 customers in 1964 and this is projected to 94,400 customers in 1969. Estimated cash flow of $333,900 in 1965 is projected to $28,115,500 in 1972.

New radios • A solid-state two-way mobile radio in the 430 mc band and a second similarly designed unit for 150 mc service, were introduced last week by RCA. The new equipment will bear the "Super-Fleetfone" trade name, and will supplement RCA's existing line of "Super-Carfone" two-way radios.

For fine work • A new closed-circuit television camera designed for fine-detail coverage has been developed by Diamond Electronics, Lancaster, Ohio. The camera, ST-2, which features 800-line horizontal resolution, can cleanly transmit very small print and detail work to a remote monitor as far as a mile away without additional amplification, according to the company.

New from Viking • Viking announces a specially designed and engineered remote power supply (No. 949) for duplex 12 VAC on the same coaxial cable which carries the amplified signal. The 949 can be installed at any convenient location on the cable and is calibrated for voltage adjustments for cable lengths up to 100 feet.

Gates moves in Houston • Gates Radio Co., Quincy, Ill., maker of broadcast equipment, has announced the move of its branch in Houston, to new and larger quarters at 4019 Richmond Avenue. The branch displays a broad line of AM and FM gear.

Ameco in New York • Ameco Inc., Phoenix, manufacturer of community antenna TV system equipment, has opened a sales office at 342 Madison Avenue, New York. Sales representative William Asip, in charge, serves the New England states and Pennsylvania, New Jersey, Maryland and Delaware.

Collins in space • Collins Radio Co., Dallas, has produced the voice communication system and the radio link for control command of the two-man Gemini spacecraft scheduled to be orbited this month at Cape Kennedy. Collins was subcontractor to McDonnell Aircraft Corp.

Packaged buildings • A new series of
"easy-to-erect" packaged buildings has been announced by Flexibuilt-by-Master, 333 West First Street, Dayton, Ohio. Different models can be used for small operations at transmitter location sites of broadcast stations, according to the company which will furnish folders on its buildings on request.

New mike - Gates Radio Co., Quincy, Ill., has introduced a new miniature lavalier omni-directional dynamic microphone weighing but 2 oz. and designed for broadcast use where size and performance is critical. Price: $45.50.

Lower aural ERP - The FCC has amended its rules to reduce the maximum effective radiated power of the aural transmitter of TV broadcast stations to not more than 20% of the peak radiated power of the visual transmitter. The maximum had been 70%. The minimum power requirement of 10% is unchanged. The amendment was proposed in a rulemaking issued April 2, 1964.

Fellowships awarded - Fourteen employees of RCA named to receive David Sarnoff Fellowships for study in various branches of engineering, science and business administration for the 1965-66 academic year. The fellowships, established in honor of the RCA board chairman, range in value to as high as $6,500. Fellows are granted leaves of absence from various RCA divisions and subsidiary companies.

New film chain - Dage Television Co., Michigan City, Ind., a division of Dage-Bell Corp., has introduced a new FC-11 multiplexer film chain for use by commercial and educational telecasters which eliminates secondary or ghost images. It does not require use of costly field lenses and involves less critical set-up and adjustment. The unit features an optical prism multiplexer and can handle as many as four input sources. It functions with a vidicon camera and claims 10 mc bandwidth for minimum 800 lines horizontal resolution.

Radio propagation lab gets four new divisions

A reorganization of the Central Radio Propagation Laboratory (CRPL) at Boulder, Colo., has been announced.

Four new divisions have been created, according to Dr. C. Gordon Little, director of the laboratory. They are: Ionospheric Telecommunications Division, headed by Richard C. Kirby; Tropospheric Telecommunications Division, Robert S. Kirby; Space Environment Forecasting Division, Robert W. Knecht, and Aeronomy Division, Dr. Ernest K. Smith.

Also new is an Office of Program Planning and Liaison which is being headed by Jack W. Herbstreit who continues as deputy director of CRPL. Consultants to this office and to the laboratory at large are Kenneth A. Norton, system analysis, and Roger M. Gallet, radio physics.

Ardmore CATV gets emergency cut-in

A warning system that will deliver emergency announcements to Ardmore, Okla., viewers watching programs on the local community antenna TV system has been established there.

The emergency system, developed by Vumore Co., consists of a hot-line microphone at police headquarters with an off-on switch. When the on switch is closed, code signals are received at the control room of the CATV system which automatically deletes the sound portion of the TV programs, plus any FM channels being distributed, and permits city officials to make announcements.

The system was devised by Allen
Another TV lays claim to Daniels’s CATV cash

Richard D. Dudley, president and general manager of WSAZ-TV Wausau, Wis., has laid claim to the $10,000 offered to anyone proving that a community antenna system purposely degrades a TV station’s signal. The offer was made early this year by Bill Daniels, CATV broker.

Mr. Dudley claims CATV systems in Wausau and Merrill, both Wisconsin, degrade the signals of his station. In Wausau, he says, his channel 7 station is converted to channel 3 on the cable; in Merrill, it’s converted to channel 4.

For proof, Mr. Dudley encloses pictures made of the horizontal waveform taken from an oscilloscope of the signals from the cable and from off-the-air. Also enclosed are pictures of the vertical waveform from off-the-air pickup of WSAZ-TV showing a distorted, noisy waveform. This is caused, Mr. Dudley says, by radiation from the cable of a beat pattern fed into the CATV to remotely control the line amplifier in the cable system.

Mr. Dudley also says that one program being transmitted by the NBC network in color, no color burst of any magnitude was coming through the cable, although an off-the-air check indicated a normal color burst.

In his letter to Mr. Daniels, Mr. Dudley says that “if a viewer in these markets chose to watch a color program or chose to watch the best quality picture, it would be necessary for him to watch one of the channels other than the local station of origination to solve his problem [distortion of the local station].”

Meanwhile, Mr. Daniels told Jack Lee, WSAZ-AM-FM-TV Huntington, W. Va., that he sees nothing to gain by appointing a committee of three engineers to rule on Mr. Lee’s claim that the CATV system in Parkersburg, W. Va., degrades the signals of WSAZ-TV.

Mr. Lee had claimed the $10,000 last month, but Mr. Daniels refused to accept the claim because, he said, the deletion of WSAZ-TV’s commercials were done by WTAP-TV Parkersburg, not by the CATV system. Mr. Lee asked that a panel of engineers arbitrate the issue, to determine whether it was done purposely (Broadcasting, March 1).

In his letter to Mr. Lee, Mr. Daniels says that the Parkersburg city council, when it granted the CATV franchise, required the local station be given protection of any kind necessary to insure its survival.

A complaint to the FCC by the Parkersburg TV station (WTAP-TV on channel 15) has been filed, asking that a hearing be held on the license renewal application of WSAZ-TV and charging that station with harassment (Broadcasting, March 8).

New warning plan won’t obviate EBS

Assurance that a new general warning system using government frequencies in the 200-300 kc range is not meant to supersede the Emergency Broadcast System for communications with the public was given last week by civil defense officials following alarm expressed by some broadcasters two weeks ago (Broadcasting, March 15).

The new alerting system, which it is stressed is still under study, would be used for communicating a warning signal geographically—to EBS and other broadcast stations, and to civil authorities at federal, state and local levels, as a backup for present wireline methods. Emergency alerts are now flashed to
radio stations in the EBS service by way of Associated Press and United Press International teletype news tickers.

The project envisages, it is explained, some 50 or 100 radio stations located throughout the country using a 200-300 kc band to trigger a noise device which may be used in private homes or business places, or at official offices (municipal, civilian defense, broadcast stations, hospitals, police and fire headquarters). Voice communications could also be carried on this channel. The receivers will cost about $10 each, it is hoped.

None of the methods for indoor attack warning now under study, civil defense officials say, would diminish the need for EBS "nor would they require a shutdown of EBS in emergencies."

EBS was established in 1964 as the successor to the Conelrad system which was removed as unnecessary. In the Conelrad system, key radio stations remained on the air, but only on two frequencies in the AM band. All other broadcast stations were required to go off the air. The stations operated intermittently and in clusters. The program was designed to deny navigational aid to enemy bombers. In the present EBS system, most radio stations will remain on the air to provide warning of impending enemy attack, issue instructions from national, state and local officials, and remain operating before, during and after an attack.

AFRTS uses tropo-scatter

Connects far-flung stations into 11 regional radio networks

Improved program service at lower cost, the goal of every broadcaster, is rapidly becoming a reality for the Armed Forces Radio and Television Service. Well along is a realignment of broadcast facilities which will give the hundreds of thousands of servicemen and women around the globe better, more efficient program service and at the same time save the taxpayers at home more than $2.8 million a year.

The secret is tropo-scatter which is used as a means of connecting stations into a network served from a key point. These stations formerly had to have individual studios. With this new long-range communications tool, AFRTS has created six new regional radio networks to make a total of 11, serving 161 stations in place of the previous five-network setup serving 126 stations. When the realignment is completed, presumably before the end of the year, the worldwide service will include only 34 radio stations with their own studios, in place of the 79 independent stations previously operating under AFRTS. Operating personnel will be reduced by approximately 360; operating expenses will be cut by only 25%.

In the past, the kind of long-range shortwave communication circuits necessary to link widely separated stations together have lacked reliability. Conventional shortwave transmissions have used frequencies reflected back to earth by the ionosphere. But the height and the reflectivity of ionosphere is in a continual state of variation, which causes fading and sometimes total blackouts in communication.

Tropo-scatter operates in the SHF (super high frequency) and EHF (extremely high frequency) regions of 3-30 mc and 30-300 mc. Its signals penetrate the ionosphere and go on up to a layer of particles in the troposphere which reflects them earthward less efficiently but with far more stability than the ionospheric reflections. This tropo-scatter operation produces a communications path not nearly so subject to fading as conventional shortwave.

While the design and construction of a tropo-scatter transmitter-receiver installation is far more complex than that of a conventional shortwave installation, it can handle traffic on a multiple-channel multiplex basis (scores of channels, each only 3 kc wide) with

Sometimes, Perry Mason sings on channel 6

A simple problem of interference may at times involve a confrontation between commercial television broadcasters and educational FM broadcasters.

The issue is the interference that many channel 6 TV stations are receiving from educational FM stations that operate in about the same area.

Channel 6 occupies the frequencies 82 mc to 88 mc in the television band. Educational FM broadcasters operate on the low end of the FM band, 88 mc to 92 mc. Where the educational FM station is located in the same area as a channel 6 station, the FM station's signals come in "loud and strong" in the audio portion of the channel 6 TV station.

WFMB-TV Indianapolis, for example, operates on channel 6. Also operating in Indianapolis is WIAN(FM), licensed to Board of School Commissioners of Indiana-

apolis, operating on 90.1 mc with 10 kw. When the FM station is on, its programs "bleep over" into the 82-88 mc area, and WFBM-TV viewers are treated to TV video mixed with educational audio.

One viewer wrote to the station not long ago, Robert W. Flanders, WFMB-TV's director of engineering reports, to complain that she was watching I've Got A Secret, but the sound was a debate on Why Americans Don't Vote.

Another WFMB-TV problem, Mr. Flanders says, is from WISU(FM) in Terre Haute. This station, licensed to Indiana State College, operates on 89.7 mc, also with over 10 kw. The situation is so bad, says Mr. Flanders, it is eliminating channel 6 reception in an area of approximately four to five miles around the FM transmitter site—a loss to us of about 5,000 receivers." Terre Haute is 70 miles from Indianapolis.

One viewer there, Mr. Flanders reports, found himself watching a tense Perry Mason courtroom drama, accompanied by a folk singing hootenanny from WISU.

FCC engineers acknowledge that the problem is several years old—ever since educational FM stations started to operate on their portion of the FM band. Their solution: move the interfering FM stations higher up in the educational FM band. About 12 such FM stations have been given other frequencies in last few years because of the channel 6 problem. They agree that nationally, there's no solution in sight; they have been working on the problem on a case-by-case basis.

Couldn't channel 6 TV stations be protected from this impairment by prohibiting educational FM stations in areas where the TV stations are? Impossible, the FCC engineers say; it virtually would wipe out the educational FM band. And there the matter rests.
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TOTAL TAPE UTILIZATION
Exclusive single-head scanning drum allows the slant scan video track to cover entire tape width, eliminating image loss and enhancing picture quality. (Slant lines on diagram show how image track is laid across sound track and synchronization track with unique interleaving process.) Only the VME 600 operates at slow, slow 5" per second tape speed and runs continually without reversing tape for more than one hour.

SINGLE HEAD HELICAL WRAP
Exclusive method of tape handling provides full 360° helical wrap. Single head eliminates head switching or head alignment "fiddiculities"...no "split image" multi-head problems. Only the VME 600 simplicity of design concept provides fast and easy threading...so simple that your secretary can operate it. And only the VME 600 delivers 3 megacycle performance.

RUGGED CONSTRUCTION
Exclusive modularized heavy duty chassis with swing away decks for easy accessibility to test points. Professional construction throughout with advanced printed circuit design. Features precision machined tape drum assembly; video and audio metering; and fast push button control. Only the VME 600 is truly portable at only 40 pounds.

If you missed the demonstration of the remarkable VME 600 Video Tape Recorder last September in New York. see us at the NATIONAL ASSOCIATION OF BROADCASTERS 1965 CONVENTION in Washington, D.C. BOOTH 508

Write today on your company letterhead for complete details.

VIDEO-MEDICAL ELECTRONICS CORP.
NEW YORK, N. Y. 10020. Telephone: 245-2411 CABLE: VIDMEDCO, NEW YORK/Telex 224573

Exclusive distributors for:
Fernseh Wireless (26 lbs.) Monochrome Camera with Remote Sync. Used by networks at political conventions.
New hookup puts daily rushes into more than 30 offices

Closed-circuit television for years has been an important communications tool for industry, education and national defense. Now it is being used by the producers of TV programs and the program executives of the CBS Television Network in Hollywood. Daily rushes (scenes filmed the previous day and processed overnight) of TV filmed series can be viewed by producers, directors and other key personnel at CBS Television City and Studio Center (the former Republic Studios which CBS-TV now operates under a five-year lease) on home-size TV monitors in their individual offices instead of on full size theater screens in a projection room.

In demonstrating the system to newsmen, John Reynolds, senior vice president, CBS-TV, Hollywood, noted that too often "a scene that appears satisfactory on the large screen in a viewing room completely loses its impact when seen at home on a television set. This new electronic system for viewing permits the producer to see his dailies or rough cuts exactly as they will be seen during the actual broadcast. And corrections can be made in sufficient time before a final cut is made."

Examples, shown both by projection on large screen and electronically on a 19-inch TV screen, demonstrated that what is acceptable by projection may not be meaningful to the TV audience. Size is the most important factor, but there are also significant differences in the direct projection process and the electronic system of picture reproduction that the producer should take into account.

When the system was inaugurated "our producers for the most part were not enthusiastic," Mr. Reynolds reported. "But now that this system has been in use for approximately one month, every one of the producers at Studio Center is most pleased with the innovation." Some 30 offices, about 20 at TV Center and another dozen at Studio Center, about 10 miles distant, are equipped with the closed-circuit viewing devices and the number could be expanded to 50 if this should become desirable.

such reliability that every channel is available for use more than 95% of the time.

Better Service - But the tropo-scatter operation is merely a means to an end, which is improved radio service to the troops abroad from regional networks instead of independently operated transcription package service from the AFRTS field office in Los Angeles, will average 85-100% of the broadcast day for affiliates. The new line-up: American Forces Network, serving Europe with 64 stations; Alaskan Forces Radio Network, with 34 stations; Armed Forces Korean Network, 23 stations; Far East Network (Japan), 9 stations; Philippine Radio Network, 7 stations; Spanish Moroccan Network, 6 stations; Puerto Rican Network, 5 stations; Southern European Network (Italy), 3 stations; Armed Forces Radio Taiwan, 3 stations; Southern Command Network (Panama), 4 stations; Armed Forces Radio (Iceland), 3 stations.

The networks are operated by the military services, each getting its personnel exclusively or chiefly from the service with the largest number of personnel in the area. The Army operates the networks in Europe, Korea, Italy and Panama and will also handle the one in Puerto Rico when that is completed. Networks in Alaska, Japan, the Philippines and Spain are operated by the Air Force. The Navy operates the network in Taiwan and will have charge of the one in Iceland when that has been put into operation.

The Navy also operates 20 tape automatic stations aboard Navy ships. These, plus 12 other nonstudio, tape automatic or relay stations, 34 independent radio stations with studio operations, 8 stations which have suspended operations and the 161 stations in the 11 networks, make a total of 235 AFRTS radio stations in 28 countries (in addition to the aforementioned ships).

There are also 40 TV stations in 19 countries in the AFRTS broadcast bundle, but only the six of these (in Korea) are linked together (by microwave relay). The others are at present independent operations, although further hookups like that in Korea are contemplated. But these TV outlets have nothing to do with the tropo-scatter-based radio realignment.

Economy - Colonel Robert R. Eby, officer-in-charge of the Los Angeles facility, has called the new concept of radio network operations "the first giant step toward improving the programing and operations of our overseas stations in an economical manner." Colonel Eby, with primary responsibility for supporting the plan, notes that it will insure a consistent program format and improve the objectivity of the service from both the informative and the entertainment standpoint.

"Our greatest problem in the field is procurement of professionally qualified people," according to Lieutenant Colone Robert Cranston, assistant officer-in-charge at AFRTS, Los Angeles. "This plan should greatly alleviate that problem, if only because we need fewer people." Colonel Cranston, previously commander of the American Forces Network-Europe, is one of the former field administrators reassigned to the Los Angeles complex as a key figure in planning and developing the regional network concept. Another is Major Peter O. E. Bekker, one time commander of the Far East Network in Japan, now assistant chief of the Los Angeles radio division. In that post he is largely responsible for increasing the weekly transcription package from 60 to 80 hours of programing. The makeup of that package is one of the key issues for an effective region network service.

Jack Brown, chief of the shortwave
division and former manager of an AFRS station in the Philippines, says in his operation "the accent is on live programs. Seventy percent of our broadcast day is now news and news feature material. The principle function of our shortwave branch is to provide the 'immediate' in our news and sports programming." In addition, the shortwave division tapes and airmails nearly two hours a day of less dated material to the network lead stations.

The point of it all, as it has been since the original Armed Forces Radio Service was instituted in May 1942, shortly after America's entry into World War II, is to keep the American service-man the best informed in the world today. This job, the people at AFRS believe, will be done even more effectively under the new regional network setup.

NLRB gets jurisdiction in WSIM labor dispute

The United States Supreme Court last week overruled the Alabama Supreme Court and said that the National Labor Relations Board has jurisdiction over a labor dispute between members of the Radio & Television Broadcast Technicians Local 1264 and WSIM Pritchard, Ala.

Ruling within two weeks after it heard arguments in the case (BROADCASTING, March 8), the Supreme Court said that since WSIM is part of the radio holdings of the Charles W. Holt group, and since the group's annual revenues are over $100,000, the case belongs in the NLRB's province. The Supreme Court's ruling was unsigned.

When the Holt group bought WSIM in 1962, it almost immediately ran afoul of the local of the International Brotherhood of Electrical Workers which demanded that the new owners accept the IBEW local as the bargaining agent for its technical employees. When the station refused, IBEW pickets appeared and the union solicited advertisers to cease advertising over the station. The station secured a temporary injunction against the picketing activities, but a state circuit court overruled the lower court on the ground that the state did not have jurisdiction over radio and TV stations. The Alabama Supreme Court disagreed and reinstated the lower court's injunction.

Besides the Pritchard station, other Holt stations are WJSY Hattiesburg and WHNY McComb, both Mississippi, and WHHY Montgomery, Ala.

Committee to study microwave group's future

The National Association of Microwave Common Carriers, formed more than a year ago basically by a group of microwave operators owning and serving community antenna television systems (BROADCASTING, Jan. 13, 1964), is considering obtaining Washington representation.

The association's board of directors has authorized Clinton W. Collins, president, Ephrata, Wash., to name a committee to explore this possibility and the future of the organization. Mr. Collins and other officers were re-elected (BROADCASTING, Feb. 22).

The NAMCC board met in Phoenix Feb. 7-9 for a largely technical session related to technical comments being prepared by the association and individual members for filing in an FCC proposed rulemaking affecting frequency allocations and technical standards for microwave service to CATV's.

The board is understood likely to meet again in several months, perhaps in conjunction with the annual convention of the National Community Television Association in Denver July 18-22.

PREPARE TO BE!!!!!
AMAZED
when you hear America's no. 1 salesman
ELMER WHEELER
("Don't sell the Steak...sell the Sizzle!!!")

NOW...this famous salesman is available to sell for your station with a package of dynamic, fast-paced, five-minute programs designed to ATTRACT LISTENERS AND SELL SPONSORS!

COMMERCIAL RECORDING CORPORATION
2425 CARLISLE/DALLAS, TEXAS 75201
Call us collect! PHONE: 214-748-8004
creators of the "money maker"

SUITE B-420 SHOREHAM

ROADCASTING, March 22, 1965
Francisco.


Stu Heinemann, account executive at Anderson-McConnell advertising agency, Los Angeles, promoted to VP and account supervisor. Merv Oakner, VP and account supervisor, appointed senior VP and accounts director.


William A. Chalmers, senior VP of West, Weir & Bartel in charge of agency’s western operations with headquarters in Los Angeles, has resigned to open own agency in that city.

Robert F. Schroeder, for 10 years advertising manager of Zenith Radio Distributing Corp., Chicago, joins Admiral Corp. there as advertising manager.

James A. Hoffman, recently account executive, Blair-TV, Philadelphia, joins NBC-TV Spot Sales as account executive.

Robert Dellinger has resigned as executive VP of Grant Advertising and manager of agency’s Los Angeles office to join McCann-Erickson in that city as account director. Other new staffers at M-E there are Harvey Hickman, formerly with Fuller & Smith & Ross, Los Angeles, and Richard Lewis, from Buxton Advertising of Pasadena, Calif. Mr. Dellinger will direct Lockheed Aircraft account, with Messrs. Hickman and Lewis as account executives on Lockheed.


Thomas Flaherty, account executive at Erwin Wasey Inc., Pittsburgh, and Francis Estaban, art director with Aubrey Lee Associates, that city, join BBDO, Pittsburgh, as account executive and art director, respectively.

Harry Bressler, Arthur Clark, Colin Dawkins and Jack Wohl, copy group heads at J. Walter Thompson Co., New York, elected VPs.

Ron Hammer, formerly with WJLB Detroit, joins sales staff of WJAX, that city.


David S. Abbey, on rep’s New York sales staff, named assistant sales manager, TV West. Layton Miller, salesman for KXYZ Houston, joins Katz’s Atlanta office on radio sales staff.

William J. McKenna, VP in charge of copy at Weightman, Philadelphia, elected VP and group creative head at Maxon Inc., New York.

Hal Thurber, president of Wade Advertising, elected chairman of Chicago council, American Association of Ad-

ATTENTION GENERAL MANAGERS

"...if only I could find the right man!"

How often have you said that to yourself while pondering your personnel problems? Here’s a possible solution which could end that perpetual search. A major eastern market television station will soon be releasing a number of well experienced and highly qualified broadcasters... through no fault of their own. If you need radio/TV engineers, a radio/TV announcer or TV directors—look no further! Contact me. I will gladly put you in touch with the man or men you need. For more information and personal references write Box C303, BROADCASTING.

ARF names three

E. L. (Larry) Deckinger, VP in charge of planning and development, Grey Advertising Inc., succeeds William M. Weilbacher as chairman of technical committee for Advertising Research Foundation Inc., New York. Thomas H. Dunkerton, senior VP and research director at Compton Advertising, succeeds Paul E. J. Gerhold as chairman of committee on improving measurement of advertising media, and Arthur H. Wilkins, VP and research director of Papert, Koenig, Lois, succeeds Mr. Deckinger as chairman of appraisal panel of technical committee. Mr. Gerhold, VP and director of research for J. Walter Thompson, and Mr. Weilbacher, senior VP at C. J. LaRoche, were named directors of foundation. All are from New York.
NEW
RED CROSS FILM SPOTS
WITH THEME BY
EDDY MANSON

The old saying “One picture is worth ten thousand words” is artistically and dramatically demonstrated in the new 60-, 20-, and 10-second color and b&w 35mm and 16mm film spots now offered to you by the Red Cross. The haunting score by Eddy Manson and the crisp narration by Jimmy Blaine add more color to these spots depicting the never-ending challenge of the Red Cross to continue its congressionally chartered responsibility and services to those who are in need. Also offered are 2 x 2 color slides with voice-over copy.

Join up...Join in
+ a call to action +

NEW FILM(S)
ALASKAN EARTHQUAKE OHIO VALLEY FLOODS HURRICANES

A CALL TO ACTION is the title and the keynote of the new 1965 year-round film, which shows the rapid and efficient response of the Red Cross during the crises caused by the Alaskan Earthquake and the Ohio Valley Floods. For your telecasting convenience, this 13½-minute film is segmented into 4½-minute episodes complete within themselves. The film is in sound and color and is cleared for television.

NEW RECORDING PROMOS
Jack Benny Fred MacMurray Pearl Bailey Lucille Ball Minnie Pearl Eddy Arnold

SERVICE is the foundation of the American Red Cross, and you as broadcasters of America can and do help the Red Cross in its mandated mission of service by your service to the community. The Red Cross can support your efforts by providing —

Films Spots Demonstrations Announcements Equipment Interviews

RED CROSS MATERIALS
All Red Cross materials are available from —
YOUR LOCAL RED CROSS CHAPTER
THE AMERICAN NATIONAL RED CROSS
In Washington: 857-3519
In Hollywood: 465-5262

THE ADVERTISING COUNCIL
New York Chicago Hollywood

THIS SPACE CONTRIBUTED AS A PUBLIC SERVICE
Advertising Agencies, succeeding Robert Ross of Leo Burnett Co. Other new council officers are Roger Mohr, Arthur Meyerhoff Associates, vice chairman, and John T. Miller, Alex T. Franz Advertising, secretary-treasurer.

Patrick J. Devlin, with Television Advertising Representatives in New York and Chicago for past six years, joins Blair Television, New York, as sales specialist.

Walter Martin, art director at Lynn Baker Inc., New York, joins Frank B. Sawdon Inc., that city, in similar capacity. Charles Cenaro, in production department at Norman, Craig & Kummel, New York, joins Frank B. Sawdon, that city, in charge of all production.


Paul Carey, copy supervisor at N. W. Ayer & Son, New York; Robert Casino, advertising manager of G. C. Dewy Corp., electronics manufacturing firm, and Michael Gold, copywriter at The Marschalk Co., New York, all join creative services department of Cunningham & Walsh Inc., that city, as copywriters.


Caye Christian, creative director at Lavenson Bureau of Advertising, Philadelphia, and Norman R. Tissian, account executive with agency, that city, both named VP's.

John Ravage and Prue W. Zimmerman, copywriters at Ketchum, MacLeod & Grove, both Pittsburgh, named copy supervisors.

Arnold Arlow, with art department of Altman, Stoller, Chalk, New York, named art director at Daniel & Charles Inc., that city. Joanne Roberts and, copywriter at West, Weir & Bartel, there, named to similar position at Daniel & Charles.


Oliver McKee III, account executive in contact department of Young & Rubicam, New York, named account supervisor.

James T. Callaway, account executive on Post Cereals at Benton & Bowles, New York, named account executive at Papert, Koenig, Lois, that city, for Puss 'n' Boots cat food.

Rychard (Dix) Sleight, creative director in San Francisco offices of Knox-Reeves and Rhoades & Davis agencies, joins Coleman-Parr Inc., Beverly Hills, in copy writing department.

John G. Reinhard, account executive and research supervisor at The Biddle Co., Bloomington, Ill., has been named to newly created position of director of media research at advertising agency.


Robert J. Palmer, group media director at Cunningham & Walsh, New York, named VP.

Victor Gainer, VP of Squire for Men Inc., Los Angeles, production assistant.

WORLD'S FIRST FULLY TRANSISTORIZED TILTING VIEWFINDER
4½" IMAGE ORTHICON ZOOM CAMERA

The new Marconi Mark V. Here's the broadcasting and teleproduction camera that's as advanced as the Mark IV when it was introduced 5 years ago. And everybody's still trying to catch up with that one. Here are some of the things they'll have to shoot for to equal the new Mark V: integrated 10 to 1 zoom lens; a unique tilting viewfinder; near perfect linearity and geometry; precision mechanics; superbly stable circuitry. You can have as little or as much remote control as you desire. Two new types of joy-stick remote control panels make the Mark V extraordinarily easy to operate. The lens may be manually or servo controlled. And it's from Marconi, makers of the world's standard television camera. The new Marconi Mark V and the whole line of Marconi equipment is distributed by Ampex. Term leasing and financing are available. For complete information call your Ampex representative or write to: Ampex Corp., Redwood City, California.
Has your company had computer problems... and solved them?

Then we have something in common!

Do you believe broadcast audience measurement has a large bearing on your income?

Then we have something else in common!

During the annual NAB Convention we would like to discuss radio audience measurement with you.

- How we can help you
- How you can help us
- What data we have available
- When the data is available

We will be at the Sheraton Park Hotel.
Ebel succeeds Baker as Ad Council chairman

Edwin W. Ebel, VP, advertising services, General Foods Corp., elected chairman of board of The Advertising Council, succeeding William R. Baker Jr. of Benton & Bowles. Donald S. Frost, Bristol Myers VP, elected vice chairman and Albert L. Cole of Reader's Digest and George H. Gribbin, Young & Rubicam's board chairman, re-elected council vice chairman. Theodore S. Repplier re-elected president and Allan M. Wilson and George P. Ludlam re-elected as VP's. Also re-elected: John Crichton (American Association of Advertising Agencies) and Peter W. Allport (Association of National Advertisers) as secretary and treasurer, respectively. Among those newly-elected to board: J. Edward Dean, director of advertising of E. I. du Pont de Nemours & Co.; Roger B. Bolin, marketing communications director, Westinghouse Electric Corp.; Thomas C. Dillon, BBDO president; Thomas B. McCabe Jr., VP-marketing, Scott Paper Co.; Walter D. Scott, executive VP in charge of NBC-TV; Vincent T. Wasilewski, president, National Association of Broadcasters; Paul H. Willis, VP in charge of advertising, Carnation Co. Ad Council is non-profit and generates public service advertising programs. Media (space and time) are contributed voluntarily as are campaign aids from advertisers and agencies.

and coordinator at Ziv-United Artists, Hollywood, and assistant producer of MCA-Revue Productions, there, named assistant account executive at Carson/Roberts agency, Los Angeles.

Charles Dill, operator of his own art studio for 15 years, named art director at Mace Advertising Agency, Peoria, Ill.

Arlen G. Stephens, with Avis Rent-a-Car and Lescron Enterprises, both Johnson City, N.Y., joins sales department at WBJA-TV Binghamton, N.Y., as account executive.

Ken Shubat, account executive at KOMA Oklahoma City, named local sales manager.

Don Caron, sales manager of WOFL Syracuse, N.Y., named account executive at WLOB-AM-FM Portland, Me.

Todd Van Every joins Lowe Runkle Co., Oklahoma City, as copy writer.

Keith Lupton named traffic manager at WHPL Winchester, Va.

Michael J. Manning, assistant controller and treasurer of C. J. LaRoche Inc., New York, named VP-finance.

Vincent Burke, copy writer at Cunningham & Walsh, New York, joins copy staff of Kudner Agency, that city.


Ted Pearson, advertising coordinator of Harrah's Inc., Reno, named media supervisor at Guild, Bascom & Bonfigli, San Francisco, for agency's Foremost Dairies account.

Bruce Sielaff, account manager with Knox Reeves Advertising, Minneapolis, appointed VP. He has been with agency since 1961.

David W. Colwes, account executive at KQV Pittsburgh, joins WVRX, that city, in similar capacity.

Stanley S. Steller, local sales manager for WWDG-AM-FM Washington, named VP for local sales.

Neil E. Derrough, account executive with CBS Radio Spot Sales, Detroit, named assistant sales manager at WERI-AM-FM Boston.


Alfred Aragona, media buyer at William Esty, and Peter Hochman, spot radio-TV supervisor in estimating department at Benton & Bowles, both New York, join Cunningham & Walsh, same city, as media buyers.

Daniel J. Murphy, director of bureau of deceptive practices for Federal Trade Commission since 1961, and employee at FTC since 1936, retires. Among other things, bureau of deceptive practices is in charge of investigations and taking action against companies which use false promotion of their products.

Robert E. Hagan, with Television Advertising Representatives Inc., Chicago, joins staff of TVAR in New York. He is replaced by Donald J. O'Shea, member of TVAR's special projects division in New York.

James R. Serling, account executive for D'Arcy Advertising Co., San Francisco, named account executive for Peters, Griffin, Woodward Inc., that city, and Raymond L. Hunter, account executive at BBDO for past nine years, Detroit, named PGW account executive in Detroit.

Bill Revy joins New York sales staff of Gill-Perma Inc., as sales account executive.

Jack Ambrozic, salesman at KYW Cleveland, named manager of Philadelphia office of Robert E. Eastman & Co.

Thomas J. Green, with RKO General National Spot Sales Division, New York, named to sales staff of WABC-TV, that city.


Frank Elliott, with Television Advertising Representatives Inc., division of Westinghouse Broadcasting Co., New York, joins WLBW-TV Miami, as sales manager.

Cliff Einstein, with Foote, Cope & Belding, Los Angeles, and Barry Wetmore, art director at Lansdale Co., Newport Beach, Calif., join creative department of Honig-Cooper & Harrington, Los Angeles.


Martin P. Harrison, sales representative at NBC Spot TV Sales, New York, joins TV sales department of Advertising Time Sales, that city.

Alan B. Miller Jr., product manager for Hazel Bishop Inc., New York, named to planning staff of Geyer Morey, Ballard Inc., that city.

Arthur Shone, sales manager of WDAM (FM) Dayton, Ohio, named sales manager of WAVI and WDAO, both licensees of WAVI Inc. Dan S. Prugh, account executive for WAVI, appointed assistant to president and will continue in sale.
returns
Maquoketa, executive.
Campbell, Storer Broadcasting vacant by resignation of Wendell
tleboro, named station manager of
Ven, MEDIA
Los Angeles.
Los Angeles, join sales staff of
ack, account
Door
project
ative,
COUNT
tabulating
itrol & Grove, Pittsburgh, named as-
stitute director with broadened admin-
development of con-

Margaret M. Nossek and J. R. Appleby,
research assistants, named field and
account executive at KM&G, respectively.

John W. Webb, research account executive,
named audit supervisor and Will-

Chuck Mitchell, with Kennedy Outdoor Advertising, Los Angeles, Bert
Pegram, account executive at KMEX-TV
Los Angeles, and Bill Sherman, as-

William G. Mueller, controller at
San Diego, named business manager at
Oakland-San Francisco.

Morton K. Beach, announcer at
FM operations at WEN-FM in charge
of sales, programming and promotion.

Edwin J. Stevens, VP and general
manager, KFAC Los Angeles, appointed
to board of Southern California Broadcasters Association to fill out term left
vacant by resignation of Wendell B.
Campbell, Storer Broadcasting Co.

Dennis Voy, station manager of KMAQ
Maquoketa, Iowa, from 1961 to 1963,
returns to position after Army service.

C. B. Dunham Jr., with law firm of
Cahill, Gordon, Reindel & Ohl, New
York, named assistant general attorney
for NBC, that city.

Ralph J. Mensch and Victor Cara-
ella Jr., supervisors at WNDT(TV) New-
ark, N. J.-New York, noncommercial
station, named studio supervisor and
supervisor of maintenance, respectively,
for WNJU-TV Linden-Newark.

John A. Sullivan, manager of Sierra
TV Cable Co., San Jose, Calif., named
manager of Teleprompter Corp.'s
Eugene, Ore., CATV system.

Noel B. Berman, with law firm of
Freidin Pashker Feldman & Gar-
ter, New York, appointed general at-

for both WAVI and WDAO and handle
special projects.

James W. McFarland, assistant di-
rector of research at Ketchum, Mac-
Leod & Grove, Pittsburgh, named as-

Maurice P. O'Neill and Dale A. Lut-

Bill

Chuck Mitchell, with Kennedy Outdoor Advertising, Los Angeles, Bert

William G. Mueller, controller at

Morton K. Beach, announcer at

Dennis Voy, station manager of KMAQ

Edwin J. Stevens, VP and general

C. B. Dunham Jr., with law firm of

Ralph J. Mensch and Victor Cara-

John A. Sullivan, manager of Sierra

Noel B. Berman, with law firm of

 marginal project coordinator.

Chuck Mitchell, with Kennedy Out-

William G. Mueller, controller at

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C. B. Dunham Jr., with law firm of

Ralph J. Mensch and Victor Cara-

John A. Sullivan, manager of Sierra

Noel B. Berman, with law firm of

Quality Programming Control
with a BAUER AUDIO CONSOLE!

With a Bauer Model 910 “solid state” Audio Console you
have quality programming control at tube prices. It will also
provide you with more facilities per inch than any other con-
sole available today: Eight mixing channels, thirty inputs, a
unique cue and talk-back system and vertical attenuators
that permit the split second operation required to meet
modern programming techniques (a feature usually found
only on high price custom consoles). All this in a package
only 28 inches long.

You will like the specifications on the Bauer Model 910 Con-
sole. Your Bauer representative has all the details. See him,
or write direct for all the facts today.

KIT OR FACTORY ASSEMBLED

Bauer ELECTRONICS CORPORA TION
1663 Industrial Road, San Carlos, California Area Code 415 591-9486

149
torney at ABC. Stuart Witt, lawyer for Screen Actors Guild, named attorney for ABC Radio and owned stations, New York.

Bob King, announcer at WBCB Dubuque, Minn., named assistant operations manager of WKMI-AM-FM Kalamazoo, Mich.

**PROGRAMING**

Michael Allan, network program supervisor at ABC Hollywood, joins NBC as manager of film programs for West Coast.

Frank Bloebaum, in production department of Pams Productions, Dallas, named sales representative.

H. I. Bucher, VP for business and legal affairs at Independent Television Corp., New York, resigns.

John Heaphy, writer-producer with ABC San Francisco, named creative director of Knowles Robertson Enterprises, radio production company, that city.

Paul Pieratt, production manager for KNBC-TV Los Angeles, named unit manager for NBC.

Efrem Zimbalist Jr., signed to star in new hour-long TV series, The F.B.I., to be produced by QM Productions in association with Warner Bros., for airing Sunday, 8-9 p.m. on ABC-TV. Charles Larson will produce series, with Quinn Martin as executive producer.

David Victor signed to produce The Man from U.N.C.L.E. and Douglas Benton to produce Dr. Kildare for MGM-TV on NBC-TV for 1965-66 season. Norman Felton is executive producer of both series.

Mary Jones approved

Mary Gardner Jones was confirmed by unanimous vote of Senate last Wednesday (March 17) as member of Federal Trade Commission, following favorable reports on nomination by Senate Commerce Committee day before. Miss Jones, New York lawyer, was nominated by President last October to fill vacancy left by Republican member Sigurd Anderson, who resigned March 1, 1964, to make unsuccessful bid for third term as governor of South Dakota. She will fill Mr. Anderson’s unexpired seven-year term, which began Sept. 26, 1959.


Dan Ronald, with KCBO San Diego, named announcer at KCMO Kansas City, Mo.

Bill Peters named production manager of WHPL Winchester, Va.

Ted Gates, disk jockey with WAKR-AM-TV Akron, Ohio, joins WKBW-AM-FM-TV Youngstown, Ohio, in similar capacity.

S. William Aronson, sales production executive at Pelican Films Inc., New York, named sales VP. He is succeeded by Jack Daniels, account executive for ABC-TV.

Charles Raffanello, formerly national print manager for Buena Vista Distribution Co., New York, named New York metropolitan area salesman for company.

Carson Rennie, formerly with WLOL Minneapolis, joins WCFL Chicago as air personality for 6-10 a.m. period. He succeeds Forrest Tucker who returns to Hollywood for TV series.

Bob Connell, program director for WOND Atlantic City, named disk jockey at WTRY Troy, N. Y.

Rick Martel, formerly with KOGO San Diego, returns to station as announcer-disk jockey.

Jack McKenna, in radio-TV since 1942, named morning personality at WLOL-AM-FM Minneapolis-St. Paul.

Mark Damen, producer-director at WUFF-TV Gainesville, Fla., noncommercial, named program manager of station.

Ron Rice, announcer at KBOX Dallas, named production director.

Stanley Schwimmer, with Screen Gems since 1960, named associate producer of Gidget to premiere on ABC-TV this fall.

Marvin L. Holmes, editor, North American Precis Syndicate, New York, named VP at Associated Film Consultants, same city. He will oversee industrial sales/Training film operations and public relations for AFC.

Charlie Van, disk jockey at WFAA Dallas, named assistant program director in charge of production including all commercial production and to assist in on-air promotion. Mr. Van will continue his daily show.

Robert H. Witten, announcer at WWAM Altoona, Pa., and Del Smith, with WFBG news staff, that city, become announcers for WFBG. Mr. Smith has also worked as newscaster for WFBG-TV.

Jackie Robinson, first Negro player to break into major league baseball, signed as commentator on ABC-TV’s Saturday afternoon baseball (BROADCASTING, Dec. 21). He will be one of six announcers to be hired by ABC-TV to cover three games to be shown on each Saturday playing date. Leo Durocher, former major league manager-player, has also been signed by network to provide color commentary. Play-by-play announcers signed so far are Chris Schenkel and Merle Harmon.

Richard K. AlHearn, production manager at WKBW-TV Buffalo, N. Y., named to similar position at WRC-TV Washington.

Roy May, producer-announcer for St. Louis Cardinals baseball broadcasts, resigns to enter free-lance announcing in St. Louis and Chicago.

Gary Manchener, with Ashley Famous Artists, Hollywood, joins Screen Gems,
ASCAP

The Music of America

The American Society of Composers, Authors and Publishers has a membership of more than 10,000 men and women who create and publish the music of our nation.

Our members are active in every field of musical literature: Broadway shows, motion pictures, television, radio, religious, symphonic and concert, country and folk music—all these are included in the ASCAP repertory.

The music which ASCAP offers, through its system of licensing, provides the one essential vital to the entertainment and pleasure of the public. In brief—ASCAP music is the music of America.
that city, as administrative aide, preparing television properties for 1966-67 season.

NEWS


Tom Schell, ABC News Radio correspondent Los Angeles, named to newly created position of ABC News West Coast correspondent.

Charles A. Whitehurst Jr., assignment editor and newscaster for WTRV Norfolk, Va., named director of public affairs and news for WFMY-TV Greensboro, N.C.

Jack Hamilton, Marine Corps photographer, joins WKBV-TV Youngstown, Ohio, as general news photographer. He replaces Paul Henretty, who becomes photographer in charge of all WKBV-TV newsmfilm. Mr. Henretty succeeds Tom Reinhard who joins staff of Westinghouse Electric Corp. Pittsburgh, in film work.

Bruce Charles, news director at WHK Cleveland, joins news department of WNEW New York.


Dick Christian, news director at WTSB Brattleboro, Vt., joins WLOB-AM-FM Portland, Me., in similar position.

Bill Sweeney, promotion manager of KFRC-AM-FM San Francisco, named director of special events and public affairs. Replacing him is Bruce McKee, with TV Guide in Portland, Ore.

Ed Clancy, with news staff of WTRY Troy, N.Y., and Frederick Winston, with news staff of KBOX-AM-FM Dallas, join news department of WOLF Syracuse, N.Y.

Mike Dix, newscaster formerly with WMCA New York, joins news staff of KFRC, Los Angeles.

Paul Hedberg, KBEW Blue Earth, elected president of Minnesota Associated Press Broadcasters Association.

EQUIPMENT & ENGINEERING

W. W. Roodhouse, VP-general manager, Dallas division of Collins Radio Co., in addition to present duties has been named executive VP of Collins with general management responsibility for all company operations under direction of President Arthur A. Collins. Mr. Roodhouse also has been named to executive committee of board of directors. L. M. Craft has been promoted to senior VP and assigned to newly established technical direction group.

Ralph N. Harmon, VP-engineering for Westinghouse Broadcasting Co., New York, named to newly created position of VP-engineering, research and development. Replacing him is Ben Wolfe, national engineering manager for Westinghouse stations.

Alex Jepson, field service engineer for CBS Laboratories’ professional products department, named manager of technical customer service, Stamford, Conn. Frank C. Bove, systems consultant for CBS Inc., New York, named manager of product systems and applications at CBS Laboratories.

John Wall, manager-broadcast sales, visual communications products at General Electric Co., Syracuse, N.Y., named manager of industry relations for GE’s visual communications products, that city.

Theodore Goldsmith, technical supervisor at WJZ-TV Baltimore, named assistant chief engineer.

Karl Freed and Kevin J. Murphy join Field Communications Corp., Chicago, as engineers for new UHF (ch. 32) WOGO-TV, there, now under construction. Mr. Freed for three years has been midwest district engineer for General Electric Co. while Mr. Murphy for seven years has been with Hallcrafters Co., there.

Peter J. Gowen, chief engineer of WTSA Brattleboro, Vt., named chief engineer of WLOB-AM-FM Portland, Me.

Lonnie Rasado, with Mission Cable Co., San Diego and Santee, both California, joins Viking Cable Co., Hoboken, N.J., as technical field representative. Leonard Cohen, with Jerrold Electronics Inc., Philadelphia, joins Viking as technical sales and layout and application planner. Bernard Green, with Tudor Electronics, named designer of master antenna systems at Viking, and Gary J. Balsam, with State Laboratories, New York, joins Viking as technical sales representative.

Dr. Harner Selvidge, VP and general manager of Meterology Research Inc., Altadena, Calif., named director of Cooh Electronics Inc., San Diego, manufacturers of closed-circuit television systems, DC data amplifiers, digital instrumentation systems and voltage standards.

Robert T. McGraw, president of Hart Manufacturing Co., subsidiary of Oak Electro/Netics Corp., Crystal Lake, Ill., named board chairman. He is succeeded as president by Ralph A. Dickinson, former VP and general manager of company.


Andrew H. Persson, chemical development manager of 3M Co.'s Magnetic Products Division, St. Paul, named technical director of division, replacing R. A. von Behren, who was promoted to technical director of Revere-Mincon division.
A new breed of solid state, mobile, relay equipment is now fully operational at major TV networks. This unique equipment brings live TV field coverage within range of every broadcaster. A rugged, weatherproof transmitter the size of a lunchbox transmits audio and video 12 miles without boosters. The receiver is smaller than a home portable TV set. Instant reception without warmup on any of 7 channels, total relay power consumption less than 50 watts, lightweight TWT boosters for extended range — all facilitate news wagon, helicopter — yes, even foot coverage. Full accessories, including highly portable camera, available. 2 Gc and 7 Gc now. 13 Gc soon.

WE INTERRUPT THIS PROGRAM TO BRING YOU...LIVE.....
NORTRONICS
DOES IT
AGAIN!

Ever since cartridge machines were first introduced into broadcasting, the process of replacing worn, rear-mount heads has been both expensive and time consuming. NO LONGER!

Nortronics, as part of their constant effort to increase quality and ease of operation through advanced research and development, have pioneered a revolutionary, new method...a Quik-Kit assembly which accommodates no-mount heads in your cartridge equipment. What's more, now you can replace worn heads with genuine Nortronics laminated core, hyperbolic, all-metal face no-mount heads!

These unique Quik-Kits are semi-aligned and completely assembled; micrometer adjustments for height, azimuth and face alignment as well as a special lock screw to "freeze" adjustments, are provided.

Visit with us at our special NAB Booth, No. 202, at the Sheraton Park Hotel!

Nortronics
8173 Tenth Ave. N., Minneapolis, Minn. 55427

FANFARE

Bruce W. Marcus, senior associate with Ruder & Finn, international public relations firm, named director of marketing-public relations for Harry W. Graff Inc., New York.

Kenneth P. Donnellon, coordinator of national press relations at NBC, New York, named director of public relations for The Katz Agency, that city.

Franklin P. Jones, public relations consultant and author, joins Lyons & Co., Philadelphia, as partner in charge of domestic and foreign public relations.

Harvey Kauffman, VP and manager of Los Angeles office of Wengener-Michael, San Francisco-based agency, named VP and director of public relations for Davis, Johnson, Mogul & Cambiato, Los Angeles.

Claire Kramer, formerly with van Barneveld & Ellis, Beverly Hills, Calif., has left that public relations firm to join Charles Mott & Co., West Los Angeles advertising agency, as public relations director.

Don Garrett, director of publicity for Screen Gems Inc., New York, named to newly created office of director of promotion and exploitation in charge of support of on-air programs furnished by company to networks.

Jeanne Henabery, formerly public relations director of Betteridge & Co., Detroit, joins Burke & Corbin Associates Inc., New York, as account executive in public relations department.


Harold Brayman, director of public relations department for duPont Co., Wilmington, Del., for 21 years, retires March 31.

Carl L. Haglund, formerly news director and announcer at WIXX Rockville, Md., named promotion director of WRVA Richmond, Va.

Margaret K. MacColl, co-owner of MacColl-Riley Associates Inc., New York public relations firm, will be in charge of new New England branch with offices in Providence, R. I.

David J. Baseler, program director at KDEX Dexter, Mo., named to promotion, publicity and research department of WJBC Detroit.

INTERNATIONAL

Nat V. Donato, general manager of United Artists Television of Canada, named general sales manager of Williams, Drege & Hill Ltd., Toronto film production company.

R. L. McGhee, national sales supervisor of CJAY-TV Winnipeg, Man., appointed manager of station's new Toronto sales office at 433 Jarvis Street.

William Patterson, sales representative of CFDR Dartmouth, N. S., named sales manager.

Bob Picken named sports and recreation director of CJOB Winnipeg, Man.

H. Roy Priddie named general manager of CJQM Winnipeg, Man.

Philippe Garcia named VP and director of broadcast services of Breithaupt, Benson & Co. Ltd., Toronto.

Bill Davidson appointed supervisor of national sales for CHCH-TV Hamilton, Ont., at station's Toronto office. Stan Burak named supervisor of U. S. national sales of CHCH-TV, and Bob Dawson named supervisor of Montreal and Vancouver national sales for CHCH-TV.

Lloyd Crittenden, formerly of CJLH-TV Lethbridge, Alberta, named sales manager of CHCH-TV. Michael Koskie, sales promotion manager named research and promotion manager. H. Burley named manager of commercial services and regional sales. F. Hurley named supervisor of regional sales.

John Holden, formerly director of advertising and promotion of Toronto office of CHCH-TV Hamilton, Ont., named promotion manager of Canadian National Exhibition, Toronto.

Allan Slaght, program director of CHUM Toronto, and Wes Armstrong, sales director of CHUM, named VP's.

ALLIED FIELDS

Carl H. Imlay, partner in Washington communications law firm of Loucks & Imlay (Philip G. Loucks died Feb. 17) has merged with and become partner in Wilmer & Bergson, Landmark Building, Washington, effective last Wednesday (March 17). He becomes sixth partner of Wilmer firm which also has three associates.

Herman C. Beasley retires as clerk of Special Subcommittee on Investigations of House Commerce Committee. Mr. Beasley, who spent total of 33 years in government service, joined Commerce Committee in 1954.
Whatever 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.

Today, the extra doughnut is almost extinct. But S&H Green Stamps—a refinement of the baker's dozen—are still providing that extra something of value.

Every customer benefits. Unlike promotions that offer only the slim possibility of a free trip to Europe or a set of encyclopedias, S&H Green Stamps reward each shopper fairly—in proportion to the amount of money spent.

Merchandise value exceeds stamp cost to retailer. Though the average retail value of a filled book of S&H Green Stamps is approximately $3.00, the average cost to a retailer for those stamps is considerably less. S&H's volume purchasing direct from manufacturers and its computerized distribution system make this possible.

Painless saving. Stamp-saving permits homemakers to acquire desirable items without invading the regular family budget.

Brand name merchandise. The more than 1,700 products available with S&H Green Stamps are among the finest produced by leading American manufacturers. They're tailored to the taste and desires of today's modern families.

An earned discount for prompt payment. Through most of the business cycle, from supplier to manufacturer to wholesaler to retailer, the seller rewards the buyer with a discount for prompt payment. With S&H Green Stamps, a retailer can also reward those customers who make prompt payment for goods purchased.

An American Way of Thrift Since 1896
Richard Emilson, account executive for McManus, John & Adams on Pfizer account, New York, named account executive for Audience Studies Inc., television program and commercial pre-testing organization, New York.

DEATHS

George Francis Hicks, 60, veteran radio and television newsmen and announcer, died of cancer March 17 at his home in Jamaica, N. Y. Mr. Hicks began his broadcasting career in 1927 as White House correspondent with WRC Washington. He was chief of The Blue Network (later ABC when it split from NBC) News and Special Features Division in London during World War II. Mr. Hicks, who gave first hand reports of war action, was noted for his on-scene description of Allied landings at Normandy on D-Day (June 6, 1944). For 10 years Mr. Hicks did specialized commercials for The United States Steel Hour, and most recently he did several commercial TV spots.

Joseph A. Bier, 76, announcer for 25 years on WOR New York, died of heart attack March 16 in St. John's hospital, Elmhurst, N. Y.

Donald Gilbert Henshaw, 63, pioneer radio broadcaster and director of company public relations of MacLaren Advertising Ltd., Toronto, died March 8 in Toronto.

John J. O'Connor, 76, former American Society of Composers, Authors and Publishers executive, died March 16 in New York after long illness. He was a member of board until April 1948.

Quentin Reynolds, 62, correspondent for NBC and CBS News during World War II, and feature on NBC's Salute to Youth (1943) and The Name Speaks (1946), died March 17 at Travis Air Force Base in California of cancer.

INTERNATIONAL

How ITU has brought order to the air
FROM TELEGRAPHY TO SPACE COMMUNICATIONS IN 100 YEARS

The year is 1840, the place, Strasbourg. Straddling the border between France and the Grand Duchy of Baden is a jointly owned telegraph shack. A message is clacking over the French lines. It is addressed to Baden. The French operator copies out the message, gets up and hands it to the German operator sitting on the other side of the room. The German operator begins keying the message over the German telegraph system.

The year is 1902. Prince Henry of Prussia, having completed a state visit to the United States, is sailing for home. He composes a note of thanks to President Theodore Roosevelt for the hospitality he had received in this country. It is never sent. Why? The shore stations in the United States refuse to accept the message because the equipment on board the ship is of a different type and nationality from on shore.

Those two experiences, 62 years apart, sum up the nontechnical difficulties of communications in the two periods. The first led to the founding of the International Telegraph Union in 1865. The second, to the expansion of that organization into radio. In between those two instances, international telephony made its bow.

The organization, now the International Telecommunications Union, was formed in Paris by 20 nations on May 17, 1865. Its purpose then, as now, is to keep the lanes of communications open among the nations.

Seven international conferences later (the others involved telegraphy and by 1885 telephony) the first ITU meeting concerning radio was held. This was in Berlin in 1903 and again in 1906. The radio agreements concerned maritime radio only. It was at the 1906 conference that the 500 kc band was selected as the international distress frequency, with "SOS" as the international distress call.

Washington Meeting • It was not until 1927 that broadcasting became a significant item on the ITU agenda. In that year, 80 nations sent delegates to Washington (after the U.S. had become a member of the ITU) and among other matters agreed to an international allocation of frequency bands for the different services.

Standard broadcasting was authorized to operate in the band from 550 kc to 1500 kc. This later was extended to 1600 kc, and is still the official international band for domestic AM broadcasting. In Europe, however, the band was extended down to 400 kc.

The U. S. delegation to the Washington conference was headed by the then Secretary of Commerce Herbert Hoover. It included, among others, Admiral W. H. G. Bullard (now deceased) and General C. Mc K. Saltzman, of the then

Gerald C. Gross, secretary-general of the International Telecommunications Union, took "leave of absence" in 1943 from his post as assistant chief engineer of the FCC to become vice director and head of the radio division of the ITU. He has served as secretary-general of the Geneva-based International United Nations organization since 1959.
Federal Radio Commission; and former FCC commissioners T. A. M. Craven, Irvin Stewart and Edward M. Webster.

Commander Craven, then a U. S. Navy officer, recalls that one of the touchy problems at the Washington conference was whether the AM bands were to be identified as kilocycles or meters.

At his suggestion, each country was allowed to use either nomenclature, but assignments were to be reported to the ITU by kilocycles. In 1947, the kc designation became official.

Actually the U. S. attended a 1925 ITU conference in Paris which was primarily concerned with telegraph mailers, but only as observers. The delegation was headed by then Representative Wallace M. White (R-Maine). But Commodore Webster, then with the U. S. Coast Guard, recalls that at one of the daily meetings held by the U. S. team, Congressman White declared it imperative that the U. S. formulate a national telecommunications policy at the earliest moment. One year later, Representative White was one of the authors of the Dill-White Bill which established the Federal Radio Commission, changed in 1934 to the Federal Communications Commission.

It was at the Washington meeting also that the International Radio Consultative Committee (CCIR) was formed, to complement already existing committees for telegraphy and telephony.

CCIR undertakes studies of standards and technical questions and recommends its findings to the ITU. At this moment, CCIR has before it the question of international standards for color television. Its recommendations will be made officially to the full CCIR meeting taking place in Vienna March 22-April 7.

Atlantic City Conference - Two years after World War II ended, the ITU held a major all-encompassing meeting in Atlantic City, N. J. Key actions included the establishment of an International Frequency Registration Bureau and an administrative council of the ITU. The band of frequencies for international shortwave broadcasting was broadened, and the ITU became an organ of the United Nations, with its headquarters transferred from Berne to Geneva.

In 1963, the ITU was host to more than 400 delegates from 70 countries at a conference in Geneva to establish radio frequencies for space communications. The meeting resulted in the establishment of 6,000 mc of spectrum space for space communications, almost 15% of the radio spectrum.

Today the ITU represents over 120 countries in keeping telecommunications throughout the world unhampered by artificial barriers. Two of its prime agreements are contained in the Radio Regulations and the Additional Radio Regulations, a document that in nearly 700 pages governs the use of radio for broadcasting, international shortwave broadcasting, telephony, telegraph, navigation, meteorology, aviation, marine, and a myriad other uses.

The ITU's radio regulations are virtually indispensable throughout the world today. They provide information and guidelines for all countries and for private companies. Without strict adherence to the regulations it would be impossible to hear foreign radio or television programs; airplanes could not fly, ships could not sail in the great numbers and at the speed they do today without inviting disaster.

On May 17, a commemorative ceremony of ITU's one hundredth anniversary will be held in Paris. From Sept. 14 to Nov. 12, an ITU plenipotentiary conference will take place in Montreux, Switzerland; only the ninth time in the ITU's existence that a plenipotentiary conference has met.

RFE's penetration cited by Greenewalt

Radio Free Europe is not only getting through to people in the countries behind the Iron Curtain but is playing a role in an "evolution" in which those people are gradually gaining increased personal freedom, Crawford H. Greenewalt, chairman of the board of E. I. du Pont de Nemours Co., told a group of broadcasters at a luncheon in New York last week.

Mr. Greenewalt is the RFE national chairman. He will also be the principal speaker at Wednesday's management luncheon during this week's National Association of Broadcasters convention in Washington.

Mr. Greenewalt was introduced by Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of the broadcasters committee for RFE, who noted that broadcasters last year gave some $10 million to $15 million in air time to messages for RFE, apart from $10 million worth contributed through the Advertising Council. (Also see RFE report, page 164.) He urged stations and networks not to "rest on what they've done in the past," but to help RFE "keep the pressure on" the dictatorships.

British commercial TV's united for research

Britain's four major commercial TV companies, ABC, ATV, Granada and Rediffusion, have signed a one-year $560,000 contract with a market research company for a continuous con-

BROADCASTING, March 22, 1965

How many times have you picked up the phone to call your supplier because equipment hasn't arrived, or worse....damaged beyond repair.

This will rarely, if ever happen when you buy Viking. For your convenience, Viking has set up centrally located warehouses across the country, a mere 24 hours away from delivery. Each warehouse is filled with every piece of equipment you would require. If an emergency occurs, just call your friendly Viking Man with the Servicemobile. He will be more than happy to come up with the fast, right answers to your technical problems.

The Viking Servicemobile is completely stocked with cable, amplifiers, tap-off equipment and splitters.

Now you can see why our customers buy from..."The House That Service Built"
South Africa ups international fare

The South African government plans to erect four radio transmitters to beam programs to the U.S., Europe and other parts of Africa. The first transmitter is expected to go on the air in October.

Dr. Albert Hertzog, minister of posts and telegraphs, who is responsible for all broadcasting in South Africa, has revealed in parliament, now sitting in Cape Town, that the 250-kw transmitters will relay programs in eight languages—English and Afrikaans (the two official languages of South Africa), French, Portuguese, Spanish, German, Dutch, and Swahili (an East African native dialect).

The purpose of the four transmitters was not to make propaganda but to portray conditions in South Africa as they were, "objectively and true to fact," Dr. Hertzog said.

He added that the transmitters presently operated by the South African Broadcasting Corp., which controls all broadcasting in the country, are comparatively weak but despite this the SABC received letters of thanks from many parts of Africa for its transcribed programs.

No fewer than 630 radio stations in all parts of the world had asked to have these transcriptions, Dr. Hertzog concluded.

Abroad in brief...

American in England • Teleradio Productions, New York, will produce a daily series of one-hour programs featuring disk jockey Jack Spector of WMCA New York, for broadcast on Radio Caroline, Great Britain's offshore commercial radio station. First broadcast is scheduled for today (March 22).

Morris in London • The William Morris Agency reports it will open an office in London on or about April 1. It will be headed by John Mather, who directs operations for Morris on the Continent. The talent organization also maintains offices in Rome, Paris, Madrid and Munich.

Agency appointed • Gillette Safety Razor Co., Boston, has appointed David Williams & Partners Ltd., London, as its advertising agency in the United Kingdom for all razor and blade products, effective May 1. David Williams is affiliated with Maxon Inc., New York.

New rep group • Independent Canadian Television Sales Ltd., has been formed to represent CJOR-TV Ottawa, Ont. The company has headquarters at 175 Bloor Street East, Toronto, and offices in Ottawa, Montreal, Vancouver and Winnipeg. E. L. Bushnell, president of CJOR-TV is board chairman, S. W. Griffths, general manager of CJOR-TV is president, D. M. Pearson is vice president and national sales manager, J. E. German and T. B. I. Atkins are vice presidents, W. O. Morrison, executive vice president, and N. R. Brining, secretary-treasurer.

Four Star in Canada • Ralph C. Ellis Enterprises Ltd., Toronto, has been named to handle distribution of Four Star Television's programing in Canada. Ralph C. Ellis, president, formerly president of Fremantle of Canada, distribution firm, formed his own company last January. The Four Star rep is located at 556 Church Street, Toronto.

'French Revolution' in England • The NBC News documentary, The French Revolution, has been sold to Independent Television Network, England. The program will be televised on ITV's stations on Bastille Day (July 14), according to NBC International Enterprises, New York.

Seaway series • Seaway Films Ltd., Toronto, is producing a series of one-hour films on the St. Lawrence Seaway for the Canadian Broadcasting Corporation and Associated Television Ltd. of London. The series, which will be telecast on CBC stations next fall, is expected to cost about three million dollars. It will depict life on the 2,300 mile seaway.

Separate meetings • For the first time in its 20-year history the Bureau of Broadcast Measurement, industry cooperative audience survey organization, will hold its annual meeting separately from that of the Canadian Association of Broadcasters. BBM will have its meeting on May 18 at the Westbury hotel, Toronto, while the CAB meets at Vancouver March 28-31.

Agency named • Warner Brothers Co. of Canada Ltd., Quebec, has appointed
Iraq plants three TV stations free for Whitecourt and Athabasca

New TV-radio relays have been announced by the Department of Transport, Ottawa, for four television rebroadcasting stations in the cities of Basra, Mosul and Kiruk. IRAquis will do the construction under supervision of RCA.

Doyle Dane Bernbach (Canada) Ltd., Montreal, as Canadian advertising agency for its Slimwear Products, effective July 1.

Iraqi plants three TV stations free for Whitecourt and Athabasca, both Alberta; Port Alberni, B. C., and a French-language station at Hearst, Ont. New radio relay stations are requested for Port Simpson, Northwest Territories, and Seven Islands, Que.

New reps named

Canadian Broadcasting Corp. has filed applications with the Department of Transport, Ottawa, for four television rebroadcasting stations and three low-power radio relay transmitters. The TV rebroadcasting stations are for Whitecourt and Athabasca, both Alberta; Port Alberni, B. C., and a French-language station at Hearst, Ont. New radio relay stations are requested for Port Simpson, Northwest Territories, and Seven Islands, Que.

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Teledynamics sets up international division

In an expansion of its activities, Teledynamics Corp., New York, last week announced it has set up an international division with offices in Munich and Rome to co-produce and distribute feature films to theaters and television.

As a result of this move, Erwin Pizor, president, became president of Teledynamics International and Dan Kennis, executive vice president, succeeds him as president of the parent company. Tony Azzato, vice president of the company, was named executive vice president. Teledynamics currently distributes to TV 185 feature films, and 182 half-hours in color of various series including True Adventure, Long John
Stainless G4 TOWER—
“backbone of microwave”

and now first choice for CATV!

Symbol of tower rigidity—surpassing all EIA requirements. Computer-born at the home of the world’s tallest towers, the G4 converts readily to much more rigid specs.

Get your free book describing these installations.

Stainless, Inc.
North Wales · Pennsylvania
In Canada: Walcan Ltd., Carleton Place, Ont.

160 (FATES & FORTUNES)

Silver and Vagabond.
The Rome office is located at Via Nomentana 257 and the Munich office is at 20 Jahnstrasse.

RFE expansion reported

The Free Europe Committee estimated last week, in its annual report for 1964, that the RFE audience last year was of least 20 million.

The report stated that RFE reaches all segments of the East European population. Four new 250-kw transmitters were put into operation in 1964, raising the total number to 31. Programming to Bulgaria and Rumania was increased from five to seven and one-half hours per day, the report said.

Employes buy agency

McConnell, Eastman & Co. Ltd., Toronto advertising agency, has been bought by six of its senior employees for an undisclosed amount. J. E. McConnell, former owner, becomes chairman of the board, and Peter W. Hunter becomes president. Vice-presidents and co-owners are Hugh L. Kennedy, Ian W. Murray, W. Edwin Nodell, Harold A. Sellers and Clarke Wallace. Takeover date is scheduled for June 1. The agency had billings last year over $14 million.

Cannes festival revised

Revised plans for the 12th annual International Advertising Film Festival, June 14-19 at Cannes, France, have been announced by Peter E. Taylor, director general of Screen Advertising World Association, London. Revisions include additional categories for entries in both television and cinema groups, and duplicate awards for both advertising agencies and production companies, instead of for agencies alone as in previous festivals.

The festival is sponsored by SAWA and has members in 27 countries.

FANFARE

DuPont awards for public affairs

WRCV-TV Philadelphia and WFTV (TV) Orlando, Fla., cited for outstanding programing efforts

The Alfred I. duPont Awards Foundation is announcing today (March 22) that its 1964 awards for outstanding broadcasting will be given to WRCV-TV Philadelphia and WFTV (TV) Orlando, Fla.

The awards, and a $1,000 grant, are presented annually to a relatively large and a smaller radio or television station for involvement in public affairs. They will be presented at the awards dinner March 29 in Washington.

WRCV-TV, chosen as the relatively large station, was cited for its standards of “honesty, impartiality and quality.” The award stated that “its programing reflects not only its conscientious concern for the interests of its viewers but its faith in the intelligence as well.” Two WRCV-TV programs, Concept, a series of cultural programs, and Montage, documentaries describing specific area problems, were mentioned as outstanding.

Project 9 documentaries, Moral Issues of Our Times, Pro and Con debates on local matters and Discussion '64 panels on problems of humanity were listed as typical examples of the programing excellence of WFTV. The station was noted for its “diligent pursuit of the common good, coupled with its willingness to take unpopular stands when conscience demanded . . .”

The foundation also announced that for the first time in its 23-year history it will not present its news commentator award.

Citing the diminishing role of the commentator “in favor of group news enterprise and the institutionalized editorial” the foundation acknowledged some of the reasons for replacing him. But it continued: “We are not persuaded that these reasons always reflect a consideration for the best interests of the American public or, ultimately, for the best interests of American broadcasting.”

Louis M. Lyons of WORH Boston received the commentator award for 1963.

KOL admits its location is muddy

Instead of trying to conceal its location on the Seattle mudflats, in what it admits is “one of the grungiest industrial areas on the West Coast,” KOL Seattle has made its home grounds the basis of an all-out audience promotion. Media including 27 Seattle area papers,
"I can ship anytime day or night..."

that's why I always specify Greyhound Package Express!

Greyhound Package Express never stops for lunch, never quits at five, never sleeps at night. Not on weekdays. Not on weekends. Not even on holidays. Your shipments travel on regular Greyhound buses...via fast, frequent Greyhound schedules. Your shipments get moving faster so they can arrive sooner. Packages shipped hundreds of miles frequently arrive the very same day. And even on longer trips, overnight deliveries are routine. Save time! Save money! Save trouble, too! Ship C.O.D., Collect, Prepaid or open a Greyhound Package Express Charge Account.

For information on service, rates and routes, call Greyhound or write today: Greyhound Package Express, Dept. 8-C, 140 S. Dearborn St., Chicago 3, Ill.

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It's there in hours...and costs you less

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*Other low rates up to 100 lbs.

One of a series of messages depicting another growing service of The Greyhound Corporation.
One slip of the lip, however accidental, can bring about court action—with you as the defendant in a libel suit. It can be costly enough to be disastrous. Now you can hold your loss on any claim to an agreed amount you carry yourself, and let Employers Reinsurance handle the excess. This specially designed policy provides economical protection against losses due to libel, slander, invasion of privacy, piracy, violation of copyright. For details and rates, contact:

EMPLOYERS REINSURANCE CORPORATION
21 West 10th, Kansas City, Mo.
New York, Milw., San Francisco, 220 Montgomery Chicago, 755 N. Michigan, Atlanta, 16 Ponce, N.C.

the largest radio contract ever signed for space in the Seattle-Tacoma edition of TV Guide, one out of every 10 Foster & Kleiser billboards in the area and extensive on-the-air promotion, are used to tell the story of “Music from the Mudflats,” “Gnus from the Mudflats” and, in general the image of the “Gnu KOL.”

In addition, KOL has distributed hundreds of Mudflat pins, cellophane bags of dirt, with directions to “just add water and stir” to produce the “KOL Instant Mud Pak,” and bright crimson stickers proclaiming “the Abominable Mudman was hear,” signed with the paw prints of “the Gnu KOL, Radio 1300.”

The campaign was conceived by KOL’s agency, Guild, Bascom & Bonfigli, Seattle.

Polk award cites 2 for outstanding reporting

Edward P. Morgan, ABC News commentator, and Ted Yates, NBC News producer, will be presented with George Polk Memorial Awards on March 31 at a luncheon ceremony in New York.

The award to Mr. Morgan is for “outstanding radio reporting” and to Mr. Yates for “outstanding television reporting.” Cited were Mr. Morgan’s work during 1964 as well as completion of a decade of reporting on ABC Radio, and Mr. Yates’ efforts in a special color documentary, Vietnam: It’s a Mad War.

Long Island University department of journalism confers the awards annually in memory of George Polk who, when a CBS correspondent, was killed in Greece in 1948.

Drumbeats . . .

New taste sensation • In the “old” Irish-Jewish tradition, WNNIC-AM-FM-TV New Haven, Conn., distributed a somewhat strange looking but tasty green bagel to people in the area in celebration of St. Patrick’s Day.

It’s spring • KPIX(TV) San Francisco is using area radio stations as part of its spring promotion. The extensive six-week campaign theme, “Put a little spring in your life with channel 5,” is being heard in spots on KPOO(FM), KFRC, KSAY and KSOL, all San Francisco; KABL and KDIA, both Oakland, and KEEN San Jose, all California.

Selma discussion • According to KMOX St. Louis, more than 20,000 listeners from 40 states called the station last week to ask questions of Sisters’ Ernest Marie and Thomas Marguerite, two of the St. Louis area nuns who took part in the march in Selma, Ala. The station had invited the nuns to appear on one program and when they realized that they were attracting so much interest, invited them back the following day. KMOX also accepted collect long-distance calls for the nuns.

Drawing power • KXAD East Forks, Minn., has reported that more than 88,000 entries were received in its contest to give away a 1965 Volkswagen. The promotion was held in connection with the opening of Volkswagen dealership in that area.

ARF awards • John P. Cunningham, chairman of the executive committee of Cunningham & Walsh; Harold J. Graham, assistant secretary, Hartford Insurance Group; Arno H. Johnson, vice president and senior economist, J. Walter Thompson, and Harry F. Schreiber, vice president, National Biscuit Co., were presented citations by the Advertising Research Foundation at its March 9 directors meeting in New York. The four men, all directors of ARF, were cited for their services to the foundation.

’Dime saves crime’ • In an attempt to curb the crime rate and to motivate New Yorkers to phone police whenever a suspicious situation arises, WRFM(FM) has begun “A dime helps to prevent a crime” campaign. The spot announcements air the local police telephone number.

Living up to city name

The $1,000 WRCV-TV Philadelphia receives as a duPont-award winner (see page 164) will start the NBC owned-and-operated station towards another public service gesture. WRCV-TV General Manager Arthur A. Watson has announced that the station will match the $1,000 grant to set up a scholarship at the Annenberg School of Communications at the University of Pennsylvania.
been formed by Jacques Lemoine, former vice president of the TVA group Inc., of London and New York. The firm also has established an affiliation with Pearl & Dean (Productions) Ltd., London.

P.P. for PR * Prestige Promotions has been formed in Hollywood as a publicity-promotion firm specializing in securing radio and TV exposure as well as newspaper and magazine space for individuals and organizations in the entertainment industry. Principals are Jacques Lemoine, San Diego, and Derek Taylor, British newsman and publicist. P.P. offices are at 6920 Sunset Boulevard, Hollywood 90028. Phone is 469-3641.

Gift equipment * WAVY-TV Norfolk-Newport News, Va., has donated $15,000 worth of video switching equipment and other broadcast materials to WYAH-TV Portsmouth, Va. WYAH-TV is a commercial, religiously oriented UHF owned by the Christian Broadcasting Network Inc.

Names agency * Reed, Miller & Murphy, San Diego, has been chosen to handle advertising and public relations for XETV(TV) San Diego (Tijuana, Mexico).

Easter bunnies * WEDR(FM) Miami is giving away six-foot tall bunnies as part of an Easter promotion campaign. An advertiser that buys 50 thirty-second spots for the weeks of March 22 to April 18 receives a bunny and participation in 300 bunny promotion spots each week. Anyone who walks into the advertiser's store can fill out an entry blank for the bunny prize. Winners will be drawn at the individual stores and their names read on WEDR.

Educational aid * WNDT(TV) New York, noncommercial station has received almost $40,000 from approximately 3,500 viewers as a result of a special fund-raising program telecast by the outlet on March 3. The program, which was repeated last Tuesday, featured such entertainers as Jerome Hines, Celeste Holm, E. G. Marshall, Eli Wallach, Betty Comden and Adolf Green, and The Four Seasons.

37th for advertiser

One of the oldest continuously sponsored radio features in the world celebrated its 37th anniversary Feb. 22. "MIKE" pens.

My name is Hy Finkelstein!

ABOUT FOUR YEARS AGO
I INTRODUCED THE NOW FAMOUS "MIKE" PENS.

SINCE THEN, OVER 3 MILLION "MIKE" PENS HAVE BEEN USED BY RADIO AND TV STATIONS FROM COAST TO COAST. THEY HAVE PROVEN THEMSELVES, BY FAR, TO BE THE FINEST PROMOTIONAL ITEM EVER USED.

Our testimonials represent a cross section of the top stations in the land. Our best advertisers are the station promotion men who have used the "MIKE" pens. The "MIKE" pen is exclusive with LOGO Ad Company. These are not just ordinary pens, but a luxurious, hand-finished quality item comparable to the finest pens made. Reciprocal trade considered on "MIKE" pens and full line of other unique "MIKE" items. Look for me at the N.A.B. convention. The name again is Hy Finkelstein.

AD COMPANY 65 WEST 55 STREET, / NEW YORK, N. Y. / 212 CO 5-4114

BROADCASTING, March 22, 1965
And they won't have to pay any residuals

The year AD 6939 could be very big for television reruns.
Tapes of the National Football League championship game, The Danny Kaye Show, the 1960 presidential debates and a Leonard Bernstein program on jazz are among the records to be buried next fall at the New York World's Fair for the people almost 2000 years from now.

The project is being undertaken by Westinghouse Electric Corp., which buried a similar capsule at the 1939 World's Fair, also in New York.

In all, 45 articles, reflecting advances in all fields during the past quarter century, will be included. In the area of broadcasting and communications will be such subjects and items, among others, as explanations and uses of TV in classrooms and in adult education, the Proceedings of the IRE (50th anniversary issue of the Institute of Radio Engineers with its review of the past 50 years and forecasts to the year 2012 AD) and tapes of famous voices and events of the last 25 years.

Westinghouse is mailing a complete background on the project with full descriptions of articles and persons concerned to approximately 500 radio program directors.

Akron, Ohio, have all been together for the entire run.

Mr. Bock, who now heads an Akron agency in addition to doing the program, joined the station (then WADC) on graduation from Akron University in 1928, rising to the position of sales manager, which he held for 23 years.

NBC promotion contest winners

NBC last week announced the winners of its annual TV promotion manager awards competition. They were: first place, Dick Paul, WAVY-TV Norfolk, Va., and Howard Wry, WHBN-TV Hartford Conn.; second place, Mary Neal, WTRF-TV Wheeling, W. Va., and Barbara Walcher, KGNC-TV Amarillo; third place, K. C. Strange, WFHM-TV Indianapolis, and David Williams, WNDU-TV South Bend, Ind.; fourth place, Caley Augustine, WICC-TV Pittsburgh and Doug Duperrault, WFLA-TV Tampa, Fla., tied, and Reg Stagmaier, WRCB-TV Chattanooga.

Fifth place, Keith Nicholson, KOOS-TV San Diego, and Carl V. Tibbetts, KTAL-TV Shreveport, La.; sixth place, Jim Phillips, KING-TV Seattle and Roger Ottenbach, WEEK-TV Peoria, Ill., tied, and Catherine Sneedaker of WNB-C-TV Binghamton, N. Y.; seventh place, Don Peacock, WBLA-TV Baltimore and Bob Welch, WBRZ-TV Baton Rouge; eighth place, A. Richard Robertson, KRON-TV San Francisco and Robert Kost, KSTR-TV St. Paul-Minneapolis, tied, and Jack Dunn, WLBZ-TV Bangor, Me.; ninth place, Barry Stover, KARD-TV Wichita, Kan., and Cal O. Mahlock, WKJG-TV Fort Wayne, Ind., and 10th place to Bob Kennedy, KNBC-TV Los Angeles, and Hal Wilson, WBTN-TV Washington, D. C.

Awards were made for creativity and originality in promoting the NBC 1964-65 program schedule from July 20, 1964, to Nov. 30, 1964. Agency executives Nicholas E. Keesey (Lennen & Newell), Alfred L. Hollender (Grey Advertising), Peter M. Bardach (Foote, Cone & Belding), Richard Depew (Cunningham & Walsh), Thomas J. McDermott (N. W. Ayer) and Barton McHugh Sr. (McCann-Erickson).

There are 10 winners (except for ties) in each category. The two categories were set according to the general level of stations' rates.

WONE says that all that glitters is gold

Playboy bunny disk jockeys, models guilded in gold, "solid" gold Cadillacs and birds in guilded cages highlighted a promotion by wone Dayton, Ohio, to introduce its new programing format.

The Playboy bunnies handled all the chatter and commercials on the first day. They returned the next to introduce the regular staff, who in turn introduced the station's first promotion, "The Gold Rush."

To advertise this campaign WONE presented birds in guilded cages to its clients and advertising agencies, and sent "Golden Girls" to area shopping districts chauffeured in gold Cadillacs.

There are many people at the Convention we would like to say thanks to—

If we haven't met and your TV or radio station would benefit by a depth study of its image and personalities with specific recommendations for improvement, please phone Phil McHugh or Pete Hoffman at the Stadler Hilton.

McHugh and Hoffman, Inc.
Television & Advertising Consultants
430 N. Woodward Avenue
Birmingham, Michigan

Award winners will be honored at IEEE meet

The Institute of Electrical and Electronics Engineers has announced winners of awards to be presented at the IEEE international convention March 22-26 in New York.

Major awards in broadcasting: Morris N. Liebmann Memorial Award to William R. Bennett Jr., Yale University, for recent contributions to the radio art; Vladimir K. Zworykin Award to Norman F. Fyler, Litton Industries, for key contributions to basic design of color TV tubes; Browder J. Thompson
Memorial Prize to Steven R. Hofstein, RCA Laboratories, Princeton, N. J., for a paper entitled "The Silicon Insulated-gate Field-effect Transistor."

Headliners club announces winners

Eight radio and television stations were chosen for outstanding programming in specific areas during the past year by the National Headliners Club of Atlantic City for its 31st annual Headliner awards.

Named for news broadcasting in a major market (more than 250 thousand people) were WBPM-TV Indianapolis, for its series Composite, and KNX Los Angeles, for its Steve Anthony Story. Chosen for the same award but for a smaller market were WFGA-TV Jackson-ville, Fla., for coverage of a hurricane, and KSEN Shelby, Mont., for a local flood story.

KENS-TV San Antonio, Tex., for excellent general programs such as Stake-out, showing pre-Christmas shoppers the danger of leaving packages in parked cars, and WMPS Memphis, for its "Queen of Hearts" contest, were awarded medals for public service.

Awards for consistently outstanding editorial were given to KABC-TV Los Angeles and Elton H. Rule, vice president and general manager, for "Police and Community Conflict," and to WABC New York and Walter A. Schwartz, for "Who Killed Kitty?"

A special radio citation was given to the Air Defense Command of the U. S. Air Force for its history of flying through interviews and recollections dating from the Wright brothers.

The awards will be presented in Atlantic City on April 24.

ADDENDA TO 1965 BROADCASTING YEARBOOK

Corrections to the 1965 Broadcasting Yearbook. For the reader's convenience, the information is arranged in order of Yearbook section and page number.

Section A—Facilities of Television
A-29—WBIN-TV Tulsa, Okla.—Number.

A-35—KSKY-TV Shreveport, La.—Number.

Section B—Facilities of Radio
B-25—KYBY Tempe, Ariz.—Number.

B-29—KTRK Houston, Tex.—Number.

Section C—Broadcast Equipment Directory
C-18—Gates Radio Co.—Washington, D. C.

C-19—Pace Media Co.—New York, N. Y.

C-20—Whitney Parker Co.—Los Angeles, Calif.

Section D—Miscellaneous
D-1—National Broadcasting Company—New York, N. Y.

D-2—Broadcasting Yearbook—New York, N. Y.
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, March 11 through March 17 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, cur.—sural, CATV—community antenna television, Ch.—critical hours, CP—construction permit, DA—day, DAU—daylight, DAU antenna. ERP—effective radiated power, kc—kilocycles, kw—kilowatts, L—local, LUS—local underground service, LUS set, mc—megacycles, mod.—modification, N—night, SCA—sub-subsidiary communications authorization, SP—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter. UHF—ultra-high frequency, un.—unlimited hours, VHF—very high frequency, vis.—visual, w.—watts, w.e.—watts, e.—educational.

New TV stations

ACTION BY FCC
Toledo, Ohio — Daniel H. Overmyer. Granted CP for new TV on channel 79 (866-868 mc). ERP 250 kw. 3,384 feet. Ant. height above average terrain 987.8 feet, above ground 1,530 feet. P.O. address 302 Post Street, Toledo. Estimated construction cost $15,151; first year operating cost $56,000; revenue $56,000; profit $0.

D. P.O. address 82 Rock Creek Drive, Green- ville. Estimated construction cost $102,191; first year operating cost $78,000; revenue $100,000. Principals: Jane H. Fleet (50%), Thomas C. Fleet Jr. (30%), and John H. Fleet (20%). John H. Fleet was 54% owner of KAGH Cross, Ark. Action March 16.

APPLICATIONS
Rainville, Ala.—Sand Mountain Radio Co. 1,000 kw, 1 kw, D. P.O. address 146 Sunset Drive, Gadsden, Ala. Estimated construction cost $17,178; first year operating cost $34,000; revenue $34,000. Principals: Virgil M. Smith and Joe R. Abery (each 50%). Mr. Smith is attorney. Mr. Abery owns farms and real estate. Action, March 9.

Preston, Minn.—Obed S. Borgen. 1966 kc, 500 w. D. P.O. address 305 16th Avenue, N.W., Rochester, Minn. Estimated construction cost $20,000; first year operating cost $36,000; revenue $46,000. Mr. Borgen is general manager of KWEB Rochester. Action March 16.


Dresden, Tenn.—Weakley County Broadcasters Inc. 1,260 kc, 500 kw. D. P.O. address Box 306, Dresden, Tenn. Estimated construction cost $250,000; first year operating cost $38,000; revenue $46,000. Principals: Ralston L. Stanton (51%), and Michael R. Freeland (49%). Mr. Stanton is manager of WDKA-FM McKenzie, Tenn. Mr. Freeland owns WFKL, Camden, and has 50% interest in WDKA-FM. Action, March 11.

Trenton, Tenn.—Gibco Broadcasting Corp. 1,350 kw, 20 kw, D. P.O. address Box 700, Trenton. Estimated construction cost $15,000; first year operating cost $9,900; revenue $9,900. Principals: John C. Nowell Jr., Court Street, Trenton. Estimated construction cost $15,000; first year operating cost $9,900; revenue $9,900. Principals: L. Pierce Stem and John C. Nowell Jr. (each 33 1/3%). Messrs. Harrell and Nowell are attorneys. Action, March 8.

Wauwan, Wis.—Radio Wauwan, 1,170 kc, 250 w, D. P.O. address 6311 North Waverland Avenue, Chicago. Estimated construction cost $25,000; first year operating cost $38,000; revenue $38,000. Principals: Gerald J. Collins (51%) and Catherine J. Miller (49%). Mr. Collins is weekend announcer for WEEF Highland Park, Ill. Action, March 10.

Existing AM stations

ACTION BY FCC

APPLICATIONS
LEWIS, Calif.—Lompeco Broadcasting Inc. Granted CP for new FM on 92.7 mc, channel 240, 8 kw. Ant. height above average terrain 256 feet. P.O. address Box 860, Lompeco. Estimated construction cost $34,000; first year operating cost $5,000; revenue $5,000. Principals: Clifford A. Trotter (43.8%), Earl Calvert (27.5%) and others. Lompeco Broadcasting is licensee of KLQ Lompeco. Action March 16.

Tulare, Calif.—Pappas Electronics Inc. Granted CP for new FM on 94.3 mc, channel 213. Ant. height above average terrain 137 feet. P.O. address Box 444, Tulare. Estimated construction cost $21,485; first year operating cost $6,000; revenue $6,000. Principals: Emerson J. Pappas, Mario J. Pappas and Harry J. Pappas. Pappas Electronics is licensee of KGEN Tulare. Action March 10.

Newton, Iowa.—Charles L. and Mildred B. Hamilton. Granted CP for new station on 95.9 mc, channel 220. 2 kw, 2 kw. Ant. height above average terrain 330 feet. P.O. address 1304 West 13th Street, Newton. Estimated construction cost $15,750; first year operating cost $24,000; revenue $24,000. Newton is own. Action, March 12.

Frostburg, Md.—Western Maryland Broadcasting Co. Granted CP for new FM on 105.3 mc, channel 287, 2 kw. Ant. height above average terrain 286 feet. P.O. address Box 74, Frostburg. Estimated construction cost $23,000; first year operating cost $18,290; revenue $18,290. Principals: C. L. Loughry (100%). Mr. Loughry is licensee of WFPB Frostburg. Action March 10.

Elmira, N. Y.—WENY Inc. Granted CP for new FM on 97.4 mc, channel 224, 70 kw. Ant. height above average terrain 560 feet. P.O. address Mark Twain hotel, Grand and Main Streets, Elmira. Estimated construction cost $17,500; first year operating cost $12,600. Revenue is projected to be $90,000. Mr. Loughry is licensee of WENY Elmira. Action March 15.

Lock Haven, Pa.—Lock Haven Broadcasting Corp. Granted CP for new FM on 97.1 mc, channel 221A, 3 kw. Ant. height above average terrain 296 feet. P.O. address 500 Main Street, c/o Harris Lipez, 1231 East Main Street, Lock Haven. Estimated construction cost $24,000; first year operating cost $1,200; revenue $5,000. Principals: Thomas M. Caprio, Mrs. Josephine Holker, Allen W. Piper Jr., Theodore V. Weld (each 20.71%) and others. License is pending. New station is licensed to WBZAP-TV Lock Haven. Action March 15.

APPLICATIONS

**Ownership changes**

**Actions by FCC**

KFOX-FM Long Beach, Calif.—Granted assignment of license from KFOX Inc., owned by WOPA Inc., which is owned by Richard Goodman (6%), Mason A. Lowdry (20%) and Eugene Sondersing (20%), to John Hill. Consideration $800,000. Mr. Hill owns funeral home, automobile dealership and property leasing firm. Action March 16.

KLAC-FM Los Angeles—Granted assignment of license from Metromedia Inc., owned by Robert E. Short (76.3%), Francis T. Ryan (19.8%) and Dr. Milton B. Reifert (1%). Consideration $125,000. Minneapolis Lakers basketball team Mr. Short owns Minneapolis trucking firm; Mr. Ryan is attorney and Dr. Milton is physician. See application below. Metromedia owns WNEW-AM-FM-TV New York; WITG (TV) Washington; WKEK-AM-FM(T) Cleveland; WIP-AM-FM Philadelphia; WTVT(V) TV) Philadelphia; WZRL-FM-WLAF-FM Atlanta; KCMB-AM-FM Kansas City, Mo.; and WCBM-AM-FM Baltimore. John W. Kluge is major individual owner of Metromedia with 14.35% interest. Action March 17.

KHM(FM) Los Angeles—Granted assignment of license from KHM Broadcasting Co., to Metromedia Inc., considered $2 million plus 10,000 shares of Metromedia stock. Contingent on grant of assignment of KLAC-FM Los Angeles, from Metromedia to Minneapolis Basketball Corp. Action March 17.

KCOY-TV Santa Maria, Calif.—Granted assignment of license from Central Coast Television, owned by Mill Acquattach James H. Ranger, Burns Rick, Ed J. Zucchini (each 22.5%) and Marlon A. Smith (10%), to Central Coast Television, owned by Mill Acquattach (20.93%), James H. Ranger (29.03%), Burns Rick (29.03%) and Marlon A. Smith (12.9%). Consideration $22,369 for Mr. Zucchini's interest. Action March 9.

KDKO Littleton, Colo.—Granted transfer of control of licensee corporation, MRK Broadcasting Corp., from Robert B. Martin (81.5%) and Harold D. Taft (2.6%) to David M. Segal (100%). Consideration $27,825. Mr. Segal has 77.5% interest in WQVAM Greenville, Miss., and owns KTWM-AM-FM Seattle. Action March 16.

WDJK(FM) Smyrna, Ga.—Granted assignment of license from Mitchell Meisel, to Jupiter Broadcasting of Georgia Inc., owned by Harold G. Ross (2.9%) and Fox, Wells and Rogers is owned by Heywood Fox, James G. Rogers, Old Colony Trust Co. and others. Consideration $40,882. Jupiter is licensee of WQXI Atlanta, and Jupiter Broadcasting Inc. is licensee of WSAI-AM-FM Cincinnati. Action March 10.

WPMB Vandalia, Ill.—Granted acquisition of positive control of licensee corp., Peter Mark Broadcasting Co., by H. A. Davis (49%) before, through purchase of stock from Wilbur J. Meyer (31% before, 2% after). Consideration $57,000. Action March 18.

WJON St. Cloud, Minn.—Granted transfer of negative control of licensee corporation, WJON Broadcasting Co., from Hart N. Car- dozo, Jr. (60% before, none after), to Andrew W. Hilger (none before, 59% after). Consideration $25,000 and $25,000 owned by WJON Broadcasting to Mr. Cardozo. Mr. Hilger is station manager of WJON. Richard K. Fowler retains his 50% interest in WJON. Action March 16.

KRRR Ruidoso, N. M.—Granted assignment of license from American Broadcasting Co., to Edward D. Byman to/s Spectra Blanca Broadcast- ing Co., to Harold A. Bandy (51%), Mr. Byman is advertising consultant for David Miller Enterprises San Antonio, Tex. Action March 12.

KIRM Bismarck, N. D.—Granted assignment of license from Weldon T. and Betty S. Heard (as joint tenants) to Alvin L. An- derson. Consideration $88,000. Mr. Anderson is general manager of KIRM and has real estate holdings in Bismarck. Action March 17.

WOMP-AM-FM Bellaire, Ohio — Granted transfer of control of licensee corporation, Belmont Broadcasters Inc., from Howard C. Weiss (100% before, none after), to Zanes- ville Publishing Co., owned by Clay Litik (47.5%), Arthur J. Littke (47.5%) and William O. Littke (5%). Consideration $10,000. Zanesville Publishing has 63% interest in Southeastern Ohio Television System, per- mittee of WHIZ-FM Zanesville; 60% Inter- est in Southeastern Ohio Broadcasting Sys- tem Inc., licensee of WHIZ-AM-FM Zanes- ville; is licensee of WTAP-AM-FM TV Parkersburg, W. Va.; is licensee of WNTX Port- mouth, Ohio, and is applicant for new FM there. Action March 15.

WEPG South Pittsburg, Tenn.—Granted assignment of license from Eaton P. Gowan Jr. to the Marion County Broadcasting Serv- ice, to Marion County Broadcasting Service Inc., owned by Mr. Gowan (55%), Eaton P. Gowan III (15%), Mrs. Vinette B. Gowan (8%) and Ferreit W. Gower (28%). No financial consideration. Action March 15.

WZAW-AM-FM College Station, Tex. — Granted transfer of control of licensee cor- poration, Radio Bryan Inc., from John H. B. Acheson (100%), to James L. Smalley (15%), Madelyn O. Hicks (37.5%) and Rodney B. Watkins (25%). Consideration $4,500. Mr.

**The REVOLUTIONARY R-36**

DEVELOPS 18MM FILM AT 2160 FT. PER HR. NEGATIVE FILM AT 3000 FT. PER HR. POSITIVE FILM AT 3800 FT. PER HR.

Super Speed—Super Quality. The R-36 is the answer to the film industry's exciting requirements for increased speed and quality in reversal processing. It is ideal for military, industrial and commercial use. The Filmline R-36 gives you performance that never existed before. You must see it in action ... see its results to believe it. Write or phone today.

- EXCLUSIVE OVERDRIVE TRANSPORT SYSTEM eliminates film breakage, automatically compensates for elongation—tank footage stays constant.
- OPERATES at 93°F at better than 60 ft. per min.
- EASY TO OPERATE... needs no attention.
- COMPLETE DAYLIGHT OPERATION on all emulsions — no darkroom necessary.
- FEED IN AND DRY BOX ELEVATOR, plus 1200' magazine permits continuous processing.
- TEMPERATURE CONTROL SYSTEM controls heating for controlled chemical solution.
- VARIABLE SPEED DEVELOPMENT, drive times from 1½ to 15 minutes.

**ANOTHER FILMLINE FIRST!**

**Model R-36 REVERSAL FILM PROCESSOR**

**K-87**

Recent Filmline Installations:
- W. A. A. Hawthorne, N. C.
- Reeves Sound, N. Y. C.
- Thiel Chemical Co.
- North Carolina Film, WFMV-TV
- Moral Rearmament

Dept. M-65

Visit us at the N.A.B. Show—Booth 306, Washington, D. C., March 21-26

BROADCASTING, March 22, 1965
KHFQ: Boise, Idaho.—Mr. George Leon Gossage, 59, former owner of radio station KQID in Dallas, and currently owner of WAPA-TV in Miami, Florida, has died.

KHYO: Topeka, Kan.—Mr. Henry Curtiss Radiocasting, Inc., 77, has died.

KION: San Jose, Calif.—Mr. Charles O. Farrar, Jr., 53, has died.

KJLA: Los Angeles.—Mr. George L. Tuten, 52, has died.

KOKO: San Francisco.—Mr. Richard J. Carrere, 52, has died.

KQOT: Bethel Island, Calif.—Mr. Joe Tyrrell, 50, has died.

KPOQ: Pocatello, Idaho.—Mr. C. A. V. Lambert, 54, has died.

KQX: Portland.—Mr. James H. M. Leich, 56, has died.

KXJO: Pueblo, Colo.—Mr. Elmer E. Postham, 52, has died.

KXLY: Yakima, Wash.—Mr. Frank W. C. Martin, 57, has died.

KZTV: Tucson.—Mr. Roy Newcomb, 57, has died.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 17

ON AIR  NOT ON AIR  TOTAL APPLICATIONS

Linc.  CP's  CP's  for new stations
---  ----  ----  -------------
AM  4,009  53  71  413
FM  1,262  50  228  123
TV  550  42  87  704

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, March 17

VHF  UHF  TV

Commercial  509  165  674
Noncommercial  59  56  115

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31, 1965

<table>
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<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<tr>
<td>5,968</td>
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1 Does not include seven licensed stations off air.
2 Includes three noncommercial stations operating on commercial channels.

BROADCASTING, March 22, 1965

A smart addition to any newsroom
By Hearing Examiner James D. Cunningham

■ Granted petition by Tree Broadcasting Co. for leave to amend application for new AM station-approximation in lieu of directional antenna system for operation during daytime hours on 1582 kc., 600 w., at Greensburg, Ind., and, with regard to previous personnel qualifications, amended and returned amended application to proceedings: denied opposing petition by respondents. Action March 11.

By Hearing Examiner Thomas H. Donahue

■ Denied Broadcast Bureau's petition to accept late filing and rejected for filing proposed findings and conclusions in proceeding on application of WHAS Inc. (WHAS-TV), Louisville, Ky., for renewal to operate Channel 42 in Louisville, Ky., March 15, 1982.

■ In proceeding on application of J. M. Trucker and Sunshine Broadcasting Co., Delray Beach, WLOD Inc., and Boca Broadcasters Inc., Pompano Beach, Fla., to amend Trucker's motion to extend time to March 15, 1982, to file reply and request hearing on same. Action March 11.

■ Formally by order certain agreements reached and rulings made at March 8 prehearing conference and proceeding on applications of Gross Broadcasting Co. and Calif. Broadcasters Inc. for new TV channel 20 in Miami and extending time to file the parties' tentative and final briefs on March 15 for March 22 proceeding. Action March 11.

■ In proceeding on applications of Community Radio of Saratoga Springs New York Inc. and Amtrak Broadcasters of Saratoga Springs Inc. for new AM station in Saratoga Springs, N. Y., in Doc. 15857-8, granted, nunc pro tunc, Community Radio March 15 petition to extend time from March 15 to March 19 for parties to file reply to proposed findings and conclusions. By separate order, granted amendment to petition by Community Radio to correct transcript. Action March 15.

■ In proceeding on applications of Paragon Broadcasting Corp. for new TV channel 60 in Co- lumbia, S.C., and Peoples BroadcastCo. for new TV channel 56 in Co- lumbia, S.C., granted Peoples Broadcasting petition to extend time to April 15 further hearing to April 30. Action March 11.

■ In proceeding on application of Marion Moore for new AM in Joshua Tree, Calif., and directed applicant to be ready to proceed with presentation of additional or supplemental engineering data, in accordance with petition filed at March 10 prehearing conference, and that respondent, KDHI (KDHJ), will also be prepared to proceed with any rebuttal presentations it may have on conclusion of applicant's presentation. Action March 16.

■ Pursuant to prehearing conference on March 10 in proceeding on application of Edgewater Broadcasting Co. for permission to cover CP for power increase for WCRR Effingham, Ill., granted exchange of exhibits to be accomplished on or before May 8, and scheduled hearing for April 15 hearing for June 9. Action March 10.

■ In proceeding on applications of Radio Station WXEU and Telerad Inc. for new FM in Griffin, Ga., in Doc. 15849-50, and specified certain procedural dates, and continued hearing to April 14 hearing for March 16.

■ By order in certain agreements reached at March 15 prehearing conference in proceeding on application of Radio Station WMBG (TV) Birmingham, Ala., and terminated proceeding. Action March 11.

■ In proceeding on application of Jupiter Associates Inc., Somerset County Broadcasting Co., and Radio Elizabeth Inc., for new AM in Malvern, Pa., and filed prehearing briefs on March 11, N. J., respectively, in Doc. 14790-7, granted Radio Elizabeth petition to extend time to March 23 to file reply to applications for review filed by Jupiter Associates Inc., Somerset County Broadcasting Co. Action March 16.

■ In proceeding on AM applications of KJVY, Seattle, Wash., and WCHF, Somers, Conn., granted respondents' petition to extend time to March 29 to file application for review filed by Pacific City Mutual Inc. Action March 15.

■ In proceeding on application of Puerto Rico Cable TV Inc. for extension of time for submission of filed application to the Board's Feb. 7 decision. Action March 16.

■ By Hearing Examiner Chester F. Naumowicz Jr.

■ In Chicago, TV channel 38, proceeding in Doc. 15668, 15708, granted petition by Chicago Federal of Labor and Industrial Union Council for leave to amend application to supply factual information called for by commission's application form, not previously submitted. Action March 16.

■ In Chicago, TV channel 39, proceeding in Doc. 15826, 15827, 15713 et al., granted petition by Warner Bros. Pictures Inc. to dismiss application; vacated March 15 order insofar as it applies to issues 3, 4, 5, 6, 7 and 8 and affirmed otherwise. Action March 15.

■ By Hearing Examiner Herbert Sharfman

■ In Houston TV channel 29 proceeding in Doc. 15828-8, granted petition by Warner Bros. Pictures Inc. to dismiss application; vacated March 15 order insofar as it applies to issues 3, 4, 5, 6, 7 and 8 and affirmed otherwise. Action March 15.

■ In Chicago, TV channel 20 proceeding in Doc. 15745-3, granted petition by Warner Bros. Pictures Inc. to dismiss application; vacated March 15 order insofar as it applies to issues 3, 4, 5, 6, 7 and 8 and affirmed otherwise. Action March 15.

■ In proceeding on applications of Trinity Broadcast Co. for new TV channel 20 in Fort Worth and scheduled certain procedural dates and hearing for May 24. Action March 15.

■ In proceeding on applications of Trinity Broadcast Co. for new TV channel 20 in Fort Worth and amended petition by Warner Bros. petition to dismiss application; set aside proposed findings and conclusions for hearing sessions on March 15 and April 1, and scheduled prehearing conference for March 15. Action March 12.

■ By Hearing Examiner Sol Schildhauser

■ Granted Broadcast Bureau petition to continue March 18 prehearing conference to March 19 in proceeding on AM applications of Lebanon Valley Radio, Lebanon, Pa., et al., in Doc. 15832-40. Action March 16.

■ On own motion, corrected transcript of prehearing conference in proceeding on application of Broadcast Bureau Inc. for renewal of license of WOOK Washington, Action March 15.

■ By Hearing Examiner Herbert Sharrman


By Hearing Examiner Elizabeth C. Smith

■ By order in certain agreements reached at March 15 prehearing conference in proceeding on application of Tidewater Broadcasting Inc. and Edwin R. Fischer for new AM in Smithfield and Newport News, Va., respectively, in Doc. 12266, granted Tidewater's petition to leave to file one day late its reply to respondents' proposed findings of fact and conclusions of law.

By office of opinions and review

■ Granted Broadcast Bureau petition to extend time to April 12 to file reply exceptions to initial decision in matter of recommendation of licenses of Quality Broadcasting Corp., WYBC, and WYQFM(FM) San Juan, and Radio American Corp., WYQFM(FM) Mayaguez, P. R. Action March 16.

■ Granted Broadcast Bureau petition to extend time to March 28 to file answer to review filed by WDBM(FM) Columbus, Ohio. Action March 15.

■ In proceeding on application of Jupiter Associates Inc., Somerset County Broadcasting Co., and Radio Elizabeth Inc., for new AM in Malvern, Pa., and filed prehearing briefs on March 11, N. J., respectively, in Doc. 14790-7, granted Radio Elizabeth petition to extend time to March 23 to file reply to applications for review filed by Jupiter Associates Inc., Somerset County Broadcasting Co. Action March 16.

■ By Hearing Examiner Chester F. Naumowicz Jr.

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■ In proceeding on AM applications of KJVY, Seattle, Wash., and WCHF, Somers, Conn., granted respondents' petition to extend time to March 29 to file application for review filed by Pacific City Mutual Inc. Action March 15.

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■ By order in certain agreements reached at March 15 prehearing conference to March 19 in proceeding on AM applications of Lebanon Valley Radio, Lebanon, Pa., et al., in Doc. 15832-40. Action March 16.

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CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—$2.00 minimum. Headings—$1.00. WANTED 30¢ per word.
- EMPLOYMENT AGENCIES must represent stations. Advertisements must require display space.
- All other classifications, 35¢ per word—$4.00 minimum.
- No charge for blind box number. Send replies to: BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.
- Advertisements, films or packages larger than No. 10 envelope submitted, $1.00 charge for mailing. (Forward remittances separately, please.) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcastings expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Ohio daytimer needs experienced station manager or man with background to accept full responsibility of manager. Box C-159, BROADCASTING.

Southeast group needs assistant manager for Atlanta, Chattanooga, Wilmington. Will be required to handle most sales and must be active in community affairs. $125.00 weekly plus travel, insurance and commission. Better salary for person who can double as engineer. Excellent opportunity for advancement. Send resume to Box C-275, BROADCASTING.

Aggressive assistant manager, sales-centered FM AM/FM team plus metropolitan market. We need rugged, persuasive, saleable personality. Small salary plus big commission and override. Florida native preferred. Your character, credit, and references will be thoroughly checked. Box C-206, BROADCASTING.

Need new manager for station in large N. J. market. Salary commensurate with ability & experience. Send resume & photo to Box C-267, BROADCASTING.

Manager with first phone and sales ability for small Southern market. Consideration will be given to right party. Box C-301, BROADCASTING.

Sales

Radio salesman. One of the largest stations in growing Southeastern New England metro area. Proven sales, creativity, alertness a must. Salary plus commission. Incentive plans. Send resume Box C-10, BROADCASTING.

Are you an experienced broadcaster able to handle local sales in return for secure position? Well established and growing Virginia station in a growing market? If so, forward phone number and resume. Box C-118, BROADCASTING.

Midwest radio station, metropolitan area, 70,000, needs experienced salesman. Call or write for details. Established account list, excellent growth potential. Good commission and fringe benefits to qualified man. Box C-172, BROADCASTING.

5 kw fulltime in medium-but-growing-fast mid-south market. Needs producer experienced in local retail sales in South. Station in growth position with solid new ownership and management. Owners expect to acquire additional properties. Draw against commission. Send details to Box C-259, BROADCASTING.

Salesman for 10,000 watt Milwaukee metropolitan area station, AM & FM. Expanding multiple operation with fringe benefit plan. Good opportunity. Send resume to Jim Sanders, WAUW, Waukesha, Wisconsin.

Salesman wanted. Prefer man under 35 with at least 2 years experience. Small market exposure desirable but not necessary if market is competitive. Remuneration on commission basis. Good potential in excess of $100. Send picture & complete resume to Sales Manager, WHEC, 619 East Avenue, Rochester, N. Y. 14604.

Madison, Wisconsin—outstanding sales opportunity with top rated music/news station. Good money, good future, good family living. Write or call as above. All inquiries will be treated as promotion within our 7 station group. Phil Fisher, WISM, Madison, Wisconsin.

Sales—(Cont’d)

Experienced salesman, for regional station in Ohio. Proven sales. Salary plus commission, paid vacation, hospitalization, insurance plan and retirement plan. Send complete resume to WREO, P. O. B. 728, Ashubula, Ohio.

Illinois AM FM; Network, mobile units, award winning program. Territory open for experienced salesman. WSMJ, Litchfield.

Announcers—(Cont’d)

Need Immediately! Two stable radio personalities for WJZ in 100,000 Midtown market with expanding good music station. Morning man with big production and big night man able to do production and night man able to satisfy University of Baltimore. Must have experience, audition tape, and salary requirements to Box C-194, BROADCASTING. Fleece need not apply.

Radio morning personality. Bright adult appeal. Also, TV assignments. TV experience helpful. Require third-class license with broadcast endorsement. Good fringe benefits in Mid-America. Growing community under 100,000. Box C-243, BROADCASTING.

Quality Midwest daytimer seeks versatile, capable announcer with first phone. In addition to a regular air shift, you'll dabble in news, features, writing, etc. We think ability and enthusiasm are more important than experience. Box C-273, BROADCASTING.

Wanted: Above average personality announcer who is seeking above average pay for key morning shift, C&K early AM and noon, pop broadcast time. Strong smaller station in deep South growing market, no Negro population. Opportunity for advancement. Send outline of background and tape to Box C-274, BROADCASTING.

Announcer for Carolina daytimer interested in progressing. Mid-Atlantic duties involved. Want young man eager to learn all phases. Advancement opportunities unlimited. Start $15.00 weekly. Also opening for announcer with sales and production ability necessitating moving sales. Send resume, Box C-278, BROADCASTING.

Countrysider personality. Must be experienced. If you sell, that's fine, but not necessary. You will be the only o/w man in a city of 100,000 in Florida. Excellent opportunity to take over a market that's hungry for country & western. Talent arrangement will allow you to make good money. Box C-289, BROADCASTING.

Announcer—experienced disc jockey for middle of the road operation. Send tape, resume, salary requirements to KABJ, Box 400, Aline, Kansas.

Combination deejay and newsmen for late morning or early afternoon program. Must be bright, happy sounding with appeal to adults and teens. Send tape, photo and resume to WPSX, 2000 Indian School Road, N. W., Albuquerque, New Mexico.

Young top 40 DJ. Excellent working conditions, nitewax network, DC. Red Harris, WADS, Ansonia, Connecticut—735-9069.

Opening for an announcer with first class license. Station WAMD, Aberdeen, Md.

Staff announcer with third phone for 5 kw regional good music station. Professional air sound, plus sales ability necessary. Send tape, resume and photo to WCCW, Traverse City, Michigan.

Announcers

Experienced top 40 joc—announcer-production. References, Call John Gibson, WDDT, Greenville, Mississippi.


Chicago's Fine arts station seeks staff announcer. Must have excellent knowledge of classical music and pronunciation, and a pleasant, unaffected delivery. Send non-returnable tape to Mr. Robinson, WFMT, Chicago.

WFPG, Marshall, Florida has immediate opening. TV experience essential. Phone required. Send tape & resume to Box 488, Madison, Wisconsin.

Immediate opening for ambitious, production minded, young man with pleasant voice and excellent把握 of pop -oriented operation. Send tape, photo and resume to WEST-AM-FM, Caribou, Maine.

Announcer, five swingin personality, top 40 operation, WHSL, Wilmington, N. C.

Country music station accepting applications for good friendly personality, not cornball, to announce and sell. Send resume, letter, and tape to Box 10297, Knoxville, Tennessee.

Immediate opening for experienced first phone announcer. Good starting salary, and job security. Send resume, photo and references to WYUD, P. O. Box 5229, Richmond, Va. or Call ED-8311.

Fresh, mature staff announcer needed immediately for top, good music operation in 350,000,000 market. Send resume, news and music tape, to Jay Muellen, Manager, WNCX, Southport, stereo, North Carolina, South Carolina.

South Florida. First phone combo immediately. Emphasis announcing. On-the-air experience essential, negotiable. Send tape (non-returnable), photo if possible, other information to P.O. Drawer WSBR. Boca Raton, Florida.

Announcer to double as traffic manager. Must have experience in both departments. Give all details including salary requirements in first letter. Write Joe M. Rada, Program Director, WTAG, radio, 123 W., 7th St., Parkersburg, W. Va.

Technique

Chief engineer for closed-circuit TV operation at State University. Plans for expansion to broadcasting, commercial or educational, to F. E. degree or equivalent training. Box C-106, BROADCASTING.

Chief engineer—announcer for Good Music AM/FM in beautiful, Southern California coastal city, $600 Mo. to a pro! Call manager 880-1256 or write Box C-108, BROADCASTING.

Chief engineer—announcer for big band sound in beautiful, Southern California coastal city. Must be strong on air. Send tape, resume, references and salary requirements to Box C-248, BROADCASTING.

Chief engineer for 5 kw daytimer in North Carolina single market. Must be able to announce, sell and run a pro-gressive organization. Start at $90.00 weekly. Write Box C-407, BROADCASTING.

BROADCASTING, March 22, 1985
Need chief engineer—Immediately. Some experience. Good salary with benefits. Available, now. Box C-259, BROADCASTING.

Immediate opening for engineer-announcer, 5 Kilowatt. Phone 606-674-5144.

NEWS

Newman—strong newcomer to deliver im- pressive performance in sun-bright west- ern city. Must be able to supervise news- room operation during afternoon and eve- ning. Send resume and tape to Box C-260, BROADCASTING.

News and sports director for 1 kw. Midwest daytime. Will pay top salary to top man with first phone. Must have solid delivery and be strong on local news gathering. Be part of a progressive organization in a progressive college-industry community. Box C-276, BROADCASTING.

Production—Programing, Others

Florida East coast adult music station needs experienced copywriter—immediate. Production ability required, good working condition. Must have confidence but not a must. Send full details and salary requirements. Box C-176, BROADCASTING.

Radio Gal: The girl I want works for a station in a small market where she's everything from the traffic and continuity departments to copywriter and keeper of the logs. She has a pleasant voice and en- joyment. I want a girl like this. She is ready to go into a top market and work with a small, tight board. If you think that's up your alley, write to Box C-261, BROADCASTING.

Top 40 personality, with experience in college-radio market. Must be able to relocate to larger city. Box C-207, BROADCASTING.

Dee-Jay, top 40, tight board, news, commercials, available now. Box C-186, BROADCASTING.

Top 40 personality, will relocate to larger market. Box C-205, BROADCASTING.

Spanish—dj/personality—news—copy writing. Fluent in English, 6 years experience in Southwest U.S. Box C-346, BROADCASTING.

Dj, top 40, tight board news, commercials, available now. Box C-186, BROADCASTING.

Dj, announcer—radio personality. Married, personable, tight board. Willing to relocate, personable, not a prima donna or floater. Box C-560, BROADCASTING.

Dj, announcer, 3rd class FCC, endorsement. Bachelor degree in music major. Will relocate. Box C-223, BROADCASTING.

Announcers

Negro, announcer/newscaster/dj—broadcast school graduate will relocate with base salary. Young—3rd ticket—dependable—bright personality. Box C-185, BROADCASTING.

Married announcer—newscaster experienced. Currently employed, desires change, 3rd ticket, Box C-185, BROADCASTING.

Dj, top 40, tight board news, commercials, available now. Box C-186, BROADCASTING.

Top 40 personality will relocate to larger market. Box C-205, BROADCASTING.

Dee-Jay, tight board, third phone. Phone 606-674-514.

Spanish—dj/personality—news—copy writing. Fluent in English, 6 years experience in Southwest U.S. Box C-346, BROADCASTING.

Top 40 personality, will relocate to larger market. Box C-207, BROADCASTING.

College student seeks work. 1st phone. Good speaking voice. Box C-297, BROADCASTING.

Announcers—(Cont'd)

Female dj, announcer, young, continuity, personal. Will relocate, will floater. Box C-259, BROADCASTING.

Negro dj, announcer, wants to swing tight board, will relocate, will floater. Box C-291, BROADCASTING.

Announcer-engineer, 1st phone, 6 years experience. Married, no shout, no teenage. Permanent. Box C-288, BROADCASTING.

Contact—Imaginative, ability, experience, elegance, 2nd phone, aggressive, engineering, news, seeking creative responsible area, residence only. Box C-300, BROADCASTING.

Announcer with 2 years experience, 1st phone. Will relocate, no maintenance. 301-438-6687 or Box C-202, BROADCASTING.

Top 40 combo, wants position where work- ing and learning go together. Relocate any- where. $125 week minimum. Frank Jolly. Phone 648-1914, Bridge Drive, Baltimore, Md. 212-687-9138.

Ambitious, talented, single, recommended, 1st phone. Middle road wants rock. Dennis James, 706 Biddle, Logansport, Indi- ana or Plymouth, 219-368-4996.

Sports station: Would like to start in sports. Show experience. Box C-297, BROADCASTING.


College student, articulate, good voice, seek- ing employment from June-Sept. Able to work full time the following June. I'll program a kid a break. Ray Lawrence Allen, 69-309 E. St. Flushing 65, N.Y. 212-JA-2608 evenings.


F'm home, after 3 yrs with Armed forces radio. I use character voices-voice type love production. I had the 1st rated night show for 2 yrs. Presently living in So. Florida would like to stay, but will consider all offers-relocation. Need work now! L. J. Leland, 66, Ne. 75 St, Miami, Florida 11-4750.

A. Leland, announcer, first phone, good music, or top forty, blind. However, can handle most jobs. Tom Dimeo, 135 Valley Street, Lewiston, Pennsylvania. Phone 248-3489.


Air personality! First phone, heavy mike, production, copy experience; mature, family. Major thru small market experience. Con- tact Box C-305, N.M.

Professional sound through experience as assistant program director, personality, pro- duction commercials, traffic, news editor, rock/middle of the road experience, call 1-800-9-7969, excellent reference from present employer... four years experience.

Experienced top 40 dj and program director, 23, single, draft exempt, Marc Richards, 852 E. 1st St, Brooklyn, New York. 11203. (200) 9-91-184.

Morning man—dependable—7 years experi- ence including sales, tight board. Will re- locate. Prefer Country & Western. P.O. Box 74, Sutton, W. Va.

Situations Wanted—Technical

Experienced radio-TV engineer. Any loca- tion considered. No announcing. Box C-276, BROADCASTING.

Married, experienced 1st class engineer/an- nouncer. For position in Connecticut/ Massachusetts area. 414-353-4386.

Quality engineer/experienced announcer. Will relocate now. Five years chief. (South California. Please write Box 361, Poinona, Calif. 91789.

Situations Wanted—Technical

Experienced radio-TV engineer. Any loca- tion considered. No announcing. Box C-276, BROADCASTING.

Married, experienced 1st class engineer/an- nouncer. For position in Connecticut/ Massachusetts area. 414-353-4386.

Qualified engineer/experienced announcer available now. Five years chief. (South California. Please write Box 361, Poinona, Calif. 91789.

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Experienced radio-TV engineer. Any loca- tion considered. No announcing. Box C-276, BROADCASTING.

Married, experienced 1st class engineer/an- nouncer. For position in Connecticut/ Massachusetts area. 414-353-4386.

Qualified engineer/experienced announcer available now. Five years chief. (South California. Please write Box 361, Poinona, Calif. 91789.
Production—Programing, Others

Production man available specializing in money making commercials. My audition spectrum 427-269, BROADCASTING.

East coast only. Production manager, young, with network Box C-197, EAST COAST.

Reported needed that shot-in-the-arm for increased ratings and consequently higher billing—listen to my story. Experienced work in both middle of the road and top-40 fields. Desire an opportunity with ideas and enthusiasm. Will accept broad shift. Need a hard working pd. Let's get together and talk. Box C-244, BROADCASTING.

Exciting sports broadcaster...hard worker...seeking position in sports market. Experience and references. Box C-264, BROADCASTING.

Strong air personality—program director. 28 years experience All phases available April 1, Cincinnati 351-6949 or Box C-268, BROADCASTING.

Want medium market PD position. Good background in programming now in large market. Box C-271, BROADCASTING.

Producer-director, six years radio-TV production experience. 42 yrs as production assist (studio-remote live film videotape.) Now with top broadcasters [Will all consider challenging position. Married. 28, 4 years college. References. Box C-288, BROADCASTING.

Young married man wants start in FM. BA degree, fair classical music background. Three years newspaper experience, news, features, editorials, sports. Efficient. Prefer far west. Will consider anywhere. Box C-289, BROADCASTING.


Right hand man. Proven track record in handling entire programming operations. Top 40 productions, programing ideas. College, young, married, want to work. Call 306-717-2313 Leesburg, Florida.

TELEVISION

Help Wanted—Announcers

Staff announcer wanted. Experienced television personnel for KRIS-TV, to Brownsville, Texas. Send tape, resume to Al Duling, program director.

Wanted...experienced announcer, age 30 or over, must have good TV appearance, smooth delivery, excellent future for the right man. In the deep South. Send photo, audio tape and personal history. Box C-189, BROADCASTING.

Technical

Experienced VTR man needed immediately for supervisory position at major tape center. Located at large Midwest University. Must have 3 years experience. $1,500 to competent man. BF experience helpful. Box C-194, BROADCASTING.

First class engineer. If you are a young man who wants to get ahead fast, our aggressive multi-station operation is looking for you. Young engineer, staff as assistant studio chief responsible for VTR, microwave maintenance in exceptional Gulf Coast recreational area. Purchased interests in addition: we encourage and pay for continuing education. Experience essential. No top to your earnings with our fringe benefit plans. We're growing; are you? Send resume, phone number to Bill Culbertson, Box C-252, BROADCASTING or call 512-423-0292.

Technical—(Cont'd)

Experienced, licensed engineer for Florida TV station for permanent position. Send resume, photo and salary requirements to Box C-255, BROADCASTING.

Engineer wanted: Must have extensive experience all phases TV broadcasting. Chief engineer experience. Television Network—KROL-TV, W. M. Greely, Director of Engineering.

Xmr supervisor with proven ability to maintain RCA TT-19 and 20 xmr. TVM-1-MW. This is a supervisory position, no shift work. Good salary. Send complete resume and recent photo to Bill Culbertson, KBSN-TV, F. O. Box 940, Corpus Christi, Texas.

Commercial electronics institute needs high-quality instructor for television receiver repair course. Excellent opportunity for advancement. Contact Ben Smith, Institute of Electronics Technology, 305 South Fifth Street, Paducah, Kentucky.

Production—Programing, Others

Film editor also opportunity to work into Television cameraman position. Include full information in original application. Box B-307, BROADCASTING.

Needed...Talent for Kid's show. Puppeteer-writer-producer. Small market in South central area, part of broadcasting family for advancement, retirement plan and other fringe benefits. Simple full resume, tape photo and salary requirements first letter. Box C-262, BROADCASTING.

Small market UHF television station needs two cameramen. Salary commensurate with experience. Also intern position. Box C-267, BROADCASTING.

Situations Wanted—Management

Enterprising broadcast executive. Currently employed TV sales manager, major market. Outstanding family man, civic leader, 39 years old, hard worker, 16 years TV-radio experience. Top references. Box C-269, BROADCASTING.

General manager with 16 years TV experience wants to relocate. Now employed. Knows both UHF & VHF. Box C-269, BROADCASTING.

Completely experienced in every phase of TV and radio, on both network and major local levels, from smallest production details and performing to top management positions. Impeccable recommendations. Civic leader. Impossible to enumerate qualifications in one short letter. Regrettably inquiries invited. Box C-305, BROADCASTING.

Sales

Need a man in Atlanta? TV Station Executives & family in Atlanta. If you could use 15 years of TV Sales, programing & management contacts and if I can work for you out of Atlanta, then would appreciate the opportunity of talking to you. Box C-241, BROADCASTING.

Available immediately—Mature man, 20 years experience in AM & TV, including sales, sales management & station management. Also operate regional rep. office. Post of NAB Board. Extensive contacts, top references also interested in replies from industries associated with Broadcast- ing. Will be available during NAB Convention. Please write to NAB Information center. In Baltimore address: Alcazar Hotel, Phone Vernon 7-4409, Cathedral & Read St., Baltimore, Maryland.

Announcers

News/production—with capable professional station. Imagination, experience, 2nd phone, reference, very sporty. $115. Box C-226, BROADCASTING.

Announcer with six years in radio wants to learn TV. Good voice, hard worker. Box 400-C, Pittsburg, Kansas.

Newspaper job. Strong photography and production. Best references. Seeking management with 3-D-arts background would be interested. Married. Box C-284, BROADCASTING.

WANTED TO BUY—Equipment

Urgent! Need Audax ring transformer, antenna coupler 1 kw frequency monitor. Cont. 492-515, Michigan, PA.

FOR SALE—Equipment

Television radio transmitters, monitors, microphones, camera, Electro-find, 460 Columbus Ave, N.Y.C.


For sale—1 year old Gates four-channel studiocodece, Excellent condition. Original cost $800. Now $500.00 take it. Call Alcazar Hotel, Phone Vernon 1-2601 starting January 1, 1969, KROM Comanche, Texas.

For sale, Schaefer model 1920 automation. Includes 2 Schaefer model LI-3 Seeburg units and 3 racks. Racks A includes 3 tape play-backs, 1 turntable, 1 unit, 1 xmr. tape unit. Racks B includes all automation electronics and controls. C includes program control equipment for use as playback unit. All plug-in cables are boxed. Bought originally for night operation. Due to change in station programming no use for it now. The unit has been used less than 35 hours. In perfect condition. Contact Radio WSM, Nashville, Tennessee.

Gates FM 16A 16 kw transmitter with stereo generator operating 86.7 mhz. Fully licensed. 480 guyed 300 ft. tower complete with 8 bay Jampro antenna system and coxial line, yard console with monitor amplifier, (5) monitor speakers, studio microphone, Fairchild turntable, Ampex 601 tape recorder. Equipment 9 yrs old—good performance guaranteed. $15,500 FOB Detroit, Michigan and subject to prior sale. Reply WSGF-FM, Box 165, Detroit, Michigan.

New and reconditioned aural remote pickup equipment and Fire and Police receivers—Wide Wide Company, 2133 Stockton Street, San Francisco, California.

1-Rust model RI-108 series A and B—10 position remote control system. Box C-89, BROADCASTING 28 St., Holstein, PA.

Remote control, used one month, ultra reliable, many features $400. All offers considered. W. L. Lincoln, Box 11060, MacDade Blvd., Folsom, Penna. 19033-15-1.

Magnetrecorder PT-6 complete. Never used in its original $450. P.O. Box 2033, 2135 Stockton Street, San Francisco, California.

Hi-fi limiter, 6A-20 tubes, instructions, excellent condition. $100.00, WNLZ, P.O. Box 1031, New London, Connecticut.

Magrecorder—_—complete. Never used originally $450. P.O. Box 2033, 2135 Stockton Street, San Francisco, California.

One Collins 12H audio console, 2 RCA 70-C turntables with RCA pick-up arms and complete accessories to be sold as a lot or at NAB convention, call Fred Kilmeir, W. K. WASH, radio, at 949-0678 to see equipment at our Weaton, Md. transmitter building.


174 BROADCASTING, March 22, 1965

NEWS

Experienced dj announcer wants to be direct to small station. Box C-243, BROADCASTING.

Reliable, ambitious news director, angry about” flat” DJ. All phases of family; seeks job with future; minimum $100 a week. Box C-256, BROADCASTING.

Experienced as "news director" and "newsman" will consider either position. Box C-258, BROADCASTING.

This week's open positions in broadcasting.
INSTRUCTIONS—(Cont’d)

Since 1946. Original course for FCC first phone operator license in six weeks. Over 400 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting June 6, August 18 & October 29. For information, references and reservation, write William B. O'Gara Radio Operational Engineering School, 1520 West Olive Ave., Burbank, California. NCAA School.

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition $295.00—Rooms $10.00 per week—Classes begin April 25-May 25—June 29-Aug. 5 & Sept. 7. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.


America’s pioneer, 1st in announcing since 1934, National Academy of Broadcasting 814 Ht St, NW, Washington 1, D. C.

RADIO—Help Wanted

Management

Regional Manager and Public Relations Director Wanted

A civic leader wanted to operate a local corporation for us at a salary of $600 per week plus commission. Prior to being put on the payroll, you will invest 60 to 90 days of your time to organize your area for distribution of a new product to be MANUFACTURED BY WESTINGHOUSE exclusively for us and identified as such, and will pay your own training expenses. You will have a firm 10-year contract. Personal integrity a prime requirement.

Send resume and references to:

Box C-175, BROADCASTING

Management—(Cont’d)

GENERAL MANAGER

Our requirements are high.
Do your qualifications fit?
- Dynamic
- Sales successes
- Programmer
- Promotional
- Steady
- Community image
- Starter not follower

INTERESTED? WRITE:

Box C-279, BROADCASTING

Announcers

Over $15,000 to start.
The sky is the limit for this

MORNING MAN

If you can cut the mustard with ratings, commercial know-how for top 40 in major mkt. Rush tape and resume to:

Box C-234, BROADCASTING

Morning Man

To WAKE UP

Orlando, Florida & Cape Kennedy, with a warm, deep, mature happy voice. The man we want is a clever and talented personality with infectious humor. He’s got the line, ad lib type. We’ll give him time to get used to it. He should be a DJ, 21-25, with ad lib and voice origination. We’ll give him plenty of room. Contact Jerry Draper, WOKA, 351 E. Pine St., Orlando, Florida.

FOR SALE

Equipment—(Cont’d)

Like new Collins model 62A and 216C tape cartridge system (five; playbacks three) recorded material. Cost over $2,000. Present price only $2,400. FO Box Sacramento, B.K. A. Electric, Inc., 1315 East Lake Street, Minneapolis, Minnesota.

DuMont TV parts available for portable sets; portable sync.; portable recorder; color waveform monitor; image orthicon control; orthicon supply voltage supply. Tel. Measurements, 45 West 45th Street, New York City: 212-581-9029.

For sale: two 5 channel Mackenzie playback channel; one Mackenzie playback-recorder, 200 plus cartridges, All good condition $1,500. WESC, Greenville, S.C.

Collins 300-C-250 watt transmitter excellent condition with spare tubes. Ralph Hatcher, WJBS, Deland, Florida.

BUSINESS OPPORTUNITY

Joint venture—Looking for qualified advertiser man with capital to invest in television broadcast field. Located south Florida. Will pay for inquiries. A future investment. Box C-257, BROADCASTING

MISCELLANEOUS

30,000 Professional Comedy Lines: Topical laugh services featureing display coment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 2,000 Super drooper, drooper scopert, one liners exclusive in your market. Free sample. Lyn Publications, 2221. Steinert St., San Francisco

Add 35% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 100 valuable ideas. $5.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

“PREDICTION MAX”-A collection of 41 comedy lines, bits, breaks, adlib, thoughts, . . . $15.00. Write for free “Broadcast Comedy Catalog Show-Biz Comedy Service, 1735 E. First St., Cleveland, N. Y. 11229.

“Get a Tiger by the tail” . . . We’ve got a hot 30-day Tiger promotion. It sells. Details free. 24-inch Tigers $50.00 doven, Tails $20.00 per 100. FO Box Charlotte. Send check payable to Boro Toy Company and mail to Jack Kenworthy, P.O. Box 8588, Charlotte, North Carolina or phone 704-323-5466.

INSTRUCTIONS


Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1128 Spring St., N.W., Atlanta, Georgia.


FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.T. approved. Request free brochure Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson Blvd., Chicago 4, Illinois.

Announcing programing, console operation Twelve weeks intensive, practical training in most modern equipment available. G.T. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 11, Texas.

Box C-282, BROADCASTING

Midwest Network Affiliate

Needs strong professional sounding airman with ability to write & cover daily beat, 4 man staff. Join a respected station with latest electronic equipment. Salary open. Send tape, resume & photo to:

Box C-175, BROADCASTING

ATTENTION STATION MANAGERS...

Available immediately: DJs, Newman, Production men, Announcers, People with showmanship and imagination able to take over any task under any station format. Some first tickets, some with endorse ment. Well trained, experienced, professional broadcast.-

Southern California School of Radio

3911 Pacific Highway
San Diego 10, Cal.
Situations Wanted

Production—Programming, Others

PROGRAM DIRECTOR
Strong on Promotion, Production, Administration. Looking for format or modified station. Box C-256, BROADCASTING

TELEVISION—Help Wanted

MANAGER
CATV SYSTEMS
Desire CATV manager with multiple system management experience. Will plan, engineer, construct and develop a CATV company in minute detail. Must have experience in advertising and promotion. Position located in New York City. Send resume and salary requirements in complete confidence to: Box B-1858, 125 W. 41st St., N. Y. 36.

 Moines

Announcers

Expanding group operator seeking qualified applicants for:

- Director of Engineering: AM-FM-TV
- TV Program Manager for Program development
- TV Announcer
- AM Good music announcer
- TV Technicians

Send complete resume to Box C-216, or contact us during N. A. B. at DI 7-2852.

Production—Programming, Others

TV PRODUCTION INSTRUCTORS
Must be familiar with all phases of TV Production and Direction. No teaching experience necessary. Part of fulltime in New York area. Send resume to: Box C-281, BROADCASTING

EMPLOYMENT SERVICE

Continued

JOB HUNTERS
Let an experienced broadcaster move you up to a better, higher paying job in radio or TV. Immediate openings nationwide for all broadcast positions including management. Many of our job listings are from major market stations willing to pay top salary for a good man. Write for application.

NATIONAL BROADCAST SERVICES
925 Federal Blvd., Denver, Colorado Phone area code 303-292-0998.
Station Inquiries For Personnel Invited.

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
541 Equitable Bldg., Denver, Colorado 80202
Phone 303-534-0688

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

527 Madison Avenue, New York, N. Y. 10022

BROADCAST PERSONNEL AGENCY
Sharon Barkish, Director

FOR SALE—Equipment

Continued

FOR SALE

- Used Modulators, complete, 10 KW
- Used Modulator incomplete, 10 KW
- Used Modulator, complete, 1 KW

FOR NEGOTIATIONS

BUSINESS OPPORTUNITY

SERVICE

FOR SALE

- Used Modulators, complete, 10 KW
- Used Modulator incomplete, 10 KW
- Used Modulator, complete, 1 KW

FOR NEGOTIATIONS

FOR SALE

- Used Modulators, complete, 10 KW
- Used Modulator incomplete, 10 KW
- Used Modulator, complete, 1 KW

FOR NEGOTIATIONS

MISCELLANEOUS

ATTN: Station MGR.

CLASSIC DESIGN! DISTINCTIVE!

INITIAL CAR PLATE

This superb accessory has polished, hand cut aluminum initials mounted on a black, satin finish aluminum plate. Fits all cars. Rustless! Fine gift for new car or VIP. Choose 2 letters on plate, $7.50; 3 letters, $10.00; 4 letters, $12.50. (C, Jr., III, etc.) ON-TIME PAYMENT ON PLATES WITH STATION'S "CALL LETTERS"! Pa. res. add 5% tax. (Satisfaction assured! Send check or M.O.)

ORDER BY MAIL!

GSF Products P.O. Box 645, ERYN MAWR, PA.
Print initials or numbers wanted!

NAME: ________________________________
ADDRESS: ____________________________________________
CITY, STATE: ____________________________________

WANTED TO BUY—Stations

Station Wanted

by

R. N. Nichols, Tele-

Station wanted in southern Illinois. Preferable to have a part-time city station. Will pay reasonable. Box C-956, BROADCASTING

TELEVISION TOWER FOR SALE

WHAS tower located in Louisville, Kentucky. 500 foot guyed tower with 10 kw transceivers. C.E. 1450 foot tower, G.E. TV - 14 H antenna 15 years old, good condition. Available to dismantle May 1, 1965 or earlier.

URBAN RENEWAL AND COMMUNITY DEVELOPMENT AGENCY OF LOUISVILLE
310 South Sixth Street
Louisville, Kentucky 40202
Phone: Area code 502-587-8854

FOR SALE—Stations

STATION WANTED

Florida Station in single station market
$55,000. Low down payment, with long payout. Valuable Real Estate.

Box C-218, BROADCASTING

BROADCASTING, March 22, 1965

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Continued from page 171

WAGY-FM Forest City, N. C.—Granted CP to increase ERP to 2300 kw, ant. height to 300 feet, and install new ant. and transmitter system, subject to change in geographic coordinates; condition.

KFRX-FM Springfield, Ill.—Granted mod. of CP to change ERP to 43 kw, ant. height to 1200 feet, and install new transmitter system, and correct geographic coordinates; condition.

KPRE-FM Fresno, Calif.—Granted mod. of CP to change ERP to 91 kw, ant. height to 5370 ft, and make engineering changes; condition.

KSLH(FM) St. Louis—Granted CP to change ERP to 600 kw, ant. height to 4300 feet, and make engineering changes.

WWUM(FM) Milwaukee—Granted CP to install new transmitter system and antenna, and change in geographic coordinates; condition.

KPEM(FM) San Francisco—Granted CP to install new ant. and improve antenna system, and make engineering changes.

KWUM(FM) Milwaukee—Granted CP to install new transmitter system, and make engineering changes; condition.

WBG-FM Altona, Pa.—Granted CP to install new transmitter, make changes in ant. system, and make engineering changes.

Granted licenses covering changes for following TV's: WVDN-TV, Wis.; WPIX New York; KRLD-TV Dallas.

WGBL South Beloit, Ill.—Granted CP to make changes in ant. transmission; condition.

KDNT Denton, Tex.—Granted CP to replace expired permit for change of ant. transmission; condition.

Granted licenses for following VHF-TV translators: KDBX, Redding, and TV Service, Ferdinand, Idaho; KISBA, Clearcreek TV Booster Association, Clearmont and Clearcreek area, Wyo.; KIHE, Middle Fork TV, Middle Fork of Clearwater River, Idaho; KOTW, Sitka Community TV, Sitte, Idaho; KOBEE, Village of Crookston, Crookston, Minnesota; KPIM, Wood Lake, Neb.; KQDS, Quemado TV Association, Quemado, N. M.; KQBE, Daggett County Comm. Council, Daggett, Mich.; etc.

Actions of March 12


Broadcasting

Lin Rue & Associates Inc.
Media Brokers
684 MADISON AVENUE
NEW YORK CITY
HA 1-0018
To buy or sell Radio and/or TV properties 
it contact:
PATT MCDONALD Co.
P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS 78756

Convention address:
NAB DUNPT PLAZA
Washington, D. C.
buying and selling, check with
V CHAPMAN COMPANY INC.
2045 PEACHTREE RD., ATLANTA, GA. 30308

For Sale
EASTERN
TOP-50 MARKET
FULL TIME STATION
Rare opportunity
Cash & flexible terms.
Wre immediately
Box C-304, BROADCASTING

For Sale
ARIZONA
Broadcasting
WILT GUNZENDORF
AND ASSOCIATES
Licensed Brokers
Phila GL 6-2800
NAB—Sheraton Park

CONT'D

SOMETHING TO SELL?
SOMETHING NEEDED?
To reach interested people use
BROADCASTING'S CLASSIFIEDS.

To buy or sell Radio and/or TV properties contact:
PATT MCDONALD CO.
P. O. BOX 9266 - GL 3-8080
AUSTIN, TEXAS 78756

Convention address:
NAB DUNPT PLAZA
Washington, D. C.
buying and selling, check with
V CHAPMAN COMPANY INC.
2045 PEACHTREE RD., ATLANTA, GA. 30308

STATIONS FOR SALE

1. SOUTHWEST. Exclusive. Full time. $175,000. 29% down.
2. CALIFORNIA. Full time. $50,000 down.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

BROADCASTING, March 22, 1965

crease ant. height to minus 11 feet.

WHAS-Birmingham, Al.—Granted mod. of CP to change ERP to 479 kw vis. and 83.5 kw aur.; decrease ant. height to 660 feet; change trans. location; change type ant. and make engineering changes.

WHAS-TV Louisville, Ky.—Granted mod. of CP to reduce aur. ERP to 15.8 kw, DA, and change trans. location; condition.

Granted licenses covering changes for following TV's: WDBO-TV, Wis.; WPFI New York; KRLD-TV Dallas.

Granted CPs for following TV transmitters: WFCO-FM, St. Croix, V. I.: to May 1; WMFR (FM), Gary, Ind.: to May 1; WFOY-FM St. Augustine, Fla.: to Aug. 10; KSDK (FM) Idaho Falls, Idaho: to July 31; WAKY-FM Tampa, Fla.: to Sept. 1; KRSA- FM Salinas, Calif.: to Sept. 14; WFOW-FM Albany, N. Y.: to Aug. 14; WJJW Georgetown, Del.: to Sept. 15; KENN Portales, N. M.: to Oct. 1; WQRR-Oakland, Calif.: to June 1; WRAN Dover, N. J.: to Sept. 1; and WTVI (TV) Charlotte, N. C.: to Sept. 15.

Selling grants were extended or completed for following TV's: WJZ, Baltimore; KTCR-FM, Minnetonka Beach, Minn.; K7AF, Rapid City, S. D.; K2AF, Yuma, Ariz.; WFTO, New Haven; WFTC, Milwaukee; WBNF, Canton, Ohio; W2AF, Birmingham, Al.; W2BC, Bakersfield, Calif.; W2BH, San Francisco; W2BG, Altona, Pa.; W2BL, South Beloit, Ill.; W2BB, Baton Rouge, La.; W2BA, Baltimore; W2BD, Miami; and W2BE, Chicago.
COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through March 15. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants for CATV franchises and sales of existing installations. Reports appear in alphabetical order by states.

Bradenton, Fla.—Jerrod Electronics of Philadelphia, a multiple CATV owner, has applied for a franchise. A previous applicant is station WTVF, Canal Beach, Fla. A public hearing has been set for April 14.

Bedford, Va.—Bedford County Cable Inc. has been granted a one-year lease. Contract provides that the license can be renewed every year over a 25-year period for $25 per year.

Preston County, W.Va.—Wabash Cablevision Inc. has applied for a franchise. Nine TV signals are proposed. The monthly charge will be $57.

Arkansas City, Kan.—An ordinance granting a franchise to City Cablevision Inc. has passed the second of three required readings. The ordinance sets maximum charges of $25.50 per installation and $5 per month. The city would receive 3% of the gross receipts, however is higher.

Belfast, Me.—Telstar State Enterprise has been awarded a franchise. Completion of the system will take from four to 10 months. Charges will be $20 for installation and between $1 and $5 for TV signals will be brought in from Boston, New York, Montreal, London, and other European cities.

Fall River, Mass.—Vision-Cable of Massachusetts has withdrawn its application for a franchise.

Russell, Mass.—Applications are pending from Pioneer Valley Cablevision Inc. (president, Albert Ricci) and the L. F. Television Cable Co., wholly owned subsidiary of the Springfield Broadcasting Co. (WLPITV Springfield). Pioneer Valley would charge $20 for installation and L. F. charges $25 for installation and $5 monthly.

Ringwood, N.J.—Joseph Ledo and Russell Gilman have applied for a franchise.

Dunkirk, N.Y.—Application for a franchise has been filed by Aurora Broadcasting Co. (The Citizen-Advertiser and WMOB-AM-FM-Aurora). Applications are pending from Meredith Broadcasting Co., Omaha, Nebraska; Tylor City Cable Corp., Rochester, N.Y., and WSTR-AM-FM-TV Syracuse, N.Y.

Bethel, N.Y.—A franchise has been granted to Master Television Antenna System, Inc. Josephon, who says the system will offer 12 signals, with an installation charge of $25.50 and $74.95 in the fringe areas. The monthly charge will be $5.

World Service—Applications have been received from WPRO-AM-FM-TV Providence, the Outlet Co., licensee of WJAR-AM-FM-TV Providence, and country music outlet of B. R. I. (manager, George L. Stinson Jr. of Bristol, R.I.).
As several thousand broadcasters finish their luncheon desserts in the vast hall of the Sheraton-Park hotel in Washington tomorrow morning (March 23), FCC Chairman E. William Henry will get up from his seat at the head table to deliver one of the major addresses of the National Association of Broadcasters convention. If he follows form, the speech will be gracefully phrased, it will deal with a major regulatory problem affecting broadcasting and it will propose a solution that may well combine with the dessert to produce a queasy feeling in the stomachs of many broadcasters.

Chairman Henry, a member of the commission since Oct. 2, 1962, and its chairman since June 2, 1963 (at 34 he was the youngest person ever to head the agency), is by now known to broadcasters as a pleasant, attractive young man possessed of disturbing, hard-nosed attitudes about regulation.

Past speeches of his have called for limiting the time that broadcasters might sell for advertising, for requiring broadcasters to give free time to political candidates, for using the percentage of sustaining time a broadcaster carries as one of the yardsticks in appraising his performance at license-renewal time.

But if NAB conventioners find themselves in need of any relief after lunch tomorrow it might be found in the realization that the commission doesn't follow every path the chairman charts. A prime example was his campaign to police overcommercialization on a station-by-station basis.

Not Deterred • Such defeats, however, haven't deterred him from pursuing his vision of the public interest. It is a pursuit that has caused many broadcasters to consider him unbending and stubborn; it has even led some commission officials to regard him as rash.

Chairman Henry blocked out his view of his responsibilities regarding the public interest in a speech shortly after becoming a commissioner. "The commission, he said, then, must "assiduously" protect the interests of the consumer and the listener who, unlike other special interest groups "are not fully aware of what is going on within an industry and do not effectively present their views to the regulatory body." The commission, he said, must also "achieve a working compromise between the claims of various special interest groups." 

The chairman concedes that he has had his share of disappointments in his job, and the new wrinkles around his eyes and mouth attest to them, as well as to the heavy load of work he carries. He works late practically every night, and is often in the office on weekends, a schedule that doesn’t leave much time for his hobbies of hunting, fishing, golf and tennis.

He follows his own concept of public interest

But he's getting satisfaction from the job and, since President Johnson hasn't indicated he plans any changes in the FCC chairmanship, he says he intends to remain until his term expires, in 1969. This in itself would be unusual—the turnover rate of FCC chairmen is almost one every two years.

Ex-New Frontiersman • Like many servants of the Great Society, Chairman Henry arrived in Washington as a member of the New Frontier. He had worked for President Kennedy during the 1960 campaign as the Kennedy organization's liaison to the Nationalities Division of the Democratic National Committee. It was on the strength of his performance in that job that he was later plucked from his Memphis law firm on the recommendation of then Attorney General Robert F. Kennedy, for an FCC vacancy.

With his attractive wife Sherrye and his own youthful good looks and vigor, he was considered a typical member of the Kennedy New Frontier. And his closeness to the power center was indicated by the fact that his eldest child, Elizabeth, now 7, attended the White House kindergarten class that included Caroline Kennedy. The other Henry children are Sherrye, 5, and Emil Jr., 4.

That kind of closeness to the power center is gone now. But Chairman Henry says the transition to a new administration has not been difficult.

In his role as chairman, he gets good marks from colleagues and staff members, most of whom regard him as bright, articulate and skillful in conducting meetings. "One of the chief functions of a chairman," said a long-time staff member, "is to see that the views of all commissioners are aired and discussed. Chairman Henry is very good at this."

A fellow commissioner cited another quality of the chairman, the ability "to hold his tongue and his temper" when things go badly in commission meetings.

Strong Decisions • Under his chairmanship, the commission has been strict in enforcing rules. It has also adopted tough new AM allocations rules designed to curb AM growth in well-served areas. It even began charging applicants filing fees, and it ordered NBC to trade back to Westinghouse Broadcasting Co. the Philadelphia stations it said the network obtained by coercion. The commission also, in a decision hailed as a declaration in support of free speech for broadcasters, renewed the licenses of the Pacifica Foundation stations that had been deferred because of alleged obscene broadcasting and possible Communist Party links.

Currently, the chairman is leading the commission into a whole thicket of controversial proposals, the adoption of any one of which would have far-reaching effects on broadcasting—restrictions on network ownership or control of prime-time programing, revisions of multiple-ownership rules, and broader regulation of community antenna television systems.

The chairman is aware of his reputation for being hardnosed. And while he doesn't relish it, he is becoming reconciled to it. "That's the kind of person you should have in this job," he said the other day. "Hardnosed is a compliment when applied to a businessman. Maybe the public should have a hardened administror dealing with that kind of businessman. Then out of the clash, something good will come for the public."

WEEK'S PROFILE

E. William Henry—Chairman FCC, b. March 4, 1929, Memphis, Tenn.; B.A., 1951, Yale University; LL.B., 1957, Vanderbilt Law School; Navy officer on active duty, 1951-1954; admitted to Tennessee bar 1957; later joined firm of Chandler, Manire & Chandler; served as Kennedy organization representative to Democratic National Committee's Nationalities Division, 1960 campaign; appointed to commission Oct. 2, 1962, and named chairman, June 2, 1963; m. Sherrye E. Patton of Memphis, 1955; children—Elizabeth, 7; Sherrye, 5; Emil, Jr., 4; member Phi Delta Phi, legal fraternity; hobbies—tennis, golf, hunting, fishing.
EDITORIALS

The news about news

Television is strengthening its position as the number one news medium—the medium that’s first with the most. This dominance, documented by the respected Elmo Roper research organization in 1963 and reaffirmed in a new Roper study released a week ago (Broadcasting, March 15), is heartening to broadcasters and should invite new advertiser interest in the sponsorship of news and news-related programming.

The irony of newspapers having been nudged out of first place in their own field should not, however, overshadow other findings in these studies. Take the question of viewer attitudes toward commercials (as TV’s print competitors are sure to do). Although the latest Roper survey finds improvement, it still indicates that more than one-third of the viewers are generally annoyed by commercials.

The obvious conclusion is that—as has been said many times by advertisers, agencies and others, including this magazine—newspapers and their agencies need to make every effort to determine the elements that alienate; and then get rid of them. This makes sense not only as a public-relations precaution but as a matter of business prudence.

Without minimizing the importance of improving commercial content, however, there is encouragement to be found in these results. For one thing, the extent of commercial annoyance reported by Roper is less than has been claimed by more biased surveyors on the basis of less professional studies. It might also be noted that people are an instinctively critical lot; ask them if they would like to win a million dollars and no small number will complain about the income tax. It would be unreasonable to expect that commercials—or anything else that comes to mind—will ever be universally praised.

The findings on commercial attitudes are seen in their truest perspective when viewed in relation to other parts of the study. Viewers were asked, for example, which one of the four major media they would keep if required to make a choice. The significance of their annoyance diminishes when it is noted that more viewers elected to keep television than all the other media put together—and that TV’s margin has been increasing every year.

The Roper people and the Television Information Office, which has sponsored this illuminating series of studies since 1959, will review the findings and reveal considerably more details at the NAB convention this week. They add up to a powerful testimonial for television, not only as a news medium but as a fundamental force in American life.

The news about newsmen

To judge by such external signs as the agenda of formal events and the appearance and deportment of the delegates, the convention this week of the National Association of Broadcasters will look like just another convention of successful businessmen. These signs will be misleading. Whether broadcasters themselves realize it or not, they are assembleing in Washington this week as the managers and owners of the most influential force in the history of American journalism. It is just possible that the political figures with whom they will mingle are more conscious of the broadcasters’ power and the broadcasters’ responsibilities than some broadcasters are.

As the Elmo Roper surveys have proven, television by itself is now considered by the public as the main source of news, but television and radio together are the primary news sources for 84% of the American people. In a remarkable transformation that may not be fully apparent to many broadcasters themselves, broadcasters have in only a few years supplanted publishers as the custodians of the nation’s main journalistic organs.

As reported elsewhere in these pages, the broadcasters who meet in Washington this week will have no dearth of major issues to consider, if they are of a mind to consider them. The feeling persists, however, that at least in the formal agenda of the convention this week there is a singular lack of opportunity to deal with hard realities of the present or sober visions of the future. The agenda reflects the general sense of well-being that has been induced by several years of rising revenue and rising profits. The businessman whose P&L keeps getting better all the time is in no mood for agonizing reappraisal.

Still, this may be the best time for broadcasters to begin thinking about one issue of which this week’s convention is itself a part. That is the issue of the NAB, its structure and its purposes.

Right now the NAB and its related code activities are costing broadcasters more than $2 million a year. A good many other organizations of special purpose are also claiming heavy dues from the same members who keep the NAB in budgetary comfort. The question is whether more efficiency could be achieved by a reorganization of the main association and a new system of coordination among the special-purpose groups.

Willard Schroeder, of Wood-AM-FM-TV Grand Rapids, Mich., the incumbent chairman of the NAB, has assigned himself the job of studying the NAB’s organizational problems with a view toward making recommendations when his term expires next June. Mr. Schroeder needs all the good advice he can get from thoughtful broadcasters.

It has been our own view for many years that the broadcasters’ collective and individual interests would be better served if the NAB became the headquarters of a federation of broadcaster groups and a coordinating point for general policies and actions of collective nature. The larger the NAB grows in its present configuration, the more it must develop into a bureaucracy where concern for self-perpetuation will blunt executive action and dilute the imaginativeness of the leadership that broadcasting seeks.

Before going home at the end of the week, the delegates might take a moment to think about better ways to arrange their collective security.
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