Fast spot TV selling pace puts good minutes at premium. p27
CBS-TV affiliates plan action on color, program rules. p62
Schroeder calls for revamping the NAB hierarchy. p43
Early Bird off to flying start; shows its versatility. p68
How did "Dennis the Menace" rate on the CBS-TV network?

National Nielsen Averages "Dennis The Menace" vs. Competition

<table>
<thead>
<tr>
<th>Oct.</th>
<th>Apr.</th>
<th>A.A. Ratings</th>
<th>Share</th>
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<td>1959</td>
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<td>CBS</td>
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<td>&quot;Maverick&quot;</td>
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<td>&quot;Riverboat/Overland Trail&quot;</td>
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<td>&quot;Dennis The Menace&quot;</td>
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<td>&quot;Follow The Sun&quot;</td>
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<td>&quot;Walt Disney's Wonderful World Of Color&quot;</td>
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<td>&quot;Walt Disney's Wonderful World Of Color&quot;</td>
<td>22</td>
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</table>

Who was the "Dennis the Menace" audience?

From 1959 to 1963—on the network—in prime time on Sunday nights—Dennis was seen by 25 million viewers a week...
56% Adults...36% Children...8% Teenagers

What other television series offers this extra promotional boost?

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

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

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

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

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


Dennis anyone? Call, write, wire now!

Screen Gems

Ratings and Audience Composition estimates are based on National Nielsen and ARB reports and are subject to qualification which will be supplied on request.
oh yes...

"Dennis the Menace" is back!

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

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

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

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

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

See your ADVERTISING TIME SALES representative.

**9 am-Mid., Mon. thru Sun., Mar. 4 - Mar. 31, '65
Harris' TV policy

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

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

GE pass at Storer

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

One report was that GE representatives, during private calls at FCC, said market value of stock offered for Storer properties was in excess of $100 million. Storer officials, however, said no such offer had been made. Storer, first independently owned station group to become public stock company, has 1,262,809 shares of common and 771,806 of Class B stock outstanding. As of last Friday, stock was traded at $49.50 per share.

Accreditation time

It's getting close to accreditation time at Broadcast Rating Council. Audits of four national audience-measurement services—ARB, Hooper, Nielsen, Pulse—have been completed and Dr. Kenneth H. Baker, council's executive director, is studying auditors' reports. He plans to confer with services individually on audit findings later this month, then come up with recommendations for or against accreditation in each case. It'll then be up to council's board to act on his recommendations, possibly in June. Fifth major service, Sindic, meanwhile is reported in process of testing some new procedures but has indicated it will apply for accreditation about mid-year.

Program form gloom

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

Aubrey's new image

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

CBS stays out

CBS has decided to stay out of controversy among broadcasters over regulation of community antenna television. Word that Richard S. Salant, CBS Inc., vice president, gave to networks' TV affiliates last week during closed session was that CBS would neither support nor oppose bill that Representative Oren Harris (D-Ark.), chairman of House Commerce Committee, has introduced on CATV regulation (BROADCASTING, May 3). CBS intends to prosecute its suit to establish its copyrights on programs and still thinks that is best way to handle CATV problem. Mr. Salant said. NBC and ABC have not yet reached decision on what position to take on bill, if any.

Color money

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

Hinckley political institute

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

Report on Seiden

All that remains of Dr. Martin H. Seiden at FCC these days is his extensive economic analysis of CATV. He was retained by commission for that project last July. But as he neared end of assignment, officials suggested he stay on as consultant on some other tough jobs, such as network ownership of programs. (CLOSED CIRCUIT, April 5). But negotiations led nowhere, and he is now back in private practice as economic consultant in Washington.
"THE WOMAN'S ANGLE"
featuring SYLVIA SCOTT
Monday through Friday, 1:00 to 1:30 P.M.
The only 5 day-a-week women's service program in Baltimore!

...goes straight to your market!

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

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

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

In Maryland Most People Watch

WMAR-TV
CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212

Represented Nationally by THE KATZ AGENCY, INC.

BROADCASTING, May 10, 1965
WEEK IN BRIEF

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

SPOT SALES SOAR ... 27

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

TEMPERS FLARE ... 42

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

GOING ALL COLOR ... 62

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

WHO SHOULD BE ON TOP? ... 43

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

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

COX WANTS 'DIALOGUE' ... 66

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

BILL SENT TO SENATE ... 33

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

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

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

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THE BUSINESS WEEKLY OF TELEVISION AND RADIO

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Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1725 DeSales Street, N.W., Washington, D.C., 20006. On changes, please include both old and new addresses plus address label from front cover of magazine.
This is a photo of Horst Faas winning his first Pulitzer Prize and AP's twentieth.

For his photographic coverage of Viet Nam, Horst Faas has won this year's Pulitzer Prize and the Robert Capa Award. But when this snapshot was taken of him by an American helicopter gunner, awards were the furthest thing from his mind. Getting the story and getting it back to you fast—that was what he was thinking. That's what every one of your 3,000 AP staffers is always thinking.

THE ASSOCIATED PRESS
THE PRESTIGE SERVICE
KHCC&A, drug firm found guilty of fraud

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

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

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

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

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

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

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

Neuberger wants changes in ‘weed’ labeling bill

Senator Maurice Neuberger (D-Ore.) will try to amend Magnuson cigarette labeling bill on floor of Senate when it comes up for vote, probably in week or two. Main changes Senator would like to see are: 1) reduction to one year of three-year moratorium on additional action by federal authorities, and elimination of its application to states and localities, leaving them free to establish their own labeling or advertising regulations; 2) inclusion of provision from her own bill requiring listing on pack of “injured agents” (provision for tar and nicotine content statement was removed from Magnuson bill).

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

Ellsworth seeking TV, radio coverage in House

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

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

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

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

Shapp states issues on FCC’s cable proposals

In speech last Saturday (May 8) before Pennsylvania Community Television Association Inc., Jerrold President Milton J. Shapp, took issue with FCC’s stand on CATV on two counts. He said that 30-day, non-duplication ruling and position on four channel markets were unnecessary since broadcast industry needs no protection from CATV.

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

WBOY-TV hearing is ordered by court

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

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

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

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

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

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

Stanton to arts group

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

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

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

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

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

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

LBJ message wings ocean by Early Bird

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

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

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

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

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

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

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

Harper calls on medium to study leisure needs

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


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

Mr. Harper also said that one of most serious weaknesses of TV and radio today is volume of advertising that "ends up in failure." Such failure, he said, is "a serious waste in many advertising budgets." He stressed that research can improve commercials as well as programming and help reduce wide differences in effectiveness that now separate "successful" and "unsuccessful" commercials.

Results of election survey coming Friday

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

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

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

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

WRVM, WHCC sold; awaiting FCC approval

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

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


Copyright hearings May 26

House hearings on revision of copyright law, originally scheduled for April 28 and postponed to May 12, have been postponed again. New date is May 26.
Now... another great half-hour western series from Warner Bros.

COLT.45

COLT .45 stars Wayde Preston as Chris Colt, whose skill with the family's product helps him operate as government undercover agent. Over three network seasons—in five time periods—COLT .45 averaged an 18.2 rating, 29% share.*

In 1958-59, when it stayed in one time period, COLT .45 won a full-year 32% share. Available for fall start—67 fast-moving half-hours.

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

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

WLW Stations on the GO—

...AND IT'S

WLW-D—DICK CURTIS
A.M. SHOW—one of the most gifted, versatile performers in broadcasting. He sings. He dances. He acts. He clowns. He writes. He sells. All on his free-wheeling, anything-can-happen program. His talent brought him to Dayton for a happy hour every weekday A.M.
WLW-I—DON MELVOIN SHOW—and it's for adults! A great impersonator and satirist with a repertoire of zany characters. This rubber-faced comedian-drummer trips the light fantastic through his 90-minute morning variety show.

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

ALL LIVE

six and one half hours every weekday morning—
PLUS... the great Ruth Lyons' "50/50 Club"!

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

CROSLEY BROADCASTING CORPORATION, a subsidiary of Avco

COLOR TV NETWORK: WLW-T, Cincinnati / WLW-D, Dayton / WLW-C, Columbus / WLW-I, Indianapolis / WLW RADIO, Cincinnati
A calendar of important meetings and events in the field of communications.

**MAY**
- May 8-11 — National Instructional Television third annual conference co-sponsored by the National Association of Educational Broadcasters and the University of Miami. Deauville hotel, Miami Beach.
- May 10-12 — Annual spring conference of Washington State Association of Broadcasters. Speakers include Howard Bell, director, National Association of Broadcasters Code Authority; Maurie Webster, vice president of CBS Radio and general manager of CBS Radio Spot Sales; and J. A. Scannell, AFCI radio coordinator. FCC Commission Kotel H. Hyde, Ocean Shores.
- May 11 — Eighth annual awards luncheon of the Station Representatives Association. Stan Freberg, who developed series of radio spots for SRA to "sell" radio, is speaker. Plaza hotel, New York.
- May 11 — Metromedia Inc. annual stockholders meeting, New York.
- May 13-14 — Oklahoma-Kansas Community Television Association meeting. Agenda includes discussion of plans for the formation of a regional group, including CATV operators in Nebraska, Missouri and Colorado; a technical panel, business session, banquet. Interested exhibitors should contact George Miller, chief engineer, Vunore Co., Oklahoma City. Hilton Inn, Kansas City, Kan.
- May 13-14 — Spring convention of Ohio Association of Broadcasters. Speakers include Edward Bleier, vice president, Cunningham & Walsh; Harry K. Renfro, vice president, D'Arcy Advertising; Earl Mullin, vice president, ABC Radio. Imperial House South, Dayton.
- May 14 — FCC meets a group of financial and stock brokerage authorities in an informal meeting to discuss the impact of the commission's proposal to amend its multiple-ownership rules as they apply to individuals or companies owning 1% or more of two or more publicly held group broadcast companies. The conference was formerly scheduled for April 8.
- May 15 — All-day seminar on legal problems of TV film production and distribution, 11th annual program on entertainment industry legal aspects held under joint sponsorship of Beverly Hills Bar Association and University of Southern California Law School. Founders Hall, USC.
- May 16-17 — Directors of Canadian Association of Broadcasters meeting at Toronto.
- May 16-18 — West Virginia and Mid-Atlantic CATV Associations meeting. Guest speakers will be Robert L'Heureux, general counsel of the National Community Television Association; Fred Stevenson, immediate past chairman and member of board, NCTA. Interested exhibitors should contact Charles Erickson, Parkburg, W. Va. University Inn, Athens, Ohio.
- May 18-19 — Spring meeting of Pennsylvania Association of Broadcasters. Nittany Lion Inn, University Park.
- May 17-19 — First convention of Advertising and Marketing International Network. AMIN

**NAB CONFERENCE SCHEDULE**

**DATES AND PLACES FOR THE NATIONAL ASSOCIATION OF BROADCASTERS SPRING PROFESSIONAL MEETINGS**

- May 18-19 — Hilton Inn, Atlanta.
- May 24-25 — Sheraton Charles, New Orleans.
- May 27-28 — Edgewater Beach, Chicago.
- June 1-8 — Denver Hilton, Denver.
- June 10-11 — Continental, Los Angeles.
"BETTER? PROVE IT!"

"O.K."

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

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

Do you think it's a fluke?

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

Why is Eastman better than BLEEP?!

In a word—Salesmanship.

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

Robert E. Eastman & Co., Inc.
Representing America's Best Radio Stations

NEW YORK • DETROIT • SAN FRANCISCO • BOSTON • ST. LOUIS
CHICAGO • LOS ANGELES • PHILADELPHIA • ATLANTA • DALLAS
Presented Annually through the Auspices of The Texas Association of Broadcasters

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

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

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

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

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


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


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

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

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

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


May 26—New FCC deadline for filing comments on the joint petition for rulemaking by Zenith Radio Corp. and Teco Inc. requesting the commission to authorize nationwide subscription television. The former deadline for commenting on the rulemaking proposal was April 28. Reply comments are now due June 18.

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

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

Indicates new or revised listing.

KTBC am/fm/tv
J. C. KELLAM
President
Austin, Texas
General Manager

BROADCASTING, May 10, 1965
Bench-Strength.

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

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


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

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

The CBS Radio Network
IN THE KNOXVILLE 4-STATE AREA . . .

"We Got Letters"

THE EARLY SHOW

52,309 of them!

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

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

wbir-tv

AVERY-KNODEL, INC.
National Representatives

SOUTHEASTERN
BROADCASTING

AFFILIATED STATIONS:

WBTC-TV, GREENVILLE, S. C.
WMAC-TV, MACON, GEORGIA

Broadcasting

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

Please start my subscription for (CHECK ONE)

☐ 52 issues $8.50
☐ 52 issues and
'65 Yearbook
$13.50
☐ 1965 Yearbook
$5.00
☐ Payment
enclosed
☐ Bill me

Name
Position

Company

Business
Home

City
State
Zip

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

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

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

JUNE

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

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

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

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

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

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

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

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

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


June 14-15 — Oklahoma Broadcasters Association annual summer convention. Guest speaker is Stephen B. Labunkki, executive vice president, in charge of NBC Radio, Shangri-La hotel, Tulsa.

June 14-16 — New deadline for comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. The former deadline was April 26.

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

Indicates first or revised listing.
18,500,000 cars
under the Mayor's desk?

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

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

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

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

Reaching for $10 million

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

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

Fast action needed on CATV

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

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

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

Now, another enterprising CATV'er is feeding FM into FM sets rather than the empty TV channel and another is originating FM stereo for clients . . .
40th anniversary

RADIO STATION

KPRC

HOUSTON, TEXAS

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

EDWARD PETRY & CO., INC.
all as an added attraction. (Broadcasting, April 26).

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

Newspaper recognition

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

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

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

(EDITORIAL CLIPPING ENCLOSED WAS A PRINT VERSION OF KCNN'S ON-AIR EDITORIAL ANSWERING CHARGES OF ANOTHER RADIO STATION THAT OTHER NEWSPAPERS HAD FAILED IN THEIR REPORTING OF A CITY HALL INCIDENT.)

In defense of the USIA

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

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

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

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

This is the technique which earned for Pulse the AMA N.Y. Chapter award. The technique that gives you not sets, not just homes, but persons. Personal interview—in the home. Not self-conscious (unlike diaries). Not limited to telephone homes. Face to face. Like the U. S. Census. It's the only one we've ever used. In 250 markets.

730 Fifth Avenue, New York, N.Y. 10019 • Judson 6-3316
Network radio: Its audience is vast but its reach is specific

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

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

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

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

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

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

In the lineup today are Tom Harmon Sports, News Around the World and Weekend News on ABC; Jack Drees Sports and CBS Radio News on CBS; Van Patrick Sports Reel, 7:30 AM News and Weekend News on Mutual, and Joe Garagiola Sports and Monitor News on NBC. In addition to Warwick & Legler, Grey Advertising and Tatham-Laird handle the shows for Mennen.

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

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

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

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

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

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

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

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

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

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

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

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

Charles F. Dentinger was appointed advertising manager of The Mennen Co., Morristown N. J., in September 1964. Earlier he had spent more than 16 years in the toiletries field in various advertising capacities. Mr. Dentinger was born in Buffalo, N. Y., and attended the University of Buffalo. He is active in the Association of National Advertisers and also in the American Marketing Association. He makes his home with his family in Livingston, N. J.
The 1st (first) Good Music Station in a Major U.S. Market To be Rated No. 1

Number 1* All Afternoon Long

And tied for Number 2* in Morning

KABL Music

Over Everyone in the Great San Francisco Bay

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

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

THE McLendon Stations

KLIF KABL W-NUS WYSL KRTSA KILT X-TRA

DALLAS Over SAN FRANCISCO CHICAGO BUFFALO SAN ANTONIO HOUSTON Over LOS ANGELES
Ever hear of Lancaster?

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

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

BROADCASTING, May 10, 1965
It's spring and spot TV sales soar

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

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

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

Fewer than one in 25 say they're lagging.

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

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

More 20's: The 20-second announcement length, which has often gone begging in the past, appears to be continuing the modest gains first detected last fall, with perceptible if not spectacular sales increases in all day parts up to 11 p.m. Only 1D's and 10-second announcements appear to be lagging behind the general advances shown by the other lengths, although in prime hours they, too, have picked up substantially in sales.

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

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

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

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

Reps Conservative: The rep firms were somewhat more conservative than the stations in reporting shortages of availabilities. They agreed fully with the stations that one-minute positions—as in the past—are in greatest demand and shortest supply, but they took a bleaker view of the market for 20-second announcements.

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

Wadsworth sworn in as seventh commissioner

The FCC's newest member, James J. Wadsworth (left), was sworn in Wednesday by Chief Hearing Examiner James D. Cunningham. Looking on are Mr. Wadsworth's wife and his brother, Reverdy Wadsworth. Commissioner Wadsworth, a Republican who served President Eisenhower as ambassador to the United Nations and who held administration posts under President Truman, said he counted the swearing-in ceremony Wednesday as "one of the most significant moments of my life."

FCC Chairman E. William Henry, crediting the quip to Commissioner Robert E. Lee, said the 6-foot, 4-inch Mr. Wadsworth would "add stature to this commission." The new commissioner fills the vacancy created by the resignation of Frederick W. Ford, now president of the National Community Television Association. Term ends June 30, 1971.
universally shared. Business traditionally varies from market to market and even within markets, with some stations dipping while others climb, and often there is no apparent explanation for the difference.

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

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

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

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

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

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

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

Larger Markets • In three-station markets about 82% of the respondents reported gains. Where the gains were described, they averaged about 18%.

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

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

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

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

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

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

They said the trend toward shorter flights is becoming even more pronounced with many advertisers buying three-, four- and five-week schedules, taking a hiatus and then re-instituting their campaigns.

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

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

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

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

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

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

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

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

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

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

Tyrex plans TV return

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

According to Tyrex, one-minute filmed commercials produced by the association's newly appointed agency, Palmer, Willson & Worden Inc., New York, will be placed on live sports programs in 15 major markets, beginning July 14.
WELCOME SOUTH BRAVES! WSB-TV welcomes baseball's ninth all-time home run hitter, Eddie Mathews, and the Braves Baseball Club to Atlanta. Beginning this season, WSB-TV will be the team's television home, carrying 18 Braves' games each season for the next three years. Want to raise your batting average? You can... on WSB-TV, the major league station in the nation's newest major league city.
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<td>CONSUMER SERVICES</td>
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</tr>
<tr>
<td>Dry cleaner &amp; laundries</td>
<td>3.0</td>
</tr>
<tr>
<td>Financial</td>
<td>4,013.0</td>
</tr>
<tr>
<td>Insurance</td>
<td>7,198.0</td>
</tr>
<tr>
<td>Medical &amp; dental</td>
<td>1,074.0</td>
</tr>
<tr>
<td>Moving, hauling &amp; storage</td>
<td>53.0</td>
</tr>
<tr>
<td>Public utilities</td>
<td>11,703.0</td>
</tr>
<tr>
<td>Religious, political, etc.</td>
<td>6,866.0</td>
</tr>
</tbody>
</table>

**Business briefly...**

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

General Mills Inc., Minneapolis, through Dancer-Fitzgerald-Sample, New York, and Kool-Aid Division of General Foods, White Plains, N. Y., through Foote, Cone & Belding, New York, will sponsor Kristie, a color special for children on NBC-TV May 16 (6:30-7:30 p.m. EDT).

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


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

The Colgate-Palmolive Co., New York, will sponsor The International Beauty Spectacular special on NBC-TV on Aug. 13 (10-11 p.m. EDT). Colgate-Palmolive will feature Robert Dana for the first time on NBC-TV.
olive had not yet assigned an agency, it
was reported.

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

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

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

Rep. appointments...

- WIVC (TV) Pittsburgh: Edward Petry
  & Co., New York (CLOSED CIRCUIT,
  April 19).
- KAOL Duluth, Minn.: Mid-West Time
  Sales, St. Louis, as regional representa-
  tive.
- KLsi Salina, Kan., and WQW Geneva,

Modified near beer spots on

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

TV spots expected to be used later
and four-color full page newspaper ads
also are being used. If successful the
drive will expand elsewhere. The agency
said wrbm, wgn, wind, and wmaq
are carrying the radio spots.
RAB posts scorecard on radio in 1964

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

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

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

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

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

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

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

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

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

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

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

The RAB lists:

**SPOT RADIO CATEGORIES FOR 1964**

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

**NETWORK RADIO CATEGORIES FOR 1964**

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

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

Cities Service ups TV for name change

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

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

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

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

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**Bolte goes outdoor**

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

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

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

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

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

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

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

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

A final amendment added by Senator Magnuson forbids federal, state and local authorities to require any additional statement relating to smoking and health on packages or in advertising for a period of three years. It also instructs the Federal Trade Commission, aided by the Department of Health, Education and Welfare, to report to Congress not later than 18 months after adoption and annually thereafter "1) the effectiveness of cigarette labeling, 2) current information on the health consequences of smoking, 3) current practices and methods of cigarette advertising and promotion, and 4) such recommendations for legislation as it may deem appropriate."

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

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

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

Petker plans ad drive on smoking

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

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

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

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

We'll advertise daily and we'll use strong...
BAR estimates for 21 markets

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

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

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

<table>
<thead>
<tr>
<th>Market</th>
<th>BAR Estimate (in dollars)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Altoona, Pa. (3)</td>
<td>$101,870</td>
</tr>
<tr>
<td>Buffalo (3)</td>
<td>308,561</td>
</tr>
<tr>
<td>Charleston, Va. (3)</td>
<td>125,528</td>
</tr>
<tr>
<td>Fresno, Calif. (4)</td>
<td>107,144</td>
</tr>
<tr>
<td>Green Bay, Wis. (3)</td>
<td>77,300</td>
</tr>
<tr>
<td>Kansas City, Mo. (3)</td>
<td>290,440</td>
</tr>
<tr>
<td>Louisville, Ky. (3)</td>
<td>130,173</td>
</tr>
<tr>
<td>Miami (3)</td>
<td>284,880</td>
</tr>
<tr>
<td>Milwaukee (4)</td>
<td>250,715</td>
</tr>
<tr>
<td>Norfolk, Va. (3)</td>
<td>127,610</td>
</tr>
<tr>
<td>Omaha (3)</td>
<td>131,826</td>
</tr>
<tr>
<td>Philadelphia (3)</td>
<td>854,843</td>
</tr>
<tr>
<td>Portland, Me. (3)</td>
<td>73,848</td>
</tr>
<tr>
<td>Providence, R. I. (3)</td>
<td>189,318</td>
</tr>
<tr>
<td>Rochester, N. Y. (3)</td>
<td>137,528</td>
</tr>
<tr>
<td>Salt Lake City (3)</td>
<td>103,015</td>
</tr>
<tr>
<td>South Bend, ind. (3)</td>
<td>50,380</td>
</tr>
<tr>
<td>Tampa, Fla. (3)</td>
<td>185,846</td>
</tr>
<tr>
<td>Toledo, Ohio (2)</td>
<td>121,553</td>
</tr>
<tr>
<td>Washington (4)</td>
<td>351,996</td>
</tr>
<tr>
<td>Wichita, Kan. (3)</td>
<td>95,532</td>
</tr>
</tbody>
</table>

reason—why copy."

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

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

Three station breaks rejected by affiliates

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

Two of the four breaks that the affiliates accepted are now in the schedule: Preceding the Ed Sullivan Show and CBS Reports. The other two will occur in the Thursday Night Movies when that feature begins in the fall. The three that were rejected had been offered at 8:30 p. m. Wednesday between Lost In Space and The Beverly Hillbillies, at 8:30 p. m. Fridays between The Wild, Wild West and Hobson's Heroes, and at 8:30 p. m. Saturdays between Trials of O'Brien and The Loner. The affiliates had been polled by the CBS-TV affiliates board, and their consensus was that the shortening of the mid-breaks would set a bad precedent. "They didn't want to see a trend toward two standard lengths, minutes and 12's," Carl Lee, of the Petzer Stations, chairman of the affiliates board said.

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

Oregonians told about 'shortsighted greed'

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

Mr. Holloway charged broadcasters and sponsors are "not saying enough different things to different people. A good part of this is certainly due to the lack of courage of some sponsors, a lack of courage coupled with a certain naivete about numbers and perhaps even a lack of taste. But surely some of the reasons must also fall upon the shoulders of some of the broadcasters—and for about the same reasons."

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

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

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

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

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

Taylor urges radio to improve image

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

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

- Capitalize on the set-circulation factor.
- Wage an "all-out, inexorable battle" against more government interference.
- Improve radio's image.
- Reflect a quality image to decision makers at the top level.
- Remember that radio is a part of
You meet more people in the Golden Triangle

The WSJS Television Market—No. 1 in North Carolina

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

WSJS TELEVISION

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

BROADCASTING, May 10, 1965
show business.

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

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

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

Agency appointments . . .

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

- Monroe Greenthal Co., New York, has resigned the $2-million ($1.2 million in broadcast) Check Full o’ Nuts business effective May 31. Greenthal is reported to have sold the business Jan. 14 from Garfield Advertising, same city. A new agency was not named.

\[Contributing sponsors get air credit on WTHS-TV\]

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

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

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

Scrubity and debate on ETV

Wasilewski concerned about slow invasion of commercialism in education

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

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

The NAB president said commercial broadcasters are not in a position to suggest that a struggling ETV be cut off “from what appears to be a blood transfusion. It is too much like the bully beating up the undersized kid in the block.” However, he noted, there are several questions that must be answered by everyone with “an interest in both American broadcasting and American education . . . the FCC, the broadcasting industry, educators and the general public.”

Mr. Wasilewski offered four questions that should be examined:

- Won’t educational stations lessen their “true and desirable educational thrust” by competing with commercial stations for ad budgets?
- Won’t pressures increase for more, longer and harder hitting commercials once educational stations start carrying spots?
- Will educational stations ever revert to their original status if they are allowed to go commercial?
- Wouldn’t efficient organization of educational stations to “tap on a regular basis, resources which might be available” cure the “usual difficult growing pains of any new organization?”

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

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

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

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

The Kentucky broadcasters also heard Lawrence H. Rogers II, president of Taft Broadcasting Co., Cincinnati, support community antenna TV systems that “fill a necessary gap in the nation’s broadcast service as a supplement to broadcasting,” but denounced “unfettered, unbridled use of this service by any sort of wired TV service without so much as a ‘please’ or a ‘thank you’ or any form of payment.”
A HOUSEHOLD NAME
A PRE-SOLD NAME
AN UNFORGETTABLE NAME
A NAME THAT MEANS QUALITY
THE MOST DISTINGUISHED NAME IN THE HISTORY OF DOCUMENTARIES

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

THE MARCH OF TIME

EIGHT OUTSTANDING ONE HOUR TELEVISION PROGRAMS

The most distinguished name in the history of documentaries, The March of Time, now comes to television. The all new March of Time will be filmed around the world by Wolper Productions, working with TIME-LIFE’s 500 international correspondents. This distinguished new series will capture the excitement, the conflict, the drama of the 60’s.

WOLPER TELEVISION SALES INC.
555 MADISON AVENUE, NEW YORK, N.Y. 10022
BBDO's campaign for efficiency

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

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

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

He noted that BBDO's on-air TV commercial testing was developed out of concern over "the cost of preparing TV commercials and the tremendous risk involved of the client's money in putting on the air television commercials that were not fully pre-tested."

He said that BBDO has now tested a total of 493 commercials in the on-air laboratory which started on June 6, 1961.

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

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

The use of the computer in media analysis was begun on Sept. 26, 1962, Mr. Dillon said, noting that it has "brought about a far greater efficiency in media buying and has contributed to the more profitable use of advertising money." He said the approach was developed to meet a concern over "the disorganized and subjective methods which had prevailed in the selection of media," and that the "widespread use of total audience figures for media were covering up important qualitative differences." Mr. Dillon added that BBDO had been convinced that it was possible, at least to get 10 to 15% more "effectiveness out of the media dollar in terms of reaching the desired prospects."

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

• The so-called "information retrieval" process, which Mr. Dillon said, was an expensive and complicated system set up to allow one to get "almost instantaneous access to past facts" in marketing and research. He said this bypassed the difficulties of never using again data which was expensive to obtain in the first place but "never used again because no one will know how to get at it at some future date."

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

Goodrich drops out of NBC-TV spy show

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

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

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

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

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

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

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

To reach the core of America’s 43rd ranked TV market--you must advertise in Johnstown-Altoona

... Pennsylvania’s famous million dollar Market in the Middle.

CALL HARRINGTON, RIGHTER & PARSONS, Inc.
FOR A SPECIAL HARD CORE STUDY PRESENTATION.
Tatham-Laird, Kudner merging

$50-million consolidation expected to get stockholders' approval

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

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

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

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

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

Kudner maintains an office in Detroit as well as New York and Tatham-Laird a Hollywood office in addition to its Chicago facilities. The future status of Kudner's Chicago office, which was recently established is yet to be determined. T-L&K will have a roster of clients including Abbott Laboratories (Sucaryl, Pream); Carter Products (Demi imitation margarine); Duffy-Mott; Duncan Foods Co.; General Mills (dog food); General Telephone & Electronics and subsidiaries; Sylvania Electric Products Inc.; Kemper Insurance Group; Pan American World Airways (clipping cargo), and Procter & Gamble (Mr. Clean, Head & Shoulders shampoo and other products).

Commercial 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.


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


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


Also in advertising...

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

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

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

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

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

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

Ingenious Homemakers Come to the Rescue

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

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

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

June Dairy Month is a Good Reminder

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

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

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<th>Protein</th>
<th>Calcium</th>
<th>Vitamin A</th>
<th>Calories</th>
<th>Riboflavin</th>
<th>Thiamine</th>
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<tr>
<td>Adult Woman</td>
<td>39%</td>
<td>72%</td>
<td>14%</td>
<td>16%</td>
<td>64%</td>
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<td>Adult Man</td>
<td>24%</td>
<td>72%</td>
<td>14%</td>
<td>16%</td>
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<td>15-18 year</td>
<td>42%</td>
<td>100%</td>
<td>28%</td>
<td>19%</td>
<td>84%</td>
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<td>Old Boy</td>
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<td>15-18 Year</td>
<td>62%</td>
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<td>Old Girl</td>
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The Nutrients in Milk Are Good Performers

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

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

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

A message from dairy farmer members of

American Dairy Association
THE MEDIA

Tempers flare as House group quizzes FCC

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

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

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

Mr. Harris, who recently introduced his own bill to regulate CATV (Broadcasting, May 3), wanted to know where the commission got authority to proceed without additional congressional action. He noted that the commission had reversed itself on the issue of jurisdiction; that both the House and Senate had shown themselves dissatisfied with commission proposals. Questions from Representatives Rogers, J. Arthur Younger (R-Calif.) and Horace R. Kornegay (D-N.C.) were in the same vein.

Act Cited • Henry Geller, FCC general counsel, then cited sections of the Communications Act from which the commission concluded that "CATV systems are engaged in interstate communication by wire to which the provisions of... act are applicable." Commissioner Lee Loevinger, whose opposition to the majority position on CATV jurisdiction was already on record, supported Mr. Harris and engaged in a dispute with Mr. Geller and Chairman E. William Henry that "approached bitterness," as a pro-FCC congressman put it.

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

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

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

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

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

EXAMINER CRITICIZES FCC ATTORNEYS IN COMPARATIVE HEARINGS

FCC Examiner Thomas H. Donahue last week expressed exasperation with commission attorneys' practice of participating in comparative hearings "on all matters in part and selected matters in whole." He said commission lawyers should be counsel not "appellate advisors or roving hearing kibitzers."

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

The examiner was objecting to a practice that was begun more than two years ago, with the clearance of the commission itself, because of a shortage of hearing attorneys. Commission attorneys generally participate in comparative hearings only on such non-comparative matters as financial and character qualifications. However, they then often file exceptions to an initial decision, including the conclusions reached by the examiner on comparative issues.

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

Examiner Donahue's memo was filed in connection with a contest between Television San Francisco and Jall Broadcasting Co. for channel 26 in San Francisco. Commission attorney Joseph Chachkin, in a prehearing conference, had said he would participate only in a financial qualification issue involving Jall but that the bureau would feel free to file proposed findings and exceptions to the initial decision.

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

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

42 BROADCASTING, May 10, 1985
Who should be the head man at NAB?

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

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

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

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

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

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

Mr. Schroeder's first report called for a moderate approach to upgrading the NAB and recommended four courses of action (Broadcasting, April 12). In last week's memo, he looked at what he considered the two basic functions of NAB and the structure that performs these functions.

He said the functions are:

- Maintain and enlarge broadcasters' opportunity to program and operate without burdensome and unwarranted restrictions.
- Provide leadership for broadcaster self-improvement through "inspiration, information, goals (standards)."

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

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

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

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

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

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

Togetherness • Mr. Schroeder said

In the ebb and flow of hearing," he added, "the commission's staff, acting as it does as public counsel, must in the nature of things find itself in an adversary position toward one or another of the parties. . . . "Is the confrontation so deeply ingrained in our law accomplished when a party's position first becomes known to its adversaries after the close of record and then only by way of pleading?" He said it wasn't.

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

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

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

He said he would try the case within the existing framework if the review board does not rule. But, he added, "it seems regrettable . . . to proceed further in a proceeding that has reversible error built into it."
he and President Vincent Wasilewski have been getting along well in the few months they have worked together and feels "this kind of relationship would continue if I were to remain longer on the scene. And I firmly believe it will persist with my successors, providing the board exhibits reasonable astuteness in electing suitable chairmen." But, he pointed out, the measure of success is how effectively the president and chairman work together.

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

* "Our president is probably more strongly backed by the membership than any man I can remember."
* "He has proved his capacity for serving as the symbolic head of NAB and the industry."
* "He knows his way around the places in Washington that are important to broadcasting, and he is liked and respected in those places. He is considered 'one of the boys' by that part of the local citizenry with whom we are concerned."
* "The NAB staff has both respect and affection for him."

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

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

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

**Delegated Authority**

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

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

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

**Jerrold applauds**

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

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

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

**Time-Life jumps on CATV bandwagon**

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

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

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

**FCC may clarify local file rule**

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

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

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

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

* "Papers pertaining to your programming, particularly dealing with controversial issues such as the United Nations and other issues of public importance."
* "Papers concerning financial qualifications of station—including profit and loss statements, the ledger of accounts, or persons owning the station and other relevant material."
* "Confidential papers of which copies are filed in Washington, D. C."

However, according to the rule, the only items the station has to keep in its open-to-the-public file are those filed after May 14, 1965. It would not have to show "papers pertaining to programming" unless it filed such papers with the FCC as explanation of another item. The "profit and loss statements" and "ledger of accounts" are confiden-
The days of updating are over. The days of television tape recorder performance inadequate to the demands of teleproduction are over. The days of equipment performance inadequate to the demands of color recording are over. The days when you are asked to pay upwards of sixty thousand dollars for a recorder that will be technologically bypassed in less than two years are over. Now— for the first time—there is a recorder capable of producing superb, broadcast-quality third generation color copies. The VR-2000 is revolutionary in conception: Ampex engineers made an exhaustive mathematical reexamination of the signal handling theory which had been the basis for all the recorders developed in the last nine years. Result: a new standard utilizing a new high-band carrier/deviation frequency of 7.06 to 10.0 Mc. The VR-2000 is revolutionary in execution: the new criteria called for the development of a completely new head assembly, a completely new mechanical design, a completely new signal electronics system, with built-in Intersync television signal synchronization. Result: a recorder with a S/N ratio up to 46 db; a basic frequency response to six megacycles depending on standard used; a transient response "K" Factor of less than 2%; moiré so minimal as to be virtually nonexistent. Result: a recorder which provides a total teleproduction capability that even includes frame by-frame animation (when equipped with the exclusive Ampex Editec* System). Result: a recorder that delivers picture quality that has to be seen to be believed. Result: a recorder that marks the turning point of what can only be called a new era in television tape technology. Term financing and leasing available. For information call your Ampex representative or write: Ampex Corp., 401 Broadway, Redwood City, California.

THIS IS THE TURNING POINT IN TELEVISION TAPE PRODUCTION:
Everyone hits court's action
FCC, applicants, say commercial issues don't belong in ch. 10 case

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

When locomotive helpers—firemen were forced off their jobs...

Railroad accidents went up-up-up—in 1964
From the day the railroads began removing locomotive helpers-firemen from their jobs in freight and yard service, railroad accidents began to climb and railroad safety to deteriorate.

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

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

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

It is time to face up to this problem.

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

THE THIRD MAN THEME

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

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

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

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

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

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

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

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

ANOTHER LOOK NEEDED
WHAT A LOCOMOTIVE HELPER-FIREMAN DOES

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

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

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

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

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

AN OPEN LETTER
TO THE AMERICAN PUBLIC.
CONGRESS AND THE RAILROAD INDUSTRY

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

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

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

The intent of Congress, expressed in the law, was that the arbitration ruling should protect the public welfare, the affected railroad employees and the interests of the industry and its shippers. But, who has benefited? Certainly not the employees subjected to lay-offs and reduced earnings and more hazardous working conditions. Certainly not the shipping and traveling public which likewise has been affected by the deterioration of railroad safety. The only group to benefit has been the railroad corporations which have enjoyed record high earnings. None of the savings from reduced employment has gone into reduced freight rates or improvement of passenger service. It has gone into the corporate profits column.

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

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

H. E. Gilbert

President

BROTHERHOOD OF LOCOMOTIVE FIREMEN AND ENGINEMEN
318 KEITH BLDG.
CLEVELAND, OHIO 44115

BROADCASTING, May 10, 1965
by the House of a bill prohibiting the FCC from exercising jurisdiction in this field, Miami Television maintains that "there is a substantial authoritative body of opinion that the commission cannot or at least should not formulate standards of wide applicability with respect to the total time and the timing of broadcast commercial announcements."

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

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

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

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

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

**FCC told to reopen ch. 12 Jacksonville**

COURT ORDERS CASE OPENED TO NEW APPLICANTS

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

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

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

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

Circuit Judges Charles Fahy, who wrote the decision, was joined by Judges Walter M. Bastian and Warren E. Burger. Judge Burger declared he would have also disqualified WFGA-TV. He charged that the FCC was using a double standard in evaluating the misconduct.

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

**Court upholds 10% rule**

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

Television Audit Corp. uses airplane for television rating

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

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

Between 7 and 8:30 p.m. TAC registered almost 27,000 on-air sets in Dade and Broward counties, which make up the Miami metropolitan area. In the same period, ARB attempted 1,191 calls and completed 710 or 59%.

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

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

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

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

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

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

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<tr>
<th>TAC</th>
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<td>WCCT-Fla. Forum</td>
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<td>WLBW-TV-Communism</td>
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<td>12.5-6</td>
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<td>WTVJ-Martian</td>
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<td>WCCT-Walt Disney</td>
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<td>WLBW-TV-Communism</td>
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<tr>
<td>WTVJ-Ed Sullivan</td>
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<td>WCCT-Walt Disney</td>
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<td>WLBW-TV-Communism</td>
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Changing hands

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

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

APPROVED - The following transfers of station interests were approved by the FCC last week (For other commission activities see For The Record, page 83).

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

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

- KOKL San Angelo, Tex.: Sold by Lewis O. Seibert to William D., John S. and Frank B. Neil, for $250,000 including covenant not to compete. Messrs. Neil have interest in KTRM Beaumont, Tex. KOKL is on 960 kc with
Renewal hearings set for two feuding stations

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

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

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

KPAC-TV Port Arthur, which had opposed the move, later submitted an affidavit by an employee who said he had contacted some of the same individuals KBMT representatives claimed to have interviewed in their survey. The KPAC-TV employee said they told him that KBMT representatives had not talked to them.

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

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

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

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

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

- Kela Centralia-Chehalis, Wash.: Sold by J. R. McCaw and Mabel A. Gwinn to Joe Chytil, for $125,000. Mr. McCaw owns KTVW-TV Tacoma, Wash.: 45% of KXII-AM-FM Seattle, and KCTO-TV Denver. Mr. Chytil is general manager of Kela which is on 1470 kw with 5 kw day and 1 kw night.

COMMUNITY TELEVISION

- Roswell, N. M.: Sold by Roswell Cable Co. (Brown Walker, president) to Vumore Co. (subsidiary of RKO General Inc.). Although price was undisclosed, it's estimated between $114 and $1.5 million. The Roswell CATV serves 5,000 subscribers. Broker was Daniels & Associates.

New TV stations

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

New station going on the air last week:

KTCI-TV (ch. 17) St. Paul. Twin City Area Educational Television Corp., permittee. Station went on the air with program test authority granted on May 3 broadcasting with 47.6 kw ERP visual using an RCA transmitter. Twin City educational corporation is licensee of KTCA-TV (ch. 2) St. Paul.

Information received regarding plans of other holders of CP's includes:
- Raleigh, N. C. (ch. 28). Crescent Broadcasting Co., permittee. Granted CP on April 21 with plans to go on the

EXCLUSIVE BROADCAST PROPERTIES!

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

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

Hamilton-Landsis
& ASSOCIATES, INC.
John F. Hardisty, President
NEGOTIATIONS • APPRAISALS • FINANCING OF CHOICE PROPERTIES

WASHINGTON,  D.C.  CHICAGO  DALLAS  SAN FRANCISCO
1737 DeSales St., N.W. Tribune Tower 1511 Bryan St. 111 Sutter St.
Executive, 3-3456 Delaware 7-2754 Riverside 8-1775 Exbrook 25671

EXTRACTION OF CHOICE PROPERTIES
America's Most Experienced Media Brokers
Local Blue Chip
Accounts are buying
'TOP of the POPS'
for firm 26 weeks.

'TOP of the POPS'
is attracting new
accounts. Everyone here
is enthusiastic about
'TOP of the POPS.'

—Larry Edwards,
General Manager
WMAK Nashville, Tenn.

At last—Something NEW for Radio—
"Top of the Pops": the only authentic
production of the exciting Liverpool
Sound, recorded live by the BBC in
association with Hartwest... by jet
to you.

Produced by
THE BRITISH
BROADCASTING CORP.
in association with
HARTWEST
PRODUCTIONS
INC.

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Third Honolulu sale
gets FCC approval

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

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

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

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

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

Only two weeks ago, the FCC ap-
proved the sale of KONA-TV Honolulu,
KALA-TV Wailuku and KALU-TV Hilo by
the Honolulu Advertiser and John D.
Keating to DeSales Harrison and asso-
ciates for $2.5 million (Broadcasting,
May 3).

Last December the Kaiser stations
in Hawaii were sold to Lawrence S.
Berger and group for $434 million.
Stations are KHVH-AM-FM-TV Honolulu
and KHVO-TV Hilo plus four translators.

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

KOMB, founded in 1929, operates full-time on 590 kc with 5 kw, and is
CBS affiliated. KHBC, founded in 1936, also operates full-time on 970 kc with
1 kw.

54 (THE MEDIA)

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

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

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

WAOW-TV (ch. 9) Wausau, Wis.,
Mid-Continental Broadcasting Co., per-
mittee. WAOW-TV was to go on the
air May 8 with 316 kw visual and 20.4
kw aural using an antenna 996 feet
high. Station will be interconnected
with Mid-Continental's wkow-TV (ch.
27) Madison, Wis. Tony Moe is execu-
tive vice president of the Wausau out-
let. WAOW-TV will be an ABC-TV affili-
ate represented by Adam Young Inc.,
New York. Both stations will comprise
a single buy and will offer coverage of
18 counties and TV home penetration
totaling 188,000.

University drops out
of UHF competition

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

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

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

Ky. station fined,
amount is reduced

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

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

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

WKYY went on the air in 1946 and
operates on 570 kc, 1 kw day and 500
w night. WKYY-FM operates on 93.3
mc with 31 kw and has been in opera-
tion since 1947.
Jim W. Cooper, Director of Engineering at WFAA-TV, Dallas-Fort Worth, came to the recent NAB Convention in Washington to make a decision.

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

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

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

Visual Communications Products

G E N E R A L  E L E C T R I C

Electronics Park, Syracuse, New York
Telephone companies entering CATV field

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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


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

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

Let My People Go

AN EPIC...reminds us of the heights to which television can soar...magnificently developed...a telecast to remember...A MASTERPIECE.

—DONALD KIRKLEY, Baltimore Sun

SEARED THE VIEWER'S CONSCIOUSNESS with the tireless nobility and animal barbarity of the human race.

—JACK GOULD, New York Times

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

—BEN GROSS, New York Daily News

OVERWHELMING, MASTERFUL...
POWERFUL...an experience not to be missed. —PERCY SHAIN, Boston Globe

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

—REX POLIER, Philadelphia Evening Bulletin

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

—BOB CONSIDINE, Los Angeles Herald Examiner

A smashing, heart rending AWARD-WORTHY film.

—ANTHONY LA CAMERA, Boston Record-American

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

—FRANK JUDGE, Detroit News

A DAVID L. WOLPER PRODUCTION

Produced, Written and Directed by MARSHALL FLAUM
House committee uses knife on FCC budget

The FCC will have to get along on $594,000 less than it asked for next year if recommendations of the House Committee on Appropriations are upheld, and they probably will be. The committee approved an appropriation of $16.9 million for fiscal 1966, a figure not only lower than the FCC's $17.494,000 budget estimate, but also lower by $85,000 than the 1965 appropriation.

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

mended." The draft bill puts a $57,-400 ceiling on "necessary expenses in performing the duties of the com-
mission . . . including land and structures," and a $12,500 ceiling on "special counsel fees, improve-
ment and care of grounds and repairs to build-
ings." Requested increases would, ac-
cording to the commission, support 52 new staff positions and facilitate economic and social studies to be used in making major policy deci-
sions on such matters as "super-
power in AM, community antenna television and subscription television" (BROADCASTING, May 3).

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

000, he says.

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

clined to identify the community, pend-
ing the outcome of negotiations there.

The C-U Telephone Co., last week entered the broadcasting field. It re-
ceived FCC permission to buy WMCR

Oneida, N. Y., from a court-appointed receiver. Price was $73,500 for the 1 kw daytimer on 1600 kc.

In Illinois, the DeKalb-Ogle Tele-
phone Co., under an authorization by the state Public Utility Commission, has estab-
lished a CATV subsidiary, Allied

Video Transmission Corp. Allied is go-
ing to lease CATV facilities from the parent company to serve Sycamore and DeKalb, both Illinois.

In South Carolina, a CATV system is about to go into Lancaster using fa-
cilities leased from the Lancaster Tele-
phone Co. The CATV firm is Videovision

Inc. (Frank Barnes, president), which has some common ownership with the telephone company.

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

Other independent telephone compa-

nies engaged in the CATV business: Western Arkansas Telephone Co., in Russellville, Clarksville, Paris and Boon-

ville, all Arkansas; through sister corpo-

rations, Watco Services Inc.; Monroe

County Telephone Co. in Sparta, Wis.;

Millen Telephone Co. in Milan, Mo.;

Bruce Telephone Co. in Bruce, Miss.;

California Water & Telephone Co. in Sun City, Calif., and Illinois Con-

Soled Telephone Co. in Mattoon, Ill.

Spurred by USITA CATV activity by independent telephone companies stems from the urging of their associa-

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

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

ly, he said.)

Court upholds FCC's citizen band rules

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

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

Lafayette Radio Electronics Corp., Syosset, N. Y., had asked the court to stay the commission's hand in a rules change prohibiting the use of citizens' band radio for "hobby or diversion." Lafayette argued that the commission rule would violate the First Amendment and Section 326 of the Communications Act which denies the commission the power of censorship over radio commu-

ication.

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

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

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

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

Booklet helps clarify network compensation

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

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

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

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

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

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

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

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

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

CATV financial yield discussed in Conn.

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

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

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

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

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

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

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

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

First Shouse awards go to Kentucky co-eds

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

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

Media reports...

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

ABC in St. Louis - WIT St. Louis, which has been operating since 1923, became an ABC Radio affiliate May 3. The station, which has 5 kw fulltime on 1430 kc, has been unaffiliated in recent years. Waby Wood River, Ill., was ABC's affiliate in the St. Louis area.
Until April 16, 1965, you couldn’t buy 2,000 ft. continuous seamless aluminum sheath CATV cable for love or money. Now Times is shipping it. Read why this revolutionary new cable makes every other CATV cable a compromise.

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

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

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

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

- **It increases profit.** The fewer the splices, the less maintenance needed. Less maintenance means less labor cost and more profit.
- **It improves electrical performance.** Times JT-1000 cable guarantees 26 db minimum return loss — a must for minimum ghosting. Moreover, it won’t let in moisture vapor that stops your signal short of the target.
- **It easily saves you 10% on installation and shipping costs.** 2,000 ft. lengths mean fewer splices — 8% saved. Only 1 reel needed for 2,000 ft. of cable instead of 1 reel for each 1,000 ft. — 2% saved.

* It was not specified what type of cable was required for the above statements.

And don’t forget: long after so-called economy cable has been replaced (it starts deteriorating the day you install it), Times 2,000 ft. JT-1000 cable will still be a top performer, keeping pace with your system’s planned potential.

Why compromise when you no longer have to... now that Times 2,000 ft. continuous lengths of seamless aluminum CATV cable are on the shelf and ready to be shipped to you.

**Times' Family of Firsts**

The Standards of the Industry

First to design a long life cable specifically for CATV

First with foam dielectric cables for CATV

First with cable that made all-band systems economically feasible

First to make aluminum tube sheathed coaxial systems economically feasible

First to offer 26 db minimum return loss guarantee

First again with 2,000 ft. lengths of seamless aluminum sheath CATV cable
CBS-TV nights all color in ’66-67
Hollywood setting adds glamor as new president paints bright new future to enthusiastic affiliates; network still world’s largest ad medium, Stanton says

CBS-TV last week showed its affiliates a new program schedule, a new president, a new interest in color and (to many delegates) a new world. The network for the first time held its annual station convention in the huge studio complexes of Los Angeles where most of its entertainment shows are produced.

If some of the affiliates had gone to the Coast with some uncertainty about a network that in the season now ending had fallen from the rating and billing pinnacle of previous times, they were exposed to two days of concentrated demonstration that CBS has the facilities and the determination to get out in front.

The whole first day, last Wednesday, was spent at CBS’s huge studio center in North Hollywood (Gunsmoke was in production and Matt Dillon shot a couple of gunslingers to the intense pleasure of onlooking affiliates’ wives). Entire episodes of most of the 11 new shows that go into CBS-TV’s evening schedule next fall were previewed, and the day was capped by an announcement by John Schneider, the new CBS-TV president, that CBS-TV would be 28% color at night next fall and all-color in the 1966-67 season (see story page 63). That announcement drew more applause than anything else. After Wednesday’s business was completed, the affiliates were taken to a fiesta in a Mexican village on the back lot of studio center and from there to a lavish buffet in the Beverly Hilton Hotel in Beverly Hills, where most of them

Shown at the West Coast meeting are I-r: Michael Dann, vice president, programing, CBS-TV; John Schneider, president, CBS-TV; Carl E. Lee, executive vice president, Fetzer Broadcasting Co. and chairman of CBS affiliates board, and John T. Reynolds, senior vice president, CBS-TV Hollywood.

It was an eye-opening experience. A frequent comment among affiliates was that they had never realized how complicated the business of television production is. As one of them said: “A lot of these people have never been on a big film lot before. Now they have an idea of why programing is expensive.”

There was general enthusiasm over the new shows, although most affiliates had strong reservations about two or three of them. Hogan’s Heroes, an hour comedy about Allied prisoners in a German camp in World War II, was predicted to be a certain hit. The Wild, Wild West, which one affiliate described as “James Bond in a western outfit,” also aroused approval. At the other end of reaction, Lost in Space, an hour drama about a family marooned on a planet, was favored only by those affiliates who thought it would draw so many children that its ratings would hold up.

The good feeling engendered by the new programs was strengthened at the Wednesday luncheon, when Frank Stanton, president of CBS Inc., told the CBS-TV affiliates that their network is now in its 12th consecutive year as the world’s largest advertising medium and is completing its 11th season as the world’s most popular television network.”

This season, for the full broadcast day and the country as a whole, CBS-TV enjoyed a 10% lead over NBC-TV and a 42% lead over ABC-TV, Dr. Stanton said. During the prime evening time, CBS-TV led NBC-TV by 1%, ABC-TV by 3%; in the daytime hours for the season, CBS-TV had all of the top five programs, all of the top 10 and 13 of the top 15, he reported and he reminded his audience that daytime accounts for two thirds of all TV network programing and one third of the sales of CBS-TV.

“The final Nielsen report for the current season,” he said, “in addition to establishing that the CBS Television network is in first place for the season as a whole, also shows us to be in first place currently—both day and night. In other words, your network has just concluded another season in the No. 1

BROADCASTING, May 10, 1965
Disappointing • The fact that the CBS-TV nighttime programing has not in 1964-65 "enjoyed the commanding lead over the other two networks that has characterized the networks' schedule consistently since 1958" has been disappointing to the CBS management, Dr. Stanton said. But "we have been comforted by your reaction," he told the affiliates. At the NAB convention, the CBS-TV executives heard from station managers, in effect, "we know the network hasn't come through this season with the big nighttime lead it had in the past. But you can't win them all. I just want you to know that, as far as we affiliates are concerned, the CBS Television network is the one to belong to in the long pull . . . ."

"Through all of our successes," Dr. Stanton stated, "your support and your loyalty have been a major factor. I give you my assurance now that at every echelon in CBS there is an intense determination—such as I have rarely seen before—to regain the margin of pre-eminence in all fields of endeavor to which we have become accustomed, to which you are entitled and without which none of us will ever be satisfied."

"The name of the game is 'programming'" Richard W. Golden, CBS-TV director of market planning, stated in a presentation recorded in New York for presentation to the network's affiliates Thursday morning. "If a network's programs appeal to the public, its ratings are high," Mr. Golden stated. "If a network's programs fail to attract the public, its ratings are low."

The closeness of the ratings of the three TV networks for the 1964-65 season is not a happy story for CBS-TV, Mr. Golden admitted. "This certainly isn't the kind of lead we enjoyed a year ago. And a year ago, we didn't have as big a lead as the year before that." But he warned the affiliates not to get too alarmed over these figures. Reminding them at the end of the 1961-62 season "we had only a 2% lead over NBC-TV and we were being murdered by the press—even then—for that season's large number of flops." He said that then as now, "the problems were the same, only the names of the shows were different."

Too Close for Comfort • CBS-TV doesn't like its competition as "close to us as they are—especially at the same time," Mr. Golden declared. "But we've been pushed this far before. And as some point in the future, I'm sure we'll be pushed this hard again. But not next season."

Reminding his audience that "most of the hits of any given television season are holdovers from the preceding season," Mr. Golden pointed out that in the season just ending, CBS-TV has 18 of the top 40 programs and that all 18 are being brought back for 1965-66, plus My Three Sons which is joining CBS-TV from ABC-TV. NBC-TV has nine holdovers on its schedule for next season and ABC-TV 11, he said.

"When we define the top 30 as the big winners, CBS-TV will start next season with 16 holdovers to NBC-TV's six and ABC-TV's eight," he reported. And when the figure is reduced to the top 20, CBS-TV has 12, more than the other two networks combined, he stated. "In fact, CBS-TV has more top 20 hits coming back than either NBC-TV or ABC-TV has in the top 30 category. And, for that matter, we have even more returning top 20 shows than either of the other networks has in the top 40."

The optimism which CBS-TV has for the 1965-66 season "stems from our knowledge that most of this season's big hits will repeat next year—and from our confidence that the public will like our new programs," he said.

9 CBS-TV fall shows in color

Schneider tells affiliates its been a long wait but timing is about right

Nine regularly scheduled nighttime program series on CBS-TV will be broadcast in color starting this fall, representing 28% of the network's total prime time schedule, John A. Schneider, president of CBS-TV, announced Wednesday (May 5). In addition to the previously announced plans to broadcast The Danny Kaye Show, The Red Skelton Hour and most of the CBS Thursday Night Movies (20 out of 29) in color, he revealed that the weekly color schedule for the 1965-66 season will also include Lassie, My Favorite Martian, The Lucy Show, The Beverly Hillbillies, Gilligan's Island and Hogan's Heroes.

Addressing the 1965 general conference of the CBS Television Network Affiliates (see page 62), Mr. Schneider said that in addition to these regular weekly programs, CBS-TV will present "a considerable number" of special programs in color, such as The Wizard of Oz and Cinderella, as well as some CBS News documentaries and many remote sports broadcasts—football, baseball, golf and the triple crown.

Color in Prime Time • And in the following season, 1966-67, Mr. Schneider stated CBS-TV "plans to broadcast in color every nighttime entertainment program."

In past seasons, CBS-TV has had only a few colorcasts, permitting NBC-TV to carry the load of pioneering in the field of color broadcasting, as the TV set manufacturers had in general permitted NBC's parent RCA to carry the load of producing color sets and selling color to the viewing public. Now, virtually every set maker has a line of color receivers on the market and color set sales are booming. "The color set population explosion is underway," Mr. Schneider told his network's affiliates. From 1.5 million color set homes in January of 1964, "just 3% of all television families," color set sales in the next year had increased "only another 2.4%," he said, but now the boom is on and "we estimate that by January 1966—the middle of next season—some five million homes will have color sets. That's nearly 10% of all families. The projection for January 1967 is nearly 15%. And by January 1968 it looks as though more than one out of every five television homes in the nation will be able to receive color."

Citing a recent study of viewing patterns in color homes as compared with those with black-and-white receivers made by the American Research Bureau (Broadcasting, March 1, April 26) which showed color families to be heavier viewers of all TV than monochrome families and to prefer color programs to those in black-and-white, Mr. Schneider said: "We are now entering an era when color set sales will be far greater than black-and-white and when color is starting to make a measurable contribution to audience size. We have been waiting for just this combination of factors to come into play before embarking on a substantial schedule of color programing . . . ."

Long Wait • Admitting that for some station managers the waiting period has been hard, when their business associates, customers and prospects and personal friends "all own color sets and have been plugging for color," Mr. Schneider told his affiliates that "when you look at the figures, I think you will agree that our timing is just right."

Adding color is going to catch on the stations and, as well as the network to make substantial investments in new equipment, he noted, adding: "However, I am sure that all of us recognize that this is an investment with a tremendous potential return."

"For color will provide the television
Public service five times Henry’s estimate

Frank Stanton, CBS president, took public issue with FCC Chairman E. William Henry last week on Mr. Henry’s estimate of the extent of public service programing.

Dr. Stanton said the networks were broadcasting far more information and news than Mr. Henry gave them credit for in the latter’s address last March to the convention of the National Association of Broadcasters. According to Dr. Stanton, CBS was broadcasting more than five times the volume of public-service programing than the FCC chairman had indicated.

The CBS president brought the subject up in a talk last Wednesday before a convention of CBS-TV affiliates in Los Angeles. He said he did so because he had recently read in Time Magazine’s coverage of the Peabody awards that public-service programing accounts for only 4% of the networks’ time.” Dr. Stanton said he found the 4% reference baffling until he recalled that he had seen it once before in Chairman Henry’s speech at the NAB convention.

An Increase • Of Mr. Henry’s speech, Dr. Stanton said:

“After citing data about the number of network hours and programing of the public-service type, as he put it, designed to show a decline between the 1960 season and the 1963 season — statistics which are grievously in error, since the fact is that there was a marked increase from the 1960 to the 1963 season—Chairman Henry said, in all the years from 1961 to 1965, the proportion of total network time devoted to public-service programs as defined by Nielsen has remained about 4%. Only about four out of 100 programs fell into the public-service category.

“It took us a long time to dig into this to find out where the chairman got this 4% figure. It turns out that it was not based on the composite week which we have to file with the FCC, but rather was based on some unpublished definitions and data furnished by one of the rating services. It also turns out that, although in the immediately preceding paragraphs of his speech the chairman was talking about the entire network broadcast day, in the 4% paragraph he switched—without noting the fact—to only a portion of the prime time from Mondays through Saturdays, 7:30 to 11:00 p.m., and Sundays 6:00 to 11:00 p.m. and, although the rating service’s unpublished definition specifically includes hard news, the chairman elected to ignore his source and excluded hard news. This despite the fact that the time devoted to hard news more than doubled in the time span under consideration.”

Many Omissions • “Moreover, the data Chairman Henry used ignored all non-scheduled public-service broadcasts, thus leaving out some of the historic broadcasts which is the very stuff of which television is made. And he also omitted scheduled special public-service broadcasts, such as presidential speeches, NBC’s White Paper and the first communication-satellite broadcasts.

“While I am unable to deal with the schedule of all three television networks, let me restate—this time correctly—Chairman Henry’s paragraph insofar as it applies to the CBS Television network. Like Chairman Henry I am arbitrarily limiting myself to prime time:

“In all the years from 1961 to 1965, the proportion of total CBS Television network time devoted to public-service programs—as defined by Nielsen—has increased by 4 percentage points. In the 1960-61 season—which included the presidential campaign—public-service programs comprised 16.5% of the ‘prime time’ schedule as defined by Nielsen, while in the current season such programs comprised 21.1%.”

“Twenty-one percent is a long way from Chairman Henry’s 4% . . . further if we do not confine ourselves to prime time, but rather make our computations on the basis of the full CBS Television network broadcast schedule, that last paragraph of the chairman’s speech should be corrected to read: ‘In all the years from 1961 to 1965, the proportion of total CBS Television network time devoted to public-service programs has increased from 14.2% to 21.6%. Judging from the first quarter of both years, about 22 out of every 100 programs fell into the public-service category.’

“If my arithmetic is correct, the actual figures are 5½ times greater than the chairman’s.”

Dodd hits Vietnam coverage

Senator Thomas J. Dodd (D-Conn.) has accused American newsmen of doing an inaccurate, imbalanced and inadequate job of reporting the struggle in South Vietnam.

Addressing the Cleveland Press Club last week, the senator said that some stories are “obscured by sensationalism,” some should “have been told differently,” and some have never been told.

He singled out for comment the handling of reports that gas had been used in the war, saying that if stories and headlines had stressed the use of ordinary riot-control gasses for humanitarian reasons, much misunderstanding would have been avoided.

The senator, who has just returned from a trip to South Vietnam, also said that morale there was better and the troops more successful than is generally pictured in domestic accounts.
CBS-TV group to fight rules

Stanton's explanation of what FCC program plan means stirs quick action

CBS-TV affiliates voted last week to join their network in vigorous opposition to government attempts to reduce network equity in programming.

At their annual convention, held in Los Angeles last week, the CBS-TV affiliates instructed a special committee to plan and execute a defense against the FCC's proposed rules. The action ratified one taken earlier by the CBS-TV affiliates board (Broadcasting, March 29).

The committee, which is headed by Frank P. Fogarty, of Meredith Broadcasting, scheduled a strategy meeting for May 17 in the Washington office of Ernest Jennes, lawyer for the CBS-TV Affiliates Association. Other members of the committee are John S. Hayes, Post-Newsweek Stations; Thomas Murphy, Capital Cities; Carl Lee, Fetzer Stations; C. Howard Lane, KOIN-TV Portland, Ore., and Kenneth R. Giddens, WKRG-TV Mobile, Ala.

Action Asked • In a resolution adopted during a closed session of the affiliates last Wednesday the committee was told to take whatever action it deemed necessary, including participation in "administrative, judicial or legislative proceedings," to resist the FCC proposal.

The action followed a luncheon address by Frank Stanton, president of CBS Inc., who told the meeting that the "so-called 50/50 or 14-hour rules" would "arbitrarily limit the sources from which networks may get nighttime programming. The rules also would bar networks from any financial or proprietary interest—any equity in any form—in any program with which an outside producer has anything to do, even though the network may have developed the idea with the producer, or may have financed the pilot, or may have committed itself financially for the entire series. Third, the rules would also prohibit the networks from engaging in any domestic syndication at all, or from foreign syndication of any programs that are not wholly produced by network organizations. . . ."

"We are convinced that they are misconceived and harm, rather than help, all elements in the industry, even those that they seem to be intended to benefit. So far as networks are concerned, they..."
not only threaten to hurt our economic resources in a way that is bound to affect our programming, but they also tend seriously to dilute our vital programing and scheduling function, and as the rules work out, they are likely to make it very difficult for us sensibly to plan an orderly and balanced schedule."

Hurt Advertisers • "As far as advertisers are concerned, the rules are likely to shrink advertising opportunities, place a large and new burden of economic risk and programing responsibility on advertisers, and seriously discriminate against the vast majority of advertisers who are not likely to share in the $20 million annual entertainment programing loss which the CBS Television Network is currently assuming. The rules particularly put the medium-size and small advertisers at a disadvantage."

"As far as outside producers are concerned, there is little question in our minds that, instead of helping them and encouraging a greater diversity of programing sources, the rules do just the opposite, by not only depriving outside producers of their main source of financing but also actually knocking them out from a substantial portion of the prime-time schedule."

"The rules are likely to hurt you," Dr. Stanton told the CBS-TV affiliates, "because the over-all network prime-time schedule will be weakened; our financial resources, which you share with us are likely to be reduced and, to the extent that advertisers do not supply their quota of about 12 hours of programing a week, the network will have to go black or, alternatively, which is not very attractive to you, we will have to fill the gap with sustaining programs. And all of this is likely to hurt the public because of the adverse affect on programing and the inability sensibly to schedule."

Resolution • The CBS-TV affiliates' resolution stated: "Resolved, that the action of the CBS Television Affiliates Board in opposing these proposals is hereby ratified and confirmed; that the special committee appointed by the chairman of the board shall have full authority on behalf and in the name of this association to participate in such formal or informal administrative, judicial or legislative proceedings, and there to present such proofs and arguments, as the special committee may deem appropriate for the purpose of opposing the proposed rules of similar purpose or effect, and the special committee shall also have full authority to take such action as it shall deem appropriate to carry out the purpose of this resolution, including (without limiting the generality of the foregoing) authority to conduct such investigations, to procure such professional services, and to incur such expenses as the board may authorize."

FCC commissioners can and should help to improve the quality of programing of America's broadcasters by participating in a dialogue with them and the public about their service.

This was the message that Commissioner Kenneth A. Cox left with Mississippi Broadcasters Association in a speech in Biloxi that was itself an exhortation to broadcasters to provide better service.

The speech was an explicit reply to criticisms by President Vincent Wasilewski of the National Association of Broadcasters and Broadcasting magazine of commission intrusion into the area of programing.

It was also, implicitly, a response to fellow-commissioner Lee Loewinger's argument that the commission should restrict its interest in programing to the prohibition of legally objectionable broadcasts. Commissioner Loewinger also says the commission should not set itself up as a judge of programing (Broadcasting, May 3).

But, Commissioner Cox said: "Programing is of the essence of the service broadcasting provides." Therefore, he added, it's impossible for the commission to consider whether to grant an application for a broadcasting license "without considering the overall character of that programing service."

General Concern • He said the commission's concern should be general and overall. He also said its regulation of programing would "always be of limited effectiveness" because, ultimately, only the broadcaster can provide the programs to be aired.

"I can urge you to present local live programs, but I can't produce them. Only you can do it," he said.

"So simply hope to continue the dialogue involving the broadcaster, the FCC and the public," he said. "It has produced a good system—it can produce a better one."

The commissioner noted that Mr. Wasilewski, in a Detroit speech last month helped spread the "myth" that the American viewer, through his selection of programs, actually determines programing, not Madison Avenue or network executives.

But what this generally means, Commissioner Cox said, is that networks program for a mass audience and that viewers with different tastes are not served. Furthermore, he said, viewers can switch channels and even turn off their set—but they can't tune in a program that a network has not selected.

He acknowledged the need of broadcasters to provide the kind of popular programs that attract the advertising revenues that keep the station in business. But he pleaded with broadcasters—on local and network levels—not to ignore the kind of informative programs needed to illuminate the problems facing the country. "I believe most profoundly that this country needs improved methods of informing itself."

Represents All Viewers • The commissioner said the government should serve as representative for such viewers who "are not entranced by The Beverly Hillbillies. And maybe the government can better represent the respective interests of differing groups than the networks can," he said: "because its eyes are not blinded by the rosy glow of profits."

Commissioner Cox also noted that Broadcasting magazine frequently opposes government intrusion into programing and in addition last month sharply criticized a new commission rule requiring broadcasters to keep on file locally many of the applications and other documents they now file with the commission in Washington (Broadcasting, April 12).

"Apparently," the commissioner said, "the viewer is just to stay glued to his set, grimly switching the dial and hoping that someday Mr. Nielsen will install an Audimeter in his home. But meanwhile he shouldn't concern himself with whether the local station is performing as it said it would—or with whether it could really afford to do a little more in the way of local programing without impoverishing the owner."

Broadcasting-industry critics of government action, he said, seem to say, in effect "leave it to us." But, he added, critics of television continue to be heard. He recalled that Edward R. Murrow, in a speech before that Association of Radio and Television News Directors, in Chicago in 1958, said that television in prime time "insulates us from the realities of the world in which we live."

And this year, he added, the duPont and Peabody Awards committees expressed criticism of TV. "Even" Commissioner Rosel H. Hyde, who normally opposes any government intervention in programing, "tells broadcasters of California and Texas they should do better" (Broadcasting, April 19).

"Apparently," he said, "even with government accused of being in the picture, all is far from satisfactory."

ANSWERS CRITICS OF FCC'S POLICY ON PROGRAMING

Mr. Cox

BROADCASTING, May 10, 1965
You share the credit for this picture

You might interpret this chart line by saying:

"We all know the cost of living has gone up and up and up... but electricity for our homes is a better buy than ever; the investor-owned electric companies must be doing a good job."

True. But you and your family have had a share in all this. All over America millions of men, women—and children, too—are calling upon electric service to do more and more for them every day. And in a free economy, such increasing use keeps good things happening.

It's part of business management to do everything possible to make increased volume pay off in low prices... with added research and development aimed at reducing costs... with advances in production efficiency... with all the other things that go with imaginative and progressive business operation.

And this sort of progress is going to keep right on with most of America's electric service in the hands of business-managed, investor-owned companies. These companies—more than 300 of them across the nation—and the business way of doing things assure you a continued abundance of low-priced electric service in all the years ahead.

You've got good things going for you with service by Investor-Owned Electric Light and Power Companies*

*Names of sponsoring companies available to you through this magazine
Early Bird is off and winging
Experimental telecasts prove its versatility
as two continents watch programs ranging from
a message from the Pope to criminal bulletins

Television broadcasters on both sides of the Atlantic inaugurated the Early Bird communications satellite with a series of versatile performances last week and prepared for more—including the first live trans-Atlantic colorcast, scheduled for next Monday (May 17).

Transmission of the special color program from London to the U. S. for showing on NBC-TV was one of many news, documentary, cultural and other ocean-spanning special programs presented or scheduled for presentation by the networks and other TV countries in this country during Early Bird’s “experimental” period.

That period opened May 2 with a pooled one-hour special witnessed simultaneously by an estimated 300 million persons on the American and European continents. The experimental period will continue—mostly on Mondays, so far as TV is concerned—until the satellite is put into commercial use following the filing of rates, which is expected “soon.”

After the May 2 inaugural program networks and other TV organizations in this country and Europe used the satellite extensively to relay individual programs last week. U. S. networks employed it primarily for news, interviews and discussion programs, while the United Nations used it to transmit interviews and the first live coverage of a security council session ever received in Europe.

What’s Ahead • Plans for its use in bringing programs into this country from Europe during the next few weeks included, as of last Thursday:

• What was billed as the first live trans-Atlantic transmission and reception of a cultural program, scheduled for showing by CBS-TV tonight (May 10, 10:10:30 p.m. EDT). The program, part of the CBS Reports, will mark the 100th anniversary of the birth of Finnish composer Jean Sibelius and is slated to originate at Ainola and Helsinki, Finland.

• Next Monday’s special colorcast, set for showing on NBC-TV (7:30-8 p.m. EDT). The program will present NBC newsman Sander Vanocur in a report on London’s changing scene. A mobile color unit recently in an RCA color TV exhibition in Moscow has been shipped to London to aid in the production.

• Segments for use in various newscasts on all three TV networks. Because Early Bird has been earmarked primarily for telephone-message relays on other days during the experimental period, most of these TV relays will occur on Mondays.

The May 2 inaugural program was hailed on both sides of the Atlantic.

The procession of pickups from various points on this continent and in Europe included news reports from the Dominican Republic, heart surgery in progress in Houston, Pope Paul VI from the Vatican and the Rev. Dr. Martin Luther King from Philadelphia, a cricket match in Great Britain, part of a bullfight in Spain, the Astrodome in Houston, a new tunnel under Mont Blanc in Italy, the manned spacecraft center in Texas, an electric power project in France and an exchange of pictures of “most wanted men” by officers of the Federal Bureau of Investigation, the Royal Canadian Mounted Police, and New Scotland Yard.

Early Bird wasn’t long in demonstrating its law-enforcement possibilities. Last Thursday police in Fort Lauderdale, Fla., announced the arrest of a man, described as hunted all over the world in connection with a 1961 bank burglary in Montreal, after a viewer said he recognized him from one of the “wanted men” pictures shown on the program.

Universal Song • The program closed with Auld Lang Syne sung and played by the Soviet Navy Choir in Portsmouth, England; the U. S. Army Band in Washington and the Royal 22nd Regimental Band in Quebec.

The program, “This is Early Bird,” was presented jointly by the three U. S. TV networks, the Canadian Broadcasting Corp., members of the European Broadcasting Union, and sta-
in Mexico. Central control for the U. S. networks and the CBC was at CBS News headquarters in New York, with Av Westin of CBS News as executive producer.

Richard Dimbleby of the British Broadcasting Corp. narrated events from Europe, while commentary on their respective networks here was provided by Frank McGee of NBC-TV, Bob Young of ABC-TV and Mike Wallace of CBS-TV, whose voice also carried to Europe.

The program's overall success was marred by some minor technical flaws: At times the pictures from Europe were lost briefly, and Mr. Dimbleby's European commentary, transmitted by cable rather than by Early Bird, fell prey to an echo effect. Pictures from the Houston Astrodome reportedly were seen clearly in Europe but some of them could not be seen in this country.

**NBC-TV Share Leads**

According to the national Arbitron ratings, NBC-TV attracted a 42% share of the "This is Early Bird" audience in this country and a 5.5 rating, CBS-TV a 39% share and a 5.1 rating, and ABC-TV a 19% share and a 2.4 rating.

On Monday (May 3) Early Bird—20 Years After with reminiscences by General Eisenhower in the U. S. and Field Marshal Montgomery in Britain. This special was scheduled for showing live at noon to 1 p.m. EDT, with a repeat at 9-10 p.m.

ABC-TV carried a live pickup of newscaster Peter Jennings from Europe on its Marlene Sanders and the Woman's Touch May 3 (2:55-3 p.m. EDT) and also brought in Mr. Jennings' report via Early Bird for a segment of his regular newscast at 6-6:15 p.m. The ABC Daily Electronic Feed normally used to deliver newsfilm to affiliated stations, also employed Early Bird to transmit to government and commercially owned stations in 11 European countries on May 3.

That same day, United Nations Television on the request of the EBU and the International Radio and Television Organization transmitted live to Europe, for the first time, proceedings of the UN Security Council from 4:40 to 5:05 p.m. EDT. Earlier in the day the UN also used Early Bird to deliver a half-hour of news programming to various stations in Europe.

United Press International in association with Sports Network Inc. mean-

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**CBS-TV leads ratings**

CBS-TV replaced NBC-TV in the ratings lead in the latest national ratings according to the A. C. Nielsen Report (NTI) for the two weeks ending April 18. CBS-TV's average rating for 7:30-11 p.m. was 18.8, ABC-TV had 18.3 and NBC-TV had 18.0. In several ratings reports immediately preceding this two week period, NBC-TV was dominant among the three TV networks.

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**NAB radio clinic agendas completed**

All the speakers have been named and final arrangements have been made for the National Association of Broadcasters six radio clinics which begin in Atlanta, May 17-18.

New to the list of speakers for the day-and-a-half sessions are Grady Edney, Lawrence Webb, John Barrett and Frank Stewart. Five speakers were announced last month (BROADCASTING, April 19).

Mr. Edney, vice president of radio programing, Storer Broadcasting Co., will speak on "How to Program a Modern Music Station" at the Atlanta and New Orleans clinics. Mr. Webb, vice president and general manager of KRLA Pasadena, Calif., will cover the topic at the New York session, and Mr. Barrett, station manager of KRLA, will speak at the Chicago session. Joseph C. Drilling, president of Crowell-Collier Broadcasting, will speak on modern music at the Denver and Los Angeles clinics.

Mr. Stewart, general manager of KTHR Houston, will speak on "How to Program an Information Station" at all the clinics.

Other speakers and their topics are: John Hurbut, president, WZMC Mount Carmel, Ill., at all clinics on "How to Be All Things to All People in a Small Market"; Elmo Ellis, general manager, WSB Atlanta at Atlanta, New York and Los Angeles sessions and Lee Fondren, manager, KLZ Denver at New Orleans, Chicago and Denver meetings, both on "How to Program a Middle of the Road Station"; Earl Nightingale, program producer, Chicago, at all clinics on "Information, Inspiration and Profits." Alvin M. King, NAB director of state association liaison, will present capsules of "Seven Successful Programing Ideas" prior to the opening meeting of the clinics.

Sherrill Taylor, NAB vice president of
The flap over LBJ's short-notices

NETWORKS UPSET OVER PLETHORA OF CONFERENCES WITH NO WARNING

Network news officials hope to arrange a meeting, already deferred once, with the White House this week to cope with the problem of television appearances by President Johnson on short notice.

A session was scheduled last Wednesday (May 5), but George Reedy, the President's news secretary, notified them that morning that the pressure of other duties required a postponement. Network news executives in New York last Thursday were inclined to believe that the meeting probably would take place sometime this week.

The Vietnam and Dominican Republic crises have given rise to frequent talks and announcements in recent weeks, and White House aids have notified the networks when these reports by Mr. Johnson were available for TV coverage.

In less than two weeks, three such notices were relayed to the television networks by the President's staff. In each case, network sources contend, the notice was not adequate to permit them to clear sufficient line-ups, promote the appearances adequately or decide whether the presentation should be carried live or delayed.

Network executives stressed that a presidential request for time automatically is honored. But they pointed out that these recent incidents involved a White House advisory rather than a request for time, which left it up to them to decide whether to carry the event live, on tape or not at all. They added that the White House staff rarely gives any information as to what the President is going to disclose so that it is difficult to make an editorial judgement regarding the event's importance or the way it should be handled.

The networks' dissatisfaction with the President's "instant news" posture has been brewing for several weeks, but became serious on Sunday, (May 2). The preceding day the networks were alerted that Mr. Johnson might make a speech, but the President did not make an appearance. On May 2, plans for a talk by the President were uncertain during the early part of the evening, but word was received less than two hours before the scheduled hour that he would discuss the Dominican crisis at 10 p.m.

CBS-TV was the only network to carry the program live (10:10-10:30 p. m.). NBC-TV presented a tape at 11:15-11:45 p.m., and ABC-TV carried taped excerpts on its 11 p.m. newscast.

On April 30, in a quick arrangement, the President spoke on the Dominican issue for approximately six minutes, beginning shortly after 7 p.m. His appearance coincided with regularly scheduled newscasts of CBS-TV and NBC-TV; they carried the talk live. ABC-TV taped and carried it on scheduled newscasts.

On April 28, when President Johnson made his announcement on sending Marines to the Dominican Republic, NBC-TV was the only TV network to carry the President's two-minute message (8:48-8:50 p.m.). Other networks said they didn't have time to set up their facilities.

The networks claim that commercial for radio, noted last week that registrations—limited to 125 at each clinic—are being made "in excess of any expectations." He said the Chicago clinic was already full and that the others are nearing that stage.

Mr. Taylor noted that last year's one-day pilot clinics pointed up a need for more in-depth studies, which he feels will be accomplished by the extra half-day allotted to each clinic. The half-day sessions will be divided into large and small-market groups with a chance for speakers and audience to "communicate" ideas in "shirt-sleeve working sessions," Mr. Taylor said.

An informal open house will precede each clinic on the evening before the first day's session.

Tornado toll held down by broadcast warnings

The Weather Bureau investigating team for the Palm Sunday tornadoes in the Midwest reported last Wednesday (May 5) that the death toll (271 in five states) would have been higher if radio and TV stations had not put out the "excellent" warnings and forecasts they did.

The team said one reason so many were killed was that listeners were unable to tell the difference between "forecasts" and "warnings." But the bureau said that it was not the fault of any radio or TV outlet that the people did not respond. "On the contrary, all were very cooperative. Without their absolutely essential contribution, the loss of life would have been much greater," the report recommends that the links

Radar trouble

The U.S. Weather Bureau which had trouble with a radar unit in Kalamazoo, Mich., during April's Palm Sunday tornadoes, suffered more radar trouble last Thursday (May 6), but a television station came to the rescue.

The northern and western suburbs of Minneapolis were hit by at least a dozen tornadoes and at the height of the turbulence the weather bureau's radar unit at the Minneapolis-St. Paul International Airport went out.

Emergency radar service was provided by KSTP-TV St. Paul-Minneapolis.

between weather storm centers and broadcasters be strengthened.

One suggested way is supplying all radio-TV stations within a specific radius of a weather station with typewriters for instant intercommunication between stations and broadcasters.

Recommended also are meetings between weather experts, local law enforcement agencies, public officials and the news media for ways to shorten the time of spreading the warnings and severe storm forecasts to all citizens.

The team also proposes that areas usually hit by severe storms such as tornadoes be saturated with materials of an explanatory nature on the storms. Under consideration is a plan to supply TV and radio stations with films and spots on what to do when a storm approaches and where to seek refuge.

AP study group named to study news techniques

Robert E. Schmidt, general manager, KAYS-TV Hays, Kan., and president AP Radio-Television Association, announced last week establishment of 19-member committee of station representatives for governing news programming for Associated Press APRTA.
pre-emption and a subsequent loss in revenues are not an overriding consideration in their appeals for a modus operandi with the White House. One network official voiced the view that less than $250,000 in business was dropped because of these three episodes.

The networks' contention is that there rarely is so much urgency involved in a presidential appearance that notice of at least a few hours cannot be given. This, they said, would give them time to evaluate the President's remarks; notify affiliates of their intentions and provide needed promotional support on the air for the event.

No Great Problem—Mr. Reedy belittled the publicity about the matter—from newspaper stories it would appear that President Johnson was engaged in three battles, Viet Nam, Dominican Republic and TV—viewing it as a mechanical problem inherent in the requirements of the electronic medium. "It is not a major problem," he said Thursday (May 6). "Electronic journalism has certain technical problems which will be thrashed out with the TV newsmen and which yield to reason and judgment."

The situation has been "blown up out of all proportion" by the newspaper publicity, he commented. The meeting which was scheduled for May 5 had been set some time ago to discuss various matters, Mr. Reedy said, and had not been planned because of the last three presidential appearances before the TV cameras. In fact, Mr. Reedy said, he has been meeting with the Washington bureau chiefs off and on for a year. The network news chiefs were in Washington that day attending the briefing on the Gemini 4 launch, he said, and had been invited to sit in on the planned meeting. He had to postpone the meeting, he said, because of the press of other business.

represents 2,600 member stations. The group, which is conducting a five-month probe into the techniques of packaging news, is called the "Committee on Performance," and is headed by Normand Schrader, news director, WDAY-TV Fargo, N. D. Objective of this committee, Mr. Schmidt said, "will be to come up with some fresh ideas about packaging and format that the AP might put to good use for the benefit of the membership as a whole."

The committee is organized into two groups: the "Metro Group" composed of markets exceeding 100,000 population, with Ray Thompson, news director, KTAR-TV Phoenix, Ariz., as chairman; and the "Non-Metro Group" for areas with population less than 100,000, with Bev Brown, general manager, KAGS Carthage, Tex., as chairman. Findings reported by the chairmen to Mr. Schrader will in turn be given to the APRTA board of directors in September.

Other committee members (all news directors except where noted) are:


Specials' clearinghouse

ABC-TV last week sought and obtained the support of the National Academy of Television Arts & Sciences for a plan to prevent simultaneous scheduling of public service or entertainment specials by television networks.

Neither CBS-TV nor NBC-TV had comment last week on the proposal.

Thomas W. Moore, president of ABC-TV, in a letter to NATAS President Rod Serling, suggested that program times for specials be registered with the academy to avoid conflict of "important, worthwhile" presentations.

A return letter from Mr. Serling said the NATAS welcomed the suggestion.
CBS-TV's live remote May 1 from Churchill Downs, Ky., covering the Kentucky Derby had a series of mishaps, including the feed of radio commercials on the TV audio.

Two fires—one at Churchill Downs in the stands and the other near Baltimore affecting AT&T circuits—were responsible for one of the most unusual horse-race telecasts in years.

As a result a radio sponsor with an investment of approximately $15,000 got exposure for two minute commercials before a TV audience which was being sold to a group of TV sponsors for some $180,000.

The TV program was scheduled for 5-6 p.m. EDT with the off-time of the Derby set for approximately 5:30. A fire that broke out earlier in the stands caused a delay in the race—the Derby actually began at 6 p.m. At about 20 minutes before "off-time," the audio was lost when a fire near Baltimore melted and fused audio lines for the network TV feed to master control in New York.

TV officials fed the CBS Radio coverage of the event as the TV commentary but with uncomfortable results of a mismatch with the pictures.

ABC-TV will increase its colorcasting in primetime next fall by an additional one and a half hours per week. The network also will telexcast in color in the new season at least five episodes of its half-hour The Adventures of Ozzie & Harriet (Wednesday, 7:30-8 p.m.).

ABC-TV said that with the new color boost, a minimum of one third of its prime-time schedule will be colorcast in the 1965-66 season.

The shows newly announced as slated for color presentation on ABC-TV are The Hollywood Palace, Saturday, 9:30-10:30, and The King Family, 8-8:30 that same night. Both program series are taped and originate at ABC-TV's Hollywood Palace which will be equipped for color production by Aug. 18.

Previously announced ABC-TV shows to be telexcast in color: Sunday: Voyage to the Bottom of the Sea, 7-8 p.m.; The FBI, 8-9 p.m., and movies, 9-11 p.m.; Wednesday, in addition to Ozzie & Harriet: Gidget, 8:30-9 p.m., and The Big Valley, 9-10 p.m.; Friday: The Flintstones, 7:30-8 p.m.

Daytime programs at ABC-TV that will be in color in the new season: Milton The Monster, Hoppity Hooper and Bullwinkle.

In its latest diversification move, The Communications Group, New York, is adding to its activities in TV-radio program and commercial production, industrial filming and advertising servicing by moving into the feature film-making field.

Through a subsidiary, Gerald Pictures International Ltd., the organization began production last week in Argentina.

Gerald Auerbach, president of The Communications Group, reported that within the past seven months, the CG has expanded to include Clef 10 Productions Inc., under the creative direction of Skitch Henderson, which offers a complete musical service for the production of jingles, background scoring and other forms, and Peter Elgar Productions, New York, a producer of TV commercials headed by Mr. Elgar.

Mr. Auerbach pointed out that the organization’s thrust into feature production, primarily in Argentina, parallels a move to acquire features produced in that country for distribution to TV and theaters here. Already acquired and dubbed into English, he reported, are six Argentinian features, which will be offered to TV later through a syndicator yet to be selected.

The Communications Group has grown from a company called Gerald Productions which Mr. Auerbach founded in 1955 to produce commercials, promotional film spots for stations and networks, and industrial motion pictures. In addition to Mr. Henderson and Mr. Elgar, the CG’s management team includes Louis Musciolo, executive vice president and formerly with Robert Lawrence Productions and RKO Pathe, and David Savage, vice president in charge of feature films and TV and formerly with WCBS-TV New York, NBC Films and Guild Films.

EQUIPMENT & ENGINEERING

TV may have to share its space

JTAC’s recommendation lends more weight to plan for land-mobile radio to use selected frequencies

The case for opening the television portion of the spectrum to land mobile radio systems is continuing to accumulate at the FCC.

The Joint Technical Advisory Committee has told the commission that the only long-range solution to what is said to be land-mobile radio operators’ acute need for additional spectrum space is to permit them to share channels now used exclusively for television.

The committee suggested that the commission provide for developmental programs of both co-channel and adjacent-channel sharing. It also said the commission should consider sharing in the UHF as well as the VHF band.

The report, prepared by a subcommittee that included some broadcasting-connected names, made a plea for permitting land-mobile users to the television share of the spectrum. It acknowledged the spectrum’s importance to businessmen seeking to advertise their products on television.

But it added that the businessman can use spectrum space for radio communications that will help in the conduct of his business. Such uses, the report said, contribute to national prosperity “and deserve at least equal consideration with advertising.”

Among the subcommittee members are Frank Marx, until recently president of ABC Engineers and now a vice president of American Broadcasting-Paramount Theaters; and James Veatch, of NBC’s parent, RCA. Dr. John A. Pierce of Harvard is chairman of the unit.

The committee’s comments were filed in the commission’s inquiry, initiated 14 months ago into the question of optimum frequency spacing between assignable frequencies in the land-mobile service and the feasibility of sharing between TV and land-mobile services (Broadcasting, March 30, 1964).

The comments were filed after Commissioner Robert E. Lee, in a speech before the Petroleum Industry Electrical Association in Dallas on April 28,

Westinghouse puts pictures in disk grooves

Westinghouse Electric Corp. showed an electronic system that plays TV pictures from a phonograph at Edison Electric Institute convention May 5 in Miami Beach (Closed Circuit, May 3).

A Westinghouse spokesman said that although the system works, it remains in its development stage and is not yet ready for the market.

The sight-and-sound system, called Phonovide, was demonstrated by Dr. William E. Shouppe, Westinghouse vice president-research.

The portable Phonovide produces up to 400 pictures and 40 minutes of voice and music on a 12-inch, 33-1/2 rpm recording (Videodisc). Dr. Shouppe reported that with no modification, the system could be integrated into existing closed-circuit and standard-broadcast TV systems. In addition, by using ordinary telephone equipment, this system could transmit pictures over telephone lines, he said.

The Phonovide has been under development for over a year, Dr. Shouppe indicated. The cost of installing the system, he said, would range from $6,000 to $10,000, depending upon volume and quantity of production. The Videodiscs, he continued, would not exceed in price the cost of ordinary classical recordings, if a market were guaranteed. He mentioned two possible markets for the system: schools that use closed-circuit television, and television stations that compile news background pictures and reports.

---

We’re ahead of competition with

‘TOP of the POPS.’

We sold it locally before airing.

‘TOP of the POPS’ is promotable, readily saleable.

—Don Bruce, Station Manager
WNOR Norfolk, Va.

At last—Something NEW for Radio—
‘Top of the POPS’: the only authentic production of the exciting Liverpool Sound, recorded live by the BBC in association with Hartwest . . . by jet to you.

Produced by
THE BRITISH
BROADCASTING CORP.

in association with
HARTWEST PRODUCTIONS, INC.
THE WARWICK 65 West 54th Street
New York, N.Y. 10019

Call collect area code 212 754-0222
restated his view that channel sharing in the VHF band is the answer to nonbroadcasters search for spectrum space in which to expand their services.

UHF Comes Later — He said he would exempt UHF band from sharing, at least temporarily.

Last month, the land-mobile section of the Electronic Industries Association, in comments filed with the commission, recommended land-mobile sharing of the VHF channels on a non-interference basis (BROADCASTING, April 5). And the National Association of Manufacturers has long urged the commission to conduct a field test to determine the feasibility of land-mobile systems using unassigned TV channels 14 and 15 in Los Angeles (BROADCASTING, April 12).

JTAC, which was organized in 1948 to provide impartial technical advice to the commission, said that co-channel sharing could be accomplished by multiplexing a land-mobile station's information on the audio portion of the TV or FM channel.

Adjacent channel sharing would permit land-mobile stations to operate on channels that are unassigned in an area. In New York, for instance, channels 3, 6, 8, 10 and 110 would theoretically, be available for land-mobile use.

But it said that the commission should provide for field tests by granting developmental permits for land-mobile systems sharing on a noninterference basis with TV or FM throughout both the VHF and UHF bands. It suggested the following cities and frequencies for the tests: New York, channel 12; Los Angeles, channels 6, 12; Chicago, channel 8; Detroit, channels 3, 8; Washington, channel 12; Boston, channel 8; San Francisco, channel 12; Pittsburgh, channel 8; Cleveland, channels 6, 10.

JTAC said that sharing on VHF channels could yield as many as 80 to 170 land mobile channels in crowded urban areas. In UHF, in the most congested areas, JTAC said, 12 channels/mile of spectrum space, 240 land mobile channels, would provide for an increase of 50% to 60% in the number of two-way mobile communications systems.

FINANCIAL REPORTS

This is RCA: color it rosy
Stockholders told demand for color TV is outpacing the supply of sets

RCA's years of greatest profit are still ahead of it even though its present growth and record for the past five years are outstanding, David Sarnoff, board chairman, told the company's 46th annual meeting in Chicago last week. The firm's brightest star: color TV.

Some 1,200 stockholders were at the session held for the first time in the Midwest at Chicago's Opera House while another 1,000 stockholders observed and participated via live two-way color closed-circuit TV at NBC's Peacock Studio in New York. The color closed-circuit technique was innovated last year when RCA held its meeting at Burbank, Calif., studios and included New York too.

General Sarnoff, RCA President Dr. Elmer W. Engstrom and the other members of the RCA board, including NBC Chairman Robert Sarnoff, were at the Chicago meeting. The one exception was Robert L. Werner, RCA executive vice president and general attorney, who resides in New York. All of the RCA directors were re-elected.

"Color, computers, components and communications, broadcasting, service, records, and broadcast equipment are among the most active contributors to the company's growth," General Sarnoff observed, "and they illustrate the breadth as well as the diversity of our strength."

Among RCA's achievements, he continued, "perhaps the most gratifying is the growth of color television. This is the year of fulfillment for RCA's long struggle to establish color TV as a service to the public. After many years of virtually solitary effort by RCA and NBC, color finally has come into full status as the new broadcasting medium."

General Sarnoff reported that RCA's start-up in the computer field has been just as expensive and technically complex as color TV but the firm's data processing business is showing a modest profit and two years from now will be very substantial. He also outlined RCA's contributions to space exploration and satellites.

Financially, General Sarnoff reported, RCA's profit momentum continued through April and will continue upward this year and beyond providing the economy maintains its pace. He said during the past five years RCA's rate of profit increase "was triple the average for all American manufacturing enterprises during this period." RCA's ratio of profit to sales during the five years has doubled, he added.

RCA President Engstrom explained how the company's strength relates to its diversification. He cited as one example the firm's new graphic systems division which was recently formed to develop, manufacture and market new electronic equipment and systems for handling all types of printed information.

"This organization reflects our conviction that the graphic arts field, and particularly the printing industry, offers a major opportunity for new electronics technology," Dr. Engstrom told the stockholders.

NBC's Robert Sarnoff reported record sales and profits for 1964 and said "the momentum is continuing." First-quarter sales and earnings "are at a new high, with profits more than 20% ahead of the same period last year," Mr. Sarnoff said, marking the 14th consecutive quarter NBC had earnings higher than any previous comparable period. He predicted 1965 also would be another record year.

W. Walter Watts, RCA group executive vice president, reported that through the first third of 1965, RCA color set sales are running 50% ahead of the record pace last year. Demand for color picture tubes is exceeding all expectations, he said, and RCA will be in a back-order status "for at least the rest
of the year." A new 19-inch rectangular color tube goes into limited production soon and other sizes are being considered.

Charles M. Odorizzi, RCA group executive vice president, said the company's $20 million investment in the development of new broadcast equipment products during the past three years is paying off well in orders and the reaction to RCA's new line shown at the National Association of Broadcasters convention was overwhelming.

RCA has on the books orders for more than $15 million worth of its new four-tube color cameras alone, he said, "and we are finding it necessary to sharply increase our production schedules."

Stockholders also learned:
- RCA still is interested in an affiliation or merger that would add textbook publishing but no such talks or prospects exist since the negotiations with Prentice-Hall Inc. broke off last month. At least for the present RCA has no plans for Dr. Carroll V. Newsom, director, who recently retired as president of Prentice-Hall.
- The Prentice-Hall deal would have had nothing to do with RCA's expanding interest in the graphic arts technical equipment field. RCA, however, is interested very much in the whole field of education and programed learning where electronic tools can be used.
- RCA spent $41.6 million for all advertising, including co-op, during 1964 and this represented 2.3% of each sales dollar. The advertising total in 1963 was $35.2 million.
- The company's financial relationships with the Broadway play, "Hello Dolly," are considered competitive secrets, but there has been "a very handsomely return on the small investment."
- Neither RCA nor NBC plans to buy a baseball club.

**FC&B explains lower first-quarter earnings**

The publicly owned Foote, Cone & Belding agency issued a first-quarter report last week showing gross billings up by $1.5 million but earnings per share down 40%.

A letter from board chairman Robert F. Carney to shareholders said second-quarter income was expected to exceed that of last year so that first-half earnings "will approximate the 1964 level of 60 cents per share."

Mr. Carney cited these reasons for the lower first-quarter earnings: An unusually large volume in 1964's first period, the expense of organizing the new Rapp & Collins Division of the company, uncertain economic conditions in several European countries which reduced some clients' billings abroad, and the maintenance of full staffs in some foreign offices where billings had declined, considered to be in the long-run best interests of these offices.

Three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.16</td>
<td>$0.30</td>
</tr>
<tr>
<td>Gross Billings</td>
<td>48,007,000</td>
<td>47,513,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>382,000</td>
<td>614,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>2,168,425</td>
<td>2,150,770</td>
</tr>
</tbody>
</table>

**Wrather narrows red-ink gap**

Wrather Corp., New York, has announced that net income for 1964 increased $20,657 over last year (exclusive of its subsidiary A. C. Gilbert Co.). Income before Federal taxes during 1964 increased about 37% over last year.

A. C. Gilbert Co. showed a marked decrease in net loss figure which has been keeping the parent company out of the black ink. Gilbert decreased its net loss from $2,541,213 in 1963 to $85,155 in 1964.

On the brighter side Wrather announced that a two-year contract has been signed with CBS beginning in September, totalling more than $5 million with options for three more years at an overall potential of about $14 million. Another subsidiary, Telesynd, has grossed over $2 million since its founding in 1961, Wrather said.

Muzak Division of Wrather Corp. continued its growth during 1964 with subscribers increasing 9.7%. Royalties from Muzak produced a gross income gain of 10.6% during the past year.

For the fiscal year ended Dec. 31, 1964:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
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</thead>
<tbody>
<tr>
<td>Net loss per share</td>
<td>$0.05</td>
<td>$0.10</td>
</tr>
<tr>
<td>Income</td>
<td>10,329,717</td>
<td>12,000,888</td>
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<tr>
<td>Federal income taxes</td>
<td>633,382</td>
<td>235,600</td>
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<tr>
<td>Income before equity loss of the A. C. Gilbert Co.</td>
<td>907,623</td>
<td>886,968</td>
</tr>
<tr>
<td>Equity in loss of the A. C. Gilbert Co.</td>
<td>992,778</td>
<td>3,526,179</td>
</tr>
<tr>
<td>Net loss</td>
<td>85,155</td>
<td>2,541,213</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>2,168,425</td>
<td>2,150,770</td>
</tr>
</tbody>
</table>

**Four Star benefits from general expansion**

Four Star Television reported a comeback last week in sales and earnings for the nine months ended March 27, rebounding from a loss in the previous comparable period.

Thomas McDermott, president, attributed the rise in sales and earnings to the "continuing expansion in various areas of operation, including network television, international operations, domestic syndication, and recording and music publishing."

Comparable figures for the 1964 period were not available from Four Star
because of a change in certain operational procedures of the company, a spokesman said.

For the nine months ended March 27, 1965:
Earnings per share $0.36
Net Income 238,448
Gross Income $14,135,000

Chris-Craft sales up, net income down

Chris-Craft Industries Inc., Oakland, Calif., has announced that sales for the first quarter of 1965 rose almost $700,000 over last year during the same period. Net earnings for the first quarter, however, dropped $139,365 as compared with earnings last year.

John G. Bannister, Chris-Craft president, said that the results were not indicative of the outlook for the remaining nine months adding that the firm's TV stations had improved operations during the first three months. KCOP-TV Los Angeles had substantial gains in profits; WTCN-TV Minneapolis-St. Paul exceeded sales and profit projections, and KPTV (TV) Portland, Ore., showed a small profit, thus accomplishing an adjustment during its first year without network affiliation, he said.

For the first quarter ended March 31:

<table>
<thead>
<tr>
<th>Years</th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.35</td>
<td>$0.34</td>
<td></td>
</tr>
<tr>
<td>17,060,973</td>
<td>16,352,738</td>
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</tr>
<tr>
<td>379,872</td>
<td>515,247</td>
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<tr>
<td>1,508,436</td>
<td>1,445,505</td>
<td></td>
</tr>
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</table>

FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Weir Mr. West

Walter Weir, chairman of executive committee, elected president and chief executive officer of West, Weir & Bartel, New York. He succeeds Don E. West, who resigned post but will remain with agency as special consultant for at least one year. Mr. Weir joined N. W. Ayer in 1928; later founded Walter Weir Inc., which merged in 1951 with Donahue & Coe. D&C merged with Ellington & Co. in 1964 to form West, Weir & Bartel. Gerald Roscoe, director and group supervisor, and Joseph Gomick, director, both senior VPs, elected executive VP's. William Bartel continues as board chairman.

William M. Kelly and Clarence Thomas, program manager and director of news and sports, respectively, in broadcast department of Foote, Cone & Belding, New York, named to newly created positions of associate directors of broadcast in that office. Ruth Lareau, senior writer for Revlon account at Grey Advertising, New York, joins FC&B as copy supervisor on Clairol account. Robert Salvin, director of commercial production at FC&B's Los Angeles office, named VP.

Peter Sanford, account executive at Ogilvy, Benson & Mather Inc., New York, joins Hicks & Greist, that city, in similar capacity.

Gertrude Bunchez, sales manager of KCFM (FM) St. Louis, named general sales manager of Century Broadcasting Corp. (KMAP [FM] Dallas, and KSHE [FM] Crestwood, Mo.).

Morton Marcus, VP of J. M. Korn & Son Inc., Philadelphia, named senior VP in charge of newly created marketing services department of agency. Glenn Ossiander, art director for Eldridge Co., that city, named associate creative director. Emanuel Bosio, administrative assistant to president, named VP for internal operations.

Joe Hildebrand, time salesman for WJBK-AM-FM Detroit, named general sales manager for stations.

David Mink, midwestern manager of sales promotion and research for CBS Television Stations National Sales, Chicago, named director of sales promotion and research.

Time Inc. continues upward

Time Inc., New York, has released figures showing that an upward trend begun in 1964 is continuing in 1965. Revenues for the first three months of this year showed an increase of 9.4% over last year while net income rose about 800% over the same period in 1964. Time is a diversified corporation with publishing and broadcasting interests. For the quarter ended March 31:

<table>
<thead>
<tr>
<th>Years</th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>$0.30</td>
<td>$0.04</td>
<td></td>
</tr>
<tr>
<td>3,588,000</td>
<td>422,000</td>
<td></td>
</tr>
<tr>
<td>1,980,000</td>
<td>222,000</td>
<td></td>
</tr>
<tr>
<td>8,669,000</td>
<td>6,557,000</td>
<td></td>
</tr>
</tbody>
</table>

*Adjusted for three-for-one stock split of April 1964.

Mutual stations elect

Mutual Affiliates Advisory Association have elected seven incumbent directors and four new members to serve for coming year. Members re-elected are:

- Mowry Lowe, WKLY Providence, R. I. (District 1); Henry Rau, WOL-AM-FM Washington (District 2); Carter Peterson, WBGY Savannah, Ga. (District 4);
- Gene Trace, WWBB Youngstown, Ohio (District 5); Durwood Tucker, WKR Dallas (District 9);
- Frank Carman, KLUB Salt Lake City (District 10), and Sherwood Gordon, KSDO San Diego (District 11).

New members are:

- William Lee, WCFL Chicago (District 6); Dave Wagenvoord, WWOM New Orleans (District 7); Charles Smith, WTMF Charleston, S. C. (District 3), and Harvey Swenson, KLMS Lincoln, Neb. (District 8).

Mr. Mikuta Mr. Senten

Charles F. Mikuta, Lawrence D. Senten, Clair B. Sheldon and Andrew E. Zeis promoted to senior VPs of Chicago office of Compton Advertising. Mr. Mikuta has been management supervisor; Mr. Senten, VP and creative director; Mr. Sheldon, VP and management supervisor, and Mr. Zeis, VP and media director.

David Low, radio-TV media buyer for Lang. Fisher & Stashower Inc., Cleveland, joins KYW-AM-FM, that city, as account executive.


Ben Gedalecia, director of research at Whitehall Laboratories Inc., New York, named VP for research services at Clyne Maxon Inc., that city (agency

BROADCASTING, May 10, 1965
res of merger of Maxon Inc. with agency of C. Terence Clyne [BROADCASTING, May 3]

Donald F. Keesler, head of own Chicago TV production firm for three years, joins Wade Advertising there as TV producer.

Bernie Roer, formerly with Young & Rubicam, Chicago, joins Campbell-Mithun, there, as head of art department. Roger Sklar, continuity writer-producer at wOOG TV Grand Rapids, joins C-M as radio-TV writer.

William H. Loughran Jr., account executive at Ball & Davidson, Denver, elected VP. He has purchased 25% interest in agency.

George C. Mead, copy supervisor, Earle Ludgin & Co., Chicago, promoted to copy chief.

William R. Lyon, formerly with H. M. Gross Co., Chicago, joins M. M. Fisher Associates, there, as VP-client services.

Albert Holtz, with WTTG(TV) Washington, joins WBXM-TV Chicago, as account executive.

Earnie Cronkite, member of Gallo brand manager department, E. & J. Gallo Winery, joins advertising department of Gallo as media director with responsibilities of media buying and budget control.

George Guido, art supervisor at Needham, Harper & Steers, Chicago, named head art director at Benton & Bowles, Detroit, and will serve on American Motors account.

Richard Busciglio, Thomas Della Corte and Robert Jeremiah, senior buyers, named media supervisors at Cunningham & Walsh, New York.

Paul A. Wischmeyer, St. Louis salesman, transferred to Chicago as member of east sales team, Peters, Griffin, Woodward. John B. Week, supervising timebuyer, Leo Burnett Co., joins sales staff in PGW's St. Louis office.

Bob Jenness, stop-motion and special effects director at Sarra Inc., New York, joins staff at Audio Productions Inc., that city.

Ed Rickey, assistant to VP and manager of promotion of Golden West Broadcasting Co., Los Angeles, named assistant advertising and sales promotion manager at KPIX(TV) San Francisco. Mr. Rickey has also served as assistant promotion and advertising manager of KTLA(TV) Los Angeles, GWB station there.

Gordon Potter, previously in outdoor advertising field, named sales manager of WQVR(FM) Philadelphia. Bruce Schaeffer, account executive with WTXC (FM) St. Petersburg, Fla., and in promotion department of WCAU-TV Philadelph, joins WQVR as salesman.

Burr McCloskey and Robert G. Oakley, formerly principals with E. H. Russell in Chicago agency including their names, have formed their own agency there as McCloskey & Oakley, 101 East Ontario Street; Phone: 644-9050. Mr. Russell continues his firm as E. H. Russell & Associates.

Preston K. Covey, account supervisor for Guild, Bascom & Bonfigli, San Francisco, named VP of Wilding-Federson Inc. in charge of San Francisco operations.

Mary Lou Fisher Berger appointed advertising manager and public relations director of Southern California Savings and Loan Association. Mrs. Berger was formerly with Grey Advertising, Los Angeles.

Donald H. Luecke, formerly with Compton Advertising, Chicago, joins MacManus, John & Adams there as marketing supervisor.

Paul Lawson Taylor, designer with Frazen-woodward Associates, Los Angeles, named art director at Nides-Cinci Advertising Inc., that city.

Al Ritter, assistant sales manager for eastern stations since 1960 at H-R Television Inc., New York, named to newly created post of general sales manager. Joseph Kelly, manager of NBC Radio sales development at NBC Spot Sales, New York, joins H-R Television sales staff. Loretta Kealy, sales service manager of H-R TV, named to newly cre-

IRT picks Shepard

Albert B. Shepard, Select Station Representatives, New York, elected president of the National Radio & Television Foundation which enlists financial support for International Radio & Television Society's educational projects. Edward P. Shurick and Robert H. Teter of H-R Representatives and WNNC-TV New Haven, Conn., respectively, elected VP's: Mary L. McKenna, Metromedia, elected secretary and Sol J. Paul, Television Age, treasurer. Board members: Thomas J. McDermott, N. W. Ayer & Son; William K. McDaniel, a past president of IRTS; Sam Cook Diggles, CBS Films, and Howard S. Meighan, who subsequently was elected chairman of board.
ated post of sales systems coordinator. Ann Morgan, assistant sales service manager, named as successor to Miss Kealy.

Larry Singer, account executive at Lloyd S. Howard Associates, New York, joins Warren, Muller, Dolobowsky, that city, in similar capacity on CBS Radio and Renault Motors accounts.

James J. Dunham, salesman with WRTI-TV Milwaukee, joins Chicago office of Storer Television Sales Inc.

Daniel H. Price, president of D. H. Price Inc., becomes VP and head of division of fashion and soft goods at Hazard Advertising Inc., both New York, as Price agency is merged with Hazard as new division.

Lee Mack Marshall, advertising manager of bakery division, Continental Baking Co., Rye, N.Y., named general advertising manager of division. Douglas D. Davies, assistant advertising manager, named advertising manager of cake and snack items, and Otto Roman, advertising traffic supervisor, named advertising traffic manager.

Bob Howe, personality at WRTH Wood River, Ill., named local sales manager.

Steven A. Bell, assistant manager-advertising and sales promotion, Barrett Division of Allied Chemical Corp., named manager, corporate advertising and sales promotion for Allied, New York.

Thomas V. Mahlman, assistant VP of American Association of Advertising Agencies, in charge of AAAA Los Angeles office, joins Corporate Communications Co. agency in that city as account executive.

Ray Clinton elected president of Philip J. Meany Co., Los Angeles, post vacated by death of Carl K. Tester (Broadcasting, April 26). Mr. Clinton is co-owner of agency with Jay Koupal, who becomes executive VP and continues as art director.

T. E. Gilmore, assistant sales manager in charge of southeastern area, Phillips Petroleum Co., named manager of petroleum products advertising division of advertising and public relations department, replacing O. E. Bettis, named assistant to manager of department.

THE MEDIA

Joe Phillips, wsoo Starkville, was elected president of Mississippi Broadcasters Association at annual spring meeting April 30. Others elected: Jack King, WRON West Point, VP, and Ernest Bowen, WELO Tupelo, secretary-treasurer.

Hal Tunis, formerly announcer at WBN New York and with ABC Radio, named general manager of WRTI Wood River, Ill. and David A. MacFee, programming executive with Capital Cities Broadcasting and WPAT-AM-FM Paterson, N. J., named station manager of WRTH.

Richard Zimbart, administrator of broadcast department at J. Walter Thompson Co., New York, named director of business affairs-West Coast, for ABC-TV.

Jim Terrell, general manager of KVT(TV) Fort Worth-Dallas, elected president of Broadcasting Executives of Texas.

John F. MacRae, manager of WABI-AM-FM Bangor, Me., named general manager of WABR-AM-FM, succeeding Richard B. Bronson, named executive director of public relations for Horace Hildreth group of stations.

Milton Maltz, with WERB Garden City, Mich., and formerly program operations at WBKB Detroit, named general manager at WERB.

Richard Ferry, manager of WAFS Amsterdam, New York, named to additional duty as manager of WCBS Springfield, Mass.

A. H. Christensen, account executive at KFPI(TV) San Francisco, named general and sales manager of KDFM(FM) Walnut Creek, Calif.

Armin Fuchs, for three years general sales manager of KVT(TV) Colorado Springs, joins Field Communications Co., Chicago, as senior executive in charge of special projects. Field is permittee of ch. 32 WFLD(TV) Chicago.


PROGRAMING

Harry P. Mynatt, VP and assistant to president of Queen For a Day Inc., with which he was associated for 20 years, joins Four Star Distribution Corp., New York, as sales representative for midwestern states.

Peter Tewksbury, producer-director, signed to develop new TV properties for 1966-67 season for Screen Gems, Hollywood and New York.

David McNamee, program director at WEAM Arlington, Va., named national production director for Sonderling stations (WWRL New York; WOPA-AM-FM Oak Park, Il.; WDIA Memphis; KDKA Oakland, Calif., and KFOX-AM-FM Long Beach, Calif.). Mr. McNamee will have headquarters at WWRL.

Geraldine Warrick, former production assistant on It's Academic on WMAQ-TV Chicago, has been appointed broadcast standards supervisor at WMAQ-TV, succeeding Dorothy Masters, retired.

Tony Graham, assistant program director at KDKA-AM-FM Pittsburgh, named program director at KYW-AM-FM Cleveland.

Claude Traverse, producer at Talent Associates-Paramount Ltd., New York, named associate producer at 20th Century-Fox TV for The Legend of Jesse James.

Bill Browning, program director at KGB-FM San Diego, named production chief at KFEN(FM) San Francisco.

Andrew P. Jaeger, United Artists TV's supervisor for Latin America, Mexico City, named senior account executive at TV Stations Inc., New York.

William Welch, story editor for 20th Century-Fox TV's Voyage to the Bottom of the Sea, and Frank LaTourette named associate producers of series.

Phil Sharp, producer of The Cara Williams Show, named producer of The Smothers Brothers Show, for Four Star and CBS-TV.

Peter Reinheimer, national sales manager of Screen Gems, has resigned to open television advisory service, Peter Reinheimer Associates, at 13 East 53d Street, New York. Mr. Reinheimer was at one time eastern sales manager of ABC-TV.

Shelley Hull, associate producer of duPont Show with June Allyson, named associate producer of Amos Burke, Secret Agent, for Four Star TV and ABC-TV.

Paul Compton, disk jockey at KJL Los Angeles, joins KMFC that city, in similar capacity.

Donald Yankee, with WPRO-FM Providence, R. I., named music director at WRTH Wood River, Ill.

Don Kellerman, director of cultural programming at National Educational Television, New York, joins Wolper Productions, division of Metromedia Inc., as writer-producer.

John Dew, program coordinator at WXYZ-AM-FM Detroit, named director of public affairs, succeeding Richard Kernen, named director of radio traffic.

David N. Brenner, with WRCV-TV Philadelphia, joins WBBM-TV Chicago, as writer-producer in documentary unit.
Shortly after penning the legendary 5 million-plus record seller "Hound Dog," Jerry Leiber and Mike Stoller were enthroned as the writing kings of Hitville.

Today, more than 40 million discs and 37 BMI awards later, the crown is steadier than ever, but the realm now extends beyond songwriting. As collaborators in an independent publishing, producing and record label operation, Leiber & Stoller produce discs, manage talent, cultivate new writers and keep their eyes on the Broadway and motion picture horizon. With over 300 copyrights behind them (many of them hits both nationally and internationally) a record of more top awards than any other BMI songwriters and a solid 14 year partnership, Jerry and Mike, at 31, are still one of the hottest songwriting teams in the business. BMI congratulates Jerry Leiber and Mike Stoller and all the other writers of contemporary popular music whose great songs we proudly license for public performance.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE

Among Leiber and Stoller's rocking successes are:

Black Denim Trousers, Love Me, King Creole, Charlie Brown, Along Came Jones,
Loving you, Searching, Poison Ivy, Kansas City, On Broadway, Yakety-Yak
George Drymalski has been promoted to assistant production manager at WBBM-TV.

Jim Ransburg, program director of KMBC Kansas City, Mo., joins KLAC-FM-TV Los Angeles, as production director.

Fred Freibergar, executive consultant for Slattery's People, named by MGM-TV to produce A Man Called Shenandoah for ABC-TV.

Carrel Hansen, program coordinator for Michigan State Highway Department, Lansing, named traffic manager at WJZM-TV Tallahassee, Fla., noncommercial, and James Moran, student assistant at station for past two years, named studio supervisor there.

Jeff Alexander, composer and conductor, named musical director for MGM-TV's Please Don't Eat the Daisies, for NBC-TV this fall.

Allen Rich, radio-TV editor of The Valley Times and The Citizens News, Los Angeles, starts five-minute daily program Restaurant of the Week, on K BBBM (FM) Los Angeles, sponsored by American Express for credit cards through Ogilvy, Benson & Mather, New York.

David Davis, director for United Artists TV's O. K. Crackerby, named associate producer of My Mother the Car, which he will also partly direct. Charles Stewart, producer of The Joey Bishop Show, named producer of O. K. Crackerby. Ron Silverman, VP of Daystar Productions, Los Angeles, named associate producer of O. K. Crackerby.

Paul Gross, art director at United Artists, New York, named advertising manager.

Gene Nelson signed to direct seven programs of I Dream of Jeannie TV series, currently in production at Screen Gems for NBC-TV in fall.

Charles Ross, farm broadcaster at WIBW-AM-FM-TV Topeka, Kan., named news director at stations.

Mike Dodd, disk jockey and commercial manager at WCTA Thomson, Ga., joins WTTI Dalton, Ga., as personality. Station is to go on air in middle of May.

Dr. Henry R. Cassirer, with United Nations Educational, Scientific and Cultural Organization (UNESCO) since 1952, named chief, educational use of mass media in department of mass communication. Dr. Cassirer will be responsible for integration of use of mass media of communication such as radio, TV, film and press into educational effort of member states, especially in field of adult education.

Dave Dixon, disk jockey at W AUK Milwaukee, named program director. Henry Bartel, production director at W AUK-FM, named disk jockey on AM affiliate.

Jonathan Hayes, in management program of Westinghouse Broadcasting Co., and formerly with WJZ-TV Baltimore, joins program staff of KDKA Pittsburgh.

Richard Giesel, program director of WHK-FM Cleveland, named program director of WHK, that city.

Hank Greenwald, former sports director at Ivy Broadcasting Co., Ithaca, N. Y., joins sports department of KOMA-TV Honolulu.

Dick Enberg, sports writer and reporter at KTTV-TV Los Angeles, joins KTLA-TV, there, as sports reporter.

Barney Miller, news director of KNX Los Angeles, elected chairman of California Associated Press Television and Radio Association. He succeeds Dean Borba KXTV-TV Sacramento. Jess Marlow, KNTV-TV San Jose, succeeds Mr. Miller as CAPTRA vice chairman.

Beach Rogers, KFWB Los Angeles, morning news editor, appointed space and aviation editor.


Jim Rogers, news and sports reporter for WERE Cleveland, named news staff of WCAL-TV Philadelphia.

Bill Kennedy, with news staff of W TMT Louisville, Ky., named evening news editor at WAKY, that city.

Warner Wolf, newscaster and sports director at WQMR Silver Spring, Md., named reporter at WTOP News, Washington, news service of WTOP-AM-FM-TV, that city.

Philip Murphy, with news staff of WNAC-WRKO(FM) Boston, for 28 years, named assistant news director of stations and of Yankee Network.

Robert J. Olson Jr., news director of WMIR Iron Mountain, Mich., named to news staff of WLUK-TV Green Bay, Wis.

James Scanlon, with WKFM(FM) and WJJD, both Chicago, named news director at WRTH Wood River, Ill.

Madison Davis, owner of WABT Tus-
Culver to head AFCCE


kegee elected president of Alabama Associated Press Broadcasters Association. Ray McGuire, with WALA-TV Mobile, elected VP.

Ken Evans, newscaster at WWDC-AM-FM Washington and Voice of America, joins WCBM-AM-FM Baltimore, as editor-newscaster.

James S. Johnson, program director at KSRI Salina, Kan., named director of news and public affairs.

Ben Chandler, with news department of KLAC Los Angeles, named to news staff of WNEW New York.

Carl Warner, with WJJD Chicago, and WOKY Milwaukee, named news director of WAUK-AM-FM Milwaukee.

ALLIED FIELDS


FANFARE

Albert Fisher, associate director of radio-TV promotion for New York World's Fair, named publicity director of Merv Griffin Show.

David S. DeCosmo, in Pennsylvania broadcasting for four years, named public relations director and announcer at WYBG Massena, N.Y.

Richard B. Bronson, general manager of WABI-AM-FM-TV Bangor, Me., named executive director of Horace Hildreth stations (WABI-AM-FM-TV; WPOR Portland, and WAGM-AM-TV Presque Isle, all Maine) for public relations.

EQUIPMENT & ENGINEERING


Robert W. Cochran, since 1957 district sales manager, broadcast equipment, General Electric, Pasadena, Calif., named to new post of manager-field sales GE visual communication products, Syracuse, N. Y. Mr. Cochran has been with GE since 1948.

Miles Efron, sales engineer with Nortronics Co., Minneapolis, and formerly head of his own firm there, promoted to newly created position as advertising and sales promotion manager of Nortronics.

James Peterson, solid-state specialist, joins Moseley Associates, Santa Barbara, Calif., as senior design engineer. Mr. Peterson had held similar positions with Electro Systems, Collins Radio and Summers Gyroscope.


Don Doughty, chief engineer at KSLN-TV Salina, Kan., and on engineering staff of WKEE-TV Peoria, Ill., for 11 years, named chief engineer at WCEE-TV Freeport, Ill., not yet on air.

Excellent Opportunity for AM General Manager

Multiple-station owner looking for an experienced, aggressive general manager for 5 kw station in top 20 market. A challenging job to rebuild an outstanding facility that has suffered from too many format changes and high operating costs. A tough but potentially unlimited growth situation. Job requires strong sales management ability plus good grasp of contemporary radio programming. Man we want probably has a good position now but would be motivated to change by a new challenge plus adequate reward for improved performance. All replies confidential.

Box E-183, BROADCASTING
White House ceremony honors Wilder

Mrs. Lyndon B. Johnson extends congratulations after Donald H. McGannon (r), chairman of the National Book Committee and president of Westinghouse Broadcasting Co., presented the committee's National Medal for Literature to Thornton Wilder at a White House ceremony last Tuesday (May 4). Among other works Mr. Wilder is known for his play "Our Town" and book The Bridge of San Luis Rey.


Bruce Singleton, with engineering staffs of WALB-TV Albany, Ga., and WTTV-TV Bloomington-Indianapolis, named technical director at WLCY-TV Largo, Fla., scheduled to complete construction May 30.

Irving B. Robinson, chief engineer at WNAC Boston, retires after 42 years with station. He will continue to be consultant to Yankee Network for one year.

INTERNATIONAL

Alexander Brody, creative director and head of contact department for Young & Rubicam, Brussels, named VP with responsibilities in creative work, client contact, new business and new business development. Soll Z. Bloomenkrantz, deputy to senior VP for Brussels operations of Y&R, named VP with responsibilities in finances and administration, internal operations, client contact and business development. Walter H. Smith, senior VP, named managing director, Y&R, London. He succeeds Wilson H. Kierstead who returns to New York office on major assignment.

Joe Sacco, senior VP and copy chief of Norman, Craig & Kummel, New York, named joint managing director of Papert, Koenig, Lois, London.


Gordon Johns, formerly of CHCA-TV Red Deer, Alberta, named local sales manager of CJCH-TV Halifax, N. S.

Dr. Donald L. Kanter joins board of Smith-Warden Ltd., London, and becomes agency's director of marketing services. He was previously VP and research director of Tatham-Laird Inc., Chicago. Dr. Kanter has been consul-
tant to Smith-Warden for past three years.

Maurice Napper, joint managing director of Napper, Stinton, Wooley Ltd., London, will relinquish post to become agency's first vice-chairman. He will remain responsible for finance, personnel and general administration.

Peter Ryan, creative director with agency, appointed to the new post of deputy managing director.

DEATHS

Edward Taylor Werthem, 55, president and founder of Werthem Advertising Agency, New York, died April 30 following stroke. Mr. Werthem formed agency in 1949 and client list for 10 years included Broadcast Music Inc. He is survived by his wife, Elva Jean; two children, Mrs. Susan Schroeder and Jack Werthem.

George Hollingbery Jr., 27, salesman in Chicago office of his father's station representative firm, died May 5 at his parents' home from shotgun wound in chest.

Bruno M. Kern, 49, VP and station manager of WWH-AM-FM Fort Lauderdale, Fla., died April 26 at his home in Fort Lauderdale. He is survived by his wife, Marjorie, and two sons.

Frank Cleaver, 50, story editor for NBC-TV's Bonanza, died following heart attack April 22 at his home in Van Nuys, Calif. Mr. Cleaver at one time was VP in charge of NBC-TV's West Coast production. He is survived by his wife, Barbara, son and daughter.

Norman Brokenshire, pioneer radio announcer whose career dated back to 1924, died May 4, in hospital in Hauppauge, Long Island.

Mr. Brokenshire was among first personality announcers and made famous a trademark: "How do you do, ladies and gentlemen, how do you do!"

He began on radio with WJZ (now WABC) New York and became well known for his broadcasts of news events and variety programs. Mr. Brokenshire covered every presidential inauguration ceremony for three decades, starting in 1925.

His broadcasting career was interrupted twice, once for ill-fated business venture in late 1920's and again in mid-1930's because of drinking problem that he eventually conquered. Starting in 1945, he was announcer on Theater Guild of the Air program, initially on radio and later on television.

In recent years, he had worked part-time for radio stations on Long Island.

Lindley Armstrong (Spike) Jones, 53, died May 1 at home from chronic asthma, for which he had been hospitalized only month earlier. With his City Slickers, Spike Jones produced slambang type of music that utilized kitchen utensils, auto horns and other unorthodox sound producers to regular musical instruments and won him rapid fame in recordings, radio and television. He is survived by his wife, vocalist with his orchestra, professionally known as Helen Grayco.

Kenneth Gill, 54, member of board of Empire Television & Radio, Buffalo, N. Y., and operator of WFEA-TV Erie, Pa., and WBJA-TV Binghamton, N. Y., died May 3, following heart attack while on golf course in Buffalo. Mr. Gill had been for many years music critic for Buffalo Courier Express and musical director of WENR there. He is survived by his wife, Ester, two sons and daughter.

FOR THE RECORD

STATION AUTHORIZATION, APPLICATIONS

As compiled by Broadcasting, April 29 through May 5 and based on fillings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, bearing cases, rules and standards changes, routine roundups of other commission activity.

Abbreviations: Ann.—announced, ant.—antenna, CH—channel, critical hours, CP—construction permit, DA—directional antenna, ERP—effective radiated power, kilocycles, kw—kilowatts, local—local station, metropolitan, mod.—modification, N—night, SCA—local station group, special service authorization, SAA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, unl.—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *—educational.

New TV stations

ACTION BY FCC

Tuscaloosa, Ala. — Chapman Radio and Television Co. Granted CP for new TV on UHF channel 51 (686-686 mc); ERP 140 kw vis., 113.4 kw aural. Ant. height above average terrain 565 feet, above ground 360.6 feet. P.O. address Box 2427, Tuscaloosa. Estimated construction cost $135,607; first year operating cost $132,000; revenue $100,000. Tim and trans. locations both Tuscaloosa. Geographical coordinates 33° 10' 25" north latitude, 87° 29' 01" west longitude. Type trans. RCA TTV-1B, type ant. RCA TTV-27DH. Legal counsel Gordon Rosen, Tuscaloosa. Principals: Clifford H. Armstrong (43.5%), Charles Hartley (21.0%), Lewis M. Manderson Jr. (21.5%), James D. Kin-
New AM stations

**ACTIONS BY FCC**


**ETV fund grants**

For following grants funds last week were announced by Commission granting to Nebraska Education and Welfare:
- Topeka, Kan.—Washburn University; $25,448 to activate channel 11 in Topeka.
- Lincoln, Neb.—Nebraska Educational Television Commission; $102,000, first year operating cost $24,000; revenue $32,000. Mr. Lewis is owner of oil distributing firm. Action April 28.

Existing AM stations

**ACTIONS BY FCC**

■ By memorandum opinion and order, commission granted petitions by KSLA-TV, Inc., for permission to move tower of WMBD-TV (ch. 12) Beaumont, Tex., and of KBTM-TV (ch. 51) West Mauriceville, Tex., increase height to 1,000 feet, decrease vis. pow. to 219 kw, and make other changes in the daytime and nighttime operation, to provide "equivalent protection" to those originally imposed by KSLA-TV. Commissioners Lee and Cox concurred and former issued statement. Action May 5.

■ Commission gives notice that March 11 initial petition which is not a grant- ing application of Midwest Television Inc., to change operation of WMRD-FM Peoria, 107.3 mc, to 105.5 mc, to channel 257 (93 mc) to channel 277 (93 mc), became effective pursuant to Sec. 1,276 of rules. Action April 30.


■ By order, commission granted request by American Broadcasting-Paramount Thea- ter Co., March 26 petition was denied, June 11 to submit terms and conditions under which pending renewal of license is to be available to potential users as required by commission's Feb. 11 memorandum opinion and order. Action May 5.

■ By order, commission granted request by American Broadcasting-Paramount Thea- ter Co., March 26 petition was denied, June 11 to submit terms and conditions under which pending renewal of license is to be available to potential users as required by commission's Feb. 11 memorandum opinion and order. Action May 5.

**NEW FM STATIONS**

**ACTIONS BY FCC**


WPSF Eastman, Ga.—Granted change of facilities from 1350 to 1020 mc, 0.1 kw; from 710 to 1 kw, D, remote control permitted; conditions include joining of in any manner, at any time to billing with all possible expansion. Action April 28.

WSHL Wilmington, N. C.—Waived Sec. 1.504(b) of rules and accepted grant application for interest in operation of WOC-FM, 910 mw, 1 kw, $22,000; to be used for expansion of existing facilities pending in Doc. 1469. Action April 28.

WQRE-AI—Licensed by Nebraska School of Natural Resources for matching funds granted for matching funds, $39,000; $182,000. Commission grants to Nebraska State Board of Education; $182,000; conditions include joining of in any manner, at any time to billing with all possible expansion. Action April 28.


Brownwood, Tex.—KEAN Radio Corp. Granted CP for new FM on 99.3 mc, channel 264A, 3 kw, A.M. DCR, 1135 ft. P.O. address Box 711, Box 111, Brownwood, Estimated construction cost $20,000; estimated first year revenue $12,000; conditions include joining of in any manner, at any time to billing with all possible expansion. Action April 28.

**CALL LETTERS ASSIGNED**

■ WNYE-TV New York.—Board of Educa- tion of New York. Changed from WREG(TV) 64.

■ WDHO-TV Toledo, Ohio.—D. H. Over- myer.

■ KVUE(TV) Salem, Ore.—Salem Tele- vision Co.

84 FOR THE RECORD BROADCASTING, May 10, 1965
For when you “go Ameco” you go with the cable equipment manufacturer who is firmly established as number one in the industry.  

You go with the company that originated all-band solid-state. That is why all of the people “in the know”... the people already in the cable business ... turn to Ameco when they decide to update their present system or wire a new town for cable television.  

Is your company about ready to go CATV? Then why not go number one ... go Ameco.
<table>
<thead>
<tr>
<th>APPLICATIONS</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIXX Oakland Park, Fla.—Seeks assignment of license from Albert S. Tedesco tr/s Broward County Broadcasting, to Broward County Broadcasting Co., owned by Mr. Tedesco (50%) and Patricia W. Tedesco (15%). No financial consideration. Application for incorporation. Ann. April 29.</td>
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| VHF | UHF |
|----------------|
| 59 |
| 164 |
| 673 |

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<th>COMMERCIAL STATION BOXSCORE</th>
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<tr>
<td>Licensed (all on air)</td>
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<td>CP's on air (new stations)</td>
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<tr>
<td>CP's not on air (new stations)</td>
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<td>Total authorized stations</td>
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<tr>
<td>Applications for new stations (not in hearing)</td>
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<tr>
<td>Applications for new stations (in hearing)</td>
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<tr>
<td>Total applications for new stations</td>
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<tr>
<td>Applications for major changes in the market (not in hearing)</td>
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<td>Applications for major changes (in hearing)</td>
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<td>Total applications for major changes</td>
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<tr>
<td>Licenses deleted</td>
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<tr>
<td>CP's deleted</td>
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1 Does not include seven licensed stations off air. |
2 Includes three noncommercial stations operating on commercial channels.

<table>
<thead>
<tr>
<th>SUMMARY OF COMMERCIAL BROADCASTING</th>
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<td>Compiled by BROADCASTING, May 5</td>
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<table>
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<tr>
<th>AIR</th>
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<th>NOT ON AIR</th>
<th>TOTAL APPLICATIONS</th>
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<tr>
<td>AM</td>
<td>CP's</td>
<td>CP's</td>
<td>CP's</td>
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<tr>
<td>4,046</td>
<td>364</td>
<td>57</td>
<td>28</td>
</tr>
<tr>
<td>FM</td>
<td>1,303</td>
<td>233</td>
<td>291</td>
</tr>
<tr>
<td>TV</td>
<td>551</td>
<td>102</td>
<td>208</td>
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<th>AUTHORIZED TELEVISION STATIONS</th>
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<td>Compiled by BROADCASTING, May 5</td>
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<thead>
<tr>
<th>COMMERCIAL</th>
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</thead>
<tbody>
<tr>
<td>VHF</td>
</tr>
<tr>
<td>59</td>
</tr>
<tr>
<td>59</td>
</tr>
</tbody>
</table>

| MG | 3,984 | 1,741 | 558 |
| 34 | 57 | 28 |
| 70 | 208 | 84 |
| 87 | 1,516 | 670 |
| 79 | 47 | 59 |
| 270 | 234 | 132 |
| 208 | 46 | 24 |
| 31 | 49 | 34 |
| 0 | 0 | 0 |
| 0 | 0 | 3 |

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<tr>
<th>MORGAN BROADCASTING, May 10, 1965</th>
</tr>
</thead>
</table>

hearing application to increase antenna height and change direct signals by continuing operation on 1480 kc, 500 w, DA:D; made WABJ Adrian, Mich., which filed opposition to party to hearing. Action May 5.

* By memorandum opinion and order, commission denied for consolidated hearing following A.M. request to change facilities: Emerald Broadcasting Corp. (KPIR), Eugene, Ore., from 10 kw, 9 kc, D, to 1120 kc, 50 kw, DA-1, Univ.: Pendleton Broadcast- ing Co. (KHUZ), from 1950 kc, 5 kw, DA-N, Univ. to 1110 kc, 10 kw, DA-N, Univ., and : Desert Broadcasting Corp. (KDHJ), Twenty-Nine Palms, Calif., from 1250 kc, 1 kw, D, to 1120 kc, 10 kw, DA-N, Univ.; made KSWQ Broadcasting System Inc. (KMOX), St. Louis, which filed opposing petition, and Federal Aviation Agency, parties to hearing. Action May 5.

Morgan Broadcasting Co. and Dick Broadcasting Inc. of Tennessee, Knoxville, Tenn. —Designated for consolidated hearing application for new call sign (107.7 mc)—Morgan Broadcasting with ERP 40.2 kw; ant. height 160 feet; Dick Broadcasting with ERP 100 kw; ant. height 300 feet. Action April 28.

WHOO Orlando, Fla.—Designated for hearing application to increase daytime power on 995 kc from 10 kw to 50 kw (10 kw-C.K.-) and change from DA-N to DA-2, continued nighttime operation with 5 kw. Action April 28.

KDAY Santa Monica, Calif.—Designated for hearing application to change trans. site and increase nighttime power on 1580 kc from 10 kw to 50 kw, continued daytime operation with 50 kw (400). Los Angeles county and Los Angeles county and Cities Disaster and Civil Defense Commis- sion were made parties. Action April 28.

WWDT Newport News, Va.—Designated for hearing application for license renewal. Issues include determination of unauthorized transfer of control, misrepresentation, failure to disclose certain information, whether licensee maintained control, also financial and other qualifications. Action April 28.

WOK Big Spring Corpus Christi, Tex.—Designated for hearing application to increase daytime power on 1230 mc to 250 w to 1 kw, continued nighttime operation with 1 kw, made KULP El Campo, KNAL Victoria, and KXOU Uvalde, all Texas proceeding. Final decision in favor of applicant not to be made prior to determination by commis- sion that problem of interference between applicant’s proposal and KXED Ciudad Cam- argo in Mexico, has been resolved. Action April 28.

* By memorandum opinion and order, commission denied request of Boyce J. Han- na, Rayonier to challenge the F.C.C. pro- dency rules and denied for violation of that rule. Commission finds in favor of MGM Broadcasting Corp. licensee of WGAS South Gastonia, N. C., from A. Clay Graves and James F. and to Hanna. There is 1 mw/overlap between Hanna’s WABA-FM which at 1400 kW; and WBJB South Gastonia. Waiver request was accompanied by statement that overlap could be eliminated by (a) reducing power of stations, (b) moving trans. sites, (c) turning in CP allowing increased power on WABA. or (d) direc- tionalizing latter. Commission stated: In granting, the Again in public interest to permit reduction in station’s power, to avoid overlap, without purpose of accommodating one to become multiple owner. To allow parties to manipulate serv- ice for their own advantage would frustrate- purposes of rule. Applicant has ad- vantage of satisfied public interest consi- derations which would justify waiver of rule in question. On contrary, waiver granted on reason that applicant would lead inevitably to erosion of rule. To public interest, the hearing was conducted and commissioners were made parties. Action May 5.

Cisco, Colo.—Designated for hearing application to increase daytime power on 1460 kc from 250 w to 1 kw, continued nighttime operation with 1 kw. WACO Waco, Tex., which filed opposing petition, party to the proceeding. Action May 5.

WYIS Ypsilanti, Mich.—Designated for hearing application to increase antenna height and change direct signal by continuing operation on 1480 kc, 500 w, DA:D; made WABJ Adrian, Mich., which filed opposition to party to hearing. Action May 5.

* By memorandum opinion and order, commission denied for consolidated hearing following A.M. request to change facilities: Emerald Broadcasting Corp. (KPIR), Eugene, Ore., from 10 kw, 9 kc, D, to 1120 kc, 50 kw, DA-1, Univ.: Pendleton Broadcast- ing Co. (KHUZ), from 1950 kc, 5 kw, DA-N, Univ. to 1110 kc, 10 kw, DA-N, Univ., and : Desert Broadcasting Corp. (KDHJ), Twenty-Nine Palms, Calif., from 1250 kc, 1 kw, D, to 1120 kc, 10 kw, DA-N, Univ.; made KSWQ Broadcasting System Inc. (KMOX), St. Louis, which filed opposing petition, and Federal Aviation Agency, parties to hearing. Action May 5.
### Professional Cards

<table>
<thead>
<tr>
<th>Name</th>
<th>Company</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Consulting Engineers</td>
<td>2411 - 2419 M St., N.W.</td>
<td></td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg. Wash., D. C.</td>
<td></td>
</tr>
<tr>
<td>GEORGE C. DAVIS</td>
<td>CONSULTING ENGINEERS RADI0&amp; TELEVISION</td>
<td>527 Munsey Bldg. Sterling 3-011T</td>
<td></td>
</tr>
<tr>
<td>COMMERCIAL RADIO</td>
<td>CONSULTING ENGINEERS</td>
<td>527 Munsey Bldg.</td>
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</tr>
<tr>
<td>A. D. Ring &amp; Associates</td>
<td>42 Years' Experience in Radio Engineering</td>
<td>1710 H St., N.W. 298-6850</td>
<td></td>
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<tr>
<td>GANTNEY &amp; JONES</td>
<td>CONSULTING ENGINEERS</td>
<td>930 Warner Bldg. National 8-7757</td>
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<tr>
<td>KEAR &amp; KENNEDY</td>
<td>1902 18th St., N.W. Hudson 3-9000</td>
<td>WASHINGTON, 6, D. C.</td>
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<tr>
<td>WALTER F. KEAN</td>
<td>CONSULTING ENGINEERS</td>
<td>George M. Sklem</td>
<td></td>
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<tr>
<td>A. EARL CULLUM, JR.</td>
<td>CONSULTING ENGINEERS</td>
<td>9208 Wyoming Pl.</td>
<td></td>
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<tr>
<td>JAMES COHEN &amp; ASSOCIATES</td>
<td>Radio-Television Communications-Electronics</td>
<td>390 20th St., N.W. Washington, D. C.</td>
<td></td>
</tr>
<tr>
<td>CARL E. SMITH</td>
<td>CONSULTING ENGINEERS</td>
<td>8200 Snowville Road</td>
<td></td>
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<tr>
<td>CARL E. SMITH</td>
<td>CONSULTING ENGINEERS</td>
<td>Cleveland 41, Ohio</td>
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<tr>
<td>WILLIAM B. CARR</td>
<td>CONSULTING ENGINEERS</td>
<td>411 Phoenix Title Bldg.</td>
<td></td>
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<tr>
<td>MERL SAXON</td>
<td>CONSULTING ENGINEER</td>
<td>622 Hopkins Street</td>
<td></td>
</tr>
<tr>
<td>JOHN H. MULLANEY AND ASSOCIATES</td>
<td>A Division of Multronics, Inc. Multronics</td>
<td>411 Phoenix Title Bldg.</td>
<td></td>
</tr>
<tr>
<td>E. HAROLD MUNN, JR.</td>
<td>BROADCAST ENGINEERING CONSULTANT</td>
<td>220 Coldwater, Michigan</td>
<td></td>
</tr>
<tr>
<td>COMMERCIAL RADIO MONITORING CO.</td>
<td>PRECISION FREQUENCY MEASUREMENTS AM-FM-TV</td>
<td>103 S. Market St., L.a.'s Summit, Me.</td>
<td></td>
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<tr>
<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE</td>
<td>411 Phoenix Title Bldg.</td>
<td></td>
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<tr>
<td>JAMES F. LAWRENCE, JR.</td>
<td>FM and Television Consultant</td>
<td>308 Monterey Rd., 5, Pasadena, Cal.</td>
<td></td>
</tr>
</tbody>
</table>
land to extent of adding "citizenship" issue to determine whether grant of Chicago Fed- 
eration application would be consistent with provisions of sec. 310(a)(4) of Communi-

By memorandum opinion and order, commission denied petition of WLL Inc. (WLL) in the matter of a proposed rulemaking in which WLL sought to amend a commission order which resulted in the broadcasting of a broadcast station in Bloomington, Ill., for temporary stay, pending termination of court appeal of Oct. 31, 1964 action of the commission. Action Apr. 18.

Commission waived sec. 1.569(b) of rules and accepted for filing an application of Alvin B. Corum Jr. for new day-tim- 

By Commission waived sec. 1.569(b) of rules and accepted for filing an application of WLVA Gainesville, Ga., from 1580 kc, 5 kw (1 kw-CHI), D, to 1130 kc, 10 kw (1 kw-CHI). D, Action Apr. 26.

Commission granted requests by Kitty-

For your tower requirements check ROHN SYSTEMS

A complete tower erection service that has these special advantages:

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

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

88 (FOR THE RECORD)

BROADCASTING, May 10, 1965


By Chief Hearing Examiner

James D. Cunningham

- Designated examiners to preside in follow-

ing administrative proceedings involving prehear-
ing conferences and hearings as shown:


James D. Cunningham—AM application of Twelve Seventy Inc. for renewal of license of station KUNO in Kansas City, Mo., for prehearing conference for May 28 in Washington, and hear-
ing for June 25.

Iasode A. Honig—FM applications of Dixie Broadcasting Inc. in Tupelo, Miss., for prehearing conference for May 24 and hearing for June 28.

By Hearing Examiner

Charles J. Frederick—FM applications of Morgan Broadcasting Co. and Dick Broad-


By Hearing Examiner Thomas H. Donahue

- In proceeding of Associated Television

San Francisco and Jail Broadcasting Inc. for TV on channel 28 in San Francisco, in Doc. 295, 1964 action of commission, for leave to amend application concerning fin-

ancial qualifications, a party to said proceeding suggested review by review board, under commission rules. Action Apr. 30.

Broadcast Bureau granted petition for prehearing conference, and set forth schedule of pro-

By Naugatuck, Valley Service Inc. (WOWW), Naugatuck, Conn., to reschedule April 29 hearing for May 27 in proceeding on AM application. Action Apr. 27.

By Hearing Examiner Millard F. French

- In proceeding on AM applications of Brown Radio Co. (KVLV) and Barbourville-Community Broadcasting Co., Barbourville, Ky., for renewal of license of station KUNO, in Doc. 15752, 1964 action of commission, for leave to amend application and with agreement of other parties, rescheduled time of May 5 further prehearing conference for 9:30 a.m. in lieu of 10:00 a.m. Action Apr. 28.

By Hearing Examiner Arthur A. Gladstone

- Pursuant to agreements reached at April 28 prehearing conference in proceeding on applications of Associated Television Corp. and Capital Television Co., for renewal of license of new TV on channel 23 in St. Paul, in Doc. 15552-3, scheduled certain procedural dates and re-


By Hearing Examiner H. Gifford Irion

- In Columbus, Ohio, TV channel 40 pro-
ceeding in Doc. 15619, 1964 action of commission, for leave to amend application for new TV on channel 40 proceeding in Columbus, Ohio, TV channel 40 proceeding in Doc. 15619, 1964 action of

By Hearing Examiner Forest L. McIennan

- Formalized by order in procedural dates agreed to at April 29 prehearing conference in proceeding on application of Selma Television Inc. (WSLA-TV), Selma, Ala., and continued June 21 hearing to June 28.

By Hearing Examiner

- Granted motion by Selma Television Inc. (WBSL-TV), Selma, Ala., to extend time from May 1 to file responses to petition by WCWO Inc. to enlarge issues in proceeding on WBSL-TV application. Action Apr. 27.

By Hearing Examiner Sol Schildhause

- Granted petition by Lebanon Valley Ra-

dio and accepted late publication of notice of hearing in proceeding for new AM in Lebanon, Pa., et al. Action May 3.

- In proceedings on applications for new UHF stations in Houston, Boston, and Lorain, Ohio, granted motion of Artists Broadcasting Inc. to continue hearing and

Continued on page 95
Help Wanted—Management

Florida full timer needs manager that can organize, sell, and program a good format. Small single market and never been in the red. Send complete resume to Box D-92, BROADCASTING.

Station manager for growing chain in top 100 market. Pulse rated No. 1 for past 5 years. Continuous growth and good working conditions need apply. Box E-83, BROADCASTING.

Fabulous opportunity for exceptional man to take complete charge only station in medium Mid-west market with enormous growth potential. Man we're looking for must have two years experience in small to medium market radio including local sales, programing, engineering & preferably real delivery. Must be willing to accept modest salary and excellent profit percentage arrangement. If you want to, will and can, write Box E-136, BROADCASTING.

New England station offers excellent opportunity to young, energetic salesman with ability to build a productive sales force. Good earning benefit packages. Box E-141, BROADCASTING.

WANTED: Professional salesman. No beginners. Does New England, KWIX, 300 West Reed, Mob- ily, Mo. Salesmen, the sky is the limit! Security and above average pay for crackjack who can sell for us. Send photo and complete facts now... Ron Odum, Asst. Mgr., WWVOX, New Rochelle, N.Y.

Experienced time salesman, ready to move to a larger Southern market. WNOK, Columbia, S. C. 803-253-9401.

Full responsibility Southwest fulltime. Immediate and competitive salary. Box E-137, BROADCASTING.

$600 watt network station needs manager who can manage as well as sell. Salary plus commission, Group operation. Write Box B-21, BROADCASTING.

WROL, Holivar, Tennessee, Fine community, station respected. Manager to large market, our blessings, 6 to 7-thousand plus incentive to stay. Box C-119, BROADCASTING.


WWCH wants manager or manager-an- nouncer to begin about June 31. Send photo, tape, resume and minimum salary requirements to W. H. Hart, 117 S. 8th Ave., Clarion, Pa. 16214.

Sales

Expanding major market chain. Seeking aggressive sales manager and two salesmen with management ability. Excellent earnings. Send complete resume. Confidential. Box C-305, BROADCASTING.

Detroit: "Select Situation" for man who loves outdoor or managing now. Multiple group. Box D-182, BROADCASTING.

Sales manager for San Francisco classical stereo FM format. Retail and agency accounts. Excellent reputation sales record, background—first letter—excellent guarantee of commission arrangement. Box D-271, BROADCASTING.

Sales—(Cont’d)

Young salesman for top S. F. classical stereo FM station. Send documented former sales record for consideration. Good starting draw and high commission. Box D-218, BROADCASTING.

Growing multi-station organization needs aggressive salesman and commission. If you want to, will and can, write Box E-136, BROADCASTING.

New England station offers excellent opportunity to young, energetic salesman with ability to build a productive sales force. Good earning benefit packages. Box E-141, BROADCASTING.

WANTED: Professional salesman. No beginners. Does New England, KWIX, 300 West Reed, Mobile, Mo. Salesmen, the sky is the limit! Security and above average pay for crackjack who can sell for us. Send photo and complete facts now... Ron Odum, Asst. Mgr., WWVOX, New Rochelle, N.Y.

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Sales manager for San Francisco classical stereo FM format. Retail and agency accounts. Excellent reputation sales record, background—first letter—excellent guarantee of commission arrangement. Box D-271, BROADCASTING.

Morning man with bright happy sound, & proven track record for No. 1 rated Pulse station in metro superior position. Got just 300,000. Send aircheck & references to Box E-84, BROADCASTING.

Afternoon drive man—no floaters—Must have pleasing personality, polished news and talk, & be in control of own work. Box E-85, BROADCASTING.

Excellent opportunity for young announcers on market leader. Write Box E-104, BROADCASTING.

RAPIDLY growing group of independent sta- tions—southern California, needs another experienced staff announcer. Must have pleasing personailty, polished news and talk, & be in control of own work. Box E-85, BROADCASTING.

Southwestern Penna. group station needs staff specialist to handle 5 hours daily of C&W programing. Box E-135, BROADCASTING.

Staf announcer for medium market, con- servative modern format operation for sta- tion located in beautiful Great Lakes city in Mid-Atlantic region. Prefer all around man capable of handling news, production, and DJ work. Send resume stating full background, experience, including salary requirements to Box E-143, BROADCASTING.

Announcer-sellman for Midwest station. Will consider beginning salesman. Good account list. Box E-156, BROADCASTING.

Major station top ten market looking for a morning personality. High quality operation which demands articulate entertainer with excellent rating. Must also be negotiable for right man. Send air check and resume to Box E-178, BROADCASTING.

Leading Midwest station with C-W for- mat wants first phone jockey who knows tight production, likes to wake up the children, and isn’t afraid of work. Station has phenomenal growth record and you can grow with us. Personal interview necessary. Send air check, tape, picture, salary and full career resume to Box E-181, BROADCASTING.

Central Kansas’ best known early morning man died suddenly. If you’re an adventure, folksy, clean and can sell for rest of day. Send tape & resume to KWIK, Hutchinson, Kansas.

Opportunity knocks? Wanted good announcer for bright, happy middle of the road format. Send tape, resume & salary required: KVRR radio, Brainerd, Minnesota.

Summer relief announcer. Send tape and resume, WAMD, Aberdeen, Md.

Galesburg, Illinois—Need third ticket an- nouncer for night shift. Reply Roger Cole- man, WGIL.

WANTED—3 experienced announcers, Imme- diate. Must have 3rd ticket. WENR, Henderson, N. C.
Announcers—(Cont'd)

Lively, experienced announcer needed for Florida road full time. Send resume, tape, photo to Ron Beckey, WJNO, Radio, West Palm Beach, Florida.

Immediate opening—straight daytime board announcer, NBC & Mutual networks. WLDB, Atlantic City, N. J.

Immediate opening for announcer. Must be able to sing. Send resume and picture to Maurice K. Henry, WMIK, Mid- dletown, Connecticut.


Announcer with 3 years minimum commercial experience for Penna. station. Adult format of music, talk, & award winning newscasts. Give excellent salary references and send tape in first letter. All tapes returned. Manager, WRTA, Altoona, Penna.


Atlantic City area station needs 1st phone announcer. Send resume, tape, photo. Must have a year in the road, security, above average pay. Contact WSLT, Arear code 609-398-1355.

Big No. 1 in Annapolis, Md.—WYRE—would like to fill immediate opening for 2 great top 40 jocks with sales experience. Send resume, phone, and tape. Contact: Mr. Armstrong at once.

First phone Combo man, Southwestern market. Good personality, sales ability, plus money for good voice. Excellent working conditions. Call 909-314.

Immediate opening at South Carolina top 40. Job includes TV staff work. Will train TV beginner. Call area code 803-233-9401.

Become a deejay! Learn techniques amazingly fast at home, economically by tape recordings! Fisher, 678 Medford Avenue, Patchogue, New York 11772.

A 5-figure second income! If you're a top-flight professional, you can earn a $5,000-7,000 per month, supplemental income. We'll show you how by representing seven of the nation's most distinguished broadcasters—who have personally developed the most sophisticated training program ever offered to deejays. If you've got the drive and the right experience, write: John Cameron Swazy, "Career Academy, School of Broadcasting," Executive Offices, 827 N. Jefferson St., Milwaukee, Wisconsin 53202. Phone (414) 276-4266.

Technical

Ohio AM-FM in major market offers excellent opportunity for experienced engineer with ability and initiative. Minimum $75.00 plus company vehicle. Send complete resume in confidence Box E-20, BROADCASTING.

Engineer-announcer. Pennsylvania FM, Salary $125.00 to start. Must be experienced, must have resume, tape. Good location. Box E-21, BROADCASTING.

Chief engineer with announcing ability for metropolitan market. Box E-37, BROADCASTING.

Radio engineer of good character, best technical qualifications for South Texas station. Box E-65, BROADCASTING.

Experienced engineer-trainer with first phone for Alabama market station. Box E-64, BROADCASTING.

Experienced chief engineer needed by AM-FM station in the East. Must be expert at installation and maintenance. No regular board work required. Send complete confidential, personal, experience, references and indicate availability for personal interview. Box E-168, BROADCASTING.

Directional and audio experience chief for North central daytime AM-FM. No announ- cing. Salary $6,500. Box E-118, BROADCAST- ING.

Indiana AM-FM needs Chief engineer-announcer, technically qualified and good morale. Must have full salary open. Our sincere thanks for this opening. Send resume and tape to Box E-182, BROADCASTING.

Help! Expanding 5 kw full-time AM with CATV contract, looking for good technical man with or without experience. Stable or prospective profit-sharing plan. Benefits, paid vacations. Call Chief Engineer at 215-384-2100 or write WCOG, Coatesville, Pa. (40 miles West of Phila.).

Need immediately 1st ticket transmitter engi- neer capable of accepting responsible position and being in major market. Please call Art Silver, Chief engineer, at 600-924- 3600, or write to Radio Station WRFH, Box 1350, Princeton, New Jersey.

WREO—AM-FM Ashtabula, Ohio has two permanent openings for first phone engineer. No experience necessary. Employee benefits. Send resume to station manager, WREO, Box 736, Ashtabula, Ohio.

First class engineer handy with tools. Not necessary to have perfect good voice secondary. WYIT, Taylorville, Ill.

NEWS

Wanted: Professional news man with experi- ence in live, to join team of Indiana man news department. Dale Low, KWIX, Moberly, Missouri.

Newman wanted for top Pulse and Hooper- rated AM contemporary station using five cruisers. 5 days split shift, mainly news- cast. Full salary, benefits, reasonable Resumes, tape, photo, returnable. WBBQ, Augusta.

WDBJ Radio in Roanoke, Va., has opening on 3 man news staff. College & some experience preferred. Contact Joe Goodposture, News Director, WDBJ, Roanoke, Va.

WEOK, Poughkeepsie, N. Y., seeks 1st ticket; announcer for summer months. Ideal op- portunity for qualified college student. Mail resume and tape to Louis Pells, General Manager.

Wanted: Experienced newsman for one of the nation's finest regional stations. Must have 3rd class ticket and be able to gather, write, and report. Send resume, tape, and references to Bob Smith, WIXX, New Richmond, Wisconsin.

Production—Programming, Others

Gal Friday who can do traffic, books and small paper work. Should be able to write some copy for appeal to women. Good opening in small market. Middle West station. Box E-19, BROADCASTING.

Program director; Needed for No. 1 Pulse rated top 40 station in metro market of over 250,000 population. Send aircheck & resume immediately to Box E-82, BROADCASTING.

P.D. announcer for excellent station in me- dium market. Excellent salary, non- rock format. Seek young married, settled man who is interested in good experience. $400-$450 month. Rush resume, tape recent earnings, photo if available to Box E-111, BROADCASTING.

Program director needed for substantial medium market Texas station. Must know modern production. Must have experience. All replies confidential. Box E-122, BROADCASTING.

Program director-announcer for Western Pennsylvania forward tape and resume. Box E-161, BROADCASTING.

Production—Virginia's leading top 50 op- eration wants an experienced production man to do promotions and capable of turning out above average work for a top 40 station. Don't tele- phone, but send non-returnable tape and resume to Box E—180, Program director, WGH, Norfolk, Virginia.

Production—Progamming, Continued

Sports Director-Salesman combination play- by-play work and sales. Experience neces- sary in play-by-play. WVLN-AM, WERF-FM, Box 511, Onley, Ill.

Account Exec.

Golden opportunity for hard working radio salesman with experience. Regional station top market. Must have full resume in first letter. All replies strictly confidential. Apply Box D-185, BROADCASTING.

Situations Wanted—Management

Increase your sales 25%, Metro Midwest market salesman with outstanding rec- ord for upgrading stations to highest income and profitability. Current sales, promotions, programming, administration, and my management. Desire to merge 11 years experience with management on sales man- agement. Call either 312-511-912 or write Box E-74, BROADCASTING.

Mr. Staton owner. Looking for a responsible businessman to manage your property? I have 18 years in radio; 12 as manager of stations billing $120,000-$300,000. I build sales, staff, goodwill, Community-active; Rotary President, etc. Substantiate my claims by checking all past employers. Phone (312) 77111 or write Box E-163, BROADCASTING.

General manager: Mature—experienced. Mis- sion: Develop medium market aggressive on sales record. Excellent references. Prefer Midwest or Northeast. Box E-126, BROADCASTING.

If your billing and rates are down answer this ad for fantastic success story that can double your new revenue producing promotions available Multi-station markets only. Box E-146, BROADCASTING.

Successful general manager small to medium market. Presently managing in four station market. Excellent sales background. Community—civilian, civic leader. Welcome opportunity to buy. Box E-155, BROADCASTING.

General manager available—single or mul- tiple market. Over five years experience, last four as general manager. Finest of industry and personal references. Prefer Midwest area in general. Box E-165, BROADCASTING.

Successful experienced, Management or Sales Manager. Excellent opportunity to work for you. Box E-170, BROADCASTING.

General Manager—AM and TV management experience with history of establishing profitable properties and creating productive sales staffs. Astute administrator. Will re- locate. Box E-173, BROADCASTING.

Prefer position in one of first ten markets. My advertising background embraces every facet of the broadcasting industry . . . ad- ministration, personnel, copy, production, traffic, programming, public relations and most important of all sales. I'm well known on Madison Avenue and know national sales from A to Z . . . building sales with creative and logical presentation ideas. Of course, most vital of all is personal sales. No station reaches its full potential unless the local sales program is correctly and instructed by an expert. No matter how well your station is doing I can boost its sales volume by at least 25% and more. You'll find me an excellent ambassador for the civic affairs involved with un- usual creativity. Get my full story, background and experience. Box E-177, BROADCASTING.

Sales

College graduate with top 25 market ex- perience seeks sales or related job in mid- dle to large market. Clean record. Box E-78, BROADCASTING.

Your billings increase with my 25% straight commission selling Small-medium, Mid- west-West station. Box E-171, BROADCASTING.
Sales — (Cont'd)

"Sales Manager: Five years outstanding record as sales manager, top adult station (not affiliate) in one of nation's top 20 markets. Excellent sales, management and top advertising experience. Moving from in-laws. Prefer West but permanent residence foremost. No objection to small town. Presently $125. Box E-136, BROADCASTING.


Situations Wanted

Announcers — (Cont'd)

First phone, eight years, news director, program director, management, galley, family. Moving from in-laws. Prefer West but permanent residence foremost. No objection to small town. Presently $125. Box E-136, BROADCASTING.

College student—6 months commercial experience, Frame Television Employment, Midwest. Box E-142, BROADCASTING.

Good ad-libbing two man comedy team available for morning slot. Tapes upon request. Box E-144, BROADCASTING.

Announcer—middle of road or variety five years experience and also strong news. Looking for permanent position. Box E-145, BROADCASTING.

Announcer, 1st phone, format to middle market. Maryland, funny, bright personality, real asset. Day slot only. Presently at major swinger. Box E-147, BROADCASTING.

Experience format jock, 1st phone, top 40 permanent daytime position. Midwest contemporay. Box E-156, BROADCASTING.


Announcing team wants to help your station. Box E-157, BROADCASTING.


Want to move up. Four years A.F.R.S. Two years con, P.I.R. Strong on newscasting, production, and dj. Prefer central or Southern market, if considered. Box E-160, BROADCASTING.

4 years experience. Seeks announcer sales position. Prefer Midwest. Box E-113, BROADCASTING.

DJ—1 year middle of road experience. Single. prefer Northeast. Box E-114, BROADCASTING.

Mature sports-minded station. Sports director—BA degree, vet., family, five years sports analysis Play-by-play, interviews, sports chronologist, hard-working dedicated professional. Box E-115, BROADCASTING.

Negro Jock, young, dependable, know R&B, Gospel, Jazz—Box E-116, BROADCASTING.

Announcer, dj, newscaster bright personality—Willing to relocate. Box E-117, BROADCASTING.

Deejay-announcer, available June-September, two years experience in medium market. Box E-118, BROADCASTING.

Experienced young, announcer/newswoman tops 40 graduate of radio school. Hard worker, married. East. Box E-124, BROADCASTING.

C & W Jock. Young, fast, married, experienced—3rd ticket. Box E-125, BROADCASTING.

Staff announcer 1st phone, News, remotes, sports, California. Possible participation, Box E-126, BROADCASTING.

DJ announcer, tight board trained beginner, available now. Box E-123, BROADCASTING.

Situations Wanted—Technical

Anytime anywhere RCA institute graduate looking for job in broadcasting. Box E-124, BROADCASTING.

Experienced radio-TV operating engineer. Age considered. No announcing. Box E-131, BROADCASTING.

First phone—experience to 50 kw, some TV hours. Maintenance engineer. Prefer Southern or Western states, consider other locations. Box E-157, BROADCASTING.

Experienced 1st phone engineer now working in New York City, New York area preferred. Box E-167, BROADCASTING.


News

Newsmen—editor wants top 20 market. Nine years experience, including 50 kw television. Strong Phone—rewrite. Will accept any position, Box E-121, BROADCASTING.


Production—Promoting, Others


Program director-1st. Phone-capable engineer. Six years experience. Good voice, production, programming, market management, station management experience. Married, stable. Prefer West but will consider all road experience in full responsibility without authority to accomplish job. References. Box E-134, BROADCASTING.

Sports director—nine years play-by-play experience with college, married. Box E-146, BROADCASTING.

PD available rare combination of sales oriented programmer. Medium to major markets only. Format or middle road. Good track record. Box E-148, BROADCASTING.

Experienced operations manager-program director can take complete charge of the internal operation of your station, programing, production, traffic and copy. Proven record of success at producing top ratings and ratings form. Box E-170, BROADCASTING.

TELEVISION

Help Wanted—Sales

Wanted: an individual to sell television to both large agency and small top ten market. Top dollar potential. Youthful appearance a plus. Experience preferred. Be hungry but not starving. Sociable but sober, aggressive but not barty. Reply to Box D-594, BROADCASTING.

Sales manager for new UHF station going on-the-air this fall. Confidential. Send complete photo. Box E-129, BROADCASTING.
Announcers

TV personality for No. 1 network affiliate in Midwest market. Booth, on camera com- ments to news director. Excellent contact calling for solid experience to work with Booth. Immediate placement. Rush resume, tape and photo to Box D-19, BROADCASTING.

Need announcer and announcer/sports di- rector for powerful VHF. Prefer mature, responsible applicants who desire good working hours and pay. Call Patrick E 8822, WTVM, Columbus, Georgia.

Technical

Growing Southwestern and Western Group of Radio-TV stations seeks director of Engineering. Engineering degree preferred. Salary negotiable. Excellent references and experi- ence. Box D-10, BROADCASTING.

Major Eastern network TV station requires number of temporary vacation relief tech- nicians with potential for permanent jobs. Interested? Contact: Box D-17, BROADCASTING.

Chief engineer for Eastern VHF with multi- ple station ownership has immediate open- ing. Should have knowledge of all phases of technical operation. Excellent opportun- ity. Send details including background and experience. Box D-313, BROADCASTING.

Florida Gulf Coast TV has immediate open- ing in Orlando. Contact: Bill Carpenter, Chief engineer, WJHG- TV, 28th and Bluff Florida.

TV studio technicians—Expanding staff and need men with 1st photo. Experience in maintenance, video tape and studio opera- tion. Possible permanent employment. Lafayette and Port Way, Indiana. Send resume in a and 3400 Bluft Road, indio, indiana.


News

Newsmen/photographer — Wanted — Angry young man to search down news, shoot it, edit it, and present it on the air. Journalistic background and knowledge of photography a must. Send picture and all details first letter. We’ll arrange an interview. Box D-175, BROADCASTING.

I’m looking for a hard hitting newswoman who wants to move to a city to pursue two TV newscasts per day. Heavy emphasis on local news. You should know news content, assign photographers, reporters, follow up stories, make yourself known to the community and write. Air work is not required but would be a plus. Send all details in a short letter; we’ll arrange a personal interview. All replies confidential—Write Box E-62, BROADCASTING.

Southeastern VHF needs newswoman. Will consider man with radio news background that would like to step into television or return from journalism graduate with desire to break into television news. Send picture tape & complete details 1st letter. Box E-175, BROADCASTING.

News director with Journalism background to shoot write and air news. Must have or- ganizational ability to take charge news depart- ment. Send Video tape or picture and audio tape along with complete details 1st letter. Box E-175, BROADCASTING.

Producer—Programming, Others

Producer—director: Excellent opportunity for creative director under age 30, capable of handling any live, video tape or film program or commercial assignment. Ex- periencing VHF outlet in major market located in Ohio and affiliated with top group and network. In addition to producing and di- recting tales we select should have the potential to assume higher manage- ment responsibilities in a relatively short period. Starting salary $120-175, com- mercials with appropriate experience. Send resume of age, education and experience to Box E-30, BROADCASTING. An Equal Opportunity Employer.

July 1—Director of In-School programs for educational station. Degree in Education or equivalent with experience in curric- ulum development, class room teaching (elementary-secondary level); proven lead- ership in working with administrative and teaching personnel. Salary open. Box E-166, BROADCASTING.

Commercial TV continuity writer—experi- ence necessary. Send resume and copy to: At Evans, KNGR-TV, Cedar Rapids, Iowa.

2 positions—director and cameraman—Est- ablished all-color operation needs experi- enced director who can handle switching duties and operate RCA Studio Color Camera. Contact: Bob Jones, WACB, WTV, P. O. Box 1497, Lexington, Kentucky.

2 jobs open now. If you’ve been director-cameraman in a small market and feel ready for larger responsibility, or if you have camera experience and feel you’re ready to learn camera directing write Harry Abbott, Manager TV operations, WXXV-TV, 124 W. Tabb St., Petersburg, Va.

Press relations manager: We have an opening for a competent writer, age 25-30 to handle our Corporate press relations activ- ities. College training a minimum of two years experience in commercial broadcast publicity work required. Starting salary $7,500-$8,500 per year commensurate with demonstrated ability and experience. Ex- cellent opportunity for personal development and growth with a progressive ex- panding industry leader. Send confidential detailed resume of age, education, experi- ence and salary history to Mr. J. P. O’Hagan, Personnel Department, Crosley Broadcasting Corporation, 140 East Ninth Street, Cin- cinnati, Ohio 45202, An Equal Opportunity Employer.

FILM EDITOR

Major Eastern TV station requires several experienced Editors. Reply Box E-96, BROADCASTING.

Situations Wanted

Management

Assistant manager or manager position wanted. 6 years experience with network operations in N. Y. Administrative experi- ence with traffic, sales, service, and all production and promotions functions. Box E-168, BROADCASTING.

Announcers

Announcing team wants to help your sta- tion. Married, with microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

News personality-reporter—female wanted immediately for fast growing TV station. Must have news experience helpful but solid back- ground in news work more important. Age 24-33. Call 301-664-7600, extension 223.

Attention UHF applicants—Three man engi- neering team available for installation and operation of UHF. Compassionate, electronic and exper- ience of 20 years, 20 years in UHF, Com- plete discussion. Immediate, immediate engineer- ing including management, VTR, studio, transmitter, microwave and remote controls. We function smoothly as a team with no personality conflicts. Box E-131, BROADCASTING.

NEWS

Young Midwest television newswoman wants position with aggressive medium market news department. Married. Five years experience in both city and small markets. Strong air, writing, photography and docu- mentary experience. Box E-16, BROADCASTING.


Production—Programming, Others

Producer-director presently in television, 7 years experience, desires position in W. Va., Ohio. Married, salary requirement and resume available. Box E-81, BROADCASTING.

Children’s program specialist: TV pro- duction, creative writer; experienced chil- dren’s performer. M. A. degree, 25. Attractive wife, puppeteer, dancer, actress. Box E-160, BROADCASTING.

Intelligent, creative experienced TV produc- tion director, now employed at top station in Buffalo, New York, desires advancement, Box E-163, BROADCASTING.

WANTED TO BUY—Equipment

700 feet 1/4" coaxial line. 200 feet used in 1/4 or 1/3 coaxial line. Priced right. 1 Ap- proved field intensity meter, 3 tower light beacons, 6 side lights, 2 flares. Excellent photo control, 2 reel professional tape recorders. 122 Weatherwell, Cherry Hill, New Jersey.


Wanted: FM transmitter , 5 or 1 kw . monitor. Radio WILIT, Hotel Lafayette, Huntington, Indiana.


Wanted—Dummy load for FM station. 5 to 20 kw. Contact: J. B. Reynolds, WJBH, Wil- mington, Delaware. Phone 478-6000 (code 302).

12 kw UHF amplifier state price, all details CH-SA, P. O. Box 4322, Fresno.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro- find, 440 Columbus Ave. N.Y.C.

Co-axial cable, Helax, Styroflex, Spinrole, etc. Also rigid and RG types in stock. New materials at surplus price list. S-W Electrical Cable Company, Willow & 24th Street, Oakland, Calif. Phone 418- 393-8827.

New and reconditioned aural remote pickup equipment and Fire and Police receivers—World Wide Company, Box 43, Weatherford, Texas. Phone 817-504-5172.
FOR SALE

Equipment—(Conf’d)

Looking for used broadcast equipment? Get our used broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

5 kw RCA 5-DB transmitter. Available as a result of new construction. Very good condition. Take it away for $1500. L. Witte
berg, Chief Engineer, WISN, Milwaukee, Wisconsin.

Gates B160 spot tape, factory reconditioned with unused tape roll, complete remote control panel—$600. KWIC, Navasota, Texas.


5 kw AM broadcast transmitter—CCA Electronics presently has available for quick re-sale at 50% off list price. CCA, 5012 W. 39th St., Kansas City, Mo.

5 kw AM broadcast transmitter—CCA Electron- ics presently available for quick re-sale at 50% off list price. CCA, 5012 W. 39th St., Kansas City, Mo.

Large Cannon plugs, 1 1/8 inch. 20 male and 15 female for line plus 9 assorted wall and chassis mount All for $60.00. KROK, Crook- sion, Minn.

Auricon cine SOF camera, Tripod, lenses. Futura Film Service, Box 3043, Austin 17, Texas.

Two-tape deck Tapatron model 376M and 7 mc Martin tube SCA, receivers, TN series. Also, one complete portable tape recorder Model 612 SD. Write Sussex County Broadcasters Inc., Box 40, Newton, N. J.

One (C8001) Bogen Presto tape recorder and play back with (PHI) amplifier and play back cassettes. (PHI) installed on (HA-1) by factory mounted in 19” metal rack—Excellent condition used only a short time—cost $1,760.00. Will sell for $800.00 cash. Lee Hartman & Sons, Inc. P. O. Box 655, Roanoke, Virginia.

Gates BFE-10A 18 watt FM Transmitter tested and tuned to your frequency, $605. Write Chris Payne, Box 748, Amherst, Mass.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring dead-jay comment introductions. Free catalog, Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 2,000 Super dooper, hooper scooper, one liners exclusive in your market. Write to 1077 Publications, 2221, Steiner St., San Francisco.

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 15 saleable ideas. $2.00 per week. Ex- clusive. Tie up your market now. Write Brainstorm Box 675, Lubbock, Texas.

"DEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, editors, thoughts, jokes. $5.50. Write for free "Broadcast Comedy Catalog Show-Biz Comedy Service, 1735 E. 28th St., Brooklyn, N. Y. 11239

INSTRUCTIONS—(Cont’d)

Be prepared. First class FCC license in six weeks Top quality theory and labora- tory instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.


Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation Twelve weeks intensive, practical training. Class size limited. Most modern equipment available. G.I. approved. Elkins School of Broadcast, 2603 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins’ famous six week course in First Class FCC License preparation through proven theory and lab methods Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Since 1946, Original course for FCC First license operator license in six weeks. Over 100 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting June 18, August 30 and October 28. For information, references and reservation, write William B. Osgood Radio Operations Engineer- ing School, 1150 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in 20 weeks — guaranteed — complete tuition $295.00—Rooms $10.00 per week Classes begin May 25-June 28 Aug. 20-Sept. 7. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.


Seven famous broadcasters teach you the secrets of their success! John Cameron Swayze, Fran Allison, Earl Gillespie, West- brook Van Voorhis, Ulmer Turner, Howard Miller & Robert St. John have combined to teach you—in depth—the techniques that led to their success. Free full color 32-page brochure and special recorded message explain training facilities & curriculum of both classroom and home study programs. Write for your copy today! Career Academy, 2281 North Jefferson Street, Milwaukee, Wisconsin 53202.

FCC License training through tape recorded instruction. Bob Johnson Audio-Visual Li- cense Training, 1201 Ninth, Manhattan Beach, Calif.

INSTRUCTIONS—(Cont’d)

You Can’t Top A CLASSIFIED AD in Broadcasting

THE BUSINESSMEN’S NEWSLETTER FOR TELEVISION AND RADIO

Be prepared. First class FCC license in six weeks Top quality theory and labora- tory instruction. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.


Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

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FCC License training through tape recorded instruction. Bob Johnson Audio-Visual Li- cense Training, 1201 Ninth, Manhattan Beach, Calif.

RADIO—Help Wanted

ANNOUNCERS

TOP OPPORTUNITY

The best! Conditions—The finest. Rush tape and pertinent selling facts to Box E-166, BROADCASTING

TECHNICAL

SOUND SYSTEMS CHIEF ENGINEER

Will be responsible for planning, specs, installations & maintenance of sound systems & installations rented or sold. Opportunity to become chief in top station with rapidly growing Chain. 50 mile radius of New York City. Send resume, photo & salary requirements to: Box E-106, BROADCASTING

NEWS

First Class Engineer

Strong in maintenance, construction, pro- duction. Opportunity to become chief in top station with rapidly growing Chain. 50 mile radius of New York City. Send resume, photo & salary requirements to: Box E-106, BROADCASTING

Radio News Man

Excellent pay for qualified newcomer with experience in digging local news. We are vital operation in metropolitan Midwest area placing strong emphasis on ability to report. Name your salary Send tape, resume to: Box E-58, BROADCASTING

TOP PERSONALITY WANTED

A great Radio facility in the Rocky Mountain region wants a sparkeling personality; knowledge of music people want to hear; and the ability to step in and take over. Salary—the best; opportunity—the finest. Rush tape and pertinent selling facts to

WUTC, Minneapolis

(Cont'd)
Production—Programming, Others

Wanted Radio
PROGRAM DIRECTOR
Well established major radio station seeks Program Director with experience as Program Director. Middle of road music and strong news. Independent station is on Eastern seaboard and in top 15 markets. We are looking for a career man who has administration experience & ability as well as reliability. In first letter, please give all details including salary requirements. Some of our own employees are applying for this job and they know of this ad.

Box E-100, BROADCASTING

Situations Wanted—Announcers

ATTENTION STATION MANAGERS ...
Available Immediately: Djs, Newsmen, Production men, announcers. People with showmanship and imagination able to take over any task under any station format. Some first tickets, some third with endorsement. Well trained, experienced, professional broadcasters.
Southern California School of Radio
3918 Pacific Highway
San Diego 10, Calif.

TELEVISION—Help Wanted

INDEPENDENT TV PRODUCTION COMPANY IN
Middle Atlantic Region seeks aggressive experienced salesman with knowledge of television technical and/or production techniques. Outstanding opportunity for young man to join a growing organization. Salary commensurate with experience. Send complete resume, photo, Confidential.

Box D-176, BROADCASTING

News

WANTED
Mature looking television newscaster
Medium size New England market
Salary open
Send photo and tape to:
Box E-180, BROADCASTING

Production—Programming, Others

ADMINISTRATION
TV PROGRAM COSTS
Network position requires experience reading production requirements & establishing & controlling of show budgets for live, remote telecast. Unit Manager experience preferred. Send resume & salary requirements to
Box E-162, BROADCASTING

EMPLOYMENT SERVICE

B-SEEKERS
Since Jan. 1st we could have filled 86 more jobs in 29 states if we had your reference-checked application, resume, and tape in our files. If you are a skilled broadcaster... Write now—Right Now! We have immediate openings.
C.B.I. Placements
641 Equitable Bldg. Denver, Colorado 80202
Phone 303-534-0688

THE AMPS AGENCY
BY BROADCASTERS FOR BROADCASTERS
For the attention and consideration of Radio and Television Stations, packagers, Ad agencies, commercial producers, client advertisers and others, we have hundreds of excellent, thoroughly qualified applicants with broadcast experience in all job categories. Among these are the people you need. Phone or write us now.

THE AMPS AGENCY
All Media Placement Service
130 S. Robertson Blvd., Beverly Hills, Calif.
Telephone GL 7-4681

WANTED TO BUY—Stations

STATION WANTED
Small chain wants to buy additional station in one to four station market East of Mississippi River. Will pay 29% to 100% cash. All information confidential.
Hudson Millar
WKUL
Cullman, Alabama

WANTED RADIO STATION
Prefer MIDWEST Fulltimer
Priced not over $100,000.
Send full particulars.
Box E-115, BROADCASTING

FOR SALE—Stations

FOR SALE
Station in Top 100 Mkt.
Non-directional AM/FM—$600,000
Excellent dial position
Cash flow over $80,000 yearly
Pulse rated No. 1 over 6 years
Box E-34, BROADCASTING

SOUTHEASTERN
Established licensed daytimer with application for 5,000 watts, non-directional, in single station market. Owns new equipment, building, and land. Ideal for owner-operator, and includes manager residence. Full price $55,000. $25,000 down, and terms to qualified buyers.
Box E-102, BROADCASTING

FOR SALE
So Calif. Class B FM Station
Dual Polarization
Hi Power—Major Market
[City 600,000 plus]
No Brokers—Principal only
Box D-266, BROADCASTING

MISCELLANEOUS

BROADCASTING, May 10, 1965

FOR SALE
Top 50 Market
Country Music Station
1/2 ownership of Eastern C & W Station for sale to C & W oriented salesman or dj salesman. Desire buyer to participate in operation. State all qualifications. Reply.
Box E-105, BROADCASTING

FOR SALE
500,000 plus
No Brokers—Principal only
Box D-266, BROADCASTING

Jack L. Stoll & Assoc.
CATV Systems & Broadcast Stations
Currently Listed FOR SALE. All negotiations completely confidential, all replies considered. Expert appraisals and Market analyses.
Contact:
Doug Bailey Adv.
140 Congressional Lane, Rockville, Md.
"I CAN'T sit still, I fidget. I can't go to the beach and just lie there in the sun; I get bored. Pure relaxation is a little bit alien. I prefer reading biography to fiction."

This is some self-analysis by Stephen Labunski, once a vice president in charge of NBC Radio, whose conversation is sometimes as restless as he is.

Two weeks ago he went to Pittsburgh to tell the Radio and Television Club that radio could have a $1 billion year in 1969 if it works at it. Three days later he was in Detroit talking to the Adcraft Club and warning about the FCC's "chronic tendency to over-regulate." He didn't confine his remarks to radio. The commission plan to cut back TV network control of prime-time programing met his critical fire.

As a frequent and articulate speaker his reputation includes an outspoken concern with industry problems.

In 1962 as vice president and general manager of WMCA New York, he made the strongest attack on then FCC Chairman Newton Minow that had yet been made by a broadcaster. Referring to the famous Minow inaugural attack on radio and television, Mr. Labunski said the chairman had learned very little about radio and suggested that the least he could do would be to invent his own cliches about the medium. He noted recently "I also find fault with our industry and say so."

Musical Background • With a concert pianist and composer for a father, his mother a piano instructor, and Artur Rubinstein, his uncle by marriage, Mr. Labunski says he was naturally destined to start his broadcasting career as a salesman for a station which played country and western music, KCMO Kansas City in 1951.

Stephen Labunski, originally Bronislaw Labunski of Jordanow, Poland, ran for state assemblyman from Jackson county in Missouri in 1948. On a county ticket headed by Harry Truman, he claims to be one of two Democratic candidates who managed to lose.

Mr. Labunski's fitful approach to education never brought him a degree. Has he ever regretted this? "The only thing it ever kept me from doing is joining the University Club."

His formal studies were always interrupted by one enterprise or another. He had a year at Kansas City Junior College before entering the army, some extension courses from Georgetown University while in the service and two years at the University of Kansas City.

While studying in Kansas City he was supporting himself by giving lectures on his European experiences. He speaks Russian and Polish fluently and his post-war days included civilian duty as an interpreter in Berlin. During one college term he went on a lecture circuit for the Rotary clubs, forgetting studies but running true to activist form.

Without waiting to take his degree he went to work as an assistant to Representative Richard Bolling (D-Mo.) and had his eyes opened to the Washington political scene. While he worked for the congressman he lived in an apartment next to the House office building to be close to his job: "It was always Steve who got called in to work on Saturdays," he remembers.

Outside Activities • Mr. Labunski has been known for managing successful radio stations but his resume doesn't show his involvement in extramural activities. While working for KCMO he was also writing a regular column for a local newspaper. He wasn't moonlighting. He wasn't getting any compensation, but his station's call letters appeared each week under his byline. "Some free promotion," he says.

Mr. Labunski thinks there's a certain "European orientation" in his training that keeps him hopping. "My parents preached responsibility and a willingness to account for one's time."

His own advice is "diversify your experience," a credo he's followed.

He says everything he's done, though apparently scattered endeavor, is valued background for his present position.

He hasn't always been allied with winning causes but he's always landed successfully on his feet. He had a stint with network radio in 1957. It was for ABC which was attempting a new and ambitious all-live format which proved ill fated and eventually resulted in a new regime at the network.

Mr. Labunski, who suggests that he saw writing on the wall, resigned his position on the news that the all-live policy would be discontinued and before an executive shakeup ensued.

Looking for a Desk • He went on to a consultancy for the broadcasting division of Crowell-Collier, "a good title with a short future and no desk" and landed four months later at WMCA where he spent a highly successful seven years.

Now at NBC Radio he says "I wasn't brought here to put out a fire. The network was in good shape when I arrived. The volume and profits are bigger than I would have thought."

His purpose at NBC Radio, he says, will be to "strengthen what we are doing with the same framework." One thing that won't be changing, according to Mr. Labunski, is the present amount of weekly network programing—39 hours.

He feels all the radio networks are not priced in accordance to what they deliver and adds "we'll work for a more aggressive sales policy."

He doesn't see much basic difference between operating a network and running a single station. In a recent statement he reduced networking and station operation to this formula: "You build the product. That product attracts an audience. You research the characteristics of that audience. Translate these characteristics into economic values. Sell these values to advertisers."

Mr. Labunski puts little store in what he terms "the conventional hobbies." He confides, "I don't fish, hunt or play golf."

He describes himself as an avid reader and theatergoer who's seen some "medium hits" three times.

WEEK'S PROFILE

EDITORIALS

Presidential TV exposure

PRESIDENT Johnson, in his zeal to keep the people informed, may be subjecting himself to overexposure. Recent sudden television appearances without advance notice have created problems for himself, the public, and the media—particularly television.

The trouble, basically, is lack of coordination. When the President deems it desirable to address the nation through live TV, the networks and their affiliated stations feel duty-bound to clear. But a “hot line” can’t be maintained even with the new stand-by TV pick-up facilities at the White House. Notice is needed to clear time with affiliates, to handle pre-emption and, most important, to build audience through advance announcements.

We respectfully suggest that what is needed is a staff professional to coordinate presidential appearances. He should be a person in whom both the Chief Executive and the broadcasters have full confidence.

Early Bird in hand

THE EARLY BIRD satellite’s inauguration last week opened up a world—literally—of possibilities for television. It also opened up challenges and problems.

Much remains to be done before an entire system of satellites is aloft carrying live television to—and from—all parts of the world. But the spectacular inaugural program on May 2 and the subsequent Early Bird relays left no doubt that the possibilities of satellite TV are staggering.

Heart surgery in Houston “attended” by physicians in Switzerland hinted at its capacity for education. Festivals from Italy, Mexico and Bavaria gave an idea of what it may accomplish in cultural exchange. The appearance of Pope Paul VI suggested its potential as an ecumenical force, and exchanges among U.S., Canadian and British law-enforcement officers suggested a different usefulness where ecumenism is not enough.

The possibilities seem endless, and that raises one of the major challenges—to determine how best to use this vast new resource, which possibilities to tap first, how to make sure that none is overlooked. Eventually there may be a worldwide cooperative organization to serve as a clearing house if not an initiator in arranging specific program exchanges among countries. But the first and most important ground rule should be that at all times any TV organization in any country is free to make its own arrangements for whatever program it chooses to “import” or “exchange.”

At the outset news coverage will and should provide the heaviest satellite TV traffic. No exchange can advance understanding faster than the exchange of news and views, and last week’s Early Bird events—the entire inaugural program, the networks’ individual pickups from Europe the next day, the live transmission of a United Nations Security Council session to Europe—all made clear that here was a medium of exchange without parallel.

The challenges and problems do not stop with programming questions, however. In this country, for instance, the networks are spending well over $100 million a year on news—before Early Bird adds Europe to their live-coverage beat. Whether supported by advertising or by government subsidy, no television service can fail to take the economic question into account in deciding how it will use satellites.

The Communications Satellite Corp. can slow the development of satellite TV if its commercial rates, yet to be announced, are too high. European authorities can slow it by their insistence that Early Bird be used predominantly for telephone service—an insistence that is increasingly pointless since experts have indicated that the satellite can be used for TV and telephone service simultaneously.

It is unthinkable that either of these deterrents should occur. There is too much at stake—as should be obvious to anyone who saw across the Atlantic ocean last week.

Coming up (radio) rises

THIS is the time for radio to think big and act big. And not just this National Radio Month of May but every month, twelve months a year.

The signs are plentiful. A radio station in Washington (WWRC) sells for about $4 million. In the last two years, two New York stations—neither a clear channel—sold in the $10-11 million area. Even 250-w locals in good markets go for in excess of $1 million.

The station market is the surest index to business potential. Investment capital does not go for a roll of the dice.

There are other signs. Steve Labunski, the energetic executive vice president of NBC Radio, predicts a $1 billion revenue for radio in 1969—a rise of about $170 million over projections for this year.

N. W. Ayer & Son in a page advertisement (Broadcasting, May 3) comments: "We have never lost faith in radio now suddenly rediscovered in some quarters, and the record shows we know how to buy it and use it well."

James I. Isham, executive vice president of Needham, Harper & Steers, said (Broadcasting, May 3) radio has proved so effective that his agency last year invested 23% of its clients’ advertising budgets in the medium.

The trend is up. But it can be accelerated. Let’s face it: National spot is a tough sell because some agencies (perish the thought) would rather exert their efforts for higher priced television, newspaper or magazine placements with their larger profit margins. Moreover some radio isn’t easy to buy because of Rube Goldberg rate combinations and fierce competitive selling—station against station—rather than against other media. Our notion is radio is underpriced.

New impetus is being given national spot by Radio Advertising Bureau’s new compilation of top 100 advertisers (Broadcasting, May 3). The mere act of publication should cause advertisers not using radio to wonder.

Another RAB sales tool will be the All-Radio Methodology Survey, being tabulated for the Philadelphia area.

Put all these together with a universe of 250 million receivers, and you have the mastodon among the mass media.

"What program is he watching? 'Bonanza' . . . nothing can tear him away from that!"
Continued from page 8

rescheduled May 3 further hearing for May 25 on certain issues going to qualifications of United and common to all
Continued Action April 28.

By Hearing Examiner Herbert Sharman

■ Advanced June 15 hearing to June 1, and scheduled further prehearing confer-

ence of WMOZ Inc. for renewal of license for AM station WMOZ (960) at

Knoxville, Tenn.; granted request by

WMOZ Inc. for renewal of license of Edwin H. Estes for WPFA Pensac-

ola, Fla.

By opinion of opinions and review

■ Granted petition by Denver Area Broadcasters (KDAB), Arvada, Colo., to extend
time to May 10 to file application for review of board's decision of April 1 in

proceeding on AM application. Action April 30.

■ Dismissed as moot motion by Effingham Broadcasting Co. to extend stay of Fed. 8

requirement to rescheduled hearing of WCRA Effingham, Ill., to 250 w; by action of

April 28, commission continued stay and au-

thorized WCRA to operate with 1 w until conclusion of hearing proceeding. Action

April 29.

■ In proceeding on AM applications of Ponce Broadcasting Corp., Cacey, and Abaca

Radio Corp. (WMIA), Arecibo, P. R., in

Doc. 12994, granted request by Abaca Ra-
do to extend time to May 13 to 250 w to file reply to

Broadcast Bureau's opposition to applica-
tion for review of proceedings.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of May 4

■ Granted renewal of licenses of following main and co-operating auxiliaries: KAB-

Abilene, Kan.; KANS Larned, Kan.; KAYS Hays, Kan.; KBLX Muscoke, Okla.; KBNX

North Platte, Neb.; KMBC Kansas City, Kan.; KCOA Waco, Texas; KCHS Fort Worth,

Texas; KDKA Pittsburgh, Pa.; KDKR An-

dal, Calif.; KDKR-KB Comet, Corpus Christi,

Texas; KKIR Corpus Christi, Tex.; KLLP

Brownsville, Texas; KMLL San Antonio, Tex.; KMPX San Antonio, Tex.; KMYR

Huntington, W. Va.; KMSU Jeff City, Mo.; KMWU Bozeman, Mont.; KMMI-MK Tri-

City, Wash.; KMLT Great Falls, Mont.; KMBJ Through-

town, Neb.; KBNS Wichita, Kans.; KFLA Scott City, Ill.; KMTJ Fairbury, Neb.; KGW

Erid, Okla.; KHAS Hastings, Neb.; KIMB Kimball, Neb.; KJGK-AM-AM Newton, Kan.;

KLPR Oklahoma City; KLWW Lawrence, Kan.; KPKF Kansas City; WKBW-AM-FM

Stevensville, Neb.; KNIC Winfield, Kan.; KOCY Okla-

homa City; KOFO-AM-FM Ottawa, Kan.;

KOGO Stockton, Calif.; KOPO Rapid-Po-

kota, N. D.; KRGJ Grand Island, Neb.; KRN

Kearney, Neb.; KSAC Manhattan, Kan.;

KSTV Vossburgh, Ark.; KSWI Council

water, Okla.; KATL Frederick, Okla.; KXTL

Tahlequah, Okla.; KAKE Wichita, Kan.;

KARE Austin, Tex.; KAMX Austin, Tex.;

KBON Omaha; KBTD Eldorado, Kan.;

KCMO-AM-FM Leavenworth, Kan.; KCOR

Enid, Okla.; KCOFY Topeka, Kan.; KFAB

Omaha; KFRI Lincoln, Neb.; K reflections

Dodge City, Kan.; KGNY Guymon, Okla.;

KNBB Fremont, Neb.; KSJK-AM-FM Colum-

bus, Neb.; KLIB Liberal, Kan.; KLOE Goodland, Kan.; KLTR Blackwell, Okla.; KRAW

Altus, Okla.; KMMJ Grand Island, Neb.; KNDS Marysville, Kan.; KBOA Pittsburg, Kan.;

KODY Pryor, Okla.; KOWH Owasso, Okla.;

KRSF Superior, Neb.; KRBK Russell, Kan.;

EISWichita, Kan.; KSOK Arka-

kross, Kan.; KTVI Kansas City; KJKS-

KCNX Norfolk, Neb.; KKWW Ault, Okla.;

KWPW Claremore, Okla.; KXXX Colby, Kan.;

KWBM-AM-Tulsa, Okla.; KWWG-AM-FM

and SCA Omaha; *KPPS-FM Par-

sons, Kan.; *KWGS(FM) Tulsa, Okla.;

*KOKJ-FM Oklahoma City; *KOKD-TS

Tulsa, Okla.; KCCO Lawton, Okla.; KAVL

Alva, Okla.; KKNX McPherson, Kans.;

KOOO Omaha; KSBK Liberal, Kan.;

KUSH Cushing, Okla.; KWSH Wewoka, Okla.;

and SCA Bartlesville, Okla.; KGIN-Grand Island,

Neb.; KOBX Topeka, Kan.; KOLN-TV

Lincoln, Neb.; KSWO-TV Lawton, Okla.;

KVTM-TV Lawton, Okla.; KTVW-KTUL-

Omaha City; KAYS-TV Hays, Kan.; KUVR

Holdrege, Neb.; KVLH Paul Valley, Okla.;

KVFB Valley, Neb.; KYVL Holdenville, Okla.;

KWBR-AM-FM and SCA Beatrice, Ne-

braska; KWBQ Beatrice, Neb.; KOBV

Lawton, Okla.; KKRQ Topeka, Kan.;

KWBB Ponca City, Okla.; WJAG Norfolk,

Neb.; KAWS and SCA Omaha; *KSDM

-AM, Omaha; KWWG-AM-FM, Omaha; KCNX

Motor City, Mich.; KFRN Iowa City;

KDLN Des Moines, Iowa; KWWG

*KTVG-FM Fort Wayne, Ind.; KTVM-

Tulsa, Okla.; KOTV-Tulsa, Okla.; KKTEN

Ada, Okla.; KTVN-TV Oklahoma City;

KWBO-AM-FM, Topeka, Kan.; KLOG-

Lawton, Okla.; KAMV Goodland, Kan.;

KTVH Fort Smith, Ark.; KTVN-AM-F

Frenchtown, Neb.; KTVG Ard-

more, Okla.; KBWW Wich-

tan, Kan.; KGHH Altus, Okla.;

KWWB Ponca City, Okla.; WJAG Norfolk,

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KTVH Fort Smith, Ark.; KTVN-AM-F

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*KTVG-FM Fort Wayne, Ind.; KTVM-

Tulsa, Okla.; KOTV-Tulsa, Okla.; KKTEN

Ada, Okla.; KTVN-TV Oklahoma City;

KWBO-AM-FM, Topeka, Kan.; KLOG-

Lawton, Okla.; KAMV Goodland, Kan.;

KTVH Fort Smith, Ark.; KTVN-AM-F

Frenchtown, Neb.; KTVG Ard-

more, Okla.; KBWW Wich-
COMMUNITY ANTENNA TELEVISION ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through May 3. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants for CATV franchises and sales of existing installations. Reports appear in alphabetical order by states. Indicates a franchise has been granted.

Anderson, Calif.—City councilmen have asked the city attorney to draw up an ordinance for a franchise grant. Finer Living Inc., has filed an application for a CATV franchise. Subscriber costs would be $18.95 for installation and $5 monthly. The city would receive 2% of the annual gross receipts.

Rockford, Ill.—Community Antenna Television of Rockford Inc. has applied for the installation of $500,000 of a community television station in Rockford and Loves Park. The applications include 527A to 527B for an installation with a site condition received April 23.

Washington—Smith & Pepper (communications—electrical engineering) has filed an application for a CATV franchise. The application includes a request for a rulemaking to constitute channel 256 for channel 255 in Fhasagoula; also requests issuance of a construction permit for the station.

Catoosa, Okla.—Catoosa Broadcasting Inc. requests installation of a CATV system. The application includes a request for a rulemaking to constitute channel 256 for channel 255 in Fhasagoula; also requests issuance of a construction permit for the station.

New call letters requested

- WMMUS-FM Muskogee, Mich.—Greater Media Broadcasting Inc. requests WFMU-FM.
- WMMUS-FM Muskogee, Mich.—Greater Media Broadcasting Inc. requests WFBT-FM.
- WMMUS-FM Muskogee, Mich.—Greater Media Broadcasting Inc. requests WFMU-FM.
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- WMMUS-FM Muskogee, Mich.—Greater Media Broadcasting Inc. requests WFBT-FM.
Please. It’s the Television with the 2 on it. Under the Dufy. Why do they call it Channel 2? That’s where you find it. KPRC-TV is over 12 years old, smooth and mellow. It really takes that long to smooth out a station. Water? A little. Thank you, darling.


courtesy of Grant's
ALAN TRENCH: What TV station in Pittsburgh reaches more young homes...

has the proof in black and white...

...and gives you color, too!
Be specific! We originate color film.

Take TAE and see!
See Katz first.