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

COMPLETE INDEX PAGE 7

spot radio

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

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • PHILADELPHIA • SAN FRANCISCO • ST. LOUIS
from tap to total system
more than 500 Jerrold products will satisfy your CATV needs

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

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

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

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

The nation's largest, most experienced manufacturer/supplier of CATV equipment and services.
KTVI's Documentary "THE CORNER" has been Named Regional Winner of the Station Award by the NATIONAL ACADEMY TELEVISION ARTS AND SCIENCES

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

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

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

THE EXCITING NEW

KTVI

ST. LOUIS abc HR
preferred
by
women

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

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

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

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

Movement in spot

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

Test case?

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

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

Severance pay

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

Big bite

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

Footing ETV bill

Carnegie Foundation's blue-ribbon commission on educational broadcasting has set unofficial deadline of year-end for its report to White House and Congress. Operating in closed session, 14-man commission (it added one new member fortnight ago) plans to hold monthly sessions at different locations, conferring in each case with leaders in education, broadcasting, industry and arts (next meeting is scheduled for May 26-28 in New York—see page 54). Group, created at instance of President Johnson last November, is searching for means of improving and sustaining noncommercial educational facilities to offer more sophisticated programming but not necessarily purely educational in nature. Among suggestions made to group, which appears to be nowhere near unanimity, was one advanced by outgoing FCC Chairman E. William Henry two weeks ago. He suggested that if it's finally concluded to allow commercial pay television (as distinguished from CATV) advisability of charging "box office" excise tax might be considered. Mr. Henry made same suggestion last week in Yale speech (see page 54). Group seems to be shooting for not less than $100 million annually and has heard suggestions for tax on gross profits of stations and networks, license fees on receivers (European plan), direct government subsidy and public solicitation of funds.

Dam may break

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

McArdele's new job

John E. McArdele, for past eight years Metromedia executive in Washington and New York, on May 2 joins WNYW-TV Syracuse, N.Y., as general manager. He succeeds late William H. Grumbles as directing head of ch. 9 interim operation, affiliated with ABC-TV. Mr. McArdele, currently vice president in charge of sales of Metropolitan Broadcasting's television division in New York, was for three years general manager of MM's WTTG-TV Washington and another three years general manager of WNEW-TV New York.
WBTV has a 63% metro share of audience from 9 am to midnight, Sunday through Saturday.*

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

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

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

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

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

WILL TV NEWS MAKE MONEY? . . . 27

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

HENRY LOOKS BACK . . . 52

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

CBS INC. SETS RECORD . . . 77

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

ANOTHER WHACK AT FINES . . . 40

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

CBS-TV TAKES SIX . . . 61

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

SELECTION GROUP WANTS DILLE . . . 50

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

BUMPER CROP OF SALES . . . 58

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

BIRCH LOSES OUTLET . . . 71

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

NEW DIRECTION . . . 34

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

4A'S PACKED, SET . . . 44

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BROADCASTING, April 25, 1966

Broadcasting is published every Monday. 33rd issue (Yearbook Number) published in January by Broadcasting Publications Inc. Second-class postage paid at Washington, D.C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues $8.50. Annual subscription including Yearbook number $13.50. Add $6.50 per year for Canada and $4.00 for all other countries. Subscriber's occupation required. Regular issues 99 cents per copy. Yearbook Number $5.00 per copy.

Subscription orders and address changes: Send to Broadcasting Circulation Dept., 1735 DeSales Street, N.W., Washington, D.C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.
Part of the go-go crowd. The part that listens to Storz radio, then goes out and buys your product or service. The young moderns. The young marrieds. The crowd with shopping lists umpteen feet long, just waiting to be told their business is appreciated. So why not tell 'em? *Influence the influencibles.* On a Storz station you talk to the most influenceable people so the word gets around faster because the go-go crowd responds.
Broadcasters get awards from OPC

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

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

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


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

'Scope' stays in prime time

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

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

Special credit helps boost Scripps-Howard net 33%

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

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

For 12-week period ended March 27:

<table>
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<tr>
<th>1966</th>
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<tr>
<td>Earnings per share</td>
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<tr>
<td>Extra credit</td>
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<td>Net earnings per share</td>
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<td>Net operating revenue</td>
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<tr>
<td>Income</td>
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<tr>
<td>Extra credit</td>
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<tr>
<td>Net income</td>
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<tr>
<td>Shares outstanding</td>
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UPI reports growth

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

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

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

Telecommunications policy due

Resignation of E. William Henry as chairman of FCC as of May 1 has had one effect on official Washington, but it has nothing to do with broadcasting. Imminent departure of Mr. Henry has hastened deadline on report on international telecommunications policy on which he, and President’s telecommunications adviser James D. O’Connell, have been working for past year. Report now very well may be submitted to President Johnson this week. President in turn is expected to pass it on to Senate Commerce Committee for implementing legislation.

Case building up on CATV area extension

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

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

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

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

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

Space feeds to affiliates seen as near as two years

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

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

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

Thomas J. McDermott, VP in radio-TV department of N. W. Ayer & Son, New York, named manager of radio-television. James E. Hanna, VP in charge of Ayer’s radio-television department since 1950, named executive head of radio-television. Mr. McDermott has been with radio-TV department for 33 years, and was elected VP in radio-TV area in November 1954.

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

For other personnel changes of the week see FATES & FORTUNES

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

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

Chalk buying San Juan TV

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

TV station is being purchased from Julio Morales Ortiz and Clement L. Littauer, same two from which he bought radio stations.


Report on Birch Society due on NBC-TV in color

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

Segments on film include coverage of society meeting in Queens (New York) as well as interviews. After film, network will feature debate between two officers of society and two representatives of Anti-Defamation League of B’nai B’rith.

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

CBS officials relieved; no ideology at meeting

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

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

Color tube parts upped

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

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

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

Services company established

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

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

William F. Karnes, with Telesystems since 1962, has been appointed VP of sales and general manager of new company.
Starring such outstanding performers as: (top row, left to right) Frankie Avalon, Richard Burton, Leslie Caron, Jeff Chandler, Angie Dickinson; (second row) Troy Donahue, Greer Garson, Alec Guinness, Trevor Howard, Arthur Kennedy; (third row) Dean Martin, Diane McBain, David Niven, Steve Reeves, Debbie Reynolds; (fourth row) Cesar Romero, Rosalind Russell, Frank Sinatra, Robert Stack. Connie Stevens and many others.

WARNER BROS. TWO

another great selection of feature motion pictures for television

WILL SOON BE AVAILABLE

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

BROADCASTING, April 25, 1966
When you’re New York’s only “all news” station, what do you wish for on your first birthday?

Another blackout?
Or, another transit strike... or, another newspaper strike... or, another hot mayoralty election...

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

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

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

Would you say our first wish came true?

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

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

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

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

**Sun. May 1 10 P.M. CBS**


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**DATEBOOK**

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

**APRIL**

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

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

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


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

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

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


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

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

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


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

April 28-29—Annual spring meeting of the board of directors of the Television Bureau.
Did you hear us win our medal?

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

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

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

Two things were shining that night: The moon and WNEW

1130 AM/102.7 FM IN NEW YORK
A METROMEDIA STATION
HARVEY L. GLASCOCK, V.P. & GEN. MGR.
Pssst!
Now available for local programming!

INDEPENDENT TELEVISION CORPORATION
555 Madison Ave., N.Y. 22, N.Y. P. S 2100
17 Gt. Cumberland Place, London W.1, Ambassador 8040
100 University Ave., Toronto 1, Ontario, EMpire 2 1366
Mexico City, Paris, Rome, Buenos Aires, Sydney, and others in principal cities in 45 countries around the world.
Patrick McGoohan starring as
SECRET AGENT

Thrilled, first class, tiptop spy stuff.”
Jack O'Brien—N.Y. Journal-American

Live-like suspense.”
Cleveland Amory—TV Guide

Nick, suspenseful production.”
Joan Crosby—NEA

risp and smooth.”
Jack Gould—N.Y. Times

tast some action on Saturday nights.”
Harvey Pack—TV Key

he best adventure series on television.”
Terrence O'Flaherty—San Francisco Chronicle

For the past two seasons, the CBS-TV Network's most successful troubleshooter

1964/65
20% rating jump for the time period

1965/66
36% rating jump for the time period

4.5 ONE-HOUR ADVENTURES IN THE ACTION CENTERS OF THE WORLD
Available for mid-September premieres

Nominated Screen Producers Guild “BEST PRODUCED TELEVISION PROGRAM OF 1965”

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

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

April 29—30—Spring convention of the North Central Community Television Association. Wagon Wheel Inn, Rockton, III.


April 29—May —Annual spring meeting and election of officers of Mississippi Broadcasters Association. Speakers include Senator John Stennett (D-Miss.). Broadwater Beach hotel, Biloxi.


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


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

April 29—30—Spring regional conference of Regions 5 and 7 (joint meeting) of Sigma Delta Chi, professional journalistic society. Las Vegas.

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

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


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

MAY

May 1—5—$9th Technical Conference and Exhibit sponsored by the Society of Motion Picture and Television Engineers. Speakers include Senator George Murphy (R-Calif.). Sheraton-Park hotel, Washington.

May 1—3—Ameco Management Institute for community antenna television and owners sponsored by Ameco Inc. in cooperation with Arizona State University. Ramada Inn, Scottsdale, Ariz. For information write Mr. Arlo Woolery, Director, Ameco Management Institute, Ameco Inc., 2949 West Osborn Road, Phoenix 85017.

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

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


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


May 4—Broadcasters Day luncheon of the 87th annual journalism week sponsored by the University of Missouri. Speaker will be Roy Danish of the Television Information Office. University of Missouri. Columbia, Mo.


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

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

Indicates first or revised listing.

BROADCASTING, April 25, 1966
The famous "ruddy bridge that arched the flood" stands in Concord, Massachusetts, as a monument to the minutemen who defeated British troops there on April 19, 1775, the first day of the Revolutionary War. "Here the embattled farmers stood and fired the shot heard 'round the world." For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

Buy Boston like a Bostonian...Buy WHDH
The Forward Look

Everybody talks...
But when Avco Broadcasters forecast...

People listen!

With good reason. Know-how, full-time meteorologists and complete modern equipment back up AVCO Broadcasting's computerized weather service. The eyes of our own radar installations in Texas and Ohio see weather from as far away as 300 miles. Every ten minutes our facsimile machines print a weather map direct from the U.S. Weather Bureau in Washington. As a matter of fact, we're so thorough that private businesses buy specially-tailored weather services from us.

In weather, news, sports, color, live variety shows, top personalities, AVCO Broadcasting has the pulse of its markets — leading with the Forward Look.
OPEN MIKE®

Orientation for law makers

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

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

Helping hand to ESSA

EDITOR: Many thanks for giving us permission to reprint your April 4 “Pool storm-plan offered broadcasters” piece in our employ news summary, ESSA Dateline. We try to keep ESSAites abreast of ESSA in the news and fine coverage such as yours gives us a boost.


Question of fairness

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

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

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

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

(So are we, but we hate to ask.)
The North American Air Defense Command — NORAD — has its nerve center 1,400 feet under Cheyenne Mountain near Denver. Time-Life Broadcast's KLZ-TV cameraman Rolly Dalquist (above) and producer Carl Sisskind filmed a half-hour-long color documentary there, "Ace In The Hole."
Variety called it "...a first-rate achievement, suitable for national viewing."
That's an accolade for which we strive at all the Time-Life Broadcast stations. Both by choice of subject matter and standards of production, we try to expand the horizons of our audiences and our own people. That's part of a group broadcaster's job.
The care and feeding of talent in ad agencies

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

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

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

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

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

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

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

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

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

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

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

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

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

Here at Ketchum, MacLeod & Grove we go through great pains, lots of screening and careful reading (as do other agencies) before we hire talent. Sometimes it is existing talent in the business, sometimes it's a new talent we find. Then we let them run! To wit, we recently hired a copy supervisor who is talented, creative and energetic. Although he has written lots of print, his experience is mainly in TV. After familiarizing himself with the problems of his accounts he learned what some other account problems were and what they were doing in print as well as TV. One day he came into my office with some startling print ideas for an account. This wasn't his account, or "any of his business" as some agencies function. We were delighted. No noses out of joint. No bruised egos to contend with. No ruptured protocol to repair. The ads were good. Darn good!

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

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

To sum up, if you're lucky enough to find real talent, nurture it, nourish it, let it grow, flourish, run, its own way. It's a lot easier to bring a way out idea down to earth, than it is to try to make a tired idea fly.
If Virginia’s news is blackout... WRVA-RADIO will be transmitting it.

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

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

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

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

That’s AM/FM readiness.

WRVA-RADIO

Peters, Griffin, Woodward, Inc.
If you're a trend follower, follow this.

The trend to WJW-TV in Cleveland's Area is a dramatic feature of every ARB and Nielsen report for the past six months. WJW-TV is scoring more homes, more market share, offering more for your buy month after month. Check it yourself. And follow the arrows.

The trend to WJW-TV in Cleveland's Area.
Will TV news make money in ’66?

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

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

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

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

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

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

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

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

What has contributed to growing sponsor attraction to actuality programs? Network officials offered these explanations:

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

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

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

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

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

A compilation by Broadcasting of figures supplied by the Television Bureau of Advertising, which uses estimates provided by Leading National Advertisers-Broadcast Advertisers Reports, showed that 137 out of a total of 356 network TV advertisers were active on news and public affairs programs in 1965.

The networks have always been involved with the public affairs sector, but an-

American Home spends $13 million on TV news

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

The other leading advertisers similarly were involved with network programs. Gulf Oil was a prominent investor on “instant news specials” on NBC- TV.

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

BAR, are:

1. American Home Products $13,398,000
2. Philip Morris 4,421,000
3. General Mills 3,304,000
4. Prudential Insurance 3,107,000
5. Warner-Lambert 3,048,000
6. J. B. Williams 3,018,000
7. Block Drug 3,014,000
8. Westinghouse Electric 2,740,000
9. Gulf Oil 2,617,000
10. General Cigar 2,595,000
injected into a program arbitrarily. There will be instances in which color will have no relevance, they said, and others in which color footage will not be available.

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

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

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

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

**Jennings Sold Out** *Another significant factor in ABC-TV's sales growth has been the dinner-hour news program, Peter Jennings with the News, according to Mr. Furman. The news cast is now 15 minutes on weekdays but will be enlarged to a half-hour starting Jan. 9, 1967. Mr. Furman reported the program is virtually sold out. The minute rate on Jennings will increase about 20% in the first quarter of 1967, he said. As a result of their growing popularity with audiences and sponsors, ABC-TV is blue printing a substantial increase in documentaries in choice time periods in 1966-67, according to Mr. Furman. There is expected to be an expansion to a minimum of 30 one-hour documentaries, compared to 18 this season. This output is in addition to the regular flow of news and election coverage and specials for next fall. Mr. Furman said viewers' and advertisers' interest in news and public affairs has been quickening because of a growing awareness that these programs "are not dull, egghead stuff and are not buried in ghetto time." The corporate type of advertiser specifically wants "a signature on his documentary," he added, primarily to enhance his "public relations or image" and improve stockholder relations, according to Mr. Furman.*

**Like Association** *The sponsors in news programs, he continued, run the gamut of packaged goods advertisers and can get "a good media buy as well as an association within the news framework." He cited the approximately $2.50 cost-per-thousand for Jennings, which he said compared favorably with other network TV CPM's. Another ABC official noted a consistent rise in ABC-TV news and public affairs ratings this year. He said a series of Bell & Howell specials on ABC-TV in 1962-63 averaged about 14.4 in share of audience with the highest-rated show in the group posting a 20.0 share, while in 1965-66 seven documentaries ranged in share from 21.0 to 33.1.*

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

He pointed out that the network's

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**These advertisers bought news in 1965**

**TV NETWORK NEWS AND INFORMATION SPECIALS SOLD TO 137 SPONSORS**

Here are 137 advertisers who invested in TV network news and information shows in 1965, a summary of what they bought and estimates of what they paid (net time and production costs), as compiled for the Television Bureau of Advertising by Leading National Advertisers/Broadcast Advertisers Reports.

"News" means regularly scheduled newscasts; "specials" means news and information specials and also includes regularly scheduled features of that type as distinguished from newscasts.

Abbott Labs—NBC special $17,000.
Alberto-Culver—CBS news $209,000.
Alcoa—NBC news $1.7 million; NBC specials $8,500.
American Cyanamid — ABC news $46,000.
American Dairy Assn.—NBC news $882,000.
American Home Products—CBS news $5.5 million; CBS space flights $1.2 million; NBC news $6.7 million.
American Motors—ABC news $76,000; CBS news $233,440, CBS specials $193,000.
American Photocopy Equipment Co.—NBC special $8,500.
Anderson-Clayton—ABC news $105,100.
Anheuser-Busch—CBS news $65,100; CBS specials $22,600.
Armour & Co.—ABC news $681,700; ABC specials $34,000, NBC specials $80,000.
Bel tone Electronic Corp.—CBS news $21,700.
Black & Decker Mfg.—CBS news $130,200.
Block Drug—ABC news $353,000; CBS space coverage $52,600; NBC news $2.6 million.
Bristol-Myers—ABC news $773,500; ABC special $14,000; ABC space coverage $288,000; CBS news $6,800; NBC news $749,600; NBC special $8,500.
Brown & Williamson—ABC news $1,618,000.
Buxton Inc.—ABC news $28,500.
Campbell Soup Co.—CBS news $493,000.
Carnation Co.—ABC news $253,800; CBS news $171,000; NBC special $20,000.
Carter Wallace—ABC news $96,000; CBS news $296,700.
Chanel Inc.—CBS news $65,000; CBS specials $40,000; CBS space coverage $13,000.
Chesbrough Ponds—CBS specials $31,500.
Chrysler Corp.—NBC specials $17,000.
Ciba Corp.—ABC space coverage $8,000.
Heavy Schedule = Colgate-Palmolive—ABC news $81,500; ABC special $21,000; CBS news $76,000; CBS specials $32,300; CBS space coverage $94,600; NBC news $1.3 million; NBC specials $17,100; NBC space coverage $18,000.
Continental Insurance—CBS news $228,000; CBS space coverage $164,100.
Corn Products—NBC news $214,200.

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**BROADCASTING, April 25, 1966**
news and documentary schedule this year was virtually sold out. On Tuesday nights, CBS Reports and news specials bring in an estimated $12 million a year, according to Mr. Karol. He added that CBS Reports went unsponsored last year, but in 1965-66 attracted International Business Machines as a sponsor.

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

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

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

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

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

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

Business Good at NBC • James T. Hergen, director of special projects, sports and daytime sales at NBC-TV, reported that dollar volume sales of network news and documentary shows have been on a "fine level" this year, but he declined to give an estimate of increase in business. He noted that NBC-TV, which has been presenting a large number of news and public affairs shows for the past three years, will have presented approximately 50 documentaries before the end of this season (about the same as last season).

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

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

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

Walt Disney Productions—NBC specials $20,000.
Dr. Pepper Co.—CBS news $19,000.
Dow Chemical—NBC specials $17,100.
Dow Jones & Co.—CBS space coverage $13,000.
Du Pont—CBS news $21,800.
Eastern Air Lines—NBC specials and inauguration $867,800.
Eastman Kodak—ABC specials $11,-300; CBS news $138,400; CBS space coverage $19,500.
Eversharp—ABC news $7,500.
Florists Telegraph Delivery—CBS news $217,000; CBS specials $62,600; NBC news $16,000; NBC specials $120,000.
Ford Motor Co.—ABC news $22,000; CBS news $57,000; CBS specials $24,000.
General Cigar—NBC news $2.6 million.
General Electric—NBC news $25,000.
General Foods—ABC news $297,200; CBS news $293,100; CBS specials $25,000; NBC news $64,500; NBC specials $25,000.
General Mills—CBS news $1.3 million; CBS space coverage $18,000; NBC news $1,934,500.
General Motors—ABC news $5,500; CBS news $1.4 million.
Gillette—ABC specials $15,000; NBC space coverage $18,000.
Golden Grain Macaroni—ABC space coverage $4,000.
Gulf Investment • Gulf Oil Corp.—NBC specials $875,700; NBC space coverage $1.7 million.
B. F. Goodrich—ABC specials $528,000; NBC specials $129,300.
Goodyear Tire & Rubber—ABC space coverage $4,000; NBC specials $55,000; NBC space coverage $18,000.
Hartz Mountain Products—CBS news $95,000.
Hazel Bishop—ABC news $184,500; NBC news $411,600.
H. J. Heinz—ABC special $3,000.
Heublein Inc.—NBC special $8,500.
Hunt Foods & Industries—ABC news $12,000; CBS news $462,000; NBC news $175,000.
Institute of Life Insurance—ABC specials $102,000; NBC specials $350,000.
IBM—CBS specials $744,600.
International Minerals & Chemicals—NBC space coverage $7,000.
Andrew Jergens—CBS news $108,000; CBS specials $64,000.
John Hancock Mutual Life—NBC news $1.3 million.
Johnson & Johnson—CBS news $130,200; ABC space coverage $4,000.

My, my how time flies

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

BROADCASTING, April 26, 1966

29
I see we won a Peabody. What's a Peabody?

Why, it's just about the biggest honor anyone in broadcasting could ever hope for.
CBS coverage of space shots $9,000.
S. C. Johnson—ABC news $330,400; ABC special $3,000; CBS news $174,000; CBS specials $64,000; NBC news $559,800; NBC specials $75,000; NBC space coverage $54,000.
Kaiser Industries—CBS news $152,000; CBS specials $25,000.
Kaysor-Roth Corp.—CBS news $124,800; NBC specials $64,000.
Kendall Co.—NBC news $1.3 million.
King-Seeley Thermos—ABC news $126,000.
Koret of California—CBS space coverage $18,000.
Lanvin—CBS news $21,700.
Lenh & Fink—ABC news $24,000; ABC special $9,000; ABC space coverage $4,000; NBC specials $20,000.
Lever Bros.—ABC news $58,200; CBS news $19,000; CBS space coverage $5,000.
Liggett & Myers—CBS space coverage $13,000; NBC news $426,200; NBC specials $8,500.
Tobacco Sponsor—P. Lorillard—ABC news $25,000; ABC special $3,000; NBC news $178,200; NBC specials $175,000; NBC coverage of space shots $18,000.
Massey-Ferguson—CBS news $114,000.
Mayer, Oscar & Co.—ABC space coverage $4,000.
Mead Johnson—ABC special $3,000.
Mennen—ABC news $48,700; NBC specials $75,000.
Mentholatum Co.—NBC special $8,500.
Miles Labs—CBS news $401,800; CBS specials $32,300.
Miller Brewing—ABC news $9,500; CBS news $21,700; NBC space coverage $18,000.
3M—ABC specials $1.2 million.
Morton International—CBS news $19,000; CBS coverage of space shots $18,000.
Motorola—NBC specials $25,000.
National Cotton Council—ABC special $6,000.
North American Philips—CBS specials $15,000.
Norwich Pharmacal—ABC news $359,100; CBS news $19,000; CBS specials $31,600; NBC specials $20,000.
Ocean Spray Cranberries—ABC space coverage $4,000; NBC news $8,000.
Olin Mathieson Chemical—ABC news $105,000.
Pepsi-Cola—ABC news $6,000.
Charles Pfizer—CBS news $43,500; NBC news $126,200; NBC specials $17,000.
Philip Morris—CBS news $4.4 million; CBS space coverage $15,100.

Plough Inc.—ABC news $6,000.
Polaroid—ABC news $6,000; NBC specials $75,000; CBS news programs $222,500.
P & G Up—Procter & Gamble—ABC news $42,800; NBC specials $33,600; CBS news $192,700.
Prudential Insurance—CBS specials $3.1 million.
Purex—ABC news $817,400; ABC space coverage and inauguration $216,000; ABC specials $108,000; NBC news $325,800.
Quaker Oats—ABC news $132,000; ABC special $3,000.
Ralston Purina—CBS news $38,000; CBS specials $15,000; NBC space coverage $18,000.
Rath Packing—NBC news $32,000.
Raymond Research Corp.—NBC news $115,100.
Revol—CBS specials $144,000.
Reynolds Metals—CBS news $347,400.
Reynolds Tobacco—ABC news $7,000.
Richardson Merrell—ABC news $60,000; CBS news $65,300; NBC news $32,000.
Rubber Maid Co.—NBC special $8,500.
SCM Corp.—NBC specials $150,000.
Savings & Loan Foundation—CBS specials and inauguration $457,500; NBC special $216,000; CBS space coverage $724,800.
Schick Electric—NBC news $24,000; ABC news $15,000.
Scott Paper—NBC specials $25,000.
Scripto Inc.—NBC news $105,000.
Shell Shows—Shell Oil—CBS news $662,200; CBS specials $596,200; CBS space coverage $45,000.
Sherwin Williams—CBS news $192,700; CBS specials $33,000.
Shultin Inc.—ABC news $493,100; NBC news $260,500; CBS specials $80,000; CBS coverage of space shots $6,500.
Singer—NBC special $8,500.
Skil Corp.—CBS space coverage $6,000.
Smith, Kline & French—ABC news $68,700; CBS news $366,000; CBS specials $40,000; CBS space coverage $74,500; NBC news $15,000.
Sperry Rand—ABC news $30,000; CBS space coverage $13,000.
Sta Nu—NBC specials $20,000.
Standard Brands—CBS news $21,800; NBC news $1.3 million; CBS specials $25,000.
Stanley Warner—ABC news $30,000; NBC specials $20,000; CBS news $350,200; CBS specials $190,000; CBS space coverage $9,000.
Sterling Drug—NBC specials $92,100; NBC news $8,000; CBS news programs $14,000.
Sun Oil—ABC news $61,700.
Sunbeam Corp.—ABC news $233,500; CBS news $238,700; NBC specials $240,000.
Texaco—ABC news $56,500.
20th Century-Fox—ABC news $22,000.
William Underwood Co.—ABC space coverage $8,000.
Union Carbide—CBS news $382,900.
United Fruit—NBC specials $8,500.
U. S. Plywood—ABC news $316,900.
U. S. Rubber—ABC news $28,000; CBS news $38,000.
U. S. Steel—ABC news $29,500.
Wallace & Tiernan—ABC news $50,000.
Warner Lambert—ABC news $13,000; CBS news $303,800; CBS specials $64,600; NBC news $2.7 million.
Westinghouse Electric—CBS news $2.7 million; CBS space coverage $6,500.
Wilkinson Sword—ABC news $1.3 million.
J. B. Williams Co.—CBS news $1.3 million; CBS space coverage $6,600; NBC news $1.7 million.
Wynn Oil—ABC news $388,000.
Xerox—NBC specials $456,000; CBS specials $675,000.
Yardley of London—CBS news $57,000.
Zenith—CBS specials $25,000.
SELLING THE QUAD CITIES and 
PROSPEROUS WESTERN ILLINOIS AND EASTERN IOWA 
DAVENPORT, IOWA 
ROCK ISLAND, MOLINE AND 
EAST MOLINE, ILLINOIS 

are now represented 
nationally by 

EDWARD PETRY & COMPANY, INC.
New direction for advertisers?

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

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

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

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

Dr. Thayer stressed that the new study becomes applicable to broadcast thinking when viewed in terms of spot buying in general program periods. Radio and TV, it was noted, offer a wide range of appeal to audiences made up of all age groups.

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

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

Among the findings:
- Of items purchased at a supermarket (shoppers were interviewed at the check-out counter), 37.6% were bought by the 18-34 age group, 42.2% in the 35-49 group and 20.2% in the 50-plus bracket. (A total 100-150 items were recorded in the entire survey.)
- Of a total $50,661 spent for the items, the 18-34 group accounted for 36.8%, the 35-49 group for 42.5% and the 50-plus group for 20.7%.

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

**Number In Household**

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

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

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

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

But in all three types of cigarette purchases (regular, filter and menthol), the middle group showed the highest level.

**Study Areas**

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

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

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

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Warm-up session held by top Peters, Griffin, Woodward executives on the station representative's new 'Who Buys More?' supermarket shopping study included a look at slides used in a presentation being shown to advertisers and agencies around the country. The study shows the middle age group among shoppers as an important advertising target. John Butler (l to r), New York radio sales manager, joined H. Preston Peters, president; Dr. John R. Thayer, director of research and supervisor of the project and Lloyd Griffin, president-TV, in a run-through.

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BROADCASTING, April 25, 1966
Youngsters throughout South Florida have literally overwhelmed Channel 10, Miami, with their requests for "official memberships" in Jumpin' Jack's 4 O'Clock Club, a slapstick live-and-film program telecast weekdays.

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

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

Television’s biggest toy advertisers, Mattel Inc., this month took the wraps off of its 1966 product line by introducing a new creation via the TV spot medium. A 60-second commercial, prepared by Carson/Roberts Inc., Los Angeles, is running in Mattel’s Saturday morning TV concept, which the company calls “wall-to-wall programming.” The spot introduces Mattel’s Francie doll, the successor to the already well-known Barbie doll. Video portion of the commercial shows Francie in action poses and emphasizes the doll’s big selling feature, “real eyelashes.” The spot is being seen on nine network children’s series across the board, from 10 a.m. to 12:30 p.m. Included are participations on four NBC-TV shows, three on CBS-TV and two on ABC-TV. Besides running each Saturday throughout April, the spot is scheduled at various intervals during the next eight months.

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

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

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

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

He said some advertisers told PGW that they knew that the middle and upper-age groups accounted for most of their sales but they targeted advertising to the younger group for assurance of reaching the 18-34-year-olds in large numbers. But Dr. Thayer warned that in practice this actually would seem to cut the reach of the advertiser’s schedule because of the concentration on certain types of programs or times of the broadcast day.

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

Codel: the computer is slowed by doubters

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

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

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

He called attention to what he feels is a paradox in the availability a new wealth of market data and an inability to use it efficiently. “What’s missing in this situation is the machine. The electronic brain. The computer,” he asserted.

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

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

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

Marlboro Green gets mixed-media campaign

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

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

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

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

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

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

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

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

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

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

A responsible factor in the community ...

GILMORE BROADCASTING CORPORATION

GENERAL OFFICES: 202 MICHIGAN BUILDING KALAMAZOO, MICHIGAN 49006

KODE-TV-AM Joplin
WEHT-TV Evansville
KCUN-TV Tucson
WSVA-TV-AM-FM Harrisonburg
Don't fool around with temporary relief!

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

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

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

New York (212) JU 2-2000
Chicago (312) 467-5756
Atlanta (404) 873-4000
Culver City (213) UP 0-3311
Another whack at FCC fines
Court order in WHAS Inc. case involving sponsor identification is second such loss for commission

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

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

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

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

At issue in both cases was the FCC's charge that the stations had "willfully" failed to identify the proper sponsors. Both cases also involve political broadcasts.

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

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

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

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

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

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

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

Rounding off CPM's to dimes suggested

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

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

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

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

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

Purolator's filter girl washes face for radio

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

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

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

In discussing the campaign, James B. Lightburn, Purolator vice president, cited the following Radio Advertising Bureau statistics in Purolator's choice of radio for selling automotive products: 60 million cars radios are in use; four out of five passenger cars are equipped with radio; 74% of all listeners tune in at least half the time while driving, and 64% of employed people drive to work.

Agency for Purolator is George P. Clarke Advertising, New York.
The Peabody people gave our stations all the radio awards this year.

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

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

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

*Also heard on KRLD, Dallas, WJR, Detroit, and WLW, Cincinnati.
Esthetics nice, selling better

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

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

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

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

Mr. Koenig's penchant for irreverence, reflected through his advertising work for Volkswagen at Doyle Dane Bernbach ("Think Small!")), shone through the examples he cited to illustrate how advertising can make friends and lose sales. He pointed to the Bert and Harry messages for Piels beer that were switched to a Jimmy Breslin "homey" beer theme, both ending in sales failures. In contrast, he pointed to Dristan and Anacin campaigns, which advertising people reportedly judged as the worst kind but nevertheless boosted sales.

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

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

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

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

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

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

Key Awards Among the awards conferred were: a TV gold key to Steve Frankfurth of Young & Rubicam and writer Jim Nickel for Eastern Air Lines, and TV silver keys to Steward Greene of Jack Tinker & Partners and writer Dick Rich for Alka-Seltzer and Bob Wilvers of Carl Ally and writer Edward McCabe for Vespa (shown below). Radio gold key awards went to Harry J. Gittes Advertising for Guerlain's Chant d'Aromes and Frank Fraser of Young & Rubicam for the Ballantine beer commercial featuring Mel Brooks.

Agency appointments

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

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

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

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

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

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

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

42 (BROADCAST ADVERTISING)
"They copied all they could follow, but they couldn't copy my mind."

Rudyard Kipling
(1865-1936)
English Writer and Poet

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

GRIFFIN-LEAKE TV, INC.
KATV-7, LITTLE ROCK
KTUL-TV-8, TULSA
KWTV-9, OKLAHOMA CITY
How a grocery chain competes with 'Batman'

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

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

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

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

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*How a grocery chain competes with 'Batman'*

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**Business briefly . . .**

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

**Chrysler-Plymouth Division of Chrysler Corp., Detroit, and AT&T (the Bell System) of New York, both through N. W. Ayer & Son Inc., Detroit and Phila-...
Fargo is New York and Paris, combined!

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

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

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

More than 150 creative people from

17 western TV outlets added to fight lineup

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

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

Rep appointments...


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

Also in advertising...

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

New test market? * The four television stations in the Dallas-Fort Worth market are using "high-color" spots for the tidal wave of new products the industry is pitching. But the move has been patchy.

Venard says the new spot format is effective, but "the audience is the key factor. It's the audience that determines whether a spot is effective or not."

Satchmo speedup

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

Sucrets' ads labeled false and misleading

Merck & Co., Rahway, N. J., has been ordered by the Federal Trade Commission to discontinue television advertising for Sucrets because of deception found in their hexylresorcinol content, under certain conditions would kill germs, including staphylococcal and streptococcal germs, on contact and would relieve the pain of minor sore throat.

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

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

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

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

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


Heller Corp., 1500 North Highland Avenue, Hollywood 90028.


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


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

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

Toyota Motor Distributors Inc., Los Angeles (Corona cars); five 60's for radio, jingle. Hub Atwood and Joe D'Orlando, production managers. Agency: Clinton & Cough, Los Angeles.
FARGO is the largest little city in America (east of Reno, at least!). It's the Mecca of hayseed desires in the great Red River Valley—the magnet for fun, for entertainment, for most major purchases by more than 800,000 people.

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

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

WDAY-WDAY-TV

The Know-How Stations in

FARGO, N. D.
Mercer says think radio—think FINK

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

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

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

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

Mr. Mercer, who has been with the BBDO organization for more than 17 years, had some parting advice for his audience concerning radio advertising. "If you are an advertising writer," he said, "I commend radio to you as the medium that can offer you more creative freedom than any other."

But, he made clear, agencies need to learn more about the medium, about stations, their programming and their audiences. They have need to think FINK: Feed Imagination New Knowledge, "for imagination without knowledge is as dead as faith without good works."

Sucrlets' ads labeled false and misleading

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

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

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

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

The monkey business doesn't stop at the entrance

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

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

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

"Always look in your lock box," visitors are reminded, "there may be an order inside." Even if there's no order on hand, agency President Bill Taskett will leave a friendly note or write out the essentials of the latest joke making the advertising rounds.

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

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

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

Take a synthetic sweater, some imaginative modification of its molecules, and you have dynamite! Or a resist-almost-anything carpet. A strong-as-steel ship's hawser that floats or a rubber wrapper for a skyscraper foundation. The special breed of scientists and engineers at Humble's research centers have found hundreds of ways to turn the basic hydrocarbon molecule to bold, new uses. Their imagination is almost limitless, ranging from the ocean to outer space, defense to dolls, and of course to concentrating a powerful Tiger into your tank. These activities eventually benefit people everywhere with improved products for individuals as well as industry. Imagination plus intelligence—the combination that has made HUMBLE OIL & REFINING COMPANY AMERICA'S LEADING ENERGY COMPANY.

HUMBLE OIL & REFINING COMPANY THE PEOPLE WHO "PUT A TIGER IN YOUR TANK!"
throat pain.

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17 western TV outlets added to fight lineup

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

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

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

Also in advertising...

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

New test market = The four television stations in the Dallas-Fort Worth market have banded together in a campaign to promote their area as a test market for color TV advertising campaigns. A spokesman said the market is the largest in the South and Southwest in which all four stations are color-equipped, and that the area lends itself to the control factors necessary for effective testing procedures. The stations are WBAP-TV, WFAA-TV, KRLD-TV and KTVT (TV).

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- Toyota Motor Distributors Inc., Los Angeles (Corona cars); five 60's for radio, jingle. Hub Atwood and Joe D'Agostino, production managers. Agency: Clinton E. Frank, Los Angeles. Tom Lowey, account executive. Pompano Park, Fort Lauderdale, Fla. (race track); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Joe Kolb, Fort Lauderdale.
They "overlook" a city... and Birmingham listens

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

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

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

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

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

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

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

Essex: Knows the Ropes • Harold Essex, WSJS Winston-Salem, N.C., chairman, said the committee thought Mr. Dille had done a good job during his first year and that his experience would be beneficial in a second one-year term, the maximum allowed by the board. The committee felt, Mr. Essex said, "that we had an investment in Mr. Dille and that we should reap the dividend in the light of his willingness to serve."

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

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

Although Messrs. Dille and Lee were the only formal candidates, it had been assumed that the committee would take a while to make its choice and would screen prospects from a list of more than just two names. At the committee’s inaugural meeting during last month’s NAB convention, its members were urged to bring the names of possible candidates to the Dallas meeting.

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

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

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

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


Taylor warns of CATV inroads on radio

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

Speaking to the Oregon Association of Broadcasters meeting Friday (April 22), Mr. Taylor said there is little indication so far that distant radio signals
Two local audiences. However, he carried Northeastern from a WDAY authorized this petition among themselves. "He objected to the NAB stations conducting radio threat for granted their consideration," two months. May wood, additional three weeks to file an assignment of license for their WGMA Hollywood, Fla.

The owners, who were given a one-year license renewal March 9 on condition they dispose of the station by May 8, had asked for an additional two months. The commission two weeks ago turned down that request. But "on further consideration," the FCC last week granted a delay until June 1, to provide "for the orderly disposal" of the station.

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

Messrs. Barry and Enright had originally asked for the additional 60 days in which to sell the station because they had not been able to consult with their attorney following the March 9 order until April 2. Mr. Enright had been in Australia on business. The commission's reconsideration was based on a letter from the station's counsel, Marcus Cohn, who pointed out that 24 days of the 60 that the commission had allowed for the sale were gone before the owners could consult with him.

He said it's "unthinkable" that the commission would want to put the licensee in the position of being forced to "put WGMA up for sale at a public auction."

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

Two UHF’s, one VHF authorized by FCC

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

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

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

Barry, Enright get more time to sell WGMA

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

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Henry looks back with pride, regrets
UNHAPPY WITH WAY LICENSEES ARE PICKED; LIKES STAND ON CATV

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

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

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

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

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

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

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

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

Last week, he ticked them off.

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

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

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

He included the issuance of two of the most controversial rulemakings initiated by the commission in years—those that would limit network ownership or control of programing and would reduce the number of television stations broadcasters could own in the major markets.

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

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

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

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

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

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

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

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

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

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

At last—public opinion reports on a different current issue every day. Mutual's "American Consensus" satisfies the same public need to know as do daily weather, news and sports reports. Less than 48 hours separate the superbly accurate national sampling and Mutual's succinct 5-minute analysis by George Hamilton Combs!

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

Now—more than ever—nothing's beyond your reach on Mutual Radio!
Farewell from FCC’s Henry

Yale address contains no surprises; reviews reign and reaffirms philosophy

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

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

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

The commissioner was asked if the FCC “needs more effective teeth.” He said he didn’t think so, that “we have sufficient teeth and sufficient bite, although sometimes we may need a little more muscle.”

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

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

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

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

Had the Johnson family ownership of station properties been, in any way, damaging to the effectiveness of the FCC during his term on the commission? “I don’t think so,” he answered. What did he think of congressional

There are markets...

Then, there are markets!

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

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

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

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

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

Chairman Henry said the commission’s instigation of the AT&T investigation was another particularly important step taken during his term.

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

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

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

Plasma For ETV • Mr. Henry told the Yale group he thinks television’s greatest potential is in the noncommercial side of the industry. He brought up the possibility of future government provision for support of an educational network. He went on to say that new technological developments such as satellite broadcasting might make it advisable for the government to make a policy change in regard to ETV. He suggested that if pay TV ever comes to pass as a nationwide development maybe a tax on its proceeds could be used to support an ETV network. The suggestion lost some of its weight when he added he wasn’t sure this would be a good idea.

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

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

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

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

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

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

Chief Hearing Examiner James D. Cunningham in a prehearing conference last week denied one of four petitions filed last week, one requesting a continuance of the hearing to May 31.

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

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

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

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

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

Buckeye is also asking the commission for a full evidentiary hearing in which a variety of issues could be explored, including the FCC's authority to impose regulations on CATV systems that, like Buckeye, don't use microwaves.

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

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

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

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

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

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

KALI San Gabriel, Los Angeles, KOFY and KUFY-FM San Mateo (San Francisco) and KECC-TV El Centro, all California: Sold by H. Scott Killgore and others to United Broadcasting Co. for $1.9 million plus cash, accounts and notes receivable minus current liabilities and long term debts (see page 58).

KCUI-AM-FM Fort Worth: Sold by Kurt A. Meer and associates to John B. Walton Jr. for $1,150,000 (see page 58).

WTAC Flint, Mich.: Sold by Gene Milner and associates to Natco Communications Inc. for $980,000 (see page 58).

WDXI-TV Jackson, Tenn.: Sold by the estate of Aaron B. Robinson and others to Cy N. Bahakel for $900,000 (see page 58).

KSFR(FM) San Francisco: Sold by Alan Leavitt to Metromedia Inc. for $950,000 (see page 58).

WKTG-AM-FM Ashland, Ky.: Sold by Bluegrass Stations to Charles and Robert Levinson for $325,000 (see page 58).

KPIN Casa Grande, Ariz.: Sold by

BROADCASTING, April 25, 1986

56 (THE MEDIA)
John W. Parham to Mrs. Bonnie H. Emerson and Bernard Dale Bennett for $100,000. Mr. Bennett is commercial manager for WTNs Cohocton, Ohio. Kn3V operates daytime on 1260 kc with 1 kw. Broker was Blackburn and Co.

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

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

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

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

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

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

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

New TV stations

WDCA-TV Washington (ch. 20) went on the air April 20. The station is authorized to operate with 646 kw visual, 64.6 kw aural, from a tower in Bethesda, Md., 809 feet above ground. WDCA-TV is owned by Capital Broadcasting Co., whose president and general manage is Milton Grant. Rep is National Television Sales Inc.; maximum hourly rate is $600.

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

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

NABET opposing license renewal for WGR-AM-TV

The National Association of Broadcast Employees and Technicians is asking the FCC to deny a license renewal for Taft Broadcasting’s WGR-AM-TV Buffalo, N. Y. NABET accuses Taft of purchasing WGR-AM-FM-TV for an “inflated” price, “in excess of $20 million,” and then making up its losses in reduced local and original programming. (Taft purchased WGR-AM-FM-TV, WDAF-AM-FM-TV Kansas City and WNEP-TV Scranton-Wilkes-Barre, Pa., for $26.9 million in February 1964.)

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

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

Daytimer joins NBC

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

EXCLUSIVE BROADCAST PROPERTIES!

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

Contact—Richard A. Shaheen in our Chicago office.

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

Contact—Dewitt “Judge” Landis in our Dallas office.

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BROADCASTING, April 25, 1966
A bumper crop of station sales

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

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

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

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

Approved by the FCC: WESH-TV Daytona Beach-Orlando, Fla., to Cowles Communications Inc. for $1 million plus stock, aggregating between $5 million and $6 million; WOCA-AM-FM West Yarmouth, Mass., to Ottaway Stations Inc. for $600,000.

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

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

For the year ended Dec. 31, 1965, Tele-Broadcasters had gross revenues of $1,078,735, with a loss from operations of $103,016. The year's earnings statement, however, lists $136,586 as gains on sales of its community antenna system in St. Thomas, Virgin Islands, and of KUDL-FM Fairway, Kan. (Kansas City, Mo.)

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


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

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

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

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

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

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

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

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

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

A London-Washington exchange

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


Event paid tribute to the wives of club members and guests.
OR: What to say when everybody’s thinking black and white and you know the campaign is crying for color.

This has probably happened to you.

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

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

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

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

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

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

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

Want more information on “The Case for Color”? Write BROADCASTING for our free pamphlet.
New number for BPI

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

Complaints, requests keep coming to FCC

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

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

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

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

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

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

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

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

Dingell wants FCC to license all CATV's

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

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

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

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

Mr. Dingell is chairman of a House small business subcommittee, which has been hearing testimony on
the FCC and broadcasting, including CATV (see page 68). He is also a member of the House Commerce Committee to which his bill was referred.

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

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

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

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

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

The NCTA rebuttal makes these points:
* WNEP-TV would, under the FCC's rules, obtain ABC program exclusivity for 112,410 subscribers, as against the 12,596 subscribers it now serves exclusively.
* But, 85,257 of the 112,410 subscribers are in areas where the WNEP-TV signal is not available or is received poorly and where other ABC-affiliated TV stations are available. In fact, 62,097 of these 85,257 subscribers are in communities covered by the grade B contours of other ABC affiliated TV stations.
* The commission's requirement for carriage of the grade A signal and protection against duplication is thus contradictory, since it would deprive those stations putting a grade B signal over the Scranton area from competing with WNEP-TV, whose grade A signal is poor or nonexistent.

**CATV waiver requests hit peak on deadline**

**TOP-100 MARKET REGULATIONS ARE BIGGEST THORNS**

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

Twelve CATV group owners, including Jerrold Corp., Newhouse Broadcast Corp. and Entron Inc., filed protests asking for reconsideration of the rules themselves and temporary stay of their effects.

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

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

**BUY DOMINANCE — BUY COVERAGE**

*WFTV.*

Represented nationally by Blair TV

CHANNEL 9 ORLANDO, FLORIDA
Ashmore renews call for a ‘conscience’ commission

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

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

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

He went on to sting television with criticism: “With the entry of the great, bland behemoth of television, the stultifying tendencies cited by the commission have been accentuated.”

The CATV companies are worried about the top-100 market regulations. Entron Inc. said the use of a predicted grade B contour as the principal factor in defining a distant signal “is demonstrably unsound and leads to arbitrary and unreliable results.” Not only is the contour unreliable, Entron stressed, but it often works against the high-band, low-penetration UHF’s whose signal may geographically be closer than a more powerful VHF.

The CATV companies also accused the rules of unnecessarily protecting large-market UHF possibilities to the detriment of small communities which might not have any satisfactory off-the-air reception. It was suggested that urban stations should receive protection within a logical metropolitan economic unit rather than within an unreliable contour plan.

For their side, broadcasters found the top-100 market protection particularly annoying because it only begins to give them the protection to which they feel they are entitled. Also they object to depending on an independent research firm’s marketing statistics for the key to protection, calling it an abdication of governmental authority.

Below-100 Voice • But the most bitter criticism came from station owners like Colorado’s Frontier Broadcasting Co. who serve widely dispersed rural markets way below the top-100 mark. These stations fear that the loss of one or two small urban areas to CATV’s will spell the end of rural broadcasting. They seek 15-day before-and-after nonduplication rules and strict protection for the struggling UHF’s in small markets.

The National Association of Broadcasters painted a picture of the swift demise of free local television, which would be replaced by pay television controlled from a handful of large population centers. UHF broadcasting, it said, is already in danger in the top-100 markets and will quickly descend to satellite status in the smaller markets. NAB reiterated the request for 15-day nonduplication, all-market protective regulation and much stricter hearing practices before granting of waivers.

The Association of Maximum Service Telecasters also hammered at the idea that CATV would strangle the development of local television service. It requested that the top-100 rules be applied to all markets and emphasized that CATV’s systems should be required to guard against degradation of signals carried on the cable.

FCC comes up with CATV rule changes

The FCC last week adopted procedural amendments to the community antenna television rules it adopted last month.

The action, on April 20, came two days after the carriage and nonduplication provisions of those rules became effective for microwave-served systems and for all new systems, microwave-fed or not.

The rules require CATV’s to carry the signals of local stations and to re-
The case of the unalike look-alikes

(Or why there are no twins in station automation)

Out of the 5,000-plus radio stations in the country, are there any exactly like yours?

Our experience tells us no. We find that regardless of similarity in location, power, personnel, and sound, each station has its own distinctive personality.

At least as far as automation is concerned. And that's why we custom-design ATC automation systems.

We have to consider such things as budget. A good round figure for full automation is $65.00 per week. It could be less. It could be more.

You can buy outright, finance, or lease the equipment.

We have to know what you want to accomplish with automation. Free announcers from control room mechanics for more productive assignments? Make your weekend broadcasts sound as sharp as weekdays without hiring more men? Automate FM around the clock, and AM a few hours a day?

ATC can answer any of these problems, plus many even more complicated.

We can provide three different control methods for automation: (1) punch card, (2) magnetic tape, (3) time/sequence.

We can provide equipment that prints your official log automatically as the material is being broadcast. We can provide the original and finest tape cartridge units. Plus a multiple cartridge handler that plays 55 commercials or program segments in sequence.

The only way you can know for certain what your automation needs are right now is to talk to one of our people. They're all experienced broadcasters. They know your problems. They speak your language.

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Bloomington, Illinois
frain from carrying programs on the same day that local outlets are broadcasting them.

The main impact of the rules is not likely to be felt for some time, however. Existing nonmicrowave-served systems, which account for some three-fourths of the 1,600 systems, need not comply until June 17. In the meantime, they may seek waiver of the rules.

One of the amendments involves the nonmicrowave-fed systems. It specifies that CATV’s may seek a waiver of the carriage requirement within 15 days of a station’s request that its programs be carried. It also makes clear that the system need not carry the station pending the commission’s ruling on the waiver request or on an interim question of temporary relief, pending further proceedings.

The commission advised television stations that want carriage on existing nonmicrowave-served systems before June 17 to make their requests on or before June 1.

A second amendment provides for a step-up in the speed with which the commission can act on petitions from broadcasters protesting the expansion of existing CATV’s into new areas in the top 100 markets.

It makes clear that the commission may grant temporary relief, in the form of a stop order to the CATV at the conclusion of a 17-day pleading schedule. Previously, the rules indicated relief could not be granted for 50 days.

Only in America!

Pat Nugent, fiance of Luci Johnson, has decided he doesn’t want that staff job with the Senate Commerce Committee after all. It had been arranged that 22-year-old Pat finished his Air National Guard training in Washington, he would join the Senate staff as an employee. Last week it became known that he had declined the appointment; instead, it was reported widely he and Luci plan to move to Austin after their marriage in August and Pat will become a trainee with the Texas Broadcasting Co.’s KTBC-AM-TV (there. Texas Broadcasting Co. is owned by Mrs. Johnson and her two daughters. There has been no confirmation of this report.

and started regular programing on March 21. The station is on 1520 kc with 5 kw day and 500 w night. Studios are at 125 South Kings-highway, Sikeston.

Tallest tower • WTVT(TV) Tampa-St. Petersburg, Fla., has announced plans to construct a 1,549-foot antenna in time for next fall’s programing. An application for a construction permit for the tower, which, the station reports, will be Florida’s tallest, is pending before the FCC.

Joining up • Wook Washington and WINX Rockville, Md., both owned by United Broadcasting Co., will become Mutual affiliates on May 1. WBC, Mutual’s present Washington affiliate, leaves network on April 30. Wook is on 1340 kc with 250 w fulltime; WINX is on 1600 kc with 1 kw day and 500 w night.

WUHF undergoing wholesale overhaul

The Wky Television System Inc. plans to pump up to $4 million into its newly acquired UHF channel 18 WUHF(TV) Milwaukee over the next couple of years, it was reported by E. B. Dodson, Wky group vice president and manager of WTVT(TV) Tampa-St. Petersburg, Fla. The goal: to establish the station as a full-service independent with local live color capability. WUHF was acquired last month (BROADCASTING, March 28).

Interim operation of WUHF is now being conducted from offices in the Schroeders hotel, according to John M. Haberlan, WUHF manager, formerly assistant manager of WTVT.

No national representation has been selected, but the other Wky stations long have been handled by Katz.

Mr. Haberlan said his company is now making a survey of the Milwaukee area to find new studio and transmitter sites for WUHF, which ultimately will be a full two-megawatt operation. The station is a new member of the National Association of Broadcasters television code, and programs and commercial policies are being revised.

The 12-person WUHF staff is being retained and is being expanded to at least three times that number.

Cox to tackle license problem before House

FCC Commissioner Kenneth A. Cox is scheduled to give the commission’s view on the three-year license period when he testifies Tuesday (April 26) before the House Subcommittee on Census and Statistics. The subcommittee is investigating new methods to reduce government paperwork.

At the National Association of FM Broadcasters convention in Chicago last month, Commissioner Cox mentioned that the commission is being pressured by the Budget Bureau to look for better ways to save money and paper work. One such idea is the possibility of approaching Congress with the idea that license terms be extended. Although he was not specific as to the length of the proposed term, he did imply that the recommendation would be for a five-year period (BROADCASTING, April 4).

Both Commissioner Cox and FCC Chairman E. William Henry have stated that they do not like the idea of extending the length of the present three-year license.

Suburban weeklies looking towards CATV

S. I. Neiman, Chicago communications consultant, has been retained as a special community antenna television consultant by 300 newspapers in 29 states. Many of the papers are suburban or neighborhood weeklies and inculde the 31 Chicago-area papers of the Lerner group. He expects his client list to top 600 papers within the next month or so.

Mr. Neiman said Thursday (April 21) some of the papers are interested in establishing CATV systems in their respective areas. He felt that the initial bids, “if, as and when” they are filed once the major market policies of the FCC and Congress are settled, probably will be made in the greater Chicago market.

“We certainly have a strong grassroots interest evident in CATV,” Mr. Neiman said. He pointed out that in some major markets the suburban weeklies have circulations exceeding the combined reach of the big city papers, a significant new trend in mass communication. Mr. Neiman has been in public relations many years.
The boy who wondered what made things tick...
now keeps complex machines 'ticking' at General Motors

When Steve Slowinski was eight years old, he was lucky enough to find a broken-down alarm clock in a vacant lot near his home. He took the clock apart, and then put it back together so it worked perfectly.

In the days and years that followed, Steve considered it a personal challenge when he found anything that needed rebuilding. In high school, for example, he set up his own repair business and within a year his room was crowded with faceless clocks, dismembered watches, washing machines, toasters and other items. You name it—Steve could fix it.

After courses in mechanical arts and drafting, Steve joined the Ternstedt Division of General Motors. His first job—to fix intricate machinery when it got fouled up. Today, Steve is the Foreman of the machine repair team at this important GM Division.

Looking back, it was more than a broken alarm clock that a young boy found so many years ago. It was, in effect, a lifetime career.

We're mighty glad it worked out that way... for Steve Slowinski... and for General Motors!

General Motors is People... making better things for you
CBS-TV takes six Peabodys

NBC-TV wins three; ABC given special award for Ladybird Johnson special; KTLA(TV) honored for Watts riots coverage; WCCO storm service picked

CBS-TV received six awards and NBC-TV three at the 26th annual Peabody Awards presentation in New York last week attended by Mrs. Lyndon B. Johnson. She accepted a Peabody for this year’s ABC-TV winning show, A Visit to Washington with Mrs. Lyndon B. Johnson—on Behalf of a More Beautiful America.

The presentations were announced by Peabody Chairman Bennett Cerf, also chairman of the board of Random House. Dean John E. Drewry of the University of Georgia’s Henry W. Grady School of Journalism, which, with the Peabody board, administers the awards, was on hand to present the commendations.

Mrs. Johnson urged U. S. broadcasters to use their “enormous force” of moulding public opinion to inspire the beautification of America. She said this generation would fail if it does not leave its children and grandchildren an environment they can love.

President Johnson sent a telegram to the luncheon extending his personal congratulations to the recipients. The awards and citations, as read by Mr. Cerf:

Television News * Frank McGee (NBC).—“His is the voice of authority, clarity and reliability. As anchor man at the NBC News Space Center, Frank McGee has demonstrated a unique capacity to explain and clarify complicated space missions. His versatility was demonstrated in his superb descriptions of the historic visit of Pope Paul VI to New York. Frank McGee’s unique talents symbolize the basic reason why more citizens are depending and relying on television as their source of news coverage.”

Morley Safer (CBS).—“In a year when the war in Vietnam dominated the news, the reports of correspondent Morley Safer were marked by journalistic integrity and honesty, sensitivity and forcefulness. Complaints from home viewers and governmental officials for bringing the ugly facts of the war in Southeast Asia to television were, in a sense, recognition that his reporting was objective, impartial and accurate....”

KTLA(TV) Los Angeles.—“A Peabody award is presented to television station KTLA Los Angeles, for its strategic news coverage during the critical period of the Watts riots, when 30 persons were left dead and hundreds injured. Channel 5’s telecaster kept officials constantly informed; often served as the only check on new or isolated outbreaks, and presented a graphic, moving close-up of the tragedy.”

Television Entertainment * The Julie Andrews Show (NBC): My Name is Barbra (CBS); and Frank Sinatra—a Man and His Music (NBC).—“A trio of special one-hour TV shows in 1965 in which three of the most talented and popular performers of our time were given full scope to put on display their manifold talents share this year’s Peabody award for top TV entertainment. Barbra Streisand, Frank Sinatra, and Julie Andrews—the latter ably abetted by another shining star, Gene Kelly—gave their all in programs that were beautifully planned and impeccably produced. They provided discerning television fans, short-changed in many directions during the past year, with three separate hours of unalloyed delight.”

Television Education * National Educational Television (NET).—“We think it altogether fitting that National Educational Television and its president, John F. White, should receive the Peabody award for the most distinguished performance in educational broadcasting in 1965. We wish to commend them specifically for these programs: History of the Negro People, a series of nine telecasts which explored the long neglected history of the Negro; next, the two programs on American Crises, the first examining the emotional problems which beset so many American families, and then a dramatic study of those han-
dicaps to learning suffered by children from depressed areas. Finally, for the program, Changing World: South African Essay, based on the forthright testimony of noted South African leaders, whites and blacks alike.

Television Youth and Children's Program • A Charlie Brown Christmas (CBS).—"Gentleness is a quality that is seldom understood by television's writers or directors. A notable exception was telecast during the holiday season of 1965. It was a little gem of a show that faithfully and sensitively introduced to television the 'Peanuts' collection of newspaper characters created by Charles Schultz. A Charlie Brown Christmas was a delight for the whole family.

Television Public Service • CBS Reports: "KKK—The Invisible Empire."—"To CBS Reports and, posthumously, to producer David Lowe for KKK: The Invisible Empire, a broadcast that turned a devastating light on the hooded hypocrisy and dark of night terrorism of America's most shameful hate group. This broadcast, David Lowe's last in the CBS Report series, can stand as a monument to a dedicated documentary whose abiding concern was for justice, decency, and the dignity of his fellow men.

Television Innovation • The National Driver's Test (CBS).—"Exciting and suspenseful, The National Driver's Test on CBS proved to be the most talked about documentary in years. It permitted millions of Americans in their own homes to check their driving judgment, knowledge, and perception. Test forms, published and distributed widely in advance, allowed individuals and pre-selected groups to mark their scores. The results were utilized extensively by private and governmental agencies in auto safety and driver teaching research. In recognition, a Peabody award to CBS for the unique public service program series of 1965, conceived by Fred Friendly, and prepared in cooperation with the National Safety Council."

Television's Most Inventive Art Documentary • The Mystery of Stonehenge (CBS).—"An awesome monument of the past was linked to the computerized present in a program of unusual artistry and suspense titled The Mystery of Stonehenge. The handsome blend of beautiful photography, ancient history, and modern theory made it the most inventive art documentary of the year.

Television Special Award • A Visit to Washington with Mrs. Lyndon B. Johnson—On Behalf of a More Beautiful America (ABC).—"The participation of the First Lady of the Land in itself gave distinction to ABC's A Visit to Washington with Mrs. Lyndon B. Johnson—On Behalf of a More Beautiful America. Over and above this, however, the theme of the program and the results already achieved make this Thanksgiving Day telecast worthy of a George Foster Peabody Special Award. As Jack Gould wrote in the New York Times, 'Mrs. Johnson's collaboration...may well give the cause of national beautification its most important advance...'. Already new projects looking to 'a more beautiful America' have sprung up across the country, fulfilling the hope expressed by critic John Horn in the New York Herald Tribune that this program would 'sting individual consciences to local beautification action throughout the land.' Not only is Mrs. Johnson to be commended for this distinctive and distinguished program, but also producers John H. Secondari and Helen Rogers; directors Harry Rasky and John Hughes; and the American Broadcasting Companies, President Leonard H. Goldenson, and other executives having a part in the program.

Television Contribution to International Understanding • Xerox Corp.—"The search for a program which achieves distinction in the promotion of international understanding is sometimes difficult. But in 1965 there could be no question that the Peabody award in this field should be bestowed upon the Xerox Corp. and accepted by Joseph C. Wilson, its president. To have presented programs which were as different and as appealing as The Making of the President—1964, Let My People Go, The Louvre, and the illuminating series on the United Nations, is an achievement which does great credit to this intelligent company. It is also a revelation of the peaceful future to which its management aspires."

Radio Entertainment • Music 'Til Dawn (CBS).—"Inaugurated to meet changing program patterns, both in time and place, and recognizing the public's growing appreciation of fine music, the program Music 'til Dawn, the first successful all-night program of sponsored music, has made a unique contribution to the culture of America over the past decade. For bringing outstanding classical and semiclassical music throughout the night to millions of listeners over seven major owned or affiliated CBS stations from coast to coast, a Peabody award is presented to CBS Radio and American Airlines for this meritorious public service.

Radio Public Service • WCCO Minneapolis.—"The year 1965, recording three major disasters in the vast rural areas of the plains states, offered WCCO a rare opportunity to perform its traditional public service to millions suffering blizzards, floods, and tornadoes within a three months period. Through broadcast survival instructions and continuous alerts, hundreds of lives were saved. For long range preparedness and dedicated all-out effort, a Peabody award to WCCO Minneapolis."

NAB sends out radio kit

The 58-page, 20th anniversary Radio Month kit has been mailed out to members of the National Association of Broadcasters. The 1966 theme for May of "Radio—America's Sound Habit" is described by NAB President Vincent Wasilewski as "underscored not only
Chester men get reason to stick out chests

WEEZ Chester, Pa., is helping to express the area's appreciation for local citizens now in the armed forces, according to Bill Dalton, vice president and general manager. WEEZ is asking its listeners to send cards, letters and gifts directly to area men now in Vietnam and WEEZ broadcasts one serviceman's name and address each day, once an hour. Letters of thanks have come back to the station from Vietnam from men who received anywhere from 25 to 80 letters and cards from total strangers who voiced encouragement.

Programing

Montgomery again slams nets

Tells Hill hearing that independent producers aren't getting fair shake; Cash cites TV's value to business

Actor and producer Robert Montgomery last week told a subcommittee of the House Small Business Committee that the thought control, idea control and news control exercised by the three major television networks have created an unhealthy situation in the television industry. Mr. Montgomery has been a long-time critic of TV programming.

In his testimony on the effects of network policies upon independent television producers he said that network control was no longer a question of the profit motive, but of the power motive. The independent producers are at the mercy of the networks which control 94% of the prime-time programming, he charged.

Also appearing before the House Subcommittee on Regulatory and Enforcement Agencies last week was Norman (Pete) Cash, president of the Television Bureau of Advertising. Mr. Cash described the opportunities and problems presented the small businessman by television advertising.

In his testimony Mr. Montgomery said that the movement by the networks to eliminate the independent producer began about the time his show was taken off the air. Mr. Montgomery produced Robert Montgomery Presents from 1950 to 1957. The program was on NBC-TV.

Humor used in Heart Association campaign

In addition to its annual Heart Fund campaign the American Heart Association is conducting a year-round "risk reduction" program using radio-TV.

Many of the spots employed use humorous irony to make their point. One, for radio, features a woman interviewing a gravel-voiced man who claims he smokes all the time, even all night. Yes, he says, he knows about smoking and heart disease, but he has to smoke. That's his job. He's a chimney.

Then, softly, he asks the listener: "You, out there—what's your excuse?"

Drumbeats...

Urban League Honor Robert W. Sarnoff, president of RCA, was named one of three recipients of the first Frederick Douglass Award by the Urban League of Greater New York for "distinguished leadership toward equal opportunity and fulfillment of rights of man." Award is to be presented to Mr. Sarnoff May 2 at a dinner at the Americana hotel, New York. Other recipients are A. Philip Randolph, president of Brotherhood of Sleeping Car Porters, and former Mayor Robert F. Wagner.
With the integrated Westel* System the complex is simple. First, there's the self-contained, self-powered 30-pound Westel* Recording Camera. One man can take it with him (anywhere he can walk, climb, ride or crawl) and make 33 minutes of broadcast quality picture and sound recording without even changing tape or batteries. Sort of handy for fast-reaction news coverage, low-cost documentary programming, on-location commercial production and things like that, wouldn't you say?

Then there's the Westel* Studio Recorder. It's a full-fledged professional broadcast studio record/playback machine that meets all FCC standards for time base stability and picture quality - but just happens to weigh only 75 pounds. You can use it to play back the tapes you make with the Recording Camera, and for all sorts of in-studio tape production. To complete its flexibility we've also included built-in electronic editing - at no extra charge.

The third member of our simple complex you can't even see. It's the Westel* Color Module that lets you make full NTSC compatible color recordings with the basic studio machine. All done with a plug-in module that fits inside the basic machine and adds only three operational controls. How does Westel do all this without tons of equipment? A technical breakthrough called the Coniscan* System is one answer. But we give all the answers in a 20-page brochure that's yours for the asking.

All you have to do is write: Westel Company, 298 Fuller Street, Redwood City, California 94063.
50-50 proposal were adopted. He said there would be no time lost between adoption of the 50-50 proposal and actual production of independent programs.

Mr. Montgomery said today there is "an imitative quality in network production." The networks are looking for a formula for success, he further commented.

Mr. Montgomery labeled the Arthur D. Little report on network programming "a fantastic piece of hogwash." The report, which examined the commission's 50-50 proposal, was commissioned by ABC, NBC and CBS. He said the networks were spending millions of dollars to convince people that Robert Montgomery and other independent producers are trying to destroy their programing.

Mr. Montgomery was repeatedly asked about the status of independent producers on network television time today. He said the only way an advertiser can put a show on TV is to give up a large part of the profits and control of his programing.

Concerning the network news programs Mr. Montgomery said that the coverage was shallow and inadequate. He said the news programs employed the "headline technique" by simply reading headlines rather than reporting the news in depth.

Help for Little Man • In his testimony Mr. Cash discussed the television industry as it exists from the viewpoint of the small businessman. He said that about 30% of all TV stations earned a profit of under $50,000 in 1964 and some 92 TV stations showed no profit at all for 1964. A major portion of the television industry, therefore, is a small business itself, he said.

Mr. Cash said that one quarter of the total station revenue comes from local advertisers and in the case of an individual station it can reach as high as 98%. Much of the future growth and strength of television, therefore, rests in the hands of the smaller businessman, he observed.

Mr. Cash pointed out that television is only a fraction of the local advertising budget and this is due to "poor salesmanship on our part." He said that the yearly average for unsold local TV time was 20%. There is a great opportunity for new advertisers on local and spot TV, he added.

He stated that on the average only 20% of the local co-op minutes available on network programing are sold. One of the problems, he said, was the lack of consistency on the part of local advertisers. Too many of them, he thought, put on a big push during the Christmas season and then forgot about TV for the rest of the year.

NET spotlights its best shows

**KUED(TV) wins top award; White denies any ‘liberal’ bias label**

National Educational Television (NET), at its first annual awards dinner last week in New York, presented its top $2,500 distinguished award for a total television project to its affiliate KUED(TV) Salt Lake City for the public affairs series, Civic Dialogue—Goals for Utah.

The dinner highlighted NET's two-day annual meeting, which was attended by more than 200 broadcasters from NET's 105 affiliated stations. John White, NET president, presided through the meeting and Robert Lemmon, NBC vice president and general manager of WMAQ-AM-FM-TV Chicago, spoke at the dinner.

The KUED program consisted of telephone conversations between Utah public officials in the studio and citizen groups.

Mr. White said that the start of the phone-line interconnection of the network would be postponed to the middle or end of 1967. He urged them to consider color, noting that 24 NET stations are now color-equipped and another 25 are planning to be so within two years.

Mr. White defended NET against charges of a "liberal" bias in its public affairs programing. He said NET, like most universities engaged in free inquiry into human problems, inevitably seems liberal to outsiders.

Mr. Lemmon in his speech noted that television provides both educational and entertainment programs, and if the entertainment is overindulged it seems to be primarily adults who are doing it—or permitting it.

"And was it possible," asked Mr. Lemmon, "for it to be otherwise? Was it possible to keep people from reading books, even bad or mediocre or sexy books?"


Two prize-winning entries in the single cultural affairs programs category were purchased by NET for network distribution. They were WQED(TV) Pittsburgh's drama "A Mother for Janek" and "A Touch of Clay—a Ceramic Experience with Dik Schwabne" by WMVS-TV Milwaukee.

The other cultural award went to WNDT(TV) Newark, N. J.-New York for "An Evening with the Standwells," a repertory theater program with puppets.

Only one of a possible three awards in the single children's program class was given. It went to KNME-TV Albuquerque, N. M., for "TV Kindergarten."

Mr. White reminded delegates that the International Radio and Television Society has recently made available its "advertising campaign kit."

**From crystals to transistor**

*Viewers will be afforded opportunity to reminisce about the good old days of radio and TV. On May 1, 10-11 p.m. EDT, CBS-TV will present The Magic of Broadcasting, an hour color telecast narrated by Arthur Godfrey.*

The program is essentially a historical survey of radio and television broadcasting. Strolling down memory lane on the show will be Lucille Ball and Bing Crosby. Special guests will be Gale Gordon, Sheldon Leonard, John Scott Trotter and Rod Serling.

The sponsor for The Magic of Broadcasting will be the Savings and Loan Foundation Inc., Washington.

No frantic rush to take LBJ special

The network pastime of zealously pursuing the White House beat and guarding one's "exclusivity" to a program featuring members of the First Family came into play last week. But the footwork fell flat when it appeared that The Hill Country, Lyndon Johnson's Texas, an NBC-TV colorcast set for 10-11 p.m. on a Monday (May 9) was of no immediate concern to either ABC-TV or CBS-TV.

NBC offered them the show that features the President in a tour visiting scenes of his childhood while relating various anecdotes, for play at the same period or at a later time. CBS said it would not pursue the matter, indicating that the network hoped that NBC would respect a CBS exclusivity to a story also and ABC said it would screen the film first—though it hadn't received a print as of last Thursday.
Birch program loses an outlet

Conservatives say they were forced off KDAY by emotional pressures

The John Birch Society's weekly radio program, *The Birch Report*, in syndication since March and steadily picking up new stations, ran into its first snag last week. A West Coast station that was carrying the program dropped it amid charges that the move was dictated by emotional and economic blackmail.

At a news conference held in Los Angeles last week, John H. Rousselot, national director of public relations for the conservative group, claimed that his "good friend," local radio and TV Negro personality Louis Lomax, had used "economic pressures and erratic emotional tactics" to force the Birch Society program and four other conservative programs off of KDAY Santa Monica, Calif.

The station, which broadcasts 96 hours of Negro programming a week, carries the two-hour *The World of Louis Lomax* talk show Monday through Saturday. Mr. Rousselot told reporters that Mr. Lomax threatened to quit the program at the end of his current contract unless the *Birch Report* and the four other 15-minute programs with which it alternated in following the Lomax show were dropped immediately. Mr. Lomax is working on a six months contract with the station. His program started in January.

Cancelling along with the Birch program were the *Dan Smoot Report*, Donald Jackson's *Capitol Reporter*, Billy James Hargis's *Christian Crusade* and the *Dean Manion Forum*. All were sponsored by Dr. Ross dog and cat foods, products of the Lewis Food Co., Los Angeles, through Rockett Laurizen Advertising, same city.

The programs were dropped after their first week of broadcast. Mr. Rousselot claimed that the advertisers had a firm 52-week contract with KDAY to carry the five programs for 15-minutes a day. The former congressman also charged that Mr. Lomax made an "overly charged, emotional appeal" on his program of April 18 to have the conservative programs discontinued. As a result of this pressure, he said, the owner of the station, Rollins Inc., sent word back from its Wilmington, Del., headquarters to drop the shows.

Management View * James H. Schoonover, acting general manager of KDAY, said the decision to drop the five shows was a joint one undertaken with the parent company's knowledge and approval. "We felt they were not in the public interest," he said.

Commenting on the Birch society charges, Mr. Lomax said: "I never asked that the station remove the programs. I simply said I chose not to be on the air with them."

Joining Mr. Rousselot at the news conference, was D. B. Lewis, president and advertising manager of Lewis Foods Co., who indicated he was not surprised at being cancelled. "Our problem is buying time for the conservative educational programs we want to sponsor," he said. Contending that ABC, CBS and NBC have consistently refused to sell him time for seven consecutive years, Mr. Lewis pointed out that he has sponsored 572 broadcasts of the *Dan Smoot Report*, and never been challenged about the program breaking any rules. He charged that stations have been using the fairness doctrine as an excuse not to sell him time. Nevertheless he has succeeded in placing the *Dan Smoot Report* on 92 radio and 29 TV stations across the country. Yet with conservatitives being driven from the air waves in many places, he's had to make a bid to buy KAIL-TV Fresno in order to insure that his programs are broadcast. (Approval for purchase of the station is pending with the Federal Communications Commission.)

Currently Dr. Ross dog and cat foods, which are marketed in the 14 western states, are the sponsor of the *Birch Report* in some half-dozen markets. The program, however, has 55 different sponsors, not including 27 American Opinion Library branches that back the show in various markets. As of last week the Birch Society's weekly report was being carried on 108 stations in 34 states. In some markets local chapters of the organization were sponsoring the program. Even though it's no longer heard on KDAY, *The Birch Report* is getting into the Los Angeles market via KIEV Glendale.

KLIF Dallas denies suppression of record

A preliminary hearing is set for Thursday (April 28) in Dallas circuit court on a $715,000 suit filed against KLIF Dallas for allegedly pulling a top selling record from its top-40 play list.

The suit was filed by Abnak Music Enterprises, Bankers Management and Services and Jetstar Publishers. John Abdnor is president of the three Dallas firms. The suit names Charles Payne, KLIF vice president and general manager, as co-defendant. It charges the station with failing to list and play "Evel — Not Love," a record by the Five Americans, even though, the suit contends, it is among the city's top-10 selling records.

Mr. Payne referred to the charges as "ridiculous . . . in the view of all the national, regional and local sales of record" referred to in the suit.

He said: "Further, there are many factors other than local sales that are brought into consideration in selecting.
what we judge to be the top-40 records of the Dallas area. Apparently Mr. Abdorn brought his charges before he made himself fully aware of the highly selective and professional methods that KLIF employs in arriving at the weekly top-40 records of the area.

"Above all, the McLendon stations, owing a direct and personal responsibility to the community, will not stand by and be intimidated by any individual record promoter."

Mr. Payne noted that KLIF receives more than 100 records daily and that, like many others, "Evil" was aired. However, he said: "It didn't get the ripple, in the opinion of my program director and music director, to merit it staying on the air." He added that he personally did not order the record pulled off the air, as alleged in the suit.

The suit asks damages of $110,000 for Abnak in purported lost disk royalties; $50,000 for Bankers Managements in purported lost live appearance earnings; $55,000 for Jetstar in purported sheet music losses, and $500,000 for all the plaintiffs in exemplary damages.

**CBS's young FM sound will get going Sept. 1**

CBS's new syndicated FM program service, "The Young Sound," is expected to begin Sept. 1, it was learned last week. CBS had sent letters a few weeks ago advising a select group of CBS Radio affiliates, some of whom appeared to be the most obvious prospects, that the new FM service would supply high-quality music programming (CLOSED CIRCUIT, April 11).

It's generally considered that the new FM operations is to a large extent an answer to the FCC's FM nonduplication rule. Music programming will be supplied to stations on tape. Some tapes developed for CBS-owned stations have already been demonstrated to the stations. The syndication service will be offered also to stations that are unaffiliated with the network.

William D. Greene, director of administrative operations, has been responsible for developing CBS FM programming and last week appointed a producer, FM operations, at CBS Radio. John C. De Witt who has been involved with FM musicasting for the past five years as music director of WNYC(FM) and before that as associate music director of WBAI(FM), both New York, is in the new post to bring "a necessary fresh approach" to music broadcasting on FM, according to Mr. Greene.

**Fleming's inside look at LBJ's talks**

If President Johnson has decided what news conference format best suits his style, comfort and convenience, he has yet to communicate that information to his staff.

That was the word last week from Robert Fleming, deputy news secretary, in his first public appearance since assuming the White House hot spot eight weeks ago. In an informal talk, followed by a question and answer session, last Monday (April 18) before the Washington Professional Chapter of Sigma Delta Chi, professional journalistic society, Mr. Fleming related how things look to him on the other side of the fence. He had resigned as Washington bureau chief of ABC to accept the White House call.

The President is a prisoner of his prompter, but Mr. Fleming said that he and others feel the device doesn't serve him well and that he comes through better when ad libbing.

The President, Mr. Fleming said in reply to a question, is not comfortable at the large, formal news conferences usually available for live pickup and prefers smaller, more intimate conferences in his oval office. He said the President will continue to experiment and will continue to get advice, much of it unsolicited, from "experts" on his television image.

**Stamina Praised** Mr. Fleming was also critical of what he termed slipshod reporting by some Washington correspondents. Asserting that many are not doing their jobs "very well," he condemned inaccurate reporting and overbearing demands for information on the ground of the public's right to know. But he praised the news corps for its devotion to duty and its stamina.

He also found fault with overall news reporting of the White House. But he admitted there are times when the administration "is not entirely truthful" in its news briefing because the "perspective" and what might aid the opposition must be considered.

His White House day, Mr. Fleming said, begins at 7:45 a.m. six days a week, with a 45-minute to a one and one-half hour conference with the chief executive. There is no briefing of news men until after this morning conference. He described the President as demanding but more accessible than any President he has known. He said wistfully that a man ought to be able to go out to lunch sometime between 12 noon and 4 p.m., but that isn't always the case at the executive mansion.

**Triangle to sell its interview program**

Triangle Program Sales, operated by the radio-tv division of Triangle Publications Inc., New York, plans to place a radio series of 52 biography in sound specials, 90 Minutes with, into national syndication on July 1.

*Triangle* has 15 such syndication packages in circulation. This newest series includes voices, either in public performances, or by interviews, of Doris Day, Robert Goulet, Barbra Streisand, Ella Fitzgerald, Johnny Mathis, Perry Como, Patti Page, Eydie Gorme, Tony Bennett and the late Nat (King) Cole. Other voices range from the late President John F. Kennedy and Edward R. Murrow to tributes to conductor Andre Kostelanetz, and composers Irving Berlin and Richard Rodgers.

The programs, written and produced by Hal Woodard of WFLN Philadelphia, were started on that station March 7. They will now be extended to other Triangle stations: WNHC New Haven, Conn.; WFBG Altoona-Johnstown, Pa.; KFRE Fresno, Calif., and WNEF Binghampton, N. Y.

**'Agent' into syndication**

Independent Television Corp. has placed 45 one-hour episodes of Secret Agent into syndication and has completed sales to WNEW-TV New York and KHJ-TV Los Angeles, according to Abe Mandell, ITIC president. The black-and-white series was a midseason replacement on CBS-TV during 1964-65 and again this season, and will end its run on the network this summer.
Yes, but this “editor’s” concern for the who, what, when, where and how is not to write a news story, but to make sure of delivery of a life-saving drug. The “editor” shown above is a security guard at Lederle Laboratories in Pearl River, New York. When the phone rings at two o’clock in the morning, he answers it. This time a hospital in Wyoming needs an emergency shipment of gas gangrene antitoxin, and there’s no other place to get it. Just as your deskman knows how to handle the news story, this “editor” is trained to respond to the most difficult situations.

Once the call is received, Lederle’s emergency product shipment procedure goes into effect. It requires close and fast cooperation among Lederle physicians and people responsible for plant security, packing, routing and shipping the goods. Soon the life-saving antitoxin is aboard a plane headed west.

Routine procedure? Seems like it, but, just as in meeting any deadline, it takes preparation and practice to make it so.
Moore wants culture rated on own basis

If culture is going to get a fair chance in TV and a fair shake from the critics, it will have to be rated against competitive culture, not against popular entertainment, ABC-TV President Thomas W. Moore suggested last week.

He urged some new method of ratings to compare similar program categories rather than time periods alone.

Speaking twice on Friday (April 22) to college audiences, Mr. Moore said the upgrading of entertainment programing and the expansion of "nonfiction" programing are among the changes in TV today which will help bring the medium closer to its full potential. He spoke to Omicron Delta Kappa at Purdue University, Lafayette, Ind., and Alpha Epsilon Rho, Emerson College, Boston.

Mr. Moore said a new means of evaluating television ratings must be instituted to spare special public service or cultural type programing from destructive competitive comparison with mass entertainment. He felt unfair that critics attack TV for not putting on more cultural shows and turn around and "splash the ratings results across their pages" when a public service venture is clobbered by the regular fare.

"We have no way let ourselves become bound exclusively to the entertainment program," Mr. Moore explained, "even though it may represent the viewing majority's will. We recognize our obligation to the minority since it, too, is made up of millions."

Category Ratings - "But," Mr. Moore continued, "we do resent having the ratings—our own bookkeeping tool—used to carve us up before the public on the very occasions we elect to rise above competitive entertainment fare." The answer, he said, would be to rate programs by category.

Except in the area of sports programing, Mr. Moore noted, TV has not lived up to or been permitted to live up to its nonfiction responsibilities.

"On the other hand," he said, "it's a monstrous contradiction that while we are able to report directly from a Vietnamese battlefield or from the site of a riot or flood, we have no access to the trial or the congress or the Supreme Court, which convene with predictability and by appointment to deal with matters of great concern to the populace."

Capitol Hill service offered

Washington Film Associates, headed by Vince Finnigan, opened last Tuesday (April 19) at 806 Maryland Ave. N. E., for Washington radio and TV correspondents. The new service, located eight blocks from the Capitol, offers a complete line of television and radio taping equipment, designed to help newsmen from small outlying stations cover Washington stories from their own viewpoint. It also has its own film processing equipment which allows quick duplicates and transportation to the airport for speedy shipment to the home station.

**CAP**

**BROADCASTING**, April 25, 1966

![Image](MOORE.jpg)

Mr. McGannon

Donald H. McGannon, president of Westinghouse Broadcasting Co., New York, was chairman of the awards committee that selected the recipients of the financial grants.

In his address to the foundation Mr. McGannon emphasized that the producers of religious programs cannot "become remote from the competitive milieu of television. We are competing in a very competitive field. We can't be doctrinaire. We must reach people."

The 1966 CARTA grants ranged from a $20,000 award to Insight, the nationally distributed television program produced by the Paulist Fathers, Pacific Palisades, Calif., to a $2,000 award for the Navajo Catholic Program, a weekly radio program produced in the Navajo language by the Franciscan Fathers at Chinele, Ariz.

Friendly warns against managed news

Fred W. Friendly, former president of CBS News, urged working TV-radio newsmen to improve their professional standards and strive for integrity in journalism.

In his first public talk since his resignation from CBS News last February over policy differences with company management (BROADCASTING, Feb. 22), he stressed that "if broadcasting is not to become an arena for managed news, the newsmen will have to manage it."

Mr. Friendly's remarks were given at a dinner in his honor by the Radio-Newsreel-Television Working Press Association in New York April 18. The association presented him with its 1965 Freedom of Association Award.

He made no direct reference to his dispute with CBS Inc. management but he told newsmen he considered them "the only really professionals in a non-professional world." He said others in TV-radio are "honorable men but are managers and program buyers and salesmen and contract negotiators but are not professionals."

Mr. Friendly recently was appointed a professor at Columbia University Graduate School of Journalism and a TV-radio adviser to the Ford Foundation.

**KSTP-TV documentary sparks highway action**

A TV documentary on highway safety is credited by the Minnesota Highway Commission as motivating official action for immediate changes in highway engineering practices and hazard-control devices.

KSTP-TV St. Paul-Minneapolis used testimony from nationally known safety experts to spotlight what it said were defective road devices on newly completed Minnesota expressways throughout Death by Design, the station's first program in a highway safety series. The documentary brought the state's old-fashioned safety railings and highway divider fences under particularly heavy fire.

Mr. Minnesota Highway Commissioner John R. Jameson wrote William McGivern, KSTP-TV news director, citing the documentary as "a very instructive and revealing program. . . . It has aroused the concern of the Minnesota Highway Department and has provided stimulation for investigating current safety practices."

KSTP-TV will produce a follow-up documentary analyzing the positive response to the original program. The station is also preparing further projects on subjects such as driver education, law enforcement, the vehicle, and the courts' relationship with highway safety.

**Program notes . . .**

Available • Annual one-hour Mrs. America pageant aired by KFOX-TV San Diego May 7 is being offered to other TV stations by Mrs. America Inc., 333 North Michigan, Chicago. Contest stresses homemaking skills. Other stations carrying show include KTTV(TV) Los Angeles, WTTG(TV) Washington and WNEW-TV New York.

**Programming awards • The Reader's Di-**
Why buy a $500,000 computer when a $50 computer report may do the job?

You don't have to own a computer to get the benefits of a computer in research. As a matter of fact, you don't even have to rent one. ARB Special Tabulation customers are proving it every day.

This year, more than ever before, ARB is staffed to provide a wide range of computer reports and services tailored to individual station and agency needs. From comprehensive and complicated cost efficiency analyses of national product spot schedules (Spot Activity Reports), immediate cost analyses in every viewer category for spot and program availabilities, to swift quarter-hour rankings of complete Television Market Reports (Spot Evaluation Guides), talk to an ARB Representative about how you can use ARB's computer capability as your own.

Choose from more than 25 different Special Tabulations designed to give you 'an extra measure of audience' at low cost... and if we don't have one to fit your exact needs, we'll design it. Won't be the first time we have done it, nor the last.
FCC hears why ABC gave ‘Ben Casey’ ether

Of what use are old TV shows to networks, besides syndication, of course? They can be used as case histories of decisions to cancel programs. That was the sad fate last week of Ben Casey, for most of its 4½ network years the bulwark of the ABC programming lineup.

ABC cited the program in replying to an FCC query on the factors involved in network decisions to cancel programs. Similar letters went to CBS and NBC as part of a commission effort to study whether the practices involved may affect the public interest (Broadcasting, March 14).

Two weeks ago NBC, in its reply, told the commission such a question "tends to suggest an effort indirectly to influence... program judgments (Broadcasting, April 18)." ABC, which is seeking commission approval of a merger with International Telephone and Telegraph Co., contended itself with answering the commission's questions. CBS is yet to be heard from.

One and the Same = ABC, after answering specific questions relating to various factors involved in a decision to cancel a program, said the way in which almost all of them entered into a particular cancellation is exemplified by Ben Casey.

That program, the network said, had an average audience rating of 23.5 in the 1961-62 season. The rating dropped to 14.4 in the 1965-66 season, and "sponsor interest declined accordingly." Live clearance fell off from 182 stations in April 1965 to 150 in March 1966. Cost of the new programs, about $105,000 per hour in 1961, had increased by almost 50% four years later.

"While economics, financial considerations, advertiser interests, ratings, clearance considerations and public and affiliate reaction may each play a part in the decision to cancel a program," ABC said, "it is important to note that no single factor is decisive."

ABC cancelled six programs besides Ben Casey during the current season—Shindig I; Shindig II; OK Crackerby; The King Family; Amos Burke, Secret Agent and The Jimmy Dean Show.

The network said that since all the programs were entertainment shows, "ratings were a factor in the cancellation."

ABC said that service to minority tastes depends on the proper selection and scheduling of popular programs which produce the revenue that enables ABC "to finance the presentation of less popular entertainment programs, as well as news, information and public affairs."

Dolphins sign radio pact

The Miami Dolphins Football Network has acquired 1966 radio rights to the new entry in the American Football League for an estimated $30,000. The network will be fed through wsmi Miami, and it expects the games to be carried on about 50 stations in Florida, Georgia, Alabama, Mississippi and the Carolinas.

Polling CATV local needs

A Houston film distribution firm is asking CATV and closed-circuit TV operators what their needs are for local programming. Girard Projection Service is making a mail survey of all community antenna television systems and feels the results may "initiate a new potential for the industry."

Girard said the survey will be confidential with only national percentages being released.
CBS Inc. sets another record

Paley tells shareholders first quarter is best yet and prospects for hitting most successful year are 'excellent'

CBS's top corporate team went west last week. But it was not to make their fortunes. Instead it was to indicate to shareholders what their fortunes are in holding company stock. It was the first time since 1962 that CBS Inc. has held its annual meeting in Hollywood and the scenario, while hardly charged with drama, did have its high spots.

"CBS has just completed the best first quarter in its history," William S. Paley, chairman of the company, told the 376 shareholders assembled in stage 3 of CBS Studio Center where Republic Pictures used to film horse operas. He added the preliminary indications are that net sales for the quarter are up 16% and net income up 28%. Translating these increases into per-share earnings, Mr. Paley estimated a jump in earnings of 16 cents a share.

"Prospects are excellent," he said, "that this will be our most successful year so far, both in sales and in profits."

He also revealed that CBS is borrowing $49.5 million to be used "for capital projects and possible acquisitions and investments." Terms for the loan, which will increase the company's long-term indebtedness from $20.5 million to $70 million, call for a 25-year payout at 5 1/4% annual interest. The source of the financing was not revealed.

In what was probably the most newsworthy action of the 75-minute meeting, Dr. Frank Stanton, CBS Inc. president, conducted a review of the company's operational highlights, division by division.

The following were among his conclusions and estimates:

- **CBS-TV network division**: First quarter sales higher than last year's; 9% audience lead over NBC-TV in evening and 62% lead in daytime; evening lead of 12% over ABC-TV, 89% in daytime; averaged six of the top 10 nighttime programs, 12 of the top 20, and 17 of the top 30; in daytime averaged 10 of the top 10, 13 of the top 15 (based on estimates of audience size obtained from the Nielsen Television Index); entire evening schedule in fall will be broadcast in color, as compared to an approximate 60% at present.

- **CBS-TV Stations division**: First quarter sales also ahead of 1965's; by fall all five of CBS-TV-owned stations will be broadcasting locally originated live and film color programing as well as the network color schedule; first quarters sales of CBS Television National Sales up but sales of syndicated programing distributed by CBS Films Inc. down slightly.

- **CBS Radio division**: Best first quarter since 1958, with network sales up significantly over last year's and those of seven CBS-owned stations, as group highest since 1952; CBS Radio Spot Sales up substantially for first quarter; as of last week CBS Radio network "had on its books an amount representing more than 90% of its entire sales volume for last year."

- **Columbia Records division**: By a wide margin, the best first quarter in its history, acquisition of Rogers Drums Inc., Fender Guitar and Electro Music were noted, while still pending acquisition of Creative Playthings was called "beginning of an extended program in the new fields of education."

- **CBS Laboratories division**: Sales greater than those in 1965; health of division indicated by constant need for more space, with 80,000 square feet more required even though new laboratory wing was completed last year which doubled the division's headquarters in Stamford, Conn.

- **CBS News division**: Called one of the company's "most priceless intangible assets."

A CBS News Report • Mr. Stanton ended his review by showing shareholder-ers about 20 minutes of what he termed "representative scenes" from actual CBS News broadcasts. Afterwards Mr. Paley and the CBS board of directors answered a number of questions from the audience. Among the bits of data disseminated during this session, it was revealed that the imminent merger of ABC and International Telephone & Telegraph Co. should have no effect on CBS's viability. "We didn't do too badly in the competitive race against NBC and RCA," commented Mr. Paley. He also observed that he didn't "see that an association with a larger company would be of any special advantage to us." Again, on the merger topic, it was brought out that the company is not now considering a merger with any other company, large or small, but has talked with many companies about merger or acquisition and is always looking for opportunities.

Other items discussed in this question-and-answer period were the facts that the net cost of the new CBS building in New York is $37 a square foot; that CBS is not engaged in experimentation with a TV disk recorder, and the former CBS-TV News President Fred Friendly has $410,000 still coming to...
him from deferred compensation, involvement in the company pension plan and from general settlement of his contract.

Preliminary report for the quarter ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Earnings per share</td>
<td>$ .73</td>
<td>$.57</td>
</tr>
<tr>
<td>Net Sales</td>
<td>192,000,000</td>
<td>165,600,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>14,900,000</td>
<td>11,990,000</td>
</tr>
</tbody>
</table>

*As reported by company

Perry board nomination on Cowles agenda May 12

John H. Perry Jr., president of Perry Publications Inc., West Palm Beach, Fla., is a nominee to be one of 14 directors of Cowles Communications Inc. which is holding its annual stockholders meeting in New York on May 12.

Mr. Perry, the only new director, is the owner of WESH-TV Daytona Beach-Orlando, Fla., which is being sold to Cowles Communications for cash and stock aggregating between $5.5 million and $6 million (Broadcasting, Nov. 22, 1965). The transfer was approved by the FCC last week (see page 58). Cowles will pay 228,500 shares of CCI common stock and $1 million in cash, with $500,000 paid at closing and the remainder over a five-year period, according to the notice of annual meeting sent to CCI stockholders last week.

In a related transaction, Mr. Perry is buying from Gardner Cowles, CCI chairman, the Fort Pierce (Fla.) News Tribune for $1.2 million, according to the proxy statement.

Besides Mr. Cowles and Mr. Perry, other directors nominated, all for re-election, are Hoyt B. Wooten who is chairman of Cowles Broadcasting Service Inc., licensee of WREC-AM-FM-TV Memphis, Tenn. CCI bought the Memphis stations in 1963 for $8 million.

The notice also reports that Mr. Cowles on April 4 sold 50,000 shares of common stock, and that the company issued and sold 100,000 shares. Both were to underwriters. CCI registered with the Securities and Exchange Commission last February to sell 200,000 shares of common stock to the public.

During 1965, Mr. Cowles received $100,730; M. C. Whatmore, president of the company, $100,587 plus $9,775 in profit sharing and a $66,980 share in company contributions to the profit-sharing plan; Mr. Wooten, $30,504, and Luther L. Hill, president of the broadcasting division who retired at the end of 1965, $43,146.

Mr. Cowles is also listed as owning 25.7% of the voting stock of the company, with the Des Moines Register and Tribune Co., owning 13.6%. Mr. Cowles and his family are principal owners of the Des Moines newspaper company. The ownership is before the public sale of Mr. Cowles' and the corporation's stock.

CCI also owns KRNT-AM-TV Des Moines and publishes Look, Family Circle and Venture magazines, Insider's Newsletter, Gainesville Sun and Lake- land Ledger, both Florida, and the San Juan Star in Puerto Rico.

Mr. Cowles, a brother to Gardner Cowles, is head of the Minneapolis Star and Tribune Co., which is a separate corporate entity from CCI. The Minneapolis Star and Tribune Co. publishes the Minneapolis Star and Tribune, owns 47% of WCCO-AM-TV Minneapolis and 80% of KTvh(tv) Hutchinson (Wichita), Kan., and 50% of Harper's Magazine.

Cowles Communications in 1965 had a net income of $4,378,000 ($1.48 a share) on gross revenues of $137,264,000 (Broadcasting, April 18). It also had a non-recurring special item of $657,000.

Outlet Co. broadcast revenues top $1 million

Net earnings in radio and television operations passed the $1 million mark for the first time in 1965 at the Outlet Co., Providence, R.I., with broadcasting revenues up 5.4% for the year.

The Outlet Co. owns WJAR-AM-TV Providence, WDBO-AM-FM-TV Orlando, Fla.; 61% of WNys-TV Syracuse, N.Y. (an interin operation), plus department stores in the Providence area.

Joseph S. Sinclair, president, said that although the FCC has already awarded a license to an applicant for the Syracuse station, the award is being contested and a merger may be effected among the eight applicants. He said that only one applicant was contesting the proposed merger and reported that the interim operation is likely to continue during 1966.

For the fiscal year ended Jan. 31:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Earnings per share</td>
<td>$ 1.28</td>
<td>$ 1.10*</td>
</tr>
<tr>
<td>Sales and broadcasting revenue</td>
<td>20,844,032</td>
<td>18,628,181</td>
</tr>
<tr>
<td>Broadcasting revenue</td>
<td>6,016,534</td>
<td>5,709,157</td>
</tr>
<tr>
<td>Net earnings</td>
<td>1,308,207</td>
<td>1,159,749</td>
</tr>
<tr>
<td>Net earnings in radio and television operations</td>
<td>1,007,972</td>
<td>919,675</td>
</tr>
</tbody>
</table>

*Adjusted for two-for-one stock split on July 21, 1965.

Cox shows 10% rise in net for first quarter

First-quarter figures of Cox Broadcasting Corp., Atlanta, showed gains in both income and revenues over last year's report for the same period. Consolidated net income was up 10% while operating revenues rose 15%.

J. Leonard Reinsch, president, reported that operations of Kaiser-Cox Corp., a CATV equipment manufacturer, were progressing satisfactorily and that first-quarter results of United Technical Publications, in which Cox acquired a controlling interest in January, were above those a year ago.

For the three months ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Earnings per share</td>
<td>$.41</td>
<td>$.37*</td>
</tr>
<tr>
<td>Operating revenues</td>
<td>8,038,794</td>
<td>6,983,085</td>
</tr>
<tr>
<td>Net Income</td>
<td>1,076,000</td>
<td>981,001</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>2,654,770</td>
<td>2,652,276</td>
</tr>
</tbody>
</table>

*Per-share earnings related to give effect to a change in the method of amortizing network costs.

Walter Reade/Sterling shows 1965 fiscal profit

Walter Reade/Sterling Inc., Oakhurst, Ill., lifted earnings from a net loss of $941,000 in 1964 to a 33% profit ($505,000) in fiscal 1965. Revenues were up by 20%.

For the fiscal year ended Dec. 31, 1965:

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1964</th>
</tr>
</thead>
<tbody>
<tr>
<td>*Earnings per share</td>
<td>$.32</td>
<td>$(.59)</td>
</tr>
<tr>
<td>Operating revenues</td>
<td>16,417,000</td>
<td>13,677,000</td>
</tr>
<tr>
<td>Expenses</td>
<td>15,602,000</td>
<td>14,748,000</td>
</tr>
<tr>
<td>Net Income</td>
<td>505,000</td>
<td>$(941,000)</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>1,580,071</td>
<td>1,580,071</td>
</tr>
</tbody>
</table>

*Denotes loss

Radio is strong in Time's 1st quarter

Advertising revenues of Time Inc.'s broadcast and publishing properties were up some 3% during the year's first quarter and are running ahead by over 6% now with radio sales especially strong, corporate officers reported Thursday (April 21) at the firm's annual meeting in Chicago.

For the first quarter Time Inc.'s had net income of nearly $2.9 million (42 cents per share), compared with just under $2 million (30 cents a share) for the 1965 quarter. Total first-quarter revenue was $102.2 million, up 11.5% from $91.7 million in the first quarter of 1965.

All of the radio-TV properties of Time Inc.'s subsidiary Time-Life Broadcast Inc. scored record high revenues
in 1965, the annual report said. Time Inc., however, does not disclose dollar figures for its divisions. The parent company had net income of over $33.5 million in 1965 ($4.92 per share) on revenues of $453.3 million, compared with net income of $26.5 million ($3.99 a share) on 1964 revenue of $412.5 million.

Time Inc. President James A. Linen said the company is expanding "rapidly" in the community antenna television field. It is already involved in CATV in 10 cities and is exploring CATV in 50 more cities. It has newly bought into an operating TV station in Australia and has interests in TV stations in Argentina, Brazil, Venezuela and Hong Kong.

During the question period, Evelyn Davis, a perennial annual meeting participant, urged Time Inc. to name-retiring FCC Chairman E. William Henry to its board to gain the experience of a communications specialist. She said she was unsuccessful the day before in Detroit in her attempt to nominate Mr. Henry to the board of AT&T.

Corporate officers disclaimed all rumors that Time Inc. has ever held talks with CBS or any other network concerning possible merger.

**Metromedia reports jump in quarter gross, net**

First-quarter results announced last week by Metromedia Inc. showed comfortable gains in both gross revenues and net income. It was pointed out that current earnings rose despite an increase of 67,750 additional shares in the 1966 quarter. For the 13 weeks ended April 3:

<table>
<thead>
<tr>
<th>Year</th>
<th>Income per share</th>
<th>$0.31</th>
<th>$0.29</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Net Income</td>
<td>651,496</td>
<td>545,728</td>
</tr>
<tr>
<td></td>
<td>Gross revenues</td>
<td>29,870,208</td>
<td>24,362,728</td>
</tr>
</tbody>
</table>

**Earnings, net shoot up in Rust Craft report**

Rust Craft Greeting Cards Inc., Dedham, Mass., has reported an increase of 67% in net income for fiscal 1966. Sales were up 13%.

During the year the greeting card and broadcasting company acquired WRCL-AM-FM-TV Rochester, N.Y.; WRCP-AM-FM Philadelphia, and opened its new UHF station, WJKS-TV, in Jacksonville, Fla. For the year ended Feb. 27:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>$1.17</th>
<th>$1.03</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Consolidated net sales</td>
<td>40,680,287</td>
<td>35,947,551</td>
</tr>
<tr>
<td></td>
<td>Net Income</td>
<td>1,725,908</td>
<td>1,030,747</td>
</tr>
<tr>
<td></td>
<td>Nonoperating income</td>
<td>1,583,588</td>
<td>349,618</td>
</tr>
<tr>
<td></td>
<td>Shares outstanding</td>
<td>7,297,727</td>
<td>7,258,976</td>
</tr>
</tbody>
</table>

**Record ABC quarter has earnings up 10%**

ABC last week reported a record first quarter with operating earnings ahead of 1965's first period by 5.5%. Actual earnings, including capital and non-recurring gains, were up almost 10%. The company noted operations had improved in spite of "extraordinary expenditures" incurred as a result of New York City's transit strike and costs of the ABC building on the Avenue of the Americas.

ABC also cited expenses involved in its "second season" programming efforts. Leonard H. Goldenson, president, said ABC's theater business continued to show improvement through the quarter.

13 weeks ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share</th>
<th>$9.05</th>
<th>$0.91</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Pretax earnings</td>
<td>8,100,000</td>
<td>7,702,000</td>
</tr>
<tr>
<td></td>
<td>Federal tax</td>
<td>3,850,000</td>
<td>3,525,000</td>
</tr>
<tr>
<td></td>
<td>Operating earnings</td>
<td>4,250,000</td>
<td>4,177,000</td>
</tr>
<tr>
<td></td>
<td>Net earnings</td>
<td>4,680,000</td>
<td>4,206,000</td>
</tr>
</tbody>
</table>

**Blair's first quarter net up $33,000**

John Blair & Co., New York, reported last week that gross revenues and net earnings for the first quarter of 1966 were at a record high.

For the first quarter ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Income per share</th>
<th>$0.45</th>
<th>$0.44</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Net income</td>
<td>473,332</td>
<td>440,800</td>
</tr>
<tr>
<td></td>
<td>Gross revenues</td>
<td>2,454,263</td>
<td>2,336,029</td>
</tr>
</tbody>
</table>

*Stock was privately held during this period.

**Another hold on Wrather**

The Securities and Exchange Commission last week ordered a further 10-day suspension in over-the-counter trading of Wrather Corp., Beverly Hills, owner and distributor of television and motion-picture properties. It was the second successive 10-day suspension for the stock (Broadcasting, April 18). Wrather owns about 50% of A. C. Gilbert Co., a New Haven-based toy maker, currently suffering financial difficulties. Gilbert recently reported that it had lost almost $3 million in 1965. Wrather has promised to try to raise at least $3.5 million to provide working capital for Gilbert in 1966. The SEC has suspended trading in both Gilbert and Wrather pending the completion of this new financing.

**Kaiser losses blamed on construction costs**

Large expenses required in setting up its new UHF stations accounted for losses sustained by Kaiser Broadcasting Corp. in 1965, according to the annual report of its parent corporation, Kaiser Industries Corp. On the same basis the report projected another loss for 1966. Kaiser Broadcasting began operations in Detroit [WKBD-TV] and Philadelphia [WKBS-TV] last year, is in the process of building one in Los Angeles and also intends to construct one in San Francisco. All four are UHF's. Kaiser also operates an FM in San Francisco.

For year ended Dec. 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earned per share (loss)</th>
<th>($0.44)</th>
<th>($0.52)</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Net sales</td>
<td>255,775</td>
<td>304,700</td>
</tr>
<tr>
<td></td>
<td>Net loss</td>
<td>(15,902)</td>
<td>(3,772)</td>
</tr>
</tbody>
</table>

**$5 million increase in gross shown by MGM**

Metro-Goldwyn-Mayer Inc. reported an improvement in both revenues and income for the 28 weeks ended March 17. The company will have seven programs in network prime time in the 1966-67 season and Dr. Kildare will be put into syndication.

For the 28 weeks ended March 17:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>$1.17</th>
<th>$1.38</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Gross revenues</td>
<td>93,725,000</td>
<td>88,618,000</td>
</tr>
<tr>
<td></td>
<td>Net income</td>
<td>4,717,000</td>
<td>9,611,000</td>
</tr>
</tbody>
</table>
Satellite concept

gaining momentum

The idea of a domestic satellite communications system, capable of interconnecting all TV and radio network affiliates without the use—and cost—of landlines, continued to heat up last week.

Top officials of the Communications Satellite Corp. conferred with representatives of three communications firms; one broadcast and two common carriers. The meetings took place in Washington, just a week after a mass conference on the subject (Broadcasting, April 18).

The broadcast principals were Frank Marx and Everett H. Erlick, ABC vice presidents, who urged Comsat to move quickly into the domestic satellite field now that it is obvious that such a service is both technically and economically feasible.

It was ABC which initially had proposed a domestic satellite system and had filed an application with the FCC for ownership of such a system. The commission, however, had returned the application without action and simultaneously had instituted an inquiry into the question.

The two common carriers meeting with Comsat were AT&T and Western Union. In the next couple of weeks, it's learned, officials of General Telephone & Electronics Corp. are scheduled to meet with Comsat.

The AT&T delegation discussed the Bell viewpoint which was expressed last month; generally that Comsat should place a multipurpose satellite system into operation, to be used for broadcasting, telephone, telegraph and data communications. AT&T has recommended, however, that it should own the earth stations, against Comsat's publically stated position that the earth stations as well as the satellites should be owned and operated by Comsat.

Representing AT&T were Lowell F. Wingert, vice president; James Rae, assistant vice president, and C. F. Martin, an attorney, all with Long Lines Division.

Nonbroadcast • The Western Union conference, it was understood, concerned itself mostly with computer and data processing applications. The Western Union delegation was headed by Russell W. McFall, president; W. H. Francis, vice president, special projects and W. B. Sullinger, a radio engineer.

Although there's not much debate about Comsat initiating the domestic satellite service, there is debate about the ownership of the ground stations and whether the system should be all inclusive, handling all types of communications traffic, including broadcasting, or whether there should be a single system for broadcasting and another for other communications needs.

In the schemes proposed two weeks ago, both Comsat and NBC predicated their presentations on a TV and radio service, although Comsat's was open ended to allow for other uses.

Basically, both Comsat and NBC suggested a system which would have several satellites, 22,300 miles above the equator to serve TV and radio affiliates, obviating the need for wire lines. The networks spend about $55 million a year with AT&T on lines and microwave relay circuits to interconnect their affiliates.

Comsat envisaged about 225 ground stations in major population centers capable of receiving satellite signals. These would be owned and operated by Comsat. Signals from the satellites received at the ground stations would be relayed to the affiliates by ground lines or microwave.

NBC, on the other hand, proposed that the ground stations be owned by the individual affiliated stations and would be located at or very near their transmitters. This would overcome the need for the transportation of signals from ground stations to broadcast stations.

Comsat already owns and operates an earth station for transmission to, and control of, communications satellites at Andover, Me. It is building new earth stations at Brewster Flat, Wash., and Hawaii.

NBC's plan called for two earth stations, one on the East Coast and one on the West Coast. It also saw the possibility of mobile earth stations capable of transmitting directly to the satellite.

Comsat said its system would cost $100 million to inaugurate and that users would pay between $25 million and $35 million a year.

NBC's initial investment estimate was $103.4 million, with charges totaling $19.4 million a year.

Technical topics . . .

Colortron sold • Berkey Photo Inc., New York, has acquired Colortron Industries of Burbank, Calif., a pioneer firm in the design and manufacture of quartz-iodine lighting equipment for the motion picture and television industries. Colortron will continue operations in Burbank under its present management, headed by Milton Forman as president.

Small preamps • Switchcraft Inc., Chicago, introduced two new transistorized high-gain audio preamplifiers that are self-powered by penlight battery and are suitable for increasing output of low level microphones or impedance matching and fixed gain applications. Called "mix-amps," units are uniform across 20 to 20,000 cps and start at $14.50.

Another VTR • Concord Electronics Corp., Los Angeles, showed its new video-tape recorder recently at the Los Angeles High Fidelity Music Show. The company emphasized that its model VTR-600 is not a "home" unit, but was built to fill the needs of professional communicators. It's believed that the total system retail price for the equipment is $1,500. The video-tape
recorder system consists of three portable pieces: the video recorder, a nine-inch-screen monitor and Concord's television camera. Howard Ladd, Concord president, believes the system's greatest benefit will be in the educational field.

Emphasis on CATV

The newly formed Anaconda Astordata Co., Anaheim, Calif., will place initial emphasis on the community antenna television portion of the communications industry, it was announced last week by W. E. Randa, president.

The company was formed last January by Anaconda Wire & Cable Co., which had been marketing complete CATV systems, and Astordata Inc., which had been designing and field testing numerous advanced CATV products, he said. The company intends to branch out to other segments of the communications industry.

GT&E gets color patent

General Telephone & Electronics Corp., Bayside, N. Y., has acquired a patent license for its color-TV-tube process of combined phosphors.

The patent was awarded last week to GT&E research scientists Dr. Albert K. Levine and Frank C. Pelilta, covering the use of red "rare earth" phosphors. Three high-speed electron beams separately activate this substance together with blue-and-green emitting phosphors. A resulting color mixture is "dusted" onto the TV screen.

GT&E's subsidiary, Sylvania Electric Products Inc., introduced the color principle in June 1964.

Dr. Lee L. Davenport, GT&E president, said the patented tube is "on the average 40% brighter" than previous tube types. Its "screen highlights," he said, "show more accurately, and colors, especially the reds, remain true even when viewed in a lighted room."

FATES & FORTUNES

BROADCAST ADVERTISING

Eugene Fahy, account marketing supervisor, and John J. Fenton, account supervisor, both with Grey Advertising, New York, elected VP's. David Leddicke, executive VP, Smith & Dorian, New York, elected VP and creative director on Revlon account at Grey, same city.

Hanno Fuchs, with Young & Rubicam, New York, named VP and associate creative director.

Charles A. Winchester, VP with Grey Advertising, New York, appointed group marketing manager of Borden Foods Co., that city.

Phil Schultz, director-cameraman for MPO Videotronics, New York, forms own firm for production of television commercials and industrial films. Phil Schultz Productions is at 18 East 48th Street, New York.

Richard Westman named VP of Frank B. Sawdon Agency, and manager of agency's Los Angeles office.


Carlton C. Hence, formerly account executive with West, Weir & Bartel, New York, named director of business development, Metro Radio Sales, same city.

George S. Carr, account executive with WIBG-AM-FM Philadelphia, appointed VP.

Howard M. List named VP in charge of advertising, Kellogg Co., Battle Creek, Mich., effective May 1 succeeding Ralph P. Olmstead who retires. R. L. Nichols, with Kellogg since 1945, replaces Mr. List as advertising manager.

M. Crawford Pollock, VP-marketing of Green Giant Co., Le Sueur, Minn., named senior VP. Lyle H. Polsfuss, formerly director of marketing for Green Giant, elected VP-marketing. R. Carl Henley, director of sales, elected VP-sales.

Edward Ratner, account executive at Grey Advertising, New York, joins E. A. Korchnoy Ltd. there as VP for marketing.

Ludwig W. Simmel, manager, sales service and traffic, NBC Radio, New York, appointed manager, sales service and station clearances. Ronald F. Dobson, with NBC-TV's sales service department, succeeds Mr. Simmel. George E. Davises, with NBC Radio, New York, appointed supervisor, sales traffic.

Gerald C. Atkin, J. Walter Thompson Co., elected president of Cincinnati chapter of American Association of

Arnold J. Winograd, formerly with Chicago office of Kenyon & Eckhardt, named to newly created position of corporate advertising director, Pabst Brewing Co., Milwaukee.

William F. Hewitt, account executive of WEN and WPJB-FM Providence, R. I., appointed commercial manager.

Julie Kavanagh, formerly assistant media director and radio-television director for Norrisworthy-Mercer, Dallas, appointed media director for Larry Morrell Advertising, Fort Worth.

Thomas Prange, previously broadcast business manager for D'Arcy Advertising Co., New York, joins Cunningham & Walsh there in same capacity.

Merritt (Bill) Greene, account executive at WF-LA-TV Tampa, Fla., appointed general sales manager of WLCT-TV Largo, Fla.

Clifford J. Jenks Jr., formerly manager of advertising and promotion for International Business Machines Corp.'s data processing division, White Plains, N. Y., named director of public relations and advertising, Continental Can Co., New York.

Austin H. Gedney Jr., VP and account supervisor at Lennen & Newell, New York, joins McCann-Erickson, that city, as account director.

Jerry B. Hartman, assistant sales manager at WPTV (TV) West Palm Beach, Fla., named local sales manager.


Howard Russo, formerly art director at de Garmo Associates, New York, appointed art director at LaRoche, McCaffrey and McCall, that city.

Sean Murphy, formerly sales manager for KTVP (TV) St. Louis, appointed account executive at National Television Sales, Chicago.

C. E. (Pep) Cooney, with KRON-TV San Francisco, appointed to newly created post of assistant sales manager.

Paul Bures, formerly account executive with Ogilvy, Benson & Mather, New York, named account executive with WABC-TV New York.

Dennis Israel, account executive at Stone Representatives, Chicago, joins Broadcast Communications Group there as account executive in radio division.

Stanley E. Blumberg, president of Joseph Kantz Co., Baltimore, joins Leon Shaffer Golnick Advertising there in executive capacity.

Bill McCadden, with sales staff of WCAU-AM-FM Philadelphia, joins WPAM-FM, that city, as account executive.

Rudy E. Braunshneider, assistant production manager at Videotape Center, New York, named staff producer. Richard A. Ranno, video tape coordinator of Videotape Center, appointed assistant production manager.

Frank B. Sinclair, assistant manager of public relations, Coca-Cola Export Corp., New York, appointed PR account executive, D'Arcy Advertising, same city.

John D. Merkel, formerly with J. Walter Thompson Co., Chicago, joins Leo Burnett Co. there as copy supervisor.

Walter T. French, media buyer at LaRoche, McCaffrey & McCall, New York, joins Fuller & Smith & Ross there in same capacity.


Craig E. Wiese, formerly with BBDO, Chicago, joins Foote, Cone & Belding there as copywriter.


MEDIA

Barney Nelson, sales manager for KROY Sacramento, Calif., named general manager of KCOY Santa Maria, Calif.

Norman L. Posen, general manager of KDAY Santa Monica, Calif., resigns effective May 7. No future plans announced.

Frank P. Fogarty, president, Meredith Broadcasting Co., Omaha, named to National Association of Broadcasters research committee and NAB's representative on Broadcast Rating Council. He replaces William Brazzil, WTVJ (TV) Miami, on research committee, and Bennett Korn, former president of Metropolitan Broadcasting division of Metromedia, on BRC. Virginia F. Pate, WSAV Havre de Grace, Md., named to radio code board of National Association of Broadcasters, replacing Marianne Campbell, recently elected to NAB radio board (Closed Circuit, March 21). Philip Harding, formerly with research department of Dancer-Fitzgerald-Sample, named assistant to Howard Mandel, NAB VP for research. He replaces Albert McGrath, resigned.

Raymond G. Hard, station manager, WBMM Meriden, Conn., also named executive secretary of Connecticut Broadcasters Association, parttime post.

Martin McAndrew resigns as director of research for WNBC-TV New York, to become director of research for WPXZ (TV) and WPXZ-FM New York. Mr. McAndrew fills vacancy created Nov. 8 when John Kirchstein was killed in Cincinnati plane crash.

Frank Millsap Jr., VP in charge of national affairs, U. S. Youth Council, named station manager, WBAI (FM) New York. He succeeds Chris Albertson, who will join Pacifica Foundation staff in Berkeley, Calif.

Aubrey (Moe) Morrison, personnel administrator for Avco- Everett Research Laboratory, Everett, Mass., joins personnel and labor relations department of Avco Broadcasting Corp., Cincinnati, as labor relations manager.

Mickey Shorr appointed station manager of WSDM (FM) Chicago.

Dean H. Fritchen, head of his own PR and marketing counseling company since 1958, appointed to newly created
position of marketing coordinator, Metromedia Inc., New York.

John T. Bart, chief accountant at National Educational Television, New York, appointed controller.

William N. Hess, program director of KCJM Palm Springs, Calif., appointed manager. He succeeds Patrick B. Reynolds, who plans to devote his full time to desert communications project.

Fred Swanson, program manager of WRCH New Britain, Conn., appointed station manager.

Mike Joyce, operations manager for Meredith-Avco, Omaha, joins Jerrold Electronics Corp., Philadelphia, as manager of system development.

PROGRAMING

Harve Bennett, head of ABC-TV's West Coast programing department, elected VP in charge of programs, West Coast (Broadcasting, March 28).


Richard Ellis, assistant program director at WRCH New Britain, Conn., named program director.

David Smart Jr., producer for WHOT-TV Dayton, Ohio, named executive producer.

Richard Krolik, general executive of Time-Life Broadcast, New York, also named programing adviser for Voice of America, Washington. Announcement was made officially in November (Broadcasting, Nov. 29, 1965).

Jack House, former program supervisor for Compton Advertising, New York, appointed executive VP and controller of Manhattan Sound Co., that city, division of Pellin Enterprises Inc. Marilyn Sutorius, office manager of Pellin Enterprises, elected director and corporate secretary.

Alessio dePaola and Charles H. Green, directors at Video Pictures Inc., New York, appointed VP's.

Alvin A. L. Dompek, with WQAD-TV Moline, III., and Arlyn Jones, with WKOW-TV Madison, Wis., appointed producer-directors at WZZM-TV Grand Rapids, Mich. Mr. Dompek replaces Robert Knott, who joins WJZ-TV Baltimore, as producer-director.

Claudio Guzman, who directed episodes of The Wackiest Ship in the Army, and I Dream of Jeannie for Screen Gems, signed by production company to long-term contract to direct TV series and develop new TV properties.

Al Lanken, with Official Films, New York, appointed general sales manager.


Robert E. Shay, with WLWT(TV) Cincinnati, appointed program director of WLWC(TV) Columbus, Ohio.

Robert E. Einhorn, director of special programing at noncommercial WAER-(FM) Syracuse, N. Y., named program director.

James Kirk, reporter for WCDO-TV Minneapolis, named associate public affairs director.

Tom Palumbo, director for Group Productions, New York, joins Savage Friedman, that city, as director.

NEWS

Marvin Scott, Mutual news correspondent since last January, named assistant news chief of network's New York bureau.

Eric Severeid, CBS News national correspondent, assigned temporarily to South Vietnam, where he will broadcast analyses of political situation there.

Sherman Bazell, with news department of WBB-TV Boston, named news director. He succeeds Edward Fouhy, who joins CBS-TV's Mike Wallace news show as associate producer.

Charles Boyle, desk supervisor at WJAS-AM-FM Pittsburgh, appointed news director of KWK St. Louis.

R. Wick Temple, Associated Press correspondent at St. Louis, named chief of AP's bureau at Helena, Mont. Mr. Temple succeeds David C. Beeder, who resigns to become group editor of Lindsay-Schaub Newspapers, Decatur, Ill.

Sheldon Hoffman, operations manager and assistant to director of radio news for CBS News, New York, joins WCBS-TV, that city, as assistant to news director.

Jim Eyer, reporter with ABC radio news, New York, joins news staff of ABC Radio West. His primary assignment will be regional network's new nighttime newscast, Jim Eyer News Final.

Thomas Cahill, advertising coordina-
EQUIPMENT & ENGINEERING

Jerry Lipsner, executive VP and sales manager of Eastern Effects Inc., New York, producer of optical effects for television and movie films, elected to second term.

Denis W. Sparks, formerly program manager for communication and data processing operation of Raytheon Co., Lexington, Mass., appointed VP, technical operations, for Spencer-Kennedy Laboratories, Boston; Donald Le Mire, with Ameco Inc., Phoenix, named product manager for SKL.


Doyce Self, assistant chief engineer, KTAL-TV Shreveport, La., named chief engineer.

Sereno Smith named chief studio engineer at WGR Cleveland, succeeding Lloyd Wingard.


FANFARE

Thomas Moore, president, ABC-TV, New York, and John W. Kluge, president, Metromedia Inc., New York, elected to board of directors of Brand Names Foundation Inc., that city. Fred W. Adams, director of marketing, American Motors Corp., Detroit, re-elected to second term as chairman of board of directors.

Everett Braden, VP of Foote, Cone & Belding, New York, named treasurer.


Gordon L. Stewart, formerly in production department of noncommercial WTVI (TV) Charlotte, N. C., named promotion manager. Mr. Stewart succeeds Pat Etters, who returns to freelance writing.

Leonard Broom, assistant director, CBS-TV advertising and sales promotion, New York, joins CBS design department as administrative manager.

Edward Everett Tourtellotte, formerly consultant to Grey Public Relations in New York, appointed PR manager for Air France, that city.

Tony Bachman, formerly with WBKB (TV) Chicago, named promotion director of WURF (TV) Milwaukee.

Carol Wintner, formerly with WBKB (TV) Chicago and KVO Pittsburgh, joins promotion and PR department of WIND Chicago.

Allan Lobensz, reporter for Film Daily, New York, joins publicity department of American International Pictures, that city, as motion picture and television trade magazine contact.

ALLIED FIELDS

William R. Roberson Jr., president and general manager, WITN-AM-FM-TV Washington, N. C., has announced he will seek nomination to North Carolina general assembly in Democratic primary May 28.

William S. Paley, chairman of CBS, named by New York Mayor John V. Lindsay to head task force to develop new ways to make New York more beautiful and more habitable city.

Carl Roberts, formerly in general counsel's office, Department of Health, Education and Welfare, joins Arent, Fox, Kintner, Plotkin and Kahn, Washington law firm. He was previously with review board of FCC.

INTERNATIONAL

C. R. Smith, VP and director of Radio Free Europe, Munich, Germany, moves to New York headquarters.

Chester W. Ott, deputy director of RFE, named acting director. Mr. Smith's move to New York prompted by health reasons. He will serve as VP in New York.

Bruce Ledger, VP and treasurer, Screen Gems (Canada) Ltd., Toronto, named VP and general manager. Mr. Ledger had been acting general manager since January when Ray Junkin was named to head division's domestic sales department in New York.

Denning Harvey, executive VP of Market Planning Corp., New York, named executive VP of Quadrant International Inc., that city, new international advertising agency system formed by The Interpublic Group of Companies.

Rev. Walter M. Abbott S.J., director of The John LaFarge Institute and associate editor of America magazine, named director of North American section of Vatican Radio. Father Abbott will direct daily 15-minute program to be transmitted to U. S. and Canada and will participate in special broadcasts to other countries.

Issam Hamaoui, broadcaster with experience throughout Middle East, appointed to head all MCA TV activities in that area.


DEATHS


Alexander Ueland, 75, who retired in 1952 as supervising accountant of FCC, died April 14 of heart attack at his home in Washington. Surviving is his wife, Clara.

Dr. Joseph Maddy, 74, founder and president of National Music Camp and Arts Academy at Interlochen, Mich., and central figure in one of early radio's bitterest music battles, died April 18 of heart attack in Traverse City, Mich. Orchestra broadcasts from Interlochen which began in 1930, were discontinued in 1942 when James C. Petrillo, president of American Federation of Musicians, threatened to strike. Subsequent passage of Lea Act, which made it misdemeanor to coerce, compel or restrain radio station from carrying noncommercial educational broadcasts, was interpreted as victory for Dr. Maddy in his battle with Mr. Petrillo. Surviving are his wife, Fay, two daughters and a son.

Clellan Card, 62, television personality at WCCO-TV Minneapolis-St. Paul, died of cancer April 13. For past 12 years he portrayed Axel on Axel and His Dog children's TV show. Mr. Card began his broadcasting career in 1930 at WCCO Minneapolis.

David Melton, staff member of KICS-AM-FM Hastings, Neb., died April 12.

Ardell Bergeson Gammons, 69, wife of Earl H. Gammons, retired VP of CBS's Washington office, died April 18 at Sheraton Park hotel residence in Washington. A daughter also survives.
STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, April 14 through April 20 and based on filings, authorizations and other actions of the FCC during that period.

Abbreviations: Ann.—announced, ant.—antenna, aud.—audio, c/o—c/o, com.—community antenna television, cri.—critical-hour construction permit, d.—day, da.—day, ft.—feet, Gi.—Geographic Information, Ha.—height above antenna terrain, kilo.—kilometers, kw.—kilowatts, L. S.—local sun set, m.—month, m.c.—megacycles, mod.—modifications, n.—night, SCA.—secondary community authorization, sh.—specified hours, S.A.—special temporary authorization, temp.—transmitter, UHF.—ultra high frequency, V.—visual, w.—watts, w.s.—wallace station.

New TV stations

APPLICATIONS BY FCC

Devils Lake, N. D.—WDAY Inc. Granted CP for new TV on VHF channel 8 (180-186 mc); ERP 318 kw vis., 100 kw aur. Ant. height above average terrain 1229 feet, above ground 1525 feet, P. O. address 207 Fifth Street, Dev. Directions: Construction cost $454,000; first-year operating cost $235,975; kw. Ant. height above average terrain 225 ft., above ground 1525 feet. Directors: J. Paul Olsen, Box 1019, Devils Lake, N. D., and Mrs. O. Olsen, Box 1019, Devils Lake, N. D. Newspaper Publishing Co., owner. For new TV in Devils Lake, N. D.

New AM stations

APPLICATIONS

Cullman, Ala.—Cullman Music Broadcast- ing Co. Co. 1540 kc, 1 kw, D. P. O. address; c/o Dan C. Mitchell, Box 338, Cullman 35055. Estimated cost of construction $18,341; first-year operating cost $12,466; revenue $30,000. Principals: Dan C. Mitchell and Leon A. Murphy (each 50%). Mr. Mitchell is auto dealer. Mr. Murphy is radio station em- ployee. 

Hohenwald, Tenn.—Lewis County Broadcast- ing Co. 1540 kc, 250 w. D. P. O. address; c/o Norman D. Black Jr., Box 31, Hohenwald, Tenn. 38462. Estimated cost of construction $12,250; first-year operating cost $8,000; revenue $26,000. Principals: R. M. Moore (all 33½%). Mr. Moore has insurance agency. Mr. Hobbs is TV transmitter su- pervisor. Mr. Hayes is commercial manager of WAGG Franklin, Tenn. 

Existing AM stations

NEW CALL LETTERS ASSIGNED

WORT New Smyrna Beach, Fla.—Radio Smyrna Inc. assigned WOGO. 

WSTI St. Ignace, Mich.—Mighty-Mac Broadcasting Co., assigned WIDG. WJSI Peoria, Ill.—The Peoria Journal Star assigned WIVC.

CORRECTION

Dewey, Okla.—Gene Humphries & Assoc- iates Inc. Corrected permission in report of location. Station will be located in Dewey, not Vinita, Okla., as reported.

New FM stations

APPLICATIONS BY FCC

Bainbridge, Ga.—John A. Dowdy. Granted CP for new FM on 97.3 mc. channel 247, 28.6 kw. Ant. height above average terrain 144 feet, P. O. address Box 706, Bainbridge. Estimated construction cost $34,027; first-year operating cost $18,000; revenue $19,550. Mr. Dowdy owns WMGR Bainbridge. Action April 20.

Dexter, Mo.—Stoddard County Broadcast- ing Inc. Granted CP for new FM on 101.7 mc. channel 297, 29.7 kw. Ant. height above average terrain 138 ft. P. O. address Box 308, Dexter. Estimated construction cost $85,000; first-year operating cost $5,645; revenue $10,306. Principals: Jerome B. Zimmer (50%), Lionel D. Speidel (4%) and R. Wayne Beal, Sr., (46%). Mr. Beal holds 50% interest in KZIM Cape Girardeau. Mr. Speidel, for new FM in Cape Girardeau. Mr. Speidel has remaining 46% interest in KDEX Dexter. Action April 14.

Scottsdale, Ariz.—Central Arizona Broadcast- ing Inc. 101.7 mc. channel 264,50 kw. Ant. height above average terrain 225 ft. Esti- mated cost of construction $21,900; first-year operating cost $15,000; revenue $15,000. Principals: Kansas Marketing Co. (46%) and Beco Inc. (56%) Kansas Marketing Inc. is 97½% owned by John E. Cox. Beco Inc. is 50% owned by R. Wayne Beal, with his wife owning the remaining 50%. Central Ar- izona Broadcasting Inc. is licensee of KDOT Scottsdale. Ann. April 13.

Le Mars, Iowa—KLEM Inc. 93.5 mc. chan- nel 298, 7.4 kw. Ant. height above average construction 138 ft. D. P. O. address; c/o Paul W. Olsen, Box 1019, Le Mars 15051. Estimated cost of construction $25,000; first-year operating cost $12,066; revenue $14,076. Principals: R. W. Olsen (91.4%) and Patricia Ann Olsen (8.6%). Mr. Paul Olsen is 91.4% owner of KLEM LeMars. Patricia Olsen is 8.6% owner of same. Ann. April 14.

Shreveport, La.—KEEL Inc. 93.7 mc. channel 229, 100 kw. Ant. height above average terrain 262 ft. P. O. address: for Mrs. Marie Gifford, 1500 N. Market St. SHREVEPORT 1097. Estimated cost of con- struction $74,167; first-year operating cost $46,000; revenue $40,000. All stock owned by LIN Broadcasting Corp. LIN Broadcasting Corp. is licensee of WMAL Nashville, WAKY Louisville, KAAY Little Rock, Ark., and WESU New Orleans owned by Frederick Greg Grjjr. (17.51%) and others. 

New Albany, Ohio—Christian Voice of Central Ohio 105.3 mc. channel 280, 387 kw. Ant. height above average terrain 193 ft. P. O. address; 60 West Broad St. SUIT 2051, Columbus, Ohio. Estimated cost of construction $30,000; first-year operating cost $10,000; revenue $18,000. Has no capital stock. Ann. April 13.

San Angelo, Tex.—Solar Broadcasting Co. 84.7 mc. channel 224, 387 kw. Ant. height above average terrain 139 ft. P. O. address; c/o WTN Television, 200 Walton St., San Angelo 76903. Estimated cost of construction $17,850; first-year operating cost $26,350; revenue $27,906. Principals: Arthur A. Foster (40%), Arthur R. Foster (25%), Mrs. Leena D. Grupe (25%) and others. All prin- cipals are officers of Solar Broadcasting Co., which operates KWFA San Angelo. Ann. April 12.

FOR THE RECORD

EDWIN TORNBERG & COMPANY, INC.

Negotiators For The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 74242
West Coast—1357 Jewell Ave, Pacific Grove, Calif. • FR 5-1564
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

BROADCASTING, April 25, 1966

85
South Hill, Va.—Old Belt Broadcasting Co., licensee of WYFY-FM, produced $4,000.; height above average terrain 211 ft.; antenna height above average terrain 228 ft.; is licensed to South Hill. Office $7,000.; Est. no. $10,000.; total $17,000.; is licensed to South Hill. Office.

Existing FM stations

NEW CALL LETTERS ASSIGNED
WSJF Peoria, Ill.—The Peoria Journal Star Inc. assigned WIVC(FM).

WKYK-Mterleere Broadcast-
Corporation assigned WSEQ-FM.

WEWB(FM) Jacksonville, Fla.—Alumni Radio Inc. assigned WIVY-FM.

Living Calif.—J. W. Broadcasters assigned KLFL(FM).

Ownership changes

ACTIONS BY FCC
WSIM Prichard, Ala.—Granted assignment of lease from Broadcast Service of Mobile Inc. to Duke Broadcasting Inc. owned by Walter Alexander, Jr., Duke, Anna, Duke, Shirley A. Harris, III, and Duke, Jr., Nancy A. Harris. Walter Alexander Jr., Duke is 50.92% owner of Iredell Broadcasting Corp.; Anna Duke is her house- wife. Shirley A. Harris is 37.08% owner of Iredell Broadcasting. Duke Jr., Nancy A. Harris is 12.00% owner of Iredell Broadcasting. Consideration $100,000. Action April 18.

KATL Miles City, Mont.—Granted transfer of license from Star Printing Co., Robert J. Scanlan and Martin A. McCauley (together 100% before, none after), to Eastern Montana Publishing Co., licensed by William H. Hornby, Harold T. Noll, and Utah Television Inc. (together 20%). Robert W. Chandler, Nancy A. Chandler and Mr. Chandler are managing editor of Denver Post; Mr. Chandler is part owner of four newspaper publishing companies in Oregon and 25% owner of KGR Bend, Ore.; Mr. Mountain is CPA in Miles City. Consideration $125,527. Action April 18.

KWV Douglas, Wyo.—Granted transfer of control of licensee corporation, Douglas Broadcasting Inc., from Luke McNeil (34.4%), Mark W. Pincavage, Mildred V. Ernst (1.8%) to Claude M. Pettit and Margaret E. Pettit jointly (none before, 73.0%) after. Consideration $25,000. Action April 18.

APPLICATIONS
KALO Little Rock, Ark.—Seeks assign- ment of license from Barton Broadcasting Co. to Arkansas Educational Radio, Inc. owned by David E. Bryant, Jerry H. Lee Bryant, Larry E. Page (each 30%) and T. K. Barton (10%). Mr. Romine is vice president of Arkansas Radio & Equipment Co., licensee of KARK-AM-FM Little Rock. Mr. Bryant is sales director of same. Mr. Page is station manager of KARK-FM Little Rock. Mr. Barton is vice president of securities and investment company. Consideration $16,000. Ann. April 13.

KBAK-TV Bakersfield, Calif.—Seeks voluntary transfer of control of license from KZTV-AM-FM Bakersfield, Corp. to KBAK-TV Broadcasting Corp. for legal convenience. Harris & Company is licensee of KTWG, KBAK-AM-FM, and KKAK-Pomona, Calif. Action April 13.

KKAR-FM Pomona, Calif.—Seeks transfer of control of license from HarriScope Broadcasting Corp. to KBAK-TV Bakersfield, Corp. for legal convenience. Harris & Company is licensee of KTWG, KBAK-AM-FM, and KKAK-Pomona, Calif. Action April 13.

KWHJ-TX Clearwater, Fla.—Seeks assignment of license from Byrd Broadcasting Inc. to Acorn Television Corp. owned by Robert W. Byrd, Harold D. Robinson, Harold Thurman and David Landau (all 25%); Byrd is president of finance company. Mr. Thurman has interests in the consulting firm. Mr. Landau has electronic manufacturing interests. Consideration $24,453. Ann. April 15.

WDUW-TV Jacksonville, Fla.—Seeks assign- ment of license from E. R. Timberlake Broadcasting Co. to Canasta Broadcasting Co. owned by Al Lapin Jr., Jerome M. Lapin and Irving A. Lapin (all 33.3%); all are officers in restaurant and franchising corporation. Consideration $1,000. Ann. April 15.


WDZ Decatur, Ill.—Seeks assignment of license from T. Keith Coleman (17% before, none after) to Stephen F. Bellinger (30% before, 50% after) and Joel W. Town- send (13% before, 38% after). Consideration $75,000. Price includes sale of interests in WRAJ Monmouth, Ill. and WIZZ-AM-FM Streator, Ill. Ann. April 15.

WRAM Monmouth, Ill.—Seeks assignment of license from Illinois American Broadcasting Co., Inc. to HarriScope Broadcasting Inc., Inc. owned by Grady A. Sanders (86%) and others. Mr. Sanders is general manager of Illinois American Broadcasting Co., Inc. Consideration $20,000. Action April 18.

WQLI Babylon, N. Y.—Seeks transfer of license from WQLI Broadcasting Inc. to WQLI Broadcasting Inc. for $1,000. Action April 18.

WNNW New Albany, Ind.—Seeks assign- ment of license from Kentuckiana Broadcast- ing Inc. to Lincoln Broadcasting Inc. owned by Grady A. Sanders (86%) and others. Mr. Sanders is general manager of Kentuckiana Broadcasting Inc. Consideration $20,000. Action April 18.

WQWI Urbana, Ill.—Seeks transfer of license from WRDQ-FM Urbana to WQWI-AM Urbana, owned by Mr. Waring and Mrs. Waring (together 100% before, none after). Consideration $2,400. Action April 18. Action April 18.

WKNW Knoxville, Tenn.—Seeks acquisition of positive control of licensee corporation by George F. Money (29% before, 52% after) through purchase of 23% stock from Mrs. M. C. H. Armistead (before, 4% after), administratrix of estate of Baxter N. Shaffer Jr., No financial consideration. Consideration $1,000. Ann. April 13.

WGWG Gate City, Va.—Seeks transfer of negative control from Baxter N. Shaffer Jr., Dexter M. Page, Jr., Mrs. W. H. Page, Jr., Mrs. W. H. Page, Jr. and Mary C. Page, Jr., No. 2. Consideration $1,000. Consideration $1,000. Ann. April 13.

KMWG-AM Dover, Del.—Seeks transfer from WLZB-Camden, N. J. for sale to William P. Poland. Consideration $2,000. Action April 18.

KWMX-AM Seabrook, Texas.—Seeks transfer of license from KWMX-AM Seabrook, Tex., and KLXW-AM Seabrook, Tex., to Wolutz Broadcasting Co. owned by Thelma L. Wolutz (100% before, none after) to Eilon Ray Cox (90% before, 100% after) and John L. Cox. Consideration $100,000. Ann. April 15.

KTYO-AM Tyler, Texas.—Seeks transfer of license from HarriScope Inc. to HarriScope Broadcasting Corp. Consideration $500. Action April 18.

Hearing cases

Review board by memorandum opinion and order in proceeding on AM applications for stations in Kansas City, Mo. Action April 18.

Review board by memorandum opinion and order in proceeding on applications for new TV's in Millersburg, Ohio; New York, N. Y.; and Bakersfield, Calif. Action April 18.

Review board by memorandum opinion and order in proceeding on applications for new TV's in Cincinnati, Ohio; Columbus, Ohio; and Augusta, Me. Action April 18.

Review board by memorandum opinion and order in proceeding on applications for new AM's in Knoxville, Tenn.; Decatur, Ill.; and Charleston, W. Va. Action April 18.

Review board by memorandum opinion and order in proceeding on applications for new AM's in Kalamazoo, Mich.; Fort Wayne, Ind.; Athens, Ga.; and Victoria, Tex. Action April 18.

Review board by memorandum opinion and order in proceeding on applications for new TV's in Asheville, N. C.; Galveston, Tex.; and Milwaukee, Wis. Action April 18.

Review board by memorandum opinion and order in proceeding on applications for new TV's in Milwaukee, Wis.; Jackson, Miss.; and Charlotte, N. C. Action April 18.


Review board by memorandum opinion and order in proceeding on applications for new AM's in Berkeley, Cal.; Portland, Ore.; and Detroit, Mich. Action April 18.

Review board by memorandum opinion and order in proceeding on applications for new AM's in Wilmington, Del.; Columbus, Ohio; and Mount Vernon, Ohio. Action April 18.

Review board by memorandum opinion and order in proceeding on applications for new AM's in San Antonio, Tex.; Utica, N. Y.; and Tecumseh, Mich. Action April 18.

Review board by memorandum opinion and order in proceeding on applications for new TV's in Miami, Fla.; El Paso, Tex.; and Annapolis, Md. Action April 18.


Review board by memorandum opinion and order in proceeding on applications for new AM's in Laredo, Tex.; Beaumont, Tex.; and Duluth, Minn. Action April 18.

Review board by memorandum opinion and order in proceeding on applications for new AM's in Memphis, Tenn.; Galveston, Tex.; and Tulsa, Okla. Action April 18.

Review board by memorandum opinion and order in proceeding on applications for new AM's in San Antonio, Tex.; Portland, Ore.; and Terre Haute, Ind. Action April 18.

Review board by memorandum opinion and order in proceeding on applications for new AM's in Laredo, Tex.; Beaumont, Tex.; and Duluth, Minn. Action April 18.


Review board by memorandum opinion and order in proceeding on applications for new AM's in Los Angeles, Calif.; Columbia, S. C.; and Duluth, Minn. Action April 18.
SUMMARY OF COMMERCIAL TELEVISION 

Compiled by BROADCASTING, April 21

<table>
<thead>
<tr>
<th>Lic.</th>
<th>NOT ON AIR</th>
<th>TOTAL APPLICATIONS</th>
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<tbody>
<tr>
<td>AM</td>
<td>CP's</td>
<td>CP's for new stations</td>
</tr>
<tr>
<td>FM</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TV-UHF</td>
<td></td>
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<tr>
<td>TV-UHF</td>
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<table>
<thead>
<tr>
<th>Authorized Television Stations</th>
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<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>515</td>
<td>153</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>69</td>
<td>55</td>
</tr>
</tbody>
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COMMERCIAL STATION BOXSCORE

Compiled by FCC, Feb. 28, 1966

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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</thead>
<tbody>
<tr>
<td>4,037</td>
<td>1,433</td>
<td>561</td>
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<tr>
<td>45</td>
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<td>0</td>
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</tbody>
</table>

1 Breakdown on UHF and VHF applications not available.
2 Includes three noncommercial stations operating on commercial channels.
past and present control of program material and as to your future efforts to prevent repetition of violation of our logging rules."

By order commission denied request by July 25 for station WOL to install new trans. and increase ERP to 3,000 kw, from May 11 to June 10. Chairman hearing examiner Charles J. Honig granted new license to WOL for new transmitter and authorized operating schedule.

On April 14, 1966, the commission granted license to WOL, Inc., to install new trans. and change ERP to 3,000 kw, from May 11 to June 10.

Robert H. Begley, Jr., Granted license covering installation of new antenna.

On May 11, 1966, the commission granted license covering installation of new antenna.

By order commission denied request by April 14, 1966, for station WOL to install new trans. and increase ERP to 3,000 kw, from May 11 to June 10.

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**CLASSIFIED ADVERTISEMENTS**

(Useable in advance. Check and money orders only. Final deadline—Monday preceding publication date.)

- **SITUATIONS WANTED** 25¢ per word—$2.00 minimum. **HELP WANTED** 30¢ per word—$2.00 minimum.
- **DISPLAY ads** $25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS AND EMPLOYMENT AGENCIES. CES advertising require display space. (25 x rate—$22.50, 52 x rate—$20.00 Display only). 5" or over billed R.O.B., rate.
- **Foundations** 15¢ per word—$1.00 minimum.
- **No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.**

**APPlicants:** If tapes, films or packages submitted, $1.00 charge each for handling (Forward remittance separately please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

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**RADIO**

**Help Wanted—Management**

Experienced RAB sales manager or extremely successful promotional manager to train and direct sales force of five. Excellent salary, overrides, bonuses, expenses, club membership. Immediate opening in Pensacola, Florida. Send resume and photo to Broadcast Ind., Box D-131, BROADCASTING.

**Sales**

**Announcer**—1st phone for all-nite show at煽动's. Balch & Associates, Rockville, Maryland. Position requires full-time. If interested, send resume to Box J-189, BROADCASTING.

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**Sales manager, Calif. manager, excell- ing in sales, station promotion, community relations. Box D-192, BROADCASTING.**

**Midwest salesmen interested in fine Missouri em. A new opportunity—Historical Buffalo. Good salaries, expenses. Good contacts. All interested send resume to: Box C-369, BROADCASTING.**

**Opportunity to become manager of profitable small station. Top salary plus incentive, Car needed. Box D-312, BROADCASTING.**

**Sacred format AM-FM station needs successful salesman. Good opportunity. South. Send Box D-325, BROADCASTING.**

We have an opening for an experienced sales manager with a proven record of achievement with major national corporations. A substantial guarantee against commission. Contact Bill Simpson, Manager, KHFI Radio, P.O. Box 490, Austin, Texas 78767, or phone GR 6-4611 for appointment.

**Looking for a group organization that fills all ownership needs. Sales opportunity throughout the country. Enquire at 740 Michigan Ave., Chicago, Illinois.**

**Sales manager opportunity for proven producer. Top P.M. FM station offers unlimited potential, $7500 to start. WQAL, Phila. 19118 or 215-33-6-9000.**

**Morning man needed at once. Send tape to: WLAB, 1100 Park Ave., P. O. Box 228, West Virginia, P. O. Box 228.**

**WDBO Orlando, Florida—one of the south- east's pioneer broadcasting stations has an opening for an intelligent, talented dj. This is an excellent opportunity. WDBO is a progressive new station. Contact Box D-169, BROADCASTING.**

**Immediate openings for midwestern announcers wanted by high quality Missouri station. Salary up to $150.00 weekly. Send resume and tape to Box D-193, BROADCASTING.**

**Announcer, Pennsylvania single station, send tape, resume, salary requirement to Box D-196, BROADCASTING.**

**Peace, security and fair pay—for a good easy-listening evening man in Virginia medium market. Trainees considered. Box D-202, BROADCASTING.**

**Compo man or belle, No maintenance. Preferably thespian, Beginners OK. Middle of road. Sidestep of bowl of Chairman. Near N. Y. C. Box D-225, BROADCASTING.**

**California calling: Do you miss that "All American" look that comes from living in constant sunshine? Have you always wanted to squeeze your orange juice? Then mail your tape and resume to Box D-262, BROADCASTING.**

**Immediate openings for top forty announcer. Third phone required. Send tape, Box D-266, BROADCASTING.**

**Announcer for good music station in New York state. Box D-270, BROADCASTING.**

**Announcer—1st phone, wanted for 5kw suburban Washington, D. C. Market, $2500, good pay and benefits. Serious radio man has a real future here. Send resume to Box D-290, BROADCASTING.**

**Announcer—1st phone, good progressive medium west market. Non-frantic top 40. Good salary, sports, sales available. Send resume & tape to Box B-318, BROADCASTING.**

**Sacred format AM-FM station needs professional announcer. Good opportunity. Southeast. Write Box D-326, BROADCASTING.**

**Wanted: announcer with a third class telephone operators license with an endorsement. Send resume to Box D-330, BROADCASTING.**

**New Jersey independent seeks aggressive young announcer for day shift. 3rd phone in market required. Box D-335, BROADCASTING.**

**Ohio daytimer needs announcer with third phone, $80 for 40 hours. Box D-338, BROADCASTING.**

**Experienced. Primarily news and producing work. Sales ability helpful. Send resume and tape of news and commercials to K-CHI, Denny Building, Walla Walla, Washington.**

**Unlimited opportunity, $600 start to right adult airman who wants responsibility. Need first phone and like money to KOME, P.O. Box 766, Tulsa, Oklahoma, c/o C. F. Crossno, B-117-5631.**

**Help Wanted: Phone collect 301-742-5191 if you're an announcer with last class ticket—who wants to work at a top 40 station. Top salary, insurance and profit sharing plan. Man who wants to work here. P.O. Box 49, Norman Glenn, 6650 W 107th Illinois.**

**Immediate opening for announcer with voice, good music and commercials. Some production in small but expanding market. Send resume and tape to WGIN Radio, P.O. Box 303, Highland, Illinois.**

**Experienced announcer or salesman needed immediately. Good pay, good hours, good location. Small station. WKSK, Kearaw, S. C. Urgently needs sports by-play and double duty in news department for successful small station desiring to become an AM station in city of 74,000 located on Lake Michigan between Chicago and Milwaukee. Pleasant air-conditioned quarters, unionized. Sell your own sports program. Send tape and resume to Bill Lipman, Radio Station WQRF Kenosha, Wisconsin.**

**Combination engineer-announcer wanted. Pays engineering, good voice. Radio Station WJYX, Gardner, N. C. Urgently needs engineer-announcer with 3rd phone work. Send resume to Box D-296, BROADCASTING.**

**Modern format clear-channel station in widely known market seeking 300,000 looking for bright, creative non-commercial announcer with 3rd phone. Opportunity for summer work. This is a year-round job that will work full-time. If your ability is above average, all interested to write. Send resume to box 271, ORLANDO, Fla.**

**If you have a good resonant voice, good music experience and a first phone and like money, send tape and resume today to WPVL, Painesville, Ohio.**

**Adding to staff: WRKH, Rockwood, Tenn. Announcer all-around announcer. Salary $70 to $90 week. Personal interview required.**
Announcers—(Cont'd)  

WSER, Elks, M., needs announcer with first phone license. Call Manager person to person 301-398-3863.

Two radio-television announcers wanted; Send resume, salary requirement and picture with the application. All tapes will be returned. Joe Rada, WTAQ, Parkersburg.

Position open immediately in swinging station. Phone salesman-pros only. Resume & tape. WWOW Conneaut, Ohio.

Announcer wanted; First phone announcer, No experience necessary. $70.00 weekly for 40 hours. 603-563-8717.

1st phone announcer for short evening shift and lots of production work. Position includes regional and sales work. 3.5 K. Requires mature & authoritative voice. Advancement possible. Position is in Buffalo, N.Y. Call 614-279-8131 or 6028 nights. No tapes or writing.

Technical

SE Pa. AM seeks competent first class engineer. Clean, successful operation with excellent work record and first class orientation. Good salary. Box D-159, BROADCASTING.

1st class engineer. 1-2 years experience mandatory. Excellent opportunity with Long Island station. Above average salary. Resume to Box D-277, BROADCASTING.

Wisconsin, quality minded station is seeking a qualified combo-engineer for established low kW non-directional operation. AR-10 system can be worked out for combo-copry or combo-announcing, not to exceed 18 hours weekly for combination. Secure position and work directly with owner. Write Box D-286, BROADCASTING.

Opening expected soon for first phone in Georgia Transmitter shift and some maintenance experience helpful. Box D-296, BROADCASTING.

Sacred format AM-FM station. Need Transmitter engineer. Good opportunity. Southeast. Write Box D-324, BROADCASTING.

Up to $6500 for chief engineer/announcer. Good at both, Iowa. Box D-329, BROADCASTING.

Chief engineer—limited announcing. Immediate opening. Complete maintenance and some prior experience preferred. Send complete credentials and salary. Box D-330, BROADCASTING.

Northeast Ohio AM-FM directional station needs first class engineer—must be available immediately. Phone or write. Chief Engineer at WCUE Radio, Inc., Akron, Ohio.

WINZ, Miami, Florida has opening for 50kw transmitter engineer.

Broadcast Technicians—We have several regular full time and temporary vacation relief openings for experienced radio or television transmitter operators and studio engineers. Excellent pay and fringe benefits. First rate shop equipped and some prior experience preferred. Send complete credentials and salary. Box D-336, BROADCASTING.

Chief engineer at WRAP, Norfolk, Vir- ginia, seeks a qualified engineer with a companion relationship. Phone or write 1950. Personnel Office, WRAP, Norfolk, Virginia.

First class engineer-announcer, $105.50. Middle of the road. WMVR, Sidney, Ohio.

The chief engineer at WRAP, Norfolk, Virginia, seeks a companion relationship. Mail your qualifications in June 1966. Require experienced, capable engineer as replacement. Write or call Director of Engineering, WRAP, Virginia, 702-1217.

Immediate opening, chief engineer: some announcement and some daytimer, also FM. Box 369, Williamsport, Pennsylvania.

Chief engineer for 50 kw full time remote control operations. Must be capable of maintaining with no announcing. Combined AM-FM operation. Contact: Joe M. Tink, Vice President of Engineering, Black Hawk Broadcasting Company, Waterloo, Iowa. $7500.

Wanted—alive broad cast engineer capable of chief responsibilities FM & AM in ideal community with a few, and recreational facilities. Write: Box 62, Bloomington, Indiana.

NEWS

Minnesota: Exciting station. Good market need 24 hour combination operation. Send tape and resume. Box D-307, BROADCASTING.


Newman with experience as reporter-broadcaster needed by KWKH, 50,000 watt, Shreveport, Louisiana.

Assistant news director to replace departing news director. Current news director plans to continue with station. Immediate opening for experienced news director. WRNO, New Orleans.

Chief engineer—lives in the area. Good opportunity with regional AM-FM network. Great salary. Box D-311, BROADCASTING.

Immediate opening for experienced newsman to be assistant news director for AM 5000 watt daytime and nighttime news director for FM facility. Must have some added income. Send tape and resume of contact Rich Railows, WPIN, Pgh, Pa.

Production-Programming, Others

Production manager excelling in both live and produced (selling copy), station promotions, contests, merchandising, public relations. California radio outlet TV desired. Box D-130, BROADCASTING.

Wanted: Fast producing revenue promotions, will look at all, but only consider clean and worthy ones. Box D-132, BROADCASTING.

Copywriter—experienced. Good situation for writer with voice or selling copy. Top salary, fringe benefits. Leading Michigan station. Send background information, photo, and samples to Box 257, Michigan.

California college student corporation seeks public information director. Age 24-30. Degree plus experience in sports and general assignment for newspaper or in radio-TV required. Excellent salary, benefits, working conditions. Send resume to Robert Spink, Associated Students, Cal Poly, San Luis Obispo.

Newsmen with both writing and more.

Professional and advertising agency copy writers will write and produce your spots and other material, promos and intros. Inexpensive sample tape will be available. Box D-124, BROADCASTING.

Professional, experienced, dependable announcer. Seek Tennessee, Arkansas, Missouri, Oklahoma area. Currently employed. Relaxed style, Middle-road, country-western format. Personal interview possible. Box D-125, BROADCASTING.

DJ announcer, experienced, family. Authoritative, newscaster-sportscaster, all music formats, seeking security. Box D-138, BROADCASTING.

Situations Wanted—Announcers


Experienced young Negro dj-announcer available immediately. Box D-129, BROADCASTING.

DJ-announcer, experienced, family. Authoritative, newscaster—sportscaster, all music formats, seeking security. Box D-138, BROADCASTING.

Radio situations wanted—management

Hard working employed major market sales manager with excellent credentials wants to go forward by association with well established and progressive operator. Experienced sales professionals a must. Box D-288, BROADCASTING.

Highly successful hard-working sales manager-courteous and professional-credibility plus. Desires position manager-general manager. Prefer N.E. Box D-297, BROADCASTING.

General manager—now earning five figures from medium market in northern area’s leading salesman. Half million dollar investment. Must have a proven record and top announcer. Warm Climate. Box D-304, BROADCASTING.

Experienced chief engineer desires to enter management. Prefer California or Illinois. Box D-310, BROADCASTING.


General manager with competitive major market experience. Successful sales background and excellent references. Presently employed with Radio-TV chain at top income. Would like situation offering stock options, partnership, or outright sale. Prefer west coast major or medium market. Box D-332, BROADCASTING.

See "management executive" ad in display section.

Manager, metropolitan experience, available now due to program changes. 30 years radio experience. Located in New Negro, Top 40 and general. Age 46, married, good background and references. Seek—management position. First phone. Bob Lyons, 3643 Redick St., Jacksonville, Fla. Phone 804-3830.

Sales

Some college, married, 27, radio 3 years sales, southeast. July start, major or medium market. Box D-257, BROADCASTING.

Young, aggressive, professional salesman. Tops in present market. Desires opportunity to move up. Have ability, will travel. Box D-271, BROADCASTING.

Finished military, college experience. Want midwest or west. June start. Box D-273, BROADCASTING.

Experienced salesman-sports caster, prime consideration play-by-play, college, profes- sional, or first phone. Box D-329, BROADCASTING.

Age 31, less than 1 year experience in radio and some TV Sales work. New to business, but honest, hard working. Just want opportunity to work. Working now but free to leave for right job with progressive station. Write, Box 793, College, Alaska 99715.

 RADIO

Situations Wanted—Announcers


Experienced young Negro dj-announcer available immediately. Box D-129, BROADCASTING.

DJ-announcer, experienced, family. Authoritative, newscaster—sportscaster, all music formats, seeking security. Box D-138, BROADCASTING.

Professional announcers and advertising agency copy writers will write and produce your spots and other material, promos and intros. Inexpensive tape samples will be available. Box D-124, BROADCASTING.

Professional, experienced, dependable announcer. Seek Tennessee, Arkansas, Missouri, Oklahoma area. Currently employed. Relaxed style, Middle-road, country-western format. Personal interview possible. Box D-125, BROADCASTING.

Experienced, bright, happy dj-announcer. Married. Authoritative newscaster. Not a prima donna or boater. Want to settle down. Box D-209, BROADCASTING.

Five year background in news & sports. Desire station with opportunity for play-by-play baseball, basketball, boxing & hockey. Can produce your spots and other material. 23 years of age—Mature voice. Will consider Pennsylvania or Michigan. Box D-260, BROADCASTING.
Announcers—(cont’d)

Top Negro dj now available. Desires employment in opportunity employer. Prefer N.Y.C., New Jersey or Conn. area. Box D-331, BROADCASTING.

Rock . . . Ten year, first phone professional earning excellent skills. Stability. Box D-331, BROADCASTING.

Wanted—Job with middle of road or top 40 station. Have “on-the-air” experience. Also graduate of Major Broadcast Academy Broadcasting in Milwaukee, 1st choice area within 300 miles of Kansas City to be near home. Write R.R. 21, Box 71, Leavenworth, Kansas.

C&W DJ with 1st seeks position—Tenn. or east. Daniel, experienced, or-night work. Also entertains with 9 years experience—family. Phone 363-362, Roanoke, Va.

Technical

Semi-retired postal worker, holder 1st phone. Loads amateur experience desires part time leading full time, operations and or maintenance. 211-539-0553 or Box D-299, BROADCASTING.

First ticket engineer. Have done a little announcing but not lately. Would like a chance to outline my experience and back- ground for any job with a future. Box D-333, BROADCASTING.

TV Engineer, experienced radio chief, maintenance, proofs, installation, some applications, desires to relocate. Prefer mid- west. Box D-278, BROADCASTING.

Experienced radio-TV operating and maintenance engineer. Any location considered. Box D-313, BROADCASTING.

News

Radio-TV journalist seeks career position in the northeast. Experience and interest in writing news copy, editorials, documentaries. Contact: Thirty odd, best references. Please reply to Box D-86, BROADCASTING.

Production—Programming, Others

Available immediately—promotion manager, radio or television. Expert in audience and sales promotion. P.R., Publicity, exploitation and merchandising. Experienced in large market, major chain operations. Qualifications and references. Box D-90, BROADCASTING.

Sports casting for a sports minded station with plenty of play by play. Married and experienced in all sports coverage. Box D-108, BROADCASTING.

Proven, modern, program director with savy, enterprise and activity. A seasoned, yet youthful professional. Top drawer track record in top 40 and middle of the road operations. Box D-811, BROADCASTING.

Hardworking-dynamic top 40 swinger with medium market experience desires opportunity to do small market program director work. First phone—draft deferred. Box D-224, BROADCASTING.

Office problems? For only pennies a day you can have unlimited assistance from experienced supervisim. Box D-285, BROADCASTING.

Experienced production, currently program director and early morning man, at station in one of the top 10 markets. Family man wishing to relocate in central or southern Florida or adjacent for programing, production, copy, all formats. Available now, or when needed. Box D-292, BROADCASTING.


Announcers—(cont’d)

Morning man—Professional, witty, person- able. Used correct English. Located to move-up permanently. Box D-208, BROADCASTING.

Bright, creative, contemporary air personality in motion pictures. With intelligence, integrity and good track record. Over 20 years experience—inc. and outstanding background. Major market-east preferred. Box D-210, BROADCASTING.

Top 40 first phone, experienced. College town first phone contract required. Box D-221, BROADCASTING.

Happy sounding top 40 singing personality. First phone. Draft exempt. Box D-232, BROADCASTING.

Humorous, middle-road dj, Background includes programing, production, copy and newscasting, and TV. Northeast only. Box D-226, BROADCASTING.

Negro disc jockey desires position, fast boxtop, bright sounds & news. Married. Box D-246, BROADCASTING.


Combo dj—authoritative newscaster, experienced Negro, married, want to settle. Not a prima donna. Box D-247, BROADCASTING.

Beginner, some experience, recent broad- cast school graduate, seeking northwest or Florida location. Dial 417-332-2814 or Box D-272, BROADCASTING.

Beginner, progressive top 40’s, production oriented dj; programing and music direction. Production assistant, draft exempt. Box D-278, BROADCASTING.

Young talent Negro dj, beginner, trained by top professional. Tight board. Want small station experience. Will relocate where not a floater. 3rd phone. Box D-278, BROADCASTING.


Roy Star available for employment/Top 40. RSVP Box D-288, BROADCASTING.

Nine year creative pro. A blend of good music judgement. Excellent news, pro- duction and authoritative news. Box D-289, BROADCASTING.

Owners & Managers: Leave your oper- ational problems to me. 10 years experience, 1st phone. C. E. P. D. & chain executive. Successful family man, marketable, mid-size station. $16,000 minimum. Box D-293, BROADCASTING.

Talk personality, highly rated news orien- ted, field any topic, top market. East or west. Box D-294, BROADCASTING.

First phone dj—age 21—dedicated, hard- working 1/2 years engineering experience N.Y.C.—41 months combo in neighboring state—excellent news—prefer within 100 mile radius, experience will consider all. Box D-288, BROADCASTING.

C&W desires re-location 5 years experience. Not a top 40 C&W jock. Production minded but prefers no maintenance. Married. Prefer northeast or middle At- lantic States. Box D-300, BROADCASTING.

Experienced dj, news, talk. Middle road— top 40. Looking to move up to good solid organization. Ambitious, hard-working money maker. Prefer northern, central Michigan. Box D-308, BROAD- CASTING.

Negro dj, bright sound control board oper- ator, Los Angeles, Calif. C. C. Per- mit. Box D-316, BROADCASTING.

Production—Programming, Others

Continued

1st phone 1 year TV production & engi- neering exp., in south would relocate to northeast. Write Gary Chater 4 Allwood Ave., Waterbury, Vt. 919-253-6612.

Consultant to advertisers and broadcasters who have discovered the "Youth Market" seek agents and new clients. Will discover them. Michael Marcovsky, 5 Uni- versity Place, New York, New York.

TELEVISION

Help Wanted

Management

Promotion manager for group-owned VHF network division. Immediate opening for aggressive pro to head 3-man audi- ence & sales promotion dept. Salary open. Send complete resume, work samples and salary requirements. Box D-266, BROAD- CASTING.

General manager, for Calif. VHF needs man skilled in management, local sales and stations. Mix offers growth and im- mediate rewards. Requires top performance, hard work and results. Send data sheet and references to Box D-322, BROADCASTING.

Announcers

Where the good, experienced radio and television newsmen have the perfect opportunity. Send complete details, audio or video tape, to Box D-172, BROADCASTING.

Leading midwest NBC affiliate expanding news operation needs three experienced men. Newman, sales, management and sports. Resume and salary expected to Box D-174, BROADCASTING.

Experienced commercial announcer for mid- west, medium-market station. Needs VTR-film color. Send picture, resume and non-returnable audio tapes of commercial work. Box D-231, BROAD- CASTING.

Immediate opening for newscaster in growing market. Write George Gonya, WABI-TV, Bangor, Maine.

Staff announcer: Immediate opening for an experienced announcer who can do news, weather, sports. Versatility desired. Progressive fullcolor station. Send tape and resume with photo to Bob Johnson, Opera- tions Director, WLEX-TV, Box 1457, Lex- ington, Ky.

Technical

Immediate requirement for experienced chief engineer—northeast network VHF, small market TV station. Good salary, many benefits. Box A-310, BROADCASTING.

Experienced television technician for large northeast metropolitan station. Excellent salary. Box B-96, BROADCASTING.

Full color station in upper south central area needs engineer with experience and knowledge of studio, transmitter and VTR operations. Send resume and details to Box D-155, BROADCASTING.

Expanding south Florida VHF has opening for experienced studio maintenance engi- neer. VTR experience required. Some color preferred. Frequently have film color, planning to expand to all colors. Box D-265, BROAD- CASTING.

Studio engineer—Permanent position, top scale. Requires good audio and video back- ground. Contact Chief Engineer, WJRT-TV, Flint, Michigan. 313-220-8611 (Collect).

Progressive full color station needs engi- neers with experience and knowledge of studio, transmitter and VTR operations. First phone required. Send details to Di- rector of Engineering, RKO Network, WLEX-TV Inc., Box 1457, Lexington, Ky.
Technical—(Cont'd)

Broadcast technicians — We have several openings for full-time and temporary vacation relief openings for experienced radio or television operators and studio engineers. Excellent pay and fringe benefits. Must have at least one prior experience preferred. Send complete confidential resume, including statement as to present salary and employment history to J. P. O'Hagan, Personnel A.V. WXYZ-WLWX, Alexco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer.

One transmitter and two studio engineers with first class experience and license required. Must be familiar with standard transient emaintence. Send complete confidential resume to George S. Driscoll, Vice President, WENH, Box 314, 111 University Avenue, Providence, R. I.

Experienced, experienced. For new multi-million dollar studio installation operating maximum power VHF and UHF. Salary to $10,000. Excellent benefits, super working conditions and location. Contact Director of Engineering WTTV/WXXW, 5400 North St. Louis Avenue, Chicago, Illinois 60625.

NEWS

Airman-writer-reporter wanted by midwest-VF station. Must have first class experience needed with a proven track record of successful, air tight writing, editing and producing. Must be able to write and edit on his own. Must have ability to generate ideas and creative writing. Must be a 'getter' and a 'channel finder'. Must be able to work under pressure. Salary $10,000 plus. Must also be able to think. Must be able to work with a team. Must have good talking voice. Must be willing to travel. Must be a 'go-getter'. Position requires full time work. No temporary work, no part time work. Must be available at all times. Send complete confidential resume to Gregory D. Crisafulli, Personnel Director, KWWN—TV, 1010 South Michigan Avenue, Chicago, Illinois 60605.

One man expanded department. College, air reporting experience (sound & silent), sports broadcasting experience desirable. Top salary and excellent work environment. We work hard and play hard. Excellent hunting and fishing area. Send phone or OSK resume, letter of reference to Jim Burris, News Director, KWWN—TV, P. O. Box 2512, Billings, Montana.

Wanted—Newman to organize and run news department. Must be able to handle TV, film and still photography. Air work is not necessary but desirable. Send photo samples, or OSK resume, letter of reference to Clark W. Davis, Operations Manager, WHTN-TV, 625 Fourth Avenue, Huntington, W. Va. 25701.

Midwest NBC affiliate wants experienced TV news producer. Camera ability preferred but not vital. Salary open. Send complete resume—picture, video condition, tape, audio or VTR to: News Director, Box 470, Rockford, Ill., Marked Personal.

Production—Programming, Others

Traffic Managers: Immediate opening for a top notch television traffic manager with at least five years of traffic experience, including one or more years as traffic supervisor. Salary at least $12,000 with excellent fringe benefits. Including interview and moving expenses. Send confidential detailed resume of experience and salary history to Box D-306 BROADCASTING, Equal opportunity employer. Our employees know of this ad.

Experienced producer-director for ITV-ETV in new TV building. Send credentials to: Duane Tucker, General Manager, WBOU-TV, Bowling Green, Ohio. Bowling Green Station is an equal opportunity employer and as such will give consideration for employment without regard to race, color, creed, or national origin.

Producer-director needed for expanding New England educational station. Involves planning, producing, writing, directing, editing and producing general news and public affairs television programming. Full time, year round. On call. Must have excellent writing, directing and producing skills. Excellent fringe benefits. Contact WGBH, 290 East Cambridge Avenue, Cambridge, Massachusetts 02138.

TELEVISION

Situations Wanted

Management

Experienced general manager for radio, TV, CATV or combination. Full range working experience in management, sales, programming, accounting, engineering, CATV, College graduate. Familiar with top community leader. Well-liked, confident, mature, healthy. Early forties, over 20 years in broadcasting. Jovial nature, very popular in large markets. Box D-225, BROADCASTING.

Somewhere there is a TV owner looking for me. This owner is in desperate need of a general manager to crack a tough nut situation. If this is you please contact me. Presently General Manager and successful general sales manager ready for a move up. Thor- oughly familiar with broadcasting. Box D-275, BROADCASTING.

Sales

Sales manager 1½ years in TV/radio, wants advancement, proven record, prefers loca- tion in top 100 market, resume available. Box D-362, BROADCASTING.

Announcers

Batman! Fifteen years TV and radio go to bat for you in all phases TV announcing, news and production, First-ticket. Mature family man. Congenial, professional; living in southern California, One-time ad. Reply immediately. Box D-579, BROADCASTING.

Announcer—experienced in sports, news and directing and 6 months in Television and 8 years in radio. College major in speech and dramatics. Age 24, married, No mil- itary obligation to fulfill. Contact: Ron Franklin. Box 247, Oxford, Mississippi. Phone 234-3492.

Technical

Mature engineer, administrator, seeks a position with perfection minded smaller market operator. Box D-112, BROADCAST- ING.

Engineer 14 years experience, studio, xmtr., maintenance, construction plus microwave. Looking for a chief or assistants job. North- ern states only. Dependable: Presently em- ployed. Box D-259, BROADCASTING.

News

Network news producer wants station news/special events management northwest. Box D-315, BROADCASTING.

News director, Delivery with authority and impact projects top ratings. Administrative ability plus production. News manager available shortly, resume and in- terview available now. Box D-322, BROADCAST- ING.

Production—Programming, Others

Big ten city, sports director desires desig- nated space. Familiar with broadcasting of all sports. Available this summer. Outstanding references. Box D-974, BROADCASTING.

Am now employed as director. Situation stagnant. Desire relocation for better opportu- nity. Box D-301, BROADCASTING.

Television Production manager—13 years experience in all phases of television production including color, studio, light, projection, camera, tape and directing. Available April 20th. Resume on request. Box D-314, BROADCASTING.

WANTED TO BUY—Equipment

Telephone, radio transmitters, monitors, tubes, microwave, cameras, audio, Electro- file, 440 Columbus Ave. N.Y.C.

Co-axial cable—Heliex, Styroflex, Spiraline, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Elec- tric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

For sale, RCA type TTU 1B uhf television transmitter. Immediate delivery "as is" basis. Presently tuned to Channel 20. 6 weeks delivery if tuned to your channel and reconditioned. Box M-98, BROADCAST- ING.

UHF Transmitter, GE 12 kw with remote control, good condition. Complete kit less transmitter $40,000.00. Contact Len Eden, VT-310, 943-4619 Lawton Ave., Detroit, Mich. 313-896-6075.

Whatever your equipment needs . . . check first with Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

A remote trailer equipped with two turn- tables, remote control, public address system. Turntable chair and so's. Single Axle trailer, make new or used. Also available a 62 Ford Econoline Panel truck used to pull trailer. Call 301-228-4800.


2 Ampex consoles — 350's 7½-15, in very good condition—$400 each—2 for $750. 3 Collins cartridge playbacks—$55 each. 1 Collins recording amplifier $225. Entire cartridge package $1,100 as is, where is. All in excellent condition. For details contact WFWN, Rochester, New Hampshire, 602-382-1176.


Gates remote control RDC-16C system with modulation and frequency extension meters and tripods, $1,200.00—WENZ, 111 N. 4th St., Richmond, Va.

Schafer model 1200 automation, complete with seven Ampex machines and remote control. Box C-228, BROADCASTING.

Attention C.P. owners. Complete broadcast- ing station in trailer. All you need is your tower and transmitter. Also ideal as a second studio. Box D-397, BROADCAST- ING.

MISCELLANEOUS

30,860 Professional Comedy Lines! Topical laugh service featuring deejay comment transcriptions. Popular Comedy Books. Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc. $5.00—Write for free "Broadcast Com-edy" catalog. Show-Up Comedy Services, 1735 E. 26th Street, Brooklyn, N.Y. 11229.

DEEJAYS! 4,000 classified gag-lines, $4.00 Comedy catalogue free, Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

Now syndicating radio Tom Anderson's "RIGHT NIGHT TALK" on OFFICE ENTER- prises, Box 14, Anaheim, Calif. 92805.
**MISCELLANEOUS**—(Cont'd)

Deejay's! Tired of “punts,” “daffynitions,” vintage 1930 material? FORMAT COMEDY. All 1-hour program. Send for free sample. Box D-284, BROADCASTING.

“Talking Back” a copyrighted promotion-revenue idea. Guaranteed to win audiences and influence ratings. Send $25.00 for complete plan. Refund if not satisfied. Box D-287, BROADCASTING.

**Sponsor** a one-day Broadcast Bookkeeping Workshop in your own community. A copyrighted revenue-promotion plan. Free details. Box D-288, BROADCASTING.

**INSTRUCTIONS**

**FCC** license and A.S.E.E. degree programs. By home study. Resident or non-resident instruction.


Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 8 weeks Elkins training for FCC First Class License. Out- standing theory and laboratory instruction.

Elkins Radio License School of New Orleans, 335 St. Charles, New Orleans, Louisiana.


Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class license. 14 East Jackson St., Chicago 4, Illinois.

Learn Radio-TV announcing, programing, production, newscasting, sportcasting, commercial operation, deejaying, and all phases of broadcasting on the nation’s only comprehensive course fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country’s finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75233.

Texas’ leaders, Elkins Radio License School of Minnesota offers the unmatched success of the famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 418 East Lake Street, Minneapolis, Minnesota.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting June 15, August 17, October 19. For information, references and reservation, write William B. Ogden Radio Operational Engineering School 1130 West Olive Ave., Burbank, California.

America’s pioneer, 1st in announcing since 1924, National Academy of Broadcasting, 814 S. W. NW, Washington 1, D. C.

“It’s REI and Here’s Why!” First phone license in (5) weeks—and we guarantee it! Twice reported. Rooms 6-113 per week. Classes begin every 5 weeks in beautiful Savannah, Ga. May 24—June 27—Aug. 1—Sept. 5, Call or write Radio Engineering institute, 1336 Main St., Sarasota, Fla.


**INSTRUCTIONS**—(Cont'd)

**F.P.C. First Phone—Plus—200 hours theory & practical application. 6 weeks $345. Rooms $13.00 per wk., on campus. License guaranteed. Orlando Technical College, 533 Magnolia, 415, Orlando, Florida.**

F.P.C. First Phone, in 6 weeks, plus 300 hours theory and practical application. License guaranteed. Free placement service. Flori- da Institute of Electronics, 3101 Main St., Weirton, W. Va.

New England's only 10 week First Phone course. Classes offered every week, so if you can commute to Boston, no need to quit your job and relocate. Classes limited to 20 students! Start dates: May 3, Sept. 6. Write to: Northeast Broadcasting School, 231 Boylston St., Boston, Mass. 6216.

Air personnel: Stay on the job and study for 1st phone FCC the sure way. 4½ months. $350.00. Write now for full details. Laboratory Training Institute, 170 Denny Way, Seattle, 98109.

Be popular—make money! Become a disk jockey! My manuscript tells everything! Only $100.00 copy. Hai Fisher, 678 Medford, Patchogue, New York 11772.

Announcing, programing, commercial production, newscasting, sportscasting, commercial operation, deejaying, and all phases of broadcasting on the nation’s only comprehensive course fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country’s finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas.

Texas’ leaders, Elkins Radio License School of Minnesota offers the unmatched success of the famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 418 East Lake Street, Minneapolis, Minnesota.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting June 15, August 17, October 19. For information, references and reservation, write William B. Ogden Radio Operational Engineering School 1130 West Olive Ave., Burbank, California.

America’s pioneer, 1st in announcing since 1924, National Academy of Broadcasting, 814 S. W. NW, Washington 1, D. C.

**PROGRAM DIRECTOR**

needed immediately by Central Michigan’s most powerful and dynamic FM Station. The full time stereo sound of alive-and- easy swing. Applicant must have supervi- sory and administrative skills in addition to continuity, program, production and board abilities. Growth possibilities unlimited with this Newspaper-TV-Radio organization. Rush resume and resume to N. B. Rentschler, Personnel Director, PANAX- AM, Box 771, East Lansing, Mich.

**OUTSTANDING NEWSMEN**

Here’s an excellent opportunity with an outstanding news operation at a major market 50kw. If you are a polished professional with ambition—plus talent for reporting, writing and news broadcasting—Send tape, writing samples, photographs and resume to Box D-317, BROADCASTING.

**Situations Wanted**

Management Executive

Imaginative and productive professional with broad experience in General and Sales Management wants opportunity for long term growth. Excellent record covering fifteen years and all phases of station operation. Late 30’s, family, degree, refer- ences, currently employed. Box D-316, BROADCASTING.

**TELEVISION—Help Wanted—Technical**

**W-A-N-T-E-D**

**BY LARGE EXPANDING CATV MULTIPLE OWNER**

AREA CHIEF TECHNICIANS

SYSTEM CHIEF TECHNICIANS

TECHNICIANS

INSTALLERS

SEND RESUME AND SALARY REQUIREMENTS

IN CONFIDENCE TO D-273, BROADCASTING.
$10,000.00 TO $35,000.00 OPENINGS
MANY EMPLOYER PAID FEES

CHECK AREA OF INTEREST

Radio □ TV □
Gen'l. Mgr. ... □
Prog. Director □
Sales Mgr. □
Production □
Engineering □
Director □
Announcer □
Disc Jockey □
Newsmen □
Other □

Name ........................................
Address ....................................
Salary Desired ...........................

RADIO- TV
EMPILOYMENT
AGENCY

645 North Michigan Ave.,
Chicago, 111.
CALL: AG 312/387-7075

PLEASE INCLUDE A RESUME: ANNOUNCERS MUST SUBMIT A TAPE!

WANTED TO BUY—Stations

Recently Sold Station
Looking for one to buy
or buy into,
WRITE:
Box D-237, Broadcasting.

FOR SALE
Broadcast School

BROADCAST SCHOOL
FOR SALE
Grossing $80,000 yearly.
Cash flow $33,000 yearly.
Priced at $75,000 CASH.
Major market.
Box D-253, Broadcasting.

FOR SALE—Stations

SOUTHWEST 1KW AM
Major market. Excellent growth area. Possibility of 10KW. Priced at $150,000 with $20,000 down with balance payable 10-12 years.
Principals only.
Box D-334, Broadcasting.

MISCELLANEOUS

BRAIN FOR SALE
Weekly idea service for radio stations. One subscriber per market. Write today for free sample.

BROADCASTER’S EXCHANGE
1015 Hartford Bldg., Dallas, Texas

BROADCASTING, April 25, 1966
amended last sentence of Sec. 74.1107(d) to delete references to evidentiary hearing to make clear that temporary relief may be granted and a temporary scheduling pending in Sec. 74.1106(g), in advance of determination as to whether evidentiary hearing would be held on merits of petition govern- ed by pleading schedule of Sec. 74.1109(d) and (e). Commissioner Bart abstained from voting. Action April 20.

CATV Requests for Waiver

Uncicable Inc. Osweego-Syracuse, N. Y. requests waiver to carry WPX(TV) and WMLW TV, all New York.

Fulton Community Antenna Television System Inc. Canton-Parma, Ohio, requests waiver to carry WICS-TV Springfield, Ill., and WQTV Davenport, Iowa.

Auburn Cablevision Corp., Auburn, N. Y., requests waiver to carry KTLA(TV), KHJ-TV, KTTV-TV and KCOP(TV), all Los Angeles.

Felter Cablevision, Kalamazoo, Mich., requests waiver to carry WGN(TV), WTTW-T,

Continuing

American Cablevision Relay Inc., Albuquerque, N. M., requests waiver to carry KTLA(TV), KHJ-TV, KTTV-TV and KCOP(TV), all Los Angeles.

PETITION FOR RULEMAKING

Wiregrass Broadcasting Co., Enterprise, Ala.—Requests issuance of notice of proposed rulemaking looking toward amendment of current public notice of FM assign- ments in sec. 13.262 of its rules as follows: Enterprise, Ala., add 3650; Troy, Ala., delete 245c.

APPLICATION FROM THE TOP OF THE PROSPECTING LINE


Applications were timely tendered pur- suant to public notice and are mutually exclusively placed. According to application, notice is hereby given that three applications listed above are accepted for filing and that on May 23, 1966, will be considered as ready and available for processing.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through April 20.

Applications include applications for permis- grants of CATV franchises and sales of sion to install and operate CATV, existing installations.

Indicates a franchise has been granted.

Eureka, Calif.—Wayne F. Sheldon and Kathleen F. Sheldon, Eureka, Calif., have been granted a franchise.

Los Gatos, Calif.—Western California Telephone Co. is sending out survey cards to 11,521 potential CATV customers in the Los Gatos area, and points out that as many as eight channels would be available through CATV. The company will decide on the feasibility of offering service in Los Gatos following an analysis of the survey's results.

Thousand Oaks, Calif.—The Janes Corp. has applied for a franchise.

Smyrna, Ga.—Electrovision Inc. has been granted a franchise. Cox Cablevision Corp. (Cox Broadcasting Corp.) had also been an applicant.

Thomson, Ga.—Thomson Cable Service Inc. (Harry Young and Cody Watson, owners) has been granted a franchise. The company will provide services in Allantown, Lampasas, N. C., Spartanburg and Colum- bia, both South Carolina, and Augusta and Athens, both Georgia.

Rock Falls, Ill.—Rock River Cablevision Inc. Sterling, Ill., has been granted a full- year franchise. The city will receive 3½% of gross receipts, and if the channel is not in use there will be no installation fee. Monthly service fee will be $5.

Chariton, Iowa—Moore's Radio Shop has applied for a franchise. The company would initially provide five channels to subscribers.

Arkansas City, Kan.—Stauffer Publications Inc. (group newspaper publisher and group broadcast owner) has been granted a franchise. The company also has a franchise in Pittsburg, Kan., and has an application pending in Topeka, Kan. The Stauffer franchisees in Arkansas City and Pittsburg are subject to city elections.

Hutchinson, Kan.—Cable TV Construction Inc., Iola, Kansas, has applied for a franchise. The company has applied for franchises in Topeka, Kansas, and Hutchinson, Kansas. The Hutchinson application is pending in Topeka, Kan. The Stauffer franchisees in Arkansas City and Pittsburg are subject to city elections.

Jackson, Miss.—Jackson CATV Corp., Jackson, Miss., has applied for a franchise. Vernon and Hugh High of Vernon, Texas, have also applied. The Highs have agreed to pay city plus 10% annually of gross receipts. City would receive 25% of selling price if franchise is sold. The Highs are now paying service charge while Jackson CATV proposes 4½ months.

Aurora, Mo.—KSWM Inc., that city, has applied for a franchise. The company was granted a station license in March 1966. The company is currently operating a system in Neosho, Mo., and also applied for franchise in Kansas City, Mo. and in St. Joseph, Mo. The company is planning to build other systems in the future. The franchise fee, if approved, will be $100,000 and the monthly maintenance fee and a $50 monthly service charge.

Marionville, Mo.—KSWM Inc., Aurora, Mo., has applied for a franchise (see Aurora, Mo.).

Mont Vernon, Mo.—KSWM Inc., Aurora, Mo., has applied for a franchise (see Aurora, Mo.).

Clarkstown, N. Y.—Clarkstown Cablevision Inc. (Robert Hansler) has been granted a franchise. The company was granted a franchise on May 23, 1966. The company has agreed to provide engineering and con- tracts to start operations in Clarkstown as soon as pole agreements have been reached.

Cape May Court House, N. J.—John K. Osborne Jr., that city, and the Cape May Cablevision Corp. have applied for a franchise.

Clarksburg, W. Va.—Clarksburg CATV Inc. (Robert H. Martin) has been granted a franchise. The company was granted a franchise on May 23, 1966. The company has agreed to provide engineering and con- tracts to start operations in Clarksburg as soon as pole agreements have been reached.

Newburgh, N. Y.—Cablevision Inc. (William O. Young and Cody Watson, owners) has been granted a franchise. The company has applied for franchise on May 23, 1966. The company has agreed to provide engineering and con- tracts to start operations in Newburgh as soon as pole agreements have been reached.

Breard, N. C.—Sylvan Valley CATV Co., has been granted a franchise.

Shakoura, N. C.—Shakoura Cablevision Inc. and Cablevision Corp. have been granted franchises in the Greensboro city council has been discussing signing city districts to the two firms.

Kenly, N. C.—Washington Communications, Inc., group CATV owner and a sub- company of the Carolina Telephone and Tele- graph Co., Tarboro, N. C., has been granted a franchise. The company has other applica- tions pending in Elizabeth City, N. C., and Besse- rina communities and also holds franchises in Greensboro, High Point, and Greensboro.

Duquesne, Pa.—Center Video Co, State College, Pa., has applied for a franchise. After a 90-day free trial, the monthly installation would be $5. Monthly service would be $5 and the company would pay 3½% of gross receipts. Service would be offered free to public and parochial school and other building owners.

Lyons-Muncy, Pa.—Two CATV systems, serving 4,500 subscribers, bought from the Maine Flour & Associates by Sports Network Inc. (CLOSED CIRCUIT, March 11). Price was undisclosed. Broker: La Rue Media Brokers. Baytown, Texas—Baytown City Council by a 3–2 vote has elected to negotiate solely with the Baytown Antenna Co. (Rufus Honeycutt and Jr., Donald Brunson) for a CATV franchise. Southwest Television of Houston had also applied for a franchise, and proposes to pay 3½% of its annual gross revenue to the city.

Sumner, Wash.—KTN-TV, Tacom- Seattle, (Max Rice, general manager) has already applied for a franchise in the city, and has been granted a 15-year franchise. The company already holds a franchise in Mar- nel, Wash.

Milwaukee—An ordinance which regu- lates CATV systems in Milwaukee has been passed by the common council. The ordinance, which went into effect on May 1, also solves the issue franchises to CATV firms. The com- panies that receive franchises would be re- quired to pay 10% of gross revenue from all operations to the city. At least six firms are offering CATV services in Milwaukee and the surrounding suburbs.
MANY Reiner was writing personal letters last week to friends in the entertainment industry in Rhodesia, Tahiti, South Africa and Paraguay because they were celebrating birthdays or anniversaries, or simply because he was thinking of them.

"For example, I wrote to the man in Ascuncion, Paraguay, because I had seen the Broadway play, 'The Man of La Mancha,' and I thought it would be of special interest to him," Mr. Reiner pointed out.

Mr. Reiner, executive vice president of Four Star International, New York, estimates that he writes several thousand letters a year, particularly to people he has met abroad during 30 years of service as a TV-motion picture executive. He has sold TV programs and motion pictures in every nook of the globe and has traveled extensively.

"My letters go beyond business friendships," Mr. Reiner observed. "I'm interested in interesting people, but I would say my hobby has been helpful to me in my work."

Effects of Travel = Globe-girdling apparently has left a cosmopolitan imprint on Mr. Reiner. He is a medium-sized man who can talk animatedly on a wide range of subjects, particularly international art, fine wines, good cigars and gourmet food. He wears custom-made suits and shirts.

"But I must point out that I smoked Havana cigars and wore custom-made clothes even when I couldn't really afford them," Mr. Reiner said good-humoredly.

He has been collecting art from countries throughout the world for several years and supervised the purchase of a large number of paintings that decorate Four Star International's offices in mid-Manhattan.

Though he is well-known in international TV-motion picture circles, Mr. Reiner has a substantial background in domestic TV syndication. As executive vice president of Four Star International, he is responsible for both its domestic and foreign sales activities.


"This may sound like a lot of jobs," Mr. Reiner conceded. "But I had a reason for leaving every job—except one."

The exception was the first full-time job Mr. Reiner had. It happened in 1933 when he was 18. He was a freelance advertising copywriter at that time in the heart of the depression.

"I used to follow the real estate sections of the newspapers and when I read that a company was expanding its office space, I would write them a letter offering my services," he recalled.

Too Lucky = "One day I read that Warner Bros. was increasing its office space. I wrote to Harry Warner. He was so impressed with my letter that he turned it over to his advertising-promotion director, Charles Einfeldt. I was hired.

"But I had oversold myself. I simply didn't have the experience to handle the job and after four months I was let go. But I had learned a lot during the time I was there, and shortly afterwards, I was hired by MGM at an increase in salary."

During World War II, Mr. Reiner served overseas for three years as films officer for the Office of War Information. He was initially in Iceland and later came to Yugoslavia, Czechoslovakia, Hungary, Greece and Bulgaria. In cooperation with the State Department, his unit selected and distributed motion pictures intended for showing to the civilian population.

His unit, a wholly owned subsidiary of Four Star Television, encompasses the acquisition, production and distribution of theatrical films for TV, the production and distribution of first-run syndicated series and specials, and the distribution of motion pictures to theaters.

Four Star International offers a balanced supply of off-network and first-run programs for stations, according to Mr. Reiner. Former network shows include Burke's Law, Honey West (which goes off the air this summer), The Rogues, The Rifleman and Theater One (formerly titled The Dick Powell Theater). In the first-run category are Special, a group of 10 one-hour color programs, spotlighting an outstanding entertainment personality.

Features for television is one area that Four Star International intends to bolster in the immediate future. The company already has a library of approximately 75 films, has acquired an additional six and hopes to add others for a new package of 13, Mr. Reiner reported.

"We are exploring carefully the field of motion pictures primarily for TV," he continued. "Tom McDermott, our president, and I went to Europe about a month ago to look into some feature film projects. We have certain properties in script stages at this time. We feel there is an opportunity for features with theatrical exhibition abroad, limited theater showings in the U. S. and subsequent TV release here."

Mr. Reiner maintains a trim figure by frequent ice skating. He lives with his wife, the former Elaine Ellis Oshrin, a retired stage actress, in an apartment overlooking Central Park.

"This makes it very convenient for skating," Mr. Reiner observed. "I have an informal get-together called 'Manny Reiner's Flashing Blades.' About once a week we go skating in the park for about an hour and a half. Then we walk later on in the U. S. and abroad join us on these skating sessions."
EDITORIALS

Batting zero

It must be consoling to the legions of stations that have felt the sting and stigma of fines and forfeitures to learn that the FCC is batting exactly zero in the only two cases that have been challenged in the federal courts.

Last week Federal District Judge James F. Gordon of Louisville summarily dismissed a suit brought by the FCC to force WHAS-TV Louisville to pay a $1,000 fine because it allegedly failed to identify the sponsor of a political broadcast in 1965. Last January a federal court in Minneapolis-St. Paul threw the FCC out on its ear when it attempted to fine four Twin-City stations $500 each for alleged violation of sponsor identification rules.

Broadcasters can thank the ownerships of the Twin-City and Louisville stations for their courage in challenging the FCC’s authority to act like a police court. They spent far more than the amount of the fines in legal fees and court expenses to keep their records unsullied.

But consolation and pats on the back aren’t enough. The law permitting fines and forfeitures is still on the books. Congress made a mistake five years ago in giving the FCC the right to act as both prosecutor and judge.

Following the Twin-City reversal last January, we suggested that the unfairness of the law was evident and that it was up to broadcasters to get needed legislative relief. Now the courts have acted twice.

Isn’t now the time to act?

Regrets only

The FCC must be beginning to feel awfully lonely in its rulemaking that proposes to prohibit television networks from holding equity positions in more than half of their non-news programming in prime time. So far nobody that matters very much has supported the FCC, and a great many interests that matter a great deal have opposed it.

As reported here last week, the Association of National Advertisers and the American Association of Advertising Agencies have advised the FCC that the majority of their members reject the notion of the 50-50 rule. When the two major associations of national advertisers and their agencies turned the FCC down, their action left the commission with very little to go on. If networks were forced to turn half of their nonnews prime time over to somebody else, that somebody else could be no one but the advertisers or their agencies or independent program producers who in the main have been just as cool to the 50-50 pitch as the advertisers and agencies have been.

The ANA and AAAA comments on the 50-50 rule must have been especially disappointing to the departing FCC chairman, E. William Henry. A year ago Mr. Henry held personal conferences with influential members of both organizations in an effort to explain the merits of the commission’s proposal. Mr. Henry embarked on his missionary work after Broadcasting had extensively covered the broadcast buyers’ reactions and found them generally unfavorable.

Whether he intended it or not, Mr. Henry became identified as the principal flag bearer for the 50-50 proposal. It is doubtful that another commissioner will reach for the fallen standard after Mr. Henry leaves on May 1.

Mr. Henry was one of three FCC members (himself, Robert T. Bartley and Kenneth A. Cox) who voted unqualifiedly for the rulemaking. A fourth, Lee Loewinger, concurred with the stated reservation that he was not at all sure the FCC ought to be going that deeply into programming matters. Rosel H. Hyde and Robert E. Lee dissented. The seventh seat, now occupied by James Wadsworth, was then vacant.

None of the surviving incumbents would be personally embarrassed, after Mr. Henry leaves, by a quiet termination of this excursion into matters that are none of the FCC’s business and have proved beyond its depth. As an early order of business in the post-Henry era, the FCC would do well to write off its network-program rulemaking and go on to matters of greater urgency.

Nor should it stop at that. There is no reason whatever for taxpayers to go on supporting the FCC’s network study staff which has been engaged in making work for itself and unnecessary trouble for broadcasters for almost nine years. The latest example of purposeless staff work was the letter sent to the networks inquiring into their reasons for canceling shows. NBC has made the right answers, as reported here last week. It told the FCC that if such inquiries went on, grave questions of constitutionality would arise.

We think such questions have arisen already.

Testimonial advertising

With commendable aplomb, plans have been made for the observance in May of National Radio Month. Elaborate kits have been sent to its 2,000 member radio stations and four networks by the National Association of Broadcasters to proclaim the 1966 theme: “Radio...America’s Sound Habit.”

It’s a good theme, and all the fanfare associated with double-folded record albums, jingles, booklets and pop songs is a pretested device to project radio’s range, depth, muscle and upward trend.

But there is one piece of promotion available that all of the nation’s broadcasters, with their combined resources, could not buy. It had to be earned.

Last month, the FCC formally joined the parade of those acclaiming radio for its performance during the frightening Northeast power failure of Nov. 9-10. It gave stations points for having auxiliary power supplies. And it added: “The commission urges all broadcasters to conduct a massive and coordinated campaign to urge the American public to procure battery operated AM/FM radio receivers. The use and value of such sets during the Northeast power failure can certainly be cited in the recommended promotional campaign.”

Broadcasters, not only all month long, but all year long, and from now on, should promote the sale of transistors and other battery-powered receivers. And they can do no better than quote the FCC’s own testimonial.
Six Wisconsin-wise advertising executives have just won six color TV sets for knowing their groceries in WISC-TV's big green back yard.

They knew that farm families in the rich Madison market shop in the same stores and buy the same products that our city families buy and use.

They proved once again that it pays to know more about Madison. Your PGW Colonel has all the facts.
The Forgettable Transmitter

Collins' new 5/10 kw AM model

FORGET the tubes. There are only five anyway. (The rest is solid state.) For exceptionally long life, these tubes are conservatively rated and filament voltage is carefully controlled by an exclusive electronic regulator.

FORGET the tuning. An automatic circuit keeps this transmitter in tune, even while you are making adjustments.

FORGET frequency stability. No temperature control is required for maintenance of frequency stability. This transmitter's solid state exciter has ovenless crystals. Frequency is generated at two or four times carrier frequency to capitalize on the range in which quartz crystals are most stable.

FORGET decentralized control problems. The 820E/F is suitable for installation at an unattended site, and may be remotely controlled from a distant studio location. As a convenience for attended operation and maintenance, all meters, operating controls, and status indications are grouped on a separate unit designated the extended control panel. This 12¾" x 19" panel is normally supplied with 50 feet of multiconductor shielded cable and is intended for installation at the console or equipment rack.

FORGET maintenance costs. Enjoy the protection of a 2-year warranty. The only 2-year warranty offered with a transmitter of this kind.

DON'T FORGET to call your Collins representative for details on this extraordinary new transmitter. (Collins Model 820E/F-1) Or write to Broadcast Communications Division, Collins Radio Company, Dallas, Texas 75207 for prompt response.