

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

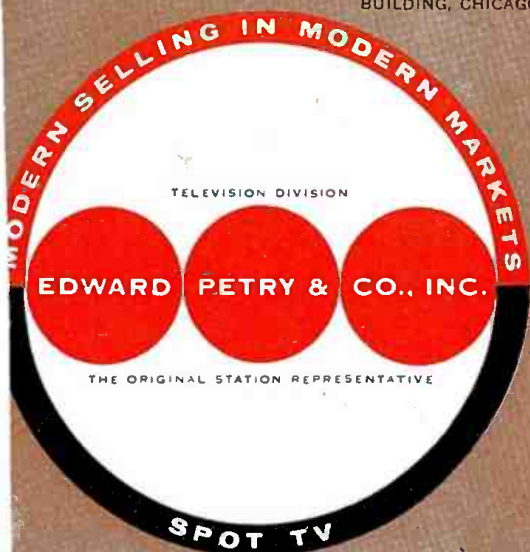
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The serious problems facing NAB convention delegates. p33
 What to see, where to find it in Washington this week. p36
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THE MULTI-AWARD WINNING
 UNITED STATES GYPSUM
 BUILDING, CHICAGO



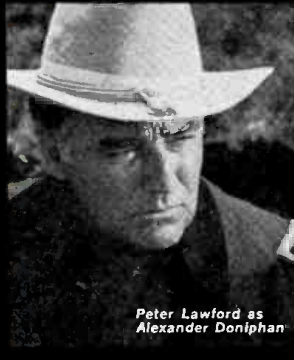
sell a market, important national advertisers today
 and Spot TV, for modern, forceful selling. Where? On
 the outstanding stations.

- | | | | |
|----|---------------------------|---------|-----------------------|
| TV | Albuquerque | KSTP-TV | Minneapolis-St. Paul |
| TV | Atlanta | WSM-TV | Nashville |
| TV | Bakersfield | WVUE | New Orleans |
| TV | Baltimore | WTAR-TV | Norfolk-Newport News |
| TV | Buffalo | KWT | Oklahoma City |
| TV | Champaign | KMTV | Omaha |
| TV | Chicago | WDBO-TV | Orlando |
| TV | Cincinnati ² | WMBD-TV | Peoria |
| TV | Columbus ² | KPTV | Portland, Ore. |
| TV | Dallas | WJAR-TV | Providence |
| TV | Dayton ² | WROC-TV | Rochester |
| TV | Duluth-Superior | KGRA-TV | Sacramento |
| TV | Flint-Bay City | KUTV | Salt Lake City |
| TV | Houston | WOAI-TV | San Antonio |
| TV | Indianapolis ² | KFMB-TV | San Diego |
| TV | Kansas City | WNEP-TV | Scranton-Wilkes Barre |
| TV | Kansas State Network | WTHI-TV | Terre Haute |
| TV | Little Rock | KVOO-TV | Tulsa |
| TV | Los Angeles | WTRF-TV | Wheeling |
| TV | Milwaukee | | |

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 LOS ANGELES • PHILADELPHIA • SAN FRANCISCO • ST. LOUIS



Now in syndication, NBC Films proudly presents
PROFILES IN COURAGE



Peter Lawford as
Alexander Doniphan



Wendy Hiller as
Andy Hutchinson



Brian Keith as
Thomas Hart Benton



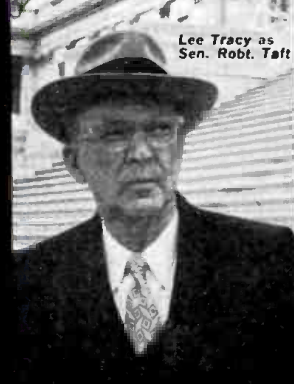
Lee Tracy as
Sen. Robt. Taft



David McCallum
as John Adams



Janice Rule as
Prudence Crandall



Burgess Meredith as
John Peter Altgeld



Walter Matthau as
John M. Slaton

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

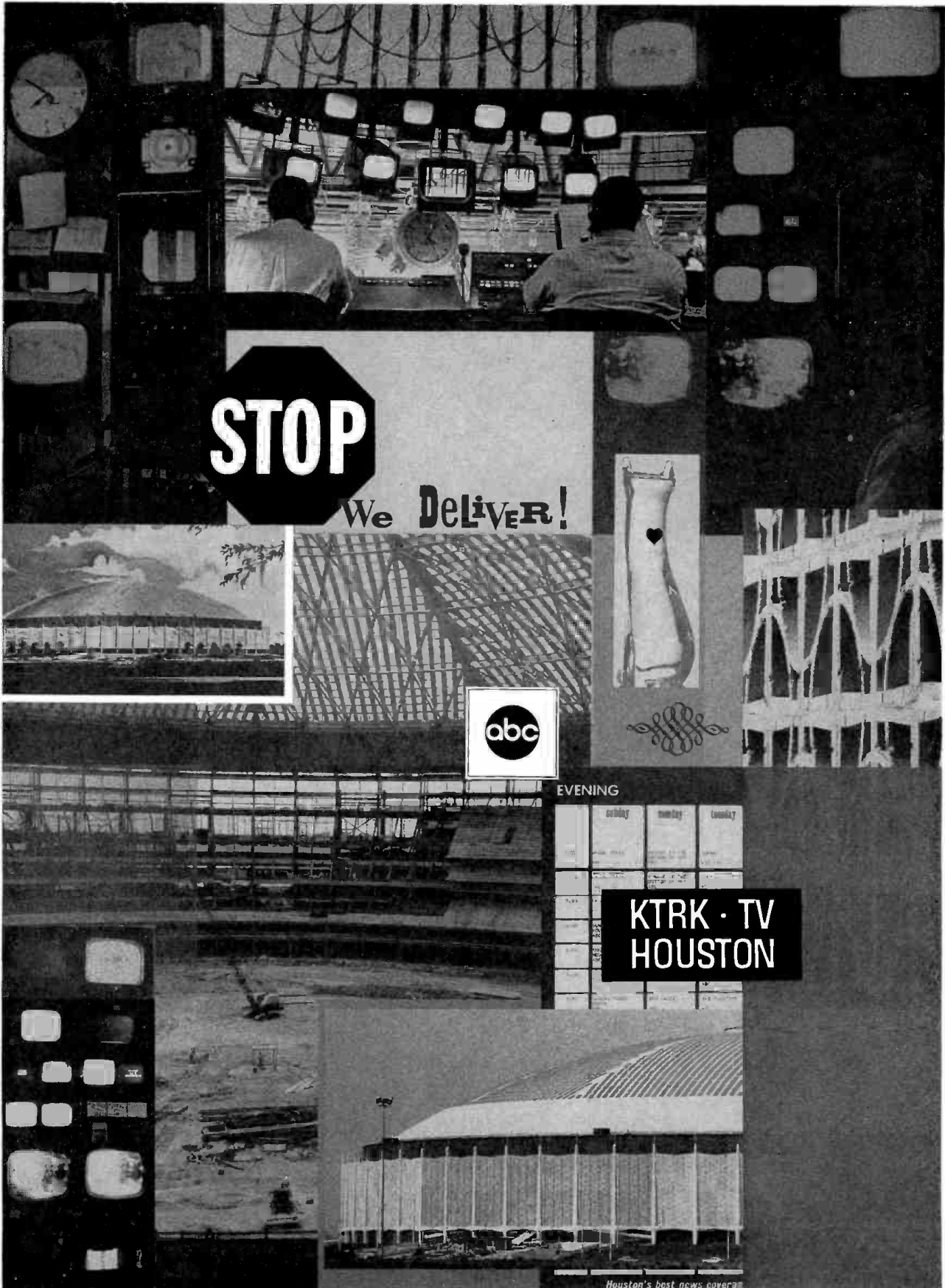
These stories of the men and women that gave America its backbone are powerfully portrayed by such stars as Burgess Meredith, Peter Lawford, Gary Merrill, George Grizzard, Janice Rule and Rosemary Harris.

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

PROFILES IN COURAGE is without doubt the most important syndicated offering of the year.

**NBC
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CIRCLE 7-8300



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EVENING

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HOUSTON**

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1946-



Robert Taylor Bartley
1952-



Robert Emmett Lee
1953-



Kenneth A. Cox
1963-



Lee Loevinger
1963-



*Frederick W. Ford
1957-1964



*Newton N. Minow
1961-1963



T. A. M. Craven
1937-1944/1956-1963



John S. Cross
1958-1962



Charles Henry King
1960-1961



*John C. Doerfer
1953-1960



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1955-1958 **



*George C. McConaughy
1954-1957



Edward Mount Webster
1947-1956



Frieda Barkin Hennock
1948-1955 **



George Edward Sterling
1948-1954



*Paul Atlee Walker
1934-1953



Eugene H. Merrill
1952-1953



Robert Franklin Jones
1947-1952



*Albert Wayne Coy
1947-1952 **



Clifford J. Durr
1941-1948



Ray C. Wakefield
1941-1947 **



*Ewell K. Jett
1944-1947



*Charles R. Denny, Jr.
1945-1947



*Paul A. Porter
1944-1946



William H. Wills
1945-1946 **



*James Lawrence Fly
1939-1944



Norman S. Case
1934-1945



George H. Payne
1934-1943 **



Frederick I. Thompson
1939-1941 **



Thad H. Brown
1934-1940 **



*Eugene O. Sykes
1934-1939 **



*Frank R. McNinch
1937-1939 **



Irvin Stewart
1934-1937



*Anning S. Prall
1935-1937 **

Hampson Gary
1934 **

Federal Communications Commissioners July 10, 1934, to March 8, 1965

KOAT-TV, Albuquerque, New Mexico □ WGAL-TV, Lancaster, Pennsylvania □ KVOA-TV, Tucson, Arizona

*Served as Chairman **Deceased

Cat and mouse

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

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

Dille next chairman?

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

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

Speech from two hats

Edmund C. Bunker, Radio Advertising Bureau president, who'll be broadcast buyer in few months, will speak from viewpoint of "future agency man" giving parting advice to radio salesmen at RAB's presentation today (March 22) at NAB convention. In essence, Mr. Bunker, who becomes vice president and national director of broadcast at Foote, Cone & Belding, New York, on June 1, can be expected to make it plain that once at FC&B

CLOSED CIRCUIT®

he'll freeze out any radio sales pitch that knocks competitors. Various problems, as well as opportunities for radio, will be reviewed from aspect of Ed Bunker, agency buyer as opposed to radio salesman.

Call of color

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

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

Fund raiser

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

Freeze on CATV?

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

vis-a-vis UHF station development. If it concludes that CATV's will impede UHF viability, there's considerable sentiment for assertion of authority to impose freeze on construction of CATV's in markets having three or fewer stations until overall regulatory and legislative issues are resolved. This could come any time because of great interest now being shown by entrepreneurs in UHF, even in three-network-saturated VHF markets.

If freeze is imposed, it would be sequel to recent action (BROADCASTING, March 15) of three-man FCC panel concluding that applicants for new UHF stations in three VHF markets must show financial ability adequate to remain in operation for three years. Notion is that if UHF stations in such markets can't cut mustard, introduction of cable television bringing in outside services would impede UHF's progress.

Judge's judgment

When chief justice of state supreme court resigns from bar association because he doesn't agree with some of its actions—including its adoption of so-called "guidelines" for lawyers, government officials and newsmen restricting news coverage of criminal trials—that's news for news media. Chief justice is John C. Bell Jr., of Pennsylvania Supreme Court who opposed news action at time. Organization from which he withdrew is Philadelphia Bar Association, which early this year adopted controversial news guidelines (BROADCASTING, Jan. 4). Other PBA actions to which Justice Bell objected included recent resolution urging change in state's rules on practice.

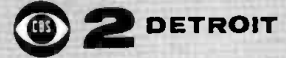
Another try in big city

National Association of FM Broadcasters is planning to reopen its New York office with paid staff and then look in marketplace for new president. However, Abe Voron, of WQAL(FM) Philadelphia, NAFMB chairman, said association would not begin presidential hunt in earnest until enough money was in till to support any programs that would have to be carried through. NAFMB has been without president since April 1964 when James Schulke resigned after one year of two-year contract (BROADCASTING, April 13, 1964). In past year New York office has been staffed by volunteers from NAFMB.

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

Great Buy in the 5th Market

WJBK-TV



Based on
Sales Management's
Third Annual Survey
of Television Markets
Jan. 1, 1965

MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	DETROIT WJBK-TV	TOLEDO WSPD-TV	NEW YORK WHN	IMPORTANT STATIONS IN IMPORTANT MARKETS STORER BROADCASTING COMPANY
MIAMI WGBS	CLEVELAND WJW	LOS ANGELES KGBS	DETROIT WJBK	TOLEDO WSPD	PHILADELPHIA WIBG	

STORER TELEVISION SALES, INC. Representatives for all Storer television stations.

WEEK IN BRIEF

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

STILL THERE ARE PROBLEMS . . . 33

Sarnoff breaks network-executive silence and blasts out at FCC plan to limit network control or ownership of prime-time programs. Charges it could 'shatter' network television structure. See . . .

WAR ON PROGRAM CONTROL . . . 74

New heights reached by network and spot television billings in 1964. Spot passes \$1 billion mark, 17% increase over 1963. Network billings shoot up 8.3% to \$1.1 billion. See . . .

TV BILLINGS UP . . . 48

New York will get 24-hour, all-news operation as Westinghouse announces plan to convert WINS. McGannon says format won't be extended to other WBC stations. Two-week test run starts April 19. See . . .

AN ALL-NEWS FORMAT . . . 92

Chrysler, General Motors and Ford lead spot radio list of advertisers for first nine months of 1964. RAB figures show top 10 advertisers during that period spent \$58.4 million in spot. See . . .

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Three is magic number as three-member panel of FCC proposes that UHF applicants show ability to financially survive for three years instead of three months in three-VHF markets. See . . .

UHF FAILURES A BLOW . . . 118

Billie Sol Estes received a fair trial, no matter that he was televised. So say NAB and RTNDA in brief submitted to U. S. Supreme Court. ACLU, however, disagrees and sides with ABA and Estes. See . . .

BACK TRIAL COVERAGE . . . 94

FCC approves sale of WXUR-AM-FM Media, Pa., to Rev. Carl H. McIntire. Commissioner Cox dissents and Commissioner Loevinger flays colleagues in concurring opinion. See . . .

McINTIRE WINS TRANSFER . . . 112

Florida senator introduces resolution to reaffirm 1938 'sense of the Senate' vote barring AM stations from going higher than 50 kw in power. Senator Sparkman backs move. See . . .

'SUPERPOWER' OPPOSED . . . 130

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

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Broadcasting

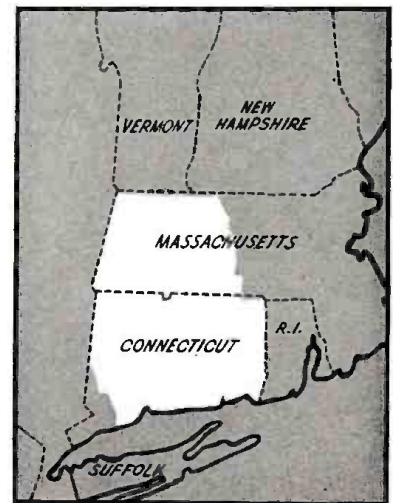
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**WTIC MEANS
GREATEST COVERAGE
TOP PERSONALITIES
ADULT ACCEPTANCE
DEDICATED SERVICE
IN RICH, RICH
SOUTHERN
NEW ENGLAND**



WTIC  **50,000 watts**

HARTFORD, CONNECTICUT
REPRESENTED BY THE HENRY I. CRISTAL COMPANY

FCC drops shoe on TV networks

It issues tough proposal
sharply limiting network
equities and syndication

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

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

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

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

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

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

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

Voting to issue notice of proposed rulemaking were Chairman E. William Henry and Commissioners Kenneth A. Cox, Robert T. Bartley and Lee Loevinger. Commissioners Robert E. Lee

and Rosel H. Hyde dissented.

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

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

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

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

ASCAP ordered to bare financial, other data

American Society of Composers, Authors and Publishers will be required to open up extensive financial and other records relating to its licensing of tele-

vision broadcasters for use of ASCAP music—but not as much data as All-Industry Television Stations Music License Committee asked for.

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

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

Nets billing shares about same for 1964

CBS-TV's net billings for time and program sales in 1964 totaled \$472,650,900, or 41.2% of three-network total, while NBC-TV's were \$381,805,500 (33%) and ABC-TV's \$291,433,300 (25.4%), according to estimates by leading national advertisers and broadcast advertisers reports (LNA/BAR).

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

How FCC explains its aims on network rule

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

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

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

Memorandum, delivered Friday (March 19) made these points:

Commission doesn't know definite-

ly sponsors will be able to fill hours of prime time schedule from which networks would be barred by rule, but agency studies indicate advertisers will supply sufficient number of programs. If this does not turn out to be case, "this might mean fewer network offerings to affiliates."

Independently produced, multiple-sponsored shows could be developed to fill time. Proposed rule would not bar networks from arranging sponsorship for independent programs.

"There is considerable question" whether network dominance developed because advertisers did not wish to take risk of program development, or "as an aid in maintaining network control."

WEEK'S HEADLINERS



Mr. Dannenbaum



Mr. Allen

A. W. Dannenbaum Jr. elected to new post of senior VP for marketing, planning and development at Westinghouse Broadcasting Co., New York. **James E. Allen**, executive VP of WBC Productions, succeeds Mr. Dannenbaum as VP, sales for Westinghouse Broadcasting. He is succeeded by **Leslie G. Arries**, general manager of WBC's kyw-TV Cleveland, appointed operating director of WBC Productions Inc. and WBC Program Sales, both New York.

Perry Lafferty, producer of *The Danny Kaye Show* (CBS-TV) and winner of Emmy award for his work on show, named VP-programs, Hollywood for CBS-TV. Mr. Lafferty has worked on many television presentations during

his career including *Your Hit Parade*, *The Andy Williams Show*, *Studio One*, *Rawhide*, *The United States Steel Hour* and *Twilight Zone*. He replaces **Hunt Stromberg Jr.**, who resigned (BROADCASTING, March 8).

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



Mr. Spencer

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

ceased reporting individual network totals as result of hassle between CBS and NBC over which figures should be released (see page 48).

Estimates gathered Friday indicated CBS-TV's net time and program sales in 1964 were up 8.2% from 1963; NBC-TV's were up 10.8% and ABC-TV's were up 5.3%, while three-network total was up 8.3%. Individual shares of three-network total in 1964 were about same as in 1963, when CBS-TV had 41.3%, NBC 32.6% and ABC 26.2%, according to estimates.

Well worn hat for TV board

Clair R. McCollough, president, Steinman Stations, is resigning chairmanship of National Association of Broadcasters' Television Code Board and will run for one of six vacancies on NAB's television board at this week's convention. Mr. McCollough, active in NAB affairs since he was first elected to board in 1939, was interim chief executive after death of Harold E. Fellows five years ago, and served two consecutive terms as NAB chairman. No indication has yet been given on his successor as TV code chairman, post he assumed year ago.

Montana governor vetoes music bill

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

In New York, Judge **Sylvester L. Ryan** of U. S. Southern District Court had indicated he would sign order allowing American Society of Composers, Authors & Publishers to pull its licenses if governor signed bill into law. U. S. Justice Department was said to have agreed to this course.

Richard Smiley, KXXI Bozeman, speaking for All-Montana Music Committee, said Friday Justice Department didn't study ASCAP motion or ask to see Montana bill before agreeing to order. He said governor was "seriously intimidated" since court order would have gone into effect only if bill was signed, but that ASCAP would do nothing if bill was vetoed.

He said broadcasters requested governor to veto measure because withdrawal

order would have gone into effect immediately. Montana bill would not have become effective until July 1, he said. If Judge **Ryan** had put July 1 effective date on court order, Mr. **Smiley** said, he believed governor would have signed bill.

Broadcast Music Inc., second biggest music licensor, had notified Montana stations it would be "compelled" to cancel their BMI licenses if bill became law because it could not operate under its provisions (BROADCASTING, March 15).

Sponsors boycott Louisiana station

Southern broadcaster who joined local citizens in attempting to do something about racial problems has found himself with virtually no advertisers—and one northern broadcaster has promised to raise issue at NAB convention.

When group of Bogalusa, La., citizens including WBOX owner **Ralph Blumberg**, attempted to bring **Brooks Hays**, Baptist layman and racial moderate, to speak in city last January, number of sponsors cancelled advertising on station.

Sponsors later returned only to depart in much larger numbers after Mr. **Blumberg** attended meeting on integration.

Mr. **Blumberg**, native of Arkansas, said that he had not editorialized on racial situation and could see no provocation for sponsors' actions. He added that prior to boycott station had 70-75 sponsors per month, however, now only five or six remain.

Mr. **Blumberg** said that he had received threatening phone calls and his car windows had been smashed and tires punctured.

Lazar Emanuel, president and general manager of WJZZ Newark, N. J., sent telegram Friday to NAB urging it to take "strong counter-action" in form of cash grant to keep WBOX on air and to condemn denial of radio's right to freedom of expression. Mr. **Emanuel** said he would offer resolution condemning Bogalusa action at NAB convention.

Aubrey took stock profits

James T. Aubrey Jr., former president of CBS-TV, sold 5,000 shares of his CBS common stock during February according to insider trading reports required by Securities Exchange Act. Mr. **Aubrey**, whose resignation was announced Feb. 28, still holds reported 22,449 shares. From Feb. 1 to 26, CBS shares moved from 42% to 47¼.

Theatre 5 won't revolutionize radio overnight. It's just the beginning.

AND NOW,
THEATRE 5,
TWENTY-FIVE
MINUTES OF
RADIO DRAMA
BROUGHT TO
YOU BY...



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

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

up-to-date twists and surprises.

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

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

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

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

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

THEATRE 5. A NEW PRODUCT OF THE

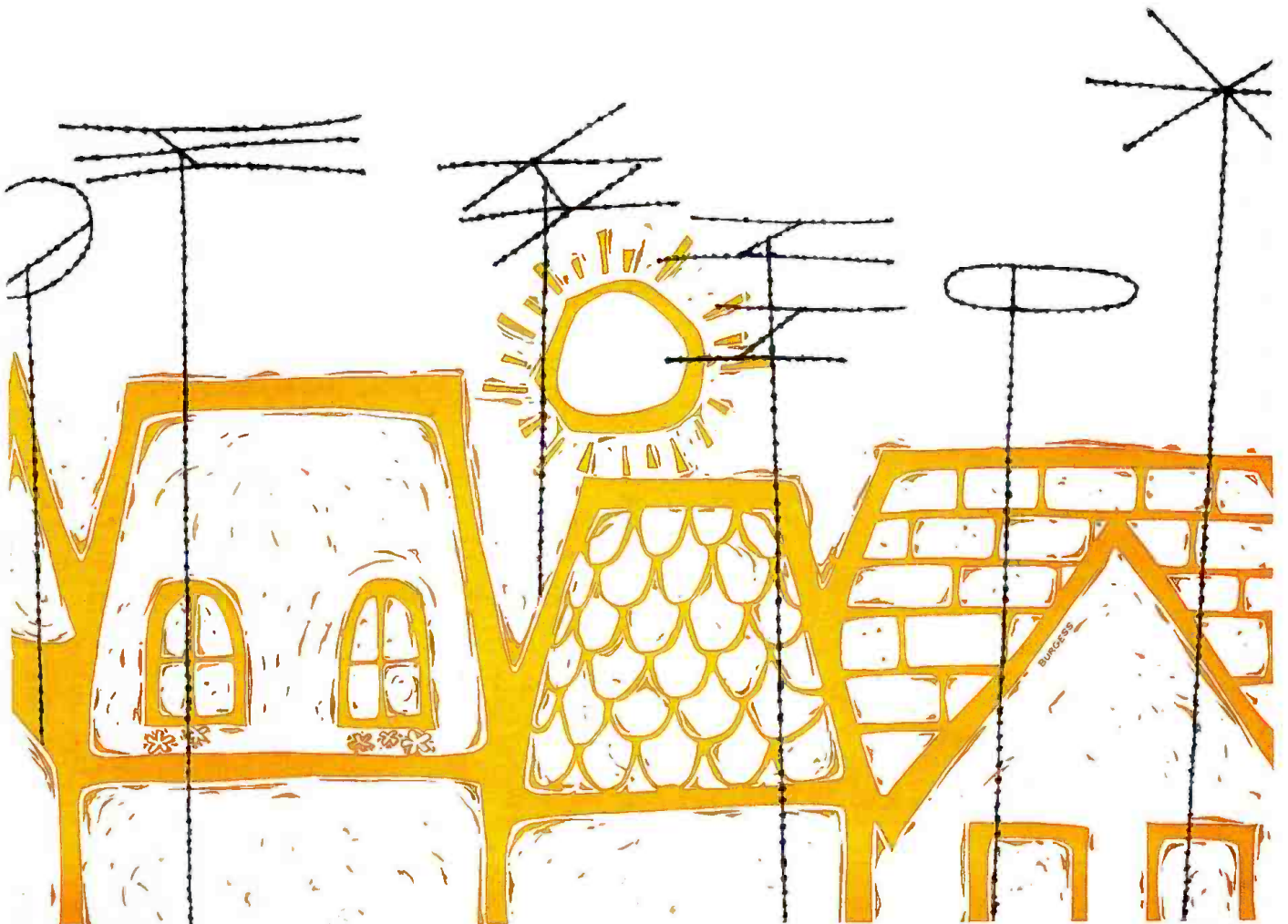


NETWORK. SPECIAL PROGRAM FEATURES DEPT.



COVERAGE

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





"HOLLYWOOD A GO GO" has the stars they want, doing the dances they dig. Names like Joe and Eddie (top), Carol Connors, the Walker Brothers, and many others. Dances like the Frug, the Watusi, the Swim. Get with the dazzling Discothèque craze. Get with Hollywood A Go Go, the swinging-est, rating-est, sales-producing-est series available. It's first-run, now being produced in Hollywood; 26 one hours for once a week programming. Four Star Distribution Corp.

WRDW-TV

12

AUGUSTA

GEORGIA'S SECOND MARKET'S TALLEST TOWER

A RUST CRAFT STATION

DATEBOOK

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

■Indicates first or revised listing.

MARCH

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

March 21-24—National Association of Broadcasters annual convention. Shoreham and Sheraton-Park hotels, Washington.

March 21-24—Television Film Exhibits—1965 with 17 program distributors participating. Shoreham hotel, Washington.

■March 22—Broadcasting Executives Club of New England meeting at the Sheraton Plaza hotel, Boston.

March 22—Federal Trade Commission tentatively scheduled to testify before House Independent Offices Appropriations Subcommittee on fiscal 1966 budget request of \$13.8 million.

March 22-30—Senate Commerce Committee hearing on legislation to regulate cigarette labeling (S 559) and cigarette advertising and labeling (S 547), with witnesses representing media and health, associations, government agencies and tobacco industry, Suite 5110, New Senate Office building, Washington.

March 22-26 — Institute of Electrical and Electronics Engineers international convention. New York Coliseum and New York Hilton hotel.

March 23 — Annual banquet of Broadcast Pioneers. Regency Ballroom, Shoreham hotel, Washington.

■March 24—First of five-week seminar series "Advertising—Your Key to the Future," sponsored by the Philadelphia Television and Radio Advertising Club in association with the International Radio-Television Society of New York. Singing Waters restaurant, Philadelphia.

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

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

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

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

March 29 — Alfred I. duPont Radio and Television Awards dinner featuring Sir Charles Moses, retiring head of Australian Broadcasting Corp. Mayflower hotel, Washington.

March 29-30—Spring convention of Pacific Northwest CATV Association. Panels on pole line agreements, ETV, translators. Equipment exhibits. Wayne McNulty, general manager, KXLY-TV Spokane, Wash., speaks March 29. Closed business session with Robert D. L'Heureux, general counsel, National Community Television Association, March 30. Davenport hotel, Spokane. Con-

tact H. W. McClure, secretary-treasurer, Box M, Toledo, Ore., phone 336-2057.

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

March 29-April 1—Association of Electronic Manufacturers Inc. first national convention. Hilton hotel, New York.

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

■March 30-April 2—Hearings by House government information subcommittee on "freedom of information" bill. Washington.

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

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

APRIL

■April 1—"My Favorite Moment in Television," a forum presented by the New York Chapter of The National Academy of Television Arts and Sciences. Filmed excerpts of Television Academy members' favorite moments will be introduced and screened by participants including Warren Bush, Lillian Gish, Lucy Jarvis, Eddy Manson, James Nelson, George Schaefer, Saul Turell and Shelley Winters. Judson Hall, 165 West 57 Street, at 8:00 p.m.

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

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

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

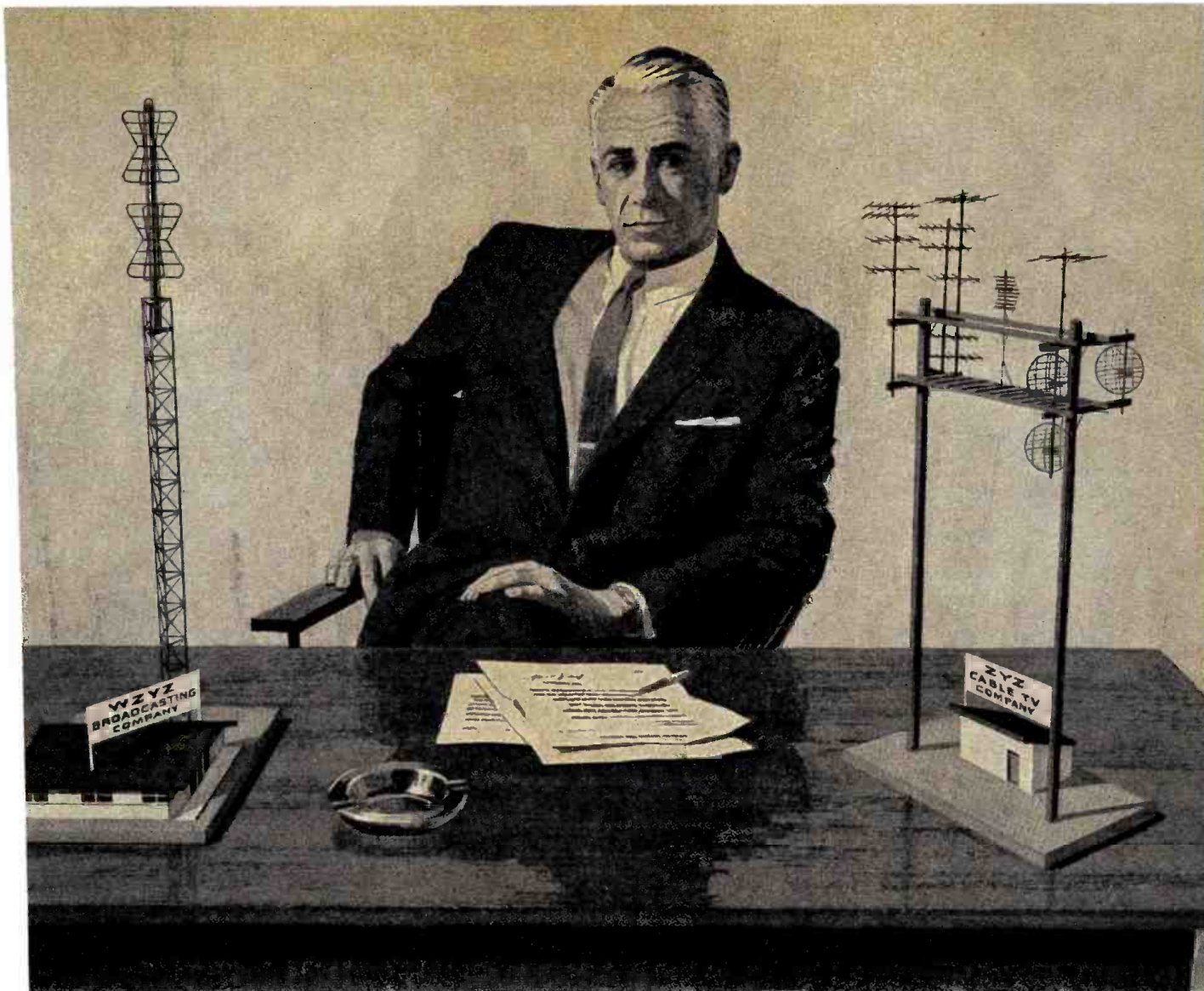
April 7—Luncheon of International Radio & Television Society. Gail Smith, director of advertising and market research for General Motors Corp., scheduled to speak. New York.

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

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

April 8-9 — Sixteenth annual Atlanta Advertising Institute will have Mike Wallace and Robert Sorenson, vice president and assistant to the chairman of the board of D'Arcy Advertising, as speakers. Dinkler Plaza hotel, Atlanta.

April 8-9—Fourth annual Collegiate Broadcasters conference and the second annual College Majors conference combined into one meeting under sponsorship of International Radio & Television Foundation of International Radio & Television Society.



MR. BROADCASTER: You belong at both ends of the signal

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

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

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

Consult the leader • To make your entrance into CATV uncomplicated and economical, Jerrold—pioneer and

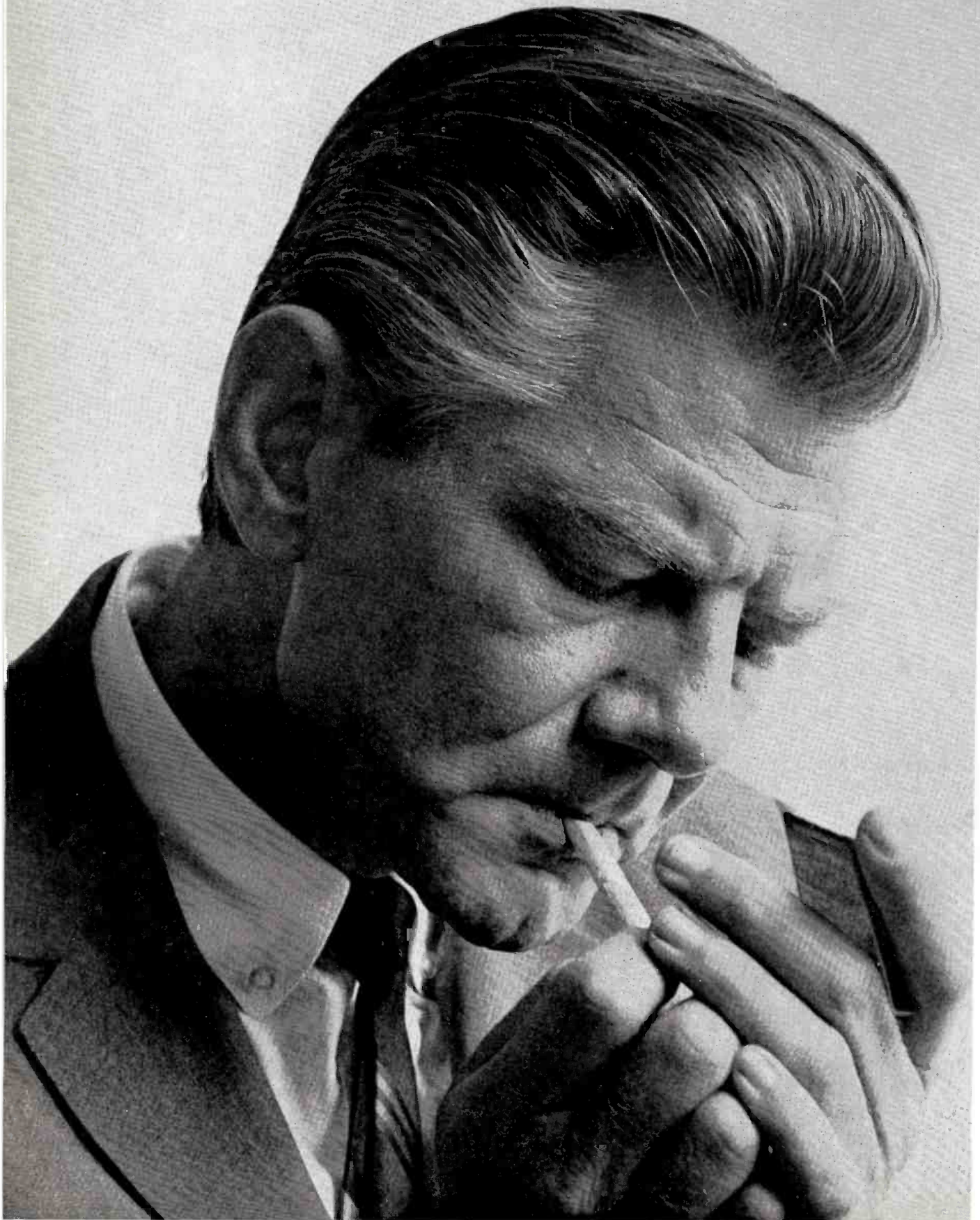
leader in this field—offers you a range and depth of technical and management services unmatched anywhere. Jerrold's tremendous experience and nationwide organization can help in any or every stage of setting up a new community system—in conducting signal surveys; engineering the system; supplying all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

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

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ELECTRONICS
PHILADELPHIA, PA.

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**A Newsmen
Should Look Like This**



On pro football—"The way bonuses are being handed out these days the Browns may soon be a player-owned cooperative."

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

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

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



And Talk Like This

Bill Jorgensen Does

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



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Our Joyce, the Doctor.

We couldn't be prouder. Our famous Dr. Joyce Brothers, psychologist, has a clientele in the thousands. And most of them are women—buying women who wouldn't miss a moment of the five minutes a day, five days a week, she talks on the radio. That's because our Joyce talks to them about things they want to know. Like, about husbands' lying. Or about "nice" girls. And always our Joyce is calm and honest, frank and in good taste. Shouldn't our Dr. Joyce Brothers talk for your advertisers? She has things to say. And the audience waiting. It's like money in the bank to write or call Mr. Marvin Grieve, The ABC Radio Network, Special Program Features, 7 West 66th Street, New York, N. Y. 212 SU 7-5000.

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ROHN TOWERS "STAND UP" to Hurricane Hilda!

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

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

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

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ROHN Manufacturing Co.

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

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

April 9 — Hollywood area Emmy awards luncheon, Sheraton-West.

April 9-10 — Intercollegiate Broadcasting System's 26th annual national convention on campus of New York University at University Heights.

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

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

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

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

April 11-12—Annual spring convention of Texas Association of Broadcasters. Speakers include, Howard H. Bell, director, National Association of Broadcasters Code Authority. Shamrock Hilton, Houston.

April 12-13—Legal seminar, conducted by National Community Television Association General Counsel Robert D. L'Heureux. Registration (\$35) begins 6 p.m. Saturday, April 10. Briefing session begins 11 a.m. Sunday, April 11, especially for those who have not attended seminars in the past. Primarily for lawyers, but non-lawyers representing CATV systems permitted. Mountain Shadows hotel, Scottsdale, Ariz.

April 12-15—National Educational Television Network's spring meeting of station managers, Sheraton Plaza and WGBH(TV) Boston.

April 13-15—Institute of Electrical and Electronics Engineers Region Six Annual Conference. Las Vegas Convention Center, Las Vegas.

April 14-25 — MIFED, International Film, TV film and Documentary market, annual spring meeting in Milan, Italy. Information from MIFED Largo Domodossola 1 Milano (Italy). Telegrams: MIFED-Milano.

■April 15—New deadline for comments on the FCC's inquiry and proposed rulemaking to amend its TV translator rules to permit licensing to regular TV stations and others upon a special showing of translators using up to 100 w power output to operate on unoccupied VHF and UHF channels now assigned to communities in the TV table of assignments. Former deadline was March 15.

April 15—Southern California Broadcasters Association luncheon. Compton Advertising, Los Angeles, guest agency. 12 noon. Michaels Restaurant, Hollywood.

■April 21—Annual meeting of stockholders of General Telephone and Electronics Corp. Sheraton-Boston hotel, Boston.

April 21—Luncheon of International Radio & Television Society. Senator John O. Pastore (D-R. I.) will speak. Waldorf Astoria, New York.

April 22-23—Third meeting of the executive committee of the FCC's Advisory Committee for Land Mobile Radio Services. The two-day session will include a tour and inspection of land mobile operations in the Los Angeles area with Orange and Los Angeles county public safety officials as hosts. 10 a.m., Los Angeles County Hall of Administration, 500 West Temple Street.

April 22-24—1965 annual meeting of American Association of Advertising Agencies, The Greenbrier, White Sulphur Springs, W. Va.

■April 23—15th annual radio-television conference sponsored by the Radio-Television Guild of San Francisco State College. For information, contact Steve Tolin, promotions

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58 half-hour episodes*



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SCHEDULE SIMULATION

STATION 612*

CHICAGO, ILL.

PAGE 1

*****	TIME PERIOD	*****	**	PROJECTED PERFORMANCE OF **	**	METRO RATING	MEN -00-	WOMEN -00-	CHILDREN -00-	METRO RATING	MEN -00-	WOMEN -00-	CHILDREN -00-
DAY	TIME		**	** NATIONAL VELVET **	**	METRO RATING	MEN -00-	WOMEN -00-	CHILDREN -00-	METRO RATING	MEN -00-	WOMEN -00-	CHILDREN -00-
TUESDAY	9.00 PM TO 9.30	18		1,778	3,049	2,405	1,778	3,049	2,405	4	628	604	556
TUESDAY	9.30 PM TO 10.00	17		1,796	3,030	2,399	1,796	3,030	2,399	4	668	641	571
TUESDAY	8.30 PM TO 9.00	16		1,109	2,839	2,989	1,109	2,839	2,989	4	513	432	961
TUESDAY	7.30 PM TO 8.00	15		1,360	1,919	5,622	1,360	1,919	5,622	3	285	381	973
SUNDAY	9.30 PM TO 10.00	15		1,886	2,582	2,449	1,886	2,582	2,449	2	337	282	203
SUNDAY	9.00 PM TO 9.30	15		1,838	2,557	2,643	1,838	2,557	2,643	1	382	251	21
SUNDAY	8.30 PM TO 9.00	14		1,847	2,472	3,466	1,847	2,472	3,466	1	246	58	101
SUNDAY	8.00 PM TO 8.30	14		1,264	2,094	3,878	1,264	2,094	3,878	3	389	422	1,046
SUNDAY	8.00 PM TO 8.30	14		1,792	2,464	3,482	1,792	2,464	3,482	1	97	144	
FRIDAY	8.30 PM TO 9.00	13		1,304	1,921	3,121	1,304	1,921	3,121	5	519	898	570
TUESDAY	7.00 PM TO 7.30	13		1,185	1,573	4,043	1,185	1,573	4,043	10	508	661	4,160
TUESDAY	6.30 PM TO 7.00	13		1,148	1,504	4,298	1,148	1,504	4,298	13	225	401	6,431
FRIDAY	9.00 PM TO 9.30	12		1,262	1,942	2,536	1,262	1,942	2,536	6	685	999	622
SUNDAY	7.30 PM TO 8.00	12		1,280	1,944	4,310	1,280	1,944	4,310	4	763	497	702
FRIDAY	9.30 PM TO 10.00	12		1,138	1,846	1,771	1,138	1,846	1,771	5	667	954	561
FRIDAY	10.00 PM TO 10.30	11		1,021	1,639	919	1,021	1,639	919	9	1,316	1,677	450
SUNDAY	10.00 PM TO 10.30	10		1,172	1,726	568	1,172	1,726	568	7	1,262	1,273	116
TUESDAY	10.00 PM TO 10.30	10		1,015	1,517	520	1,015	1,517	520	7	1,270	1,299	161
FRIDAY	10.30 PM TO 11.00	8		793	1,259	644	793	1,259	644	10	1,585	1,823	449
FRIDAY	11.00 PM TO 11.30	8		718	1,167	594	718	1,167	594	10	1,467	1,746	382
TUESDAY	10.30 PM TO 11.00	8		739	1,202	316	739	1,202	316	9	1,626	1,477	269
SUNDAY	10.30 PM TO 11.00	7		725	1,125	192	725	1,125	192	8	1,466	1,652	7
MON-FRI	6.00 PM TO 6.30	7		555	744	2,074	555	744	2,074	16	604	530	7,187
TUESDAY	6.00 PM TO 6.30	7		637	755	2,094	637	755	2,094	16	830	527	7,009
FRIDAY	11.30 PM TO 12.00	7		649	1,008	524	649	1,008	524	9	1,320	1,645	382
TUESDAY	11.00 PM TO 11.30	6		646	995	262	646	995	262	9	1,594	1,411	269
SUNDAY	11.00 PM TO 11.30	6		669	972	181	669	972	181	8	1,392	1,636	7
MON-FRI	5.30 PM TO 6.00	6		391	642	1,575	391	642	1,575	11	397	679	3,514
MON-FRI	5.00 PM TO 5.30	6		230	475	2,373	230	475	2,373	13	90	257	5,644
MON-FRI	4.30 PM TO 5.00	5		193	478	2,312	193	478	2,312	11	99	202	4,840
SUNDAY	11.30 PM TO 12.00	5		578	813	107	578	813	107	7	1,362	1,470	7
MON-FRI	4.00 PM TO 4.30	5		178	470	1,967	178	470	1,967	8	72	136	3,575
FRIDAY	12.00 PM TO 12.30	4		426	573	319	426	573	319	7	1,017	1,286	295
SUNDAY	12.00 PM TO 12.30	3		263	386	55	263	386	55	6	1,022	1,246	295
FRIDAY	12.30 PM TO 1.00	1		145	168	76	145	168	76	2	295	293	80
SUNDAY	12.30 PM TO 1.00	1	QR	QR	131	10	QR	131	10	2	149	226	

*** CURRENT PROGRAMMING ***

*** METRO RATING ***

*** PROJECTED PERFORMANCE OF **

** NATIONAL VELVET **

** METRO RATING **

*** PERFORMANCE ***

*** CHILDREN ***

Day	Time	Rating	Audience	Comp.	Episodes	Rating	Audience	Comp.
FRIDAY	1.00 AM TO 1.30	1	99	101	1	133	211	39
FRIDAY	1.30 AM TO 2.00	1	66	83	1	152	211	39
SUNDAY	1.00 AM TO 1.30	1	74	86	1	78	82	
SUNDAY	1.30 AM TO 2.00	1	39	41	1	78	75	
SUNDAY	11.30 PM TO 12.00	1	578	813	7	1,362	1,470	7
MUN-FRI	4.00 PM TO 4.30	1	178	470	8	72	136	3,575
FRIDAY	12.00 PM TO 12.30	1	426	573	7	1,017	1,286	295
SUNDAY	12.00 PM TO 12.30	1	263	386	6	1,022	1,246	
FRIDAY	12.30 PM TO 1.00	1	145	168	2	295	293	80
SUNDAY	12.30 PM TO 1.00	1	98	131	2	148	226	
FRIDAY	1.00 AM TO 1.30	1	99	101	1	133	211	39
FRIDAY	1.30 AM TO 2.00	1	66	83	1	152	211	39
SUNDAY	1.00 AM TO 1.30	1	74	86	1	78	82	
SUNDAY	1.30 AM TO 2.00	1	39	41	1	78	75	
FRIDAY	10.30 PM TO 11.00	1	793	1,259	10	1,585	1,823	449
FRIDAY	11.00 PM TO 11.30	1	718	1,167	10	1,467	1,746	382
TUESDAY	10.30 PM TO 11.00	1	739	1,202	9	1,626	1,477	269

Rating and audience comp. for your present program to compare with performance of NATIONAL VELVET in the simulated schedule.

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

Computed rating in simulated time period, accounting for competition.

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

*See where the computer
programs "National Velvet"
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maximum results. Get your
Schedule Simulator at
the MGM-TV suite, C-240,
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the NAB Convention,
Washington*



and publicity director, SFSC, 1600 Holloway Avenue, San Francisco, 94132.

April 23—Alabama Associated Press Broadcasters meeting, Montgomery.

April 24—American Women in Radio and Television Educational Foundation—AWRT New England Chapter Seminar, Boston University, Boston.

April 26—Louisiana Association of Broadcasters meeting, Lafayette.

■April 26—New deadline for reply comments on the FCC's inquiry and proposed rule-making to amend TV translator rules to permit licensing to regular TV stations and others upon a special showing of translators using up to 100 w power output to operate on unoccupied VHF and UHF channels now assigned to communities in the TV table of assignments. Former deadline was March 25.

April 26—New deadline for comments on the FCC's notice of inquiry and proposed rule-making relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. Original deadline for comments was Nov. 23, 1964, but was extended to Feb. 23 at urging of 15 group owners. Latest deadline set by FCC is result of further request for extension, this time by Insurance Securities Inc., San Francisco.

April 26-28 — Communications Research Seminar sponsored jointly by Temple University of Philadelphia and Department of Health, Education and Welfare. Temple University, Philadelphia.

April 26-30—National Press Photographer's Association fifth annual television newsfilm workshop. University of Oklahoma, Norman.

April 27—Business and Professional Women's Club meeting. Speaker: Krin C. Holzhauser, southwestern area VP, American Women in Radio and Television. Oklahoma City.

■April 27-30 — Audio Engineering Society convention. Hollywood Roosevelt hotel, Hollywood.

April 27-30—Alpha Epsilon Rho National Convention. University of Houston will be the host. Hotel America, Houston.

April 28-May 7—House Judiciary Copyright Subcommittee begins hearing on HR 4347, copyright law revision bill, with Abraham L. Kaminstein, registrar of copyrights, first witness.

April 28-30—International Advertising Association's 17th annual World Congress, Paris.

April 29—International Radio & Television Society's radio commercials workshop, 9 a.m.-2 p.m., Jade Room of Waldorf-Astoria hotel, New York.

April 29-May 8—Fifth international contest for the Golden Rose of Montreux Awards for TV entertainment programs, Montreux, Switzerland, organized by the town of Montreux in cooperation with the Swiss Broadcasting Corp. and under the patronage of the European Broadcasting Union. Entry deadline for TV organizations is April 1.

April 29-30—Pennsylvania Associated Press Broadcasters annual meeting, Allenberry, a resort in Boiling Springs, near Harrisburg.

April 29-30—Spring meeting of Oregon Association of Broadcasters. Speakers include Douglas A. Anello, general counsel, National Association of Broadcasters. Village Green, motor hotel, Cottage Grove.

■April 30 — 1965 American TV Commercials Festival awards luncheon. Walter Weir, chairman of executive committee at West, Weir & Bartel, heads 1965 council of judges. Waldorf-Astoria, New York.

■April 30-May 1—Spring meeting of Kansas Association of Radio Broadcasters. Featured speakers are Vincent Wasilewski, president, National Association of Broadcasters, Ben Waple, secretary of the FCC, Daren McGavren of McGavren-Guild, New York, and Kansas Governor William Avery. Baker hotel, Hutchinson.

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BROADCASTING, March 22, 1965

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Bureaus

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

EDITORIAL DIRECTOR: Rufus Crater; SENIOR EDITORS: David Berlyn, Rocco Famighetti; STAFF WRITERS: John Gardiner, Ellen R. McCormick, John O'Hara; ASSISTANT: Frances Bonovitch.

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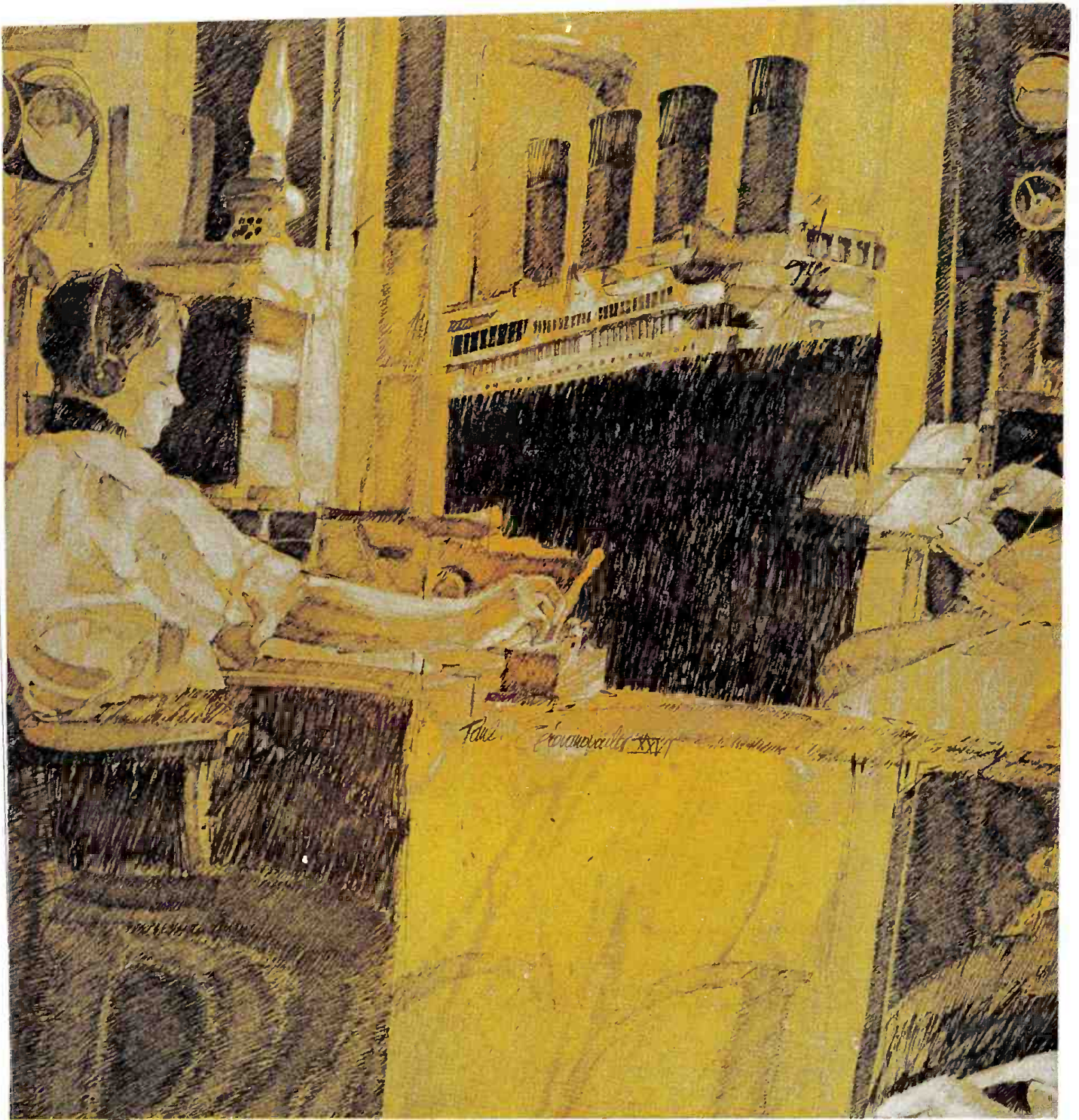
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(DATEBOOK) 23



What makes a great salesman?

"S.S. Titanic ran into iceberg, sinking fast." These words were picked up by a young Marconi operator who spent the next 72 hours in receiving and giving out the news of the disaster and the names of the survivors. This young operator was David Sarnoff, who went on to become Brigadier General, Chairman of the Board of Radio Corporation of America, genius of the airways, father of American television, and pioneering statesman of electronics.



He came to the United States in the summer of 1900. Two days after he arrived he was selling papers on the street to help support his family. From paper boy to Chairman of the Board of RCA, David Sarnoff never stopped selling new ideas in communications—from color television to computers and space satellites. In 1921 he and his associates borrowed a Navy transmitter, helped broadcast the championship fight between Dempsey and Carpentier, and created a sensation. The very

next year RCA began the manufacture of radio receiving sets. In 1926 he founded the nation's first broadcasting network.

David Sarnoff is truly a creative genius in communications. The Storer stations are creative, too... creative in their programming, creative in their selling. They turn more listeners and viewers into buyers. In Toledo, Storer's great salesmen are WSPD and WSPD-TV, two important stations in an important market.



LOS ANGELES KGBS	PHILADELPHIA W'IBG	CLEVELAND W'JW	NEW YORK W'HN	TOLEDO W'SPD	DETROIT W'JBK
MIAMI WGBS	MILWAUKEE W'ITI-TV	CLEVELAND W'JW-TV	ATLANTA W'AGA-TV	TOLEDO W'SPD-TV	DETROIT W'JBK-TV

Jockeying a Double Eagle into the winner's circle

"Thank you very much for this welcome award, but I was just one member of a team which brought this honor to our organization. I would like to thank all of them, and I'm sorry they can't be here on this stage tonight to share this experience with me."

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

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

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

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

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

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

Hanley Norins, Y&R creative director and vice president in San Francisco, two years ago came up with a new technique for Goodyear by producing com-

mercials with drama music but with no words to advertise their snow tires, then new on the market. It was decided to utilize this same nonverbal approach again.

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

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

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

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

Proper casting has become more and more essential in this highly competitive field. No longer can one get by with just a pretty girl to sell a product.

Actors and actresses are in demand much more than models. To establish certain moods and to convey the right emotion which must now go along with putting across a product, the people we use are cast as carefully as they would be for a first class dramatic production.

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

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

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

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



Sid Marshall joined Young & Rubicam in 1954, after he had put in several years in film studios following his graduation from the University of California at Los Angeles. From commercial supervisor he was promoted to the head of the department in 1962 and was made a vice president in 1963. His job includes considering bids from commercial production companies on all commercials done by Young & Rubicam on the West Coast.



**Quality by any measurement
is on the record at WELI.
The station with the adult
purchasing power audience
in New Haven.**

**The station that makes
New Haven a better buy.**

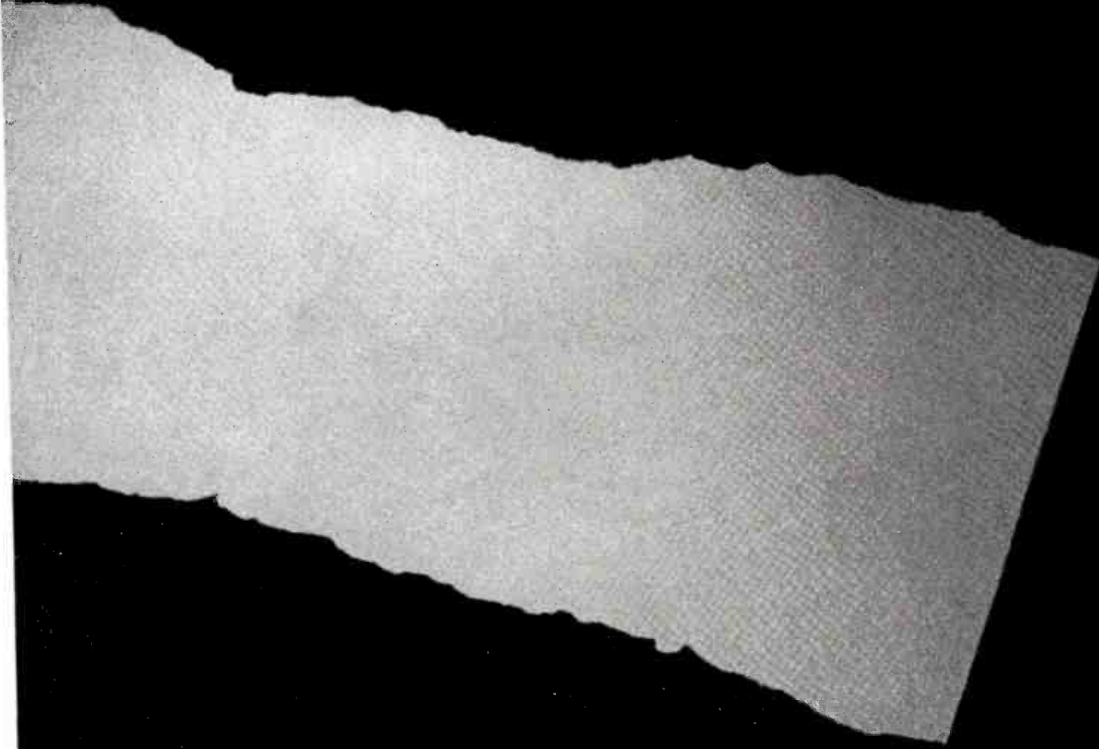
5000 Watts; 960 KC.

WELI

National: H-R Representatives, Inc./Boston: Eckels & Company



The Detached Americans...



and the Aroused Philadelphians! Are we becoming a nation of people blindly heedless of the world around us? Recently, thirty-eight Americans stood idly by while a neighbor was murdered. Similar cases of wholesale uninvolvedness have become alarmingly common.

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

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

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

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

TAC

DOES IT AGAIN!

ANOTHER
NEW
PROGRAM
TIMED FOR TODAY'S
HEADLINES
'EXTREMISTS:
LEFT AND RIGHT'



THE INSIDE STORY:
An hour long, timely investigation of the backgrounds of groups on the left and right: American Nazi Party; Black Muslims; John Birch Society; Ku Klux Klan.

Narrated by:
LOWELL THOMAS

Produced by:
WPRO — T. V.
PROVIDENCE, R. I.



BOOK IT NOW AVAILABLE EXCLUSIVELY

TAC Write or phone **PETE AFFE**, Gen. Mgr.
TELEVISION AFFILIATES CORP.
625 Madison Ave., New York
N. Y. 10022, PLaza 1-3110

OPEN MIKE®

Hurting own image

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

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

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

For agency's files

EDITOR: In 1963 you reprinted for advertising agencies an article, "1962 Radio Income" (BROADCASTING, Nov. 25, 1963).

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

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

TV editorials in newspapers

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

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

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

Looking for facts

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

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

Radio-TV help to disabled

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

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

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

'It was my pleasure . . .'

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

Pulled a funny

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

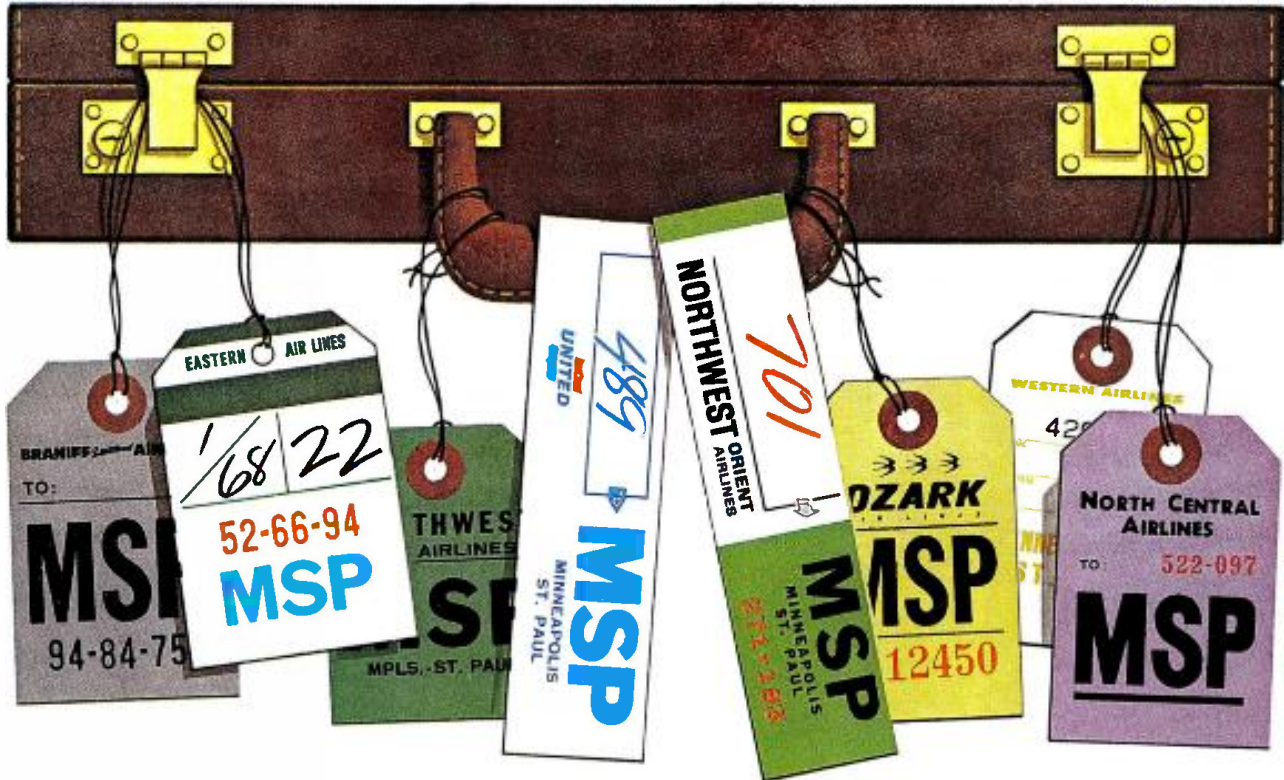
(It's on the way)



Drawn for BROADCASTING by Sid Hix
"The opinions expressed by this machine are entirely its own and do not necessarily reflect those of this station!"

IN THE AIR, AND ON THE AIR...

MSP MEANS MINNEAPOLIS-ST. PAUL



AND SMART TELEVISION BUYERS KEEP COMING BACK

In the air, headed for Minneapolis-St. Paul, your baggage check reads MSP.

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



A Twentieth Century Fox television station

represented nationally by  BLAIR TELEVISION



ALL ARE IMPORTANT SYMBOLS IN INDIANA!



THE COMMUNICANA GROUP
INDIANA COMMUNICATORS



THE COMMUNICANA GROUP
INDIANA COMMUNICATORS

The Communicana Group Includes:



WSJV-TV
SOUTH BEND-
ELKHART **28** ABC

WKJG-TV
FOOT WAYNE **22** NBC

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

JOHN F. DILLE, JR., PRESIDENT OF THE COMMUNICANA GROUP



NAB '65: still plenty of problems

Prosperous broadcasters flock to biggest convention to decide what to do on CATV, pay TV, network program control and multiple ownership

The broadcasters meeting in record numbers in Washington this week for the 43d annual National Association of Broadcasters convention have before them among the most serious problems that have ever confronted the industry.

Riding the economic crest of a prosperity wave that carried them through 1964 and promises to continue to swell through 1965, they are at the convention, some 4,000 strong knowing that many industry's problems are coming to a head and that others, now embryonic, need deft handling to prevent them from erupting into major crises.

Although many of the more pressing problems were not included in the convention agenda, it is not always at the formal sessions that the most important business of such an industry meeting

takes place. This year promises to be no exception.

Among the big issues facing the industry are:

- Community antenna television. Will there be legislation or regulation? Will it be liveable for broadcaster and CATV operators?

- Pay TV. Zenith Radio Corp. has asked the FCC to authorize a nationwide system using available channels. Are broadcasters still firmly opposed to pay systems?

- The FCC's freeze on station sales in the top 50 markets. This interim policy, unleashed last Christmas, requires group owners with stations in the top 50 markets to go into hearing on any purchase of additional stations in this market class.

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

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

- The proposal to place a health warning in all cigarette advertising. What will this do to the \$150 million cigarette manufacturers now spend in radio-TV?

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

On CATV ▪ The CATV problem,



Mr. Dille



Mr. Lee



Mr. Revercomb



Mr. Shapiro



Mr. Howell

More than 4,000 broadcasters and engineers are in Washington this week to take part in the largest convention the National Association of Broadcasters has ever held. The delegates to this 43d annual convention will attend meetings, inspect equipment displays sprawled over 35,000 square feet, visit more than 20 film distributors and check in at hospitality suites in a dozen hotels. Pictured above are the five men who had the prime responsibility for

molding this year's convention: John F. Dille Jr., WSJV (TV) Elkhart-South Bend, Ind., and Jack W. Lee, WSAZ Huntington, W. Va., vice chairmen of the NAB TV and radio boards, respectively, and convention co-chairmen; Everett E. Revercomb, NAB secretary-treasurer and convention manager; Mike Shapiro, WFAA-TV Dallas, and Rex Howell, KREX Grand Junction, Colo., chairmen of the TV and radio boards, respectively.

NAB '65: STILL PLENTY OF PROBLEMS continued

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

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

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

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

It has been the general feeling in Congress that the FCC does not have the power to regulate CATV, except those systems using microwave. The commission, itself, has been divided on

whether it has the authority. And broadcasters and CATV operators have been no help in deciding the issue.

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

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

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

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

Each of these groups purports to be speaking for its membership. So it would appear that there is no single

industry source to provide the FCC and Congress with guidelines.

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

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

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

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

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

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

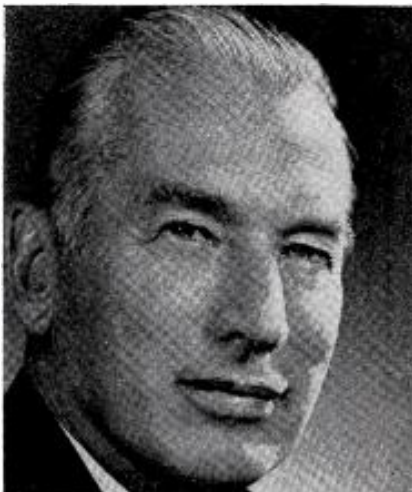
The freeze that the FCC has imposed on sale of TV stations in the top 50 markets has not only produced protests from group owners, but has produced a chorus of complaints from members of Congress.

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



The luncheon speaker today (March 22) is Vincent Wasilewski (r), NAB president, who is making his maiden appearance before the convention in

this role. Introducing him will be Willard Schroeder (l), of WOOD Grand Rapids, Mich., and chairman of the NAB joint boards.



Crawford H. Greenewalt, chairman of the board of the duPont Co. and national chairman of Radio Free Europe, will be the luncheon speaker Wednesday (March 24). His speech will be followed by the concluding convention session featuring the FCC commissioners in a panel discussion.

the policy was "restrictive," said it would be withdrawn, possibly within two months. In its place, the FCC would offer a proposed rulemaking to amend the multiple ownership rules and the proposals would be used as interim policy in place of the top-50 market statements.

So far the FCC has not acted, and the promise Senator Pastore made of a hearing on the multiple-ownership question did not appear to be an idle one. But no date has been set.

The commission's action on network programming is as up in the air as anything can be. The proposal, in addition to putting limits on the amount of prime-time entertainment programming the networks could control or own, would also bar them from domestic syndication and from participating in the profits from foreign sales of independently produced programs.

Before the FCC • Understandably, the networks do not favor this plan, but when they sought a private, informal session with the commission in early March they were turned down. Last Friday (March 19), the FCC was to take up the programming issue in lieu of a session on CATV which it had previously scheduled for that day. The day before the proposal was the target of a sharp attack by Robert Sarnoff, NBC chairman (see page 74).

There are Washington observers who feel that network programming may also be the subject of a congressional hearing in this session.

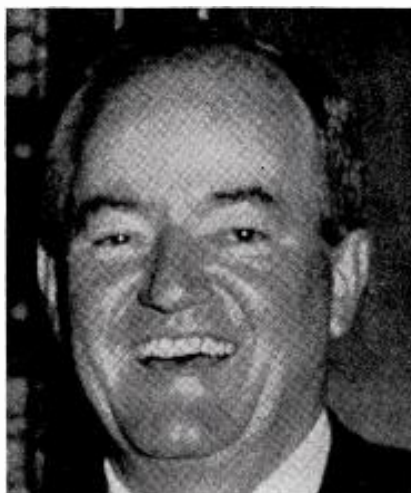
Broadcasters have a vital interest in the cigarette hearing opening today or in any legislation which could affect the estimated \$150 million cigarette makers spend annually in radio and television.

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

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

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

Whatever the outcome, if health warnings are to be made a regulation, broadcasters would prefer to live under a federal code than have states, counties and municipalities promulgate their own sets



Vice President Hubert H. Humphrey will address the opening assembly session today (March 22). At the afternoon business session, radio delegates will hear the annual Radio Advertising Bureau report and TV delegates will hear reports from the Television Bureau of Advertising and Television Information Office.



FCC Chairman E. William Henry will make his second annual convention speech at the Tuesday (March 23) luncheon. With the five other commissioners, he will participate in the annual FCC panel discussion at the Wednesday afternoon combined session.

of rules. In Utah, earlier this month, a move by the state house to push through a bill putting severe restrictions on cigarette advertising was tabled when the broadcasters urged the legislators to support uniform federal regulation (BROADCASTING, March 15).

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

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

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

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

ON TAP AT THE CONVENTION

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

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

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

SUNDAY, March 21

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

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

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

9:30 a.m.-5 p.m.—**Association for Professional Broadcasting Education** membership meeting. Assembly Room, Sheraton-Park.

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

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

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

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

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

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

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

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

Presiding, Harold R. Krelstein, WMPS-FM Memphis. Report of the NAB FM Radio Committee Chairman, Ben Strouse, WWDC-FM Washington.

FM: Class? Mass? Mass-Class?: Moderator, Harold I. Tanner WLDM(FM) Detroit. Panelists: Everett Dillard, WASH(FM) Washington; David Polinger, WTFM(FM) New York, and Edward J. Meehan Jr., WPBS(FM) Philadelphia.

Report on Vertical Polarization: George Bartlett, NAB manager of engineering.

Is Separate Programing Good or Bad for the Public?: Moderator, N. L. Bentson, WLOL-FM Minneapolis. Panelists, FCC Commissioner Kenneth A. Cox; Oliver J. Keller, WTAX-FM Springfield, Ill., and Ben Strouse, WWDC-FM Washington.

Measuring the FM Audience: Moderator, Howard Mandel, NAB vice president for research. Panelists, Larry Roslow, The Pulse Inc.; George Dick, American Research Bureau, and Frank Stisser, C. E. Hooper Co.

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

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

3 p.m.—**ABC International Television** Worldvision symposium. Washington Hilton.

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

Television Assembly ■ 3:15-5 p.m. Cotillion Room, Sheraton-Park.

Secondary Market TV Session: Moderator, Richard B. Biddle WOWL-TV Florence, Ala. Panelists, Ray V. Eppel, KORN-TV Mitchell, S. D.; James W. Higgins, WCNY-TV Carthage-Watertown, N. Y.; Charles H. Kinsley Jr., KHSL-TV Chico, Calif.; Willie Harris Jr., KGBT-TV Harlingen, Tex., and Douglas A. Anello, NAB general counsel.

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

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

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

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

5-7 p.m.—**Peters, Griffin, Woodward** open house. Georgetown Room, Washington Hilton.

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

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

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

MONDAY, March 22

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

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

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

CONTINUED ON PAGE 38

In the Money!



Joey, master of ceremonies for WSOC-TV's award-winning children's show, "Clown Carnival"

Charlotte's consumer spendable income per household is the highest in the South. The 2 million plus people in a 75-mile radius of this action city make it the biggest trading area in the Southeast. If your advertising goal is to be "in the money", you need the wide

coverage of WSOC-TV. Proven sales action in a 54-county Carolina gold mine!

Charlotte's WSOC-TV

NBC-ABC affiliate/represented by H-R



COX BROADCASTING CORPORATION stations: WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland; WIBC, Pittsburgh.

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

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

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

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

Presiding, Jack W. Lee, WSAZ Huntington, W. Va., 1965 convention co-chairman. *Invocation*, The Rev. Leonard F. Hurley, director, radio and television communications, Archdiocese of Washington.

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

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

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

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

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

The Gold Rush: Television Bureau of Advertising, Norman E. (Pete) Cash, president.

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

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

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

Where Does Government Regulation Stop?: Moderator, Mark Evans, vice president, Metromedia Inc., Washington. Panelists, Paul Porter, Arnold, Fortas & Porter, Washington; C. Wrede Petersmeyer, president, Corinthian Broadcasting Corp., New York; Ernest W. Jennes, Covington & Burling, Washington, and Richard D. Smiley, president, KXXL Bozeman, Mont.

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

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

TUESDAY, March 23

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

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

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

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

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

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

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

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

Future of Television Conference '65: Moderator, Dwight W. Martin, WDSU-TV New Orleans, chairman of NAB Future of Broadcasting committee. Panelists, Julius Barnathan, vice president and general manager, ABC-TV, New York; Frederick W. Ford, president, National Community Television Association, Washington; Dr. Beardsley Graham, president, Spindletop Research Inc., Lexington, Ky.; FCC Commissioner Robert E. Lee; W. Theodore Pierson, Pierson, Ball & Dowd, Washington, and W. Walter Watts, group executive vice president, RCA, New York.

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

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

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

2-5 p.m. **No Sessions Scheduled** (There is no program in this period so delegates may visit exhibits and hospitality quarters.)

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

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

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

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

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

CONTINUED ON PAGE 40

the Meredith bunch.



MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV; PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV
BROADCASTING, March 22, 1965

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

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

WEDNESDAY, March 24

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

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

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

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

Presiding, Mr. Shapiro. *NAB TV Board Election*.

Special Feature: Report of the All Industry TV Music Licensing Committee.

Television and the Weather, Dr. Robert White, chief of U. S. Weather Bureau, Washington.

TV Board Election Results.

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

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

Station Representatives Association Presentation: Radio

to Sell Radio, Lloyd Griffin, Peters, Griffin & Woodward; Tom Harrison, Blair Co., and Stan Freberg, Freberg Ltd.

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

The Sounds of the World, Ted Malone.

The Economic Future of Radio in America: Moderator, Jack W. Lee, WSAZ Huntington, W. Va., 1965 convention co-chairman. Panelists, Lionel Baxter, vice president for radio, Storer Broadcasting Corp.; Gordon McLendon, president, McLendon Corp., and Stephen Dietz, executive vice president, Kenyon & Eckhardt.

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

Presiding, Rex G. Howell, KREX Grand Junction Colo., chairman of NAB radio board. *Invocation*, The Right Rev. William F. Creighton, Episcopal Bishop of Washington.

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

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

Presiding, Jack W. Lee, WSAZ Huntington, W. Va., 1965 convention co-chairman.

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

Moderator, Willard Schroeder, WOOD Grand Rapids, Mich., chairman NAB Board of Directors. *Annual FCC Panel Discussion*, Chairman E. William Henry and Commissioners Rosel H. Hyde, Robert T. Bartley, Robert E. Lee, Kenneth A. Cox and Lee Loevinger.

THURSDAY, March 25

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

WHERE TO FIND IT

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

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

EXHIBITORS

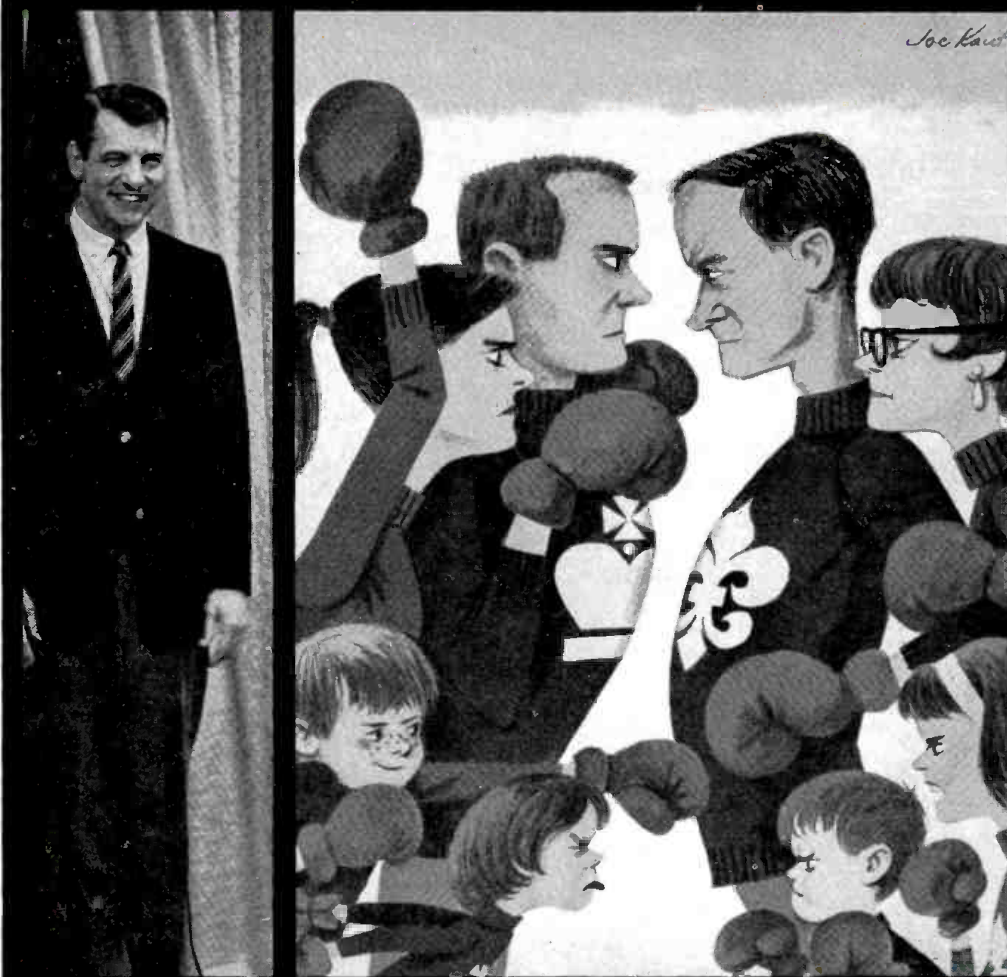
Addressograph-Multigraph Corp.	Space 307
Adler Educational Systems	Space 325
Albion Optical Co.	Space 323
Alford Manufacturing Co.	Space 209
Altec Lansing Corp.	Space 211
Ameco Inc.	Space 513-14

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

Dresser-Ideco Co.	Space 305
Dynair Electronics Inc.	Space 235
Electronics, Missiles & Communications Inc.	Space 243
Entron Inc.	Space 516
Fairchild Recording Equipment	Space 222
Filmline Corp.	Space 306
Fort Worth Tower Co.	Space 301
Gates Radio Co.	Space 223
General Aniline & Film Corp.	Space 303
General Electric	Space 217-18
Gotham Audio Corp.	Space 229
Grass Valley Group Inc.	Space 507
Harwald Co.	Space 406
Houston Fearless Corp.	Space 405
International Good Music Inc.	Space 300
Jampro Antenna Co.	Space 205
Jerrold Electronics Corp.	Space 400-02
Johnson Electronics Inc.	Space 236
Kliegl Bros.	Space 101
Lenkurt Electric Co.	Space 501
LTV Continental Electronics	Space 213
MaCarta Inc.	Space 315
Magnecord Sales, Midwestern Instruments Inc.	Space 502
Marti Electronics	Space 234

A new concept...A new family game...

EVERYTHING'S RELATIVE



*I*t's family against family for fun and prizes as team spirit soars and the half-hour flies by. Jim Hutton asks the questions 5 times a week while the champion crew defends their honor and the challengers try to upset the balance of power and capture the treasures.

EVERYTHING'S RELATIVE is truly an entertaining program that raises individual viewer involvement to a new high. Dad is the strategist, Mom is the family press agent, and the Kids add zest to the game. Your family will love EVERYTHING'S RELATIVE; and, if your sponsors are Dads, Moms, or Kids, they'll love it too. 130 half-hours now in syndication . . . call for an audition.

NBC
FILMS

30 ROCKEFELLER PLAZA
CIRCLE 7-8300

McMartin Industries Inc.	Space 215
Microwave Associates Inc.	Space 203
3M Co.	Space 207
Miratel Electronics Inc.	Space 210
Moseley Associates Inc.	Space 237
MVR Corp.	Space 310
North American Philips Co.	Space 106
Nortronic Co.	Space 202
Q-TV Inc.	Space 239
Quick-Set Inc.	Space 407
RCA	Space 100
RCA Electronic Components & Devices	Space 100
Raytheon Co.	Space 104
Reeves Soundcraft	Space 500
Riker Industries Inc.	Space 220
Rohn Systems Inc.	Space 321
Rust Corp. of America	Space 225
Schafer Electronics	Space 212
Shibaden Corp. of America	Space 226
Shure Brothers Inc.	Space 232
Sony Corp. of America	Space 320
Sparta Electronic Corp.	Space 319
Standard Electronics Corp.	Space 103
Sylvania Electric Products Inc.	Space 317
Sarkes Tarzian Inc.	Space 208
Tektronix Inc.	Space 201
Tele-Measurements Inc.	Space 503
Telemet Co.	Space 105
Telepro Industries Inc.	Space 241
Tequip Corp.	Space 203
Telesync Corp.	Space 204
Television Zoomar Co.	Space 216
Thomson Electric Co.	Space 313
Townsend Associates	Space 219
U. S. Army, Teleradio Branch ..	Space Concourse
U. S. Navy, Teleradio Branch,	
Recruiting Service	Space Concourse
Utility Tower Co.	Space 240
Video-Medical Electronics Corp.	Space 508-11
Viking Cable Co.	Space 515
Visual Electronics Corp.	Space 107-8
Vital Industries	Space 403
Vitro Electronics	Space 233
Ward Electronic Industries Inc.	Space 312
Whittaker Corp., Gencom Div.	Space 314
Wilkinson Electronics Inc.	Space 409-11

NAB CONVENTION OFFICES

(All NAB convention and staff offices are located on the Lobby floor in the Shoreham unless otherwise designated)

Convention Manager	Board Room
Everett E. Revercomb, secretary-treasurer	
Convention Program	Committee Room
Harold Niven, assistant to the president	
Engineering Conference	Board Room
George W. Bartlett, manager	
Convention Exhibits—	
Exhibit Office—Sheraton-Park	
Edward L. Gayou, exhibit director	
George E. Gayou, exhibit consultant	
Registration Desk	Lobby
Donald Pearce, assistant treasurer	
Convention News	Caucus Room
John M. Couric, vice president of public relations	
Newsroom	Executive Room

NAB STAFF OFFICES

Radio	Board Room
Sherril Taylor, vice president	
Station services	Board Room
William Carlisle, vice president	
Station relations	Lobby
Spencer Denison, Charles Drew, Oliver W. Henry, Ernest C. Sanders, field representatives	
Broadcast management	Press Room
William L. Walker, manager	

42 (NAB CONVENTION)

The BPI crowd

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

Representing BROADCASTING are Sol Taishoff, Maury Long, Edwin H. James, Lawrence B. Taishoff, Art King, Rufus Crater, Warren W. Middleton, John P. Cosgrove, Fred Fitzgerald, Earl Abrams, Leonard Zeidenberg, George Darlington, Sherm Brodey, Jim deBettencourt, Sonya Lee Brockstein, Barry Crickmer, Victor Rossi Jr., Bill Bayne, Gladys L. Hall, Bob Fennimore, Bill Merritt, Dave Bailey, Bob Flannery, Doris Kelly, Harry Stevens and George Dant.

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

Government affairs	Cabinet Room
Paul Comstock, vice president	
Legal	Cabinet Room
Douglas A. Anello, general counsel	
Research	Press Room
Howard Mandel, vice president	
Code Authority	Council Room
Howard H. Bell, director	
State association liaison	Press Room
Alvin King	

EQUIPMENT HOSPITALITY SUITES

(See also Equipment Exhibitors)

Addressograph-Multigraph Corp.	Unassigned
Adler Educational Systems	Shoreham G209
Adonis Radio Corp.	Unassigned
Albion Optical Co.	Sh-P M457-59
Alford Manufacturing Co.	Unassigned
Altec Lansing Corp.	Unassigned
Alto Fonic Tape Service Inc.	Wash Hilton
Ameco Inc.	Sh-P H320
American Electronic Laboratories Inc.	Mayflower
American Telephone & Telegraph Co.	Unassigned
Ampex Corp.	Sh-P B220
Andrew Corp.	Unassigned
Arriflex Corp. of America	Unassigned
Audio Devices Inc.	Unassigned
Automatic Tape Control Inc.	Sh-P F240-42
Bahrs Industries	Unassigned
Ball Brothers Research Corp.	Unassigned
Bauer Electronics	Sh-P M757-59
Bell & Howell Co.	Unassigned
Bonded Services	Unassigned
Boston Insulated Wire & Cable	Unassigned
Broadcast Electronics Inc.	Unassigned
CBS Laboratories	Shoreham F457
CCA Electronics Corp.	Unassigned
Century Lighting Inc.	Unassigned
Chrono-Log Corp.	Unassigned

Cleveland Electronics	Unassigned
Cohu Electronics	Unassigned
Collins Radio Co.	Sh-P C440
Colortran Industries	Unassigned
Comrex Corp.	Unassigned
Conrac Division, Gianinni	Unassigned
Cummins Engine Co.	Unassigned
Dage Television Co.	Sh-P B623-25
Dresser-Ideco Co.	Sh-P A311-15
Dynair Electronics Inc.	Sh-P F543-45
Dynatronics Inc.	Unassigned
Eastman Kodak Co.	Unassigned
Electronics, Missiles & Communications Inc.	Sh-P B123-25
Entron Inc.	Unassigned
Fairchild Recording Equipment	Unassigned
Filmline Corp.	Sh-P A211-15
Fort Worth Tower Co.	Unassigned
Gamma Scientific Inc.	Unassigned
Gates Radio Co.	Sh-P C540
General Electric	Sh-P R907-09
Gotham Audio Corp.	Unassigned
Grass Valley Group Inc.	Mayflower
Gray Research & Development Co.	Unassigned
Harwald Co.	Unassigned
Houston Fearless Corp.	Unassigned
International Good Music	Sh-P M253-55
International Nuclear Corp.	Unassigned
Jampro Antenna Co.	Unassigned
Jerrold Electronics Corp.	Wash Hilton
Johnson Electronics Inc.	Unassigned
Kliegl Bros.	Unassigned
Kline Iron & Steel Co.	Shoreham G700-03
KRS Electronics	Unassigned
Lenkurt Electric Co.	Sh-P D210-12
Logos Ltd	Unassigned
LTV Continental Electronics Div	Unassigned
M&H Communications Co.	Unassigned
McCarta Inc.	Unassigned
Magnetic Sound Inc.	Unassigned
Marconi Instruments	Unassigned
Marti Electronics	Unassigned
Maryland Telecommunications Inc.	Unassigned
McMartin Industries Inc.	Sh-P F740
Memorex Corp.	Unassigned
MGM Telestudios Inc.	Unassigned
Microwave Associates	Unassigned
Midwestern Instruments	Unassigned
3M Co.	Sh-P C740-42
Miratel Electronics Inc.	Unassigned
Mitchell Vinten Inc.	Shoreham F357
Moseley Associates Inc.	Unassigned
Moulic Specialties Co.	Unassigned
MVR Corp.	Sh-P F350-52
Nippon Electric New York Inc.	Unassigned
North American Philips Co.	Sh-P A511-15
Nortronic Co.	Sh-P M552-54
Ozalid Repro Products, General Aniline & Film Corp.	Unassigned
Photo Research Corp.	Unassigned
Q-TV Inc.	Unassigned
Quick-Set Inc.	Sh-P C251-53
RCA	Sh-P R807-09
Raytheon Co.	Unassigned
Reeves Industries Inc.	Shoreham G600-03
Riker Industries Inc.	Unassigned
Rohn Systems Inc.	Sh-P D506-08
Rust Corp. of America	Sh-P D400
Sarkes Tarzian Inc.	Sh-P F340-41
Schafer Electronics	Sh-P A100
Shibaden Corp. of America	Unassigned
Shure Brothers	Unassigned
Sony Corp. of America	Unassigned
Sparta Electronics Corp.	Sh-P M757-59
Stainless Inc.	Sh-P C640
Standard Electronics Corp.	Sh-P E120-22
Sylvania Commercial Electronics Division	Unassigned
Tanner Engineering Co.	Wash Hilton
Tapescaster Electronics	Unassigned
Tektronix Inc.	Unassigned
Telemet Co.	Unassigned
Telepro Industries Corp.	Unassigned
Tequip Corp.	Sh-P E220-22
Telescript-CSP Inc.	Unassigned
Telesync Corp.	Unassigned

BROADCASTING, March 22, 1965

JOSEPH TOMKO . . .

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



CHARLES W. PURCELL, JR. . .

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



HAROLD HOILAND . . .

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



**AWARD
WINNERS!**

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

In Maryland Most People Watch

WMAR-TV 

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212

Represented Nationally by THE KATZ AGENCY, INC.

Telesystems Corp.Unassigned
 Television Zoomar Co.Unassigned
 Thomson Electric Co.Sh-P D706-08
 Townsend AssociatesSh-P E330-32
 Utility Tower Co.Sh-P D404-06
 Video-Medical Electronics Corp.Unassigned
 VikingGramercy Inn 902
 Visual Electronics Corp.Sh-P D500
 Vital IndustriesUnassigned
 Vitro ElectronicsUnassigned
 Ward Electronic Industries Inc.Sh-P M389-91
 Westinghouse Electric Corp.Unassigned
 Whittaker Corp., Gencom DivShoreham A502
 Wilkinson Electronics Inc.Mayflower

STATION BROKERS

Blackburn & Co.Wash Hilton 3140
 Chapman & Co.DuPont Plaza
 R. C. Crisler & Co.Mayflower 381
 Daniels & AssociatesMadison
 Howard S.
 Frazier Inc.1736 Wisconsin Ave. NW
 Wilt C. Gunzendorfer & AssociatesSh-P
 Hamilton-Landis & AssociatesWash. Hilton
 Larue & Associates Inc.Sh-P
 Howard StarkShoreham
 Jack N. Stoll & AssociatesSh-P
 Edwin Tornberg & Co.Wash Hilton
 Albert Zugsmith
 CommunicationsGramercy Inn 1029-31

STATION REPRESENTATIVES

ABC-TV Spot Sales Statler-Hilton
 Advertising Time Sales Inc.Sh-P F640
 AM Radio Sales Co.Wash Hilton
 Avery-KnodelSh-P F440
 Mort Bassett & Co.Sh-P F250-52
 Elisabeth BeckjordenSh-P
 Charles Bernard Co. (Country Music
 Network)Sh-P
 John Blair & Co., Blair TV and Blair Radio
Wash Hilton, Solar Suite
 The Bolling Co.Gramercy Inn
 Broadcast Communications GroupWash Hilton
 Broadcast Times SalesMayflower
 CBS Radio Spot SalesShoreham C-135
 CBS-TV National SalesShoreham
 Henry I. Christal Co.Sh-P A600-02
 Roger Coleman Inc.Sh-P
 Robert E. Eastman & Co.Statler Hilton
 FM Group SalesWash. Hilton
 Gill-Perna Inc.Sh-P E724-26
 Harrington, Righter & Parsons Shoreham E830-32
 George P. Hollingbery Co.Sh-P F540-41
 Hal Holman Co.Shoreham A601
 Bernard Howard & Co.Wash Hilton
 H-R RepresentativesWash Hilton, Jupiter Suite
 The Katz AgencyWash Hilton, Saturn Suite
 Jack Masla Co.Sh-P
 McGavren-Guild Co.Shoreham E730-32
 The Meeker Co.Shoreham A702
 Metro Radio SalesSh-P
 Metro TV SalesSh-P
 Mid-West Time SalesUnassigned
 National TV Sales Inc.Mayflower
 NBC Spot SalesSheraton-Carlton
 Roger O'Connor Inc.Unassigned
 Peters, Griffin,
 WoodwardWash Hilton, Mars Suite
 Edward Petry & Co.Shoreham, Clubroom
 Prestige Representation
 OrganizationMayflower
 Paul H. Raymer Co.Sheraton-Carlton
 RKO General National SalesMadison
 Savalli/GatesMayflower
 Select Stations Representatives
 Inc.Mayflower
 Spot Time SalesDuPont Plaza
 Stone Representatives Inc.Sh-P D300-02
 Storer Television SalesMadison
 Television Advertising Representatives
Shoreham & Executive House
 Venard, Torbet & McConnell ..Shoreham G400-03
 Grant Webb & Co.Sh-P A111-15
 Weed Radio & Television Corp.Wash Hilton
 Adam Young Co.Sh-P M261-63

NETWORKS, GROUPS

ABC InternationalWash Hilton, Solar Suite
 ABC RadioSh-P Ambassador Suite
 ABC Radio StationsUnassigned
 ABC-TVShoreham C630
 ABC-TV Sports Programs Inc.Shoreham C630
 ABC-TV StationsUnassigned
 AB-PTShoreham C630
 CBS RadioShoreham B120
 CBS Radio StationsShoreham B120
 CBS-TVShoreham C530
 Keystone Broadcasting SystemSh-P D700-02
 Market 1 Network (QXR)Sh-P A111-15
 Mutual Broadcasting SystemSh-P B720
 NBC RadioShoreham C330
 NBC-TVShoreham C330

RESEARCH ORGANIZATIONS

American Research BureauShoreham A400-02
 A. C. Neilsen Co.Sh-P A700-02
 Broadcast Advertisers Reports Inc.Unassigned
 Media Statistics Inc.Windsor Park
 Sindlinger & Co.Sh-P
 Tele-Measurements Inc.Unassigned
 The Pulse Inc.Sh-P F140-41

PROGRAM SERVICES

ABC FilmsShoreham C636
 Allied Artists TV Corp.Shoreham F150-52
 American International Television
Shoreham E134-36
 Broadcast Sales Inc.Dupont Plaza
 Buena Vista Distribution Co. (Walt Disney)
Shoreham E430-32
 CBS FilmsWash Hilton, Mt. Vernon Suite
 Commercial Recording Corp. ..Shoreham B420-24
 Desilu Sales Inc.Shoreham D114-16
 Embassy Pictures Corp.Shoreham G108
 Four Star Distribution Corp.Shoreham F151-55
 Sandy Frank Program Sales Inc.
Shoreham F164-66
 Hartwest Productions Inc.Shoreham D206-08
 Hollywood TV ServiceShoreham G102
 King Features SyndicateShoreham F157
 Lang-Worth Feature ProgramsUnassigned
 M & A Alexander ProductionsWash Hilton
 Marcus AssociatesWash Hilton
 Mark Century Corp.Sh-P A500
 MCA-TVSh-P D200
 Medallion TV Enterprises Inc.Shoreham G104-06
 MGM-TVSh-P C240
 Charles Michelson Inc.Shoreham C436
 National Telefilm Associates
Shoreham G105, F160-62
 NBC Films Inc.Madison
 Official Films Inc.Shoreham F159-61
 Off-Network Productions Inc.Intl Inn
 Pams Inc.Shoreham B520-24
 Pepper Sound Studios Inc.Shoreham A202
 ProgramaticUnassigned
 Don Purcell ProductionsSh-P
 RCA Recorded Program ServicesSh-P C340
 Recorded Publications Labs.Unassigned
 Walter Reade-SterlingShoreham F757
 Walter Schwimmer Inc.Executive House 401
 Screen Gems Inc.Shoreham F131-35
 SESACShoreham G200-03
 Seven Arts Associated Corp. ..Shoreham F154-58
 Sports Network
Mayflower, Columbia & District Rooms
 Storer Programs Inc.Shoreham E330
 Teledynamics Corp.Wash Hilton
 Telesynd, Division of
 Wrather CorpWash Hilton
 Television Affiliates Corp.Shoreham E439
 Trans-Lux TV Corp.Shoreham E137-39
 Triangle Program SalesSh-P B420
 Tucker ProductionsSh-P
 20th Century-Fox Television ..Shoreham D119-21
 United Artists Corp.Shoreham 130-32
 Warner Bros. TVShoreham G100-03
 WBC Program SalesSh-P 520-22
 Wolper TV Sales Inc.Shoreham E138-40
 World Broadcasting SystemMayflower

MISCELLANEOUS

Advertising AgeSh-P D604-06
 Associated PressSh-P Franklin Room
 BillboardShoreham G608
 Broadcast EngineeringUnassigned
 Broadcasting MagazineSh-P Madison Suite
 Broadcast Management/Engineering
Sh-P M258-60
 Film DailyUnassigned
 Lee-Jeffreys Inc.Sh-P M557-59
 Media/ScopeSh-P M753-55
 Printer's InkUnassigned
 Radio Advertising BureauSh-P A411-15
 Radio-Television DailySh-P M589-91
 Sales ManagementUnassigned
 Barry Sherman AssociatesWashington Hilton
 Softness GroupMayflower
 SponsorSh-P M762-64
 Springfield TV Broadcasting Stations.....
Sh-P E330
 Standard Rate & Data Service Shoreham E630-32
 Telefilm MagazineSh-P F750-52
 Television Accessory Manufactures Institute
Windsor Park
 Television AgeSh-P M458-60
 Television Bureau of AdvertisingSh-P M657-59
 Television Information OfficeSh-P M290-92
 Television DigestUnassigned
 Television MagazineSh-P Madison Suite
 TV Stations Inc.Shoreham G500-03
 Timebuyer MagazineSh-P M758-60
 United Press InternationalSh-P
 VarietySh-P M358-60

Also in Washington . . .

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

LARUE & ASSOCIATES INC.

Sheraton-Park, Suite unassigned.

Personnel: Hugh Ben Larue.

SANDY FRANK PROGRAM SALES INC.

Shoreham, Suite F164-66

Headquarters: 44 East 67th Street, New York.

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

Films available, number of episodes in parentheses:

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

TELEDYNAMICS CORP.

Washington Hilton, Suite unassigned

Headquarters: 729 Seventh Avenue, New York.

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

Films available, number of episodes in parentheses:

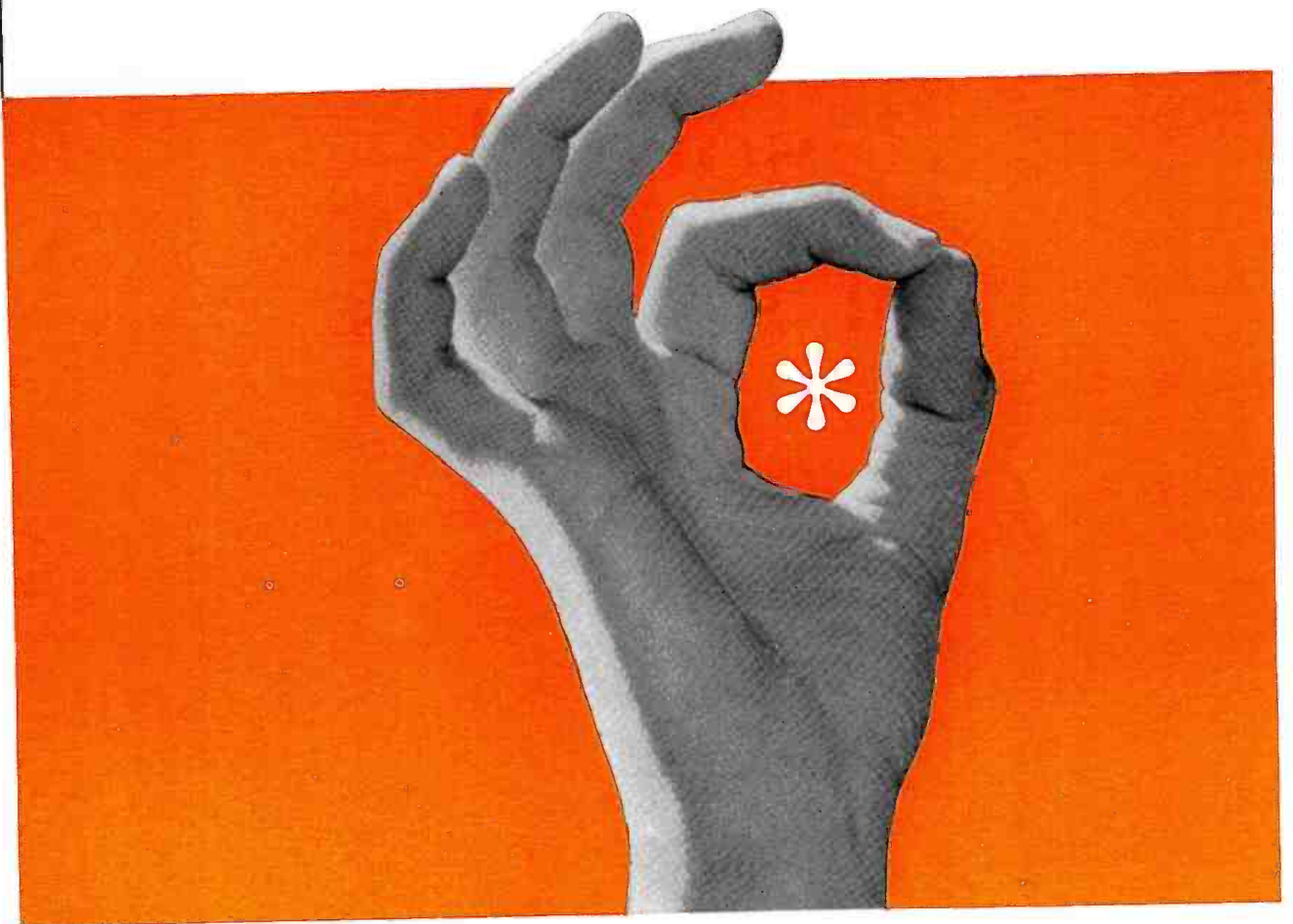
True Adventure (156)
Long John Silver (26)
Kiddie Camera (150)
The Dynamic Group
The Cavalier Group



for
the
sweet
sound
of success

FAN®

**what makes
one of the
of the nation?**



WCCO Radio

great stations

it's **P.R.A.** 


POWER • REACH • ACCEPTANCE

It takes a combination of many factors to make WCCO Radio one of the great stations of the nation. There's **POWER** — 50,000 watts, 1-A clear channel from 830 kc. There's **REACH** — covering a 124-county market in six states. Actually, two markets in one: 5-county Twin Cities plus 119 non-metro counties. Total population: 4 million. Above all, there's **ACCEPTANCE** — gained by a 40-year tradition of full-size, complete programming and service. No other medium in the region matches WCCO Radio's combination of Power-Reach-Acceptance. Put P-R-A to work for you.

WCCO Radio

MINNEAPOLIS • ST. PAUL

Northwest's Only 50,000-Watt 1-A Clear Channel Station

REPRESENTED BY **CBS**  RADIO SPOT SALES

Network TV billings up 8.3%

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

Network as well as spot television billings last year reached record highs.

In network net time and program billings, the total in 1964 came to \$1,145,889,700, up more than \$87.8 million (8.3%) over 1963's \$1,058,001,200.

In national and regional spot TV,

the volume at gross rates was over the \$1 billion mark, representing a 17% increase over the year before (BROADCASTING, March 15).

Since spot figures are reported on a gross-dollar basis and network totals in terms of net time and talent expenditures, the two cannot be combined into

a meaningful figure representing all national TV spending.

The new network totals were released today (March 22) by the Television Bureau of Advertising. The data was compiled by Leading National Advertisers—Broadcast Advertisers Reports.

The pattern of healthy gains each month last year over like periods in 1963 was broken in one month, November, where the gain in 1964 was extraordinary (nearly 25%) but TVB explained that those figures were really not comparable because of commercial time cancellations after President Kennedy's assassination on Nov. 22, 1963.

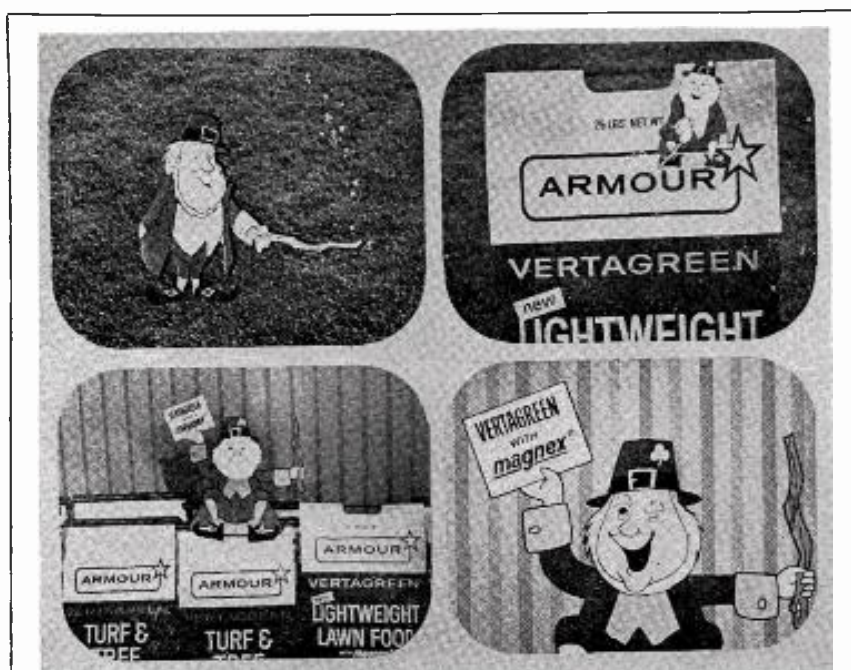
In the day parts, the networks' daytime billings (net time and talent) increased 10.8%, moving up to more than \$329.1 million in 1964, while the nighttime total was up 7.3% to \$816,695,100.

Dispute Ended • TVB's announcement of the network figures signaled the settlement of a dispute that had delayed their release for weeks. TVB has traditionally issued network totals in terms of gross dollars. With the development of estimates on the basis of net expenditures for time and talent, CBS-TV wanted the network figures issued on that basis as well; NBC-TV wanted them given only in gross-dollar terms (CLOSED CIRCUIT, Feb. 22).

The solution, it became obvious last week, was to issue no individual network totals at all. TVB authorities said they had proposed dropping the network totals two years ago but that the networks then wanted them continued. It is TVB's position, they said, that the figures should represent television as a whole, not any individual element, and that the respective networks' totals should not be released any more than those for individual group-station operators.

TVB noted that a total of 34 advertisers used network TV for the first time during 1964, their net time and program billings coming to more than \$6 million. (TVB said these do not include 16 political advertisers who in aggregate spent \$5,513,000 for net time and talent on the networks.)

According to the bureau, Allen Products Co. spent the most for any



COMMERCIAL PREVIEW: a leprechaun in Armour

St. Patrick's day may have been celebrated last week, but one of its chief symbols, the smiling Irish leprechaun, will continue to appear throughout the spring in a trio of 30-second TV commercials produced by the Armour Agricultural Chemical Co., Atlanta, for Vertagreen lawn and garden fertilizers.

The commercials will run as regional cut-ins in 39 states east of the Rockies on ABC-TV's *Ben Casey*, *Twelve O'Clock High*, *The Jimmy Dean Show*, *The Fugitive*, *Broadside*, *Sunday Night at the Movies*, and *The 7 p.m. News with Peter Jennings*. Campaign began March 20.

The bearded leprechaun appears in each commercial to demonstrate how Vertagreen keeps lawns clean all summer. Voice over commentary delivered in a heavy Irish brogue, helps to complete the commercial's native motif.

Group supervisor of the spots is Helen Gordon, vice president and creative director of Liller, Neal, Battle & Lindsey Inc., Atlanta, agency for Armour. The script writer is Paul D'Arcy Bowles and the art director is Robert A. Hiers, both with the agency. Commercials were produced by Hanna-Barbera, Los Angeles.



If you're looking for
high adventure on an
international scale...
explosive science fiction
... espionage with a
dash of wry humor...
you've found it...

**THREE HOT NEW
FEATURE PACKAGES
FROM AMERICAN
INTERNATIONAL
TELEVISION**

**ADVENTURE '66
OPERATION SNAFOO**
THE MANY WORLD OF INTERNATIONAL
ESPIONAGE

AMAZING '66

AVAILABLE
SEPTEMBER,
1965!

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



and at the end of the TV's first year...

20 HAIR-RAISING
TALES OF
EVIL!!

THRILLERS FROM ANOTHER WORLD

A VOYAGE INTO
THE BIZARRE LAND
OF THE UNDEAD!

ready March 1.

Sinbad Jr.

130 FIVE-MINUTE/FULL-COLOR CARTOONS
WITH FULL ANIMATION. THE
ADVENTUROUS, SEAFARING,
SWASHBUCKLING, SINBAD, JR.
AND A SOCK MERCHANDISING CAMPAIGN
SCHEDULED TO BREAK DAY AND DATE WITH
THE SERIES DEBUT MAY 1, 1965.

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

*and this is
just the beginning*

and also

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

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

EXOTIC LANDS OF THE WORLD... SAFARIS AFTER
WILD GAME...

ENTICING
TEMPLE DANCERS

AND MARCO POLO, EXPLORER EXTRAORDINAIRE...

THE FIERCE ACTION OF WAR IN THE JUNGLE. 20 EXCITEMENT FILLED FEATURES!

ADVENTURE '66



available September, 1965

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

OPERATION SNAFU

THE ZANY WORLD
OF INTERNATIONAL
ESPIONAGE



20 features ready September, 1965

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

AMAZING '66

20 THRILL PACKED FEATURES

ready September, 1965



AMERICAN INTERNATIONAL TELEVISION, Inc. 165 West 46th Street, New York, N.Y. Circle 5-3035



NETWORK TV BILLINGS UP 8.3% continued

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

P & G Is Tops - Procter & Gamble was the number 1 network TV advertiser in 1964, with a total of more than \$78.3 million, about a \$5 million increase over 1963.

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

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

	1964	1963
1. Procter & Gamble	\$78,343,500	\$70,259,400
2. American Home Products	40,956,400	41,556,900
3. Bristol-Myers	39,915,800	38,305,300
4. General Foods	36,799,100	29,937,400
5. Lever Bros.	33,408,300	32,185,500
6. General Motors	31,023,400	27,077,900
7. R. J. Reynolds	29,358,200	30,665,600
8. Philip Morris	27,718,400	20,474,900
9. American Tobacco	26,954,900	19,586,000
10. Colgate-Palmolive	26,918,900	28,274,000
11. Gillette	26,226,500	24,843,000
12. Chrysler Corp.	22,898,800	14,138,800
13. Alberto-Culver	21,869,000	20,412,600
14. Brown & Williamson	20,108,500	17,130,300
15. Ford Motor	18,966,800	19,107,800

**NET TIME & PROGRAM EXPENDITURES
1964 NETWORK TELEVISION ADVERTISERS**
(Source: TVB/LNA-BAR)

Rank		
128	Abbot Labs	\$ 1,434,100
*351	Acushnet Process	10,000
179	Adolph's Ltd.	632,800
208	Aetna Life Insurance	418,700
13	Alberto-Culver	21,869,000
*167	Allen Products	897,200
199	Aluminium Ltd.	486,000
65	Alcoa	4,543,800
347	American Bakeries	14,500
38	American Cyanamid	6,575,800
117	American Dairy Assn.	1,770,400
254	American Doll & Toy	209,400
104	American Gas Assn.	2,191,900
2	American Home Products	40,956,400
235	American Machine & Foundry	260,000
187	American Medical Assn.	574,900
79	American Motors	3,651,800
350	American Red Ball Transit	11,200
63	AT&T	4,656,100
9	American Tobacco	26,954,900
242	Amer. Ind. Elec. Light & Power Cos.	240,000
149	Anheuser-Busch	1,156,000
33	Armour	7,892,300
36	Armstrong Cork	6,843,900
*329	Arnav Shoe	43,400
270	Arnold Schwinn	174,200
165	Ballantine, P.	940,700
*255	Bardahl Lubricants	200,400
313	Beatrice Foods	84,000
92	Beech-Nut Life Savers	2,862,200
56	Beecham Group	5,163,400
310	Beltone Electronic	86,300
*258	Beneficial Finance	191,800

BROADCASTING, March 22, 1965

Rank		
175	Benrus Watch	695,200
348	Benzomatic	14,000
259	Binney and Smith	189,400
278	Bissell	154,500
181	Black & Decker	627,600
22	Block Drug	13,381,400
*267	Book Enterprises	180,200
82	Borden	3,401,200
221	Borg-Warner	318,200
303	Brach, E. J.	103,700
185	Bradley, Milton	580,900
3	Bristol-Myers	39,915,800
14	Brown & Williamson	20,108,500
230	Bruce, E. L.	283,700
157	Calgon	1,024,600
112	California Packing	1,953,700
*284	Callaway Mills	143,300
*332	Calusa Chemical	39,400
330	Cameo	42,600
27	Campbell Soup	11,080,200
251	Canadian Breweries	217,900
46	Carnation	5,664,900
44	Carter Products	5,817,400
325	Celanese Corp. of America	51,500
*190	Champion Spark Plug	532,800
176	Chanel	695,000
69	Chesebrough-Pond's	4,182,500
*191	Chicago Musical Instru.	525,300
12	Chrysler Corp.	22,898,800
209	Chunky Chocolate	411,700
274	Church & Dwight	168,200
271	Citizens/Goldwater-Miller	172,200
282	Cluett Peabody	144,000
222	Coats and Clark	316,100
61	Coca-Cola	4,690,000
10	Colgate-Palmolive	26,918,900
*349	Collegeville Flag & Mfg.	12,600
334	Columbia Pictures	30,900
30	Consolidated Cigar	8,987,900
137	Consolidated Foods	1,330,200
206	Continental Baking	440,100
51	Corn Products	5,463,800
218	Corning Glass Works	323,200
342	Curtis Publishing	20,000
127	Democratic National Comm.	1,448,300
315	Diamond Alkali	78,800
129	Disney, Walt, Productions	1,431,700
195	Dr. Pepper	503,700
233	Dominion Electric	276,700

Rank		
68	Dow Chemical	4,236,800
321	Dow Corning	62,500
*293	Dow Jones	124,200
34	Drackett	7,582,000
286	Drewry's Ltd. U.S.A.	141,700
214	Duffy-Mott	379,200
37	duPont de Nemours	6,677,100
*331	Dymo Industries	42,500
213	Eastern Air Lines	382,200
49	Eastman Kodak	5,582,100
200	Easy Day Mfg.	478,000
297	Elgin National Watch	111,000
337	Emenee	27,000
184	Encyclopaedia Britannica	590,400
113	Eversharp	1,891,700
*356	Ex-Cell-O	2,800
132	Ex-Lax	1,401,400
178	Exquisite Form Industries	635,000
216	F&F Labs	357,900
106	Factor. Max	2,180,500
81	Falstaff Brewing	3,531,900
*307	Famly Foods	100,700
311	Father John's Medicine	85,000
77	Firestone Tire & Rubber	3,720,800
116	Florida Citrus Commission	1,817,000
279	Florida, State of	149,100
15	Ford Motor	18,966,800
*343	Foremost Dairies	19,800
218	Foster-Milburn	330,000
109	French, R. T.	2,110,500
93	Frito-Lay	2,639,600
35	General Cigar	7,313,600
59	General Electric	4,876,900
4	General Foods	36,799,100
272	General Ins. Co. of America	172,200
21	General Mills	15,137,700
6	General Motors	31,023,400
287	Gen. Tel. & Electronics	140,000
186	General Time	578,300
226	Georgia-Pacific	299,200
174	Gerber Products	719,600
11	Gillette	26,226,500
166	Glidden	935,700
141	Gold Seal	1,254,500
131	Golden Grain Macaroni	1,428,800
301	Goldwater For Pres. Comm.	108,000
102	Goodrich, B. F.	2,308,500
52	Goodyear Tire & Rubber	5,363,600
316	Gorham	73,400
101	Green Giant	2,338,700
314	Gulf Amer. Land	79,800
	*New to network television.	

NETWORK TELEVISION NET TIME and PROGRAM BILLINGS

(Source: TVB/LNA-BAR)
(add 000)

	By day parts			JANUARY-DECEMBER		
	DECEMBER			JANUARY-DECEMBER		
	1963	1964	% Chg.	1963	1964	% Chg.
Daytime	\$ 32,038.9	\$ 35,314.2	+10.2	\$ 296,979.2	\$ 329,194.6	+10.8
Monday-Friday	18,863.3	21,284.2	+12.8	211,744.3	226,344.3	+ 6.9
Saturday-Sunday	13,175.6	14,030.0	+ 6.5	85,234.9	102,850.3	+20.7
Nighttime	76,991.6	78,282.8	+ 1.7	761,022.0	816,695.1	+ 7.3
TOTAL	\$109,030.5	\$113,597.0	+ 4.2	\$1,058,001.2	\$1,145,889.7	+ 8.3

	1964	1963	% Change '64/'63
January	\$ 103,667.0	\$ 95,929.0	+ 8.1
February	98,804.9	88,785.5	+11.3
March	105,230.4	96,491.9	+ 9.1
April	98,107.0	89,997.9	+ 9.0
May	88,418.3	85,210.9	+ 3.8
June	74,291.3	69,895.8	+ 6.3
July	69,411.3	66,405.8	+ 4.5
August	67,023.8	66,571.2	+ 0.7
September	87,343.2	82,896.0	+ 5.4
October	120,844.4	111,089.1	+ 8.8
*November	119,111.1	95,697.6	+24.5
December	113,597.0	109,030.5	+ 4.2
	\$1,145,889.7	\$1,058,001.2	

*November 1964 vs. 1963 not comparable due to cancellations of commercial time at time of President's Kennedy's assassination.

(BROADCAST ADVERTISING) 51

Rank		
54	Gulf Oil	5,207,600
275	Gulton Industries	167,500
241	Haggar Co.	252,000
123	Hallmark Cards	1,554,600
300	Hamilton Watch	108,000
154	Hamm, Theo., Brewing	1,051,600
201	Hartford Insurance Group	475,000
177	Hartz Mountain Prods.	639,400
312	Hassenfeld Bros.	84,800
*328	Hav-A-Tampa Cigar	47,700
265	Hazel Bishop	181,500
120	Heinz, H. J.	1,735,500
62	Helene Curtis	4,666,600
266	Hercules Powder	181,200
124	Hertz	1,535,000
156	Heublein	1,027,700
239	Hills Bros. Coffee	255,600
142	Hoffman-LaRoche	1,244,500
263	Holiday Inns of America	183,300
*240	Honda Motor	255,000
180	Honeywell	629,200
71	Hunt Foods & Inds.	4,048,700
250	Hupp Corp.	220,100
110	Institute of Life Ins.	2,108,200
*341	International Pipe/Ceramics	22,500
256	Jaymar-Ruby	198,100
103	Jergens, Andrew	2,279,100
136	John Hancock Mutual	1,370,100
194	Johnson For Pres. Comm.	505,000
296	Johnson-Humphrey Comm.	120,000
70	Johnson & Johnson	4,109,400
25	Johnson, S. C. & Son	11,294,600
89	Kaiser Industries	3,011,400
280	Kaysler-Roth	147,900
354	Keating For Sen. Comm.	3,700
19	Kellogg	15,650,100
291	Kemper Insurance Group	127,400
161	Kendall	960,500
121	Kimberly-Clark	1,679,600
220	King-Seeley Thermos	320,300
*249	Kirsch	223,900
252	Kiwi Polish	212,000
231	Lanvin-Charles of the Ritz	283,000
50	Lehn & Fink	5,493,900
5	Lever Bros.	33,408,300
114	Libby McNeill & Libby	1,858,000
192	Liberty Mutual	517,600
18	Liggett & Myers	15,747,500
16	Lorillard, P.	17,734,500
309	Lowe, Joe	93,000
212	Ludens	395,000
*324	Manco Watch Strap	54,000
333	Manhattan Shirt	30,900
269	Marathon Oil	174,700
225	Mars	307,700
134	Marx, Louis	1,386,800
168	Masonite	879,900
55	Mattel	5,172,800
97	Maybelline	2,540,000
203	McKesson & Robbins	472,300
111	Mead Johnson	2,058,600
43	Mennen	5,833,700
163	Mentholatum	946,800
245	Merck	236,000
290	Midland Pharmacal	128,400
20	Miles Labs	15,203,000
99	Miller Brewing	2,413,000
143	Minnesota Mining & Mfg.	1,243,800
264	Mirro Aluminum	183,200
243	Mohasco Industries	240,000
153	Monsanto	1,078,500
253	Morrell, John	211,400
155	Morton Salt	1,031,800
125	Motorola	1,491,400
*246	Murray-Allen Imports	233,300
147	Mutual of Omaha	1,194,400
327	Nafleys	50,900
292	National Assn. of Agents	126,000
26	National Biscuit	11,098,800
159	National Brewing	988,800
160	Nat'l. Cotton Council	985,800
24	Nat'l Dairy Products	11,599,900
*188	Nat. Fed. of Coffee Growers Colombia	559,800
118	Nat. Grape Co-op	1,767,400
*335	Nat. Rural Elec. Co-op	30,000

\$34 million for two shows

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

Mike Weinblatt, NBC-TV director of participating sales, said billings in 1965 for *Today* should reach nearly \$13 million, or about 15% above the 1964 total; over \$19 million for "the *Tonight* show starring Johnny Carson," or \$2 million more than the record sales posted for that show last year. The Saturday night *Tonight* show now added to NBC-TV's schedule will bring more than \$2.3 million in billing this year, Mr. Weinblatt said.

Rank		
261	Nat. Scranton for Pres. Comm.	186,000
189	Nat. Union Elec.	550,300
162	Nationwide Mutual	958,900
32	Nestle	8,269,600
96	North American Philips	2,552,900
48	Norwich Pharmacal	5,594,600
53	Noxzema Chemical	5,351,600
138	Ocean Spray Cranberries	1,308,200
144	Olin Mathieson Chem.	1,213,900
326	Outboard Marine	51,500
205	Pabst Brewing	447,900
308	Parker Bros.	96,000
183	Parker Pen	590,600
317	Pearl Brewing	69,600
78	Pepsi Cola	3,672,600
244	Peter Paul	239,700
344	Pfaff International	19,000
91	Pfizer, Chas.	2,939,800
94	Phil. & Reading	2,634,100
8	Philip Morris	27,718,400
29	Pillsbury	10,877,000
227	Pittsburg Plate Glass	297,400
107	Plough	2,147,300
74	Polaroid	3,841,300
215	Polk Miller Prod.	371,800
299	Pres.'s Club for Johnson	110,200
1	Procter & Gamble	78,343,500
80	Prudential	3,625,500
*318	Publix Shirt	64,900
*320	Pure Food	63,600
66	Purex	4,535,000
41	Quaker Oats	6,235,900
223	Quaker State Oil	310,500
57	RCA	5,104,600
322	Rainbow Crafts	61,200
31	Ralston Purina	8,577,700
204	Rayette	468,700
198	Reader's Digest	486,500
247	Reagan-Goldwater TV Comm.	230,000
295	Reddi-Wip	120,700
232	Republican Campaign Comm.	282,200
169	Republican Nat'l Comm.	864,100
304	Revlon	103,000
236	Rexall Drug	258,100
64	Reynolds Metals	4,609,000
7	Reynolds, R. J., Tobacco	29,358,200
86	Richardson-Merrell	3,132,300
207	Robins, A. H.	422,100
339	Rockefeller for Pres.	25,200
262	Rubbermaid	184,200
172	Rubinstein, Helena	777,600
352	St. Regis Paper	9,600
193	Salada Foods	517,000
173	Savings & Loan Foundation	747,000
224	Sawyers	309,000

Rank		
135	Schering	1,370,700
302	Schick Electric	106,500
72	Schlitz Brewing	3,918,500
217	Schmidt, C. & Sons	334,400
260	Scholl Mfg.	189,100
336	Scientists-Engineers-Physicians For Johnson	30,000
268	Scott, O. M. & Sons	178,700
95	Scott Paper	2,615,500
248	Scripto	226,700
73	Sears Roebuck	3,841,900
306	Shattuck, Frank G.	100,800
140	Shell Oil	1,258,800
108	Sherwin-Williams	2,113,600
119	Shulton	1,754,000
298	Shwayder Bros.	110,300
130	Simmons	1,430,100
115	Simoniz	1,831,700
85	Singer	3,160,100
283	Skill Corp.	144,000
39	Smith Kline & French Labs	6,490,500
75	Socony Mobil Oil	3,783,300
148	Sperry & Hutchinson	1,158,000
105	Sperry Rand	2,189,100
211	Staley, A. E. Mfg.	407,100
67	Standard Brands	4,516,700
196	Standard Oil (Calif.)	498,000
90	Standard Oil (Ind.)	2,952,100
76	Standard Oil (N. J.)	3,777,700
353	Standard Oil (Ohio)	5,000
45	Stanley Warner	5,714,100
84	State Farm Ins.	3,209,700
17	Sterling Drug	16,315,500
237	Sterns Nurseries	256,000
87	Sun Oil	3,106,800
40	Sunbeam	6,375,500
210	Sunkist Growers	410,600
345	Sunray DX Oil	18,800
146	Sweets Co. of America	1,198,400
133	Swift	1,398,800
152	TV/Goldwater-Miller Comm.	1,103,300
229	Tappan	284,000
*288	Testor	135,800
47	Texaco	5,621,100
182	Texize Chemicals	591,600
88	Textron	3,055,100
126	Travelers Ins.	1,449,000
*202	True Temper	474,800
*289	Underwood, William	135,400
60	Union Carbide	4,791,800
323	Union Central Life Ins.	60,000
277	United Air Lines	155,200
122	United Biscuit Co.	1,582,500
158	United Fruit	1,000,000
139	U. S. Borax & Chem.	1,290,000
170	U. S. Plywood	842,000
100	U. S. Rubber	2,389,800
164	U. S. Steel	945,000
98	U. S. Time	2,526,600
355	United Vitnners	2,800
151	Upjohn	1,125,400
150	Volkswagenwerk, A. G.	1,130,200
346	Vols./Johnson, Humphrey- Kennedy	16,800
58	Wallace and Tiernan	5,073,800
294	Wander	122,900
28	Warner-Lambert Pharma.	10,961,100
*285	Washington Post	142,000
228	Waterman, L. E., Pen	285,100
338	Western Union	26,100
42	Westinghouse	5,852,900
305	White Motor	102,600
257	Wiedemann, Geo., Brewing	193,600
*281	Wilkinson Sword	146,000
23	Williams, J. B.	11,859,400
234	Wilson & Co.	260,600
*340	Winegard Co.	24,700
197	Wolverine Shoe & Tann'g	490,400
276	Women Voters for Goldwater & Miller	167,200
273	Women's Apparel Ind. Comm. For Johnson	170,800
171	Wrigley, William, Jr.	831,500
319	Wurlitzer	64,700
83	Xerox	3,390,800
238	Young, W. F.	255,600
145	Zenith Radio	1,206,000
*New to Network Television.		



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

If it's newsworthy **JOSEPH McCaffrey** will comment on it

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

A key member of our 25-man staff of news and public affairs specialists. McCaffrey helps make WMAL-Radio and WMAL-TV the news authority in the Nation's capital.



News Authority in the Nation's Capital

wmal radio and television

Daren F. McGavren Co.

Harrington, Righter & Parsons, Inc.

Evening Star Broadcasting Company, Washington, D. C.

Kemper must pay for cancellation

AB-PT wins court case that followed advertiser's quitting ABC-TV because of documentary with Hiss

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

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

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

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

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

This suit was filed after ABC's ac-

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

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

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

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

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

Three Triangle TV stations refused to carry the program. Roger W. Clipp,

vice president, said the company considered "the program (on Mr. Nixon and including Hiss) in bad taste, especially on Veterans Day."

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

ABC-TV supported Mr. Smith's use of Hiss on the program. Mr. Smith's position was that "Hiss is news and we're in the news business . . . the Hiss statement was relevant to our subject." (Hiss figured importantly in Mr. Nixon's life when the latter was a member of the House Un-American Activities Committee. Hiss was accused as a Communist spy. He was later tried, convicted and jailed for perjury.)

Timebuyers dropped in SSC&B regrouping

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

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

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

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

AFA fires volley before smoking hearing

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

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

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

BAR estimates for 16 markets

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

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

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

national spot, regional and local business on the air in the respective markets during the week indicated.

Week ended Feb. 26:

Albany-Schenectady-Troy, N. Y. (3)—\$158,171
Baltimore (3)—\$266,662
Buffalo, N. Y. (3)—\$286,489
Cedar Rapids-Waterloo, Iowa (3)—\$70,255
Detroit (4)—\$614,730
Greensboro-Winston-Salem, N. C. (3)—\$88,488
Greenville-Spartanburg, S. C.-Asheville, N. C. (3)—\$65,922
Houston (3)—\$253,784
Kansas City, Mo. (3)—\$275,940
Miami (3)—\$256,441
Oklahoma City (3)—\$158,401
Phoenix (4)—\$121,259
Sacramento, Calif. (3)—\$259,312
Seattle (4)—\$226,623
Spokane, Wash. (3)—\$70,146
Youngstown, Ohio (3)—\$45,248



WGY
still offers
unique
news
coverage

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

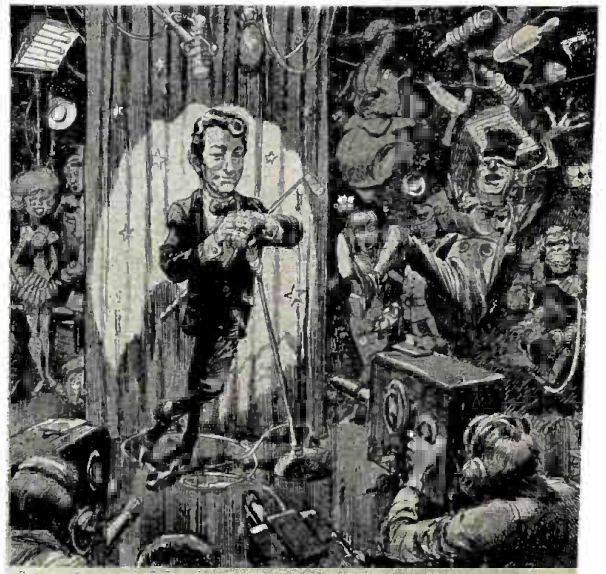
On-the-scene news coverage is still part of WGY's diversified programming: programming which today makes WGY the favorite of housewives, factory workers, white collar workers, farmers, government officials, business executives, and students throughout Northeastern New York and Western New England. 982-32

WGY — 810 MC — 50 KC
GENERAL ELECTRIC BROADCASTING CO.

Represented by Henry I. Christal

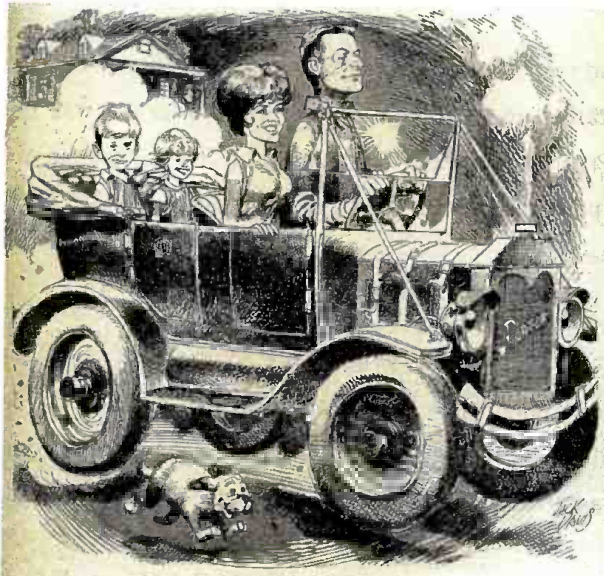


WACKIEST SHIP IN THE ARMY



THE DEAN MARTIN SHOW

ALL TOGETHER



MY MOTHER THE CAR



LAREDO

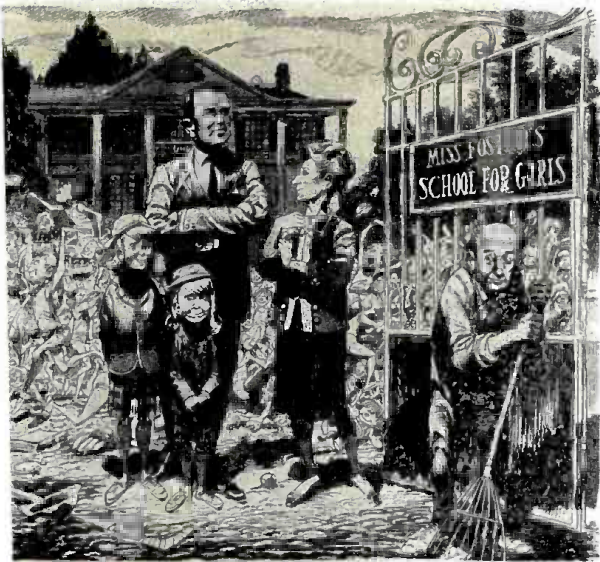


AMP RUNAMUCK



HANK

HER NOW...



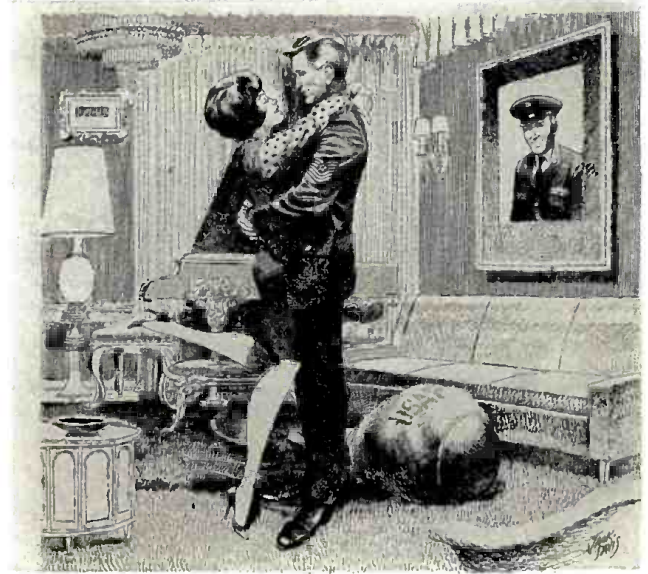
MISTER AND THE MISSES



I DREAM OF JEANNIE



GET SMART



MONA McCLUSKEY

THIS FALL, HAVE THE TIME

With fifteen great new programs joining what is already TV's outstanding entertainment lineup..



RUN FOR YOUR LIFE



CONVOY



PLEASE DON'T EAT THE DAISIES



MR. ROBERTS

OF YOUR LIFE WITH NBC

With TV's number one schedule of news & sports...
With virtually all of the nighttime shows in color.



I SPY



COMMERCIAL PREVIEW: Keds canvas shoes

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

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

In the past, the "Kolonel" appeared through a matting process to fly with

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

The commercials, prepared in 50-second lengths with an open 10-second for dealer tags, have begun on various stations and will be on some 180 stations covering 150 key markets at the peak of the spring season

campaign in May. Keds is using highly rated children's shows in the campaign that runs through June.

Agency is the Fletcher Richards Co., New York.

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

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

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



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

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

The association restricted its opposition to mandatory warnings in advertising, stating that it did not wish to "belittle possible health risks" or even "to go on record as opposing . . . some kind of warning statement" on cigarette packages. It did, however, warn

of the economic importance of tobacco and suggest that the industry's voluntary advertising code be given a chance to prove itself.

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

Rep. appointments . . .

■ KTVW-TV Tacoma-Seattle: National Television Sales, New York.

■ WLIS Saybrook, Conn., WALE Fall River, Mass; WLNH Laconia, N. H.; WFAU Augusta, WFST Caribou, WCOU

Lewiston and WLOB Portland, all Maine: Eckels & Co., Boston.

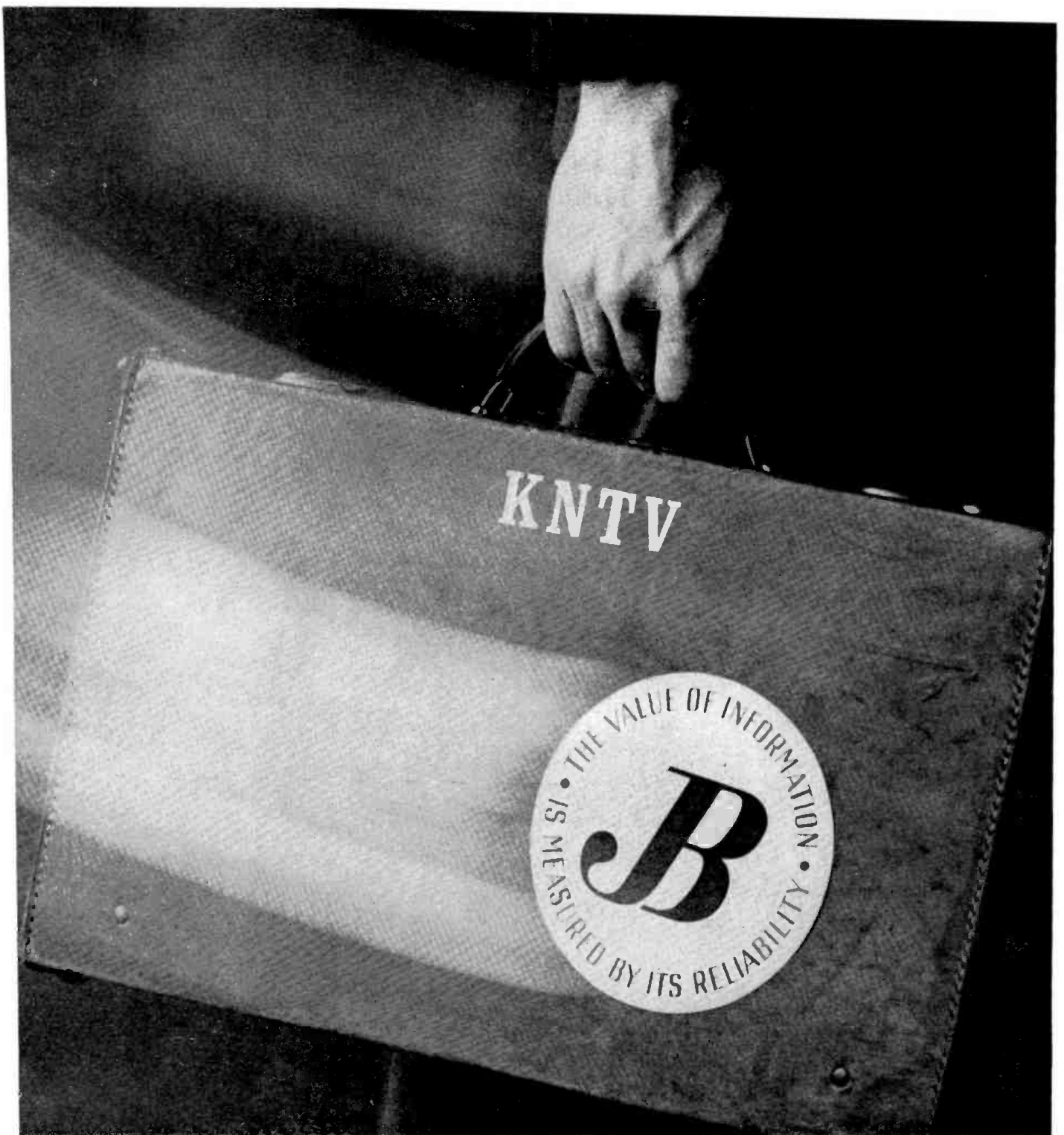
■ WRCH Hartford, Conn.: McGavren-Guild, New York.

■ WTMT Louisville, Ky., and KCFI Cedar Falls, Iowa: Mid-West Time Sales, St. Louis, as regional representative.

Agency appointments . . .

■ Studebaker of Canada Ltd., Hamilton, Ont., names W. B. Doner & Co., Detroit, as agency for Canadian advertising. Doner already represents Studebaker in U. S.

■ Kenyon & Eckhardt, San Francisco, has been named by Weldwood Structures of San Leandro, Calif., division of United States Plywood Corp.



Going places *KNTV, the Standard Radio & Television Company station covering San Jose-Salinas-Monterey, California, joins America's most dynamic television stations. Allen T. Gilliland, President, announces the appointment of Blair Television as exclusive national representative, effective April 1, 1965 !*

Computerized data for buyers

Treyz' National Television Sales and Medmark plan

to merge rate cards and ratings for sophisticated facts

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

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

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

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

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

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

Mr. Treyz said the service will enable advertisers to make a "better buy" by having more detailed and precise information about a market, station, time period and program. It will be a station management tool, indicating areas where rates may be increased or decreased, for

example. He said it will help the sales representatives by pinpointing more accurately the "target audience" for an advertiser because of the more sophisticated data.

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

Networks report sales for next season

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

NBC-TV reported Glenbrook Laboratories division of Sterling Drug Co., through Dancer-Fitzgerald-Sample, bought sponsorship in *Dr. Kildare* and *The Man from U.N.C.L.E.*; Gillette, through Maxon, renewed sponsorship on the network with a buy in *Tuesday Night at the Movies*; Colgate-Palmolive, through Norman, Craig & Kummel bought time in *The Mr. and the Misses* and *Dr. Kildare* and alternate week minutes in *The Man from U.N.C.L.E.*, *Tuesday Night Movies* and weekly participation in *Saturday Night at the Movies*; Speidel, through the Marschalk Co., purchased co-sponsorship in *Please Don't Eat the Daisies*; Green Giant Co., through Leo Burnett bought participa-

tion in *Saturday Night at the Movies*.

ABC-TV said it had written \$25 million in new season business in the last week putting it more than a month ahead of last year's sales pace.

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

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

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

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

Business briefly . . .

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

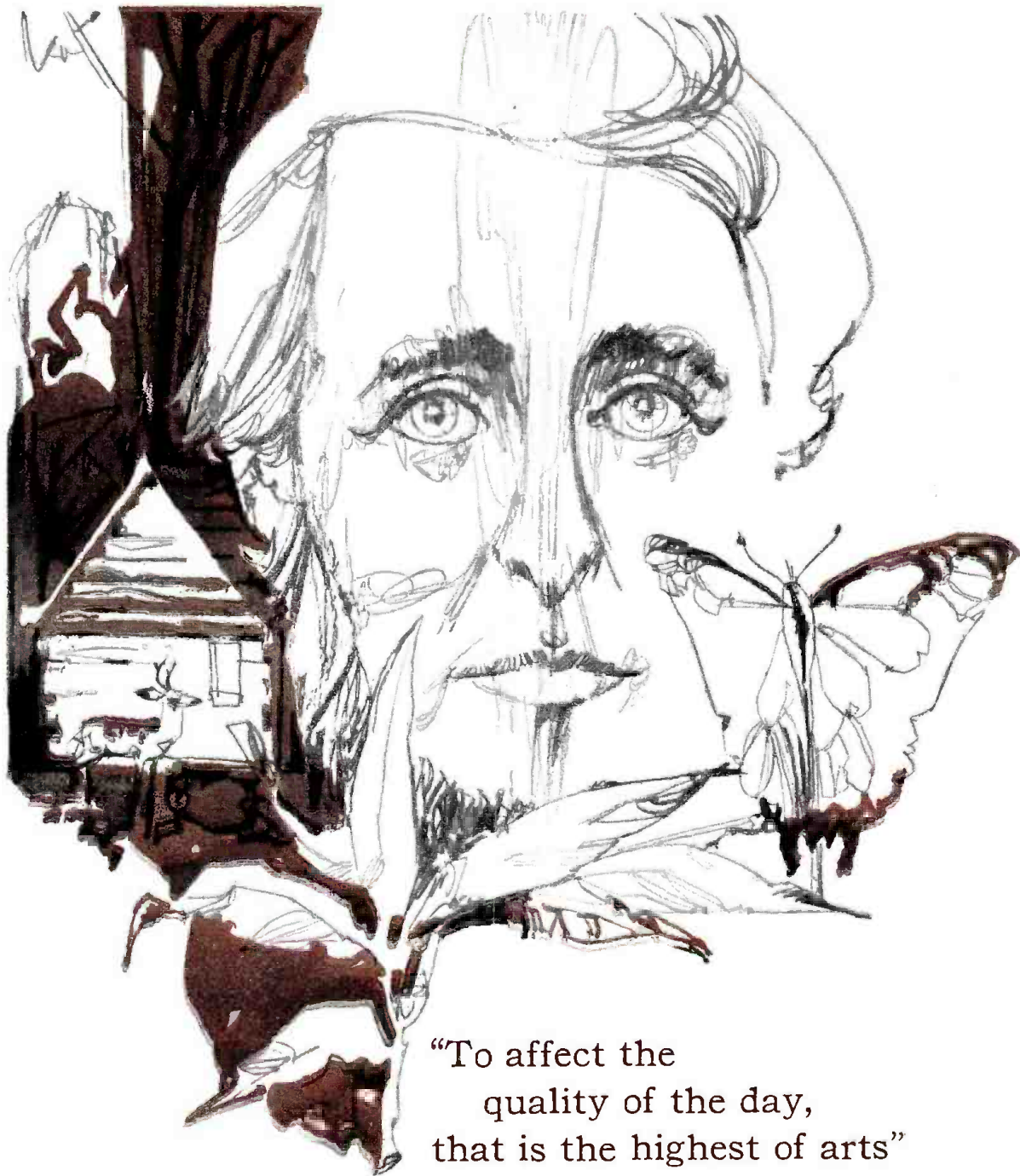
Pharmaco Inc., Kenilworth, N. J., through Shaller-Rubin, New York, and **The Coatings and Resins Division of Pittsburgh Plate Glass Co.**, Pittsburgh, through Maxon Inc., Detroit, will participate in CBS Radio's *Arthur Godfrey Time* for 26 weeks. Pharmaco's twice weekly sponsorship began March 17, while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

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

Cost per motivation?

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

"Is not the buy itself meaningless unless the language of communication is there?" Mr. Hurlough suggests. "Sales are not reckoned by how many people you meet but on the number you can persuade to buy."



“To affect the
quality of the day,
that is the highest of arts”

In his beloved *Walden*, Henry David Thoreau wrote: “I know of no more encouraging fact than the unquestionable ability of man to elevate his life by conscious endeavor. It is something to be able to paint a particular picture, or to carve a statue, and so to make a few objects beautiful; but it is far more glorious to carve and paint the very atmos-

phere and medium through which we look, which morally we can do. To affect the quality of the day, that is the highest of arts.”

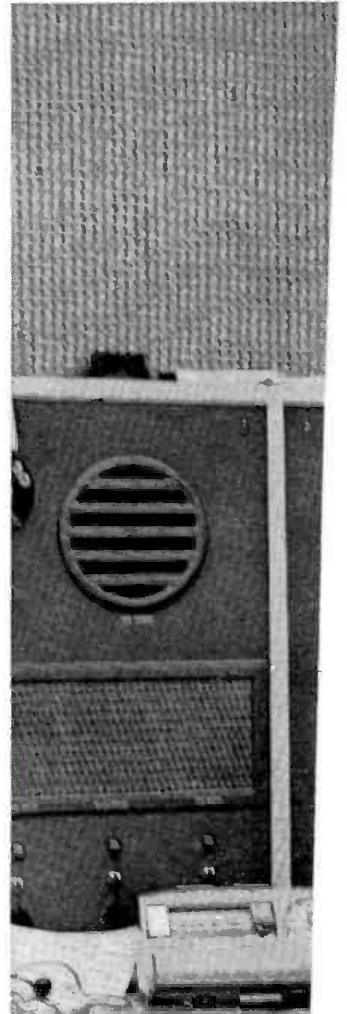
Quality radio and television do not just mirror what exists—they are active forces striving for the common welfare. WGN’s stations try to affect the quality of the day... as any dedicated citizen would.

WGN
IS
CHICAGO

the most respected call letters in broadcasting

WLW STATIONS ON THE GO

THE NEW BREED ... OF NEWSMEN





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

CROSLY BROADCASTING CORPORATION, a subsidiary of **Avco**

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

weight championship fights from New York, March 30, to stations in Puerto Rico, Costa Rica, Honduras, Panama, El Salvador, Ecuador, Colombia and Venezuela.

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

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

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

The Mennen Co., Morristown, N. J., through Grey Advertising, New York, has signed for participations in eight NBC-TV shows: *The Man from U.N.C.L.E.*, *Alfred Hitchcock*, *Hullabaloo*, *The Virginian*, *Daniel Boone*, *Wednesday* and *Saturday Night at the Movies* and *NBC Sports in Action*.

NBC Radio sales total \$2.25 million in week

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

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

Advertisers included Pet Milk Co., Johnson City, Tenn., and Grove Laboratories, St. Louis, both through Gardner Advertising, St. Louis; Nestle Co., White Plains, N. Y., through Van Sant

Dugdale, Baltimore; Florida Citrus Commission, Lakeland, Fla., through Campbell-Ewald, Detroit; *The National Observer*, through Joe Gans Co., both New York; Shulton Inc., through Wesley Advertising, both New York; Retail Clerks International Association, through Robert M. Gamble Jr., Inc., Washington; The American Express Co., through Ogilvy, Benson & Mather, both New York; Bryant Manufacturing Co., Montcalm, Ind., through Griswold-Eshleman, Cleveland, and Pepsi-Cola Co. and American Tobacco Co., through BBDO, all New York.

Freberg to help SRA to promote radio

A nationwide campaign using radio to sell radio to key advertiser and agency executives will be launched next



Mr. Baker

month under the aegis of the Station Representatives Association. Radio stations in the top 50 markets will cooperate in the project by carrying the commercials supplied by SRA, starting in April. The campaign, titled "Who Listens to Radio?", will use five one-minute commercials produced by Stan Freberg Ltd., Hollywood. The "sell radio" effort will start in New York the first week of April on nine radio stations and then will spread to other key markets.

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

Acceptances have been received to date by "a substantial number of stations," according to Hastings W. Baker, managing director of the SRA.

The commercials are designed to entertain the general public as well as the advertising executives who are the prime target. Mr. Hastings believes the national campaign will "dramatically sell the power of the radio medium."

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

Can't Have Betty Grable • Most of the commercials are in the light, breezy style characteristic of a Freberg production. One commercial begins with

a man who claims he watches old Betty Grable movies on TV while driving to work. Mr. Freberg reports: "The only thing you can do while driving a car is listen to the radio." Another dwells on a lady who reports that all 10 radios in her home have been stolen. Her husband misses news, weather and time checks and she concludes by saying even her car radio was stolen—and her car with it.

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

New creative service formed for radio-TV

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

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

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

New census maps

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

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

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

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

How to become a millionaire:

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

Buy one!



"The Millionaire" is the blue-chip series that was enjoyed by an average of some 24,000,000 prime-time viewers weekly* during its six seasons on the CBS Television Network ... that fascinated millions more as a daytime network strip... that sold the goods for such vip advertisers as Eastman Kodak, Standard Brands, General Mills, Colgate-Palmolive, Coca-Cola. "The Millionaire" brings your audience fascinating human drama, as each half hour focuses on the adventures (or misadventures!) of someone who has been



given an unexpected \$1,000,000 windfall by a benevolent billionaire. Recipients are portrayed by James Franciscus, Jim Backus, Robert Horton, Inger Stevens, Agnes Moorehead, Tuesday Weld, David Janssen, Rita Moreno, Dorothy Provine, Hugh O'Brian and others. "The Millionaire" offers a golden opportunity for local advertisers who want to strike it rich. You can bank on it! **CBS FILMS** – branches in New York, Chicago, San Francisco, Atlanta, Dallas.*Based on Nielsen home estimates, ARB audience composition (subject to qualifications which CBS Films will supply on request).

Aerojet-General uses TV for employe relations

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

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

It was estimated that to rent a hall large enough for all the employes, who work in three shifts, and their families, it would have cost "hundreds of thousands of dol-

lars," according to John Ickes, public relations director of the Sacramento plant. They found that the most economical way to talk to this number of people was to buy time on a local TV station.

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

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

USDA denies being against advertising

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

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

Dr. Engelman was asked by the attorney for Armour:

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

Dr. Engelman answered:

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

this magnitude."

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

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

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

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

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

Smaller agencies organize

Contending that mergers of agencies today tend to stifle individual capacity for creativity, Richard X. G. Irwin, executive vice president, Rosenbloom-

Elias, Chicago, has announced formation of a new association to promote welfare of firms in the under-\$10 million billings class. The group is called the Organization of Medium Sized Agencies.

Commercials in production . . .

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

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

Falls City Brewing Co., Louisville (beer); eight 60's for radio, musical. John LoBuono and Beasley Smith, production managers. Agency: Winfield Advertising, St. Louis. Robert Scott, account executive. Barbara Block, agency producer.

Keystone Laboratories Inc., Memphis (Bleach and Glow Cream); three 60's for radio, dramatic. John LoBuono and Charles Hefti, production managers. Agency: Ridgway Advertising, St. Louis. Rod Hanchett, account executive. Norman Dain, agency producer.

Lindell Trust Co., St. Louis (personal loans); three 60's for radio, dramatic. John LoBuono and Charles Hefti, production managers. Agency: Ridgway Advertising, St. Louis. Norman Dain, agency producer.

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

United States Tobacco Co., New York (Hootenanny candy bar); one 60 for radio, jingle. Charles Barclay, production manager. Agency: West, Weir & Bartel, New York. Carl Rigrod, agency producer.

North Carolina National Bank, Charlotte (services); one 10 for TV, live on tape. Jim Rogers, production manager. Norman Prevatte, director. Agency: Cargill, Wilson & Acree, Charlotte.

Mid America Videotape Productions, a Division of WGN Inc., 2501 West Bradley Place, Chicago.

Kurly Kat Co., Chicago (Food Fresh); one 60 for TV, on tape. Dale Juhlin, director. Agency: Stern, Walters & Simmons, Chicago. Charles Temkin, agency producer.

Reuben H. Donnelly Corp., Chicago (Yellow Pages); ten 60's, 20's and 10's for TV on tape. Dale Juhlin, director. Agency: Earle Ludgin & Co., Chicago. Don Hockstein, agency producer.

"Chicago Tribune," Chicago (circulation); one 20, one 10 for TV on tape. Dale Juhlin, director. Agency: Foote, Cone & Belding, Chicago. Dennis Aller, agency producer.

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

Sears Roebuck & Co., Chicago (washers, dryers, tires, carpeting); six 60's for TV on tape, color. Dale Juhlin, director. Agency: Reach, McClinton & Co., Chicago. Jack Flatley, agency producer.

Chrysler Corp., Detroit (Dodge cars); four 10's for TV, on tape. Dale Juhlin, director. Agency: BBDO, Chicago. Mal Edmonds, agency producer.

How to win the nation's top award for TV editorializing

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

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

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

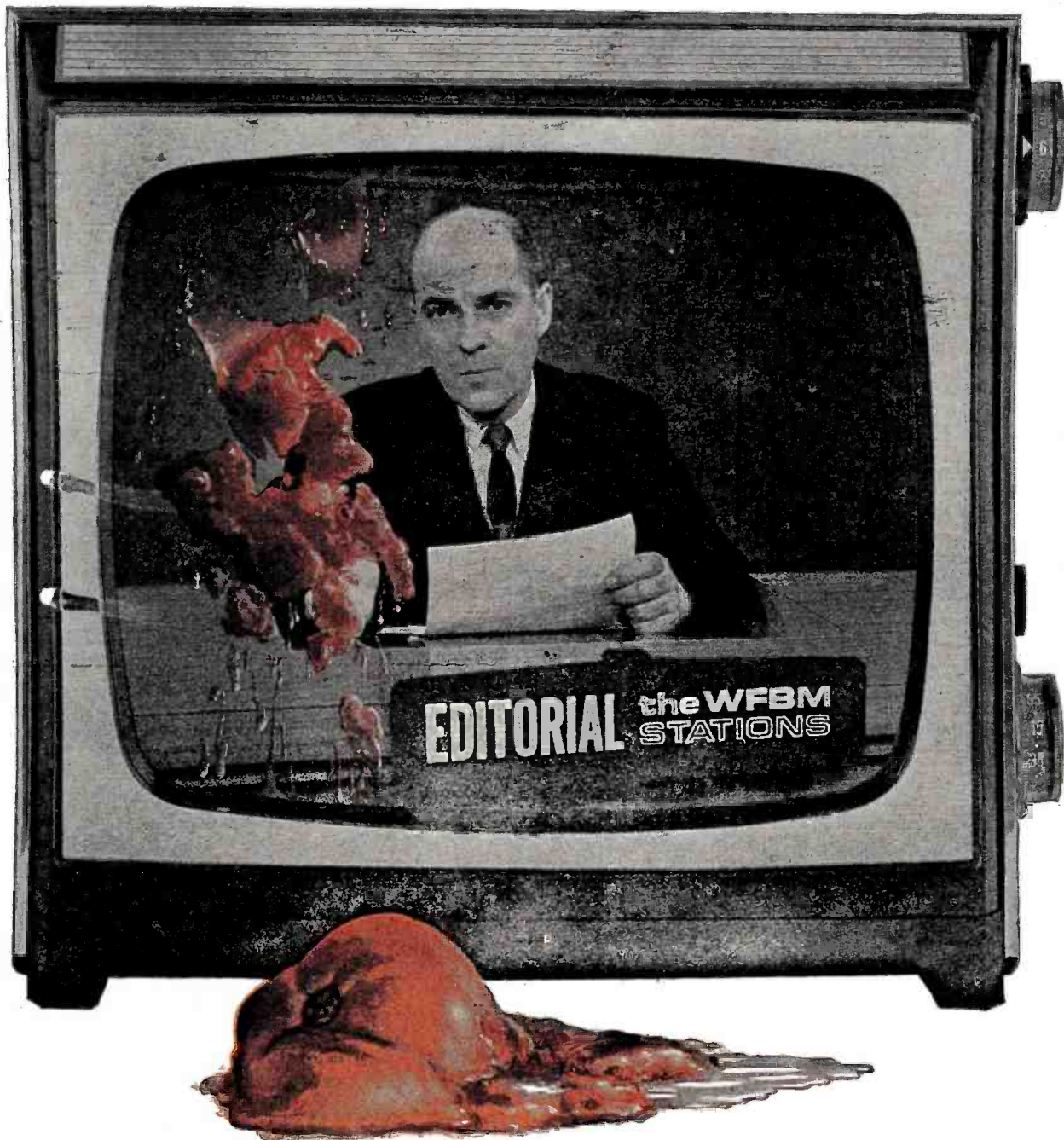
Best of all, you may win the Radio and Television News Directors Association's annual award for editorializing.

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

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

We are.

the WFBM
STATIONS
INDIANAPOLIS • REPRESENTED BY THE KATZ AGENCY



Chrysler leads spot radio list

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

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

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

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

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

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

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

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

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

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

"Radio reaches America's housewives

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

RAB's estimates are compiled by an independent accounting firm from confidential information supplied by leading station representation organizations and many individual stations. The figures are in gross-dollar terms, comparable to those released for print media.

Estimates for the top 10 spot spenders in the first nine months of 1964 are as follows:

Rank	Company	Estimated Expenditures
1	Chrysler Corp.	\$10,395,000
2	General Motors	8,407,000
3	Ford Motor	7,952,000
4	R. J. Reynolds Tobacco	7,706,000
5	American Tobacco	5,910,000
6	Anheuser-Busch	4,630,000
7	Coca-Cola Co. (bottlers)	4,235,000
8	AT&T	3,300,000
9	American Oil	3,236,000
10	P. Lorillard	2,709,000
TOTAL TOP 10		\$58,480,000

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

Auto info source: TV

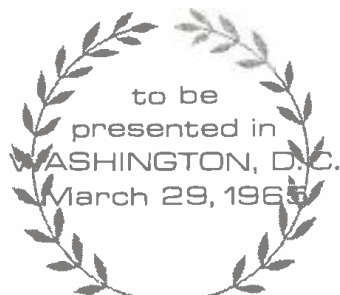
NBC Research last week circulated a result of an R. H. Bruskin Associates study that shows the majority of consumers receive most information about new automobiles from TV. Television was mentioned by 56% as their source; magazines by 14%, newspapers 12% and radio 5%. Lower percentages were reported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

Rank	Company	Estimated Expenditure
1	Chrysler Corp.	\$ 4,284,000
2	R. J. Reynolds Tobacco	3,714,000
3	General Motors	3,137,000
4	Anheuser-Busch	2,000,000
5	American Tobacco	1,969,000
6	Coca-Cola (Bottlers)	1,645,000
7	Ford Motor	1,450,000
8	Royal Crown Cola (Bottlers)	1,400,000
9	American Oil	1,164,000
10	AT&T	1,100,000
11	Pepsi-Cola (Bottlers)	949,000
12	P. Lorillard	920,000
13	P. Ballantine	893,000
14	Carling Brewing	812,000
15	Falstaff Brewing	755,000
16	Seven-Up	680,000
17	F&M Schaefer Brewing	654,000
18	Nat'l Dairy Prod. (Kraft Foods)	612,000
19	American Home Products	600,000
20	Int'l Minerals & Chem. (Ac'cent)	536,000
21	Jos. Schlitz Brewing	501,000
22	Household Finance	488,000
23	Humble Oil	469,000
24	Beneficial Finance	463,000
25	Liebmann Breweries	456,000
26	Firestone Tire & Rubber	453,000
27	Wm. Wrigley Jr.	451,000
28	Trans World Airlines	431,000
29	Colgate-Palmolive	420,000
30	American Airlines	409,000
31	United Air Lines	403,000
32	Pabst Brewing	398,000
33	Eversharp Inc. (Schick Div.)	392,000
33	Pan-American World Airways	392,000
35	Delta Air Lines	390,000
36	American Express	374,000
36	Liggett & Meyers Tobacco	374,000
38	Northwest Orient Airlines	350,000
39	Shulton	312,000
40	Robert Hall Clothes	296,000
40	Mead Johnson & Co.	296,000
40	Standard Brands	296,000
43	General Cigar	293,000
44	Equitable Life Assurance	290,000
45	Studebaker (Chem. Compd's Div.)	272,000
46	Armour & Co.	245,000
46	Quaker State Oil	245,000
48	American Motors	241,000
49	Midas Co.	240,000
50	Procter & Gamble (Folger Coffee Div.)	238,000
51	California Packing	232,000
52	Bristol-Myers	231,000
53	Texaco	230,000
54	International Nickel	212,000
54	Piel Bros.	212,000
54	Plough	212,000
57	Corn Products (Best Foods Div.)	208,000
58	Wm. Underwood	204,000
59	Continental Baking	201,000
60	Hills Bros.	195,000
61	Prince Macaroni	193,000
62	Sheaffer Pen	178,000
63	Pure Oil	172,000
64	Purex (Campana-Cuticura Div.)	171,000
65	Swift & Co.	168,000
66	Union Oil	166,000
67	National Biscuit	163,000
68	Canada Dry	152,000
68	Sterling Drug	152,000
70	World Tomorrow	150,000
71	Olympic Brewing	149,000
72	Mars Inc.	147,000
73	H. J. Heinz	145,000
74	Stroh Brewing	142,000
75	Smith, Kline & French Labs. (Menley & James Div.)	141,000
Top 75 Total		\$44,678,000

TELEVISION STATION WFTV OF
ORLANDO, FLORIDA, IS PLEASED
TO ANNOUNCE ITS SELECTION TO
RECEIVE A 1964 STATION AWARD
FROM THE

Alfred I. duPont
A W A R D S F O U N D A T I O N

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



Television Station WFTV Previous Awards: U.S. Conference of Mayors and Broadcast Pioneers Award, 1963
Thomas Alva Edison Foundation Award, 1962 — National Radio Free Europe Awards, 1962 & 1963
Florida School Bell Award, 1963.

another winner from the



“Let's Go
to the
Races”

*the newest, most exciting sports
show on TV*

See “Let's Go To The Races” at the NAB Convention.
Executive House, Washington, D.C.—Room 401-440.

Walter Schwimmer stable...

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

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

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

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

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

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

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

LOOK AT WHO HAS ALREADY SPONSORED THIS HIT

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

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

WEEK 1	WIN	PLACE	SHOW
1st RACE	1	6	8
2nd RACE	6	10	7
3rd RACE	5	4	6
4th RACE	1	3	5
5th RACE	10	3	8

For Further Details call us collect or write Walter Schwimmer, Inc., 410 North Michigan Avenue, Chicago, Illinois 60611, Phone: 467-5220,

TWX 910-221-1198. Or, if you are in Washington, D. C. for the NAB Convention, call us at the Executive House, Room 401-440.

Walter Schwimmer INC.

410 North Michigan Ave., Chicago, Ill. 60611
Telephone: 467-5220

It's war on FCC program control

Sarnoff says FCC plan to cut back network

equity in programs is 'incredible,' 'outlandish'

and would destroy system that now serves public

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

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

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

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

The commission has under consideration a staff recommendation that rules be promulgated requiring, in effect, that 50% of each network's evening entertainment programing be supplied and controlled by advertisers. The proposals contain various other restrictions. In acquiring programs, networks would be limited solely to the right to broadcast,



Chairman Sarnoff

without any other rights or financial interests, even though they had financed production of the programs. Network companies would also be completely barred from domestic syndication, and in foreign distribution they would be confined to their own productions.

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

This assertion of jurisdiction-by-device gives rise to some sobering thoughts. If the commission can extend its authority into the program and business operations of networks merely by coining a phrase, what is to prevent its phrasing its way into direct regulation of a "newspaper-licensee," or a "magazine-publisher licensee" or a "pro-

ducer-licensee"? In the last case, as a parallel to the presently proposed rule, it might then direct production companies that are station owners to limit program sales to networks to 50% of their output, with the remaining 50% available only to other customers.

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

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

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

First, it would undoubtedly force a substantial reduction in network service. There is absolutely no assurance that

there are enough advertisers to supply half the evening schedule. In fact, all the evidence is to the contrary. Currently, less than 10% of the network schedules are filled by programs supplied by advertisers. Even if this percentage should double or triple under the forced draft of the proposed rules, limiting network-supplied programming to the volume supplied by advertisers would automatically curtail the total amount of programming available to affiliates and the public.

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

It is no solace to suggest that if the rules produced these abortions in network service, they could be changed or waived to meet the realities of a given season. Disrupted schedules cannot be repaired or extemporized overnight. But even worse, the networks would be hard put to know how to begin organizing their schedules for any season—a task of the most intense creative activity that requires more than a year's advance planning.

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

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

Finally, the rules would work against

The showdown: long time in the making

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

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

The subject occupied the commission a third time last Monday (March 15), when a draft of a letter to Senator Vance Hartke (D-Ind.), who had raised a number of questions about the proposal (BROADCASTING, March 1), was under discussion. The proposal was due for further consideration at a special meet-

ing Friday (March 19) (see page 9).

Basically the proposed rule has remained unchanged. It still would limit networks to ownership or financial participation in 50% of the programs in their 6-11 p. m. schedules. This is exclusive of news and sustaining programs. But it has been modified to specify that networks would be allowed to schedule between 6 and 11 p.m. as much as two hours of non-news programs in which they hold equity.

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

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

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

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

A premise of the proposed rules—that advertisers in large numbers are unsuccessfully storming the networks' gates with fine programs of special interest—is wholly contrary to the facts. A few are interested in such programs, and we have found places in our schedule for acceptable programs they have offered. But, in each network's schedule there are now programs of this character still seeking sponsor-

ship. For example, NBC's award-winning *Profiles in Courage* was not developed by an advertiser. It was committed to the schedule prior to any sponsorship, and despite its recognized quality, it has fallen far short of attracting full advertiser support. If advertisers are not drawn to this type of existing programming, what basis is there for believing many will supply it themselves?

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

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

production companies provide the rest.

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

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

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

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

The competition for selection is intense, and it is natural for a producer to be disappointed when his program idea, script or pilot fails to make the grade. However, because the number of programs that can be accommodated is limited, not every program or production company can find its way into the schedule. But it is fantasy to argue that

this competitive process, through which network schedules are built, freezes out independent production and reflects only the ideas of three network chiefs, whoever they may be.

THE recommendations seem to stem from an expectation that their adoption would bring to the air programs of better quality—that is, programs the proponents prefer or, in any event, with which they would like to be identified.

But as a prominent American, for whom I have great respect but with whom I sometimes disagree, recently said: "I see no evidence that the FCC's influence is likely to be a particularly good one in the field of programming." On the same occasion he also pungently observed: "Those hero types who criticize the vast wasteland of programming—when the chips are down, these guys don't care what the public wants.

Same freedoms for all

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

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

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

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

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

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

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

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

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

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

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

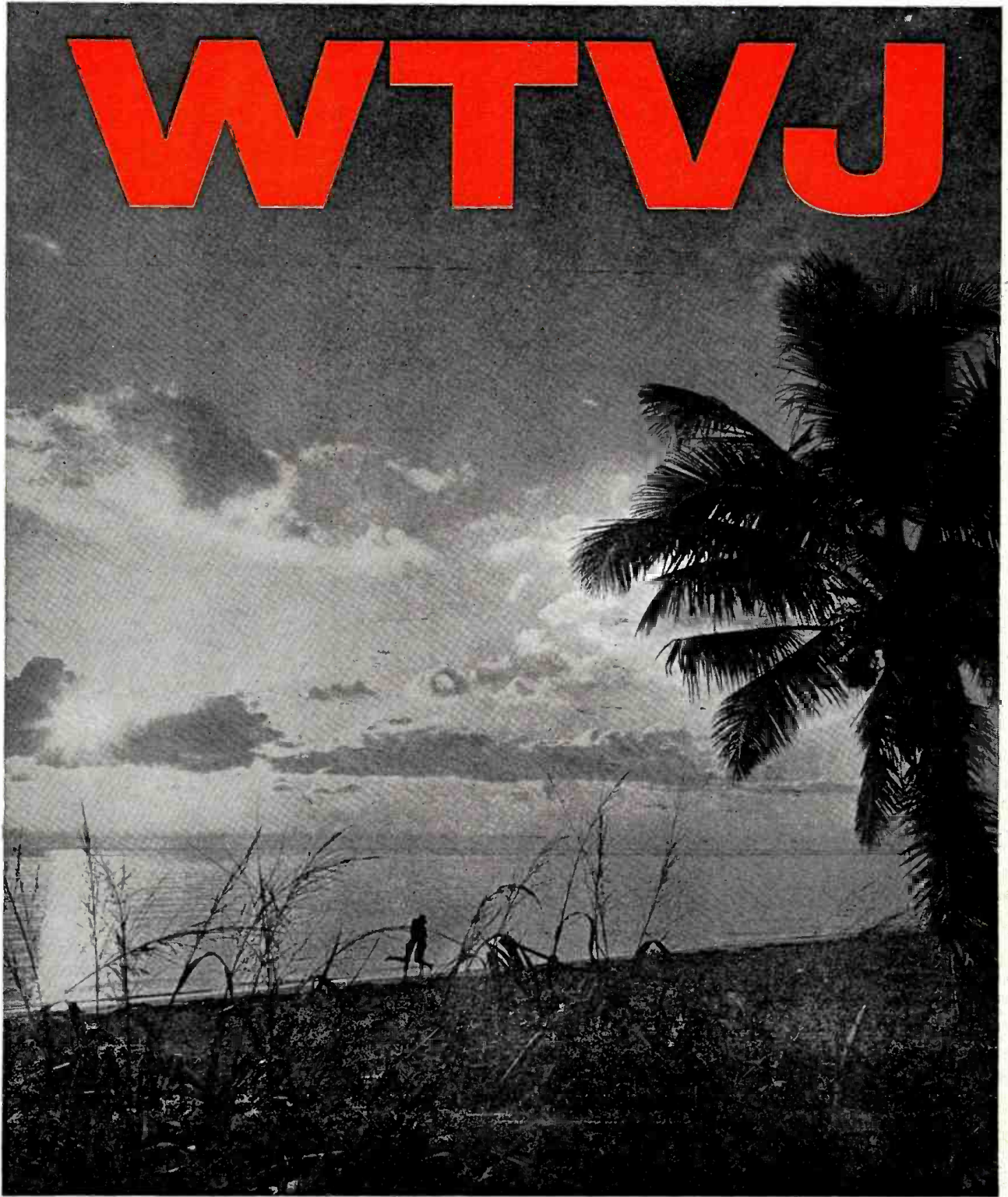
This observation is underscored by recent example. One of television's largest advertisers, among the few who bring in programs for scheduling, underwrote nine pilot films for potential series next season—all family comedies. This is no reflection on the quality of the programs or their place in television,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

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

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

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

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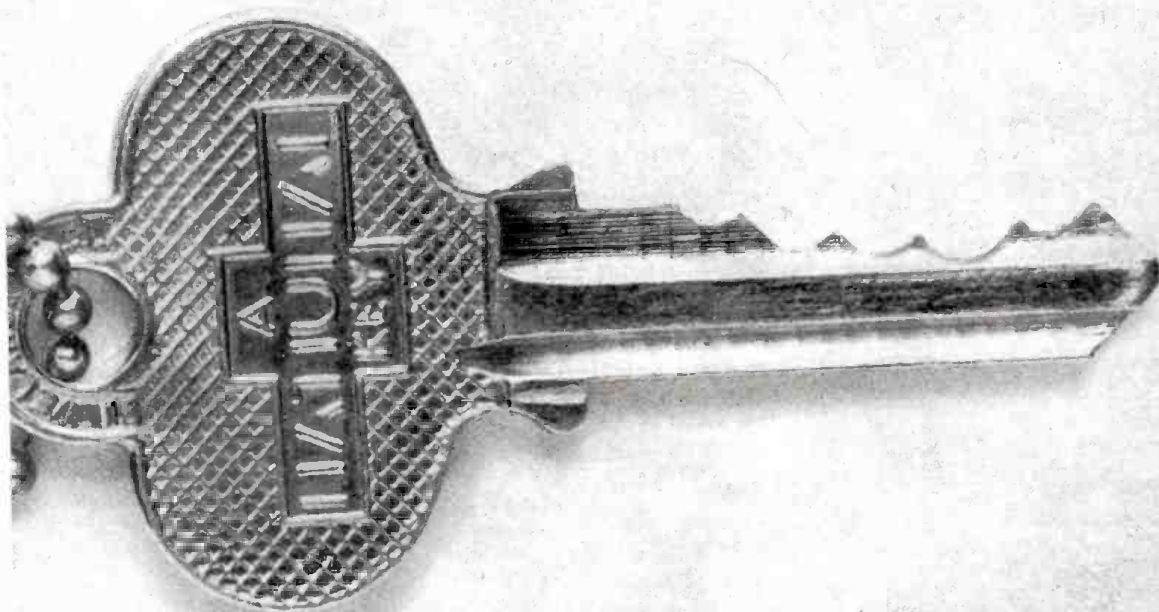


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commission may not like the results. They may not all enjoy the fare that attracts the largest audiences. They may feel the medium should cater more to small audiences. They may have no confidence in the tastes of the majority and may want to see television devoted to refining those tastes.

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

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

Radio-TV called art by President Johnson

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

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

Program plan opposed

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

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

ties in the Senate.

Designed to encourage and support "national progress and scholarship in the humanities and the arts . . .", the bills would establish a national foundation, consisting of a National Endowment for the Arts, a National Endowment for the Humanities and a Federal Council on the Arts and Humanities. The bills provide for an initial appropriation of \$10 million, which would be used as grants-in-aid to individuals and organizations in the arts and humanities,

limited generally to 50% of the cost of the project.

Early in this Congress, Senator Claiborne Pell (D-R.I.) introduced S 315 which generally is similar to the proposal submitted by President Johnson.

Cultural evolution predicted for TV

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

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

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

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

'Peanuts' may be made into a television show

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

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

Triangle in D.C. special

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

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TV's effect on youth

UNESCO report on 165 studies finds medium innocent of most charges

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

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

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

Some samples:

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

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

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

into account vacations and holidays."

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

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

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

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

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

"We have no reason to think that television has an undesirable effect on health, or that it is a sole and sufficient cause of asocial behavior like delinquency or crime. But television's relationship as a *contributory* cause to asocial behavior, its contribution to values and knowledge, its interaction with maladjustment and mental illness—all these are immensely complicated matters and far from completely understood.

". . . . To go farther it will be necessary to make more use of experimental and clinical methods, preferably continued over a considerable time span. . . .

"Even a great deal of additional research, however, would not necessarily answer these more difficult questions of effect with the same sureness that we

Not all TV is bad, NAFBRAT discovers

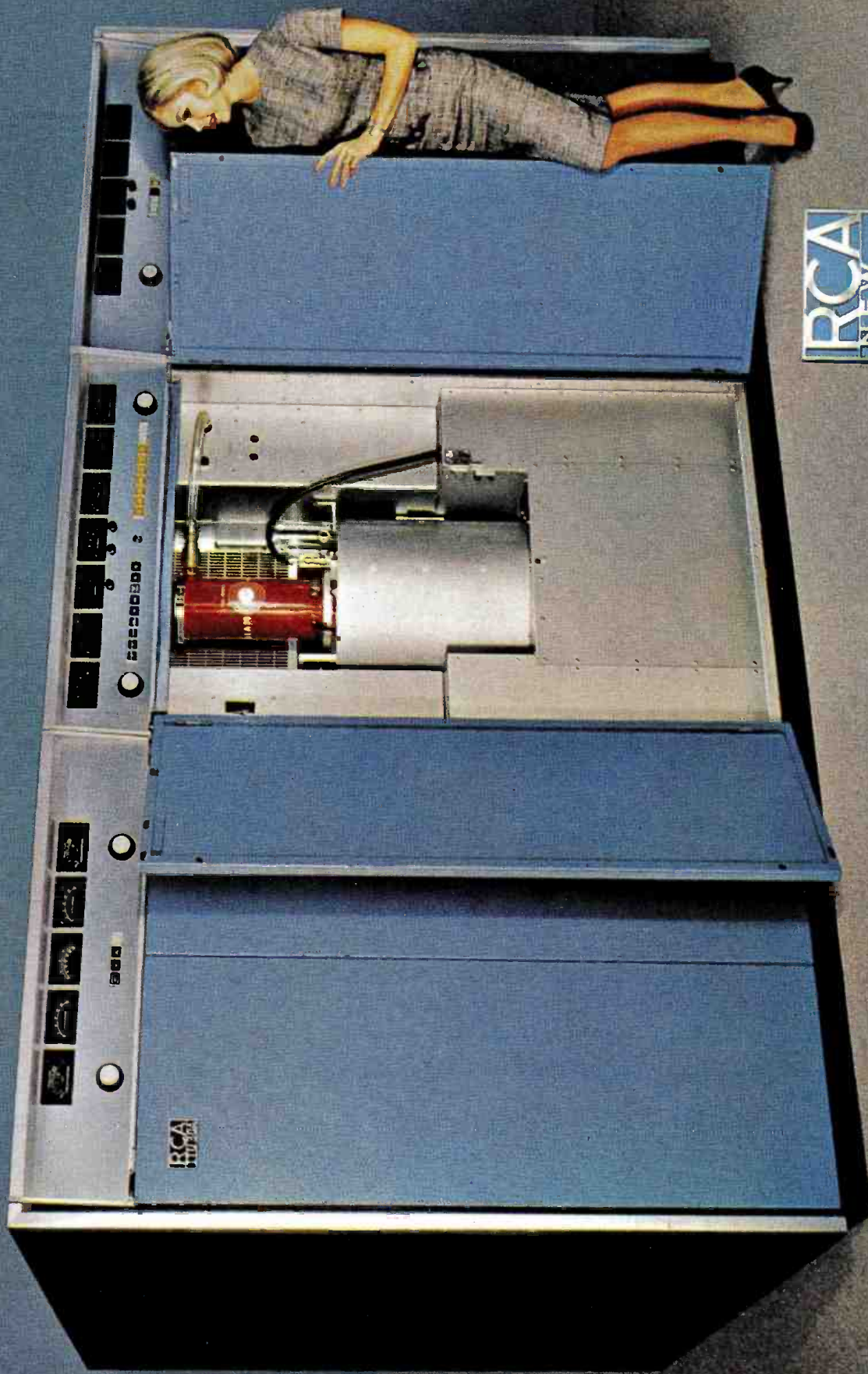
The National Association for Better Radio and Television (NAFBRAT) has issued *Television for the Family*, a 76-page booklet prepared as a guide for family viewing. Designed primarily for use by parents and teachers in supervising the televising of their young charges, the book devotes 58 pages to an evaluation of 344 programs currently on view, listed alphabetically by title. A list of 123 programs recommended for family and/or children and another list of 142 programs found objectionable for children are appended.

The program evaluations range from "highly objectionable" to "highly recommended" and it may come as a surprise to those who think of NAFBRAT solely as a "protest" group that 34 programs, 10% of the total, are "highly recommended." Most of them are in the documentary category but the list also includes some pure entertainment series like *The Danny Kaye Show*. Some 20 programs are listed as "highly objectionable" (four for chil-

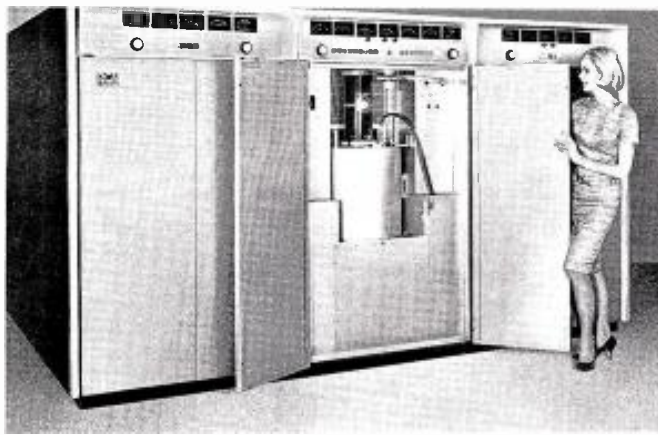
dren only). Others are labeled flatly "objectionable."

The evaluation committee, composed of a librarian, a psychiatrist, a psychiatric social worker, an elementary public school principal, a doctor of medicine, a research journalist and three former teachers, comments that "part of television is a wasteland, part of it is worse than a wasteland . . . but a significant part of television is good and some of it is fine . . . In its best moments, television is the strength, intelligence and compassion of millions united simultaneously in emotional experiences while viewing great entertainment or great events. At its worst, television is a hawk of deceptively advertised merchandise, an exploiter of the innocence of 30 million American children and a purveyor of the brutish elements of sex and the sadistic elements of violence."

Copies of *Television for the Family* are available at \$1 each from NAFBRAT, 373 N. Western Ave., Los Angeles, Calif. 90004.



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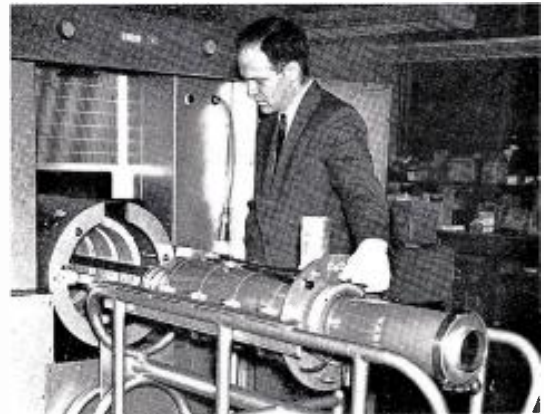
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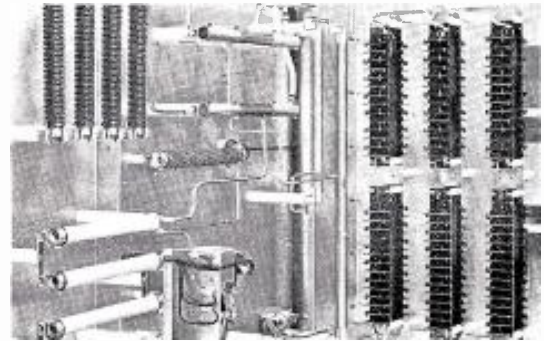
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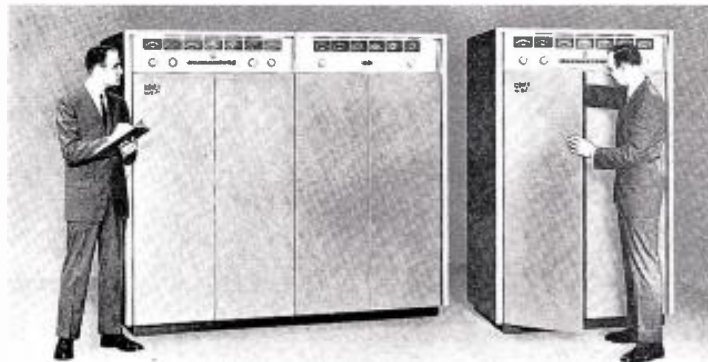
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The report, number 43 in a UNESCO series on mass communication, was prepared by the International Association for Mass Communication Research, Amsterdam, the Netherlands. It was edited by Dr. Wilbur Schramm of Stanford University, an IAMCR member well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

Hearing to be held on information bill

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

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

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

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

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

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

The subcommittee also announced last week that it would look into complaints of news restrictions by U. S. military authorities in South Viet Nam.

BROADCASTING, March 22, 1965



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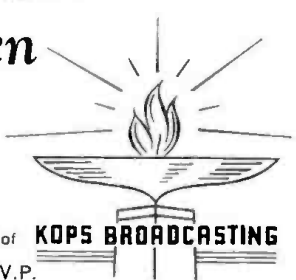


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(PROGRAMING) 85

Affiliates hear ABC-TV's plans

'Shindig II' will occupy Saturday night spot,

'Jesse James' moves to Monday and 'Tammy' fills

Friday spot vacated by 'Addams Family' move

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

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

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

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

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

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

Mr. Moore's presentation described the schedule as offering "stability from long-run shows of undiminished appeal; vitality from a solid core of fresh, recent hits that promise to run indefinitely

[and] creativity from powerful additions to our schedule that will deliver new viewing excitement to a responsive public."

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

A special ABC News presenta-



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

tion featuring correspondents from around the world was to be presented with newsmen Peter Jennings as anchor man.

Chris Schenkel, ABC sportscaster, and Leo Durocher, who will provide commentary on ABC-TV's *Major League Championship Baseball* coverage, were to participate along with other sports figures, and a look at ABC-TV's sports lineup and coverage techniques also was to be presented for the affiliates and their guests.

Names on the Bill ■ Stars from a number of new and returning ABC-TV shows were scheduled to put on a special show. Participants were to include Carolyn Jones, John Astin (*Addams*

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

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

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

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

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

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

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

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

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

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

Saturday: *Shindig II*, 7:30-8; *The King Family*, 8-8:30; *The Lawrence Welk Show*, 8:30-9:30; *The Hollywood Palace*, 9:30-10:30; *ABC Scope*, 10:30-11.

進 進 め

*Go go . . . Japan!

Over half a hundred Seattle teenagers went to Japan to sing up a storm and make friends. The Ingraham High School Choir planned its own trip, paid its own way. Whenever the youngsters sang, the international language of music was understood, and wherever they went they won friends.

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

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

This is one of the reasons it is the most exciting Channel in the Pacific Northwest.



KOMO-TV-4



SEATTLE-TACOMA • REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

What makes a television network click?

Audiences-young



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

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

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

Network	A. A. Rating	ABC Advantage
ABC	22.8	
Net X	17.3	+32%
Net Y	19.3	+18%

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

adult audiences.

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

Average Nighttime Program		
Network	Adults 18-49 years	ABC Advantage
ABC	11,731,000	
Net X	9,123,000	+29%
Net Y	10,764,000	+ 9%

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

That's what makes a television network click.

ABC Television Network

Source: NTL Nov.-Dec., 1964. All Evening Programs / ARB National Jan. 1965. All regularly scheduled commercial programs. Mon.-Sun., 7:30-11:00 p.m. Report data subject to qualifications which are available upon request.



WINS New York going to an all-news format

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

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

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

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

program formats."

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

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

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

and WNUS Chicago.

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

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

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

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

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

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

Home set for Merv Griffin

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

Ban lifted when LBJ switched rooms—Reedy

Why did the White House first say no mikes, no cameras for the President's news conference March 13 on the Selma, Ala., crisis, then permit live broadcast coverage when it actually happened? Simple, says George Reedy, news secretary to the President:

"When the announcement was made Friday afternoon that a conference was to be held, it was planned for the President's office. Obviously, there is no room there for TV cameras, microphones and other gear. When it became apparent that there would be more reporters attending than could fit into the President's office, we switched it to the Rose Garden so there was no problem any more."

Immediately after Mr. Reedy made his announcement on Friday that no TV or radio would be permitted, Bruce Palmer, KWTW(TV) Oklahoma City, and president of the Radio-Television News Directors Association, charged "overt discrimination" against radio and television.

In a telegram to Mr. Reedy Friday

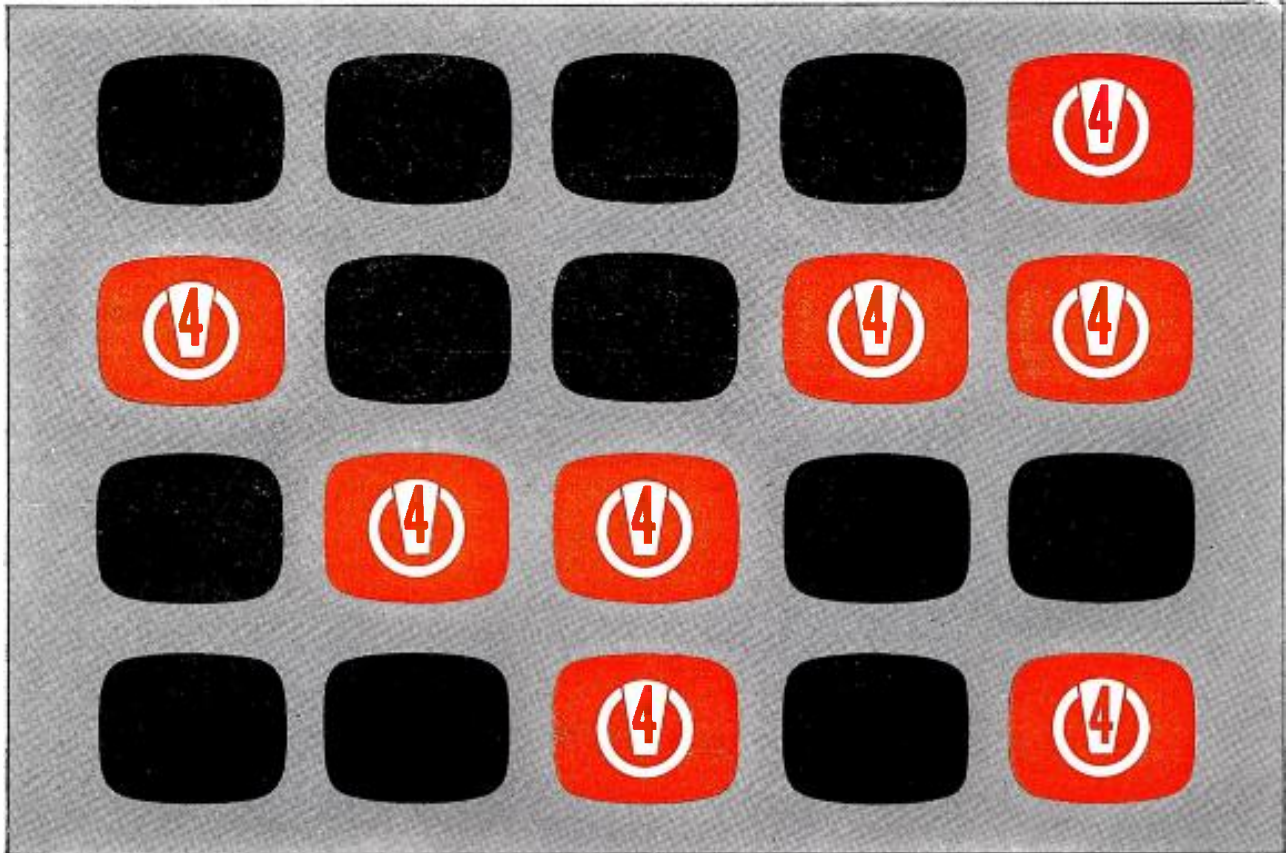
night, Mr. Palmer said: "Such overt discrimination is patently unfair to the electronic news media. Because presidential news conferences are becoming rarer and rarer, it seems especially important that all media be represented when they are held."



Mr. Palmer

Mr. Reedy protested there was no discrimination against radio or television men in the White House. "Even if the conference had taken place in the President's office," he said, "there was no bar against broadcasters. Correspondents of all media have equal access to the President." Mr. Reedy added that radio and television newsmen had every right to turn to their microphones and cameras after a conference "just like the writing people go to their typewriters."

where can you find a station that
Colorcasts
 101 programs a week?



**You Found It—
 WTMJ-TV in Milwaukee!**

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

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

WTMJ-TV

Channel 

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 WTMJ-AM-FM
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NAB-RTNDA back trial coverage

Tell Supreme Court TV did not interfere with fair trial for Estes; assert broadcasting belongs in the courts

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

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

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

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

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

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

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

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

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

The ABA has ignored, the brief goes on, all requests by broadcasters in the last 10 years to explore and test the

coverage of court trials by broadcasters. Yet it is asking the Supreme Court to elevate Canon 35 to a constitutional mandate, it says.

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

The Arguments ■ NAB and RTNDA contend:

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

■ In order for the public interest in the fairness of trials to be met, and since the number of spectators is limited, the public must get its knowledge from news media.

"Access in this modern age must include access with microphone and camera, particularly in view of the fact that more people rely upon broadcasting than upon newspapers for news."

■ Not only must trials be broadcast, but a blanket denial of broadcast coverage of courts will be an unreasonable

Program memory banks

The computer age, which arrived at advertising agencies several years ago, now is being ushered in by program distributors. Metro-Goldwyn-Mayer Television has announced it has devised a "schedule simulator," a technique using assorted computers containing large memory banks of data, which can assist local stations in buying off-network and syndicated programs. The computers are fed various qualitative and quantitative information on programs and can indicate which programs in which time periods can be most valuable to a station.

discrimination against broadcast newsmen.

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

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

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

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

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

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

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

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

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

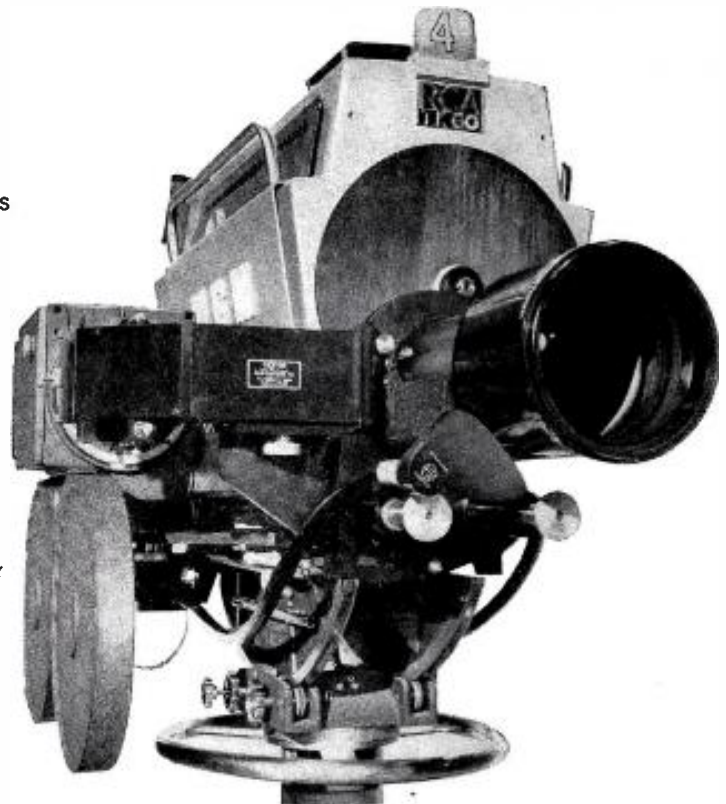
The ACLU said that its major argument against the live telecasting of

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GEMINI is a fully perfected system which produces simultaneous, direct 16mm film during any type of television production, live or tape

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- 3** GEMINI film costs less than video tape to telecast, or to store or ship.
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Our Cups Runneth Over

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

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

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

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

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



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

In Washington, D.C., WRC-TV dominated the local Emmy Awards, achieving recognition for "It's Academic" (best program for youth); "Focus On



The Law” (best educational program); and “Reprieve” (best all-around program).

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

In Los Angeles, KNBC received Freedoms Foundation recognition for

its “Happy Birthday, USA” special; and gained two Emmys for the public service specials, “Why L.A.?” and “A Tribute to President Kennedy.”

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



WRC-TV, WASHINGTON, D.C. | WMAQ-TV, CHICAGO | KNBC, LOS ANGELES

Represented by NBC Spot Sales

History of free press to be studied

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

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

The 12-man committee was named by Gene Robb, *Albany* (N. Y.) *Times-Union* and *Knickerbocker News*, president of the ANPA, earlier this month. Seven of the members of the committee are

associated with broadcasting. So is Mr. Robb, whose newspapers are Hearst-owned.

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

Others: Jack R. Howard, Scripps-Howard Newspapers (Scripps-Howard Stations); W. D. Maxwell, *Chicago Tribune* (WGN-AM-FM-TV, Chicago); KDAL-AM-TV Duluth, Minn., and with common ownership with *New York Daily News* (WPIX-FM and WPIX-TV); Paul Miller, Gannett Newspapers (Gannett stations); Benjamin M. McKelway, *Washington* (D. C.) *Evening Star* (WMAL-AM-FM-TV Washington and 51% of

WSVA-AM-FM-TV Harrisonburg, Va.); Arthur Ochs Sulzberger, *New York Times* (WQXR-AM-FM), and Robert L. Taylor, *Philadelphia Bulletin* (WPBS [FM] Philadelphia and KTMS Santa Barbara, Calif.).

Others on the committee: Otis Chandler, *Los Angeles Times* (former owner of KTTV-TV); Sam A. Ragan, *Raleigh* (N.C.) *News & Observer* and *Times*; Vermont C. Royster, *Wall Street Journal*; Louis A. Weil Jr., *Lansing* (Mich.) *State Journal*, and Robert M. White II, *New Mexico* (Mo.) *Ledger*.

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

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

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

Stations' Spanish shows may draw fine

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

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

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

The short-term renewal was for fail-

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

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

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

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

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

The commission said WMIE-WEDR have since informed it that procedures have been taken to assure control. Two

Spanish-speaking employes preview all Spanish-language broadcasts. Before, one had been responsible for that job.

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

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

'Kangaroo' to end after 10-year run

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

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

In Los Angeles, Richard F. Igl, counsel for Mr. Hamilburg, who is a local theatrical talent agent, said that a complaint in behalf of his client had been filed in New York federal court several months ago. Mr. Igl said that Mr. Hamilburg and Mr. Keeshan had be-



Goes where the sports action is with Red Wing hockey, University of Michigan basketball and football, other features.

Keeps the town in constant touch with the world via "NewsLine" and full-scale reports compiled by the award-winning WWJ staff—Michigan's largest broadcast news operation.



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DOES THINGS

in **DETROIT**



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



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



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



WWJ ***RADIO*** the **NEWS** station

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"HOLLYWOOD A GO GO" is the swinging-est, rating-est, sales producing-est series available today. It has the beat, the stars, and the look of the Discothèque craze that is sweeping the nation. A first-run taped syndicated series, it is being produced in Hollywood now. Available for immediate start—26 one hours for once a week programming. Four Star Distribution Corp.

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come equal partners in the ownership of *Captain Kangaroo* when the program was started in 1955.

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

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

Cosmonaut films shown on network programs

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

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

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

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

Election projection study urged by Montana

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

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

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

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

Early Bird inaugural plans are made final

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

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

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

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

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

TIO lists shows on TV's law and legislation

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

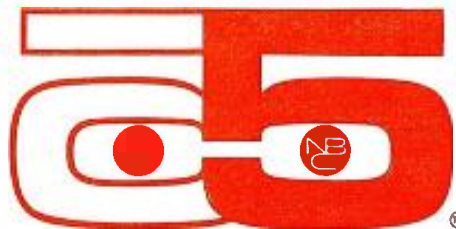
Judge Harold R. Medina, chairman of the special committee, told TIO, "I cannot tell you how much we appreciate your report. . . . There seem to be entirely too many people ready to pass resolutions . . . without first getting all the facts. . . ."

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

MORE TEXAS FAMILIES



TELEVISION



WBAP

FORT WORTH/DALLAS

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



PETERS, GRIFFIN, WOODWARD, INC., National Representatives

Finding the sounds is expensive project

CATALOGING, PRESERVATION MAY COST MILLIONS

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

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

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

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

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

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

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

In its report to the NAB boards meeting in January (BROADCASTING, Feb. 1), the study committee of Carlton D. Brown, WTVL Waterville, Me.; John F. Box Jr., WIL St. Louis, and Loyd C. Sigmon, KMPC Los Angeles, said it had investigated "the practical feasibility of publishing the Encyclopedia of Recorded Sound on a straight commercial basis"; had "explored the problems of preservation of recorded sound" and

"the matters involved in setting up an NAB library." It also had begun to investigate "electrical retrieval systems to determine the most practical methods of storing, indexing and immediately retrieving individual sounds in tomorrow's library."

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

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

Mr. Malone reported last week he

Information Council

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

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

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

Broadcast members of the council: Paul G. O'Friel, KDKA-TV Pittsburgh, John G. Stilli, WFBG-AM-FM-TV Altoona and John O. Downey, WCAU-AM-FM Philadelphia. Other newspaper members: Robert McLean, *Philadelphia Bulletin*; Fred V. Knecht, *Schuylkill Haven Call* and *Orwigsburg News*; George A. Draut, *Harrisburg Patriot*, and John Strohmeyer, *Bethlehem Globe-Times*.

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

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

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

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

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

CBS negotiates for outside documentary

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

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

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

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

Wolper produced the 1960 program

Just What Does a TV Computer Programmer Do?

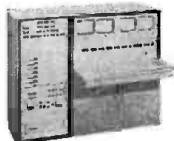
First thing it does is go to work saving money—if it's Tarzian's new Automatic Programmer for Television (APT). APT starts paying its own way immediately by eliminating make goods caused by operator error. It can't get flustered—can't panic. Prime time, or any time.

With a Tarzian computer programmer, productions run smoother . . . faster. At APT's command, intricate combinations of switches, fades, dissolves, supers, pre-rolls, previews, etc. are executed precisely as required by your programming. With NO mistakes. And all automatically, free-

ing station personnel for more productive effort. APT speaks your language, too. All this solid state workhorse needs to go into action is the information right off your program log. No confusing translation into computer lingo. And anyone who can read the log can load it into the computer. It's really that simple.

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

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



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BROADCAST EQUIPMENT DIVISION BLOOMINGTON, INDIANA

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

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

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

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

Film sales . . .

Decision: the Conflicts of Harry S. Truman (Screen Gems): WIBF-TV Philadelphia; KYW-TV Cleveland; WKRG-TV Mobile, Ala.; WNDU-TV South Bend, Ind.; KATC-TV Lafayette, La.; KTBS-TV Shreveport, La.; KID-TV Idaho Falls; KLYD-TV Bakersfield, Calif., and WVTW-TV Evansville, Ind. Now in 80 markets.

Zorro (Walt Disney-Buena Vista): Metropolitan Broadcasting Television, Division of Metromedia Inc., for WNEW-TV New York, KTTV-TV Los Angeles and WTTG-TV Washington.

Loretta Young Theater (NBC Films): WUSN-TV Charleston, S. C.; WPTV-TV West Palm Beach, Fla.; KREX-TV Grand Junction, Colo.; WAST-TV Albany, N. Y.; WGN-TV Chicago, and KNXT-TV Los Angeles.

Astroboy (NBC Films): KVOO-TV Tulsa, Okla.; WMCT-TV Memphis; WLWT-TV Cincinnati; WNEW-TV New York; WTTG-TV Washington; WOI-TV Ames-Des Moines Iowa, and KGMB-TV Honolulu.

Car 54, Where Are You? (NBC Films): WKYT-TV Lexington, Ky.; KHOU-TV Houston; WTHI-TV Terre Haute, Ind.; WEAR-TV Pensacola, Fla.; WJAC-TV Johnstown, Pa., and WWL-TV New Orleans.

Laramie (NBC Films): WBTW-TV Florence, S. C.; WBRE-TV Wilkes-Barre-Scranton, Pa.; WISC-TV Madison, Wis.; WLYH-TV Lancaster-Lebanon, Pa., and WVEC-TV Hampton-Norfolk, Va.

Best of Groucho (NBC Films): WMAR-TV Baltimore; WFMV-TV Greensboro, N. C.; WWL-TV New Orleans, and KHQ-TV Spokane, Wash.

The Big World of Little Adam (Banner Films): WJBF-TV Augusta, Ga., and KTVE-TV El Dorado, Ark.-Monroe, La.

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

The Lloyd Thaxton Show (MCA TV): WCSH-TV Portland, Me.; KTVE-TV El Dorado, Ark.-Monroe, La.; WDBO-TV Orlando, Fla.; WFIE-TV Evansville, Ind., and KXLY-TV Spokane.

Leave it to Beaver (MCA TV): WAFB-TV Baton Rouge, La.; WEAT-TV Henderson, Ky.; WDAL-TV Duluth; Minn.; KAUZ-TV Wichita Falls, Tex.; WJZ-TV Baltimore, and KTHI-TV Fargo, N. D.

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

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

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

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

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

Johnny Staccato (MCA TV): KHVH-TV Honolulu and KCTO-TV Denver.

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

Volume 8 (Seven Arts): KRCR-TV Redding, Calif.

Volume 7 (Seven Arts): WCIV-TV Charleston, S. C.; KVAL-TV Eugene, Ore.; WJXT-TV Jacksonville, Fla., and KRCR-TV Redding, Calif.

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

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

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

Special Features (Seven Arts): KHFI-TV Austin, Tex.; KTSM-TV El Paso, Tex.; WPHL-TV Philadelphia; KRCR-TV Redding, Calif., and KBLU-TV Yuma, Ariz.

Auto Racing Specials (Triangle Program Sales): KTVT-TV Fort Worth, and WSPA-TV Spartanburg, S. C.

Radio series sales . . .

The Shadow (Charles Michelson): WHCC Rochester, N. Y.; WDRK(FM) Greenville, Ohio; KHAS Hastings, Neb., and WLOI La Porte, Ind.

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

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

Better Golf with Billy Casper (Tucker Productions): WLKW Providence, R. I.

Program notes . . .

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

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

New Schedumatic package ■ The Schedumatic Corp. has announced that it is adding to its basic service, "O-Vation Music," by including "Sophisticated Rock" (the top 365 rock 'n' roll selections); "Westrend," a cross-section of country-and-western music, and "Diplomatic Service," serious and symphonic operatic works. All are available in either monaural or stereophonic.

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

Features for television ■ Embassy Pic-

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Who says network radio needs to be this good?

We do.

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

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

The CBS Radio Network



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

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

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

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

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

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

Advance SESAC sales

Advance sales in over 110 U.S. and Canadian markets of its new "Pacemakers for Drive Time" LP package were announced last week by SESAC. Sales manager, Sidney Guber, noted that the recordings, which contain over 100 easy-listening tunes on eight LP's, were scheduled for release to the industry this week (March 21-24) at the NAB convention in Washington.

He predicted that additional orders received at the convention could conceivably make the release "the most

successful LP package ever offered by SESAC." The new Pacemakers albums were designed to be programmed during heavy commuter hours.

NBC-TV lists some of fall film fare

NBC-TV announced today (March 22) a sampling of top motion picture titles that will be shown Tuesday and Saturday nights on the network next fall.

Most of the pictures will be in color, NBC said, and noted were these two which are 1963 releases:

"The Wheeler Dealers" (Lee Remick, James Garner) and "A Ticklish Affair" (Shirley Jones, Gig Young). Also mentioned was a 1962 release, "Boys Night Out" (Kim Novak, James Garner and Tony Randall). NBC's movies are from the libraries of Paramount Pictures and Metro-Goldwyn-Mayer.

Other titles released by NBC: "Bridges at Toko-Ri," "It Started in Naples," "The Time Machine," "Please Don't Eat The Daisies," "Vertigo," "Home from The Hill," "Gunfight at The O. K. Corral," "The Delinquent," "Tunnel of Love," "Stalag 17," "Ride The High Country," and "My Favorite Spy."

On both nights the pictures will start at 9 and run through to conclusion.

Committee okays showing of JFK film

"John F. Kennedy—Years of Lightening, Day of Drums" may be seen by the general public (possibly on television) as far as the House Committee on Foreign Affairs is concerned, but the Senate is not so sure. The House committee reported favorably on HCon-Res 285, one of 38 bills introduced to permit domestic showing of the U.S. Information Agency-produced documentary.

The Senate Foreign Relations Committee decided last week that the two proposals before it (from Senators Claiborne Pell [D-R. I.] and George McGovern [D-S. D.]) need redrafting to insure the exception wouldn't establish a precedent.

Several television stations have requested permission to show the film (BROADCASTING, Jan. 4).

It is worthy of special consideration, the House report notes, because its subject matter is of "considerable interest to the American people," and it is "a superior motion picture—probably the best documentary ever produced by the USIA."

Of the 12 Republican committee members, 10 strongly objected in a minority report.

Because the U.S. Advisory Commis-

sion on Information (headed by Dr. Frank Stanton, president of CBS Inc.) urges limiting domestic distribution of USIA material, it is cited by both sides of the argument: the majority because only a limited exemption is being granted, the minority because any exemption is being granted. GOP members also charged that the advisory group had not been consulted, despite the fact that it had discussed the issue at a Feb. 15 meeting.

The report lays down guidelines for distribution: No appropriated funds are to be used, "overcommercialization" must be avoided, arrangements must be nonpartisan and any money received for its use is to be sent to the treasury.

Two-thirds of CBS movies will be in color

CBS-TV last week released the titles of 28 of the feature films which will appear in its Thursday night schedule next season, 18 of them to be shown in color.

The movies are from the libraries of United Artists, Screen Gems, Paramount Pictures and Warner Bros. Additional titles to be announced will increase the color features to more than two-thirds of the list.

The pictures named last week were "Requiem for a Heavyweight," "Elmer Gantry," "The Manchurian Candidate," "Sunrise at Campobello," "A Majority of One," "The Best of Enemies," "The Bramble Bush," "Cry for Happy," "The Devil at Four O'clock," "Experiment in Terror," "Fever in the Blood" and "Gidget Goes Hawaiian."

Also listed were "Guns of Darkness," "The Interns," "John Paul Jones," "Ladies' Man," "Merrill's Marauders," "Mary, Mary," "Mysterious Island," "The Notorious Landlady," "Ocean's 11," "Parrish," "Rome Adventure," "The Running Man," "Susan Slade," "Two Rode Together," "The Wackiest Ship in the Army" and "The War Lover."

93% of audience saw LBJ

President Johnson's address to the nation last Monday night (March 15) on new voter registration legislation drew an audience of 35.2 million television homes according to American Research Bureau figures.

During an average minute of his address, the Arbitron service reports, the President was seen by 57.7% of the country.

The survey indicated 93% of all people watching television during the program saw some part of the President's speech.

What's their whole name?



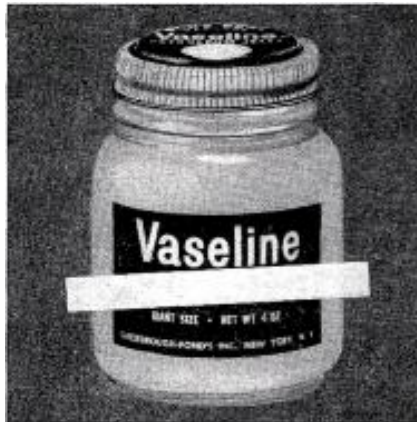
HERB



MARGUERITE



ARTHUR



'VASELINE'

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

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

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

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

Answers: Herb Caen, San Francisco Chronicle, Marguerite Higgins, Newsday Syndicate — Newsday Special, Arthur Daley, The New York Times, 'Vaseline' Petroleum Jelly.

CHESEBROUGH-POND'S INC., NEW YORK, N. Y.

Dark U's must explain inaction

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

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

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

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

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

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

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

Also, KCEB-TV (ch. 23) Tulsa, Okla.; WBTM-TV (ch. 24) Danville, Va.; WEZI (TV) (ch. 21) Louisville, Ky.; KNUZ-TV (ch. 39) Houston; WRTV (TV) (ch. 58) Asbury Park, N. J.; WTVU (TV) (ch. 44) Scranton, Pa.; WGBS-TV (ch. 23) Miami; WENS-TV (ch. 22) Pittsburgh; KSAN-TV (ch. 32) San Francisco; WELI-TV (ch. 59) New Haven, Conn., and WCOC-TV (ch. 30) Meridian, Miss.

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

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

In a separate action last week, the

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

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

United has held the WTLF construction permit since 1953 and has not yet placed the station on the air.

KWK appeals again to keep its license

KWK St. Louis, under a death sentence from the FCC for nearly two years, has again appealed to the commission to show compassion by substituting, in lieu of license revocation, a lesser sanction, or a combination of lesser sanctions.

The station's plea, submitted March 12 as a petition for reconsideration, urged the commission to rescind its revocation order and substitute a \$10,000 fine, or a short-term renewal, or a combination of both.

According to the terms of the commission's May 1963 order revoking kwk's license, the revocation becomes effective April 8.

Earlier this month the U. S. Supreme Court refused to grant the station's petition for review (BROADCASTING, March 8). The high court's denial, made without comment, upheld an appeals court ruling last June which confirmed the FCC's 1963 order revoking kwk's license for having conducted two fraudulent treasure hunt contests in 1960 (BROADCASTING, June 15, 1964).

KWK's latest petition for reconsideration brings to three the number of such filings submitted to the commission. The station's first, submitted in June 1963, was denied by the commission by the same vote that had adopted the revocation order, 3 to 2. KWK again petitioned last December for reconsideration, but the commission again rejected the plea, that time pointing out that it did not

have jurisdiction over the case as it was then before the Supreme Court.

The station's third and current petition, however, submitted March 12, notes that jurisdiction has once again been returned to the commission, and that it now has the legal authority to rescind its revocation order for a lesser sanction.

In support of its request, kwk notes that the official most directly responsible for rigging the 1960 promotional contests no longer is employed by the station, nor are the three other officers and directors the commission connected with the fraud.

KWK also notes that the station has been under new ownership and management since April 1964 when the commission granted positive control of the parent company, Milwaukee Broadcasting Co., to Arthur W. Wirtz. The station added that "all of the officers who the commission found to be lacking a proper sense of licensee responsibility, have departed and have been replaced by a new group of responsible and highly qualified business and professional men."

KWK also points out that the revocation proceeding has resulted in losses totaling more than \$1 million, and that if the commission adheres to its order of revocation, "it will effectively destroy" the parent company as well as its Milwaukee stations, WEMP-AM-FM.

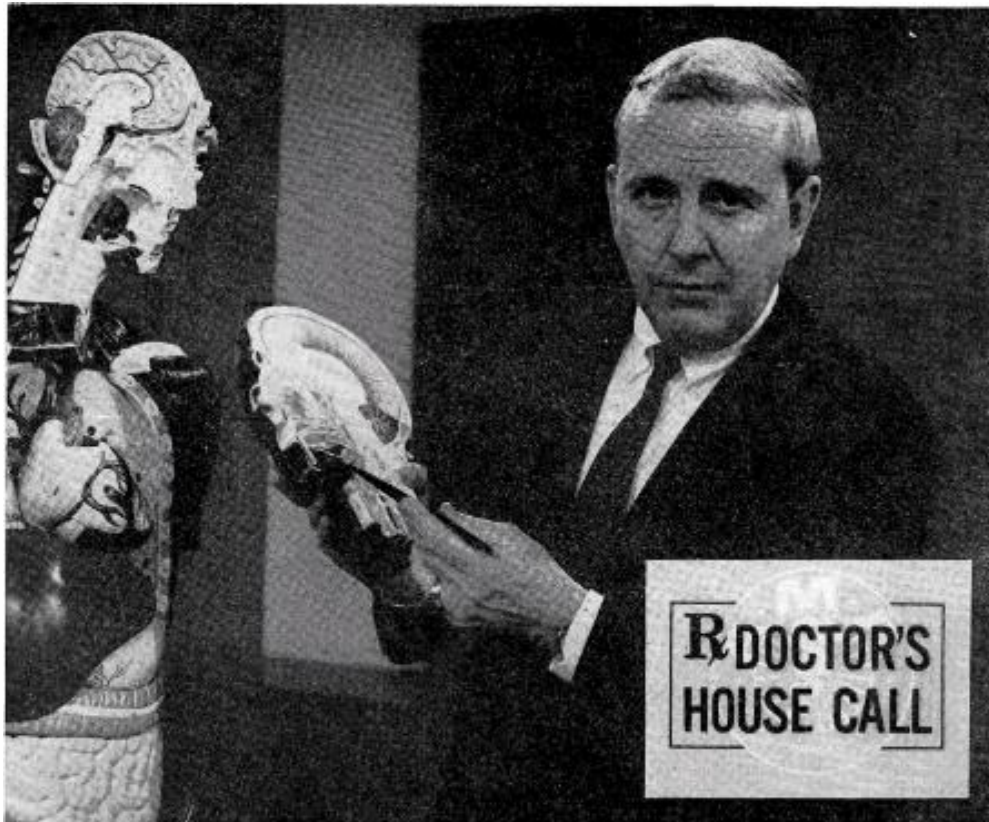
Midwest Cable asks Indianapolis CATV

The first bid for a community antenna system franchise in Indianapolis has been filed. The city is served by four VHF stations.

A notice of intent to file was submitted to the Indianapolis city council last week by Midwest Cable Corp. Principals were unidentified, although one of the attorneys signing the notice said they were local people, without any broadcast or other CATV interests.

Sidney Stein and Claude Spillman, attorneys with offices in the Circle Tower, signed the document. Mr. Stein said that the same notice was submitted to the city's Board of Public Works and the Marion County board of commissioners. Included with each submission, Mr. Stein said, was a \$50 filing fee which is not required at this early date, he emphasized.

The notice says the petitioner will seek a license for the transmission of electronic signals on cable through the city and permission to use public utility



the
anatomy
of a
distinctive
five-minute
program
and its
creation
of new
sponsorship
dollars

*DOCTOR'S HOUSE CALL IS ENDORSED BY THE AMERICAN MEDICAL ASSOCIATION
Each program carries this endorsement along with the official seal of the AMA.*

**Now Selling in Local Television and
Fast Approaching the Magnetic Popular and
Sponsor Appeal of the Radio Series**

IN TELEVISION, as in radio, DOCTOR'S HOUSE CALL features James Rogers Fox, M.D. and uniquely deals with one of today's most talked-about and written-about subjects—family health. It has attracted sponsors who have used the broadcast medium sparingly or not at all. Retailers, for example, like drug chains, supermarkets, dairies and even department stores—as well as banks, savings and loan associations, hospitalization services and public utilities.

DOCTOR'S HOUSE CALL was originally produced at KSTP-TV, Minneapolis-St. Paul, where it has been steadily sponsored. 260 five-minute episodes are now available for LOCAL TELEVISION SPONSORSHIP, five-times weekly, on either film or video tape.

Sponsors present DOCTOR'S HOUSE CALL "in cooperation with the American Medical Association", and many have also arranged tie-ins with their local state, county and city medical societies.

Dr. Fox, in addition to being busy with his lively practice of internal medicine in Minneapolis, is an active member of the staff of the University of Minnesota and the author of a forthcoming major volume on family health and preventive medicine published by the Macmillan Company.

According to an AMA publication, he has a "tremendous faculty for remembering details and outlining complicated subjects briefly, simply and comprehensively."

* * * *

We hope to be seeing you at the NAB Convention this week. Please come by for a "house call". If you'd like, we'll tell you more about the success the twenty-two stations which are already carrying the TV series have had in selling it to advertisers. And we'll be pleased to serve as spokesman for our friends at Signal Productions (6223 Selma Avenue, Hollywood, California) who distribute the five-minute radio series. (Available separately)

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poles in Indianapolis. A formal request will be submitted soon, Mr. Stein said, but he declined to speculate just exactly when this will be.

In some parts of the city, Mr. Stein said, only two of Indianapolis' four TV stations come in "clear and strong."

CATV can improve this situation, Mr. Stein said, by improving the local signals, by bringing in "better" color and by giving viewers a wider selection of programs.

Indianapolis' four TV stations are WFBM-TV on channel 6, owned by Time-Life Broadcasters and affiliated with NBC; WISH-TV on channel 8, owned by Corinthian Broadcasting and affiliated with CBS; WLWI-TV on channel 13, owned by Crosley Broadcasting Corp. and affiliated with ABC, and WTTV-TV on channel 4, owned by Sarks Tarzian.

Glasmann buys outdoor ad firm from Metromedia

Purchase of Galaxy Outdoor Advertising Inc., in Salt Lake City by A. L. Glasmann interests from Metromedia's Foster & Kleiser Division was announced last week. Price was \$1.1 mil-

lion.

Galaxy is headed by Briggs Barlow, who managed the Salt Lake City-based outdoor company for Metromedia. George C. Hatch represents the Glasmann interests. Glasmann stations are KALL and KUTV-TV Salt Lake City, KLO Ogden, Utah; KGEM Boise and KMVT-TV Twin Falls, both Idaho; KGHL Billings, Mont.; KGMB-AM-TV Honolulu, KHBC-AM-TV Hilo and KMAU-TV Wailuku, all Hawaii, as well as over 20 community antenna systems in Montana, Wyoming, Nevada, Utah, California and Colorado.

Broker was William T. Stubblefield, Marysville, Calif.

Warner Bros. withdrawal application granted

The FCC last week granted the withdrawal by Warner Bros. Pictures Inc. of its three applications for new television stations on channel 38 in Chicago, channel 29 in Houston and channel 20 in Fort Worth. The action was sought by the company earlier this month (BROADCASTING, March 8).

Although Warner gave no reason for the move, its felt that the likelihood of long drawn-out and costly comparative

Retiring from radio board

The four members, who retire Wednesday (March 24) from the National Association of Broadcasters radio code board, have a rare distinction. Each has served on the board for five years.

Although the maximum term of office is two consecutive two-year terms, the four were named to the board at its inception in 1960 and served a one-year term. Then under a grandfather clause they continued for two two-year appointments.

The four are: Elmo Ellis, WSB Atlanta and retiring chairman; Richard O. Dunning, KHQ Spokane, Wash.; Herbert L. Krueger, WTAG Worcester, Mass., and Robert L. Pratt, KGGF Coffeyville, Kan.

hearings prompted the company's request for dismissal. Among the hearing issues relating to Warner's applications were its lengthy history in civil antitrust suits and the degree of ownership in the company by individuals who are not U. S. citizens.

The remaining applicants for the three facilities are Trinity Broadcasting Co., for the Fort Worth channel; Chicagoland TV Inc. and the Chicago Federation of Labor & Industrial Union Council (WCFL Chicago), both for the Chicago channel, and KXYZ-TV Inc. and Crest Broadcasting Co., both for the Houston facility.

Changing hands . . .

ANNOUNCED ■ The following stations sales were reported last week subject to FCC approval:

■ KPTL Carson City, Nev.: Sold by John E. Vernor to H. Duane Wadsworth and associates, for \$168,000. KPTL is on 1300 kc with 5 kw day and 500 w night. Broker: Hamilton-Landis & Associates.

■ WARN-AM-FM Fort Pierce, Fla.: Sold by Charles M. Amory and associates to Henry G. Walker, for \$150,000. Mr. Walker is former executive of Curtis Publishing Co. WARN is on 1330 kc with 1 kw day and 500 w night while WARN-FM is on 98.7 mc with 1.3 kw. Broker: Hamilton-Landis & Associates.

APPROVED ■ The following transfers of station interests were among those approved by the FCC last week (For other commission activities see FOR THE RECORD, page 166).

■ KRHM(FM) Los Angeles: Sold by

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Harry Maizlish to Metromedia Inc., for approximately \$440,000. KRHM is on 94.7 mc with 58 kw.

▪ **KLAC-FM Los Angeles:** Sold by Metromedia Inc. to Robert E. Short, Francis T. Ryan and Dr. Milton Seifert, for \$125,000. KLAC-FM is on 102.7 mc with 8.3 kw. FCC waived rule to allow KLAC-FM and KRHM to exchange call letters (see above). Effect of assignments is to change the present programming of the stations. Commissioner Bartley abstained from voting.

▪ **Wwco Watterbury, Conn.:** Sold by Herbert Bloomberg and associates to Merv Griffin and associates, for \$300,000. Mr. Griffin is radio and TV personality. Wwco is on 1240 kc with 1 kw day and 250 w night.

▪ **Kwba Baytown, Tex.:** Sold by Iva Lea Worley to John M. Camp, for \$240,000. Mr. Camp has interest in WPOW New York. Kwba is on 1360 kc with 1 kw.

▪ **KAHU Waipahu, Hawaii:** Sold by Harry En Chu and associates to George M. Mardikian, B. Floyd Farr and George Snell, for \$129,500. Messrs. Mardikian, Farr and Snell own KCVR Lodi, Calif., and KVEG Las Vegas, and have majority interest in KEEN San Jose, Calif. KAHU is on 940 kc with 10 kw.

▪ **KRRR Ruidoso, N. M.:** Sold by Quenton K. Crandall to Edward D. Hyman, for \$100,000. Mr. Hyman is advertising consultant for David Miller Enterprises, San Antonio, Tex. KRRR is on 1340 kc with 1 kw day and 250 w night.

COMMUNITY TELEVISION ANTENNA

▪ **Newhouse Broadcasting Corp.** bought Oneonta Video, New York, which includes that city and systems in Sidney, Delhi, Carthage and Ogdensburg, plus Eastern Microwave Inc., for a consideration understood to be in the neighborhood of \$2.5 million (see page 124).

▪ **Journal Co. (Milwaukee Journal-WTMJ-AM-FM-TV)** bought 80% of Wausau Cablevision Inc., Wausau, Wis., serving 3,000 subscribers. Price: \$600,000 overall (see page 124).

New TV stations

As of March 18 there were 104 television construction permits outstanding for stations not yet on the air. Of these 20 were commercial VHF's, 59 were commercial UHF's, 4 were educational VHF's and 21 were educational UHF's.

New TV station going on the air last week:

WMFE-TV (ch. 24) Orlando, Fla.

Florida Central East Coast Educational Television Inc., licensee, went on the air March 15 with program test granted March 10. Address is c/o A. F. Edmunds, director of educational television, Box 271, Orlando. WMFE-TV goes on the air with 255 kw visual and 136.2 kw aural with an antenna 829 feet high. Florida Central East Coast ETV is using General Electric transmitters and antenna.

Taft proposal on AM's is adopted by FCC

The FCC has partially granted a Taft Broadcasting Co. petition to amend the commission's new AM-FM allocations rules relating to the assignment of new and changed AM facilities.

However, two other petitions for reconsideration, submitted by the National Association of Broadcasters and the Greater Indianapolis Broadcasting Co., were denied. They had sought changes in the new rules concerning nighttime assignments.

In adopting the Taft proposals, the commission amended its AM rules to

provide that an application for changed facilities will be accepted where a net decrease in area of "prohibited overlap" would result, even though some new overlap area would be created. The one exception, however, is for changes in frequency.

The commission also amended two other parts to provide that "prohibited overlap" will not apply where the overlap area is entirely over sea water, and it liberalized in some respects the rules relating to overlap with foreign stations.

At the same time, the commission clarified its FM rules by noting that noncommercial educational FM stations operating on FM channels reserved for education are exempted from the AM-FM duplication limitation. However, noncommercial educational FM stations on commercial FM channels are not exempted but are subject to the 50% nonduplication condition.

The commission's new FM rules, which go into effect Oct. 15, will prohibit any FM station from duplicating more than 50% of the programming of a commonly owned AM facility in cities of 100,000 population or more (BROADCASTING, March 15).

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McIntire wins WXUR transfer

**Preacher gets FCC OK
with Cox dissenting
and Loevinger questioning**

The FCC last week approved one of the most controversial station-sale applications filed with it in years—that involving the transfer of control of WXUR-AM-FM Media, Pa., to a seminary headed by the Rev. Dr. Carl McIntire, the fundamentalist preacher.

The case in which the question of free speech was raised, was particularly awkward for the commission since Dr. McIntire has repeatedly denounced it and its fairness doctrine on his *20th Century Reformation Hour*, which is carried by more than 500 radio stations.

Scores of church groups, civil rights organizations and labor unions, which had been attacked by Dr. McIntire on the air, have urged the commission to deny the grant. They said he is "intemperate" would have a "divisive influence" on the community and would put his interests above those of the public.

But the commission held that a hearing looking to possible denial of the grant "is not warranted." It noted that the purchaser, the Faith Theological Seminary of Philadelphia, has agreed to abide by all commission rules and regulations, including the fairness doctrine, and has said that all religious denominations would be given access to the station's facilities on a nondiscriminatory basis.

Loevinger's View ■ But this didn't settle the free-speech question in the view of Commissioner Lee Loevinger. He voted for the grant but attacked the decision for failing, in his opinion, to make clear that the commission has no right to pass judgment on substance of political or religious programs.

The vote on the grant was 5 to 1, with Commissioner Kenneth A. Cox the lone dissenter. He voted for a hearing saying that the test is not "whether the applicant's freedom of expression should be served, but whether the public interest will be served" by a grant.

The transfer involves the sale of 60% of the stock in the licensee corporation to the seminary for \$191,650. Dr. McIntire is president of the seminary's board of directors.

He would not be the licensee, and he has said he would contract for time on the Media stations just as he does for time on the other stations that

carry his program.

The commission in its decision said its responsibility is to avoid "censorship and the intrusion of its own views with respect to the merits of controversial issues, while at the same time insuring that licensees" use their stations to serve the community "rather than only their private interests."

In making the grant, it said, it is relying on the seminary's representations indicating an awareness of a licensee's responsibilities. In any event, the commission added, the grant is subject to the same conditions applicable to all broadcast grants — "that the licensee will make a good faith effort to ascertain and meet the needs and interests of its areas (rather than to serve his private interest) that it will abide by the fairness doctrine and that it will not slant the news or distort factual material."

Can't Understand Decision ■ Commissioner Loevinger said he "cannot understand" the commission's decision but that if it means the FCC "has the right to pass judgment on the substance of religious or political broadcasts of a licensee or applicant," then he disagrees with it.

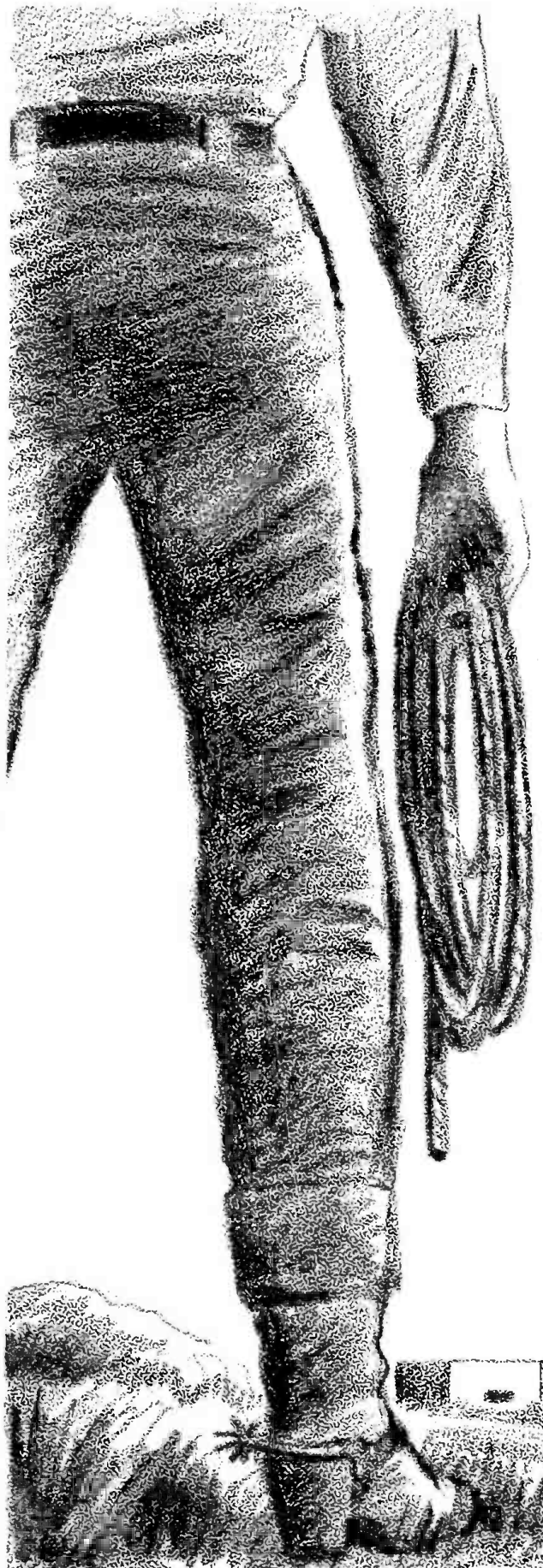
"This case calls for frank recognition of the fact that the FCC has no right to pass judgment on such broadcasts," he said. "It is immaterial whether the judgment is put in terms of 'fairness,' or 'responsibility,' or 'reasonableness,' or 'private purpose' as contrasted with 'public interest.'"

He warned that if the commission "has the right to withhold or revoke a license because of the licensee's political, economic or religious views then it has the power to control the expression of such views" over radio and television.

He also said it's time "to root out" the notion found in previous commission decisions and repeated in the McIntire case "that the expression of personal opinion on religious or political matters is a mere 'private' purpose." The dissemination of such ideas, "no matter how narrow or biased," is a "constitutionally protected right . . ."

He said the fairness doctrine does not mean that the commission has the duty of insuring that a licensee's views are fair. It "simply means the commission will require licensees to afford a reasonable opportunity for the discussion of conflicting views on issues of public importance."

Commissioner Cox, in his dissent, said it is one thing to say Dr. McIntire has a right to express his views, however, it's another to say that the public interest "is affirmatively served" by allowing him to take control of a station when responsible groups in the community raise a question as to whether he can operate the facility in the public interest.



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Affiliates happy with sales

Kintner predicts NBC-TV will have strongest schedule next year

In a happy mood, affiliates of NBC-TV heard bright reports last week of the network's current national rating ascendancy—plus news of \$270 million in commitments to 1965-66 programing designed to keep things that way.

President Robert E. Kintner, in a cheery note to affiliates at their annual convention Wednesday and Thursday in New York, said NBC-TV's number one position in the most recent national Nielsen report put the network 14% ahead of itself at this time last year and in a position to make further audience gains in the coming year. The network, he said, is "on threshold of its greatest season . . . we have kept our obligation to you."

The consensus of agency media and programing personnel, he told the affiliates, is that NBC-TV will have the strongest schedule of all the networks in 1965-66.

\$270 Million for Programs ■ For the coming season, Mr. Kintner said, the network has committed \$150 million to entertainment programing; has allocated \$55 million to news shows and earmarked another \$65 million for sports programing.

Paying particular notice to sports programing, Mr. Kintner noted that "several years ago we were a bad third" in this category, but said that since then NBC-TV has assumed first place in sports.

He said the gap between NBC-TV and the competition in sports programing would be "even greater" when the network takes over the presentation of American Football League games.

Mr. Kintner said that with its entertainment, news and sports programs combined with technological advances (the introduction of more color to its schedule) NBC-TV has become an "advertising buy that gives diversity of programing and audiences at a reasonable price."

He described further emphasis on cultural and public affairs specials and revealed plans to expand the network's early evening news programing to seven nights a week beginning in the fall of 1966.

He disclosed plans to present a three-and-one-half-hour news special in prime time, Sept. 7, on United States foreign



Mr. Kintner

policy and the country's relations with its allies of the World War II period.

More Pioneering ■ In the area of technological advance Mr. Kintner said NBC-TV had pioneered in color and that it is now ready to pioneer in the use of synchronous communications satellites for both news and entertainment purposes. The Early Bird satellite to be

Good time had by all

NBC-TV affiliates found a lot to like their network for last week.

In a resolution adopted during their annual convention (also see page 74) they commended NBC for its "success and leadership in pioneering color television"; expressed "enthusiastic approval" of its plans to present almost all of its nighttime programing in color next fall; praised its 1965-66 schedule, "which shows freshness and creativity in a well-balanced pattern designed to appeal to all segments of the audience"; expressed themselves as "of course gratified that NBC is No. 1 in total evening audience as well as in adult "audience"; said they were "proud that NBC continues to be No. 1 in all areas of news broadcast by any standard of measurement," and congratulated the network on "its leadership in sports."

And, they added, "we look forward to one of the greatest seasons we have ever had as affiliates of the full color network."

operated by the Communications Satellite Corp. is expected to be launched in April or May.

Eventually, Mr. Kintner said, NBC-TV expects news pickups from Europe to be as common an occurrence as a feed from Washington.

"I hope," he added, "the rates for use of the satellite will not be too high."

The NBC-TV president said he had read that the reason behind the network's move to present even more color programing next season (96% of prime time programs will be in color, up from 70% this season) was a desire to sell more color TV sets for NBC's parent company, RCA.

"This couldn't be further from the truth," he said. It was strictly a network decision, he asserted, made in the interest of the public and in the interest of higher ratings for the network.

By January, he went on, color set penetration will have reached five million homes and eight million by next year.

Scott Promises Programs ■ Mr. Kintner was introduced by Walter Scott, executive vice president in charge of NBC-TV, who had told the assembled affiliates that the network's advance program planning had enabled it to be the first to lock up its nighttime schedule for 1965-66 and that "all of the programs have been ordered."

"This early advance planning gives that most precious gift of all—the gift of time—to the creative organizations who will supply NBC-TV with the best of all kinds of programing in the coming season."

He also said "NBC-TV's daytime schedule has the largest inventory of daytime programs we've ever had for the future."

. . . and proud as peacocks on show

The NBC-TV peacock fanned its tail proudly last week before some 275 admiring representatives of 203 stations at the network's annual presentation to affiliates, held Thursday at New York's Waldorf Astoria.

With a display of favorable rating information from recent Nielsen and American Research Bureau surveys, it showed its member stations a graph of steady audience gains placing it as the current front-runner among the networks.

In a presentation that included choral singing, narration by Hugh Downs, color slide and film, and personal appearances by stars of next season's new prime-time shows, affiliates were told

they had good reason to be "proud as peacocks."

The presentation preceded a major luncheon address in which NBC Chairman Robert W. Sarnoff roundly attacked the FCC's proposal to limit network program control (see page 74).

Close Race ■ While Nielsen data for the last two months shows a rating spread of only three-tenths of a rating point among all three networks, the presentation reported "the very latest two-week period . . . finds us solidly in first place, marking a steady upward trend by NBC over the last five reports, registering the largest audience gain of all three networks compared with a year ago—up 14%."

The last two Nielsen reports for three-station market areas—MNA reports—show NBC-TV up 18% over last year, and the network's research department on this basis predicted an even stronger first-place position in the next national report.

The most recent American Research Bureau report, the affiliates were told, "shows NBC delivering over 17.5 million adults—nearly two million more than the second-place network.

"On a total-day basis—sign-on to sign-off—almost twice as many NBC affiliates ranked first in their markets this season compared to last," the stations were told.

Affiliates also heard good reports about daytime program performance: ratings of NBC-TV morning shows up by an average of 3%; afternoon programs up 26% in women viewers.

Through the full day, the network said, its schedule attracts an average of three million women per minute, a gain of 14% over 1964.

Mostly Color ■ By next month eight of 12 NBC-TV daytime vehicles will be in color.

The names of 11 programs in development for future daytime stripping were given: *Morningstar*, *West Wind*, *Days of Our Lives*, *The New Land*, *Two Worlds*, *The Bitter and The Sweet*, *Point Paradise*, *Time and Tide*, *Split Second*, *Jan Murray Show* and *Post Office*.

For Saturday morning, the network said, two new color cartoon shows from Hanna-Barbera are planned.

The network said Nielsen figures indicate that for all sports programs shown by the three networks, from October to January, NBC-TV attracted more viewing per TV household—14 hours, 39 minutes—than any other network.

Plans for presentation of at least 50 news and actuality specials were described in addition to "instant specials." Two more specials in the *Of Men and Freedom* series were outlined: *The Reformation* and "The Spanish Armada."

Other NBC specials described for

affiliates for 1965-66 presentation: *The Congo*, a spot study to be produced by Ted Yates; *The Teen-Ager*, a study of teen-agers' attitudes and their effects; *The Decision to Surrender*, the story of the Japanese surrender in World War II; *Brinkley on France*, a treatment of French attitude toward America; *Hungary: Ten Years Later*, a study of that country's development in the last 10 years; *Michelangelo: The Last Giant*, two separate hour programs.

Are the issues really novel?

Review board thinks so as it passes ch. 13

Grand Rapids to FCC

The FCC's review board has sent to the commission for determination the request for approval of an agreement which would end the court case involving channel 13 in Grand Rapids, Mich. The board said the request raises "novel and important issues of policy" which

should be passed on by the commission.

At issue in the case is the fact that the four applicants operated the channel on an interim basis from November 1962 until Jan. 25, 1965, when West Michigan Telecasters Inc., which won the grant, went on the air.

West Michigan has agreed to pay each of the losing applicants its out-of-pocket expenses as well as its share of the interim operation, in return for dismissal of court appeals each has taken from the commission decision in the case (BROADCASTING, Jan. 18).

The review board order certifying the matter to the commission does not mention the "novel" questions involved. But the Grand Rapids case represents the first buy-off agreement in which an interim operation has been involved.

It's understood the board feels the commission should decide how the profits and retained earnings of the interim operation should be applied to losing applicants' out-of-pocket expenses in determining a reasonable amount to pay an applicant pulling out of a case.

Pincock Dissents ■ Board member Dee Pincock dissented contending that no new questions were involved. He said the request for approval "clearly comes within the commission's statutory authority."

The agreement provides for payments



Jackson, Hamilton new on NBC-TV board

Two new members were elected to the NBC-TV Affiliates Board of Delegates at the convention last week: Ralph Jackson, WAVE-TV Louisville, Ky. and William Thomas Hamilton, WNDU-TV South Bend, Ind. They replace David M. Baltimore, WBRE-TV Wilkes-Barre, Pa., and Owen Saddler, KMTV-TV Omaha, whose terms had expired.

A. Louis Read, WDSU-TV New Orleans, was re-elected chairman of the board of delegates; Otto Brandt, KING-TV Seattle, was re-elected a vice

chairman, and Robert W. Ferguson, WTRF-TV Wheeling, W. Va., was elected to another vice chairmanship. George Comte, WTMJ-TV Milwaukee was re-elected secretary-treasurer. Re-elected to board: James Schiavone, WWJ-TV Detroit, and Gordon Gray, WKTV-TV Utica, N.Y.

The two new board members are shown above with Chairman Read and Tom Knode, NBC stations relations vice president. L to r: Chairman Read and Messrs. Hamilton, Knode and Jackson.

to Grand Broadcasting Co., MKO Broadcasting Corp. and Peninsular Broadcasting Co. of \$120,000 each, if paid within six months, \$130,000, if half is paid on FCC approval of the agreement and the remainder over a five-year period.

The agreement says that \$55,000 would be for legal fees and the remainder would be each of the applicant's proportionate share in the assets of the interim operation as well as repayment of \$20,000 loans each had made to the station they had operated jointly.

The four applicants submitted an unaudited balance sheet as of Dec. 31, 1964 showing the interim operation had total assets of \$265,531.20. On this basis, they said, each of the applicants would actually be entitled to \$66,250, in addition to the loan repayments and the out-of-pocket expenses, or a total of \$141,250. Retained earnings, which were part of the assets, were \$215,531.

The Broadcast Bureau has maintained that the applicants have not submitted sufficient information for a determination as to whether the agreement should be approved. It says a showing has not been made that the terms are in accordance with the agreement under which the interim operation was established.

N.Y. management and marketing firm formed

A communications consulting firm has been formed by Barry Sherman, who resigned as managing director, radio-TV division, Esquire Inc.

Called Barry Sherman Associates, New York, the firm specializes in management, market research and analysis, programing and public relations for broadcasters. It will provide services to radio-TV station operators and investment companies interested in acquiring new or additional properties in broadcasting, community antenna TV and other electronic communications.

Clients include W. J. German Inc., a diversified investment company which owns WNOK Charlotte, N. C.; Bergreen & Bergreen, a corporation law firm and Esquire Inc., The new firm has opened offices at 660 Madison Avenue in New York and 1447 Peachtree Street in Atlanta.

Media reports . . .

Joins MBS ■ WERE Cleveland has become an affiliate of Mutual Broadcasting System. WERE, owned by Cleveland Broadcasting Inc., operates fulltime on 1300 kc with 5 kw.

Back to town ■ KUTE(FM) Los Angeles has started operations from its new studios in the Occidental Center following a move from Glendale, Calif.

Pauley lashes at undercutters

'Expedient' radio selling decried at ABC affiliates meeting in Washington

An attack on radio leaders who engage in "wholesale rate-cutting practices" was to be made by Robert R. Pauley, president of ABC Radio, at a meeting of his network's affiliates yesterday (March 21) in Washington during the National Association of Broadcasters Convention.

More than 600 representatives of ABC Radio affiliates were expected to be on hand for a program that also was to include a reception, luncheon and one-hour musical revue, "My Son, The Affiliate," in tribute to the member stations.

Mr. Pauley was prepared to report that ABC Radio billings in 1964 increased 16% over 1963.

He also held out the prospect of round-the-clock network radio service.

"It is time," Mr. Pauley said in his prepared address, "that some of our leaders woke up and realized the tremendous worth of our medium. If they'll stick to their rate cards—even at the risk of walking away from some expedient sales—they will have achieved the greatest single accomplishment for our business in many a year.

"ABC has been the leader in putting an end to expedient selling, just as we have been the leader in so many other areas."

Mr. Pauley continued:

"We were the first network to offer radio-only news coverage—though others followed later. We were the first network to introduce new research that upgraded our medium. We were the

first to introduce new drama to radio, opening the doors to a vast spectrum of network potential.

"We were the first network to strictly adhere to its program schedule. We were the first to seek out the major sports events to offer exclusively to our affiliates. We were the first to offer new syndicated programing.

"We were the first actually to define radio's market of the '60's—and we still hold a commanding lead in capturing that market of young adults. Hopefully, we also will be the first network to bring its stations 24-hour radio."

Earl Mullin, ABC Radio vice president in charge of station relations, was to be host in the presentation of the musical revue, featuring 26 of the network's actors and commentators skits. One highlight: six ABC Radio executives singing "We Love You Truly" to the affiliates. Bill MacCullum produced the revue and Warren Somerville directed.

KMBR gets short-term renewal with sale OK

The FCC last week approved the sale of KMBR Bismarck, N. D., from Weldon T. and Betty S. Heard to Alvin L. Anderson, but at the same time granted KMBR a one-year license renewal. The commission said the short-term renewal was issued because of Mr. Anderson's participation in a fraudulent TV contest conducted in 1963 for which the station paid a \$1,000 fine.

The commission added that if the present owners notify the FCC within 30 days that the sale has not been consummated it will consider granting a full-term license.

Commissioners Rosel Hyde and Robert T. Bartley disagreed with the action and voted for a full-term renewal.

Selma TV move set for hearing

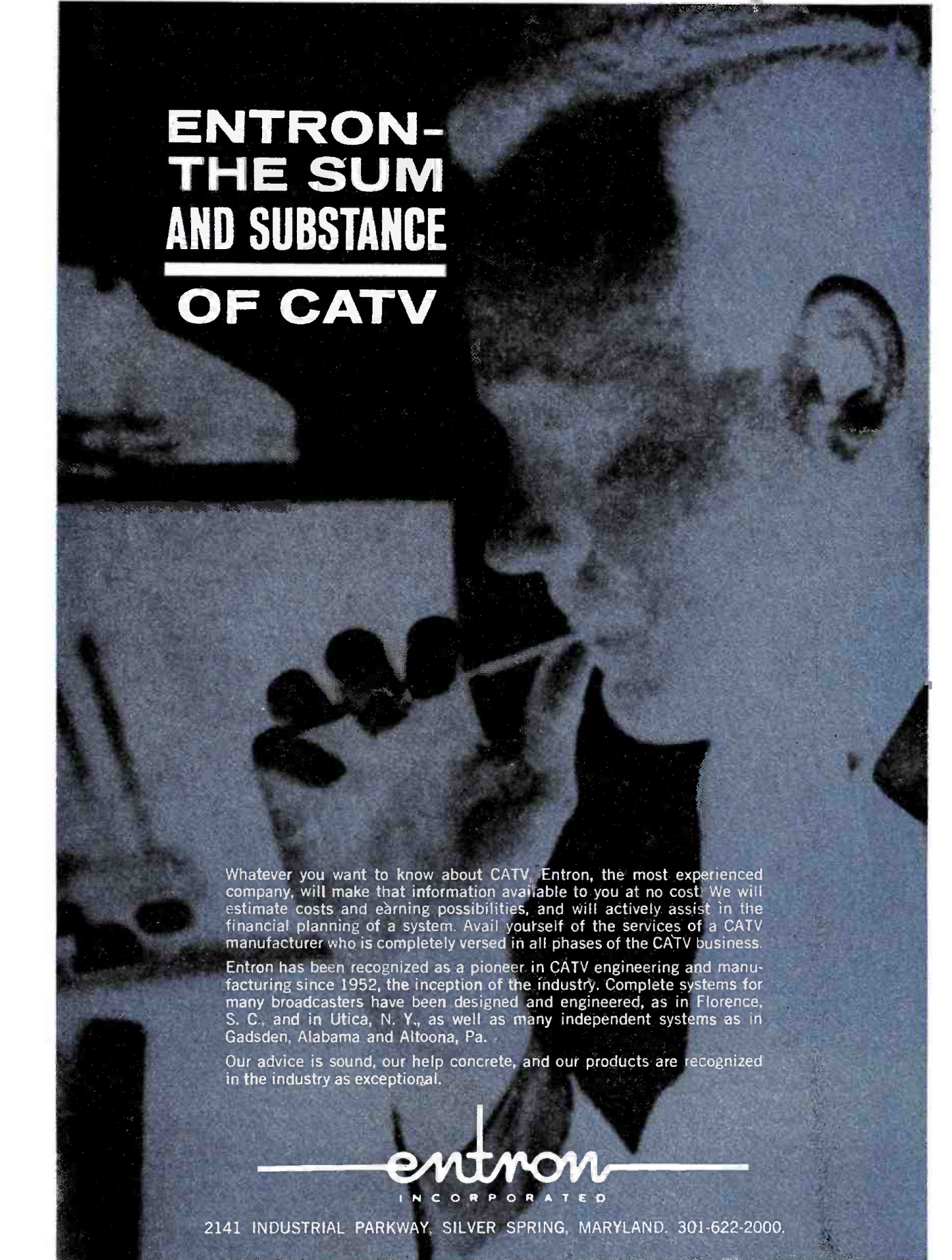
The FCC has designated for hearing an application by WSLA-TV (ch. 8) Selma, Ala., to move its transmitter from four miles outside of that city to a location 35 miles from Birmingham and 68 miles from Montgomery.

The commission noted that it was concerned over effect grant would have on UHF in central Alabama.

Made parties to the proceeding were WBMG(TV) (ch. 42) Birmingham, and WKAB-TV (ch. 32) and WCOV-TV (ch. 20), both Montgomery. WSLA-TV also seeks increase in visual effective radiated power from 2.51 kw to 316 kw, and in antenna height from 360 to 2,000 feet.

ABC Radio covers its boss

ABC Radio will broadcast highlights of the ceremony in which Leonard Goldenson, president of American Broadcasting-Paramount Theatres, will receive the NAB's Distinguished Service Award today (March 22), starting at 3 p.m. The broadcast will include the presentation of the award to Mr. Goldenson by NAB President Vincent Wasilewski and speeches by Vice President Hubert H. Humphrey and Mr. Goldenson.



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UHF failures a blow to FCC

So, 3-commissioner panel
wants applicants to prove
longer financial ability

The failure of a UHF station is no longer merely a personal tragedy for the owner involved. It is a blow to FCC plans for developing the UHF medium that must, if possible, be avoided. This is the implication in the decision of a three-member panel of FCC commissioners setting tough new financial standards for UHF applicants seeking facilities in three major markets (BROADCASTING, March 15).

The panel, on a 2-1 vote, directed applicants for UHF channels in Buffalo, Cleveland and Boston to demonstrate an ability to survive three years of competition from the three network-affiliated VHF stations in each of those markets.

If the decision is upheld by the commission on appeal, it may have implications for other UHF applicants proposing to compete with three network-affiliated VHF's. Currently, applicants

in all broadcast services can demonstrate their financial qualifications simply by proving an ability to build a station and to operate it for three months without revenue.

In stating this is not sufficient in the case of UHF applicants proposing to take on three VHF's, the panel reflects the responsibility the commission feels for having promoted UHF, an activity that included urging Congress to pass the all-channel-receiver bill. Commissioners have privately expressed concern over the prospect of businessmen investing in UHF largely because of FCC-generated publicity, then failing or selling out.

They feel that a new round of failures like those that hit UHF in the early fifties would generate sharp criticism of the FCC from Congress and the public. The panel's decision, accordingly, is designed to guard against this by requiring applicants to plan carefully and to be sure of sufficient revenues before embarking on a career in UHF.

Data Required ■ It added issues in each of the three comparative hearings requiring the development of detailed information on estimated revenues projected over a three-year period, on station-construction costs and on estimated operating expenses for the first year (or for a three-year period, if desired). The panel said data supporting revenue estimates could include expected rate of UHF set conversion, information on advertising-rate schedules and the type of advertisers who would be attracted to nonnetwork UHF stations.

The panel said the information surviving the test of cross-examination and review in the comparative hearings could do more than provide basis for disposing of the three cases directly involved: It could form a basis for "determining whether we should require all UHF applicants seeking facilities" in markets served by three network-affiliated VHF's "to make these types of showings."

Commissioner Robert E. Lee, the commission's most outspoken supporter of UHF television, was the dissenter on the panel. He said that requiring UHF applicants to do more than meet the customary financial qualification test is discriminatory. He also said the commission should not try to second guess an applicant who, he said, is in a better position to judge his survival potential.

Commissioners Kenneth A. Cox and Robert T. Bartley, who formed the majority, however, indicated they felt that more than the fate of a single operator is involved in the failure of a UHF station. They recalled that more than 100 UHF stations that were once on the air are now dark and noted that "nearly 200 commercial UHF stations" that were granted construction permits have never gone on the air.

Danger to Plans ■ They said that any "broad-scale repetition of the financial failures of the early UHF years" might "impair" attainment of the commission's goal of speedy development of the UHF band. "While we want those who acquire UHF permits to construct their stations without unreasonable delay," the decision said, "we are concerned that once on the air they continue to operate in the public interest—and without a likelihood that they will shortly seek a transfer of the permit or license to someone else."

The decision acknowledged that the all-channel receiver act would help foster the expanded use of UHF television. But the decision said it would be "several years" before the act would have a "substantial effect" on set conversion.

The applicants directly involved in the panel's decision are Ultravision Broadcasting Co. and WEBR Inc., seeking channel 29 in Buffalo; Cleveland Telecasting Corp. and The Superior Broadcasting Corp., applying for channel 65 in Cleveland, and Integrated Communications Systems Inc. of Massachusetts and United Artists Broadcasting Inc., for channel 25 in Boston.

The case grew out of petitions filed by WEBR and United Artists, which had originally been an applicant for the Cleveland facility as well as the one in Boston. WEBR had asked that Ultravision be required to justify its estimated first-year operating revenues.

United Artists had asked that its opponents in the two hearings be required to demonstrate that their programming proposals were feasible for non-network UHF stations in the markets involved. And in the Cleveland hearing, it asked for an issue to determine whether the operating deficits of Cleveland Telecasting and Superior were likely to extend beyond the first year and, if so, whether the applicants would be able to continue operations.

The Broadcast Bureau had suggested that the applicants simply be required to demonstrate an ability to amortize loans and interest payments and pay equipment bills for the first year. But the panel scrapped all of these recommendations for its own stiffer standards that would be applied to all. The panel gave the parties 60 days to make any amendments to their applications required by the decision.

Calif. brokerage firm sold

The entire interest of Albert Zugsmith and his family in the Albert Zugsmith Communications Corp., Burbank, Calif., broadcast brokerage and consulting firm, has been purchased by Jack Feldmann and Arthur B. Hogan. It will continue under the new name of Hogan, Feldmann Inc.

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Type	Color	Color at B/W Light Levels	Black & White	Field Mesh	Precision construction	4½" diameter	Studio Taping	Matched sets	Long Life Targets
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4415-4416	X	X		X	X			X	
5820A			X						
5820A/L			X						X
7293A			X	X					
7293A/L			X	X					X
7295B			X	X		X			
7389B			X	X		X	X		
7513	X			X	X		X(2)		
7513/L	X			X	X		X(2)		X
7629A			X(3)						
8092A	X		X(3)	X	X				
8093A			X	X			X		
8093A/L			X	X			X		X

(1) For exceptionally low studio light levels. (2) 7513/V1 or 7513/L/V1. (3) Thin film semiconducting target.

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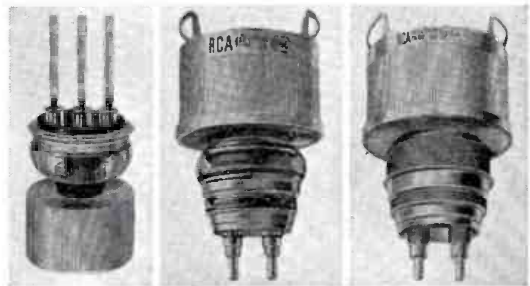
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1% rule will be meeting subject

FCC will discuss problems with group of financial experts at Pierson request

The FCC is scheduled to meet in an informal conference April 8 with a group of financial experts on the commission's proposal to amend its multiple ownership rule as it applies to persons owning 1% or more of publicly held broadcasting companies.

The meeting was requested by Washington communications attorney W. Theodore Pierson, who is representing some 25 publicly held broadcasting companies (BROADCASTING, Feb. 1).

The aim of the meeting, Mr. Pierson said last week, is to educate both the commission and the broadcasters.

Impact Discussion — He said the financial experts would discuss the rule's possible impact on the financing of publicly held companies. He also said the meeting would enable the broadcasters to get a clearer insight into the commission's concern in the matter.

Accordingly, he said the intention is to promote discussion between the commission and the experts by maintaining as informal an atmosphere as possible. In this connection, he said the meeting would be "relatively closed," to keep the discussion "within bounds."

It wasn't clear where the line would be drawn on participants. But Mr.

Pierson said he expected a transcript to be kept that would be made public.

Mr. Pierson declined to identify the experts who would appear. He said he did not yet get definite commitments from all he hoped would be present. But they will come from brokerage houses, stock exchanges, investment companies and banks.

The proposal, which has stirred up the financial community, involves a notice of inquiry as well as a proposed rule, and stems from the commission's concern with the technical violations of its rules by companies, generally mutual funds, holding 1% or more of two or more group owners.

In some cases, the stations owned by the groups total more than the number that the rules permit an individual or company to have interests in. Some investors also violate the duopoly rule, which prohibits ownership of stations in the same service in the same area.

The commission in its proposed rule-making suggests that it move against the individual violating the 1% rule. At present, the rules affect only the licensee. Comments are due April 26.

The broadcasting companies represented by Mr. Pierson in the conference include most of the major publicly held firms, with the exception of the three networks.

Toll TV could solve ETV problem—Sagall

Pay television has been suggested to the FCC as the solution to educational television's financial troubles. The suggestion was made by Solomon Sagall,

More money for WTTW

A check for \$100,000 to WTTW (TV) Chicago, noncommercial station, from CBS Inc. was presented to the educational outlet last week by Edward R. Kenefick, new vice president and general manager of WBBM-TV Chicago. The money will help WTTW, on channel 11, to complete a new building for itself and sister WXXW, now under construction on channel 20. NBC gave \$100,000 a week earlier (BROADCASTING, March 15).

president of Teleglobe Pay-TV System Inc., New York.

In a letter to FCC Chairman E. William Henry, who has expressed concern over ETV's financial plight, Mr. Sagall said ETV should not be forced to rely on grants from corporations and large foundations or public donations.

Mr. Sagall, noting that ETV's function is to provide classroom instruction and adult education, or "cultural" television, said there is no reason foundations or tax money should be used to finance adult education programing, which benefits "relatively few" viewers. He also warned that "underwriting" of ETV programs by corporations might lead to "full-scale commercialism."

He suggested that subscription television be introduced into ETV so that "those who desire the benefits of cultural television" would bear the costs. Mr. Sagall said the recent financial crisis faced by WNDT(TV) Newark, N. J.—New York—solved temporarily by a \$500,000 grant from the Ford Foundation and a subsequent collection of \$40,000 from the public—prompted his proposal.

He estimated that if 2% of metropolitan New York's 5½ million homes—or 100,000 families—paid WNDT an average of \$2 a week, the gross income for the station would be \$10 million annually. Mr. Sagall said that would be enough to enable the station to produce three or four "high caliber programs a week."

Zenith Radio Corp. and Teco Inc. say the average amount spent on pay television in the commercial test under way in Hartford, Conn., is \$1.20 per week. The figure was contained in the Zenith-Teco petition for rulemaking to authorize pay television on a nationwide basis (BROADCASTING, March 15).

Before Mr. Sagall's suggestion could be adopted, the commission would have to exempt educational television from the ban on pay-TV operations.

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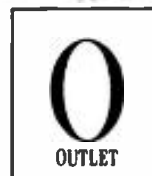


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•March, 1965

BROADCASTING, March 22, 1965



NBC — EDWARD PETRY & CO., INC.

'Journal', Newhouse buy CATVs

Two major broadcast entities moved into the community antenna field last week via purchases.

In upstate New York, Newhouse Broadcasting Corp. bought Oneonta Video, Oneonta, N. Y., and four associated CATV systems in Sidney, Delhi, Carthage and Ogdensburg for a sum understood to be in the neighborhood of \$2.5 million from W. J. Calsam and Albert E. Farone.

Included in the sale is the Eastern Microwave Inc. which serves eastern and northeastern New York TV stations and CATV systems. Sale of the microwave system is subject to FCC approval.

In Wisconsin, The Journal Co. (*Milwaukee Journal* and WMTJ-AM-FM-TV) bought 80% ownership in Wausau Cablevision Inc., in that city which serves 3,000 subscribers with five TV signals. The overall price was \$600,000.

In the Newhouse transaction, the sellers will continue their activities with the CATV systems. Mr. Calsam will become a vice president of Newhouse and will continue to manage all five CATV's as well as the microwave system. Mr. Farone will serve as counsel for Newhouse in legal matters relating to the cable systems. All present employees will be retained and there will be no change in operations or policies, Newhouse Broadcasting President E. R. Vadeboncoeur said.

The CATV systems in Oneonta, Sidney and Delhi have a combined total of 6,500 connections. The Carthage system, which began operating in August 1964 and was acquired by Oneonta Video last year, and the Ogdensburg system, which is now under construction, have a potential of 7,000 connections.

Signals Incoming ■ Oneonta brings its subscribers TV stations from up-

state New York cities as well as some from New York City and Canada.

Eastern Microwave serves television stations in Binghamton, Syracuse, Utica and Watertown-Carthage, and CATV systems in Binghamton, Endicott, Vestal, Chenango Bridge, Sidney, Norwich, Oneonta, Cortland, Ilion-Herkimer, Utica, Watertown-Carthage, Ogdensburg, Canajoharie, Rome, Delhi and Walton.

This is Newhouse's first major entry into the CATV field. It holds franchises for CATV's in Rome and Malone, N. Y., and has applied for franchises in several other communities in upstate New York.

The Wausau purchase was made from Americantenna Corp., Denver, by Teltron Inc. Teltron is 80% owned by the Journal Co., and 20% by Jack R. Crosby and Fred Lieberman, chief owners of Telesystems Inc., Glenside, Pa. Telesystems owns multiple CATV's in New England, New York, Midwest, South and Southwest.

Donald B. Abert, executive vice president and general manager of the Milwaukee newspaper-broadcasting company, said that expanded and improved service is planned, with the possibility of adding more channels. Wausau Cablevision brings in Green Bay's three TV stations.

President of Teltron is Robert K. Drew, vice president and business manager of the Journal Co.

Filing fee system revamp proposed

The FCC's filing fee system, which was the subject of intense criticism from broadcasters as well as various members of Congress when it was adopted a year ago this month, will again be subjected to the scrutiny of the public (BROADCASTING, March 23, 1964, et seq.).

The occasion, however, now that the question of legality has been resolved

by the courts in favor of the commission, will be to reassess, through a rule-making proposal, the various fees charged for each licensing activity (BROADCASTING, Jan. 25, et seq.).

The rate amendments proposed by the commission, for which comments are invited by April 30, are substantially as follows:

- Increase from \$100 to \$150 the fee for TV applications for new facilities, major changes, renewal, assignment of license and transfer of control, and from \$50 to \$75 the fee for similar AM and FM applications.

- Reduce from \$30 to \$10 the fee for TV translator applications and establish a \$10 fee for translator permits who allow their permits to lapse and have to file for a new construction permit. No fee is now imposed for the latter action.

- Increase from \$20 to \$30 the fee for applications to change call letters.

- Discontinue the \$30 fee now imposed for authority to determine AM operating power by direct measurement and for covering licenses in the auxiliary broadcast service.

- Provide that the \$30 fee for base stations in the auxiliary broadcast services cover simultaneously filed applications for associated remote pickup mobile stations.

The rulemaking proposal also contemplates the addition of a new section that will point out the various situations in which a fee will be returned or refunded.

The agency also seeks to extend the current fee exemption on applications filed solely to conform with the FCC's new rule requirements to include changes required by rules of other federal agencies to which the licensee may also be subject.

The notice of proposed rulemaking, which also contemplates rate changes in the common carrier and safety and special licensing activities, was issued last Wednesday (March 17) by Commissioners E. William Henry, Robert T. Bartley, Robert E. Lee, Kenneth A. Cox and Lee Loevinger. Commissioner Rosel H. Hyde both dissented and concurred to various parts of the proposal.

NLRB finds station guilty

Television Broadcasters Inc. (KMBT [TV]), Beaumont, Tex., has been found guilty by a trial examiner of the National Labor Relations Board of discriminatory discharging of employees for union activity. Trial Examiner Frederick U. Reel has recommended that the company reinstate the employees with full compensation for back pay to June 1964 and to post notice that all employees are entitled to join or to aid a union organization.



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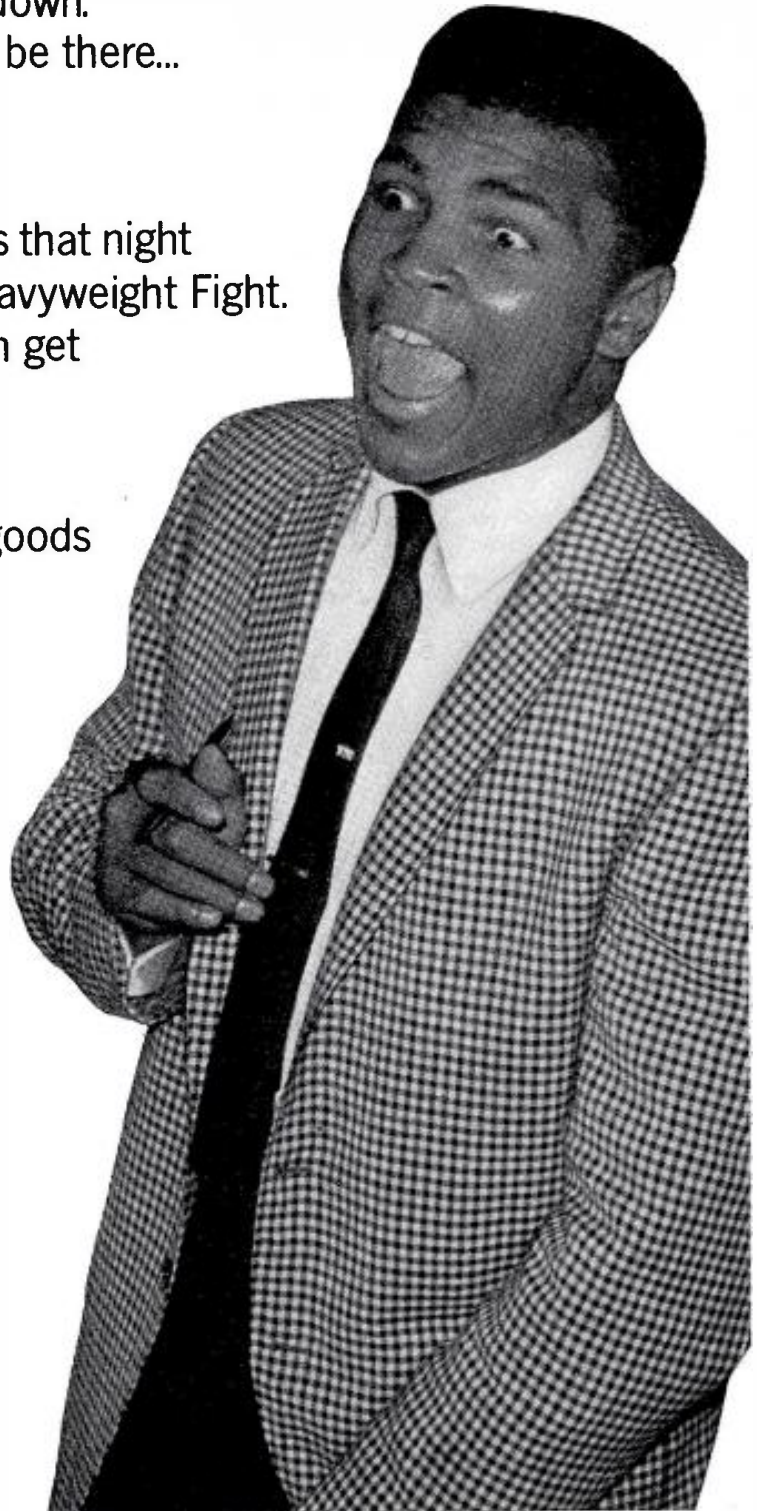
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MUTUAL BROADCASTING SYSTEM



FCB stock goes up 1st day on exchange

Shares of Foote, Cone & Belding opened trading on the New York Stock Exchange last week as the advertising agency became the first to have its stock listed on the big board.

The stock, with the ticker symbol FCB, had a 3,200 share volume for its first day's listing, opening at 18½ rising to 19¼ and closing at 19.

Robert F. Carney, Foote, Cone & Belding board chairman, bought the first 100 shares at a Monday (March 15) listing ceremony attended by Keith Funston, New York Stock Exchange president.

Mr. Carney said: "Our listing confers an additional mark of maturity and financial responsibility on the entire advertising agency business that it has never had before." The FC&B chairman, who has been speaking to security analyst societies throughout the country, last week went to Dallas to address the Association of Investment Analysts there.

Mr. Carney told the Dallas group the agency "has not had a single reason to regret having made a public offering of our shares." Foote, Cone & Belding went public 18 months ago.

MCA Inc. registers its highest gross and net

MCA Inc. has reported that the company attained the highest gross and net income in its history in 1964.

Jules C. Stein, board chairman, said the company is continuing with its diversification program. At Universal

City, Calif., the \$5 million Technicolor building and the Hollywood Visitors Village are under construction and are scheduled to be completed this summer, he said. Ground also will be broken this year, according to Mr. Stein, for the 500-room Sheraton hotel on a hill site on the 400-acre studio property. The hotel will be built by MCA Inc. and operated by the Sheraton Hotels Corp. under a long-term lease.

For the fiscal year ended Dec. 31:

	*1964	*1963
Earnings per share	\$3.01	\$2.74
Gross income	196,517,000	183,882,000
Net income	14,781,000	13,832,000

*The above figures include the company's interest in the reported consolidated gross and net income of Decca Records Inc. for both years.

Court rules against broadcaster in tax case

A federal judge in Richmond, Va., has ruled against a broadcaster attempting to recapture \$97,000 in taxes paid under protest to the federal government.

The decision was issued last Tuesday (March 15) by U. S. District Judge John D. Butzner against Havens & Martin Inc., licensee of WMBG, WCOD (FM) and WTVR(TV) Richmond. Havens & Martin had sued to recover \$97,000 in taxes paid to the federal government for the years 1959 and 1960. The taxes were paid under protest when the Internal Revenue Service refused to accept the company's purpose in retaining earnings as surplus.

The case was argued before Judge Butzner during the last two weeks, with the ruling being handed down immediately after the final arguments. The judge ruled that the accumulated earnings were in excess of the needs of the company. During the trial, Robert J. Rawson, chief of the FCC Broadcast

Bureau's renewal and transfer division, and H. H. Goldin, assistant chief of the bureau (for policy and planning), testified for the government. Wilbur B. Havens, president of the company, said an appeal is being considered.

Daytime station finances surveyed

A financial report of revenues and expenses for daytime-only stations during 1963, was sent last week by the National Association of Broadcasters to its member daytime stations. The survey of 448 usable returns, 22.8% of the daytime stations on the air in '63, was compiled by the NAB's department of broadcast management.

The report contains 12 tables, six of them listed by market population from more than one million to less than 10,000, and six tables built around station revenue from more than \$200,000 to less than \$50,000.

William L. Walker, director of the broadcast management department, said the report is an experiment which, if favorably received, would be a regular feature of the annual NAB financial surveys.

Based on market population, stations in areas of 25,000-100,000 population, showed the largest pretax profit, \$8,300. The smallest profit margin of \$1,500 was shown by stations in areas of 100,000 to 500,000 population. However total revenue and expenses were highest in markets of more than one million: \$154,000 in revenue, \$152,000 in expenses. Stations in markets of under 10,000 had the smallest revenues and expenses: \$57,400 in revenue, \$53,600 in expenses.

In markets with a median revenue of more than \$200,000, stations reported the largest pretax profit, \$22,400. These stations had \$260,000 in revenue and \$237,600 in expenses. The smallest profit (\$1,000) was shown by stations in markets where the median revenue was under \$50,000. These markets showed \$40,500 median revenue and \$39,500 in expenses.

Leasing gear ruled conditional sale

A federal appeals court in New York has upheld a lower court ruling requiring a TV station to count as a "conditional sale" a lease of microwave equipment it uses for its studio-trans-

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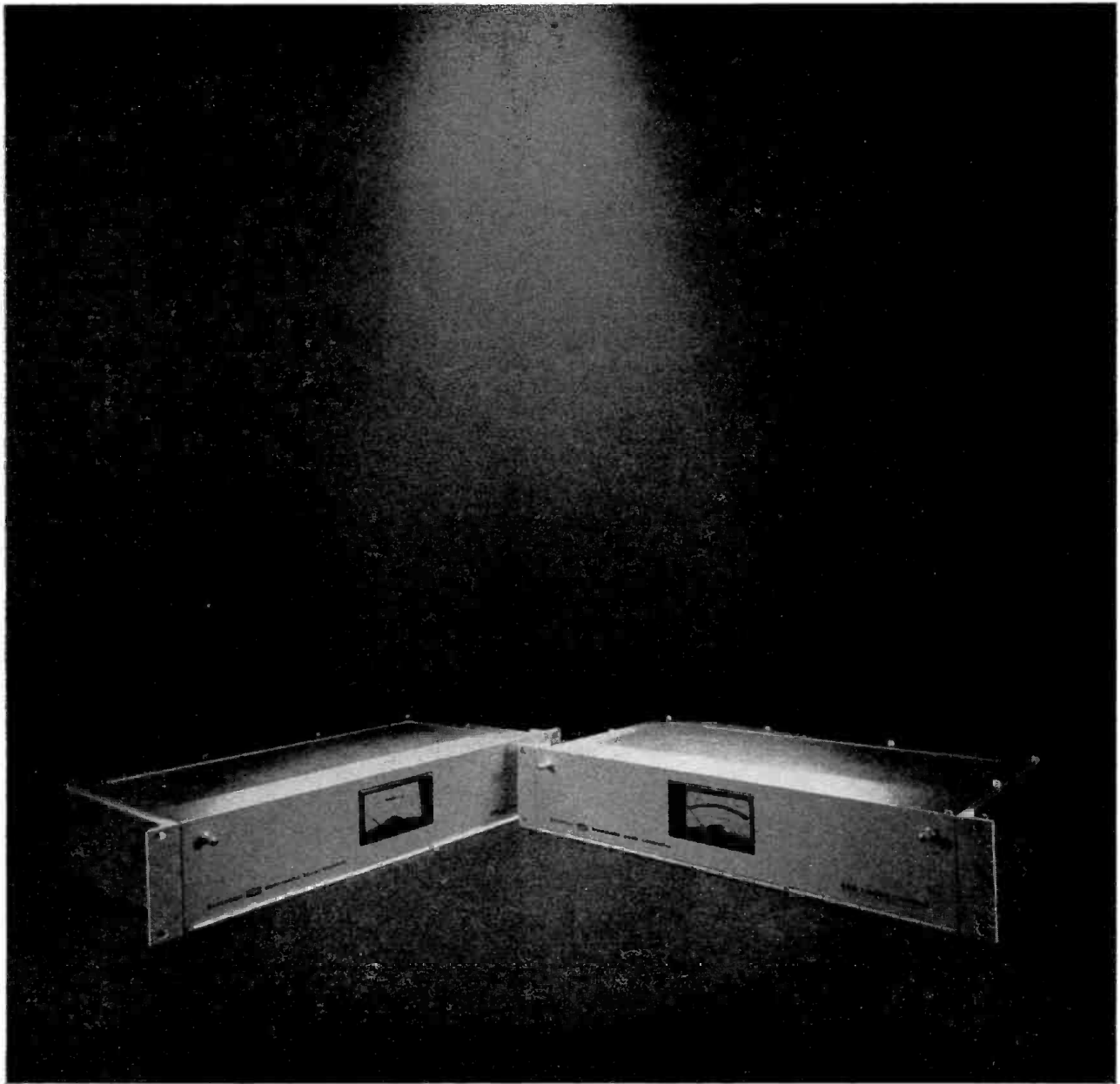
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(That's the new solid state Audimax on the left... and the Volumax on the right)

Hear this unique combo perform free in your studio for 30 days! Now CBS Laboratories gives you the famous Max Brothers (Audimax and Volumax) both solid state for the first time. They'll perform *free* in your studio for 30 days. Then, if you're not convinced that solid state Audimax can "ride" gain to increase program power up to 4-1, and solid state Volumax can control modulation peaks for as much as an additional 2-1 increase, you can cancel the Max Brothers, with no obligation.

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mitter link.

Unless appealed further, WCAX-TV Burlington, Vt., has lost its fight to recover \$4,538.43 in extra taxes paid to the Internal Revenue Service under protest in 1957 and 1958.

The Second Circuit Court of Appeals in New York upheld the lower court ruling in a short, unsigned decision on Feb. 26. The initial decision was issued last year by a U.S. district court in Vermont.

WCAX had leased the microwave equipment from Philco Corp. on an initial lease of five years, renewable for another 10 years. It has assumed as part of its responsibilities the risk of loss and damage, insurance costs and taxes, the cost of removal of the equipment, and the total rent included what was itemized as interest. This made the lease a conditional sale, the district judge ruled.

Although IRS had disallowed the complete lease payments as a business expense, it did allow the interest payments and depreciation on the equipment based on estimated useful life of 15 years.

CATV firm may pay its first dividend

H&B American Corp., the country's largest operator of community antenna television systems, has told its stockholders that a semi-annual dividend of 12½ cents on the company's common shares would be recommended to the board of directors. If approved, it would be the first dividend ever paid by H&B.

David Bright, board chairman and president, said the proposed payments had been prompted by the sale for \$5.4 million of two of the company's antenna systems (BROADCASTING, March 8). However the principal part of those proceeds will be used to "retire a major portion" of H&B's \$6 million outstanding bank debt.

Mr. Bright told stockholders H&B has acquired a CATV franchise to operate in a part of Santa Barbara county, Calif., and is currently negotiating for franchises in two large cities.

H&B stock is traded on the American Stock Exchange.

C-C wants name change

Crowell-Collier Publishing Co., New York, is expected to ask shareholders at its annual meeting May 4 to approve changing its name to Crowell Collier & Macmillan Inc., and doubling its authorized common stock to 10 million shares.

Dropping "publishing" from the corporate title would reflect diversification

in nonpublishing operations, a company spokesman said. Crowell-Collier broadcast properties are KFVB Los Angeles, KEWB San Francisco-Oakland, and KDWB St. Paul, Minn.

BCS changes name forms CATV branch

Broadcasting Company of the South stockholders voted to change its name to Cosmos Broadcasting Corp. G. Richard Shafto, president of the Columbia, S. C., based company, said that recent company expansion necessitated the change.

BCS stockholders also decided to form a subsidiary, Cosmos Cablevision Corp., to operate its CATV interests in Ocala, Fla., and Florence, Sumter, Marion, Darlington and North Augusta, all South Carolina. The company's broadcasting interests are WIS-AM-TV Columbia, S. C.; WSFA-TV Montgomery, Ala., and WTOL-TV Toledo, Ohio.

At the same meeting BCS reported that profits for 1964 were up 43% over 1963. Earnings rose from \$2.10 a share in 1963 to \$2.48 a share in 1964 after providing for an increase in the number of shares resulting from a 25% stock dividend last December.

Report for year ending Dec. 31:

	1964	1963
Earned per share	\$2.48*	\$2.10**
Net revenue	3,575,593	3,345,626
Income before taxes	1,181,140	952,545
Income taxes	562,000	533,000
Net income	619,140	419,545

*Based on 250,000 shares outstanding.

**Based on 200,000 shares outstanding.

Seiden selling for 50 cents

The FCC announced last week that copies of Dr. Martin H. Seiden's report to the commission "An Economic Analysis of Community Antenna Television

CHIEF ENGINEER WANTED

for major market radio
tv station in the East.

Contact Harry Whittemore,
Hotel Madison during
NAB convention.

Systems and the Television Broadcasting Industry," are available from the Government Printing Office in Washington, at 50 cents each. The commission said that it was not making public distribution of the report but reference copies are available at the FCC's offices in Washington.

Columbia Pictures has increased earnings

Columbia Pictures Corp. showed modest increases in earnings for the first six months of fiscal 1965, according to figures revealed by A. Schneider, president.

Mr. Schneider praised the company's TV subsidiary, Screen Gems, for having sold four new network series for next season and for having five of six current series renewed.

For the 26 weeks ended Dec. 26, 1964 and Dec. 28, 1963:

	1964	1963
Earnings per share	\$0.74	\$0.57
Income before taxes	3,034,000	2,659,000
Estimated federal, state and foreign income taxes	1,644,000	1,563,000
Income for the period	1,390,000	1,096,000

Official Films has loss in 6-month period

Official Films Inc., New York, last week reported a net loss after taxes of \$116,618 for the six-month period ending Dec. 31, 1964. This figure compares with a net income of \$75,087 for the same period in 1963.

Louis C. Lerner, Official Films' president, said in a report to stockholders that operating costs have been reduced since January but that it is difficult to avoid a loss for the fiscal year which ends in June. Mr. Lerner added that the acquisition of feature films and related businesses, and the establishment of a production division to develop and market network programs are under consideration to increase the company's income.

Desilu cites program costs in 9-month report

Operations of Desilu Productions for the 39 weeks ended Jan. 30, 1965, were down 36.7% from the same period of the year before, with gross income off 7.3%

In a letter to stockholders, Lucille Ball, president, explained that a substantial portion of the costs of program development were charged against operations for the nine-month period, although none of the five pilots produced by Desilu for the 1965-66 season have

been sold yet.

Nine months ended:

	Jan. 30 1965	Jan. 25 1964
Earnings per share	\$0.41	\$0.63
Gross income	15,828,383	17,077,792
Net income	483,564	764,880
Shares outstanding	1,165,631	1,213,631

Financial notes . . .

▪ RCA has declared a quarterly dividend of 15 cents a share on its common stock payable on April 26 to stockholders of record March 15, and a dividend of 87½ cents a share on its cumulative first preferred stock for period

April 1-June 30, payable to stockholders of record June 18 on July 1.

▪ Cox Broadcasting Corp., Atlanta, announced a regular quarterly dividend of 10 cents a share payable on April 15 to stockholders of record March 22. At the same time the corporation's board announced the first annual stockholders meeting to be held at the Atlanta offices on April 8.

▪ Trans Lux Corp., New York, has declared a quarterly dividend of 15 cents a share on common stock on March 31 to stockholders of record March 22.

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Resolution opposes 'superpower'

Smathers cites applications for increases from
50 to 750 kw; earlier House move favored increase

In 1938 the Senate passed a resolution opposing AM power in excess of 50 kw and now Senator George A. Smathers (D-Fla.) thinks its time to do it again. He and Senate Small Business Committee Chairman John J. Sparkman (D-Ala.) last week introduced S Res 294 reaffirming the "sense of the Senate" that superpower AM transmitters would be "not in the public interest."

Senator Smathers cited as his immediate concern applications to the FCC by several class I-A, clear channel stations to increase power from 50 to 750 kw.

A 1962 House resolution supported FCC grants of "superpower" to the 25 clears should the commission deem such in the "public interest, convenience, or necessity," notwithstanding the earlier Senate action. The same House

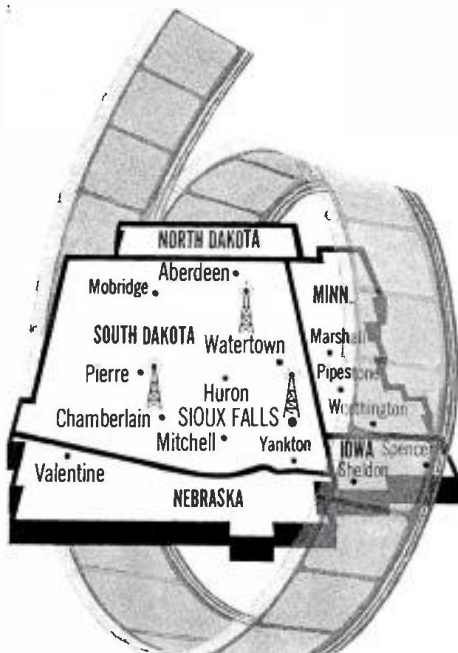
resolution opposed authorizations to duplicate any of the clears for a period of one year, although the commission had decided on duplicating 13 of the 25 in 1961. Two have been affected so far (BROADCASTING, March 1). Neither resolution has the force of law, but the FCC has tended to follow the Senate's.

House Unchanged ■ Sentiment on the House side still appears to favor increased power, although experts speculate that high power proponents will have "a tougher fight" now than they did in 1962 because of "better organized opposition." Representative John D. Dingell (D-Mich.), chairman of the Subcommittee on Regulatory and Enforcement Agencies of the House Small Business Committee, "strongly believes that the listening public has to have much higher powered clear channel service in order to eliminate 'white' areas [those not adequately covered by any radio service at night] and provide better reception." He also thinks the problem can be solved "without prejudice to the interests of small stations."

Small stations don't agree. They object that 750 kw leviathans would inter-



Sen. Smathers



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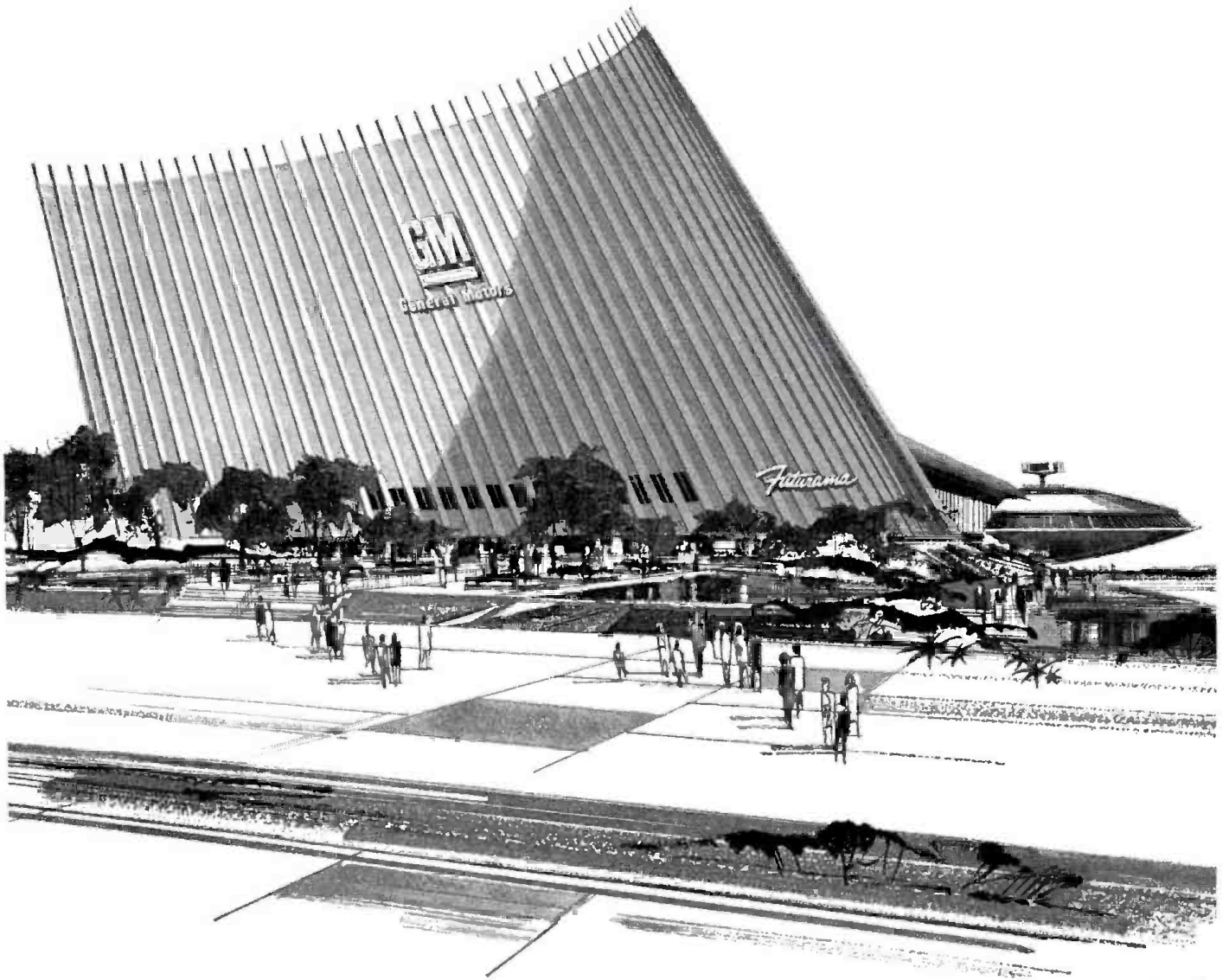
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The Broadcast Engineering Conference, which is run concurrently with the NAB convention, will draw a record Washington attendance of about 800 engineers to three days of speeches, luncheons and technical papers. Two panel sessions, one on color cameras and the other a seven-man FCC



technical panel are among the conference highlights. Russell B. Pope (r), Golden Empire Broadcasting Co., Chico, Calif., is chairman of the engineering conference committee and George W. Bartlett (l), NAB manager for engineering, is conference manager.



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High spot of the New York World's Fair reopening this Spring—
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You can look over GM's exciting "idea" cars—*Firebird IV* with television, stereo, game table, refrigerator; *GM-X* with jet aircraft cockpit and controls—fascinating design and engineering innovations right out of tomorrow.

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For one reason.

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To do this, to bring about the classical feature of competition—a free and unrestricted market—BMI opened its doors to all creators and publishers of music, including those who had previously been excluded from an opportunity to share in performing rights fees. In addition, it offered nondiscriminatory contracts to all *users* of music.

For the first time, new talents found an audience. Known talents found a fresh chance for growth. And a great, vital force in American music began. A force with a conscience. A force with an unabashed sense of fair play.

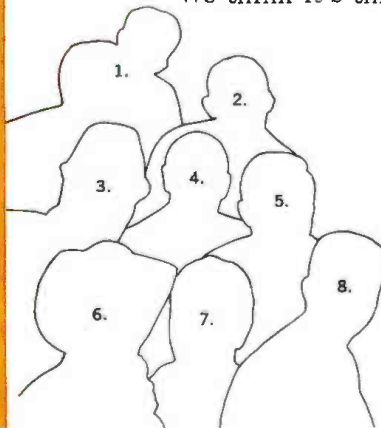
Since 1940, BMI has licensed songs written by high school principals...by jazz musicians and by teenagers...by Juilliard-trained musicians, single string guitar pickers, full-time dance band musicians and by housewives...by sophisticated nightclub performers, hallowed show-business names and by one-time field hands.

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We think it's this chance that counts.



1. Jerry Bock & Sheldon Harnick
2. Earle Hagen
3. Thelonious Monk
4. William Schuman
5. Bill Anderson
6. Buddy Durham
7. Doris Akers
8. Tony Garafalo



fere with their signals, steal their advertisers, and, in the words of the original Senate resolution, "tend to concentrate political, social, and economic power and influence in the hands of a very small group." The Association on Broadcasting Standards, usually one of the most vocal opponents of increased power, last week seemed willing to stand on the Smathers resolution, which "speaks for itself."

Roy Battles, director of the Clear Channel Broadcasting Service, is "hoping the Senate won't find it necessary to pass the resolution. Close to 60% of the country depends on the I-A's for nighttime service," he said, "and that service is less clear than it used to be due to increasing Latin American interference and man-made noise." He points out that there are 2,000 transmitters outside the U. S. operating above 50 kw, making us "way behind the times."

Little Other Service ■ Besides, he continues, many of those in the white areas have little alternative service. They are in sparsely-populated regions where cable systems are too expensive, UHF's economically unsound, FM service poor and local nighttime AM non-existent. "The only way to settle the question of possible economic harm to small broadcasters," he concludes, "is

for the FCC to authorize an experimental use of higher power."

Eight of the clears have applied for higher power: KFI Los Angeles, WSM Nashville, WLW Cincinnati, WGN Chicago, WJR Detroit, WCCO Minneapolis, WHO Des Moines and KSL Salt Lake City.

Superpower grants have been opposed by numerous state broadcasters' associations; most recently the Florida Association of Broadcasters, cited by Senator Smathers in introducing his resolution.

Translator proposal gets wide approval

The FCC's proposal to liberalize its translator rules received the approval of more than a dozen early responses submitted last week.

The feeling, however, was that the power ceiling proposed by the commission for translators on unoccupied UHF and VHF channels, could and should be increased.

The rulemaking proposed by the FCC last month would permit the licensing to TV stations and others on special showing of translators using up to 100 watts power to operate on un-

occupied UHF and VHF channels now assigned to communities in the TV table of assignments (BROADCASTING, Feb. 22).

The proposal was seen as one way of providing viewers in small markets with a first service, or first choice of services, without having them rely on community antenna TV systems. The proposal would also enable TV stations to extend their grade B signals with translators.

Comments on the proposed rule change, formerly set for March 15, have been extended by the commission to April 15 (BROADCASTING, March 15).

Those initial responses received last week, mostly from small translator companies in the Midwest, supported the proposal but generally agreed that 100 watts power would not significantly improve service to the extent the commission anticipates.

Several of the companies urged the commission to authorize microwaves to relay distant signals to translator stations, as CATV systems now do.

Among those filing comments last week were Frontier Broadcasting Co.; K&M Electronics Co., a major translator system supplier; KWBE-AM-FM Beatrice, Neb.; WDAY-TV Fargo, N. D.; WMTW-TV Poland Spring, Me.; D. H.

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Overmyer, a UHF applicant; WLVA-TV Lynchburg, Va.

Also, translator interests commenting include Peoples TV Inc., Leadville, Colo.; Howard TV Club, Forsyth, Mont.; Valley TV Club, Glasgow, Mont.; Four Corner TV Club, Cortez, Colo.; San Juan Non-Profit TV Association, Farmington, N. M., and High Rock TV Association, in Keyser, W. Va.

New color-print system installed

Consolidated Film Industries, Hollywood, has announced the installation of the newly developed Colorvision system color separations printer, said to provide superior quality color prints at substantially reduced costs.

The Colorvision system consists essentially of a dichroic beam-splitter and complimentary optical system, mounted on a standard optical printer. All three components are recorded simultaneously during a single pass through the printer in three separate areas within the confines of a single 35 mm fill aperture frame, at a cost of about 25 cents per screen foot, against about 75 cents for the conventional separations system that requires three separate passes. Cost of duplicate negatives is cut by 45% for 35 mm duplicate negatives, 33% for 16 mm duplicate negatives when compared with the conventional three-strip separations method.

CFI said: "The new process should be of particular interest to producers of television series shot in color because of the ever increasing demand for 16 mm color prints for color-TV use."

IEEE opens five-day convention in N.Y.

More than 1,000 companies will display more than \$20 million worth of the latest electrical and electronic equipment this week at the International Convention of the Institute of Electrical and Electronics Engineers. The sessions will be held in New York today (March 22) through Friday.

Eighty technical sessions will be held at the New York Hilton hotel and the New York Coliseum. The papers will cover new developments in many phases of electrical and electronics engineering.

Sessions on Friday will be devoted to the subject of TV systems, including talks by A. J. Banks and F. I. Johnson, RCA; Frank Davidoff, CBS-TV and J. F. Ingle and J. J. Lebeyka, Bell Telephone Laboratories.

BROADCASTING, March 22, 1965

FCC sticks to guns on drop-ins

ABC petition to equalize affiliations is turned down; commission also denies plea to put ch. 10 in Jacksonville

Two efforts to revive the VHF drop-in issue met with failure at the FCC last week. The commission decided to reject a 10-month old ABC plan for dropping VHF channels into top markets having less than three VHF stations. And it denied a petition for rule-making to drop channel 10 into Jacksonville, Fla., at short-spacing.

The drop-in issue was presumably settled last September, when it rejected, for a second time, petitions for reconsideration of the decision to deny short-spaced VHF drop-ins for seven markets (BROADCASTING, Sept. 7, 1964).

The original decision in the case was handed down more than a year earlier, on a 4 to 3 vote (BROADCASTING, June 3, 1963).

But ABC, which trails the other networks in VHF affiliations, urged a new plan on the commission, aimed at equalizing the number of VHF stations affiliated with each of the networks in the top 18 two-VHF markets (BROADCASTING, May 11, 1964). ABC has five primary VHF affiliates in those markets, while CBS has 16 and NBC 13.

Under the plan, the commission would request the networks to give up a VHF affiliate and take a UHF station as a substitute in the 18 markets. Where the networks and their affiliates insisted on maintaining their relationship, the commission would add a VHF channel on a temporary basis. This facility would be made available to the UHF licensee as a dual operation, with which any of the networks could affiliate.

Not Feasible ■ The commission, however, is said to believe that although procedures for enhancing competition among the networks would be desirable, the ABC plan is not feasible.

A commission letter rejecting the proposal is expected to be released shortly.

The channel 10 Jacksonville proposal paralleled one of those in the original drop-in rulemaking. New Horizons Telecasting Corp., which had urged adoption of the Jacksonville drop-in in that proceeding, asked the commission last May to issue a separate notice of proposed rulemaking (BROADCASTING, May 25, 1964).

Last week, the commission said New Horizons' arguments on behalf of the separate rulemaking were the same as those that had been considered when the overall drop-in plan was denied.

The commission has held that drop-ins would hinder the development of UHF television and that conditions in the television industry have changed since 1961, when the drop-in proposal was first advanced as a means of bringing service to underserved areas.

The vote to reject New Horizons' petition was 5 to 1, with Commissioner Kenneth A. Cox in dissent.

Technical topics . . .

Bright future ■ Ameco, Phoenix manufacturer of community antenna television equipment and operator of 24 CATV systems in eight states, has produced a brochure which details the



'X-ray' spots defects

WABC-TV New York is using a gamma-ray photographic process to locate "deformities" in the transmission line of its antenna atop the Empire State Building.

Stress caused by high winds and extreme temperature changes can cause aberrations in the antenna line which normally could not be spotted without disassembling the line and interrupting service.

Henry Dabrowski, chief engineer at WABC-TV (above), examines an "x-ray" showing a portion of the antenna system. The nozzle (foreground) shoots gamma rays through the antenna housing onto a film, behind, exposing any defects which may be present in the line.

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5250 Hollywood Blvd.

Los Angeles
Radio Products Sales, Inc.
1501 South Hill Street

Sacramento
Dunlap Radio & TV Supply Co.
1800 - 18th Street

San Diego
Western Radio & TV Supply
P.O. Box 1728
1415 India Street

San Francisco
Zack Electronics
1444 Market St.

COLORADO

Colorado Springs
DGM Electronic Supply Co.
717 N. Weber Street

Denver
Kierluff Electronics Co.
1200 Stout Street
Newark Denver Electronics Supply Corp.
2170 S. Grape Street
P.O. Box 22045

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Radio & Appliance Dist., Inc.
95 Leggett Street

DISTRICT OF COLUMBIA

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FLORIDA

Jacksonville
Southeast Electronics, Inc.
1125 Rossell St.

Miami
Flagler Radio Co., Inc.
1068 West Flagler Street

Tampa
Thurow Electronics, Inc.
121 S. Water Street
P.O. Box 1529

GEORGIA

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Specialty Distributing Co.
763 Juniper Street, N.E.

ILLINOIS

Benton
Lamley Radio Co.
452 East Church Street

Chicago
Newark Electronics Corp.
223 W. Madison Street

Decatur
Klaus Radio & Electric Co.
370 E. Cerro Gordo

LaSalle
Klaus Radio & Electric Co.
1055 1st St.

Peoria
Klaus Radio & Electric Co.
403 East Lake St.

Quincy
Klaus Radio & Electric Co.
1101 Broadway

Salem
Laco Electronics
119 E. McMackin

INDIANA

Evansville
Ohio Valley Sound
20 E. Sycamore Street

Indianapolis
Graham Electronic Supply
122 South Senate Avenue

IOWA

Davenport
Klaus Radio & Electric Co.
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Sioux City
Warren Radio Supply of Iowa
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Radio Supply Co.
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Detroit
Industrial Communications Co.
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Flint
Shand Electronics, Inc.
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Northern Distributors, Inc.
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Kansas City
Burstein-Applebee Co.
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St. Louis
Interstate Industrial Elect.
2218 So. Jefferson Avenue
Van Sikle Radio Electronics, Inc.
1113 Pine St.

NEBRASKA

Omaha
Sidles Company
7302 Pacific Street

NEW YORK

Amsterdam
Adirondack Radio Supply
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Brooklyn
National Radio Parts Distributing Co.
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Buffalo
Radio Equipment Corp.
147 Genesee Street

New York
Harvey Radio Company, Inc.
103 West 43rd St.

Milo Electronics Corp.
530 Canal Street
Terminal-Hudson Electronics
236 West 17th St.

Rochester
Masline Electronics, Inc.
236 West 17th St.

Syracuse
W. E. Berndt
635 - 55 South Warren Street

Troy
Trojan Electronic Supply Co., Inc.
15 Middleburg Street

NORTH CAROLINA

Durham
Southeastern Audio Corp.
209 N. Gregson St.

Winston-Salem
Electronic Wholesalers, Inc.
938 Burke Street

OHIO

Cincinnati
United Radio, Inc.
1314 Vine Street

Cleveland
Radio & Electronic Parts Corp.
3235 Prospect Avenue

OKLAHOMA

Oklahoma City
Radio Supply, Inc.
724 North Hudson

OREGON

Portland
United Radio Supply
829 West Burnside Street

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Pittsburgh
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1121 Penn Avenue

Reading
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116 Hartford Avenue

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Dixie Radio Supply Co., Inc.
1900 Barnwell Street

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Sioux Falls
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196 E. Sixth Street

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Chattanooga
Radio & Appliance Distributors, Inc.
1428 Chestnut Street

Memphis
Bluff City Distributing Co.
234 East Street

Nashville
Electra Distributing Co.
1914 West End Avenue
Keith-Simmons Company, Inc.
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Hargis Austin, Inc.
410 Baylor Street

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Sabine Supply Co.
8811 Carpenter Freeway
Sound Engineering Co.
4329 Belmont

Fort Worth
Scooter's Radio Supply
100 South Freeway

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Ballard Supply Co.
3109 Washington Blvd.

VIRGINIA

Richmond
Radio Supply Co., Inc.
3302 West Broad Street

Roanoke
Lee Hartman & Sons Sound Equip. Co.
3236 Cove Road, N.W.

WASHINGTON

Seattle
Robert E. Priebe Co.
2228 Second Avenue

WISCONSIN

Milwaukee
Taylor Electric Co.
4080 N. Port Washington Road

inner workings of the company and projects future growth. The brochure contains biographies of Ameco's officers, notes the large growth in product-line personnel from 35 to over 350 in the past year and the firm's acquisition of two buildings with two more under construction. It also spells out the current and projected number of customers and cash flow of its 24 CATV systems. There were 12,476 customers in 1964 and this is projected to 94,400 customers in 1969. Estimated cash flow of \$333,900 in 1965 is projected to \$28,115,500 in 1972.

New radios ■ A solid-state two-way mobile radio in the 450 mc band and a second similarly designed unit for 150 mc service, were introduced last week by RCA. The new equipment will bear the "Super-Fleetone" trade name, and will supplement RCA's existing line of "Super-Carfone" two-way radios.

For fine work ■ A new closed-circuit television camera designed for fine-detail coverage has been developed by Diamond Electronics, Lancaster, Ohio. The camera, ST-2, which features 800-line horizontal resolution, can cleanly transmit very small print and detail work to a remote monitor as far as a mile away without additional amplification, according to the company.

New from Viking ■ Viking announces a specially designed and engineered remote power supply (No. 949) for duplex 12 VAC on the same coaxial cable which carries the amplified signal. The 949 can be installed at any convenient location on the cable and is calibrated for voltage adjustments for cable lengths up to 100 feet.

Gates moves in Houston ■ Gates Radio Co., Quincy, Ill., maker of broadcast equipment, has announced the move of its branch in Houston, to new and larger quarters at 4019 Richmond Avenue. The branch displays a broad line of AM and FM gear.

Ameco in New York ■ Ameco Inc., Phoenix, manufacturer of community antenna TV system equipment, has opened a sales office at 342 Madison Avenue, New York. Sales representative William Asip, in charge, serves the New England states and Pennsylvania, New Jersey, Maryland and Delaware.

Collins in space ■ Collins Radio Co., Dallas, has produced the voice communication system and the radio link for control command of the two-man Gemini spacecraft scheduled to be orbited this month at Cape Kennedy. Collins was subcontractor to McDonnell Aircraft Corp.

Packaged buildings ■ A new series of

"easy-to-erect" packaged buildings has been announced by Flexibuilt-by-Master, 333 West First Street, Dayton, Ohio. Different models can be used for small operations at transmitter location sites of broadcast stations, according to the company which will furnish folders on its buildings on request.

New mike ■ Gates Radio Co., Quincy, Ill., has introduced a new miniature lavalier omni-directional dynamic microphone weighing but 2 oz. and designed for broadcast use where size and performance is critical. Price: \$45.50.

Lower aural ERP ■ The FCC has amended its rules to reduce the maximum effective radiated power of the aural transmitter of TV broadcast stations to not more than 20% of the peak radiated power of the visual transmitter. The maximum had been 70%. The minimum power requirement of 10% is unchanged. The amendment was proposed in a rulemaking issued April 2, 1964.

Fellowships awarded ■ Fourteen employees of RCA named to receive David Sarnoff Fellowships for study in various branches of engineering, science and business administration for the 1965-66 academic year. The fellowships, established in honor of the RCA board

chairman, range in value to as high as \$6,500. Fellows are granted leaves of absence from various RCA divisions and subsidiary companies.

New film chain ■ Dage Television Co., Michigan City, Ind., a division of Dage-Bell Corp., has introduced a new FC-11 multiplexer film chain for use by commercial and educational telecasters which eliminates secondary or ghost images. It does not require use of costly field lenses and involves less critical set-up and adjustment. The unit features an optical prism multiplexer and can handle as many as four input sources. It functions with a vidicon camera and claims 10 mc bandwidth for minimum 800 lines horizontal resolution.

Radio propagation lab gets four new divisions

A reorganization of the Central Radio Propagation Laboratory (CRPL) at Boulder, Colo., has been announced.

Four new divisions have been created, according to Dr. C. Gordon Little, director of the laboratory. They are: Ionospheric Telecommunications Division, headed by Richard C. Kirby; Tropospheric Telecommunications Divi-

sion, Robert S. Kirby; Space Environment Forecasting Division, Robert W. Knecht, and Aeronomy Division, Dr. Ernest K. Smith.

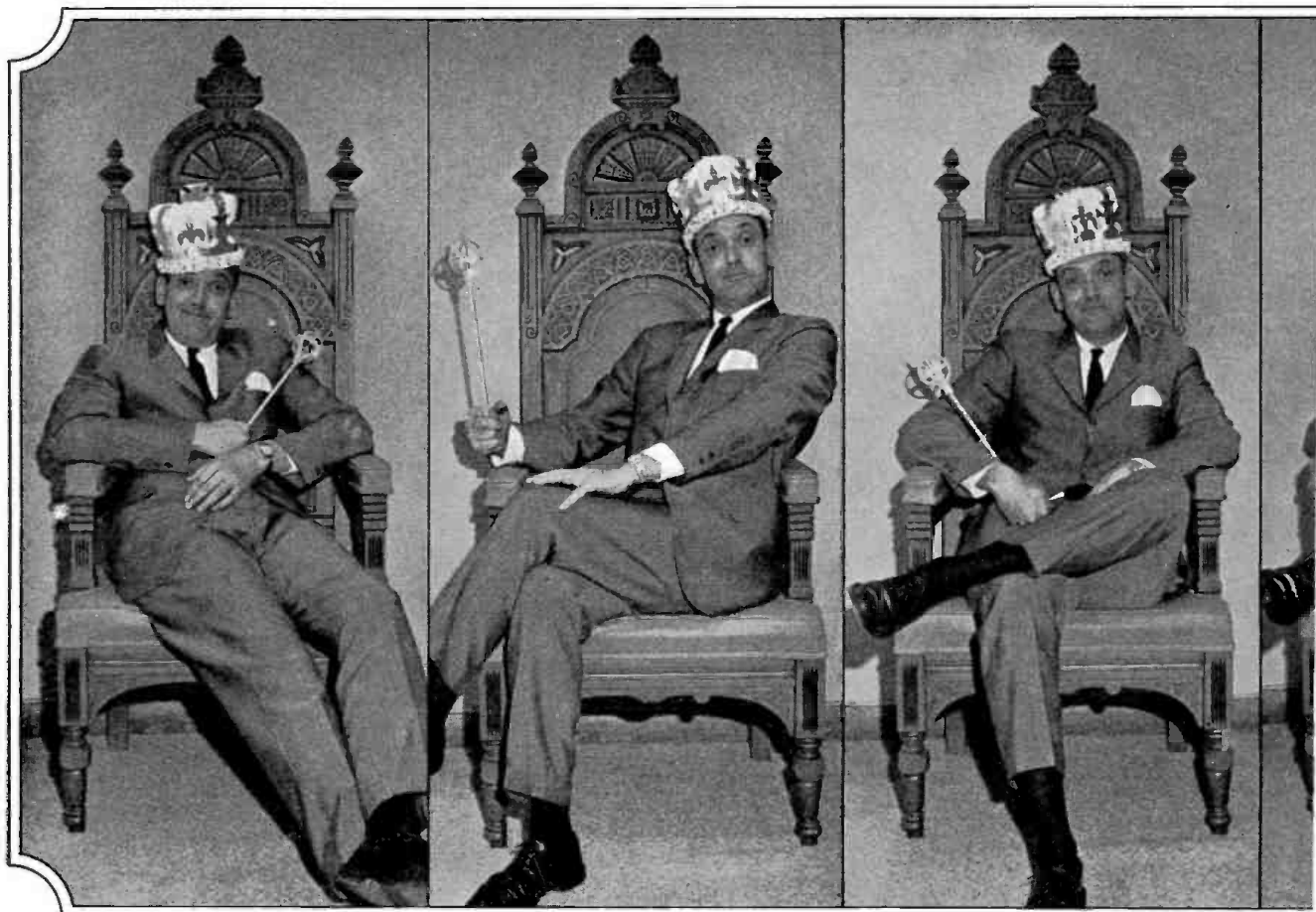
Also new is an Office of Program Planning and Liaison which is being headed by Jack W. Herbstreit who continues as deputy director of CRPL. Consultants to this office and to the laboratory at large are Kenneth A. Norton, system analysis, and Roger M. Gallet, radio physics.

Ardmore CATV gets emergency cut-in

A warning system that will deliver emergency announcements to Ardmore, Okla., viewers watching programs on the local community antenna TV system has been established there.

The emergency system, developed by Vumore Co., consists of a hot-line microphone at police headquarters with an off-on switch. When the on switch is closed, code signals are received at the control room of the CATV system which automatically deletes the sound portion of the TV programs, plus any FM channels being distributed, and permits city officials to make announcements.

The system was devised by Allen



Vaile, Vumore field engineer, and is similar to one in Altus, Okla., also for use on a Vumore cable system.

Another TV lays claim to Daniels's CATV cash

Richard D. Dudley, president and general manager of WSAU-TV Wausau, Wis., has laid claim to the \$10,000 offered to anyone proving that a community antenna system purposely degrades a TV station's signal. The offer was made early this year by Bill Daniels, CATV broker.

Mr. Dudley claims CATV systems in Wausau and Merrill, both Wisconsin, degrade the signals of his station. In Wausau, he says, his channel 7 station is converted to channel 3 on the cable; in Merrill, it's converted to channel 4.

For proof, Mr. Dudley encloses pictures made of the horizontal waveform taken from an oscilloscope of the signals from the cable and from off-the-air. Also enclosed are pictures of the vertical waveform from off-the-air pickup of WSAU-TV showing a distorted, noisy waveform. This is caused, Mr. Dudley says, by radiation from the cable of a beat pattern fed into the CATV to remotely control the line amplifier in the

cable system.

Mr. Dudley also says that one program being transmitted by the NBC network in color, no color burst of any magnitude was coming through the cable, although an off-the-air check indicated a normal color burst.

In his letter to Mr. Daniels, Mr. Dudley says that "if a viewer in these markets chose to watch a color program or chose to watch the best quality picture, it would be necessary for him to watch one of the channels other than the local station of origination to solve his problem [distortion of the local station]."

Meanwhile, Mr. Daniels told Jack Lee, WSAZ-AM-FM-TV Huntington, W. Va., that he sees nothing to gain by appointing a committee of three engineers to rule on Mr. Lee's claim that the CATV system in Parkersburg, W. Va., degrades the signals of WSAZ-TV.

Mr. Lee had claimed the \$10,000 last month, but Mr. Daniels refused to accept the claim because, he said, the deletion of WSAZ-TV's commercials were done by WTAP-TV Parkersburg, not by the CATV system. Mr. Lee asked that a panel of engineers arbitrate the issue, to determine whether it was done purposely (BROADCASTING, March 1).

In his letter to Mr. Lee, Mr. Daniels says that the Parkersburg city council, when it granted the CATV franchise,

required the local station be given protection of any kind necessary to insure its survival.

A complaint to the FCC by the Parkersburg TV station (WTAP-TV on channel 15) has been filed, asking that a hearing be held on the license renewal application of WSAZ-TV and charging that station with harassment (BROADCASTING, March 8).

New warning plan won't obviate EBS

Assurance that a new general warning system using government frequencies in the 200-300 kc range is not meant to supersede the Emergency Broadcast System for communications with the public was given last week by civil defense officials following alarm expressed by some broadcasters two weeks ago (BROADCASTING, March 15).

The new alerting system, which it is stressed is still under study, would be used for communicating a warning signal geographically—to EBS and other broadcast stations, and to civil authorities at federal, state and local levels, as a backup for present wireline methods. Emergency alerts are now flashed to



King-Size chair from the office of Jack Hauser, our general sales manager.

*If you had the
Quality touch*

You'd place your customer in a King-Size chair and cater to him in a manner befitting his stature and importance. You'd recognize his needs . . . his desires . . . his great hopes for every expenditure. More important, you'd go to great lengths to see that these wants are achieved. If it takes some extra special effort . . . some merchandising . . . some local calls . . . or other activities . . . you'd be ready to serve. That's the way with a quality operation. If you like King-Size customer service, contact one of our Petrymen.

WFAA-TV

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

radio stations in the EBS service by way of Associated Press and United Press International teletype news tickers.

The project envisages, it is explained, some 50 or 100 radio stations located throughout the country using a 200-300 kc band to trigger a noise device which may be used in private homes or business places, or at official offices (municipal, civilian defense, broadcast stations, hospitals, police and fire headquarters, etc.). Voice communications could also be carried on this channel. The receivers will cost about \$10 each, it is hoped.

None of the methods for indoor attack warning now under study, civil defense officials say, would diminish the need for EBS "nor would they require a shutdown of EBS in emergencies."

EBS was established in 1964 as the successor to the Conelrad system which was removed as unnecessary. In the Conelrad system, key radio stations remained on the air, but only on two frequencies in the AM band. All other broadcast stations were required to go off the air. The stations operated intermittently and in clusters. The program was designed to deny navigational aid to enemy bombers. In the present EBS system, most radio stations will remain on the air to provide warning of impending enemy attack, issue instructions from national, state and local officials, and remain operating before, during and after an attack.

AFRTS uses tropo-scatter

Connects far-flung stations into 11 regional radio networks

Improved program service at lower cost, the goal of every broadcaster, is rapidly becoming a reality for the Armed Forces Radio and Television Service. Well along is a realignment of broadcast facilities which will give the hundreds of thousands of servicemen and women around the globe better, more efficient program service and at the same time save the taxpayers at home more than \$2.8 million a year.

The secret is tropo-scatter which is used as a means of connecting stations into a network served from a key point. These stations formerly had to have individual studios. With this new long-range communications tool, AFRTS has created six new regional radio networks to make a total of 11, serving 161 stations, in place of the previous five-network setup serving 126 stations. When the realignment is completed, presumably before the end of the year, the worldwide

service will include only 34 radio stations with their own studios, in place of the 79 independent stations previously operating under AFRTS. Operating personnel will be reduced by approximately 360; operating expenses will be cut by only 25%.

In the past, the kind of long-range shortwave communication circuits necessary to link widely separated stations together have lacked reliability. Conventional shortwave transmissions have used frequencies reflected back to earth by the ionosphere. But the height and the reflectivity of ionosphere is in a continual state of variation, which causes fading and sometimes total blackouts in communication.

Tropo-scatter operates in the SHF (super high frequency) and EHF (extremely high frequency) regions of 3-30 mc and 30-300 mc. Its signals penetrate the ionosphere and go on up to a layer of particles in the troposphere which reflects them earthward less efficiently but with far more stability than the ionospheric reflections. This tropo-scatter operation produces a communications path not nearly so subject to fading as conventional shortwave. While the design and construction of a tropo-scatter transmitter-receiver installation is far more complex than that of a conventional shortwave installation, it can handle traffic on a multiple-channel multiplex basis (scores of channels, each only 3 kc wide) with

Sometimes, Perry Mason sings on channel 6

A simple problem of interference may in time involve a confrontation between commercial television broadcasters and educational FM broadcasters.

The issue is the interference that many channel 6 TV stations are receiving from educational FM stations that operate in about the same areas.

Channel 6 occupies the frequencies 82 mc to 88 mc in the television band. Educational FM broadcasters operate on the low end of the FM band, 88 mc to 92 mc. Where the educational FM station is located in the same area as a channel 6 station, the FM station's signals come in "loud and strong" in the audio portion of the channel 6 TV station.

WFBM-TV Indianapolis, for example, operates on channel 6. Also operating in Indianapolis is WIAN(FM), licensed to Board of School Commissioners of Indianap-

olis, operating on 90.1 mc with 10 kw. When the FM station is on, its programs "slop over" into the 82-88 mc area, and WFBM-TV viewers are treated to TV video mixed with educational audio.

One viewer wrote to the station not long ago, Robert W. Flanders, WFBM-TV's director of engineering reports, to complain that she was watching *I've Got A Secret*, but the sound was a debate on *Why Americans Don't Vote*.

Another WFBM-TV problem, Mr. Flanders says, is from WISU(FM) in Terre Haute. This station, licensed to Indiana State College, operates on 89.7 mc, also with over 10 kw. The situation is so bad, says Mr. Flanders, it "is eliminating channel 6 reception in an area of approximately four to five miles around the FM transmitter site—a loss to us of about 5,000 receivers." Terre Haute is 70 miles from Indianapolis.

One viewer there, Mr. Flanders

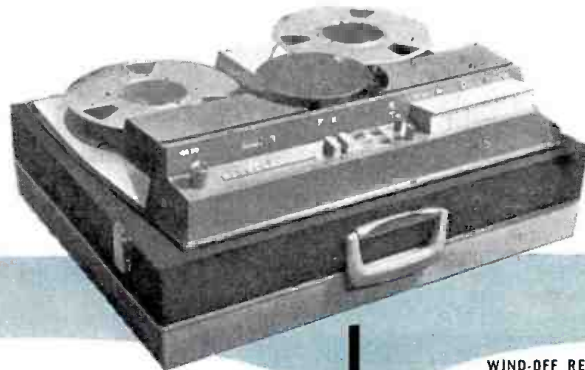
reports, found himself watching a tense Perry Mason courtroom drama, accompanied by a folk singing hootennany from WISU.

FCC engineers acknowledge that the problem is several years old—ever since educational FM stations started to operate on their portion of the FM band. Their solution: move the interfering FM stations higher up in the educational FM band. About 12 such FM stations have been given other frequencies in last few years because of the channel 6 problem. They agree that nationally, there's no solution in sight; they have been working on the problem on a case-by-case basis.

Couldn't channel 6 TV stations be protected from this impairment by prohibiting educational FM stations in areas where the TV stations are? Impossible, the FCC engineers say; it virtually would wipe out the educational FM band. And there the matter rests.

FOR NEWS PICKUP — INDUSTRIAL — EDUCATIONAL — MEDICAL — ADVERTISING AGENCY TV SYSTEMS...

THE VME 600 IS THE ONLY WIDE TAPE IMAGE VIDEO TAPE RECORDER UNDER \$10,000



SOUND TRACK

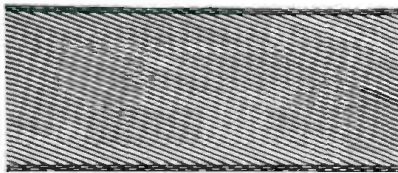
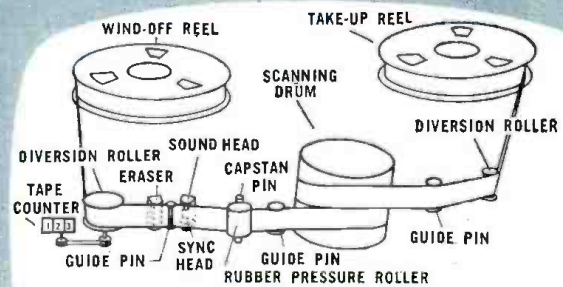


IMAGE TRACK

SYNCHRONIZING TRACK

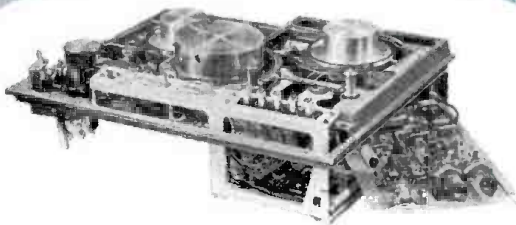
TOTAL TAPE UTILIZATION

Exclusive single-head scanning drum allows the slant scan video track to cover entire tape width, eliminating image loss and enhancing picture quality. (Slant lines on diagram show how image track is laid across sound track and synchronization track with unique interleaving process.) Only the VME 600 operates at slow, slow 5" per second tape speed and runs continually without reversing tape for more than one hour.



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Exclusive method of tape handling provides full 360° helical wrap. Single head eliminates head switching or head alignment "fiddlecunties"...no "split image" multi-head problems. Only the VME 600 simplicity of design concept provides fast and easy threading...so simple that your secretary can operate it. And only the VME 600 delivers 3 megacycle performance.



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Exclusive modularized heavy duty chassis with swing away decks for easy accessibility to test points. Professional construction throughout with advanced printed circuit design. Features precision machined tape drum assembly; video and audio metering; and fast push button control. Only the VME 600 is truly portable at only 40 pounds.



If you missed the demonstration of the remarkable VME 600 Video Tape Recorder last September in New York see us at the NATIONAL ASSOCIATION OF BROADCASTERS 1965 CONVENTION in Washington, D.C. **BOOTH 508**

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New hookup puts daily rushes into more than 30 offices

Closed-circuit television for years has been an important communications tool for industry, education and national defense. Now it is being used by the producers of TV programs and the program executives of the CBS Television Network in Hollywood. Daily rushes (scenes filmed the previous day and processed overnight) of TV filmed series can be viewed by producers, directors and other key personnel at CBS Television City and Studio Center (the former Republic Studios which CBS-TV now operates under a five-

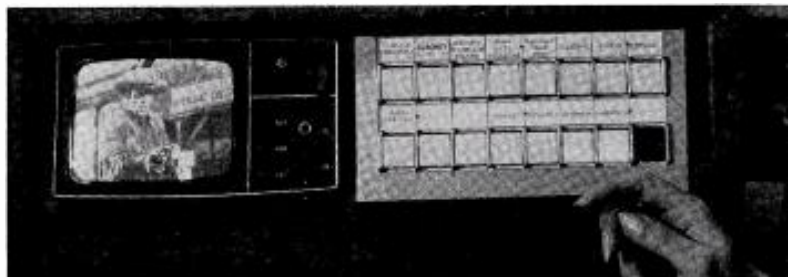
year lease) on home-size TV monitors in their individual offices instead of on full size theater screens in a projection room.

In demonstrating the system to newsmen, John Reynolds, senior vice president, CBS-TV, Hollywood, noted that too often "a scene that appears satisfactory on the large screen in a viewing room completely loses its impact when seen at home on a television set. This new electronic system for viewing permits the producer to see his dailies or rough cuts exactly as they will be seen

during the actual broadcast. And corrections can be made in sufficient time before a final cut is made."

Examples, shown both by projection on large screen and electronically on a 19-inch TV screen, demonstrated that what is acceptable by projection may not be meaningful to the TV audience. Size is the most important factor, but there are also significant differences in the direct projection process and the electronic system of picture reproduction that the producer should take into account.

When the system was inaugurated "our producers for the most part were not enthusiastic," Mr. Reynolds reported. "But now that this system has been in use for approximately one month, every one of the producers at Studio Center is most pleased with the innovation." Some 30 offices, about 20 at TV Center and another dozen at Studio Center, about 10 miles distant, are equipped with the closed-circuit viewing devices and the number could be expanded to 50 if this should become desirable.



Distribution control unit with push-button panel distributes a rough cut of "Gunsmoke" to producer

Philip Leacock plus any other production offices that may need to see it.

such reliability that every channel is available for use more than 95% of the time.

Better Service ■ But the tropo-scatter operation is merely a means to an end, which is improved radio service to the troops abroad from regional networks instead of independently operated transcription package service from the AFRTS field office in Los Angeles, will average 85-100% of the broadcast day for affiliates. The new line-up: American Forces Network, serving Europe with 64 stations; Alaskan Forces Radio Network, with 34 stations; Armed Forces Korean Network, 23 stations; Far East Network (Japan), 9 stations; Philippine Radio Network, 7 stations; Spanish Moroccan Network, 6 stations; Puerto Rican Network, 5 stations; Southern European Network (Italy), 3 stations; Armed Forces Radio Taiwan, 3 stations; Southern Command Network (Panama), 4 stations; Armed Forces Radio (Iceland), 3 stations.

The networks are operated by the military services, each getting its personnel exclusively or chiefly from the service with the largest number of personnel in the area. The Army operates the networks in Europe, Korea, Italy and Panama and will also handle the

one in Puerto Rico when that is completed. Networks in Alaska, Japan, the Philippines and Spain are operated by the Air Force. The Navy operates the network in Taiwan and will have charge of the one in Iceland when that has been put into operation.

The Navy also operates 20 tape automatic stations aboard Navy ships. These, plus 12 other nonstudio, tape automatic or relay stations, 34 independent radio stations with studio operations, 8 stations which have suspended operations and the 161 stations in the 11 networks, make a total of 235 AFRTS radio stations in 28 countries (in addition to the aforementioned ships).

There are also 40 TV stations in 19 countries in the AFRTS broadcast bundle, but only the six of these (in Korea) are linked together (by microwave relay). The others are at present independent operations, although further hookups like that in Korea are contemplated. But these TV outlets have nothing to do with the tropo-scatter-based radio realignment.

Economy ■ Colonel Robert R. Eby, officer-in-charge of the Los Angeles facility, has called the new concept of radio network operations "the first giant step toward improving the programing

and operations of our overseas stations in an economical manner." Colonel Eby, with primary responsibility for supporting the plan, notes that it will insure a consistent program format and improve the objectivity of the service from both the informative and the entertainment standpoint.

"Our greatest problem in the field is procurement of professionally qualified people," according to Lieutenant Colonel Robert Cranston, assistant officer-in-charge at AFRTS, Los Angeles. "This plan should greatly alleviate that problem, if only because we need fewer people." Colonel Cranston, previously commander of the American Force Network-Europe, is one of the former field administrators reassigned to the Los Angeles complex as a key figure in planning and developing the regional network concept. Another is Major Peter O. E. Bekker, one time commander of the Far East Network in Japan, now assistant chief of the Los Angeles radio division. In that post he is largely responsible for increasing the weekly transcription package from 60 to 80 hours of programing. The makeup of that package is one of the key issues for an effective regional network service.

Jack Brown, chief of the shortwav

division and former manager of an AFRS station in the Philippines, says in his operation "the accent is on live programs. Seventy percent of our broadcast day is now news and news feature material. The principle function of our shortwave branch is to provide the 'immediate' in our news and sports programming." In addition, the shortwave division tapes and airmails nearly two hours a day of less dated material to the network lead stations.

The point of it all, as it has been since the original Armed Forces Radio Service was instituted in May 1942, shortly after America's entry into World War II, is to keep the American serviceman the best informed in the world today. This job, the people at AFRS believe, will be done even more effectively under the new regional network setup.

NLRB gets jurisdiction in WSIM labor dispute

The United States Supreme Court last week overruled the Alabama Supreme Court and said that the National Labor Relations Board has jurisdiction over a labor dispute between members of the Radio & Television Broadcast

Technicians Local 1264 and WSIM Pritchard, Ala.

Ruling within two weeks after it heard arguments in the case (BROADCASTING, March 8), the Supreme Court said that since WSIM is part of the radio holdings of the Charles W. Holt group, and since the group's annual revenues are over \$100,000, the case belongs in the NLRB's province. The Supreme Court's ruling was unsigned.

When the Holt group bought WSIM in 1962, it almost immediately ran afoul of the local of the International Brotherhood of Electrical Workers which demanded that the new owners accept the IBEW local as the bargaining agent for its technical employees. When the station refused, IBEW pickets appeared and the union solicited advertisers to cease advertising over the station. The station secured a temporary injunction against the picketing activities, but a state circuit court overruled the lower court on the ground that the state did not have jurisdiction over radio and TV stations. The Alabama Supreme Court disagreed and reinstated the lower court's injunction.

Besides the Pritchard station, other Holt stations are WHSY Hattiesburg and WHNY McComb, both Mississippi, and WHHY Montgomery, Ala.

Committee to study microwave group's future

The National Association of Microwave Common Carriers, formed more than a year ago basically by a group of microwave operators owning and serving community antenna television systems (BROADCASTING, Jan. 13, 1964), is considering obtaining Washington representation.

The association's board of directors has authorized Clinton W. Collins, president, Ephrata, Wash., to name a committee to explore this possibility and the future of the organization. Mr. Collins and other officers were re-elected (BROADCASTING, Feb. 22).

The NAMCC board met in Phoenix Feb. 7-9 for a largely technical session related to technical comments being prepared by the association and individual members for filing in an FCC proposed rulemaking affecting frequency allocations and technical standards for microwave service to CATV's.

The board is understood likely to meet again in several months, perhaps in conjunction with the annual convention of the National Community Television Association in Denver July 18-22.

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SUITE B-420 SHOREHAM

BROADCAST ADVERTISING



Mr. Marsh



Mr. Holman

Howard Marsh, sales manager of KPIX(TV) San Francisco, named national television sales manager for Westinghouse Broadcasting Co., New York. He succeeds **H. V. Greene Jr.**, named assistant general manager of WBZ-TV Boston. **Aubrey Holman**, account executive at Television Advertising Representatives, New York, succeeds Mr. Marsh at KPIX(TV) San Francisco.

Stu Heinemann, account executive at Anderson-McConnell advertising agency, Los Angeles, promoted to VP and account supervisor. **Merv Oakner**, VP and account supervisor, appointed senior VP and accounts director.

Joseph A. Levy, account executive, Jack Masla & Co., New York, named

division supervisor of wholesaler and retailer toy promotion at Helitzer, Waring & Wayne, New York.

William A. Chalmers, senior VP of West, Weir & Bartel in charge of agency's western operations with headquarters in Los Angeles, has resigned to open own agency in that city.

Robert F. Schroeder, for 10 years advertising manager of Zenith Radio Distributing Corp., Chicago, joins Admiral Corp. there as advertising manager.

James A. Hoffman, recently account executive, Blair-TV, Philadelphia, joins NBC-TV Spot Sales as account executive.

Robert Dellinger has resigned as executive VP of Grant Advertising and manager of agency's Los Angeles office to join McCann-Erickson in that city as account director. Other new staffers at M-E there are **Harvey Hickman**, formerly with Fuller & Smith & Ross, Los Angeles, and **Richard Lewis**, from Buxton Advertising of Pasadena, Calif. Mr. Dellinger will direct Lockheed Aircraft account, with Messrs. Hickman and Lewis as account executives on Lockheed.



Mr. Dellinger

K. B. Hurd Jr., VP in charge of new business assignments at BBDO, New York, named VP-account supervisor for Hazel Bishop at Daniel & Charles Inc., New York.

Warren Shuman, general manager of Tele-Radio & TV Sales Inc., named national sales manager of Spanish International Network, same city.



Mr. Dallmann

William S. Dallmann, VP and manager of Metro Radio Sales office in Philadelphia, named VP and national sales manager of Metro Sales, division of Metromedia Inc., New York.

Thomas Flaherty, account executive at Erwin Wasey Inc., Pittsburgh, and **Francis Estaban**, art director with Aubrey Lee Associates, that city, join BBDO, Pittsburgh, as account executive and art director, respectively.

Harry Bressler, **Arthur Clark**, **Colin Dawkins** and **Jack Wohl**, copy group heads at J. Walter Thompson Co., New York, elected VP's.

Ron Hammer, formerly with WJLB

Detroit, joins sales staff of WJBK, that city.



Mr. Stewart



Mr. McGreevy

E. Nicholson Stewart, associate editor of *Television Age* magazine, joins The Katz Agency on research and promotion staff, New York. **Shawn McGreevy**, salesman with Avery-Knodel, Chicago, and **Thomas G. Roche**, formerly salesman with Wilding Inc., industrial film distributor, same city, join Katz's Chicago TV sales staff. **David S. Abbey**, on rep's New York sales staff, named assistant sales manager, TV West. **Layton Miller**, salesman for KXYZ Houston, joins Katz's Atlanta office on radio sales staff.



Mr. Roche

William J. McKenna, VP in charge of copy at Weightman, Philadelphia, elected VP and group creative head at Maxon Inc., New York.

Hal Thurber, president of Wade Advertising, elected chairman of Chicago council, American Association of Ad-

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GENERAL MANAGERS

"... if only I could find the right man!"

How often have you said that to yourself while pondering your personnel problems? Here's a possible solution which could end that perpetual search. A major eastern market television station will soon be releasing a number of well experienced and highly qualified broadcasters... through no fault of their own. If you need radio/tv engineers, a radio/tv announcer or tv directors—look no further! Contact me. I will gladly put you in touch with the man or men you need. For more information and personal references write Box C303, BROADCASTING.

ARF names three

E. L. (Larry) Deckinger, VP in charge of planning and development, Grey Advertising Inc., succeeds **William M. Weilbacher** as chairman of technical committee for Advertising Research Foundation Inc., New York. **Thomas H. Dunkerton**, senior VP and research director at Compton Advertising, succeeds **Paul E. J. Gerhold** as chairman of committee on improving measurement of advertising media, and **Arthur H. Wilkins**, VP and research director of Papert, Koenig, Lois, succeeds Mr. Deckinger as chairman of appraisal panel of technical committee. Mr. Gerhold, VP and director of research for J. Walter Thompson, and Mr. Weilbacher, senior VP at C. J. LaRoche, were named directors of foundation. All are from New York.

**NEW
RED CROSS FILM SPOTS
WITH THEME BY
EDDY MANSON**

The old saying "One picture is worth ten thousand words" is artistically and dramatically demonstrated in the new 60-, 20-, and 10-second color and b&w 35mm and 16mm film spots now offered to you by the Red Cross. The haunting score by Eddy Manson and the crisp narration by Jimmy Blaine add more color to these spots depicting the never-ending challenge of the Red Cross to continue its congressionally chartered responsibility and services to those who are in need. Also offered are 2 x 2 color slides with voice-over copy.



Join up...Join in

◆ *a call to action* ◆

NEW FILM(S)

ALASKAN EARTHQUAKE OHIO VALLEY FLOODS HURRICANES

A CALL TO ACTION is the title and the keynote of the new 1965 year-round film, which shows the rapid and efficient response of the Red Cross during the crises caused by the *Alaskan Earthquake* and the *Ohio Valley Floods*. For your telecasting convenience, this 13½-minute film is segmented into 4½-minute episodes complete within themselves. The film is in sound and color and is cleared for television.

NEW RECORDING PROMOS

Jack Benny Fred MacMurray Pearl Bailey Lucille Ball Minnie Pearl Eddy Arnold

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THE ADVERTISING COUNCIL
New York Chicago Hollywood

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vertising Agencies, succeeding **Robert Ross** of Leo Burnett Co. Other new council officers are **Roger Mohr**, Arthur Meyerhoff Associates, vice chairman, and **John T. Miller**, Alex T. Franz Advertising, secretary-treasurer.

Patrick J. Devlin, with Television Advertising Representatives in New York and Chicago for past six years, joins Blair Television, New York, as sales specialist.

Walter Martin, art director at Lynn Baker Inc., New York, joins Frank B. Sawdon Inc., that city, in similar capacity. **Charles Cenaro**, in production

department at Norman, Craig & Kummel, New York, joins Frank B. Sawdon, that city, in charge of all production.

John Frances Hobbs, salesman for Sentinel Publishing Co., East Brunswick, N. J., named account executive at WPEN Philadelphia.

Paul Carey, copy supervisor at N. W. Ayer & Son, New York; **Robert Casino**, advertising manager of G. C. Dewy Corp., electronics manufacturing firm, and **Michael Gold**, copywriter at The Marschalk Co., New York, all join creative services department of

Cunningham & Walsh Inc., that city, as copywriters.



Mr. Vanden-Handel

Lee M. Vanden-Handel, national sales manager of WABC New York, named director of national sales for ABC owned radio stations, New York.

Rudy Perkal, formerly VP of Hal Stebbins Inc., Los Angeles, named VP of Cole Fisher Rogow, Beverly Hills, Calif.

Caye Christian, creative director at Lavenson Bureau of Advertising, Philadelphia, and **Norman R. Tissian**, account executive with agency, that city, both named VP's.

John Ravage and **Prue W. Zimmerman**, copywriters at Ketchum, MacLeod & Grove, both Pittsburgh, named copy supervisors.

Arnold Arlow, with art department of Altman, Stoller, Chalk, New York, named art director at Daniel & Charles Inc., that city. **Joanne Robertshaw**, copywriter at West, Weir & Bartel, there, named to similar position at Daniel & Charles.

David M. Ward, assistant national sales manager for Shulton Inc., New York, named national sales manager. He is succeeded by **Stephen Backiel**, regional sales manager—middle Atlantic states.

Oliver McKee III, account executive in contact department of Young & Rubicam, New York, named account supervisor.

James T. Callaway, account executive on Post Cereals at Benton & Bowles, New York, named account executive at Papert, Koenig, Lois, that city, for Puss 'n' Boots cat food.

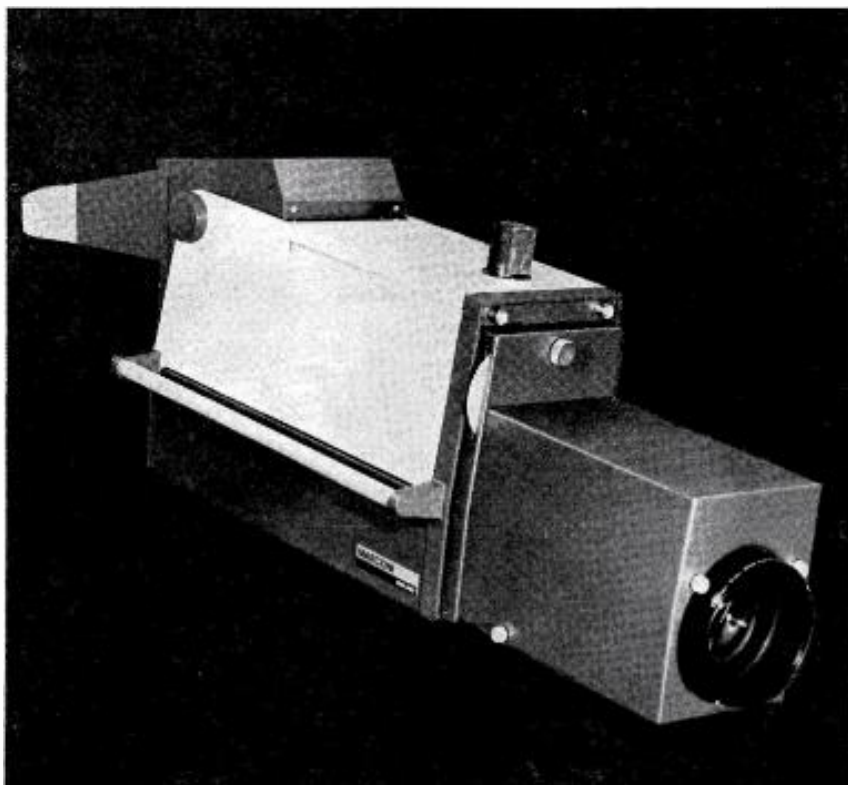
Rychard (Dix) Sleight, creative director in San Francisco offices of Knox-Reeves and Rhoades & Davis agencies, joins Coleman-Parr Inc., Beverly Hills, in copy writing department.

John G. Reinhard, account executive and research supervisor at The Biddle Co., Bloomington, Ill., has been named to newly created position of director of media research at advertising agency.

Robert W. Wood, free-lance art director for Wanamaker's department store, Philadelphia, DuPont's and Scott Paper Co., named art director for Al Paul Lefton Co., Philadelphia.

Robert J. Palmer, group media director at Cunningham & Walsh, New York, named VP.

Victor Gainer, VP of Squire for Men Inc., Los Angeles, production assistant



WORLD'S FIRST FULLY TRANSISTORIZED TILTING VIEWFINDER
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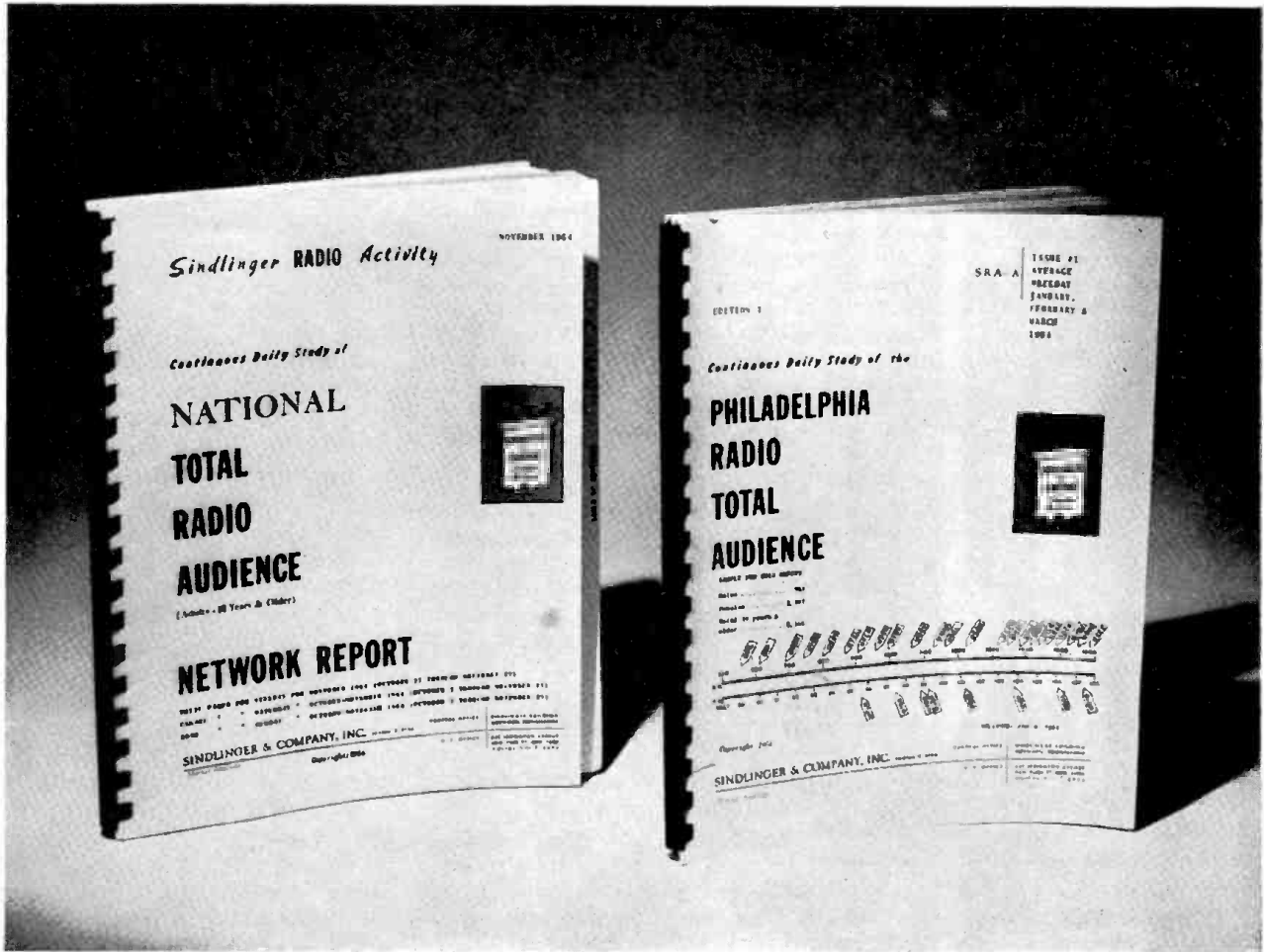
The new Marconi Mark V. Here's the broadcasting and teleproduction camera that's as advanced as the Mark IV when it was introduced 5 years ago. And everybody's still trying to catch up with that one. Here are some of the things they'll have to shoot for to equal the new Mark V: integrated 10 to 1 zoom lens; a unique tilting viewfinder; near perfect linearity and geometry; precision mechanics; superbly stable circuitry. You can have as little or as much remote control as you

desire. Two new types of joy-stick remote control panels make the Mark V extraordinarily easy to operate. The lens may be manually or servo controlled. And it's from Marconi, makers of the world's standard television camera. The new Marconi Mark V and the whole line of Marconi equipment is distributed by Ampex. Term leasing and financing are available. For complete information call your Ampex representative or write to: Ampex Corp., Redwood City, California.



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Ebel succeeds Baker as Ad Council chairman

Edwin W. Ebel, VP, advertising services, General Foods Corp., elected chairman of board of The Advertising Council, succeeding **William R. Baker Jr.** of Benton & Bowles. **Donald S. Frost**, Bristol Myers VP, elected vice chairman and **Albert L. Coloe** of *Reader's Digest* and **George H. Gribbin**, Young & Rubicam's board chairman, re-elected council vice chairmen. **Theodore S. Reppplier** re-elected president and **Allan M. Wilson** and **George P. Ludlam** re-elected as VP's. Also re-elected: **John Crichton** (American Association of Advertising Agencies) and **Peter W. Allport**



Mr. Ebel

(Association of National Advertisers) as secretary and treasurer, respectively. Among those newly-elected to board: **J. Edward Dean**, director of advertising of E. I. du Pont de Nemours & Co.; **Roger H. Bolin**, marketing communications director, Westinghouse Electric Corp.; **Thomas C. Dillon**, BBDO president; **Thomas B. McCabe Jr.**, VP-marketing, Scott Paper Co.; **Walter D. Scott**, executive VP in charge of NBC-TV; **Vincent T. Wasilewski**, president, National Association of Broadcasters; **Paul H. Willis**, VP in charge of advertising, Carnation Co. Ad Council is non-profit and generates public service advertising programs. Media (space and time) are contributed voluntarily as are campaign aids from advertisers and agencies.

and coordinator at Ziv-United Artists, Hollywood, and assistant producer of MCA-Revue Productions, there, named assistant account executive at Carson/Roberts agency, Los Angeles.

Charles Dill, operator of his own art studio for 15 years, named art director at Mace Advertising Agency, Peoria, Ill.

Arlen G. Stephens, with Avis Rent-a-Car and Lescron Enterprises, both Johnson City, N. Y., joins sales department at WBJA-TV Binghamton, N. Y., as account executive.

Ken Shubat, account executive at KOMA Oklahoma City, named local sales manager.

Don Caron, sales manager of WOLF Syracuse, N. Y., named account executive at WLOB-AM-FM Portland, Me.

Todd Van Every joins Lowe Runkle Co., Oklahoma City, as copy writer.

Keith Lupton named traffic manager at WHPL Winchester, Va.

Michael J. Manning, assistant controller and treasurer of C. J. LaRoche Inc., New York, named VP-finance.

Vincent Burke, copy writer at Cunningham & Walsh, New York, joins copy staff of Kudner Agency, that city.

William B. Rogers, director of radio-TV department of Glenn Advertising Inc., Dallas; **Herbert J. West**, office and personnel manager of Glenn's Dallas office; **Robert E. Berry**, account executive in San Antonio office of agency, and **Irvin E. (Skip) Carson**, manager of

Glenn's El Paso office, all Texas, all named VP's of agency.

Ted Pearson, advertising coordinator of Harrah's Inc., Reno, named media supervisor at Guild, Bascom & Bonfigli, San Francisco, for agency's Foremost Dairies account.

Bruce Sielaff, account manager with Knox Reeves Advertising, Minneapolis, appointed VP. He has been with agency since 1961.

David W. Colwes, account executive at KQV Pittsburgh, joins WRYT, that city, in similar capacity.

Stanley S. Stoller, local sales manager for WWDC-AM-FM Washington, named VP for local sales.

Neil E. Derrough, account executive with CBS Radio Spot Sales, Detroit, named assistant sales manager at WEEI-AM-FM Boston.

Jane Blair, account executive for Lennen & Newell Inc., New York, on Warner-Lambert Pharmaceutical Company's DuBarry cosmetics and Jean D'Albret perfumes, named VP.

Alfred Aragona, media buyer at William Esty, and **Peter Hochman**, spot radio-TV supervisor in estimating department at Benton & Bowles, both New York, join Cunningham & Walsh, same city, as media buyers.

Daniel J. Murphy, director of bureau of deceptive practices for Federal Trade Commission since 1961, and employe at FTC since 1936, retires. Among other things, bureau of deceptive practices is in charge of investi-

gating advertising and taking action against companies which use false promotion of their products.

Robert E. Hagan, with Television Advertising Representatives Inc., Chicago, joins staff of TVAR in New York. He is replaced by **Donald J. O'Shea**, member of TVAR's special projects division in New York.

James R. Serling, account executive for D'Arcy Advertising Co., San Francisco, named account executive for Peters, Griffin, Woodward Inc., that city, and **Raymond L. Hunter**, account executive at BBDO for past nine years, Detroit, named PGW account executive in Detroit.

Bill Revy joins New York sales staff of Gill-Perna Inc., as sales account executive.

Jack Ambrozic, salesman at KYW Cleveland, named manager of Philadelphia office of Robert E. Eastman & Co.

Thomas J. Green, with RKO General National Spot Sales Division, New York, named to sales staff of WABC-TV, that city.

Vance Harrison, New York sales manager for Henry I. Christal Co., named account executive for CBS Radio, that city.

Frank Elliott, with Television Advertising Representatives Inc., division of Westinghouse Broadcasting Co., New York, joins WLBW-TV Miami, as salesman.

Cliff Einstein, with Foote, Cone & Belding, Los Angeles, and **Barry Wetmore**, art director of Lansdale Co., Newport Beach, Calif., join creative department of Honig-Cooper & Harrington, Los Angeles.

Alan R. Kraiger, media director and account executive with Doremus & Co., San Francisco, joins sales staff of Metro Radio Sales, division of Metromedia Inc., Los Angeles.

Robert L. Slaughter, with N. W. Ayer & Son, Detroit, named account executive in San Francisco office of Ayer for San Francisco Region Plymouth Advertising Association account.

Martin P. Harrison, sales representative at NBC Spot TV Sales, New York, joins TV sales department of Advertising Time Sales, that city.

Alan B. Miller Jr., product manager for Hazel Bishop Inc., New York named to planning staff of Geyer Morey, Ballard Inc., that city.

Arthur Shone, sales manager of WDAK (FM) Dayton, Ohio, named sales manager of WAVI and WDAO, both licensee of WAVI Inc. **Dan S. Prugh**, account executive for WAVI, appointed assistant to president and will continue in sale.

for both WAVI and WDAO and handle special projects.

James W. McFarland, assistant director of research at Ketchum, MacLeod & Grove, Pittsburgh, named associate director with broadened administrative duties in development of consumer and industrial product research. **Margaret M. Nossek** and **J. R. Appleby**, research assistants, named field and tabulating supervisor, and research account executive at KM&G, respectively. **John W. Webb**, research account executive, named audit supervisor and **William T. Field**, research assistant, named project coordinator.

Chuck Mitchell, with Kennedy Outdoor Advertising, Los Angeles, **Bert Pegram**, account executive at KMEX-TV Los Angeles, and **Bill Sherman**, assistant account man with N. W. Ayer, Los Angeles, join sales staff of KRKD Los Angeles.

MEDIA

Paul Neuhoﬀ, with WAVZ New Haven, Conn., and WPTR Albany, N. Y., named station manager of WSTA Brattleboro, Vt., replacing **Burton J. Sherwood**, who joins WLOB-AM-FM Portland, Me., as VP and general manager.

William G. Mueller, controller at KFMB-AM-FM-TV San Diego, named business manager at KTVU(TV) Oakland-San Francisco.

Morton K. Beach, announcer at WFIN Findlay, Ohio, named director of FM operations at WFIN-FM in charge of sales, programing and promotion.

Edwin J. Stevens, VP and general manager, KFAC Los Angeles, appointed to board of Southern California Broadcasters Association to fill out term left vacant by resignation of **Wendell B. Campbell**, Storer Broadcasting Co. executive.

Dennis Voy, station manager of KMAQ Maquoketa, Iowa, from 1961 to 1963, returns to position after Army service.

C. B. Dunham Jr., with law firm of Cahill, Gordon, Reindel & Ohl, New York, named assistant general attorney for NBC, that city.

Ralph J. Mensch and **Victor Caravella Jr.**, supervisors at WNDT(TV) Newark, N. J.-New York, noncommercial station, named studio supervisor and supervisor of maintenance, respectively, for WNJU-TV Linden-Newark.

John A. Sullivan, manager of Sierra TV Cable Co., San Jose, Calif., named manager of Teleprompter Corp.'s Eugene, Ore., CATV system.

Noel B. Berman, with law firm of Poletti Freidin Pashker Feldman & Gartner, New York, appointed general at-



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torney at ABC. **Stuart Witt**, lawyer for Screen Actors Guild, named attorney for ABC Radio and owned stations, New York.

Bob King, announcer at WEBC Duluth, Minn., named assistant operations manager of WKMI-AM-FM Kalamazoo, Mich.

PROGRAMMING

Michael Allan, network program supervisor at ABC Hollywood, joins NBC as manager of film programs for West Coast.

Frank Bloebaum, in production department of Pams Productions, Dallas, named sales representative.

H. I. Bucher, VP for business and legal affairs at Independent Television Corp., New York, resigns.

John Heaphy, writer-producer with ABC San Francisco, named creative director of Knowles Robertson Enterprises, radio production company, that city.

Paul Pieratt, production manager for KNBC-TV Los Angeles, named unit manager for NBC.

Efrem Zimbalist Jr. signed to star in new hour-long TV series, *The F.B.I.*, to be produced by QM Productions in association with Warner Bros. for airing

Sunday, 8-9 p.m. on ABC-TV. **Charles Larson** will produce series, with **Quinn Martin** as executive producer.

David Victor signed to produce *The Man from U.N.C.L.E.* and **Douglas Benton** to produce *Dr. Kildare* for MGM-TV on NBC-TV for 1965-66 season. **Norman Felton** is executive producer of both series.

Mary Jones approved



Miss Jones

Mary Gardenier Jones was confirmed by unanimous vote of Senate last Wednesday (March 17) as member of Federal Trade Commission, following favorable reports on nomination by Senate Commerce Committee day before. Miss Jones, New York lawyer, was nominated by President last October to fill vacancy left by Republican member **Sigurd Anderson**, who resigned March 1, 1964, to make unsuccessful bid for third term as governor of South Dakota. She will fill Mr. Anderson's unexpired seven-year term, which began Sept. 26, 1959.

Diana Kirk, in New York office of Associated Television of England and its international sales department, named station coordinator for programming department of ABC International Television Inc., New York, newly created position.

Dan Ronald, with KCBQ San Diego, named announcer at KCMO Kansas City, Mo.

Bill Peters named production manager of WHPL Winchester, Va.

Ted Gates, disk jockey with WAKR-AM-TV Akron, Ohio, joins WKBN-AM-FM-TV Youngstown, Ohio, in similar capacity.

S. William Aronson, sales production executive at Pelican Films Inc., New York, named sales VP. He is succeeded by **Jack Daniels**, account executive for ABC-TV.

Charles Raffaniello, formerly national print manager for Buena Vista Distribution Co., New York, named New York metropolitan area salesman for company.

Carson Rennie, formerly with WLOL Minneapolis, joins WCFL Chicago as air

personality for 6-10 a.m. period. He succeeds **Forrest Tucker** who returns to Hollywood for TV series.

Bob Connell, program director for WOND Atlantic City, named disk jockey at WTRY Troy, N. Y.

Rick Martel, formerly with KOGO San Diego, returns to station as announcer-disk jockey.

Jack McKenna, in radio-TV since 1942, named morning personality at WLOL-AM-FM Minneapolis-St. Paul.

Mark Damen, producer-director at WUFT-TV Gainesville, Fla., noncommercial, named program manager of station.

Ron Rice, announcer at KBOX Dallas, named production director.

Stanley Schwimmer, with Screen Gems since 1960, named associate producer of *Gidget* to premiere on ABC-TV this fall.

Marvin L. Holmes, editor, North American Precis Syndicate, New York, named VP at Associated Film Consultants, same city. He will oversee industrial sales/training film operations and public relations for AFC.

Charlie Van, disk jockey at WFAA Dallas, named assistant program director in charge of production including all commercial production and to assist in on-air promotion. Mr. Van will continue his daily show.

Robert H. Witten, announcer at WVAM Altoona, Pa., and Del Smith, with WFBG news staff, that city, become announcers for WFBG. Mr. Smith has also worked as newscaster for WFBG-TV, there.

Jackie Robinson, first Negro player to break into major league baseball, signed as commentator on ABC-TV's Saturday afternoon baseball (BROADCASTING, Dec. 21). He will be one of six announcers to be hired by ABC-TV to cover three games to be shown on each Saturday playing date. **Leo Durocher**, former major league manager-player, has also been signed by network to provide color commentary. Play-by-play announcers signed so far are **Chris Schenkel** and **Merle Harmon**.

Richard K. A'Hearn, production manager at WKBW-TV Buffalo, N. Y., named to similar position at WRC-TV Washington.

Roy May, producer-announcer for St. Louis Cardinals baseball broadcasts, resigns to enter free-lance announcing in St. Louis and Chicago.

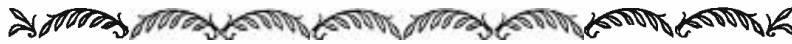
Gary Manchner, with Ashley Famous Artists, Hollywood, joins Screen Gems,



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that city, as administrative aide, preparing television properties for 1966-67 season.

NEWS

William T. Corrigan, Washington producer of NBC-TV's *Huntley-Brinkley Report* since 1963, appointed director of news operations, NBC News, New York.

Tom Schell, ABC News Radio correspondent Los Angeles, named to newly created position of ABC News West Coast correspondent.



Mr. Whitehurst

Charles A. Whitehurst Jr., assignment editor and newscaster for WTAR Norfolk, Va., named director of public affairs and news for WFMV-TV Greensboro, N. C.

Jack Hamilton, Marine Corps photographer, joins WKBN-TV Youngstown, Ohio, as general news photographer. He replaces **Paul Henretty**, who becomes photographer in charge of all WKBN-TV newsfilm. Mr. Henretty succeeds **Tom Reinhard** who joins staff of Westinghouse Electric Corp. Pittsburgh, in film work.

Bruce Charles, news director at WHK Cleveland, joins news department of WNEW New York.

L. Thomas Christison, general manager of KGAK Gallup, elected chairman of New Mexico Associated Press Broadcasters Association, succeeding **Jack Samson** of KGGM Albuquerque.

Dick Christian, news director at WTSA Brattleboro, Vt., joins WLOB-AM-FM Portland, Me., in similar position.

Bill Sweeney, promotion manager of KFRC-AM-FM San Francisco, named director of special events and public affairs. Replacing him is **Bruce McKeel**,

with *TV Guide* in Portland, Ore.

Ed Clancy, with news staff of WTRY Troy, N. Y., and **Frederick Winston**, with news staff of KBOX-AM-FM Dallas, join news department of WOLF Syracuse, N. Y.

Mike Dix, newsman formerly with WMCA New York, joins news staff of KFVB, Los Angeles.

Paul Hedberg, KBEW Blue Earth, elected president of Minnesota Associated Press Broadcasters Association.

EQUIPMENT & ENGINEERING

W. W. Roodhouse, VP-general manager, Dallas division of Collins Radio Co., in addition to present duties has been named executive VP of Collins with general management responsibility for all company operations under direction of President **Arthur A. Collins**. Mr. Roodhouse also has been named to executive committee of board of directors. **L. M. Craft** has been promoted to senior VP and assigned to newly established technical direction group.



Mr. Harmon



Mr. Wolfe

Ralph N. Harmon, VP-engineering for Westinghouse Broadcasting Co., New York, named to newly created position of VP-engineering, research and development. Replacing him is **Ben Wolfe**, national engineering manager for Westinghouse stations.

Alex Jepson, field service engineer for CBS Laboratories' professional products department, named manager

of technical customer service, Stamford, Conn. **Frank C. Bove**, systems consultant for CBS Inc., New York, named manager of product systems and applications at CBS Laboratories.

John Wall, manager-broadcast sales, visual communications products at General Electric Co., Syracuse, N. Y., named manager of industry relations for GE's visual communications products, that city.

Theorode Goldsmith, technical supervisor at WJZ-TV Baltimore, named assistant chief engineer.

Karol Freed and **Kevin J. Murphy** join Field Communications Corp., Chicago, as engineers for new UHF (ch. 32) WOGO-TV, there, now under construction. Mr. Freed for three years has been midwest district engineer for General Electric Co. while Mr. Murphy for seven years has been with Hallcrafters Co., there.

Peter J. Gowen, chief engineer of WTSA Brattleboro, Vt., named chief engineer of WLOB-AM-FM Portland, Me.

Lonnie Rasado, with Mission Cable Co., San Diego and Santee, both California, joins Viking Cable Co., Hoboken, N. J., as technical field representative. **Leonard Cohen**, with Jerrold Electronics Inc., Philadelphia, joins Viking as technical sales and layout and application planner. **Bernard Green**, with Tudor Electronics, named designer of master antenna systems at Viking, and **Gary J. Balsam**, with State Laboratories, New York, joins Viking as technical sales representative.

Dr. Harner Selvidge, VP and general manager of Meterology Research Inc., Altadena, Calif., named director of Cohu Electronics Inc., San Diego, manufacturers of closed-circuit television systems, DC data amplifiers, digital instrumentation systems and voltage standards.

Robert T. McTigue, president of Hart Manufacturing Co., subsidiary of Oak Electro/Netics Corp., Crystal Lake, Ill., named board chairman. He is succeeded as president by **Ralph A. Dickson**, former VP and general manager of company.

William B. Keepin, New York district manager for Arvin Industries, named manager of Norelco Radio department of North American Philips Co., New York.

Andrew H. Persoon, chemical development manager of 3M Co.'s Magnetic Products Division, St. Paul, named technical director of division, replacing **R. A. von Behren**, who was promoted to technical director of Revere-Mincom division.

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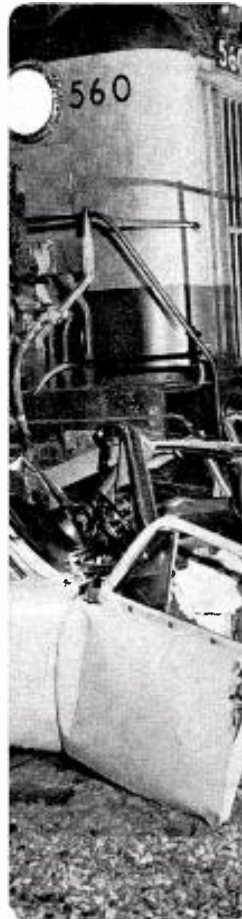
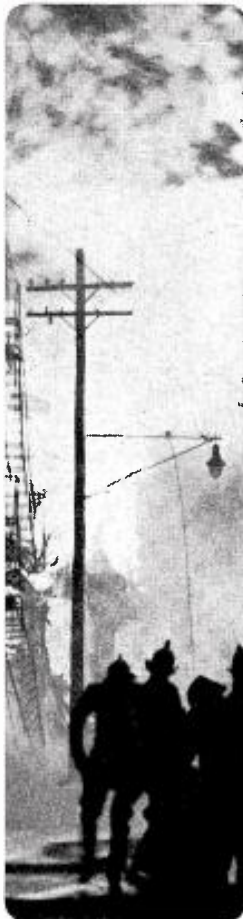
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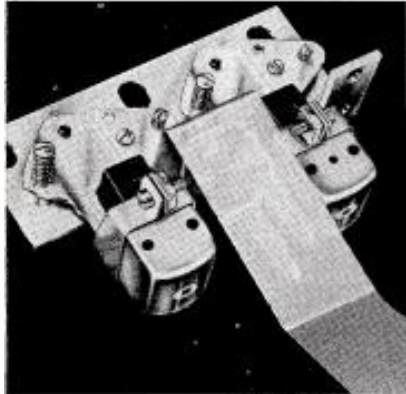


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FANFARE

Bruce W. Marcus, senior associate with Ruder & Finn, international public relations firm, named director of marketing-public relations for Harry W. Graff Inc., New York.

Kenneth P. Donnellon, coordinator of national press relations at NBC, New York, named director of public relations for The Katz Agency, that city.

Franklin P. Jones, public relations consultant and author, joins Lyons & Co., Philadelphia, as partner in charge of domestic and foreign public relations.

Harvey Kauffman, VP and manager of Los Angeles office of Wenger-Michael, San Francisco-based agency, named VP and director of public relations for Davis, Johnson, Mogul & Columbatto, Los Angeles.

Claire Kramer, formerly with van Barneveld & Ellis, Beverly Hills, Calif., has left that public relations firm to join Charles Mottl & Co., West Los Angeles advertising agency, as public relations director.

Don Garrett, director of publicity for Screen Gems Inc., New York, named to newly created office of director of promotion and exploitation in charge of support of on-air programs furnished by company to networks.

Jeanne Henabery, formerly public relations director of Betteridge & Co., Detroit, joins Burke & Corbin Associates Inc., New York, as account executive in public relations department.

Richard E. Chelius, consultant-business planning and market development for International General Electric Computer Marketing in Europe, named representative of radio-TV and business press for General Electric Co., New York.

Harold Brayman, director of public relations department for duPont Co., Wilmington, Del., for 21 years, retires March 31.

Carl L. Haglund, formerly news director and announcer at WINX Rockville, Md., named promotion director of WRVA Richmond, Va.

Margaret K. MacColl, co-owner of MacColl-Riley Associates Inc., New York public relations firm, will be in charge of new New England branch with offices in Providence, R. I.

David J. Baseler, program director at KDEX Dexter, Mo., named to promotion, publicity and research department of WJBK Detroit.



Mr. Donnellon

INTERNATIONAL

Nat V. Donato, general manager of United Artists Television of Canada, named general sales manager of Williams, Drege & Hill Ltd., Toronto film production company.

R. L. McGhee, national sales supervisor of CJAY-TV Winnipeg, Man., appointed manager of station's new Toronto sales office at 433 Jarvis Street.

William Patterson, sales representative of CFDR Dartmouth, N. S., named sales manager.

Bob Picken named sports and recreation director of CJOB Winnipeg, Man.

H. Roy Priddle named general manager of CJQM Winnipeg, Man.

Philippe Garcia named VP and director of broadcast services of Breithaupt, Benson & Co. Ltd., Toronto.

Bill Davidson appointed supervisor of national sales for CHCH-TV Hamilton, Ont., at station's Toronto office. **Stan Burak** named supervisor of U. S. national sales of CHCH-TV, and **Bob Dawson** named supervisor of Montreal and Vancouver national sales for CHCH-TV. **Lloyd Crittenden**, formerly of CJLH-TV Lethbridge, Alberta, named sales manager of CHCH-TV. **Michael Koskie**, sales promotion manager named research and promotion manager. **H. Burley** named manager of commercial services and regional sales. **F. Hurley** named supervisor of regional sales.

John Holden, formerly director of advertising and promotion of Toronto office of CHCH-TV Hamilton, Ont., named promotion manager of Canadian National Exhibition, Toronto.

Allan Slaight, program director of CHUM Toronto, and **Wes Armstrong**, sales director of CHUM, named VP's.

ALLIED FIELDS



Mr. Imlay

Carl H. Imlay, partner in Washington communications law firm of Loucks & Imlay (Philip G. Loucks died Feb. 17) has merged with and become partner in Wilner & Bergson, Landmark Building, Washington, effective last Wednesday (March 17). He becomes sixth partner of Wilner firm which also has three associates.

Herman C. Beasley retires as clerk of Special Subcommittee on Investigations of House Commerce Committee. Mr. Beasley, who spent total of 33 years in government service, joined Commerce Committee in 1954.

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

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

Today, the extra doughnut is almost extinct. But S&H Green Stamps—a refinement of the baker’s dozen—are still providing that extra something of value.

Every customer benefits. Unlike promotions that offer only the slim possibility of a free trip to Europe or a set of encyclopedias, S&H Green Stamps reward each shopper fairly—in proportion to the amount of money spent.

Merchandise value exceeds stamp cost to retailer. Though the average retail value of a filled book of S&H Green Stamps is approximately \$3.00, the average cost to a retailer for those stamps is considerably less. S&H’s volume purchasing direct from

manufacturers and its computerized distribution system make this possible.

Painless saving. Stamp-saving permits homemakers to acquire desirable items without invading the regular family budget.

Brand name merchandise. The more than 1,700 products available with S&H Green Stamps are among the finest produced by leading American manufacturers. They’re tailored to the taste and desires of today’s modern families.

An earned discount for prompt payment. Through most of the business cycle, from supplier to manufacturer to wholesaler to retailer, the seller rewards the buyer with a discount for prompt payment. With S&H Green Stamps, a retailer can also reward those customers who make prompt payment for goods purchased.

An American Way of Thrift Since 1896



Richard Emilson, account executive for McManus, John & Adams on Pfizer account, New York, named account executive for Audience Studies Inc., television program and commercial pre-testing organization, New York.

DEATHS

George Francis Hicks, 60, veteran radio and television newsman and announcer, died of cancer March 17 at his home in Jamaica, N. Y. Mr. Hicks began his broadcasting career in 1927 as White House correspondent with WRC Washington. He was chief of The Blue Network (later ABC when it split

from NBC) News and Special Features Division in London during World War II. Mr. Hicks, who gave first hand reports of war action, was noted for his on-scene description of Allied landings at Normandy on D-Day (June 6, 1944). For 10 years Mr. Hicks did specialized commercials for *The United States Steel Hour*, and most recently did several commercial TV spots.

Joseph A. Bier, 76, announcer for 25 years on WOR New York, died of heart attack March 16 in St. John's hospital, Elmhurst, N. Y.

Donald Gilbert Henshaw, 63, pioneer

radio broadcaster and director of company public relations of MacLaren Advertising Ltd., Toronto, died March 8 in Toronto.

John J. O'Connor, 76, former American Society of Composers, Authors and Publishers executive, died March 16 in New York after long illness. He was a member of board until April 1948.

Quentin Reynolds, 62, correspondent for NBC and CBS News during World War II, and feature on NBC's *Salute to Youth* (1943) and *The Name Speaks* (1946), died March 17 at Travis Air Force Base in California of cancer.

INTERNATIONAL

How ITU has brought order to the air

FROM TELEGRAPHY TO SPACE COMMUNICATIONS IN 100 YEARS

The year is 1840, the place, Strasbourg. Straddling the border between France and the Grand Duchy of Baden is a jointly owned telegraph shack. A message is clacking over the French lines. It is addressed to Baden. The French operator copies out the message, gets up and hands it to the German operator sitting on the other side of the room. The German operator begins keying the message over the German telegraph system.

The year is 1902. Prince Henry of Prussia, having completed a state visit

to the United States, is sailing for home. He composes a note of thanks to President Theodore Roosevelt for the hospitality he had received in this country. It is never sent. Why? The shore stations in the United States refuse to accept the message because the equipment on board the ship is of a different type and nationality from on shore.

Those two experiences, 62 years apart, sum up the nontechnical difficulties of communications in the two periods. The first led to the founding of the International Telegraph Union in

1865. The second, to the expansion of that organization into radio. In between those two instances, international telephony made its bow.

The organization, now the International Telecommunications Union, was formed in Paris by 20 nations on May 17, 1865. Its purpose then, as now, is to keep the lanes of communications open among the nations.

Seven international conferences later (the others involved telegraphy and by 1885 telephony) the first ITU meeting concerning radio was held. This was in Berlin in 1903 and again in 1906. The radio agreements concerned maritime radio only. It was at the 1906 conference that the 500 kc band was selected as the international distress frequency, with "SOS" as the international distress call.

Washington Meeting ■ It was not until 1927 that broadcasting became a significant item on the ITU agenda. In that year, 80 nations sent delegates to Washington (after the U. S. had become a member of the ITU) and among other matters agreed to an international allocation of frequency bands for the different services.

Standard broadcasting was authorized to operate in the band from 550 kc to 1500 kc. This later was extended to 1600 kc, and is still the official international band for domestic AM broadcasting. In Europe, however, the band was extended down to 400 kc.

The U. S. delegation to the Washington conference was headed by the then Secretary of Commerce Herbert Hoover. It included, among others, Admiral W. H. G. Bullard (now deceased) and General C. Mc K. Saltzman, of the then



Gerald C. Gross, secretary-general of the International Telecommunications Union, took "leave of absence" in 1945 from his post as assistant chief engineer of the FCC to become vice direc-

tor and head of the radio division of the ITU. He has served as secretary-general of the Geneva-based international United Nations organization since 1959.

Federal Radio Commission; and former FCC commissioners T. A. M. Craven, Irvin Stewart and Edward M. Webster.

Commander Craven, then a U. S. Navy officer, recalls that one of the touchy problems at the Washington conference was whether the AM bands were to be identified as kilocycles or meters.

At his suggestion, each country was allowed to use either nomenclature, but assignments were to be reported to the ITU by kilocycles. In 1947, the kc designation became official.

Actually the U. S. attended a 1925 ITU conference in Paris which was primarily concerned with telegraph matters, but only as observers. The delegation was headed by then Representative Wallace M. White (R-Maine). But Commodore Webster, then with the U. S. Coast Guard, recalls that at one of the daily meetings held by the U. S. team, Congressman White declared it was imperative that the U. S. formulate a national telecommunications policy at the earliest moment. One year later, Representative White was one of the authors of the Dill-White Bill which established the Federal Radio Commission, changed in 1934 to the Federal Communications Commission.

It was at the Washington meeting also that the International Radio Consultative Committee (CCIR) was formed, to complement already existing committees for telegraphy and telephony.

CCIR undertakes studies of standards and technical questions and recommends its findings to the ITU. At this moment, CCIR has before it the question of international standards for color television. Its recommendations will be made officially to the full CCIR meeting taking place in Vienna March 22-April 7.

Atlantic City Conference ■ Two years after World War II ended, the ITU held a major all-encompassing meeting in Atlantic City, N. J. Key actions included the establishment of an International Frequency Registration Bureau and an administrative council of the ITU. The band of frequencies for international shortwave broadcasting was broadened, and the ITU became an organ of the United Nations, with its headquarters transferred from Berne to Geneva.

In 1963, the ITU was host to more than 400 delegates from 70 countries at a conference in Geneva to establish radio frequencies for space communications. The meeting resulted in the establishment of 6,000 mc of spectrum space for space communications, almost 15% of the radio spectrum.

Today the ITU represents over 120 countries in keeping telecommunications throughout the world unhampered by artificial barriers. Two of its prime agreements are contained in the Radio

Regulations and the Additional Radio Regulations, a document that in nearly 700 pages governs the use of radio for broadcasting, international shortwave broadcasting, telephony, telegraph, navigation, meteorology, aviation, marine, and a myriad other uses.

The ITU's radio regulations are virtually indispensable throughout the world today. They provide information and guidelines for all countries and for private companies. Without strict adherence to the regulations it would be impossible to hear foreign radio or television programs; airplanes could not fly, ships could not sail in the great numbers and at the speed they do today without inviting disaster.

On May 17, a commemorative ceremony of ITU's one hundredth anniversary will be held in Paris. From Sept. 14 to Nov. 12, an ITU plenipotentiary conference will take place in Montreux, Switzerland; only the ninth time in the ITU's existence that a plenipotentiary conference has met.

RFE's penetration cited by Greenwalt

Radio Free Europe is not only getting through to people in the countries behind the Iron Curtain but is playing a role in an "evolution" in which those people are gradually gaining increased personal freedom, Crawford H. Greenwalt, chairman of the board of E. I. du Pont de Nemours Co., told a group of broadcasters at a luncheon in New York last week.

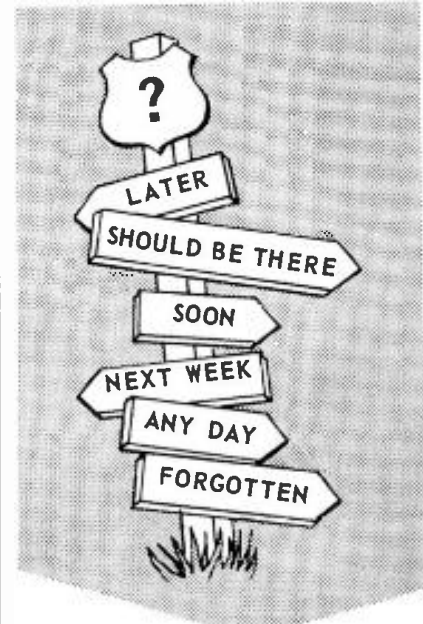
Mr. Greenwalt is the RFE national chairman. He will also be the principal speaker at Wednesday's management luncheon during this week's National Association of Broadcasters convention in Washington.

Mr. Greenwalt was introduced by Donald H. McGannon, president of Westinghouse Broadcasting Co. and chairman of the broadcasters committee for RFE, who noted that broadcasters last year gave some \$10 million to \$15 million in air time to messages for RFE, apart from \$10 million worth contributed through the Advertising Council. (Also see RFE report, page 164.) He urged stations and networks not to "rest on what they've done in the past," but to help RFE "keep the pressure on" the dictatorships.

British commercial TV's united for research

Britain's four major commercial TV companies, ABC, ATV, Granada and Rediffusion, have signed a one-year \$560,000 contract with a market research company for a continuous con-

LOST, SERVICE



FOUND, viking

How many times have you picked up the phone to call your supplier because equipment hasn't arrived, or worse....damaged beyond repair.

This will rarely, if ever happen when you buy Viking. For your convenience, Viking has set up centrally located warehouses across the country, a mere 24 hours away from delivery. Each warehouse is filled with every piece of equipment you would require. If an emergency occurs, just call your friendly Viking Man with the Servicemobile. He will be more than happy to come up with the fast, right answers to your technical problems.

The Viking Servicemobile is completely stocked with cable, amplifiers, tap-off equipment and splitters.

Now you can see why our customers buy from... "The House That Service Built"



Manufacturers of Quality Coaxial Cables and Television System Products

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Hoboken: (201) OL 6-2020 Cable: JHB

sumer purchase audit covering 25 household product fields through a permanent 3,000-homes panel.

Results of the audit to be carried out by AGB Research Ltd., will be offered free to advertisers and their agencies. It will give at the end of each four-week reporting period a complete analysis for each of the three commercial network areas covered by the four companies, of the total market size, market share by brand, proportion of purchases by commercial network and noncommercial TV homes, product home penetration and the results of special offers, major promotions and test marketing. The 3,000 homes used are evenly divided among London, Midlands and Northern areas.

Associated Television has been operating its own consumer audit in the Midlands with AGB Research Ltd. for the past two years and it is mainly because of its success that the other major companies have decided to cooperate to broaden the audit's scope. This is the first time that commercial network companies have joined to offer marketing information on a large scale, although, individually, all the companies have offered such information from time to time.

The new project will not affect the contract between the joint industry committee for television audience research and Television Audience Measurement Ltd.

International film sales . . .

Bonanza (NBC International): Film Polski, Poland.

Knock Out (Fremantle International): TV Globo, Rio de Janeiro and Gillette Co. for El Salvador.

Gilligan's Island (UA-TV): CHCH-TV Hamilton, Ont.; CHCT-TV Calgary, Alberta; CKCK-TV Regina, Sask.; CFPL-TV London, Ont.; CKVR-TV Barrie, Ont.; CBMT-TV Montreal; CJCH-TV Halifax, N. S.; CJCB-TV Sydney, N. S., all Canada

South Africa ups international fare

The South African government plans to erect four radio transmitters to beam programs to the U. S., Europe and other parts of Africa. The first transmitter is expected to go on the air in October.

Dr. Albert Hertzog, minister of posts and telegraphs, who is responsible for all broadcasting in South Africa, has revealed in parliament, now sitting in Cape Town, that the 250-kw transmitters will relay programs in eight languages—English and Afrikaans (the two official languages of South Africa), French, Portuguese, Spanish, German, Dutch, and Swahili (an East African native dialect).

The purpose of the four transmitters was not to make propaganda but to portray conditions in South Africa as they were, "objectively and true to fact," Dr. Hertzog said.

He added that the transmitters presently operated by the South African Broadcasting Corp., which controls all broadcasting in the country, are comparatively weak but despite this the SABC received letters of thanks from many parts of Africa for its transcribed programs.

No fewer than 630 radio stations in all parts of the world had asked to have these transcriptions, Dr. Hertzog concluded.

Abroad in brief . . .

American in England ■ Teleradio Productions, New York, will produce a daily series of one-hour programs featuring disk jockey Jack Spector of WMCA New York, for broadcast on Radio Caroline, Great Britain's offshore commercial radio station. First broadcast is scheduled for today (March 22).

Morris in London ■ The William Mor-

ris Agency reports it will open an office in London on or about April 1. It will be headed by John Mather, who directs operations for Morris on the Continent. The talent organization also maintains offices in Rome, Paris, Madrid and Munich.

Agency appointed ■ Gillette Safety Razor Co., Boston, has appointed David Williams & Partners Ltd., London, as its advertising agency in the United Kingdom for all razor and blade products, effective May 1. David Williams is affiliated with Maxon Inc., New York.

New rep group ■ Independent Canadian Television Sales Ltd., has been formed to represent CJOH-TV Ottawa, Ont. The company has headquarters at 175 Bloor Street East, Toronto, and offices in Ottawa, Montreal, Vancouver and Winnipeg. E. L. Bushnell, president of CJOH-TV is board chairman, S. W. Griffiths, general manager of CJOH-TV is president, D. M. Pearson is vice president and national sales manager, J. E. German and T. B. I. Atkins are vice presidents, W. O. Morrison, executive vice president, and N. R. Brining, secretary-treasurer.

Four Star in Canada ■ Ralph C. Ellis Enterprises Ltd., Toronto, has been named to handle distribution of Four Star Television's programming in Canada. Ralph C. Ellis, president, formerly president of Fremantle of Canada, distribution firm, formed his own company last January. The Four Star rep is located at 556 Church Street, Toronto.

'French Revolution' in England ■ The NBC News documentary, *The French Revolution* has been sold to Independent Television Network, England. The program will be televised on ITV's stations on Bastille Day (July 14), according to NBC International Enterprises, New York.

Seaway series ■ Seaway Films Ltd., Toronto, is producing a series of one-hour films on the St. Lawrence Seaway for the Canadian Broadcasting Corporation and Associated Television Ltd. of London. The series, which will be telecast on CBC stations next fall, is expected to cost about three million dollars. It will depict life on the 2,300 mile seaway.

Separate meetings ■ For the first time in its 20-year history the Bureau of Broadcast Measurement, industry cooperative audience survey organization, will hold its annual meeting separately from that of the Canadian Association of Broadcasters. BBM will have its meeting on May 18 at the Westbury hotel, Toronto, while the CAB meets at Vancouver March 28-31.

Agency named ■ Warner Brothers Co. of Canada Ltd., Quebec, has appointed

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

HOWARD E. STARK

Brokers—Consultants

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NEW YORK, N. Y.

ELDORADO 5-0405

Doyle Dane Bernbach (Canada) Ltd., Montreal, as Canadian advertising agency for its Slimwear Products, effective July 1.

Iraq plans three ■ The Republic of Iraq has ordered a variety of RCA TV equipment as part of a \$1.5-million television expansion program in which three new TV stations will be built. RCA's announcement last week said new stations will be built in the cities of Basra, Mosul and Kiruk. Iraqis will do the construction under supervision of RCA. At present, the only TV station is located in the capital city of Baghdad.

New TV-radio relays ■ Canadian Broadcasting Corp. has filed applications with the Department of Transport, Ottawa, for four television rebroadcasting stations and three low-power radio relay transmitters. The TV rebroadcasting stations are for Whitecourt and Athabasca, both Alberta; Port Alberni, B. C., and a French-language station at Hearst, Ont. New radio relay stations are requested for Fort Simpson, Northwest Territories, and Seven Islands, Que.

New reps ■ CKRD Red Deer, Alberta, has named All-Canada Radio & Television Ltd., Toronto, as its representative effective March 1. CJOR Vancouver, B. C., and CKMI-TV Quebec City, Que.,

have appointed Radio-Television Representatives Ltd., Toronto. CKWW Windsor, Ont., has named Stephens & Towndrow Ltd., Toronto, and CKPM Ottawa, has appointed Air-Time Sales Ltd., Toronto.

Mexican business ■ Kenyon & Eckhardt de Mexico has been named to handle Xerox office copy equipment and Van Heusen men's apparel accounts. K&E de Mexico also added Colgate-Palmolive's Palmolive soap, Fab soap, Colgate talcum, Halo shampoo and Raito clothes whitener to its list of C-P products.

Canadian art series ■ CFTO-TV Toronto will spend \$120,000 this year to produce several special Canadian art programs. The one-hour productions, to be shown in prime time, will include symphony concerts and dramas. The programs will be offered to other Canadian stations free of charge, except for talent fees.

New agency ■ Young & Rubicam, New York, last week announced the purchase of a majority interest in the Damaris Advertising agency of Santa Domingo, Dominican Republic, and has formed a new agency to be known as Young & Rubicam Damaris. The operation will be headed by Wilson Rood, vice president and manager, Y & R, Puerto Rico, for the past five

years, and Senora Damaris de Pena, who started the Damaris agency in 1962.

Y & R named ■ Young & Rubicam, New York, has been appointed by the Union Carbide International Co., New York, to handle overseas advertising for the company's Alloys and Metals, Industrial Chemicals, Linde Products, Molecular Sieves and Plastics and Silicones product groups. In early 1964, Y&R was named as agency for Union Carbide's consumer products.

Teledynamics sets up international division

In an expansion of its activities, Teledynamics Corp., New York, last week announced it has set up an international division with offices in Munich and Rome to co-produce and distribute feature films to theaters and television.

As a result of this move, Erwin Pizor, president, became president of Teledynamics International and Dan Kennis, executive vice president, succeeds him as president of the parent company. Tony Azzato, vice president of the company, was named executive vice president. Teledynamics currently distributes to TV 185 feature films, and 182 half-hours in color of various series including *True Adventure*, *Long John*

**PREPARE
TO BE!!!!
AMAZED**

see and hear the famous

SINGING

Just push a button...and it sings the

CLOCK

exact time...in rhyme!

GRC
creators of the "money maker"

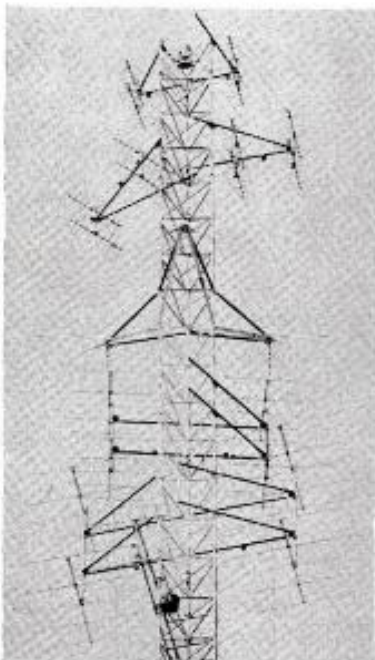
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Stainless G4 TOWER— “backbone of microwave”

and now first choice
for CATV!



STAINLESS G4 540-ft. CATV tower

Symbol of tower rigidity—surpassing all EIA requirements. *Computer-born* at the home of the world's tallest towers, the G4 converts readily to much more rigid specs.



Stainless, inc.
NORTH WALES • PENNSYLVANIA
In Canada: Walscan, Ltd., Carleton Place, Ont.

Silver and Vagabond.

The Rome office is located at Via Nomentana 257 and the Munich office is at 20 Jahnstrasse.

RFE expansion reported

The Free Europe Committee estimated last week, in its annual report for 1964, that the RFE audience last year was at least 20 million.

The report stated that RFE reaches all segments of the East European population. Four new 250-kw transmitters were put into operation in 1964, raising the total number to 31. Programming to Bulgaria and Rumania was increased from five to seven and one-half hours per day, the report said.

Employes buy agency

McConnell, Eastman & Co. Ltd., Toronto advertising agency, has been bought by six of its senior employes for an undisclosed amount. J. E. Mc-

Connell, former owner, becomes chairman of the board, and Peter W. Hunter becomes president. Vice-presidents and co-owners are Hugh L. Kennedy, Ian W. Murray, W. Edwin Nodell, Harold A. Sellers and Clarke Wallace. Take-over date is scheduled for June 1. The agency had billings last year over \$14 million.

Cannes festival revised

Revised plans for the 12th annual International Advertising Film Festival, June 14-19 at Cannes, France, have been announced by Peter E. Taylor, director general of Screen Advertising World Association, London. Revisions include additional categories for entries in both television and cinema groups, and duplicate awards for both advertising agencies and production companies, instead of for agencies alone as in previous festivals.

The festival is sponsored by SAWA and has members in 27 countries.

FANFARE

DuPont awards for public affairs

WRCV-TV Philadelphia and WFTV (TV) Orlando, Fla., cited for outstanding programing efforts

The Alfred I. duPont Awards Foundation is announcing today (March 22) that its 1964 awards for outstanding broadcasting will be given to WRCV-TV Philadelphia and WFTV(TV) Orlando, Fla.

The awards, and a \$1,000 grant, are presented annually to a relatively large and a smaller radio or television station for involvement in public affairs. They will be presented at the awards dinner March 29 in Washington.

WRCV-TV, chosen as the relatively large station, was cited for its standards of "honesty, impartiality and quality." The award stated that "its programing reflects not only its conscientious concern for the interests of its viewers but its faith in the intelligence as well." Two WRCV-TV programs, *Concept*, a series of cultural programs, and *Montage*, documentaries describing specific area problems, were mentioned as outstanding.

Project 9 documentaries, *Moral Issues of Our Times*, *Pro and Con* debates on local matters and *Discussion '64* panels on problems of humanity were listed as typical examples of the programing excellence of WFTV. The station was noted for its "diligent pursuit of the common good, coupled with its will-

ingness to take unpopular stands when conscience demanded . . ."

The foundation also announced that for the first time in its 23-year history it will not present its news commentator award.

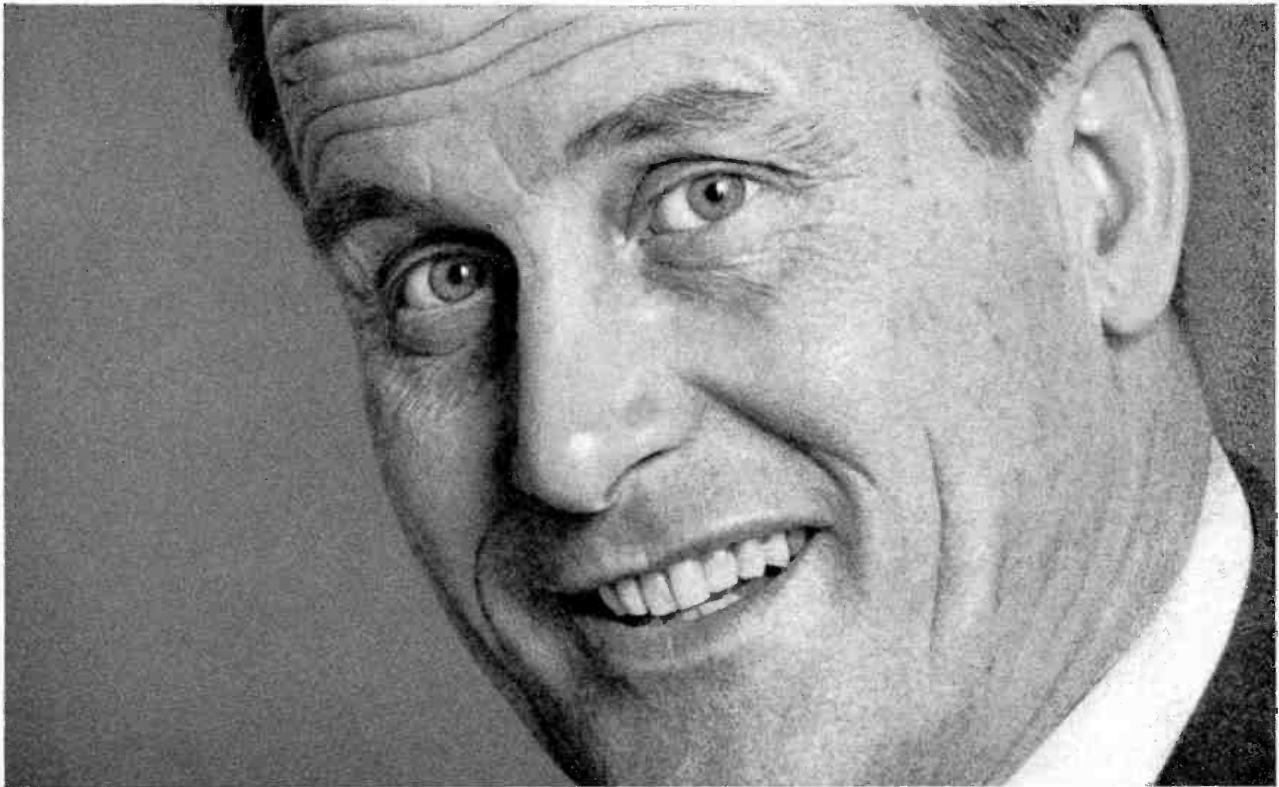
Citing the diminishing role of the commentator "in favor of group news enterprise and the institutionalized editorial" the foundation acknowledged some of the reasons for replacing him. But it continued: "We are not persuaded that these reasons always reflect a consideration for the best interests of the American public or, ultimately, for the best interests of American broadcasting."

Louis M. Lyons of WGBH Boston received the commentator award for 1963.

KOL admits its location is muddy

Instead of trying to conceal its location on the Seattle mudflats, in what it admits is "one of the grungiest industrial areas on the West Coast," KOL Seattle has made its home grounds the basis of an all-out audience promotion. Media including 27 Seattle area papers,

"I can ship anytime day or night..."



that's why I always specify Greyhound Package Express!"

Greyhound Package Express never stops for lunch, never quits at five, never sleeps at night. Not on weekdays. Not on weekends. Not even on holidays. Your shipments travel on regular Greyhound buses... via fast, frequent Greyhound schedules. Your shipments get moving *faster* so they can arrive *sooner*. Packages shipped hundreds of miles frequently arrive the very

same day. And even on longer trips, overnight deliveries are routine. Save time! Save money! Save trouble, too! Ship C.O.D., Collect, Prepaid or open a Greyhound Package Express Charge Account.

For information on service, rates and routes, call Greyhound or write today: Greyhound Package Express, Dept. 8-C, 140 S. Dearborn St., Chicago 3, Ill.

It's there in hours...and costs you less

For Example	Buses Daily	Running Time	20 lbs.	30 lbs.	40 lbs.*
CLEVELAND— COLUMBUS	10	3 Hrs. 5 Mins.	\$1.60	\$1.80	\$2.05
SEATTLE— PORTLAND	19	4 Hrs. 5 Mins.	1.70	2.00	2.25
RICHMOND— NORFOLK	21	3 Hrs.	1.45	1.65	1.90
NEW YORK— PHILADELPHIA	32	2 Hrs.	1.40	1.55	1.85

*Other low rates up to 100 lbs.



One of a series of messages depicting another growing service of The Greyhound Corporation.

WILLIAM F. BUCKLEY, JR.

NEWS & COMMENTARY

NOW ON THE AIR
IN 93 MARKETS!

* 3 5-Minute Programs
Per Week

* Sparks Fly — Listeners
React!

Stir up leadership and arouse a new interest in your station. Write, Call, or Wire for audition tape, and rate for your market . . .

ACT TODAY!

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Here's the Answer To Libel Suits:

One slip of the lip, however accidental, can bring about court action—with you as the defendant in a libel suit. It can be costly enough to be disastrous. Now you can hold your loss on any claim to an agreed amount you carry yourself, and let Employers Reinsurance handle the excess. This specially designed policy provides economical protection against losses due to libel, slander, invasion of privacy, piracy, violation of copyright. For details and rates, contact:

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162 (FANFARE)

the largest radio contract ever signed for space in the Seattle-Tacoma edition of *TV Guide*, one out of every 10 Foster & Kleiser billboards in the area and extensive on-the-air promotion, are used to tell the story of "Music from the Mudflats," "Gnus from the Mudflats" and, in general the image of the "Gnu KOL."

In addition, KOL has distributed hundreds of Mudflat pins, cellophane bags of dirt, with directions to "just add water and stir" to produce the "KOL Instant Mud Pak," and bright crimson stickers proclaiming "the Abominable Mudman was hear," signed with the paw prints of "the Gnu KOL, Radio 1300."

The campaign was conceived by KOL's agency, Guild, Bascom & Bonfigli, Seattle.

Polk award cites 2 for outstanding reporting

Edward P. Morgan, ABC News commentator, and Ted Yates, NBC News producer, will be presented with George Polk Memorial Awards on March 31 at a luncheon ceremony in New York.

The award to Mr. Morgan is for "outstanding radio reporting" and to Mr. Yates for "outstanding television reporting." Cited were Mr. Morgan's work during 1964 as well as completion of a decade of reporting on ABC Radio, and Mr. Yates' efforts in a special color documentary, *Vietnam: It's a Mad War*.

Long Island University department of journalism confers the awards annually in memory of George Polk who, when a CBS correspondent, was killed in Greece in 1948.

Drumbeats . . .

New taste sensation ■ In the "old" Irish-Jewish tradition, WNHC-AM-FM-TV New Haven, Conn., distributed a somewhat strange looking but tasty green bagel to people in the area in celebration of St. Patrick's Day.

It's spring ■ KPIX(TV) San Francisco is using area radio stations as part of its spring promotion. The extensive six-week campaign theme, "Put a little spring in your life with channel 5," is being heard in spots on KFOG(FM), KFRC, KSAY and KSOL, all San Francisco; KABL and KDIA, both Oakland, and KEEN San Jose, all California.

Selma discussion ■ According to KMOX St. Louis, more than 20,000 listeners from 40 states called the station last week to ask questions of Sisters' Ernest Marie and Thomas Marguerite, two of the St. Louis area nuns who took part

Living up to city name

The \$1,000 WRCV-TV Philadelphia receives as a duPont-award winner (see page 164) will start the NBC owned-and-operated station towards another public service gesture. WRCV-TV General Manager Arthur A. Watson has announced that the station will match the \$1,000 grant to set up a scholarship at the Annenberg School of Communications at the University of Pennsylvania.

in the march in Selma, Ala. The station had invited the nuns to appear on one program and when it realized that they were attracting so much interest, invited them back the following day. KMOX also accepted collect long-distance calls for the nuns.

Drawing power ■ KRAD East Forks, Minn., has reported that more than 88,000 entries were received in its contest to give away a 1965 Volkswagen. The promotion was held in connection with the opening of Volkswagen dealership in that area.

ARF awards ■ John P. Cunningham, chairman of the executive committee of Cunningham & Walsh; Harold J. Graham, assistant secretary, Hartford Insurance Group; Arno H. Johnson, vice president and senior economist, J. Walter Thompson, and Harry F. Schroeter, vice president, National Biscuit Co., were presented citations by the Advertising Research Foundation at its March 9 directors meeting in New York. The four men, all directors of ARF, were cited for their services to the foundation.

'Dime saves crime' ■ In an attempt to curb the crime rate and to motivate New Yorkers to phone police whenever a suspicious situation arises, WRFM(FM) has begun "A dime helps to prevent a crime" campaign. The spot announcements air the local police telephone number.

Production company formed ■ A new international advertising and documentary film production company specializing in commercial TV films, Jacques Lemoine Associates, New York, has

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BROADCASTING, March 22, 1965

been formed by Jacques Lemoine, former vice president of the TVA group Inc., of London and New York. The firm also has established an affiliation with Pearl & Dean (Productions) Ltd., London.

P.P. for PR ■ Prestige Promotions has been formed in Hollywood as a publicity-promotion firm specializing in securing radio and TV exposure as well as newspaper and magazine space for individuals and organizations in the entertainment industry. Principals of Prestige Promotions include: Bob Eubanks, disk jockey at KRLA Pasadena-Los Angeles; Cecil Tuck, news director of KRLA, and Derek Taylor, British newsman and publicist. P.P. offices are at 6920 Sunset Boulevard, Hollywood 90028. Phone is 469-3641.

Gift equipment ■ WAVY-TV Norfolk-Newport News, Va., has donated \$15,000 worth of video switching equipment and other broadcast materials to WYAH-TV Portsmouth, Va. WYAH-TV is a commercial, religiously oriented UHF owned by the Christian Broadcasting Network Inc.

Names agency ■ Reed, Miller & Murphy, San Diego, has been chosen to handle advertising and public relations

Got an old Magne-cord?

If someone has an old Magne-cord model PT6 tape recorder which is still operating and would like a new one, he should check the date of his tape recorder because he may be entitled to a free one.

Magne-cord is conducting a contest to find the oldest operating PT6 tape recorder and as its prize will give the winner his choice of any of the company's new 1000 series. These new models range in price from \$648 to \$995.

The contest, which begins in April and continues for the next two months, is being held to "dramatize the reliability and long life of the company's products," explained Jim Arrington, Magne-cord sales manager.

The first PT6's were manufactured in 1946.

for XETV(TV) San Diego (Tijuana, Mexico).

Easter bunnies ■ WEDR(FM) Miami is giving away six-foot tall bunnies as part

of an Easter promotion campaign. An advertiser that buys 50 thirty-second spots for the weeks of March 22 to April 18 receives a bunny and participation in 300 bunny promotion spots each week. Anyone who walks into the advertiser's store can fill out an entry blank for the bunny prize. Winners will be drawn at the individual stores and their names read on WEDR.

Educational aid ■ WNDT(TV) New York, noncommercial station has received almost \$40,000 from approximately 3,500 viewers as a result of a special fund-raising program telecast by the outlet on March 3. The program, which was repeated last Tuesday, featured such entertainers as Jerome Hines, Celeste Holm, E. G. Marshall, Eli Wallach, Betty Comden and Adolf Green, and The Four Seasons.

37th for advertiser

One of the oldest continuously sponsored radio features in the world celebrated its 37th anniversary Feb. 22. *Blooming Bill*, a gardening program, Fred Bock, the voice of *Blooming Bill*, the sponsor, Dettling Bros., a flower and gardening store, and WSLR

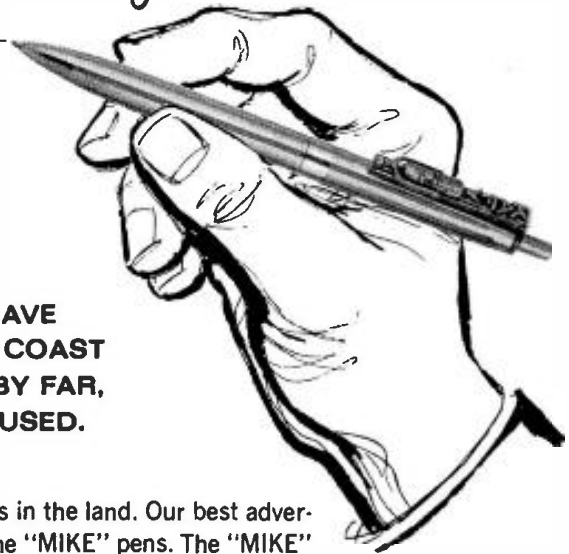


My name is Hy Finkelstein!

ABOUT FOUR YEARS AGO I INTRODUCED THE NOW FAMOUS "MIKE" PENS.

SINCE THEN, OVER 3 MILLION "MIKE" PENS HAVE BEEN USED BY RADIO AND TV STATIONS FROM COAST TO COAST. THEY HAVE PROVEN THEMSELVES, BY FAR, TO BE THE FINEST PROMOTIONAL ITEM EVER USED.

Our testimonials represent a cross section of the top stations in the land. Our best advertisements are the station promotion men who have used the "MIKE" pens. The "MIKE" pen is exclusive with LOGO Ad Company. These are not just ordinary pens, but a luxurious, hand-finished quality item comparable to the finest pens made. Reciprocal trade considered on "MIKE" pens and full line of other unique "MIKE" items. Look for me at the N.A.B. convention. The name again is Hy Finkelstein



AD COMPANY 65 WEST 55 STREET, / NEW YORK, N. Y. / 212 CO 5-4114

And they won't have to pay any residuals

The year AD 6939 could be very big for television reruns.

Tapes of the National Football League championship game, *The Danny Kaye Show*, the 1960 presidential debates and a Leonard Bernstein program on jazz are among the records to be buried next fall at the New York World's Fair for the people almost 5,000 years from now.

The project is being undertaken by Westinghouse Electric Corp., which buried a similar capsule at the 1939 World's Fair, also in New York.

In all, 45 articles, reflecting advances in all fields during the past

quarter century, will be included. In the area of broadcasting and communications will be such subjects and items, among others, as explanations and uses of TV in classrooms and in adult education, the *Proceedings of the IRE* (50th anniversary issue of the Institute of Radio Engineers with its review of the past 50 years and forecasts to the year 2012 AD) and tapes of famous voices and events of the last 25 years.

Westinghouse is mailing a complete background on the project with full descriptions of articles and persons concerned to approximately 500 radio program directors.

Akron, Ohio, have all been together for the entire run.

Mr. Bock, who now heads an Akron agency in addition to doing the program, joined the station (then WADC) on graduation from Akron University in 1928, rising to the position of sales manager, which he held for 23 years.

NBC promotion contest winners

NBC last week announced the winners of its annual TV promotion manager awards competition. They were: first place, Dick Paul, WAVY-TV Norfolk, Va., and Howard Wry, WHNB-TV Hartford Conn.; second place, Mary Neal, WTRF-TV Wheeling, W. Va., and Barbara Walcher, KGNC-TV Amarillo; third place, K. C. Strange, WFBM-TV Indianapolis, and David Williams, WNDU-TV South Bend, Ind.; fourth place, Caley Augustine, WIIC(TV) Pittsburgh and

Doug Duperrault, WFLA-TV Tampa, Fla., tied, and Reg Stagmaier, WRCB-TV Chattanooga.

Fifth place, Keith Nicholson, KOGO-TV San Diego, and Carl V. Tibbets, KTAL-TV Shreveport, La.; sixth place, Jim Phillips, KING-TV Seattle and Roger Ottenbach, WEEK-TV Peoria, Ill., tied, and Catherine Snedaker of WINR-TV Binghamton, N. Y.; seventh place, Don Peacock, WBAL-TV Baltimore and Bob Welch, WBRZ-TV Baton Rouge; eighth place, A. Richard Robertson, KRON-TV San Francisco and Robert Kost, KSTP-TV St. Paul-Minneapolis, tied, and Jack Dunn, WLBZ-TV Bangor, Me.; ninth place, Barry Stover, KARD-TV Wichita, Kan., and Cal O. Mahlock, WKJG-TV Fort Wayne, Ind., and 10th place to Bob Kennedy, KNBC(TV) Los Angeles, and Hal Wilson, WITN-TV Washington, N. C.

Awards were made for creativity and originality in promoting the NBC 1964-65 program schedule from July 20, 1964, to Nov. 30, 1964. Agency executives Nicholas E. Keesley (Lennen & Newell), Alfred L. Hollender (Grey

Advertising), Peter M. Bardach (Foote, Cone & Belding), Richard Depew (Cunningham & Walsh), Thomas J. McDermott (N. W. Ayer) and Barton McHugh Sr. (McCann-Erickson).

There are 10 winners (except for ties) in each category. The two categories were set according to the general level of stations' rates.

WONE says that all that glitters is gold

Playboy bunny disk jockeys, models guiled in gold, "solid" gold Cadillacs and birds in guiled cages highlighted a promotion by WONE Dayton, Ohio, to introduce its new programing format.

The Playboy bunnies handled all the chatter and commercials on the first day. They returned the next to introduce the regular staff, who in turn introduced the station's first promotion, "The Gold Rush."

To advertise this campaign WONE presented birds in gilded cages to its clients and advertising agencies, and sent "Golden Girls" to area shopping districts chauffered in gold Cadillacs.



Shown presenting a bird in a gilded cage to Gee Mitchell, "Dayton Daily News" entertainment editor, are (l to r) Sam Yacovazzi, WONE sales manager; Armand Belli, general manager, and Dick Richmond, public service director.

Award winners will be honored at IEEE meet

The Institute of Electrical and Electronics Engineers has announced winners of awards to be presented at the IEEE international convention March 22-26 in New York.

Major awards in broadcasting: Morris N. Liebmann Memorial Award to William R. Bennett Jr., Yale University, for recent contributions to the radio art; Vladimir K. Zworykin Award to Norman F. Fyler, Litton Industries, for key contributions to basic design of color TV tubes; Browder J. Thompson

There are many people at the Convention we would like to say thanks to—

If we haven't met and your TV or radio station would benefit by a depth study of its image and personalities with specific recommendations for improvement, please phone Phil McHugh or Pete Hoffman at the Statler Hilton.

McHUGH AND HOFFMAN, INC.

Television & Advertising Consultants

430 N. Woodward Avenue

Birmingham, Michigan

M&H

Memorial Prize to Steven R. Hofstein, RCA Laboratories, Princeton, N. J., for a paper entitled "The Silicon Insulated-gate Field-effect Transistor."

Headliners club announces winners

Eight radio and television stations were chosen for outstanding programming in specific areas during the past year by the National Headliners Club of Atlantic City for its 31st annual Head-

liner awards.

Named for news broadcasting in a major market (more than 250 thousand people) were WFBM-TV Indianapolis, for its series *Composite*, and KNX Los Angeles, for its *Steve Anthony Story*. Chosen for the same award but for a smaller market were WFGA-TV Jacksonville, Fla., for coverage of a hurricane, and KSEN Shelby, Mont., for a local flood story.

KENS-TV San Antonio, Tex., for excellent general programs such as *Stake-out*, showing pre-Christmas shoppers the danger of leaving packages in parked cars, and WMPs Memphis, for

its "Queen of Hearts" contest, were awarded medals for public service.

Awards for consistently outstanding editorials were given to KABC-TV Los Angeles and Elton H. Rule, vice president and general manager, for "Police and Community Conflict," and to WABC New York and Walter A. Schwartz, for "Who Killed Kitty?"

A special radio citation was given to the Air Defense Command of the U. S. Air Force for its history of flying through interviews and recollections dating from the Wright brothers.

The awards will be presented in Atlantic City on April 24.

ADDENDA TO 1965 BROADCASTING YEARBOOK

Corrections to the 1965 BROADCASTING YEARBOOK. For the reader's convenience, the information is arranged in order of YEARBOOK section and page number.

Section A—Facilities of Television

A-20—KSLN-TV Salina, Kan.—Delete Gene P. Loffler as gen mgr. Insert B. J. Smith, gen mgr. Change to read John Flower, prog dir.

A-37—WNCT Greenville, N. C.—Change call letter to WNCT-TV.

Section B—Facilities of Radio

B-9—KYND Tempe, Ariz.—Change facilities to read 1580 kc; 50 kw-D, 10 kw (CR)-D.

B-24—KIMN Denver, Colo.—Change telephone number to 237-2734.

B-29—WNRK Newark, Del.—List on-air date as Aug. 18, 1964. P.O. Box 425. Telephone:

368-2588. Radio Newark Inc. Rep: Breen & Ward, Robert Dome. James G. Smith, pres; William S. Cook, gen mgr; Don Dunwell, prog dir; Frances Andrews, news dir; Christopher Christ, chief engr.

B-45—KIFI Idaho Falls, Idaho—Delete listing.

B-61—Insert following list in Kansas: LARNED (316) Pawnee county KANS Nov. 4, 1963: 1510 kc, 1 kw-D. 414 Broadway. Atlas 5-2127. Hoagland Bcstg. Don Hoagland, owner & gen mgr; Gaylon Pankratz, prog dir.

B-72—WASA Havre de Grace, Md.—Change facilities to read 1330 kc; 5 kw-D.

B-92—KDRG Deer Lodge, Mont.—Change on-air date to Oct. 31, 1963. P.O. Box 537. Joe C. Henry, pres & gen mgr; W. L. Rover, news dir.

B-97—WNNJ Newton, N. J.—Change phone number to 383-3400.

B-107—WEBO Owego, N. Y.—Add to listing: Philip Spencer, vp & gen mgr; Jay G. Manarky, stn & coml mgr; James Wright,

news dir; David Downing, chief engr.

B-111—WGTC Greenville, N. C.—Change call letter to WNCT. Change vp & gen mgr from Marion E. (Hank) Tribble to J. T. Snowden Jr.

B-115—KBOM Bismarck, N. D.—Change phone number to 663-6411.

B-123—KOSG Pawhuska, Okla.—On-air date: Oct. 9, 1963; Box 1207. Galen O. Gilbert, vp.

Section C—Broadcast Equipment Directory

C-18—Gates Radio Co.—Washington, D. C.—Change address to 523 Pennsylvania Building, New York. Change address to 800 Second Avenue. Move Houston, Tex. listing to under sales engineers.

Section E—Miscellaneous

E-43—Consulting engineers. Add listing for Chipp, Rodney D., Rodney D. Chipp & Assoc., 15 Ward St., Bloomfield, N. J. Phone: Pilgrim 8-0777.

**PREPARE
TO BE!!!!
AMAZED**

WITH THE NATION'S MOST USABLE SALES SERVICE FOR...

THE **"money maker"**

"Received 'money maker' at noon • Paid for itself TWO HOURS LATER IN NEW BUSINESS!"
CLIFF FORD, KMYO—LITTLE ROCK, ARK.

CRG

COMMERCIAL RECORDING CORPORATION

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SUITE B-420 SHOREHAM

BROADCASTERS



NATIONAL SOUNDS
FOR LOCAL CLIENTS—
DESIGNED BY RADIO MEN

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, March 11 through March 17 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local sunset, mc—megacycles, mod.—modification, N—night, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans.—transmitter, UHF—ultra high frequency, unl.—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *—educational.

New TV stations

ACTION BY FCC

Toledo, Ohio — Daniel H. Overmyer. Granted CP for new TV on channel 79 (860-866 mc); ERP 250 kw vis., 111.6 kw aur. Ant. height above average terrain 988.7 feet, above ground 1,030 feet. P.O. address 1062 Post Street, Toledo. Estimated construction cost \$1,082,637; first year operating cost \$550,000; revenue \$500,000. Geographic coordinates 41° 39' 25" north latitude, 83° 28' 32" west longitude. Studio location Toledo, trans. location Oregon, Ohio. Type trans. RCA TTU-30A, type ant. RCA TFU-52H. Legal counsel Fly, Shuebruk, Blume & Gaguine, Washington, consulting engineer Carl E. Smith, Cleveland. Principal: Daniel H. Overmyer (100%). Mr. Overmyer himself or through subsidiary corporations owns WNOP-TV Newport, Ky.; is seeking assignment of WAND-TV Pittsburgh; KBAY-TV San Francisco; WATL(TV) Atlanta, and has applications for new TV's in Rosenberg, Tex., for channel 17; Dallas for channel 29, and Stamford, Conn., for channel 55. All are UHF facilities. Action March 11.

New AM stations

ACTION BY FCC

Greenville, S. C. — Fleet Enterprises. Granted CP for new AM on 1070 kc, 50 kw,

D. P.O. address 82 Rock Creek Drive, Greenville. Estimated construction cost \$162,191; first year operating cost \$70,000; revenue \$100,000. Principals: Jane H. Fleet (50%), Thomas C. Fleet Jr. (25%) and John H. Fleet (25%). John H. Fleet was 45% owner of KAGH Crossett, Ark. Action March 10.

APPLICATIONS

Rainsville, Ala.—Sand Mountain Radio Co. 1500 kc, 1 kw, D. P.O. address 148 Sunset Drive, Gadsden, Ala. Estimated construction cost \$19,176; first year operating cost \$24,000; revenue \$34,944. Principals: Virgil M. Smith and Joe R. Awbrey (each 50%). Mr. Smith is attorney. Mr. Awbrey owns farms and real estate. Ann. March 9.

Preston, Minn.—Obed S. Borgen. 1060 kc, 500 w, D. P.O. address 1814 16th Avenue, N.W., Rochester, Minn. Estimated construction cost \$24,601; first year operating cost \$36,000; revenue \$48,000. Mr. Borgen is general manager of KWEB Rochester. Ann. March 10.

Garner, N. C.—Edward G. Atsinger III. 1000 kc, 250 w, D. P.O. address 231 26th Street, Hermosa Beach, Calif. Estimated construction cost \$20,944; first year operating cost \$48,844; revenue \$55,458. Mr. Atsinger is high school speech and English instructor in Los Angeles. Ann. March 8.

Dresden, Tenn.—Weakley County Broadcasters Inc. 1360 kc, 500 w, D. P.O. address Box 300, Dresden. Estimated construction cost \$13,471; first year operating cost \$36,000; revenue \$40,000. Principals: Ralston L. Stanton (51%) and Michael R. Freeland (49%). Mr. Stanton is manager of WKTA-FM McKenzie, Tenn. Mr. Freeland owns WFWL Camden, and has 50% interest in WKTA-FM. Ann. March 11.

Trenton, Tenn.—Gibco Broadcasting Corp. 1530 kc, 250 w, D. P.O. address c/o John C. Nowell Jr., Court Square, Trenton. Estimated construction cost \$16,930; first year operating cost \$36,000; revenue \$36,000. Principals: L. L. Harrell, Lyle Putnam and John C. Nowell Jr. (each 33 1/3%). Messrs. Harrell and Nowell are attorneys. Ann. March 8.

Waupun, Wis.—Radio Waupun. 1170 kc, 250 w, D. P.O. address 6311 North Waveland Avenue, Chicago. Estimated construction cost \$21,602; first year operating cost \$36,000; revenue \$40,000. Principals: Gerald J. Collins (51%) and Catherine J. Miller (49%). Mr. Collins is weekend announcer for WEEF Highland Park, Ill. Ann. March 12.

Existing AM stations

ACTION BY FCC

■ By decision, commission waived Sec. 73.188(b)(1) of rules and granted application of WGUN Inc. for modification of license to change identification of WGUN from De-

catur to Atlanta, and move main studio to trans. site. Commissioner Bartley dissented and issued statement. Aug. 11, 1964 decision by review board denied application; previous January 28, 1964 initial decision looked toward grant. Action March 17.

New FM stations

ACTIONS BY FCC

Lompoc, Calif.—Lompoc Broadcasting Inc. Granted CP for new FM on 92.7 mc, channel 224, 2.48 kw. Ant. height above average terrain minus 256 feet. P.O. address Box 697, Lompoc. Estimated construction cost \$4,825; first year operating cost \$8,000; revenue \$8,000. Principals: Clifford A. Trotter (43.8%), Earl Calvert (27.5%) and others. Lompoc Broadcasting is licensee of KLOM Lompoc. Action March 16.

Tulare, Calif. — Pappas Electronics Inc. Granted CP for new FM on 94.9 mc, channel 235, 5.3 kw. Ant. height above average terrain 137 feet. P.O. address Box 444, Tulare. Estimated construction cost \$11,485; first year operating cost \$8,000; revenue \$12,000. Principals: Emanuel J. Pappas, Mario J. Pappas and Harry J. Pappas. Pappas Electronics is licensee of KGEN Tulare. Action March 16.

Newton, Iowa.—Charles L. and Mildred B. Hamilton. Granted CP for new FM on 95.9 mc, channel 240, 3 kw. Ant. height above average terrain 300 feet. P.O. address 1304 West 13th Street South, Newton. Estimated construction cost \$15,720; first year operating cost \$24,000; revenue \$36,000. Permittees own KBAB Indianola, Iowa. Action March 12.

Frostburg, Md.—Western Maryland Broadcasting Co. Granted CP for new FM on 105.3 mc, channel 287, 12.9 kw. Ant. height above average terrain 825 feet. P.O. address 74, Frostburg. Estimated construction cost \$29,200; first year operating cost \$11,850; revenue \$18,200. Principal: D. C. Loughry (100%). Mr. Loughry is licensee of WFRB Frostburg. Action March 10.


Elmira, N. Y.—WENY Inc. Granted CP for new FM on 97.2 mc, channel 224, 700 w. Ant. height above average terrain 560 feet. P.O. address Mark Twain hotel, Gray and Main Streets, Elmira. Estimated construction cost \$17,500; first year operating cost \$12,000; revenue \$20,000. Applicant is licensee of WENY Elmira. Action March 15.

Lock Haven, Pa.—Lock Haven Broadcasting Corp. Granted CP for new FM on 92.1 mc, channel 221A, 3 kw. Ant. height above average terrain 286 feet. P.O. address c/o Harris Lipez, 132 1/2 East Main Street, Lock Haven. Estimated construction cost \$17,058; first year operating cost \$1,200; revenue \$5,000. Principals: Thomas M. Caprio, Mrs. Josephine Holter, A. H. Lipez, William T. Piper Jr., Theodore V. Weid (each 0.118%) and others. Lock Haven Broadcasting is licensee of WBPZ-AM-TV Lock Haven. Action March 15.

APPLICATIONS

Florence, Ala.—Florence Broadcasting Co. 107.3 mc, channel 297, 25 kw. Ant. height above average terrain 170 feet. P.O. address 624 South Chestnut Street, Florence. Estimated construction cost \$17,250; first year operating cost \$12,000; revenue not listed. Principals: Joe T. Van Sandt (87.5%) and Velma L. Van Sandt (12.5%). Florence Broadcasting owns WJOI Florence. Ann. March 9.

Goldsboro, N. C.—Christian Broadcasting Network Inc. 102.7 mc, channel 274, 100 kw. Ant. height above average terrain 494 feet. P.O. address 1318 Sprately Street, Portsmouth, Va. Estimated construction cost \$75,441; first year operating cost \$44,400; revenue \$48,000. Principals: M. G. Robertson, president; Adella E. Robertson, secretary, and others. Christian Broadcasting Network is nonprofit organization, licensee of WYAH-TV Portsmouth, Va., and WXRI-FM Norfolk, Va. Ann. March 3.



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 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

Carolina, P. R.—International Broadcasting Corp. 107.7 mc, channel 299, 30 kw. Ant. height above average terrain minus 87.66 feet. P.O. address 2 Piso Avenue, 65 de Infanterio, Carolina, P. R. Estimated construction cost \$21,616; first year operating cost and revenue not listed. Principals: Angel O. Roman (55%), Pedro Ramon Roman Collozo (30%), James Calderon (10%) and Bernardino Sanchez Cabeza (5%). International Broadcasting is licensee of WVOZ Carolina. Ann. March 3.

Ownership changes

ACTIONS BY FCC

KFOX-FM Long Beach, Calif.—Granted assignment of license from KFOX Inc., owned by WOPA Inc. which is owned by Richard Goodman (55%), Mason A. Loundy (20%) and Egmont Sonderling (25%), to John Hill. Consideration \$30,000. Mr. Hill owns funeral home, automobile dealership and property leasing firm. Action March 16.

KLAC-FM Los Angeles—Granted assignment of license from Metromedia Inc., to Minneapolis Basketball Corp., owned by Robert E. Short (79.2%), Francis T. Ryan (19.8%) and Dr. Milton Seifert (1%). Consideration \$125,000. Minneapolis Basketball owns Los Angeles Lakers basketball team. Mr. Short owns Minneapolis trucking firm; Mr. Ryan is attorney and Dr. Milton is physician. See application below. Metromedia owns WNEW-AM-FM-TV New York; WTTG (TV) Washington; WHK-AM-FM Cleveland; WIP-AM-FM Philadelphia; WTVH (TV) Peoria; WTVF (TV) Decatur, both Illinois; KLAC-AM-FM and KTTV (TV) Los Angeles; KMBC-AM-FM-TV Kansas City, Mo., and WCBM-AM-FM Baltimore. John W. Kluge is major individual owner of Metromedia with 14.35% interest. Action March 17.

KRHM (FM) Los Angeles—Granted assignment of license from Harry Maizlish tr/as KRHM Broadcasting Co., to Metromedia Inc. Consideration \$53,750 plus 10,000 shares of Metromedia stock. Contingent on grant of assignment of KLAC-FM Los Angeles. from

Metromedia to Minneapolis Basketball Corp. Action March 17.

KCOY-TV Santa Maria, Calif.—Granted assignment of license from Central Coast Television, owned by Mili Acquistapace, James H. Ranger, Burns Rick, Ed J. Zuchelli (each 22.5%) and Marion A. Smith (10%), to Central Coast Television, owned by Mili Acquistapace (29.03%), James H. Ranger (29.03%), Burns Rick (29.03%) and Marion A. Smith (12.90%). Consideration \$22,500 for Mr. Zuchelli's interest. Action March 9.

KDKO Littleton, Colo.—Granted transfer of control of licensee corporation, MOR Broadcasting Corp., from Robert B. Martin (81.5%), Robert A. Rubin (15.9%) and Harold D. Taft (2.6%), to David M. Segal (100% after). Consideration \$72,657. Mr. Segal has 77.5% interest in WGVW Greenville, Miss., and owns KTW-AM-FM Seattle. Action March 16.

WDJK (FM) Smyrna, Ga.—Granted assignment of license from Mitchell Melof, to Jupiter Broadcasting of Georgia Inc., owned by Harold G. Ross (2.9%) and Fox, Wells and Rogers (96.1%) and others. Fox, Wells and Rogers is owned by Heywood Fox, James G. Rogers, Old Colony Trust Co. and others. Consideration \$40,822. Jupiter is licensee of WQXI Atlanta, and Jupiter Broadcasting Inc. is licensee of WSAI-AM-FM Cincinnati. Action March 10.

WPMB Vandalia, Ill.—Granted acquisition of positive control of licensee corp., Peter Mark Broadcasting Co., by H. A. Davis (49% before, 98% after) through purchase of stock from Wilbur J. Meyer (51% before, 2% after). Consideration \$27,000. Action March 16.

WJON St. Cloud, Minn.—Granted transfer of negative control of licensee corporation, WJON Broadcasting Co., from Hart N. Cardozo Jr. (50% before, none after), to Andrew W. Hilger (none before, 50% after). Consideration \$66,250 and \$16,750 owed by WJON Broadcasting to Mr. Cardozo. Mr. Hilger is station manager of WJON. Richard K. Power

retains his 50% interest in WJON. Action March 16.

KRRR Ruidoso, N. M.—Granted assignment of license from Quenton K. Crandall tr/as Lincoln County Broadcasting Co., to Edward D. Hyman tr/as Siedra Blanca Broadcasting Co. Consideration \$100,000. Mr. Hyman is advertising consultant for David Miller Enterprises, San Antonio, Tex. Action March 12.

KBMR Bismarck, N. D.—Granted assignment of license from Weldon T. and Betty S. Heard (as joint tenants) to Alvin L. Anderson. Consideration \$80,000. Mr. Anderson is general manager of KBMR and has real estate holdings in Bismarck. Action March 17.

WOMP-AM-FM Bellaire, Ohio—Granted transfer of control of licensee corporation, Belmont Broadcasters Inc., from Howard C. Weiss (100% before, none after), to Zanesville Publishing Co., owned by Clay Littick (47.5%), Arthur S. Littlek (47.5%) and William O. Littick (5%). Consideration \$10,000. Zanesville Publishing has 63% interest in Southeastern Ohio Television System, permittee of WHIZ-TV Zanesville; 60% interest in Southeastern Ohio Broadcasting System Inc., licensee of WHIZ-AM-FM Zanesville; is licensee of WTAP-AM-FM-TV Parkersburg, W. Va.; is licensee of WNXT Portsmouth, Ohio, and is applicant for new FM there. Action March 15.

WEPG South Pittsburg, Tenn.—Granted assignment of license from Eaton P. Govan Jr. tr/as Marion County Broadcasting Service, to Marion County Broadcasting Service Inc., owned by Mr. Govan (35%), Eaton P. Govan III (15%), Mrs. Vinette B. Govan (15%) and Forrest W. Crowe (35%). No financial consideration. Action March 15.

WTAW-AM-FM College Station, Tex.—Granted transfer of control of licensee corporation, Radio Bryan Inc., from John H. Hicks Jr. (100%), to John H. Hicks (37.5%), Madelyn O. Hicks (37.5%) and Roger B. Watkins (25%). Consideration \$8,000. Mr.

ANOTHER FILMLINE FIRST!

The REVOLUTIONARY R-36

DEVELOPS 16MM FILM AT 2160 FT. PER HR.
NEGATIVE FILM AT 3000 FT. PER HR.
POSITIVE FILM AT 3600 FT. PER HR.

Super Speed—Super Quality. The R-36 is the answer to the film industry's exacting requirements for increased speed and quality in reversal processing. It is ideal for military, industrial and commercial use. The Filmline R-36 gives you performance that never existed before. You must see it in action... see its results to believe it. Write or phone today.

- **EXCLUSIVE OVERDRIVE TRANSPORT SYSTEM** eliminates film breakage, automatically compensates for elongation—tank footage stays constant.
- **OPERATES** at 83°F at better than 60 ft. per min.
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and Mrs. Hicks own KLVJ Beaumont, Tex. Action March 12.

KNRO-FM Conroe, Tex.—Granted assignment of license from Rigby Owen, to Family Group Enterprises Inc., owned by Rigby Owen, Steve Owen and Rigby Owen Jr. (each 33⅓%). No financial consideration. Action March 10.

KHEY El Paso, Tex.—Granted transfer of control from Edward M. Sleighel (52% before, none after), to Nancy W. Sleighel (42% before, 60.1% after). No financial consideration. Also granted transfer of control from Nancy W. Sleighel (80.1% before, 42.7% after), to Frank C. Napier (as trustee none before; 51.3% after). No financial consideration. Action March 10.

KROB Robstown, Tex.—Granted assignment of license from George Leon Gossage (100%) to Coastal Bend Broadcasting Corp., owned by George Leon Gossage (51%) and W. A. Raeke (49%). Consideration \$17,828.57. Action March 12.

KTXN-FM Victoria, Tex.—Granted assignment of CP from John J. (66⅔%) and Phillip J. Tibilletti (33⅓%) d/b as Cosmopolitan Enterprises, to Cosmopolitan Enterprises of Victoria Inc., owned by same individuals with same percentages. No financial consideration, transaction of incorporation. Action March 12.

WVMT Burlington, Vt.—Granted assignment of license from WCAX Radio Inc., owned by Vermont Radio Inc., to Vermont Radio Inc. which is owned by James Broadcasting Inc., owned by Simon Goldman (43.2%), Reginald A. Lenna (43.2%), J. Carl Willems (5.4%) and others. No financial consideration. Action March 8.

APPLICATIONS

KYOR Blythe, Calif.—Seeks transfer of control of licensee corporation, KYOR Inc., from W. E. Dyche Jr., John Blake, Tolbert Foster, Tom E. Foster and Edgar B. Younger (each 20%), to Blythe Broadcasting Inc., owned by Robert Roddy (50%), Daniel Anderson, John P. Barry and John Claypool (each 16⅔%). Mr. Anderson is personnel director for RCA Los Angeles. Dr. Barry is physician and surgeon. Mr. Roddy is general manager of KYOR. Mr. Claypool is store manager. Ann. March 9.

WKLE Washington, Ga.—Seeks assignment of license from J. S. Carter tr/as Wilkes County Broadcasting Co., to Better Broadcasting Inc., owned by Mrs. Otis McDonald (50%), B. L. Williamson (25%) and Otis G. Stephens (25%). Consideration \$50,000. Mr. Williamson is general manager of WPEH Louisville, Ga. Ann. March 11.

WGBF Evansville, Ind.—Seeks assignment of license from WGBF Inc., owned by Curtis Radiocasting Corp. which is owned by Henry B. Walker Jr. (35.23%), Martin L. Leich (23.48%), Henry B. Walker (3.09%), Sally W. Walker (2.58%) and others, to Radio Station WGBF Inc., owned by Martin L. Leich (31.16%), Martha L. Parkhurst (13.67%), Martin L. Leich, trustee for Josephine F. Leich (12.4%), Martin L. Leich and Martha L. Parkhurst as trustees (27.67%), John F. Leich (14.63%) and Frances L. Hanson (0.47%). Consideration \$150,000. Martin L. Leich is general manager of WGBF. Ann. March 1.

WVUE(TV) New Orleans—Seeks transfer of control of licensee corporation, New Orleans Television Corp., from Joseph A. Paretto, Frank B. Ellis, William G. Aly, Richard J. Carrere, George E. Martin, John E. Pottharst Jr. (each 6.67%) and others, to

Screen Gems Broadcasting Inc., owned by Screen Gems Inc., A. Schneider, president. Consideration \$4.8 million. Columbia Pictures Corp. owns 89% of Screen Gems Inc., which owns Screen Gems Broadcasting Corp., licensee of KCPX-AM-FM-TV Salt Lake City, and WAPA-TV San Juan, P. R. WAPA-TV Broadcasting Corp., licensee of WAPA-TV owns 33⅓ interest in Western Broadcasting Corp., licensee of WOLE-TV Aguadilla, P. R. Ann. March 12.

WERX Wyoming, Mich.—Seeks transfer of control of permittee corporation, Radio WERX Inc., from Edward F. Fitzgerald (15%), John C. Lane (15%), Elizabeth B. Barrett (15%), Joseph D. Machin (12.5%), William R. Walker (12.5%), Harold A. Holman (10%), Richard M. Shuster (5%), Ronald T. Hutson (5%), Philip Fisher (5%) and Robert E. Schultz (5%), to WSJM Inc., owned by William R. Walker (33.5%), Joseph D. Machin (25.2%), Harold A. Holman (15.1%), Ben C. Fisher (11.8%), and others. Consideration \$8,400. Ann. March 3.

WLAU Laurel, Miss.—Seeks assignment of license from Southland Broadcasting Co., owned by Stewart J. Gilchrist, Eugene T. Tibbett, and Norma H. Leggett (each 33⅓%), to Southland Inc., owned by Holton D. Turnbough, George J. Sliman and F. M. Smith (each 33⅓%). Consideration \$90,000. Assignees have had prior broadcasting interests. Ann. March 3.

KPOB-TV Poplar Bluff, Mo.—Seeks assignment of license from Turner-Farrar Association, owned by Ethel M. Turner (20% as individual and 25% as trustee of estate of Oscar L. Turner, deceased), O. L. Turner (25%), Charles O. Farrar (25%) and Harry R. Horning (5%), to Turner-Farrar Association, owned by Ethel M. Turner (45%), O. L. Turner (25%), Charles O. Farrar (25%) and Harry R. Horning (5%). No financial consideration. Ann. March 9.

KPOB-TV Poplar Bluff, Mo.—Seeks assignment of license from Turner-Farrar Association, owned by Ethel M. Turner (45%), O. L. Turner (25%), Charles O. Farrar (25%), and Harry R. Horning (5%), to Turner-Farrar Association, owned by O. L. Turner (25% as individual and 40% as trustee for Turner trust), Ethel M. Turner (5%), Charles O. Farrar (25%) and Harry R. Horning (5%). No financial consideration. Contingent on grant of above application. Ann. March 9.

WCMC-AM-FM-TV Wildwood, N. J.—Seeks assignment of license from Francis J. Matrangola, to Jersey Cape Broadcasting Corp., owned by William C. Wotring Jr., Carlton S. Owen, Frank W. Strohm (each 33⅓%) and Frank J. Matrangola (0.1%). Consideration \$590,000. Messrs. Wotring, Owen and Strohm have been connected with operation of WCMC-AM-FM for past five years. Ann. March 12.

WSTS Massena, N. Y.—Seeks assignment of license from Visual Associates Ltd., owned by Leland Hayward (60%), Thomas H. Ryan and estate of Herman Bernstein (each 20%), to Stoehr Broadcasting Corp., owned by Robert D. Stoehr (100%). Mr. Stoehr is presently furniture salesman with past broadcasting experience. Ann. March 12.

KINT El Paso, Tex.—Seeks assignment of license from Radio KINT Inc., owned by George O. Coy (60%) and Gerald Olesh (40%), to Maury Ferguson Broadcasters Inc., owned by Maury H. Ferguson (75%) and Patty Jane Ferguson (25%). Consideration \$78,750. Mr. and Mrs. Ferguson own Maury Ferguson Associates, Oklahoma City advertising agency. Ann. March 8.

KPSO Falfurrias, Tex.—Seeks assignment of license from Bob Hicks and J. W. Stewart d/b as Bob Hicks Enterprises Ltd., to Bob Hicks. Consideration \$25,000. Ann. March 11.

KOQT Bellingham, Wash.—Seeks transfer of control of licensee corporation, Topdial Inc., from A. V. Bamford (55% before, none after), to Joe Tyrrell (none before, 55% after). Consideration \$18,500. Douglas Fuhs retains 45% interest. Ann. March 12.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Midwest Television Inc., to change operation of WMBD-FM Peoria, Ill., from channel 223 (92.5 mc) to channel 227 (93.3 mc). Action March 11.

OTHER ACTIONS

■ In proceeding on applications of Newton Broadcasting Co. and Transcript Press Inc. for new AM in Newton and Dedham, Mass., respectively, commission granted petition by applicants to extent of allowing 30 minutes to each party, for oral argument scheduled for April 2. Action March 17.

■ By dual actions, commission granted assignment of licenses (1) of KLAC-FM Los Angeles, from Metromedia Inc. to Minneapolis Basketball Corp. (owner of Los Angeles Lakers) for \$125,000 and (2) of KRHM (FM), in same city, from KRHM Broadcasting Co. to Metromedia for considerations approximating \$440,000. This required waiver of Sec. 1.597 in case of KLAC-FM, also Sec. 1.560(b) to allow two stations to trade call letters. Net effect is to exchange present programming of two stations. Commissioner Bartley abstained from voting. Actions March 17.

■ By order, commission, on showing of compliance with exceptions to three-year holding rule, granted assignment of license of KBMR Bismarck, N. D., from Weldon T. and Betty S. Heard to Alvin L. Anderson, station manager; consideration \$80,000. In so doing, commission renewed license for one year, explaining by letter that this was because of Anderson's participation in fraudulent contest conducted on TV in 1963 for which station paid \$1,000 forfeiture, but further advised that if present licensee informs commission within 30 days that assignment will not be consummated, issuance of full-term license will be considered. Commissioner Hyde voted for regular renewal. Action March 17.

■ Commission has revised list of trans. and monitors considered acceptable, as of February 22, 1965, for use in aural broadcast services (AM and FM). List, "Radio Equipment List, Part B," includes trans. which had been type approved under rules existing prior to June 30, 1955. Under present rules, type acceptance is required for trans. listing; for monitors, type approval requirements continue applicable. Action March 16.

■ By memorandum opinion and order, panel of commissioners consisting of Commissioners Bartley, Lee and Cox, with Commissioner Lee dissenting and issuing statement, concluded that estimated annual revenues by UHF applicants seeking facilities in major markets already served by three VHF's affiliated with TV networks should be projected over three-year period to establish whether there is reasonable likelihood of continued operation in public interest, and, accordingly, ordered enlargement of issues in proceedings on applications for new UHF-TV's on channel 29 in Buffalo, N. Y., channel 65 in Cleveland, and channel 25 in Boston to determine (a) basis of each applicant's (1) estimated construction costs, (2) estimated operating expenses for first year of operation (or for three-year period, if desired), and (3) estimated annual revenues projected over three-year period; and (b) in light of evidence adduced, which of applicants, if any, has demonstrated reasonable likelihood of construction and continuing operation of proposed TV in public interest. Each of parties to proceedings was afforded 60 days (with authorization to hearing examiner to allow additional 30 day period) to amend application to include estimates of anticipated annual revenues projected over three-year period and, if deemed desirable, to revise estimates of operating expenses during first year of operation (or over three-year period), and to revise proposals as to hours of broadcast, program content, or both; in order to keep to minimum expense of securing additional information through joint survey of, for example, expected rate of set conversion, and rela-

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, March 17

	ON AIR		NOT ON AIR	TOTAL APPLICATIONS
	Lic.	CP's	CP's	for new stations
AM	4,009	53	71	413
FM	1,262	50	227	283
TV	550 ¹	42	97	204

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, March 17

	VHF	UHF	TV
Commercial	509 ²	165	674
Noncommercial	59	56	115

COMMERCIAL STATION BOXSCORE

Compiled by FCC, Jan. 31, 1965

	AM	FM	TV
Licensed (all on air)	3,968	1,212	558
CP's on air (new stations)	42	72	27
CP's not on air (new stations)	73	202	84
Total authorized stations	4,083	1,486	669
Applications for new stations (not in hearing)	189	184	79
Applications for new stations (in hearing)	80	47	63
Total applications for new stations	269	231	142
Applications for major changes (not in hearing)	195	51	32
Applications for major changes (in hearing)	26	3	9
Total applications for major changes	221	54	41
Licenses deleted	2	0	0
CP's deleted	0	1	1

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

ton, Sr., and Richard C. Brandt for approval of agreement whereby Brandt's application would be dismissed; (2) dismissed latter's application for new FM in Newton, Iowa, and (3) granted Hamiltons' application for new FM on channel 240 (95.9 mc), in Newton, Iowa. Action March 12.

■ By memorandum opinion and order in Chicago, TV channel 38 proceeding in Doc. 15668 et al., (1) granted petition by Chicagoland TV Co. to extent of enlarging issues to determine whether grant of Chicago Federation of Labor and Industrial Union Council application would be consistent with provisions of Sec. 310(a) (4) of Communications Act; (2) struck in part Chicago Federation's reply to Broadcast Bureau's comments concerning citizenship of member of board; and (3) dismissed as moot related pleadings by Chicagoland and Chicago Federation. Member Nelson not participating. Action March 12.

ACTIONS ON MOTIONS

By commission

■ Commission granted request by KLIJ Corp. (KMVT, chan. 11), Twin Falls, Idaho, to extend time from March 15 to April 15 to file comments and from March 25 to April 28 for replies, and denied joint motion by Brockway Co. (WCNY-TV, ch. 7), Carthage, N. Y., and Mid America Broadcasting Inc. (KSLN-TV ch. 34), Salina, Kan., for indefinite extension of time to file comments in matter of amendment of part 74, subpart G, TV translators, to permit high-power TV translators on unoccupied assignments in table of assignments. Action March 10.

■ Commission granted request by New Albany Broadcasting Co., applicant for new FM on channel 278 in New Albany, Miss., to extend time to March 22 to file comments responsive to petition by University of Mississippi, prospective applicant for new FM at Oxford, Miss., for rulemaking to assign channel 278 to Oxford by deleting assignment from New Albany and making other changes in table. Action March 10.

By Chief Hearing Examiner

James D. Cunningham

■ Continued March 18 further prehearing conference to March 25 in proceeding on applications of Skylark Corp. and Kingston Broadcasters Inc. for new FM in Kingston, N. Y. Action March 17.

■ Designated Examiners to preside in following proceedings and scheduled prehearing conferences and hearings as shown:

■ H. Gifford Irion—AM applications of WFLI Inc. (WFLI), Lookout Mountain, Tenn., and Newhouse Broadcasting Corp. (WAPI), Birmingham, Ala., prehearing conference for April 7 and hearing for May 3;

■ Millard F. French—Applications of Erway Television Corp. and Chesapeake Engineering Placement Service Inc. for new TV on channel 72 in Baltimore, prehearing conference for April 8 and hearing for May 12;

■ David I. Kraushaar—Applications of Northland Television Corp., Central Minnesota Television Co., and Channel 10 Inc. for new TV on channel 10 in Duluth, Minn., prehearing conference for April 7 and hearing for May 17;

■ Thomas H. Donahue—Application of Pioneer States Broadcasters Inc. for renewal of license of WBZY Torrington, Conn., and Fitzgerald C. Smith, tr/as Southington Broadcasters for new AM in Southington, Conn., prehearing conference for April 9 and hearing for May 17, and

■ Basil P. Cooper—AM application of Downriver Broadcasting Association, Napoleon, Ohio, prehearing conference for April 5 and hearing for May 4. Actions March 15.

■ On own motion, amended March 8 Order to provide for hearing on March 29, in lieu of March 15, in proceeding on application of Hubbard Broadcasting Inc. for new FM in St. Paul. Action March 9.

By Hearing Examiner Basil P. Cooper

■ Scheduled an evidentiary hearing for March 19 in proceeding on applications of Princess Anne Broadcasting Corp. and South Norfolk Broadcasting Co. for new AM in Virginia Beach and Chesapeake, Va., respectively. Action March 16.

■ Scheduled further prehearing conference for March 18 in proceeding on applications of Prattville Broadcasting Co. and Billy Walker for new AM in Prattville, Ala. Action March 9.

■ In proceeding on AM applications of

tionship of station viewing, both network and non-network, to station revenues, applicants may submit joint showing to extent possible. Action March 11.

■ Commission gives notice that Jan. 19 initial decision which looked toward granting application of D. H. Overmyer for new TV on channel 79 in Toledo, Ohio, and waiving Sec. 73.613(a) of rules to permit location of main studio outside Toledo, became effective March 10 pursuant to Sec. 1.276 of rules. Action March 11.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By order, in Grand Rapids, Mich., TV channel 13 proceeding in Doc. 14407 et al., certified to commission for determination applicants' joint request for approval of agreement. Member Pincock dissented and issued statement. Action March 16.

■ By order (1) granted petition by KPDQ Inc. to dismiss application to increase power of KPDQ Portland, Ore., from 1 kw to 5 kw, continued operation on 800 kc, D, and (2)

terminated proceeding in Doc. 12847; BP-11436. Action March 16.

■ In proceeding on applications of John N. and Alvera M. Traxler, Sunshine Broadcasting Co., Delray Beach, WLOD Inc., and Boca Broadcasters Inc., Pompano Beach, Fla., for new FM, granted Traxlers' motion to extend time to March 19 to file oppositions to Boca's petition to enlarge issues. Action March 16.

■ In proceeding on AM applications of Flathead Valley Broadcasters (KOFI), Kalispell, and Garden City Broadcasters Inc. (KYSS), Missoula, Mont., in Doc. 15815-6, granted petition by Broadcast Bureau to extend time to March 29 to file responsive pleadings to Rust Broadcasting Inc. petition to enlarge issues. Action March 16.

■ Scheduled oral argument for April 20 in proceeding on applications of Boardman Broadcasting Inc. and Daniel Enterprises Inc. for new AM in Boardman and Warren, Ohio, respectively. Action March 16.

■ By memorandum opinion and order (1) granted joint request for approval of agreement by Mildred B. and Charles L. Hamil-



Nebraska Rural Radio Association (KRVN), Lexington, and Town & Farm Inc. (KMMJ), Grand Island, Nebr., in Doc. 15812-3, granted joint motion to continue March 9 further prehearing conference to March 30, and continued March 30 evidentiary hearing to date to be specified at conclusion of further prehearing conference to be held on that date. Action March 9.

By Hearing Examiner James D. Cunningham

■ Granted petition by Tree Broadcasting Co. for leave to amend application for new AM to specify directional in lieu of nondirectional ant. system for operation during daytime hours on 1330 kc, 500 w, at Greensburg, Ind., and with regard to previous showing as to financial qualifications and returned amended application to processing line; denied opposing petition by respondent, Clear Tone Broadcasting Corp., (WTRE-FM) Greensburg, and terminated proceeding. Action March 11.

By Hearing Examiner Thomas H. Donahue

■ Denied Broadcast Bureau's petition to accept late filing and rejected for filing proposed findings and conclusions in proceeding on application of WHAS Inc. (WHAS-TV), Louisville, Ky. Action March 12.
 ■ Granted motion by WLEX-TV Inc. (WLEX-TV), Lexington, and WHAS Inc. (WHAS-TV), Louisville, Ky., to extend time from March 11 to March 22 to file reply findings in proceeding on latter's application. Action March 11.

By Hearing Examiner Millard F. French

■ In proceeding on FM applications of John N. and Alvera M. Traxler and Sunshine Broadcasting Co., Delray Beach, WLOD Inc., and Boca Broadcasters Inc., Pompano Beach, Fla., in Doc. 15803 et al, granted Traxlers' motion to extend time to March 19 to file opposition to Boca Broadcasters request for Evansville Issue. Action March 16.
 ■ Formalized by order certain agreements reached and rulings made at March 8 prehearing conference in proceeding on applications of Gross Broadcasting Co. and California Western University of San Diego for new TV on channel 51 in San Diego in Doc. 15824-5, and specified certain procedural dates and rescheduled April 27 hearing for June 23. Action March 10.

By Hearing Examiner Isadore A. Honig

■ In proceeding on applications of Community Radio of Saratoga Springs New York Inc. and A. M. Broadcasters of Saratoga Springs Inc. for new AM in Saratoga Springs, N. Y., in Doc. 15587-8, granted, nunc pro tunc. Community Radio March 15 petition to extend time from March 15 to March 19 for any party to file reply to proposed findings and conclusions. By separate order, granted motion, as amended, by AM Broadcasters to correct transcript. Action March 16.

By Hearing Examiner H. Gifford Irion

■ In proceeding on applications of Farragut Television Corp. and Peoples Broadcasting Corp. for new TV on channel 40 in Columbus, Ohio, in Doc. 15619-20, granted Peoples Broadcasting petition to continue April 15 further hearing to April 30. Action March 11.

By Hearing Examiner David I. Kraushaar

■ Scheduled further hearing for March 23 in proceeding on application of Marion Moore for new AM in Joshua Tree, Calif., and directed applicant to be ready to proceed with presentation of additional or supplemental engineering data, in accordance with directions specified at March 10 hearing conference, and that respondent, KDHI Twenty-Nine Palms, Calif., will also be prepared to proceed with any rebuttal presentations it may have on conclusion of applicant's case. Action March 10.

By Hearing Examiner Jay A. Kyle

■ Pursuant to prehearing conference on March 10 in proceeding on application of Effingham Broadcasting Co. for license to cover CP for power increase for WCRA Effingham, Ill., ordered exchange of exhibits to be accomplished on or before May 26, and rescheduled April 15 hearing for June 9. Action March 10.

By Hearing Examiner Forest L. McClenning

■ Formalized by order certain agreements reached at March 16 prehearing conference in proceeding on applications of Radio Station WKEU and Telerad Inc. for new FM in Griffin, Ga., in Doc. 15849-50, and specified

certain procedural dates, and continued April 14 hearing to May 18. Action March 16.

■ Formalized by order certain agreements reached at March 15 prehearing conference in 1110 kc Pasadena, Calif., area proceeding in Doc. 15751 et al., and scheduled certain procedural dates, and hearing for June 28. Action March 15.

■ In 1110 kc Pasadena, Calif., area proceeding in Doc. 15751 et al., granted petitions (1) by California Regional Broadcasting Corp. for leave to amend application to submit certain corrective and clarifying data relative to directional ant. system proposed; and (2) by Pacific Fine Music Inc. for leave to amend to show on-site change to relocate one of towers of proposed directional ant. system. Actions March 15.

**By Hearing Examiner
Chester F. Naumowicz Jr.**

■ In Chicago, TV channel 38, proceeding in Doc. 15668, 15708, granted petition by Chicago Federation of Labor and Industrial Union Council for leave to amend application to supply factual information called for by commission's application form, not previously submitted. Action March 16.

■ In Chicago, TV channel 38, proceeding in Doc. 15668 et al., granted petition by Warner Bros. Pictures Inc. to dismiss application; vacated orders relating to adduction and timing of evidence insofar as they relate to issues 2, 3, 4 and 5 and affirmed otherwise. Action March 15.

■ In Houston TV channel 29 proceeding in Doc. 15826-8, granted petition by Warner Bros. Pictures Inc. to dismiss application; vacated March 2 order insofar as it applies to issues 3, 4, 5, 6, 7 and 8 and affirmed otherwise. Action March 15.

■ Formalized by order certain rulings made and agreements reached at March 15 prehearing conference in proceeding on application of Trinity Broadcasting Co. for new TV on channel 20 in Fort Worth and scheduled certain procedural dates, and hearing for May 24. Action March 15.

■ In proceeding on applications of Trinity Broadcasting Co. and Warner Bros. Pictures Inc. for new TV's on channel 20 in Fort Worth, in Doc. 15714-5, granted Warner Bros. petition to dismiss application; set aside Dec. 14 order, including provisions for hearing sessions on March 15 and April 1, and scheduled prehearing conference for March 15. Action March 12.

By Hearing Examiner Sol Schildhouse

■ Granted Broadcast Bureau petition to continue March 18 prehearing conference to March 19 in proceeding on AM applications of Lebanon Valley Radio, Lebanon, Pa., et al., in Doc. 15835-40. Action March 16.

■ On own motion, corrected transcript of prehearing conference in proceeding on application of United Broadcasting Inc. for renewal of license of WOOK Washington. Action March 10.

By Hearing Examiner Herbert Sharfman

■ Upon unopposed oral request of Chapman Radio and Television Co. and Anniston Broadcasting Co., canceled March 19 prehearing conference in proceeding on applications for new TV on channel 70 in Anniston, Ala.; pending developments, hearing date remains as scheduled—April 28. Action March 16.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on applications of Tidewater Broadcasting Inc. and Edwin R. Fischer for new AM in Smithfield and Newport News, Va., respectively, in Doc. 13243, 13248, granted Tidewater's petition for leave to file one day late its reply to supplemental proposed findings of fact and conclusions of law. Action March 15.

By office of opinions and review

■ Granted Broadcast Bureau petition to extend time to April 12 to file reply exceptions to initial decision in matter of revocation of licenses of Quality Broadcasting Corp. WKYN and WFQM(FM) San Juan, and Radio Americas Corp. WORA-FM Mayaguez, P. R. Action March 16.

■ Dismissed as moot application of Birmingham Television Corp. for extension of time within which to complete construction of WBMG(TV) Birmingham, Ala., and terminated proceeding. Action March 16.

■ In proceeding on applications of Jupiter Associates Inc., Somerset County Broadcasting Co., and Radio Elizabeth Inc., for new AM in Matawan, Somerville and Elizabeth, N. J., respectively, in Doc. 14755-7, granted Radio Elizabeth petition to extend time to March 23 to file response to applications for review filed by Jupiter Associates and Somerset Broadcasting Co. Action March 16.

■ In proceeding on AM applications of Ponce Broadcasting Corp., Cayey, and Abacoa Radio Corp. (WMIA), Arecibo, P. R., in Doc. 14994-5, granted WMIA petition to extend time to March 29 to file application for review of review board's Feb. 17 decision. Action March 16.

■ Granted Broadcast Bureau request to extend time to March 19 to file reply to petition for reconsideration and grant in proceeding on applications of Lompoc Valley Cable TV Inc. for operational fixed stations in the business radio service. Action March 15.

■ Granted Broadcast Bureau petition to extend time to March 20 to file its exceptions to initial decision in proceeding on application of Noble Broadcasting Corp. for renewal of license of WILD Boston. Action March 12.

■ Granted Broadcast Bureau petition to extend time to March 25 to file response to application for review of review board memorandum opinion and order in proceeding on applications of Dover Broadcasting Inc. and Tuscarawas Broadcasting Co. for new FM in Dover-New Philadelphia and New Philadelphia, Ohio, respectively. Action March 11.

■ Granted motion by Midwest Television Inc., remaining applicant for new TV on channel 26 in Springfield, Ill., to dismiss as moot application for review of Oct. 5, 1964 action by review board. Action March 10.

**BROADCAST ACTIONS
by Broadcast Bureau**

Actions of March 10

WPBC-FM Richfield, Minn.—Granted license covering installation of new trans. and ant., changes in station, studio and trans. locations, change in ant. system, and increase in ERP and ant. height, and deletion of remote control operation.

Continued on page 175

Broadcasting
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RADIO

Help Wanted—Management

Ohio daytimer needs experienced station manager or man with background to accept full responsibility of manager. Box C-159, BROADCASTING.

Southeast group needs assistant manager for single market daytimer. Will be required to handle most sales and must be active in community affairs. \$125.00 weekly plus travel, insurance and commission. Better salary to man who can double as chief engineer. Excellent opportunity for advancement. Send complete details. Confidential. Box C-275, BROADCASTING.

Aggressive assistant-manager, sales-centered, for new, fast-growing FM, growing metropolitan market. We need rugged, persistent, creative soft-selling. Small salary plus big commission and override. Florida native preferred. Your character, credit, and professional references will be thoroughly checked. Box C-296, BROADCASTING.

Need manager for new station in large N. J. market. Salary commensurate with ability & experience. Send resume & photo to Box C-297, BROADCASTING.

Manager with first phone and sales ability for small Southern market daytimer. Consider selling interest to right party. Box C-301, BROADCASTING.

Sales

Radio salesman. One of the largest stations in growing Southeastern New England metro area. Proven sales, creativity, alertness a must. Salary plus commission. Incentive plans. Send resume Box C-10, BROADCASTING.

Are you an experienced broadcaster able to handle local sales in return for secure position with a well established Virginia station in a growing market? If so, forward photograph and resume. Box C-135, BROADCASTING.

Midwest radio station, metropolitan area, 70,000, needs experienced salesman. One of top retail sales areas in nation. Established account list, excellent growth potential. Good commission and fringe benefits to qualified man. Box C-172, BROADCASTING.

5 kw fulltime in medium-but-growing-fast mid-south market. Needs producer experienced in local-retail sales in South. Station in growth position with solid new ownership and management. Owners expect to acquire additional properties. Draw against commission. Send details to Box C-239, BROADCASTING.

Sales manager for 10,000 watt Milwaukee metropolitan area station, AM & FM. Expanding multiple operation with fringe benefits and advancement opportunity. Send resume to Jim Sanders, WAUK, Waukesha, Wisconsin.

Salesman wanted. Prefer man under 35 with at least 2 years experience. Small market experience will be seriously considered if the market is competitive. Remuneration on salary plus commission basis. Income potential in excess of \$10,000. Send picture & complete resume to Sales Manager, WHEC Radio, 191 East Avenue, Rochester, N.Y. 14604.

Madison, Wisconsin—outstanding sales opportunity with top rated music/news station. Good money, good future, good family living. Opening comes as result of promotion within our 7 station group. Phil Fisher, WISM, Madison, Wisconsin.

Sales—(Cont'd)

Experienced salesman, for regional station in Ohio. Proven sales. Salary plus commission, paid vacation, hospitalization, insurance plan and retirement plan. Send complete resume to WREO, P. O. B. 738, Ashtubula, Ohio.

Illinois AM FM; Network, mobile units, award winning local news. Territory open for experienced salesman. WSMI, Litchfield.

Announcers

Need immediately! Two stable radio personalities for work in 150,000 Midwest market with expanding good music station. Morning man with bright, mature sound and able to do production and night man able to satisfy a University town. Send details of experience, audition tape, and salary requirements to Box C-194, BROADCASTING. Floaters need not apply.

Radio morning personality. Bright adult appeal. Also, TV assignments. TV experience helpful, not necessary. Require third class license with broadcast endorsement. Good fringe benefits in Mid-America . . . growing community under 100,000. Box C-243, BROADCASTING.

Quality Midwest daytimer seeks versatile, capable announcer with first phone. In addition to a regular air shift, you'll dabble in news, sports, promotions, copywriting, etc. We think ability and enthusiasm are more important than experience. Box C-273, BROADCASTING.

Wanted: Above average personality announcer who is seeking above average pay for key morning shift, C&W early AM and noon, pop breakfast time. Strong smaller station in deep South growing market, no Negro population. Opportunity for advancement. Send outline of background and tape to Box C-274, BROADCASTING.

Announcer for Carolina daytimer interested in program, production and traffic duties. Want young man eager to learn all phases. Advancement opportunities unlimited. Start \$75.00 weekly. Also opening for announcer with sales experience or interested in learning sales. Send resume, Box C-276, BROADCASTING.

Country/Western personality. Must be experienced. If you sell, that's fine, but not necessary. You will be the only c/w man in a city of 100,000 in Florida. Excellent opportunity to take over a market that's hungry for country & western. Talent arrangement will allow you to make good money. Box C-280, BROADCASTING.

Announcer—experienced disc jockey for middle of the road operation. Send tape, resume, salary requirements to KABI, Box 455, Abilene, Kansas.

Combination deejay and newsman for late morning or early afternoon program. Must be bright, happy sounding with appeal to adults and teens. Send tape, photo, and resume to Program Director, KQEO, 2000 Indian School Road, N. W., Albuquerque, New Mexico.

Young top 40 dj. Excellent working conditions. No drifters or prima donnas. Brad Harris, WADS, Ansonia, Connecticut—735-4606.

Opening for an announcer with first class license. Station WAMD, Aberdeen, Md.

Staff announcer with third phone for 5 kw regional good music station. Professional air sound and production ability necessary. Send tape, resume and photo to WCCW, Traverse City, Michigan.

Announcers—(Cont'd)

Experienced top 40 jock—announcer-production. References, Call John Gibson, WDDT, Greenville, Mississippi.

Experienced announcer. Mature voice for adult, good music station. Good salary. Benefits. Send background, tape and photo to WFDF, Flint, Michigan.

Chicago's Fine arts station seeks staff announcer. Must have excellent knowledge of classical music and pronunciation, and a pleasant, unaffected delivery. Send non-returnable tape to Mr. Robinson, WFMT, Chicago.

WFSG, Marathon, Florida has immediate opening for announcer-engineer. 1st phone required. Send tape & resume to Box 488, Marathon, Florida.

Immediate opening for ambitious, production minded, young man with pleasant voice and endorsed third class ticket. Progressive operation. Send tape, photo and resume to WFST-AM-FM, Caribou, Maine.

Announcer, live swinging personality, top 40 operation, WHSL Wilmington, N. C.

Country music station accepting applications for good friendly personality, not cornball, to announce and sell, send tape of airwork and details to James Dick, WIVK, Box 10207, Knoxville, Tennessee.

Immediate opening for experienced first phone announcer. Good starting salary, and job security. Send resume—tape—pix. WJUD—P. O. Box 276, St. Johns, Mich.

Immediate opening. Capable of running tight board with pop format. Send resume, tape, photo and references to Frank Wilson, WMBG, P. O. Box 5229, Richmond, Va. or Call EL 5-8611.

Fresh, mature staff announcer needed immediately for top, good music operation in 350,000 market. Send salary requirements, news and music tape, to Jay Mullen, Manager, WNCG, WKTM-FM stereo, North Charleston, South Carolina.

South Florida. First phone combo immediately. Emphasis announcing. Must be stable & experienced, salary negotiable. Send tape (non returnable), photo if possible and other information to P.O. Drawer WBSR, Boca Raton, Florida.

Announcer to double as traffic manager. Must have experience in both departments. Give all details including salary requirements in first letter. Write Joe M. Rada, Program Director, WTAP, radio, 123 W., 7th St., Parkersburg, W. Va.

Technical

Chief engineer for closed-circuit TV operation at State University. Plans for expansion to broadcasting. Commercial or educational TV experience. E. E. degree or equivalent training. Box C-106, BROADCASTING.

Chief engineer—announcer for good music AM-FM in beautiful Southern California coastal city. \$600 Mo. to a prof! Call manager 805-642-2125 or write Box C-168, BROADCASTING.

Chief engineer-announcer for big band sound Southern California daytimer. Strong on air. Send tape, resume, references and salary requirements to Box C-248, BROADCASTING.

Chief engineer for 5 kw daytimer in North Carolina single market. Must be able to announce or willing to sell. Grow with progressive organization. Begin at \$90.00 weekly. Write Box C-277, BROADCASTING.

Technical—(Cont'd)

Need chief engineer immediately. Some announcing, full-time station, AM, FM, background music. Permanent position in fine, progressive community in Virginia's Blue Ridge foothills. Rush resume, salary desired, to Lee Gilbert, WMVA, Martinsville, Va. 24112.

Immediate opening for engineer-announcer, 5 kilowatt. Phone 606-474-5144.

NEWS

Newsman—strong newscaster to deliver important evening newscast in sunny South-west city. Must be able to supervise news-room operation during afternoon and evening. Send resume and tape to Box C-260, BROADCASTING.

News and sports director for 1 kw. Midwest daytimer. Will pay top salary to top man with first phone. Must have solid delivery and be strong on local news gathering. Be part of a progressive organization in progressive college-industry community. Box C-272, BROADCASTING.

Production—Programing, Others

Florida East coast adult music station needs experienced copywriter immediately. Production ability required, good working conditions, and fringe benefits. Announcing helpful but not a must. Send full details and salary requirements. Box C-178, BROADCASTING.

Radio Gal: The girl I want works for a station in a small market where she's everything from the traffic and continuity departments to copywriter and keeper of the logs. She has a pleasant voice and enjoys some air work. She is ready to move into a top market and work with a small, tightly knit organization that is upsetting this top market. Get your resume in now, cause there's a big future here. Box C-251, BROADCASTING.

May 10th opening for copywriter-traffic director in small town Carolina station. Desire person seeking permanency. \$75.00 weekly. Box C-278, BROADCASTING.

Experienced copywriter—versatile, strong on punch, quick on sales angles. Good salary with benefits. Leading, adult station. Send background, photo, and sample copy to WFDF, Flint, Michigan.

Situations Wanted—Management

General manager, \$15,000 minimum. Experienced, capable, strong on sales and programing. Available now. Box C-92, BROADCASTING.

Twenty years experience for sale. Station with personnel—programing-sales problems can buy for small salary—large commission. Box C-238, BROADCASTING.

Tough minded management accenting top audience programing for creative salesmanship has broadcast equipment specialty product line to give station profitable auxiliary venture. Write Box C-288, BROADCASTING.

Creative research director with marketing degree who, for three years, has analyzed ratings, written successful sales presentations, conducted inexpensive surveys and produced market reports. Box C-293, BROADCASTING.

Vacation, turn your attention elsewhere, or just slow down a little while I see that your Midwestern or Midsouth small market station continues to serve the community and prosper. Nine years experience. Box C-294, BROADCASTING.

Success Story! Manager-Sales-manager team turned Florida's most impossible market into money making proposition. Can do same for you with incentive. Call 305-787-2430.

Sales

Bomb the competition! Steal their accounts! Hire me! I'll program a sound that'll sell, then sell the blitzes out of it. Florida family man. Box C-255, BROADCASTING.

Sales and/or announcing—23 years experience in small markets—9 with same station. Small market in Southeast U.S. preferred. Want to grow with growing organization. Bud Ward, Kingston Green Apts., C-25, Kokomo, Indiana . . . GL 2-5897 after 6 PM.

Announcers

Negro: announcer/newscaster/dj—broadcast school graduate, speech/entertainment background. Young—3rd ticket—dependable—bright personality, seeking first position. Will relocate. Box C-182, BROADCASTING.

Married announcer-newsman experienced. Currently employed, desires change. 3rd ticket. Box C-185, BROADCASTING.

DJ, top 40, tight board news, commercials, available now. Box C-188, BROADCASTING.

Top 40 personality, will relocate to larger market. Box C-205, BROADCASTING.

Dee-jay, tight board, third phone, know music, ambitious. Box C-240, BROADCASTING.

Spanish—dj/personality—news—copy writing. Fluent in English, 8 years experience. Southwest U.S. Box C-246, BROADCASTING.

1st phone—experienced announcer/dj—authoritative news—copy writing, veteran. Presently employed. Seeking position with progressive station in Western U.S.—Hawaii. Box C-247, BROADCASTING.

College student seeks work. 1st phone. Good mature voice. Two years of college with radio-TV major. Works well with any type of show. Non-drinker. Box C-249, BROADCASTING.

DJ-announcer-newscaster—radio personality. Married, dependable, operate tight board. Willing to relocate, personable, not a prima donna or floater. Box C-250, BROADCASTING.

DJ, announcer, 3rd class FCC, endorsement. Broadcasting school graduate. Single. Operates tight board. Good commercials. Will relocate. Start immediate. Box C-253, BROADCASTING.

Personality plus! Presently employed highest rated major market top 40 announcer with first phone. Specializing in promotion, production, and formula radio. Swing to number one ratings by writing Box C-257, BROADCASTING.

Major market personality with program director experience, first phone, young family, looking for a progressive station or chain to join. Will go to college nights for radio-TV degree, and advance in your organization. Box C-258, BROADCASTING.

DJ/announcer, single, experienced, tight board, good news, commercials, sound. Box C-259, BROADCASTING.

Veteran broadcaster, New England area, seeking sales management position. Seven years present sales position. Background includes AM production to TV traffic. Mature. References. Box C-261, BROADCASTING.

DJ available now, tight board, good commercials, news. Box C-263, BROADCASTING.

West's top announcer, twenty years experience, mature, non-screamer, available now—no anywhere. Box C-267, BROADCASTING.

To further my ambition to become a network announcer it is then necessary for my next move to be to a major market station. I have the qualifications . . . Do you have an opening? Box C-283, BROADCASTING.

Experienced announcer disc-jockey smooth commercial and news delivery. Only New York, New England, New Jersey need apply. Box C-284, BROADCASTING.

DJ, top 40, middle of the road, experienced, available immediately. Box C-289, BROADCASTING.

Situations Wanted

Announcers—(Cont'd)

Female dj, announcer, young, continuity, personable, will relocate, not floater. Box C-290, BROADCASTING.

Negro dj, announcer, wants to swing tight board, will relocate, not floater. Box C-291, BROADCASTING.

Announcer-engineer, 1st phone, 6 years experience. Mature, no shout, no teenage. Permanent. Box C-298, BROADCASTING.

Contact—Imaginative, ability, experience, electronics, 2nd phone, production, announcing, news, seeking creative responsible area, relocate, vet. family \$125, Box C-300, BROADCASTING.

Announcer with 2 years experience, 1st phone no experience. 28, married, want maintenance. 301-439-6867 or Box C-302, BROADCASTING.

Top 40 combo, wants position where working and learning go together. Relocate anywhere. \$125 week minimum. Frank Jolly, 917, Askbridge Drive, Baltimore, Md. 301-687-9138.

Ambitious, talented, single, recommended, first phone dj. Middle road wants rock. Dennis James, 706 Biddle, Logansport, Indiana or Plymouth, 219-936-4096.

Sports station: Would like to start in sports. Short on experience but long on ability. J. C. Emery, 75 Dearborn Ave., Hampton, New Hampshire, Phone 926-3895.

College student, articulate, good voice, seeking employment from June-Sept. Able to work full time the following June. Give a kid a break. Reply Lawrence Alan, 69-30 179 St., Flushing 65, N.Y. 212-JA3-2608 evenings.

Texas, Florida, any Southern state. Will announce or engineer. Experience limited. Have first phone. Max Holcomb, 1115 Maryland, Carrollton, Texas.

I'm home, after 3 yrs with Armed forces radio. I use character voices-voice tracks-love production. I had the #1 rated night show for 2 years. Presently living in S. Florida would like to stay, but will consider all offers-relocation. Need work now! L. J. Leland, 68, Ne. 75 St., Miami, Florida DL 4-7350.

Available, announcer, first phone, good music, or top forty, blind, however can handle most jobs, Tom Dimeo, 135 Valley Street, Lewistown, Pennsylvania. Phone 248-3489.

Announcer—first phone, emphasis announce. Versatile. Excellent references. Can follow instructions. Must locate Southwest only. Phone 612-722-1713.

Air personality! First phone, heavy mike, production, copy experience; mature, family. Major thru small market experience. Contact at 1012 Bonita, Raton, N.M.

Professional sound through experience as assistant program director, personality, production commercials, traffic, news editor, rock/middle of the road experience, call 516-MO 9-7959, excellent reference from present employer . . . four years experience.

Experienced top 40 dj and program director, 23, single, draft exempt, Marc Richards, 862 E. 51st St., Brooklyn, New York. 11203. (212) NA 9-1184.

Morning man—dependable—7 years experience including sales, tight board. Will relocate. Prefer Country & Western. P.O. Box 74, Sutton, W. Va.

Situations Wanted—Technical

Experienced radio-TV engineer. Any location considered. No announcing. Box C-270, BROADCASTING.

Married, experienced 1st class engineer/announcer looking for position in Connecticut/Massachusetts area . . . 414-933-4386.

Qualified engineer/experienced announcer available now. Five years as chief. Prefer Southern California. Please write Box 361, Pomona, Calif. 91769.

NEWS

Experienced dj newsman, wants to be news director, small station. Box C-245, BROADCASTING.

Reliable, ambitious news director, announcer; six years experience, all phases; family; seeks job with future; minimum \$110, Box C-266 BROADCASTING.

Experienced as "news director" and "newsman" will consider either position. Box C-295, BROADCASTING.

Production—Programing, Others

Production man available specializing in money making commercials. My audition speaks sales. Box B-277, BROADCASTING.

East coast only. Production manager, newsman and dj. Available soon. Box C-171, BROADCASTING.

If your programing needs that shot-in-the-arm for increased ratings and consequently higher billing—listen to my story. Experienced in both middle of the road and top-40. Twenty years experience with ideas and enthusiasm. Will accept broad shift. Need a hard working pd? Lets get together and talk. Box C-244, BROADCASTING.

Exciting sports broadcaster . . . hard worker . . . seeking position in sports market . . . Experienced all phases . . . Excellent references. Box C-264, BROADCASTING.

Strong air personality—program director. 20 years experience all phases available April 1, Cincinnati 351-6949 or Box C-268, BROADCASTING.

Want Medium market PD position. Good background, ticket, now in large market. Box C-271, BROADCASTING.

Producer-director, six years radio-TV production background. 4½ as producer-director (studio-remote-live film videotape.) Now with network in NYC. Will relocate for challenging position. Married, 28, 4 years college. Resume, credits, references, Box C-285, BROADCASTING.

Young married man wants start in FM. BA degree, fair classical music background. Three years newspaper experience, news, features, editorials, sports. Diligent. Prefers far west; will consider anything. Box C-299, BROADCASTING.

Tireless top-40 P.D., production pro. sports play-by-play. College, young, married worker. 305-787-2313.

Right hand man. Proven track record in handling entire programing operations. Top 40 productions, programing ideas. College, young, married . . . Call for tape 305-787-2313 Leesburg, Florida.

TELEVISION

Help Wanted—Announcers

Staff announcer wanted. Experienced television announcer for KENS-TV, San Antonio, Texas. Send tape, resume to Al Dullnig, program director.

Wanted . . . experienced announcer, age 30 or over, must have good TV appearance, smooth delivery, excellent future for the right man, in the deep South. Send photo, audio tape and personal history. Box C-189, BROADCASTING.

Technical

Experienced VTR man needed immediately for supervisory position at major tape center. Located at large Midwest university. Minimum salary \$8,000 to competent man. RF experience helpful. Box C-134, BROADCASTING.

First class engineer. If you are a young man who wants to get ahead fast, our aggressive multi-station operation is looking for you. Join fine young engineering staff as assistant studio chief responsible for VTR, camera chain, microwave maintenance in exceptional Gulf Coast recreational area. Pursue your own interests in addition; we encourage and pay for continuing education. Experience essential. No top to your earnings with our fringe benefit plans. We're growing; are you? Send resume, photo and salary requirements to Box C-252, BROADCASTING or call 512-423-0292.

Technical—(Cont'd)

Experienced, licensed engineer for Florida ETV station to fill permanent position. Send resume, photo and salary requirements to Box C-232, BROADCASTING.

Engineer wanted: Must have extensive experience all phases TV broadcasting. Chief engineer capabilities. Nebraska Television Network—KHOL-TV, W. M. Greely, Director of Engineering.

Xmtr supervisor with proven ability to maintain RCA TT-10 and 25 xmtr. TVM-1 MW. This is a supervisory position, no shift work. Good salary for right man. Send complete resume and recent photo to Bill Culbertson, KRIS-TV, P. O. Box 840, Corpus Christi, Texas.

Commercial electronics institute needs high-quality instructor for television receiver circuitry. Receiver troubleshooting secondary. Contact Ben Smith, Institute of Electronics Technology, 205 South Fifth Street, Paducah, Kentucky.

Production—Programing, Others

Film editor also opportunity to work into Television cameraman position. Include full details with wage required in original application. Box B-307, BROADCASTING.

Needed . . . Talent for Kid's show . . . Puppateer . . . Plus staff announcer . . . small market in South central area, part of broadcasting chain. Opportunity for advancement, retirement plan and other fringe benefits for stable man. Send full resume, tape, photo and salary requirements first letter. Box C-262, BROADCASTING.

Small market UHF television station needs two cameramen. Salary commensurate with experience. A good place to learn television. Box C-287, BROADCASTING.

Situations Wanted—Management

Enterprising broadcast executive. Currently employed TV sales manager, major market. Outstanding commercial record. Family man, civic leader, 39 years old, hard worker, 16 years TV-radio experience. Top references. Box C-269, BROADCASTING.

General manger with 16 years TV experience wants to relocate. Now employed. Knows both UHF & VHF. Box C-292, BROADCASTING.

Completely experienced in every phase of TV and radio, on both network and major local levels, from smallest production details and performing to top management positions. Impeccable recommendations. Civic leader. Impossible to enumerate qualifications in abbreviated space. Responsible inquiries invited. Box C-305, BROADCASTING.

Sales

Need a man in Atlanta? TV Station Executive & family returning to Atlanta. If you could use 15 years of TV Sales, programing & management experience and contacts and if I can work for you out of Atlanta, then would appreciate the opportunity of talking to you. Box C-241, BROADCASTING.

Available immediately—Mature man, 20 years experience in AM & TV, including sales, sales management & station management. Also operate regional rep. office. Post member of NAB Board. Extensive contacts, top references also interested in replies from industries associated with Broadcasting. Will be available during NAB Convention. Please leave messages at NAB Information center. In Baltimore address: Alcazar Hotel, Phone VErnon 7-8400, Cathedral & Read Sts., Baltimore 1, Maryland.

Announcers

News/production—with capable professional station. Imagination, experience, 2nd phone, relocate, vet., family. \$115. Box C-220, BROADCASTING.

Announcer with six years in radio wants to learn TV. Good voice, hard worker. Box C-265, BROADCASTING.

Newsman: Strong photography and production. Best references. Seeking management-operational position. College degree. Married. Box C-254, BROADCASTING.

NEWS

Wanted—news minded, prestige television station willing to invest good salary in return for news leadership. Currently employed top market. Seek to guide medium size news operation. Proven ability administrator, reporter, air talent. Excellent background half-hour format. Family man, college grad, 10 years experience. Box C-242, BROADCASTING.

Newsman—23, journalism grad.—reporter, editor, good references—desires opportunity to break in on the air. Box C-141, BROADCASTING.

Production—Programing, Others

Producer-director, 10 years same station, need change for future. Family, good credit, best references. Write Box C-233, BROADCASTING.

WANTED TO BUY—Equipment

Urgent! Need Austing ring transformer, antenna coupler 1 kw frequency monitor. Contelco, 457 W. 28 St., Hialeah, Fla.

FOR SALE—Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave, N.Y.C.

Parabolic antennas, six foot dia., new solid surface with hardware, dipole, etc. \$125.00 each. S-W Electric Cable Company, Willow & Twenty-Fourth Streets, Oakland California 832-3527.

For Sale—3 year old Gates four-channel studioette. Excellent condition. Original cost \$695.00. First \$500.00 takes it FOB. Available January 1, 1965, KCOM Commanche, Texas.

For Sale, Schafer model 1200 automation. Includes 2 Schafer model LU-3 Seeburg units and 3 racks. Rack A includes 3 tape playback units (Ampex) including all electronics. Rack B includes all automation electronics and controls. Rack C includes program preparation for unit. It can also be used as playback unit. All plug-in cables are furnished. Bought originally for night operation. Due to change in station programing no need for it now. The unit has been used less than 25 hours. In perfect condition. Contact Radio WSM, Nashville, Tennessee.

Gates FM 10A 10 kw transmitter with stereo generator operating 98.7 mc, utility type 480 guyed 300 ft. tower complete with 8 bay Jampro antenna system and coaxial line, yard console with monitor amplifier, (3) monitor speakers, studio microphone, Fairchild turntable, Ampex 601, tape recorder. Equipment 3 yrs. old—proof of performance guaranteed. \$19,500 FOB Detroit area site and subject to prior sale. Reply WFBG-FM, Box 855, Detroit, Michigan.

New and reconditioned aural remote pickup equipment and Fire and Police receivers—World Wide Company, Box 43, Weatherford, Texas. Phone 817-594-5172.

The complete source of used broadcast equipment. . . . Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

1-Rust model RI-108 series A and B—10 position remote control system. Box C-89, BROADCASTING.

Remote control, used one month, ultra reliable, many features \$400. All offers considered, write Mr. Lincoln, Room 306C, 2133 Stockton Street, San Francisco, California.

Gates limiter, SA-39 tubes, instructions, excellent condition. \$100.00, WNLC, P.O. Box 1031, New London, Connecticut.

Magnecord PT-6 complete. Never used commercially \$450. Photo Sonic Labs, 450 MacDade Blvd., Folsom, Penna. 19033 215-LE 2-6652.

One Collins 12-H audio console, 2 RCA 70-C turntables with RCA pick-up arms and equalizer to be sold as a package. While at NAB convention, call Fred Klimes, C.E., WASH, radio, at 949-5678 to see equipment at our Weaton, Md. transmitter building.

Four identical Blaw-Knox 125 ft. self-supporting insulated towers. Easily expandable to greater height. William Bruring, 518 State Street, La Crosse, Wisconsin.

FOR SALE

Equipment—(Cont'd)

Like new Collins model 642A and 216C tape cartridge system (five) playbacks (three) record amplifiers. Cost over \$4,000. Package price only \$2,400 FOB Sacramento. SPARTA Electronic Corporation, 6450 Freepoint Blvd., Sacramento 22, California. (916) 421-2070.

DuMont TV parts available for portable sync. generator; rotatable sync. selector; color waveform monitor; image orthicon control; low power voltage supply. Tele-Measurements, 45 West 45th Street, New York City. 212-581-9020.

For sale: two 5 channel Mackenzie playbacks, one single channel Mackenzie playback, one Mackenzie playback-recorder. 200 plus cartridges. All good condition \$1,500. WESC, Greenville, S.C.

Collins 300-G—250 watt transmitter excellent condition with spare tubes. Ralph Hatcher, WJBS, Deland, Florida.

BUSINESS OPPORTUNITY

Joint venture—Looking for qualified advertising man with capital to invest in television broadcast field. Located south Florida. Write giving full details. Box C-237, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 2,000 Super dooper, hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221. Steiner St., San Francisco

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N.Y. 11229

"Get a Tiger by the tail" . . . We've got a hot 30-day Tiger promotion. It sells. Details free. 24-inch Tigers \$30.00 dozen, Tails \$25.00 per 100. FOB Charlotte. Send check payable to Boro Toy Company and mail to Jack Kenworthy, P.O. Box 8588, Charlotte, North Carolina or phone 704-333-3456.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 62-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

INSTRUCTIONS—(Cont'd)

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 16, August 18 & October 28. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition \$295.00—Rooms \$10.00 per week—Classes begin April 20-May 25-June 29 Aug. 3 & Sept. 7. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting 814 H St. NW, Washington 1, D. C.

RADIO—Help Wanted

Management

Regional Manager and Public Relations Director Wanted

A civic leader wanted to operate a local corporation for us at a salary of \$600 per week plus commission. Prior to being put on the payroll, you will invest 60 to 90 days of your time to organize your area for distribution of a new product to be MANUFACTURED BY WESTINGHOUSE exclusively for us and identified as such, and will pay your own training expenses. You will have a firm 10-year contract. Personal integrity a prime requirement. Send resume and references to:

Box C-175, BROADCASTING

MANAGEMENT

AM Frequency available. About half of engineering completed. Opportunity for right man to form company to go ahead with application. Contact-Industrial Development Corporation, P. O. Box 354, Anthony, Kansas 67003. Phone 316-VI-2-3149.

Management—(Cont'd)

GENERAL MANAGER

Our requirements are high. Do your qualifications fit?

- Dynamic
- Sales successes
- Programmer
- Promotional
- Steady
- Community image
- Starter not follower

WE ARE A N.E. FULLTIMER.

INTERESTED? WRITE:

Box C-279, BROADCASTING

Announcers

Over \$15,000 to start.
The sky is the limit for this

MORNING MAN

If you can cut the mustard with ratings, commercial know-how for top 40 in major mkt. Rush tape and resume to:

Box C-234, BROADCASTING

Morning Man to WAKE UP

- Orlando, Florida & Cape Kennedy with a warm, deep, mature happy voice. The man we want is a clever and talented personality with infectious humor. The one liner, ad lib type. We're WKIS, a swinging, good-music NBC, 5 kw, 740 kc fulltimer with adult appeal in The Most Beautiful city in Florida. Orlando, with 400,000 pop. metro.
- New owner takes over April 1. Rush tape, photo, resume and past audience record to T. K. Cassell, Box 857, Leesburg, Florida. State Present Salary.

Also Need

- Radio News Editor for leg & mike work on WKIS AM-FM.

News

Midwest Network Affiliate

Needs strong professional sounding airman with ability to write & cover daily beat. 4 man staff. Join a respected station with latest electronic equipment. Salary open. Send tape, resume & photo to:

Box C-282, BROADCASTING

Situations Wanted

Announcers

ATTENTION STATION MANAGERS . . .

Available immediately: Djs, Newsmen, Production men, Announcers. People with showmanship and imagination able to take over any task under any station format. Some first tickets, some third with endorsement. Well trained, experienced, professional broadcasters.

Southern California School of Radio
3911 Pacific Highway
San Diego 10, Calif.

Situations Wanted

Production—Programing, Others

PROGRAM DIRECTOR
 Strong on
 Promotion-Production-Administration
 Looking for
 Format or modified station.
 Box C-256, BROADCASTING

TELEVISION—Help Wanted

Management

MANAGER
CATV SYSTEMS
 Desire CATV manager with multiple-system management experience. Will plan, engineer, construct develop and operate a CATV company in minute detail. Should be interested and competent in advertising and promotion. Position located in New York City. Send resume and salary requirements in complete confidence to:
 Box B-1859, 125 W. 41st St. N. Y. 36.

Announcers

Expanding group operator seeking qualified applicants for:
 Director of Engineering; AM-FM-TV
 TV Program Manager for Program development
 TV Announcer
 AM Good music announcer
 TV Technicians
 Send complete resume to Box C-216, or Contact us during N. A. B. at DI 7-2852.

Production—Programing, Others

TV PRODUCTION INSTRUCTORS
 Must be familiar with all phases of TV Production and Direction. No teaching experience necessary. Part of fulltime in New York area. Send resume to.
 Box C-281, BROADCASTING

EMPLOYMENT SERVICE

CONFIDENTIAL NEGOTIATIONS
 We have jobs for exp. announcers, combom. engineers, salesmen, newsmen, female copywriters. Nationwide service. Write for application.
CONFIDENTIAL BROADCAST EMPLOYMENT AGENCY
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EMPLOYMENT SERVICE

Continued

JOB HUNTERS
 Let an experienced broadcaster move you up to a better, higher paying job in radio or TV. Immediate openings nationwide for all broadcast positions including management. Many of our job listings are from major market stations willing to pay a top salary for a good man. Write for application.
NATIONWIDE BROADCAST SERVICES
 925 Federal Blvd. Denever 4, Colorado
 Phone area code 303-292-0996.
 Station Inquiries For Personnel Invited.

MR. STATION MANAGER
 If you need a qualified, reference checked employee, we have several hundred in our files. Our applicants are in all parts of the U.S.
 Call or Write:
C.B.I. Placements
 641 Equitable Bldg. Denver, Colorado 80202
 Phone 303 - 534-0688

BY BROADCASTERS—FOR BROADCASTERS
The AMPS Agency
 Now specializing in radio and TV personnel. Serving all the radio & TV stations in California, Oregon, Washington, Nevada, Arizona, Utah, Idaho, Hawaii and Alaska. We need everyone from Mgmt. down to receptionist. Send inquiry, resume, tapes where applicable to:
The AMPS Agency
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 Beverly Hills, California 90211
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 Serving the West from California
BY BROADCASTERS—FOR BROADCASTERS

527 Madison Avenue, New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY
 Sherlee Barish, Director

FOR SALE—Equipment

TELEVISION TOWER FOR SALE
 WHAS tower located in Louisville, Kentucky. 600 feet overall height. Blaw-Knox H-40 tower. G.E. TY - 14 H antenna. 15 years old, good condition. Available to dismantle May 1, 1965 or earlier.
URBAN RENEWAL AND COMMUNITY DEVELOPMENT AGENCY OF LOUISVILLE
 310 South Sixth Street
 Louisville, Kentucky 40202
 Phone: Area code 502-587-8854

FOR SALE—Equipment

Continued

FOR SALE
 2—Used Modulators, complete, 10KW
 1—Used Modulator incomplete, 10KW
 1—Used Modulator, complete, 1KW
 For information, write to ITT World Communications Inc., P. O. Box 6, Brentwood, New York, 11717, Attention: H. M. Nichols, Telephone 516-273-7881.

BUSINESS OPPORTUNITY

RADIO-TV TIME SALESMAN
EARN \$1,200 MONTHLY ABOVE PRESENT INCOME
 Start your own advertising operation \$250.00 initial investment. Follow our plan. Total investment returned first week of operation.
 Box C-306, BROADCASTING

MISCELLANEOUS

ATTN: Station MGR.



CLASSIC DESIGN! DISTINCTIVE!
INITIAL CAR PLATE
 This superb accessory has polished, hand cut aluminum initials mounted on a black, satin finish aluminum plate. Fits all cars. Rustless! Fine gift for new car or VIP. Choose 2 letters on plate, \$7.50; 3 letters, \$10.00; 4 letters, \$12.50. (Mc, Jr., II, III—one letter.) **QUANTITY DISCOUNT** on plates with station's "CALL LETTERS"! Pa. res. add 5% tax.
 (Satisfaction assured! Send check or M.O.)

ORDER BY MAIL!
GSF Products P.O. Box 645, BRYN MAWR, PA.
 Print initials or numbers wanted!

 NAME:
 ADDRESS:
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WANTED TO BUY—Stations

Station Wanted
 by
 Young, aggressive, successful major market Station Manager with substantial finances seeking to manage, invest in and manage, or buy good opportunity station; preferable in top 40 market. Contact:
 Box C-286, BROADCASTING

FOR SALE—Stations

FOR SALE
 Florida Station in single station market \$55,000. Low down payment, with long payout. Valuable Real Estate.
 Box C-218, BROADCASTING

FOR SALE—Stations—(Cont'd)

GUNZENDORFER

ARIZONA FULLTOWER \$20,000 down. Asking \$70,000. Exclusive.

CALIFORNIA LA AREA FM FULLTOWER \$22,000 down. Asking \$75,000.

HAWAII FULLTOWER \$97,500. CAL Daytimer \$225,000.

NAB—Sheraton-Park

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**EASTERN
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Rare opportunity
Cash & flexible terms.

Wire immediately
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AUSTIN, TEXAS 78756

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STATIONS FOR SALE

1. SOUTHWEST. Exclusive. Full time. \$175,000. 29% down.
2. CALIFORNIA. Full time. \$50,000 down.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

Continued from page 171

WAGY-FM Forest City, N. C.—Granted CP to increase ERP to 83 kw, ant. height to 300 feet, and install new ant.

WTAX-FM Springfield, Ill.—Granted mod. of CP to change type trans., and install new ant., and correct geographic coordinates; conditions.

KFRE-FM Fresno, Calif.—Granted mod. of CP to change type trans. and type ant., and make engineering changes.

*KSLH(FM) St. Louis—Granted CP to change transmitting system.

*WUWM(FM) Milwaukee—Granted CP to install new trans. and increase ERP to 3.4 kw.

KPEN(FM) San Francisco—Granted CP to install new trans., and make engineering changes; remote control permitted.

WISN-FM Milwaukee—Granted CP to increase ERP to 11.5 kw, decrease ant. height to 910 feet, and install new trans.

WFBG-FM Altoona, Pa.—Granted CP to install new trans., make changes in ant., system, and make engineering changes.

■ Granted licenses for following FM's: WCNT-FM Centralia, Ill., and specify ERP as 1.47 kw; WCDD-FM Carbondale, Pa.; KFBP Wayneville, Mo., and specify type trans.; WAWK-FM Kendallville, Ind., and specify type trans.; WBLK-FM Depew, N. Y., and specify type trans. and type ant.

■ Granted licenses for following VHF-TV translator: *K09AL, Kamiah Valley TV Inc., Kamiah, Idaho; K07GL, Little Missouri Butte TV Association, Hulett, Carlisle, Oshoto and New Haven, Wyo.; K12DJ, Conrad TV Club, Conrad, Mont.; condition; K06BJ, Farley TV Club, Farley, N. M., and specify type trans.; K13AA, K03AA, Mexican Hat Association, Mexican Hat, Utah; K10EC, K12DI, Shelby TV Club Inc., Shelby, Mont.; condition. *Condition on K09AL.

WLKR-FM Norwalk, Ohio—Granted license covering increase in ERP and ant. height; specify ERP as 1.428 kw.

WBAP-FM Fort Worth—Granted license covering changes in ant.-trans. location, ERP, ant. height, installation of new trans. and new ant.; specify ERP as 85.8 kw.

KCAL-FM Redlands, Calif.—Granted license covering installation of new ant., change in ant.-trans. location, increase in ERP, and decrease in ant. height.

WBFM(FM) Detroit—Granted license covering installation of new trans. and new ant., change in ant.-trans. location, decrease in ERP, and increase in ant. height.

Actions of March 15

■ Granted renewal of licenses of following main and co-pending auxiliaries: KARR Great Falls, Mont.; KBMN Bozeman, Mont.; KBZZ LaJunta, Colo.; KDKO Littleton, Colo.; KFML Denver; KGKX Sterling, Colo.; KGIW Alamosa, Colo.; KLOV Loveland, Colo.; KOBH Hot Springs, S. D.; KSEN Sehby, Mont.; KTOE Mankato, Minn.; KVCK Wolf Point, Mont.; KWYR Winner, S. D.; WEVE Eveleth, Minn.; *KMSU(FM) Mankato, Minn.; KOPR-FM and SCA Great Falls, Mont.; KBHB Sturgis, S. D.; KBRK Brookings, S. D.; KCBJ Minot, N. D.; KFKA Greeley, Colo.; KFNW Fargo, N. D.; KGFY Pierre, S. D.; KGPC Grafton, N. D.; KNWC Sioux Falls, S. D.; KRSI AM-FM and SCA St. Louis Park, Minn.; KTIS AM-FM Minneapolis; KTRF Thief River Falls, Minn.; KVRH Salida, Colo.; KXXL Bozeman, Mont.; WJON St. Cloud, Minn.; KOBH-FM Hot Springs, S. D., and KTGM(FM) Denver.

WERT Van Wert, Ohio—Granted SCA on sub carrier frequency of 67 kc.

KHOU-TV Houston—Granted license covering change in location of auxiliary trans. and ant.

KALO Little Rock, Ark.—Granted mod. of license to change studio location and remote control point.

WGEE-AM-FM Indianapolis and WBEE Harvey, Ill.—Granted mod. of licenses to change name to Rollins Inc.

WHCN(FM) Hartford, Conn.—Granted CP to install composite trans.

WSNW-FM Seneca, S. C.—Granted CP to increase ERP to 50 kw; and decrease ant. height to 280 feet; conditions.

KLAC Los Angeles—Granted CP to increase nighttime power on 570 kc from 1 kw to 5 kw, DA-N, continued operation with 5 kw-LS; remote control daytime only; conditions.

K73BE, K70CU, K76BN Logan, Utah — Granted CPs to change type trans. for UHF-TV translators.

K70DG Port Angeles, Wash.—Granted CP to make changes in ant. system of UHF-TV translator.

WSVB(FM) Tamaqua, Pa.—Granted mod. of CP to change type trans. and ant. and de-

crease ant. height to minus 11 feet.

WBMG Birmingham, Ala.—Granted mod. of CP to change ERP to 479 kw vis, and 95.5 kw aur.; decrease ant. height to 850 feet; change trans. location; specify studio location; change type trans. and ant. and make other equipment changes; condition.

WHAS-TV Louisville, Ky.—Granted mod. of CP to reduce aur. ERP to 15.8 kw, DA, and change type trans.; conditions.

■ Granted licenses covering changes for following TV's: WDSM-TV Superior, Wis.; WPX New York; KRLL-TV Dallas.

WBEL South Beloit, Ill.—Granted CP to make changes in DA system; conditions.

KDNT Denton, Tex.—Granted CP to replace expired permit for change of ant.-trans. location.

■ Granted licenses for following VHF-TV translators: K07CP, K09CK, K11CR, Ferdinand and TV Service, Ferdinand, Idaho; K13BA, Clearcreek TV Booster Association, Clearmont and Clearcreek area, Wyo.; K13ED, Middle Fork TV, Middle Fork of Clearwater River, Idaho; K07EW, Stites Community TV, Stites, Idaho; K08BE, Village of Crookston, Crookston, Neb.; K13AW, Citizens Group, Wood Lake, Neb.; K08DS, Quemado TV Association, Quemado, N. M.; K06BH, Daggett County TV Department, Dutch John, Manila and Green Lake, Utah; and K13DB, Green River Community TV Inc., Green River, Utah.

■ Following were granted extensions of completion dates as shown: WIVI-FM Christiansted, St. Croix, V. I., to May 1; WMJR (FM), Ft. Lauderdale, Fla., to Sept. 7; WFOY-FM St. Augustine, Fla., to Aug. 10; KID-FM Idaho Falls, Idaho, to June 1; WEMI(FM) Tampa, Fla., to Sept. 1; KRSA-FM Salinas, Calif., to Sept. 16; WROW-FM Albany, N. Y., to Sept. 24; KNWS-FM Waterloo, Iowa, to May 1; WCCO-FM Minneapolis, to Oct. 6; KPRC Houston to Sept. 9. WJWL Georgetown, Del., to Sept. 15; KENM Portales, N. M., to May 1; KOXR Oxnard, Calif., to June 1; WRAN Dover, N. J., to Sept. 15 and WTVI(TV) Charlotte, N. C., to Sept. 15.

Actions of March 12

■ Granted renewal of licenses of following main and co-pending auxiliaries: KAUS Austin, Minn.; KBOL Boulder, Colo.; KDAK Carrington, N. D.; KDZA Pueblo, Colo.; KFAM St. Cloud, Minn.; KGLE Glendive, Mont.; KGVO Missoula, Mont.; KKAAM Pueblo, Colo.; KNOX Grand Forks, N. D.; KOLR Sterling, Colo.; KPIK Colorado Springs; KRFO Owatonna, Minn.; KUOM Minneapolis; KVOX Moorhead, Minn.; KXGO Fargo, N. D.; WRCR Maplewood, Minn.; KLIZ-FM Brainerd, Minn.; KOA-FM Denver; KWOA-FM Worthington, Minn.; WL0L-FM and SCA Minneapolis; KANA Anaconda, Mont.; KAVI Rocky Ford, Colo.; KBOM Bismarck-Manda, N. D.; KGVW AM-FM Belgrade, Mont.; KLTF Little Falls, Minn.; KELO-FM and SCA Sioux Falls, S. D.; KNOF(FM) St. Paul; KRNV(FM) Boulder, Colo.; KVOR-FM and SCA Colorado Springs; KBMY Billings, Mont.; KCRF Trinidad, Colo.; KDOM Windom, Minn.; KEZU Rapid City, S. D.; KFSC Denver; KGLN Glenwood Springs, Colo.; KIMM Rapid City, S. D.; KLYQ Hamilton, Mont.; KOFI Kalispell, Mont.; KOTA Rapid City, S. D., and KRDO Colorado Springs, Colo. KSTR Grand Junction, Colo.; KUSD Vermillion, S. D.; KWEB Rochester, Minn.; KYSS Missoula, Mont.; KLIR-FM Denver; KLZ(FM) Denver; KPWD(FM) Plentywood, Mont.; KYSM-FM and SCA Mankato, Minn.; KTCA-TV St. Paul; KAOH Duluth, Minn.; KBFS Belle Fourche, S. D.; KBRN Brighton, Colo.; KISD Sioux Falls, S. D.; KTCR Minneapolis; KKFM(FM) Colorado Springs; KMET(FM) and SCA Denver; KREX-FM and SCA Grand Junction, Colo.; KURL-FM Billings, Mont.; WAYL(FM) and SCA Minneapolis; KATL Miles City, Mont., and KDUZ Hutchinson, Minn.

WFRL-FM Freeport, Ill.—Granted mod. of CP to decrease ERP to 11 kw, change type ant. and type trans.

WHBQ Memphis—Granted extension of completion date to April 24.

■ Granted licenses for following VHF-TV translators: K09AT, Upper Piedra Television Association, Piedra Park, Colo.; K07AN, Roan Creek Recreation Association, Roan Creek rural area, Colo.; K11BR, Grass Range TV Club, Grass Range, Mont.; K03CC, Four Corners TV Club, Cortez, Colo.; K05AD, Ashland TV Club, Ashland and Otter Creek, Mont.; K11BG, Beaverhead Community TV Inc., Dillon, Mont.; K12AT, K10AO, Lodge Grass TV Association, Lodge Grass, Mont.; K12AL, K12AK, Gunnison County Chamber

of Commerce TV Division, Pitkin, Ohio City, and Crested Butte, Colo., K10CB, K13CF, Wyola Community TV Association, Wyola and Upper Little Horn Valley, Mont. KOEL Oelwein, Iowa—Granted CP to install daytime auxiliary trans. at main trans. site.

WQIZ St. George, S. C.—Granted CP to make change in ant. and ground system.

KROC-TV Rochester, Minn. — Granted mod. of license to reduce aur. ERP to 63.2 kw.

■ Granted renewal of licenses of following main and co-pending auxiliaries: KCMK (FM) and SCA Kansas City, Mo.; KMMO Marshall, Mo.; WFAA (FM) Waukegan, Ill.; *WRHS (FM) Park Forest, Ill.; KFDF Van Buren, Ark.

Actions of March 11

WDSL Mocksville, N. C.—Granted license for AM.

WCER Charlotte, Mich.—Granted license covering changes in directional ant. system.

WONO (FM) Syracuse, N. Y.—Granted license covering changes in facilities, transmission line, ant. system, and installation of new trans. and ant.

WMAL-FM Washington—Granted license covering installation of new ant., increase in ERP, and decrease in ant. height.

*KXLU (FM) Los Angeles—Granted license covering increase in ERP, changes in ant. system, and installation of new trans. and ant.

WGMR-FM Tyrone, Pa.—Granted license covering increase in ant. height and ERP, change in ant. system, and installation of new ant.

WJAC-FM San Juan, P. R.—Granted license covering increase in ERP and ant. height, change in ant. system, and installation of new trans. and ant.

WKNT Kent, Ohio—Granted mod. of CP to increase MEQV.

WKNT Kent, Ohio—Granted mod. of CP to make changes in DA system; condition.

■ Granted licenses for following FM's: WROA-FM Gulfport, Miss.; WLAY-FM Muscle Shoals, Ala.; WHHY-FM Montgomery, Ala.; WMTM-FM Moultrie, Ga., and specify type trans.; WDEF-FM Chattanooga, and specify type trans. and type ant.

■ Granted licenses for following VHF-TV translators: K08AZ, Glendo TV Translator, town of Glendo, Glendo, Wyo.; K10BY, Monument TV Inc., Monument, Ore.; K10CR, Lonerock Television, Lonerock, Ore.; K04AY, Silver Lake Community Television Association, Christmas Valley and Silver Lake, Ore.; K12DW, Wedderburn TV Association, Wedderburn, Ore.; W12AB, Hobes Radio & Electronics, Burnside and Somerset, Ky.; K08AK, K13AU, North Curry Recreation Inc., Port Oxford, Ore.; K02CD, K07DZ, Glendale TV Boosters Club, Glendale, Ore.

*WCWP (FM) Brookville, N. Y.—Granted CP to replace expired permit for new non-commercial educational FM.

Actions of March 10

■ Granted renewal of licenses of following TV translators: K72AF, Battle Mountain Television Club, Battle Mountain, Nev.; K02BR, K04BL, K05BL, Escalante TV Association, Escalante, Utah; K72AU, Washoe County TV Tax District, Verdi Division, Verdi, Nev.

Signal Hill Telecasting Corp., St. Louis—Granted license to replace expired license of low power auxiliary.

WHYN-TV Springfield, Mass. — Granted mod. of license to reduce aur. ERP to 46.5 kw.

K72BN Uvalde and Knippa, Tex.—Granted CP to change type trans. for UHF-TV translator.

Actions of March 9

KSDO-FM San Diego—Granted change in remote control authority.

KABL Oakland, Calif.—Remote control permitted (auxiliary transmitter).

■ Granted licenses for following VHF-TV translators: K09EL, Ten Sleep Free TV Club, Ten Sleep, Wyo.; K08EH, Hanna Elmo Television Association, Medicine Bow, Hanna and Elmo, Wyo.; K08EB, Jeffrey City Community TV Association, Jeffrey City, Wyo.; K12BU, Basin TV Association, Basin, Wyo.; K12CB, Greybull Free TV Association, Greybull, Wyo.; K12AX, Ranchester TV Association, Ranchester, Wyo.; K06AD, Mammoth Community Television, Mammoth, Yellowstone Park, Wyo.; K05CE, Orchard Ranch Ltd., Orchard Ranch Ltd., Wyo.; K09BP, K12BP Meetetsee Community TV, Meetetsee, Wyo.; K05AC, K10AE, Dayton TV Associa-

tion, Dayton and Tongue River, Wyo.

Actions of March 8

Minnesota Valley TV Improvement Corp., Granite Falls, Minn.—Granted CP's for new UHF-TV translators on channels 70 and 74, to rebroadcast programs of KMSP-TV (ch. 9) Minneapolis, and KCMT-TV (ch. 7) Alexandria, Minn.

Action of March 4

KBRR Leadville, Colo.—Remote control permitted.

New call letters requested

■ West Liberty, Ky.—Morgan County Industries Inc. Requests WLKS.

■ KUTT Fargo, N. D.—Midwest Radio Co. Requests KQWB.

■ Alamogordo, N. M.—Fred Kaysbier. Requests KXXL.

■ WSMA Smyrna, Ga.—Jonquil Broadcasting Co. Requests WYNX.

■ Beattyville, Ky.—Forest Drake. Requests WLJC.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through March 15. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants for CATV franchises and sales of existing installations. Reports appear in alphabetical order by states.

Bradenton, Fla.—Jerrold Electronics of Philadelphia, a multiple CATV owner, has applied for a franchise. A previous applicant is Five Beaches Cable TV Inc., Cocoa Beach, Fla. A public hearing has been set for April 14.

Bedford, Ind.—Bedford TV Cable Inc. has been granted a one-year license. Contract provides that the license can be renewed every year over a 25-year period for \$25 per year.

Princeton, Ind.—Wabash Cablevision Inc. has applied for a franchise. Nine TV signals are proposed. The monthly charge will be \$5-\$7.

Arkansas City, Kan.—An ordinance granting a franchise to City Cable Vision Inc. has passed the second of three required readings. The ordinance sets down maximum charges of \$7.50 for installation and \$5 monthly. The city would receive 3% of the gross receipts or \$1,000, whichever is higher.

Belfast, Me.—Telstar State Enterprise has been granted a franchise. Completion of the system will take from one year to 18 months. Charges will be about \$20 for installation and between \$5 and \$6 monthly. TV signals will be brought in from Boston, New York, Montreal, Portland and Bangor, both Maine.

Fall River, Mass.—Vision-Cable of Massachusetts has withdrawn its application for a franchise.

Russell, Mass.—Applications are pending from Pioneer Valley Cablevision Inc. (president, Albert Ricci) and the L. P. Television Cable Co., a wholly owned subsidiary of the Springfield Broadcasting Co. (WWLP[TV] Springfield). Pioneer Valley would charge \$20 for installation and \$5 monthly and L. P. would charge \$25 for installation and \$5 monthly.

Ringwood, N. J.—Joseph Ledo and Russell Gilman have applied for a franchise.

Auburn, N. Y.—Application for a franchise has been filed by Auburn Publishing Co. (The Citizen-Advertiser and WMBO-AM-FM Auburn). Also pending are applications from Meredith Broadcasting Co., Omaha, Neb.; Rochester Liberty Corp., Rochester, N. Y., and WSYR-AM-FM-TV Syracuse, N. Y.

Bethel, N. Y.—A franchise has been granted to Master Television Antenna System, Inc. Joseph Lorino, president, says the system will offer 12 signals, with an installation charge of \$29.95 in the populated areas and \$74.95 in the fringe areas. The monthly charge will be \$5.

Dunkirk, N. Y.—Simon Goldman (the

■ Carlisle, Pa.—James B. Holder, Norman Swidler & Harold Swidler. Requests WIOO.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ WADM Decatur, Ind.—Airon Inc.—Requests institution of rulemaking proceedings to allocate channel 224A or another class A channel to Decatur. Received March 10.

■ WIDD Elizabethton, Tenn. — Holston Broadcasting Corp. Requests institution of rulemaking proceedings to make following changes in FM table of channel assignments: Elizabethton: add channel 257A. Received March 10.

■ Washington—Association of Maximum Service Telecasters Inc. Requests commission assert jurisdiction to institute rulemaking proceedings looking toward adoption of regulations over all CATV systems and stay action on applications for microwave authorizations for CATV use, pending conclusion of rulemaking proceedings. Received March 10.

Goldman stations) has applied for a franchise. The Goldman stations are WJTN-AM-FM Jamestown, WDOE Dunkirk, WGGO Salamanca, all New York; WWYN-AM-FM Erie, Pa., and WVMT Burlington, Vt. Charges would include a maximum of \$30 for installation and \$4.90 monthly. Mr. Goldman, as president of Jamestown Cablevision Inc., has already been granted a franchise in Jamestown.

Goshen, N. Y.—Better TV of Waynesboro Inc., Carlisle, Pa. has applied for a franchise. Also pending is an application from Better TV of Orange County Inc., Monroe, N. Y. The Monroe firm would charge \$15 for installation and \$4.95 monthly. The Carlisle firm would charge \$20 for installation.

Jamestown, N. Y.—Booth Broadcasting Co., Detroit, has applied for a franchise. One has already been granted to Jamestown Cablevision Inc. Booth promises no installation charge and a monthly charge of \$4.75. It is offering 12 TV signals and 15 FM signals with free service to police and fire stations, schools, hospitals and other public-supported institutions within 250 feet of an existing TV cable. Mr. Simon Goldman, president of Jamestown Cablevision (see Dunkirk, N. Y.), offers an initial installation fee of \$30 maximum, and \$4.90 per month. He has also promised free service to schools after payment of the installation fee.

Ranlo, N. C.—An application from Cablevision Inc. of Gastonia, N. C. is pending.

Ponca City, Okla.—Applications are pending from Ponca City TV Cable Co. and Fidelity Cables Inc.

Blairsville, Pa.—Conemaugh Cable Corp. has been granted a franchise and will be offering ten TV signals including KDKA-TV, WTAE (TV), WIC (TV), WQED (TV), WQEX (TV), all Pittsburgh; WJAC-TV, WARD-TV, both Johnstown; WFBG-TV, Altoona, all Pennsylvania; WTRF-TV, Wheeling, W. Va., and WSTV-TV Steubenville Ohio.

Lititz, Pa.—Denver & Ephrata Cable TV, Inc. has applied for a franchise. It guarantees 12 TV signals with an estimated installation charge of \$10 and \$4.50 monthly. The company has already received a franchise in Ephrata, Pa.

Rhode Island—The Outlet Co. (WJAR-AM-TV) has applied for franchises in 38 Rhode Island cities and towns (every city and town except Providence).

Bristol, R. I.—Vision Cable of R. I. (manager, George L. Sisson Jr. of Bristol) has been granted a 25-year non-exclusive franchise. Cost will include a \$25 installation charge and about \$1 weekly and the town will receive 2% of the annual gross receipts. The system will bring in 12 TV signals plus a 24-hour weather service. Other firms which had asked for a franchise were WPRO-AM-FM-TV Providence and the Outlet Co., licensee of WJAR-AM-TV Providence.

Cranston, R. I.—Franchise applications have been received from WPRO-AM-FM-TV Providence, the Outlet Co., licensee of WJAR-AM-TV Providence, and Vision Cable of R. I. (manager, George L. Sisson Jr., Bristol, R. I.).

AS several thousand broadcasters finish their luncheon desserts in the vast hall of the Sheraton-Park hotel in Washington tomorrow (March 23), FCC Chairman E. William Henry will get up from his seat at the head table to deliver one of the major addresses of the National Association of Broadcasters convention. If he follows form, the speech will be gracefully phrased, it will deal with a major regulatory problem affecting broadcasting and it will propose a solution that may well combine with the dessert to produce a queasy feeling in the stomachs of many broadcasters.

Chairman Henry, a member of the commission since Oct. 2, 1962, and its chairman since June 2, 1963 (at 34 he was the youngest person ever to head the agency), is by now known to broadcasters as a pleasant, attractive young man possessed of disturbing, hard-nosed attitudes about regulation.

Past speeches of his have called for limiting the time that broadcasters might sell for advertising, for requiring broadcasters to give free time to political candidates, for using the percentage of sustaining time a broadcaster carries as one of the yardsticks in appraising his performance at license-renewal time.

But if NAB conventioners find themselves in need of any relief after lunch tomorrow it might be found in the realization that the commission doesn't follow every path the chairman charts. A prime example was his campaign to police overcommercialization on a station-by-station basis.

Not Deterred ■ Such defeats, however, haven't deterred him from pursuing his vision of the public interest. It is a pursuit that has caused many broadcasters to consider him unbending and stubborn; it has even led some commission officials to regard him as rash.

Chairman Henry blocked out his view of his responsibilities regarding the public interest in a speech shortly after becoming a commissioner. The commission, he said then, must "assiduously" protect the interests of the consumer and the listener who, unlike other special interest groups "are not fully aware of what is going on within an industry and do not effectively present their views to the regulatory body." The commission, he said, must also "achieve a working compromise between the claims of various special interest groups. . . ."

The chairman concedes that he has had his share of disappointments in his job, and the new crinkles around his eyes and mouth attest to them, as well as to the heavy load of work he carries. He works late practically every night, and is often in the office on weekends, a schedule that doesn't leave much time for his hobbies of hunting, fishing, golf and tennis.

He follows his own concept of public interest

But he's getting satisfaction from the job and, since President Johnson hasn't indicated he plans any changes in the FCC chairmanship, he says he intends to remain until his term expires, in 1969. This in itself would be unusual—the turnover rate of FCC chairmen is almost one every two years.

Ex-New Frontiersman ■ Like many servants of the Great Society, Chairman Henry arrived in Washington as a member of the New Frontier. He had worked for President Kennedy during the 1960 campaign as the Kennedy organization's liaison to the Nationalities Division of the Democratic National Committee. It was on the strength of his performance in that job that he was later plucked from his Memphis law firm on the recommendation of

then Attorney General Robert F. Kennedy, for an FCC vacancy.

With his attractive wife Sherrye and his own youthful good looks and vigor, he was considered a typical member of the Kennedy New Frontier. And his closeness to the power center was indicated by the fact that his eldest child, Elizabeth, now 7, attended the White House kindergarten class that included Caroline Kennedy. The other Henry children are Sherrye, 5, and Emil Jr., 4.

That kind of closeness to the power center is gone now. But Chairman Henry says the transition to a new administration has not been difficult.

In his role as chairman, he gets good marks from colleagues and staff members, most of whom regard him as bright, articulate and skillful in conducting meetings. "One of the chief functions of a chairman," said a long-time staff member, "is to see that the views of all commissioners are aired and discussed. Chairman Henry is very good at this."

A fellow commissioner cited another quality of the chairman, the ability "to hold his tongue and his temper" when things go badly in commission meetings.

Strong Decisions ■ Under his chairmanship, the commission has been strict in enforcing rules. It has also adopted tough new AM allocations rules designed to curb AM growth in well-served areas. It even began charging applicants filing fees, and it ordered NBC to trade back to Westinghouse Broadcasting Co. the Philadelphia stations it said the network obtained by coercion. The commission also, in a decision hailed as a declaration in support of free speech for broadcasters, renewed the licenses of the Pacifica Foundation stations that had been deferred because of alleged obscene broadcasting and possible Communist Party links.

Currently, the chairman is leading the commission into a whole thicket of controversial proposals, the adoption of any one of which would have far-reaching effects on broadcasting—restrictions on network ownership or control of prime-time programming, revisions of multiple-ownership rules, and broader regulation of community antenna television systems.

The chairman is aware of his reputation for being hardnosed. And while he doesn't relish it, he is becoming reconciled to it. "That's the kind of person you should have in this job," he said the other day. "Hardnosed is a compliment when applied to a businessman. Maybe the public should have a hardnosed administrator dealing with that kind of businessman. Then out of the clash, something good will come for the public."

WEEK'S PROFILE



E. William Henry—Chairman FCC, b. March 4, 1929, Memphis, Tenn.; B.A., 1951, Yale University; LL.B., 1957, Vanderbilt Law School; Navy officer on active duty, 1951-1954; admitted to Tennessee bar 1957; later joined firm of Chandler, Manire & Chandler; served as Kennedy organization representative to Democratic National Committee's Nationalities Division, in 1960 campaign; appointed to commission Oct. 2, 1962, and named chairman, June 2, 1963; m. Sherrye E. Patton of Memphis, 1955; children—Elizabeth, 7; Sherrye, 5, Emil Jr., 4; member Phi Delta Phi, legal fraternity, and Chi Psi college fraternity; hobbies—tennis, golf, hunting, fishing.

The news about news

TELEVISION is strengthening its position as the number one news medium—the medium that's first with the most. This dominance, documented by the respected Elmo Roper research organization in 1963 and reaffirmed in a new Roper study released a week ago (BROADCASTING, March 15), is heartening to broadcasters and should invite new advertiser interest in the sponsorship of news and news-related programming.

The irony of newspapers having been nudged out of first place in their own field should not, however, overshadow other findings in these studies. Take the question of viewer attitudes toward commercials (as TV's print competitors are sure to do). Although the latest Roper survey finds improvement, it still indicates that more than one-third of the viewers are generally annoyed by commercials.

The obvious conclusion is that—as has been said many times by advertisers, agencies and others, including this magazine—sponsors and their agencies need to make every effort to determine the elements that alienate, and then get rid of them. This makes sense not only as a public-relations precaution but as a matter of business prudence.

Without minimizing the importance of improving commercial content, however, there is encouragement to be found in these results. For one thing, the extent of commercial annoyance reported by Roper is less than has been claimed by more biased surveyors on the basis of less professional studies. It might also be noted that people are an instinctively critical lot; ask them if they would like to win a million dollars and no small number will complain about the income tax. It would be unreasonable to expect that commercials—or anything else that comes to mind—will ever be universally praised.

The findings on commercial attitudes are seen in their truest perspective when viewed in relation to other parts of the study. Viewers were asked, for example, which one of the four major media they would keep if required to make a choice. The significance of their annoyance diminishes when it is noted that more viewers elected to keep television than all the other media put together—and that TV's margin has been increasing every year.

The Roper people and the Television Information Office, which has sponsored this illuminating series of studies since 1959, will review the findings and reveal considerably more details at the NAB convention this week. They add up to a powerful testimonial for television, not only as a news medium but as a fundamental force in American life.

The news about newsmen

TO judge by such external signs as the agenda of formal events and the appearance and deportment of the delegates, the convention this week of the National Association of Broadcasters will look like just another convention of successful businessmen. These signs will be misleading. Whether broadcasters themselves realize it or not, they are assembling in Washington this week as the managers and owners of the most influential force in the history of American journalism. It is just possible that the political figures with whom they will mingle are more conscious of the broadcasters' power and the broadcasters' responsibilities than some broadcasters are.

As the Elmo Roper surveys have proven, television by itself is now considered by the public as the main source of news, but television and radio together are the primary news sources for 84% of the American people. In a remarkable transformation that may not be fully apparent

to many broadcasters themselves, broadcasters have in only a few years supplanted publishers as the custodians of the nation's main journalistic organs.

As reported elsewhere in these pages, the broadcasters who meet in Washington this week will have no dearth of major issues to consider, if they are of a mind to consider them. The feeling persists, however, that at least in the formal agenda of the convention this week there is a singular lack of opportunity to deal with hard realities of the present or sober visions of the future. The agenda reflects the general sense of well-being that has been induced by several years of rising revenue and rising profits. The businessman whose P&L keeps getting better all the time is in no mood for agonizing reappraisal.

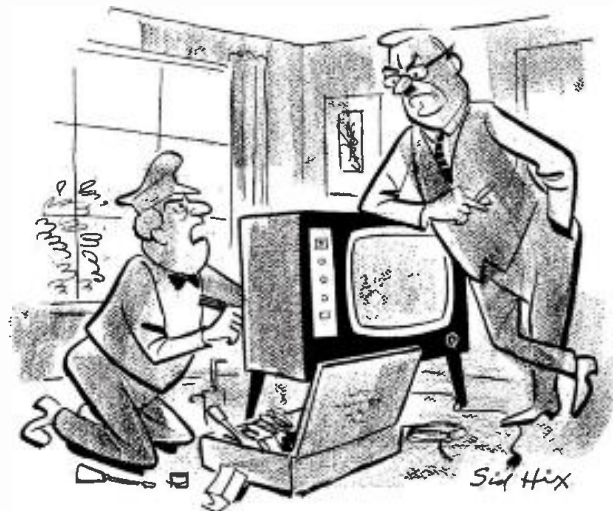
Still, this may be the best time for broadcasters to begin thinking about one issue of which this week's convention is itself a part. That is the issue of the NAB, its structure and its purposes.

Right now the NAB and its related code activities are costing broadcasters more than \$2 million a year. A good many other organizations of special purpose are also claiming heavy dues from the same members who keep the NAB in budgetary comfort. The question is whether more efficiency could be achieved by a reorganization of the main association and a new system of coordination among the special-purpose groups.

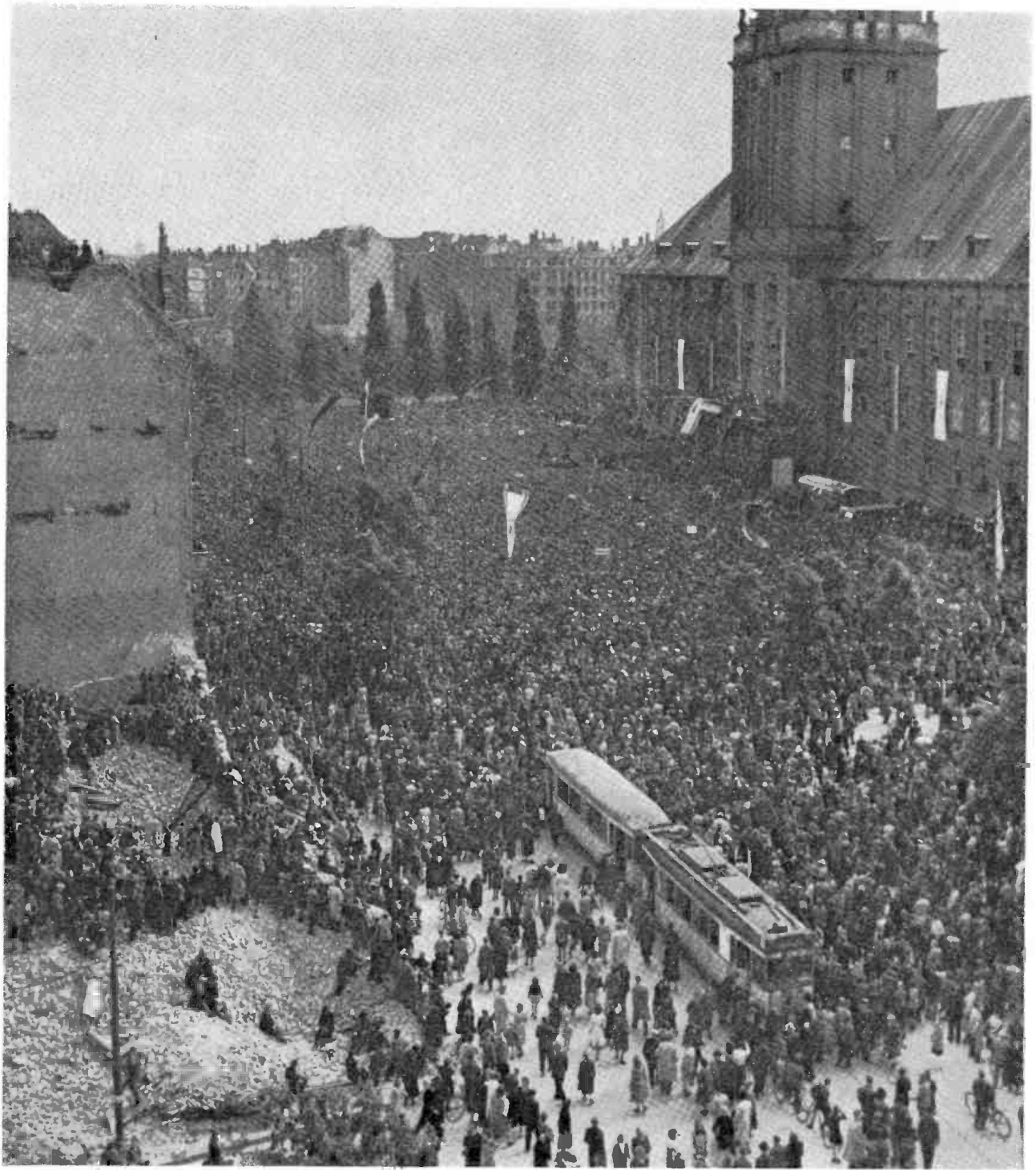
Willard Schroeder, of WOOD-AM-FM-TV Grand Rapids, Mich., the incumbent chairman of the NAB, has assigned himself the job of studying the NAB's organizational problems with a view toward making recommendations when his term expires next June. Mr. Schroeder needs all the good advice he can get from thoughtful broadcasters.

It has been our own view for many years that the broadcasters' collective and individual interests would be better served if the NAB became the headquarters of a federation of broadcaster groups and a coordinating point for general policies and actions of collective nature. The larger the NAB grows in its present configuration, the more it must develop into a bureaucracy where concern for self-perpetuation will blunt executive action and dilute the imaginative-ness of the leadership that broadcasting seeks.

Before going home at the end of the week, the delegates might take a moment to think about better ways to arrange their collective security.



Drawn for BROADCASTING by Sid Hix
 "For a man who says he doesn't like TV, you seem in a helluva sweat to get it fixed!"



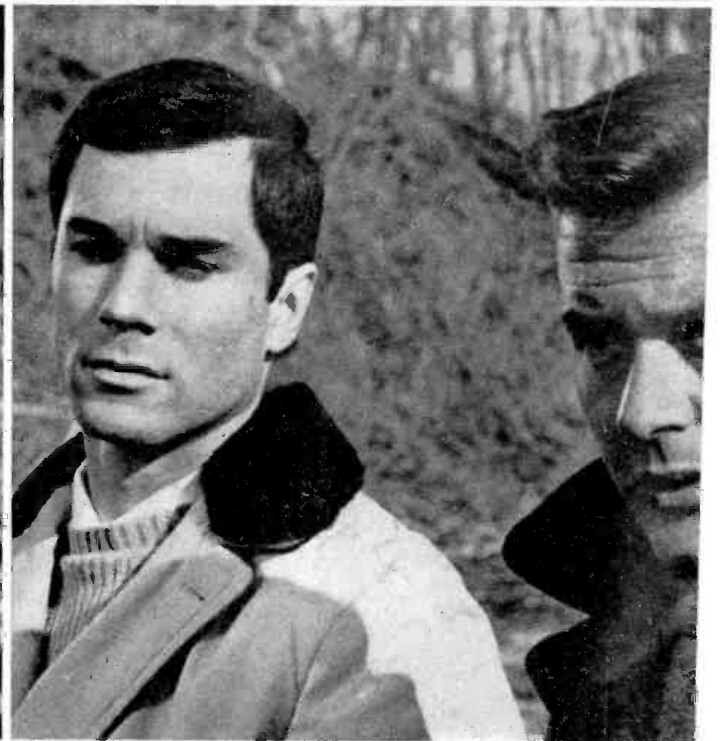
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