



# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Traffic jam may soon tie up spectrum space. p27  
Special report: four decades of the NBC network. p69  
Network radio's top 100 advertisers of 1965. p30  
CBS-TV affiliates get pleasing report card. p54

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SERIAL ACG SEC  
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BC EXP 1/67



The most successful animated series in the  
entire history of network television,  
is now available from  
Screen Gems.



Hanna-Barbera's THE FLINTSTONES.

166 full-color half-hour episodes distributed by Screen Gems. 









## NAME BRAND!

KRLD-TV is the name brand in the Dallas-Ft. Worth area and has been for many years. It is identified by the viewers in the nation's 12th ranked television market with the best in entertainment and informational programming.

30.9% more people view Channel 4 per average quarter-hour, 9:00 AM-Midnight, Monday through Sunday than the 2nd station in the market — 41.1% more viewers than the 3rd station — 93% more viewers than the 4th station.\*

To sell a name brand, pick the name brand station. Your clients will be in good company on KRLD-TV. Call your ATS representative.

\*ARB Market Report March 1966  
Television Audience Estimates

# KRLD-TV

represented nationally by  
Advertising Time Sales, Inc.



**THE DALLAS TIMES HERALD STATIONS**

*Channel 4, Dallas-Ft. Worth*

Clyde W. Rembert, President



**MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts**



## MBS to be sold

New corporation composed of principals new to broadcasting has acquired option to buy Mutual Broadcasting System from 3M Co. and is expected to close deal within 60 days. Buying group, otherwise unidentified at this point, is said to be heavily financed and interested in expanding in communications. Present Mutual management, including Robert Hurleigh, president, has been known to be eager to expand into ownership of stations, but 3M, as parent company, has elected to diversify in other fields. Speculation is that Mr. Hurleigh will figure prominently in new Mutual ownership. MBS officials were ducking questions last week. 3M bought Mutual six years ago.

## Loevinger next?

There may be still another FCC appointment confronting President Johnson soon. Commissioner Lee Loevinger is seriously thinking of leaving, perhaps before end of summer, to take one of two offers from major universities to be dean of their schools of law. He once taught at University of Minnesota law school and was on Minnesota supreme court before becoming antitrust chief of Justice Department from which he was transferred to FCC. If he leaves, it'll mean another Democratic vacancy.

*As of late Friday there was no word from White House on appointment of successor to E. William Henry who left FCC and its chairmanship May 1. Mr. Loevinger is apparently in no rush to make up his mind about law-school offers. He got both before he left for Geneva last March to attend International Telecommunications Union conference. He slipped back into Washington April 30, day after Geneva conference ended, to take short rest and routine physical examination before returning to FCC job today (May 9).*

## Cries of alarm

Many TV stations and reps are steamed up over reports that American Research Bureau plans to add new dimension to its local-market reports, showing audience data for "marketing area" as well as for metro area and total area. Under marketing-area concept, each county is credited to market whose stations are watched most

# CLOSED CIRCUIT®

in that county. Opponents contend this favors big markets at expense of small, and that marketing-area data would almost certainly be used in buying and selling, figuring cost-per-thousand, etc. Protests are arising at same time ARB is undergoing drastic changes in top management (see story page 61).

*ARB authorities say opposition is due to confusion—that plan has strong support among broadcasters who understand it. ARB's position is that agencies want this data and now compile it for themselves anyway; that in fact ARB has been offering it in special annual market digest for some time; that no decision has been reached on whether to include it in regular local-market reports or to publish it separately, and that data would be issued in addition to—not in place of—metro and total-area data. It's understood A. C. Nielsen Co. considered similar approach but under station and rep pressures decided merely to make computer data available to clients who want to define their own marketing areas.*

## Awaiting call

With start of 1966-67 season still some four months away, networks are busy lining up replacement shows for series that bomb out in September. One network official claims situation in analogous to baseball. "We're in spring training now," he says. "We've got some promising rookies coming in. What if they should fail? The team that has the bench is going to come out ahead. What we're doing is making sure there's going to be good product around to go into the ballgame at a moment's notice, say like January."

*Already on scorecard as prime "bench" material are Quinn Martin's The Invaders, which just missed making the starting lineup, for ABC-TV; Larry Cohen's The Sheriff of Nottingham, for CBS-TV, and Buck Henry's Captain Nicely, for NBC-TV.*

## The pushovers

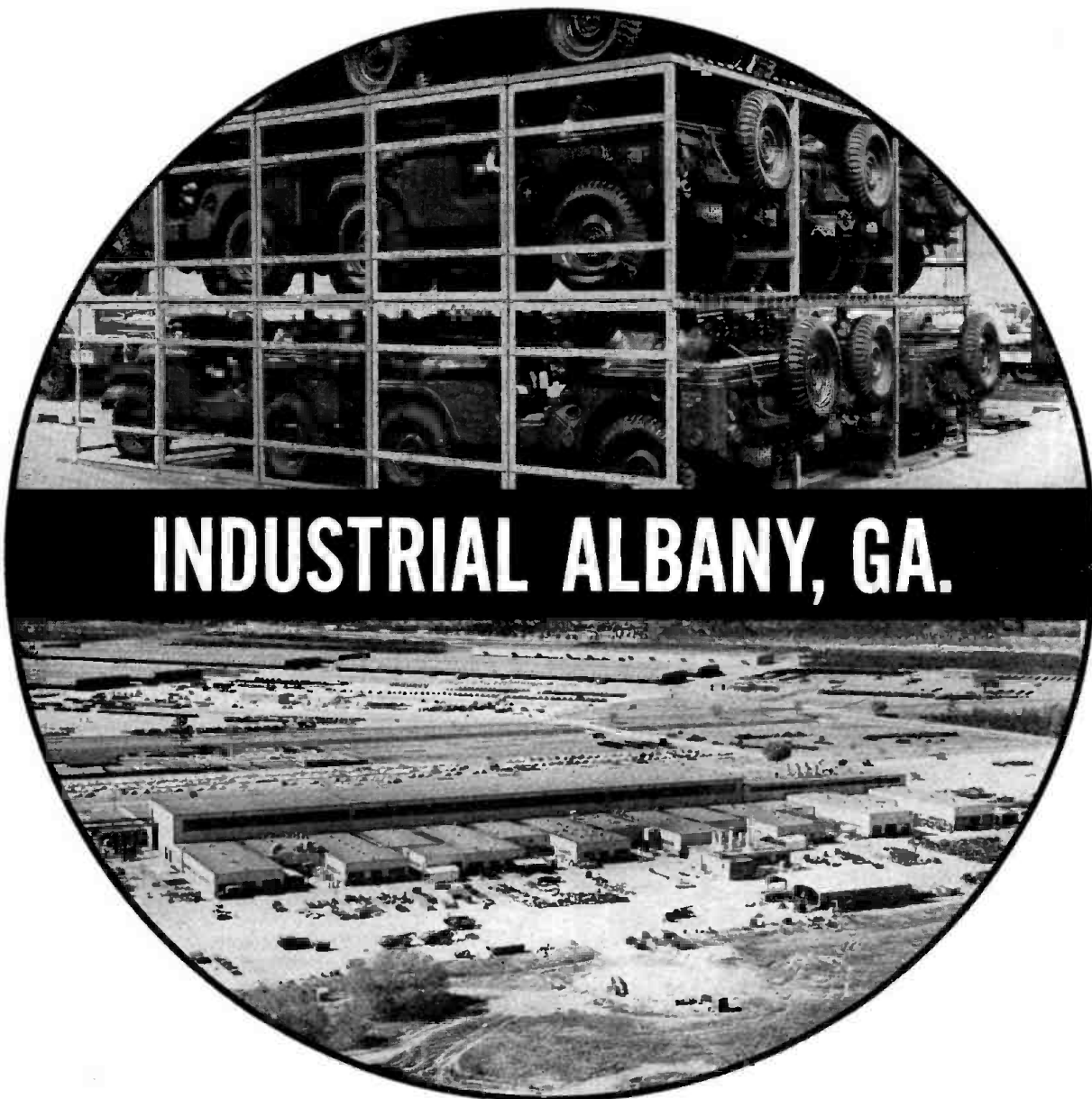
New tool that would give advertisers line on their most promising national media vehicles by relating them to

audience's "state of mind" is being readied by Herbert Jay Research, Montclair, N. J. Research organization says it has just conducted successful validation study for two indices that should guide advertiser to his hottest potential customers. Data that Jay hopes to have ready for fall syndication would show degree of brand loyalty and susceptibility to advertising for audiences of each of 170 national media vehicles including all prime-time network TV shows and larger national magazines.

## Man on the scene

ABC's decision to substitute John Gilbert, ABC-TV station relations head, for attorney Mortimer Weinbach as its representative on National Association of Broadcasters TV board (see page 116) may be traceable in good part to stormy meeting between ABC-TV network management and ABC-TV affiliates in Chicago just before NAB convention. Affiliates went on record against network plan to put extra commercial minute into some half-hours and also called for ban on "split-30" commercials and for rollback of piggybacks (BROADCASTING, April 4). ABC officials reportedly concluded that with issues like these, which involve NAB code questions, they should be represented in NAB by man with firsthand experience in station management and station relations.

*Special five-man committee named by ABC-TV affiliates to study affiliate-network contractual and economic relationship (BROADCASTING, April 4, 18) began to get its feet wet last week. Committee, headed by Bill Michaels of Storer Broadcasting, held organizational meeting in New York, also met with ABC-TV officials. Committee plans to draft questions for ABC-TV management, then can decide how much outside professional assistance it's apt to need. On basis of cooperation offered by network last week, there was speculation committee might do its job with minimum amount of outside consultancy. It's to make progress report to ABC-TV Affiliates Board of Governors, headed by Burton B. LaDow of KTVK(TV) Phoenix, at June 11 meeting in Los Angeles.*



## INDUSTRIAL ALBANY, GA.

# Home of U.S.M.C. Supply Center

The Marines landed in Albany 14 years ago, and set up the largest supply center in the East. Materials and equipment — from nuts and bolts to jeeps and tanks — for all Marine activities east of the Rockies are supplied by the Albany

installation. The annual payroll is 16 million for the 3,600 military and civilian personnel at the Center — another industrial giant in southwest Georgia.



## and WALB-TV

The Marines, plus 897,300 more Southwest Georgians, look to Albany's WALB-TV for complete news, information and entertainment. Channel 10's "Rich Heart of the New South" continues to grow, and provides the advertiser the very best industrial and agricultural market. WALB-TV has the power and people to deliver for you.

**Raymond E. Carow**, General Manager, WALB-TV, Albany, Georgia  
 Represented Nationally By Venard, Torbet and McConnell  
 And In The South By James S. Ayers Company

# WEEK IN BRIEF

Space experts get bullish report on use of satellites for television and radio, but General O'Connell raises caution signal. Some see it as move to trim broadcast spectrum, particularly in UHF. See . . .

## SPECTRUM SPACE NEAR END? . . . 27

CBS-TV affiliates find cornucopia and dove attending annual meeting. They're told prime time, to be all in color, is 85% sold. Stanton and Paley's absence supports 'Schneider is boss' theory. See . . .

## PEACE AND PLENTY . . . 54

If FCC was expecting broad-base support for its 50-50 programming rule, it's been disappointed. Lone independent producer backs commission. NBC, its affiliates and NAB join earlier opponents. See . . .

## FCC VIRTUALLY ALONE . . . 48

Merger of Advertising Federation of America and Advertising Association of the West into United Advertising Association is in the works. Joint committee worked it out; memberships to vote in June. See . . .

## JUNE MARRIAGE . . . 36

General Motors, with \$6.5 million outlay, was biggest buyer of network radio time in 1965. Spending by top 100 advertisers reached \$67.9 million, drop of 1% from figure set year earlier. See . . .

## NETWORK RADIO '65 . . . 30

Tone is 'unprecedented harmony' as NBC affiliates gather on beach at Waikiki for annual convention. It's been four decades since that November night in 1926 when it all began with NBC Radio network. See . . .

## 40 YEARS LATER . . . 69

Association of Broadcasting Standards wants members to tell Congress and FCC they don't like idea of super-power stations. ABS concerned over reports commission may be nearing decision on subject. See . . .

## CLEAR-CHANNEL WRANGLE . . . 104

ARMS is worthwhile project, NAB-RAB say, but it is not cureall to radio ratings. Urge 'patience and restraint' among those who are ready to attack study before seeing complete report. See . . .

## CAUTION FLAG ON ARMS . . . 62

CBS-TV offers affiliates choice of four plans for late-night news feeds; cost would run from 6% to 12% of class A hour rate. Salant says days of wall-to-wall space coverage are over; selectivity is key. See . . .

## LATE NIGHT FEEDS . . . 42

Rex Howell sells off controlling interests in his five Colorado stations for more than \$2 million. Anscombe and Greeley sell WBJA-TV Binghamton and WEPA-TV Erie to New York group for \$700,000. See . . .

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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

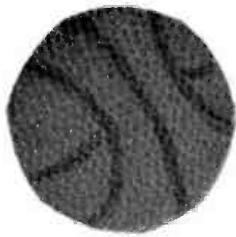
Published every Monday, 53d issue (Yearbook Number) published in January by BROADCASTING PUBLICATIONS Inc. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$8.50. Annual subscription including Yearbook number \$13.50. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number \$5.00 per copy.

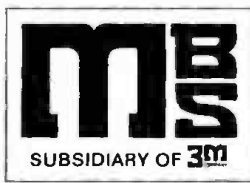
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# Nothing's beyond your reach with Mutual's Bill Stern!



The Dean of American Sportscasters is now *king*! Bill Stern's 7:30 evening sports news now attracts the largest audience ever assembled for a network radio sports program in prime television time. Want to stretch your advertising reach? Let Bill Stern's unique drama and unforgettable delivery help you set new records in the manly sport of selling.



MUTUAL BROADCASTING SYSTEM

## 'Youth appeal' shows specified by Meyner

Cigarette Advertising Code has given eight member cigarette companies statistical definition of kind of program series to avoid in placing advertising. New procedures would also permit administrator to rule individual programs or series out of bounds on own judgment.

Code prohibits companies from advertising in or next to programs "directed primarily to persons under 21 years of age."

Under new guideline that means programs in series 45% of whose audience is composed of persons under 21. Two most recent A. C. Nielsen Co.'s audience composition reports would be used to provide audience breakdown.

Robert G. Meyner, code administrator, notified members of new guidelines in notice dated May 5. Copy was sent to Senator Warren G. Magnuson (D-Wash.), chairman of Senate Commerce Committee, who has criticized

code for permitting cigarette advertising in programs with large young-people audiences.

Other new provisions of code permit Mr. Meyner to judge one or more programs of series as coming within ban, regardless of composition of series' audience.

Programs such as *Lassie*, *Walt Disney's World*, *Young People's Concert*, in current season, and *The Monkees*, *The Girl From U.N.C.L.E.*, *Green Hornet* and *Tarzan*, in 1966-67 seasons, are ruled out of bounds.

Code said ban could apply to individual programs in series of variety shows or movies, even though "generality of programs" in series is not considered as directed primarily to youth.

In case of variety shows, code said, this could result from emphasis on or headlining of one or more acts "with youth appeal."

Code says that lack of reliable audience composition data concerning programs or series will not exempt members from compliance with new provisions.

It also states that members who have already bought time in programs banned

under new guidelines should "make every possible reasonable effort to secure prompt termination or modification" of their contracts to avoid having their advertising in "offending positions."

## Reynolds, Moore to testify

It'll be John T. Reynolds, president of CBS-TV, who'll appear tomorrow (May 10) before Representative John Dingell (D-Mich.) and his House Small Business subcommittee when it resumes inquiry into network advertising discount structures (see page 40). ABC President Thomas Moore and General Counsel Everett H. Erlick are expected for May 12 session.

## Steel to use TV for image

New \$1 million campaign on television, involving sponsorship of network specials, announced today (May 9) by American Iron and Steel Institute, New York. Campaign also represents plum acquisition by Sullivan, Stauffer, Colwell & Bayles, New York, which was selected to handle TV budget after in-

## All CATV to be divided into three parts

### COPYRIGHT SUBCOMMITTEE PROPOSING AREA APPROACH

In what some consider middle-ground decision, House copyright subcommittee has proposed recommendations on community antenna television that would provide for total, partial or no payment to copyright holder, depending on area covered by CATV. Proposal, released Friday (May 6) is contained in letter sent previous day by copyright subcommittee acting chairman Robert W. Kastenmeier (D-Wis.) to Harley O. Staggers (D-W. Va.), chairman of House Commerce Committee.

Proposal, which will go to full Judiciary Committee, creates three broad copyright categories for CATV: white, black and gray.

▪ White area "embraces CATV retransmission solely within the radius of the area served by the primary broadcaster (in effect, its grade B contour) to fill in gaps or improve bad reception caused by technical interference. Example: A system operating solely within New York and retransmitting New York stations only."

▪ Black area "embraces retransmission beyond the area served by the primary broadcaster into an area already served

by one or more other broadcasters, none of whom is licensed to carry the same program. Example: A system bringing a New York station's broadcast of a motion picture to Philadelphia subscribers when no Philadelphia station is licensed to broadcast it."

▪ Gray area "embraces retransmission beyond the area served by the primary broadcaster into an area already served by another broadcaster who has a license to carry the same program; or into an area not served by any primary broadcaster."

Subcommittee defines CATV as commercial services that intercept "off-the-air transmissions of programs originated by others and retransmit them to paying subscribers by wire connections or the like, without altering their content, originating programs themselves, or making special charges for particular programs."

Subcommittee staff member later said only exemption of program origination ban would be "no more than one transmission at any one time of weather and news reports."

Proposal also notes that full liability

would be imposed on CATV's in black area, only if the operator proceeds with the unauthorized retransmission after having received advance notice from the copyright owner. If owner does not provide advance notice, the retransmission would be treated as if it were in the gray area."

Within gray area, subcommittee feels "reasonable license fee" could be fixed by court in absence of agreement. "However, in order to induce negotiations, the proposed amendment would provide the court with discretion to triple the recovery . . .," the proposal goes on to say.

Representative Kastenmeier noted proposal is aimed at any new copyright law and is not intended to be expression of what present law is.

National Association of Broadcasters officials were unavailable for comment on proposal.

Spokesman for National Community Television Association said CATV officials were studying proposal, but felt "encouraged that the subcommittee recognizes some of the difficulties of a CATV operation."

## WEEK'S HEADLINERS

**Dr. Peter Langhoff**, senior VP, Young & Rubicam, named president, American Research Bureau (see page 61).

**Rodney Erickson**, executive VP and director of marketing for American Research Bureau, resigns to join Kenyon & Eckhardt, New York, as director of TV-radio programing (see page 61).

**Wilmot H. Losee**, president of AM Radio Sales Co., appointed president of Major Market Radio, new representative firm with four Golden West Broadcasters-owned radio stations as company's first clients (see page 32). Mr. Losee formed AM Radio Sales for Westinghouse Broadcasting Co. some 14 years ago and has headed operation ever since. Previously he was general manager of WINS New York. In addition to appointment of Mr. Losee, **Jerry Glynn**, VP of AM Radio Sales in Chicago, assumes same position in same city for Major Market Radio. **William D. Shaw**, VP of Golden West Broadcasters and general manager of KSFO San Francisco, will coordinate "plans and activities" of new rep firm

with those of GWB-owned stations.

**Pierre Weis**, VP and general manager of syndication for United Artists



Mr. Weis

Television, appointed executive VP in charge of sales, replacing **M. J. Rifkin**, who is resigning to join Wolper organization in executive capacity. Mr. Weis has been in charge of syndication division since 1964 and has been associated with company and its predecessor organization (Frederic W. Ziv) since 1951 in various executive capacities.

**Richard Woollen**, director of sales and programs for Desilu Sales Inc., Hollywood, since 1963, named VP in charge of programing for Metropolitan Broadcasting Television, division of Metromedia Inc. Mr. Woollen will

operate out of New York, effective May 16. He formerly was VP of Times-Mirror Broadcasting Co. and program director of company-owned station KTTV(TV) Los Angeles. He also was manager of Times-Mirror's national syndication division. Mr. Woollen joined KTTV in 1952 as assistant program director and film director. Mr. Woollen replaces **Jack Lynn**, whose appointment as operational head of Trans-Lux also was announced last week.



Mr. Murphy

**John T. Murphy**, president of Avco Broadcasting Corp., Cincinnati, elected VP of parent Avco Corp. Mr. Murphy, who has been president of Avco Broadcasting since 1963, also serves as board chairman of Broadcast Communications Group and of Crosley Enterprises Inc.

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

interviews were held.

TV, according to announcement, has been picked to extend impact of institute's new merchandising program that started in 1960 on behalf of steel industry. TV was specifically selected to depict "modernity of today's family of steels."

### Lee warns TV operators again on sexy pictures

FCC Commissioner Robert E. Lee renewed warning to broadcasters last week that they may be courting trouble in presenting on TV new crop of motion pictures that deal frankly with sex.

Commissioner, speaking before Catholic men's group in Washington Friday (May 6), sounded theme he stated in speech in January, that speech is not as free on radio and television as it is in press (BROADCASTING, Jan. 17).

Four-letter words and frank portrayals of sex, legally permissible in books, may run afoul of law when broadcast.

Broadcasters could avoid risk to license, he said, by following guidelines on good taste in programing laid down in NAB's code.

Commissioner's message is being contrasted to that delivered by former FCC Chairman E. William Henry in speech

before NAB convention, in March.

Mr. Henry said broadcasters should be more daring in their use of medium, shouldn't shrink from exhibiting programing (BROADCASTING, April 14).

### Buys five NBC-TV specials

Ford Motor Co., Dearborn, Mich., has purchased sponsorship in five NBC News specials: *The Russian Sports Revolution* (May 22, 6:30-7:30 p.m.), *The Age of Kennedy* (two shows, May 29 and June 5, both 6:30-7:30 p.m.), and in repeats: *The Journals of Lewis and Clark* (repeated last night, 6:30-7:30 p.m.) and *Grand Canyon: A Journey with Joseph Wood Krutch* (June 19, 6:30-7:30 p.m.). J. Walter Thompson Co., Detroit, placed Ford's order.

Carnation Co., Los Angeles, also has purchased sponsorship in NBC-TV's *Saturday Movies*, starting Sept. 17, through Erwin Wasey Inc., Los Angeles-New York.

### News specialists needed for TV, Scott reports

Television news excels in impact, reach and presentation of events as they happen but must improve its tech-

niques and add specialized personnel, Walter D. Scott, NBC board chairman, said Friday (May 6) in talk at University of Missouri.

He said TV networks and stations lack specialized reporters to do first-rate job in every area of this complex society. TV stations particularly are understaffed in general, he reported, and TV has much to learn in using cameras more creatively to tell unfolding story.

Mr. Scott, who was graduated from University of Missouri School of Journalism in 1936, spoke during school's 57th annual journalism week at which he was presented with Missouri honor award for "distinguished service in journalism."

### Bates buys AC&R Advertising

Ted Bates & Co. announced Friday (May 6) that it has concluded agreement for merger of AC&R Advertising Inc., New York, with Bates, effective on or about June 1.

AC&R bills slightly more than \$4 million, half of which is in TV-radio, while Bates has worldwide billing of more than \$250 million. AC&R will be subsidiary of Bates but will operate autonomously. Al Chereskin and Steve Rose are president and executive vice president respectively of AC&R.





Starring such outstanding performers as: (top row, left to right) Frankie Avalon, Richard Burton, Leslie Caron, Jeff Chandler, Angie Dickinson; (second row) Troy Donahue, Greer Garson, Alec Guinness, Trevor Howard, Arthur Kennedy; (third row) Dean Martin, Diane McBain, David Niven, Steve Reeves, Debbie Reynolds; (fourth row) Cesar Romero, Rosalind Russell, Frank Sinatra, Robert Stack, Connie Stevens and many others.

# WARNER BROS. **TWO**

*another great selection of feature motion pictures for television*

## WILL SOON BE AVAILABLE



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

BROADCASTING, May 9, 1966

# This girl is "That Girl"

Her name is Marlo Thomas. Her personality: delicious.

"A shapely doll! A great new comic actress!" London critics hailed her looks, her talent, her self when she starred there this past winter in "Barefoot in the Park." And they called her performance "a constant delight."

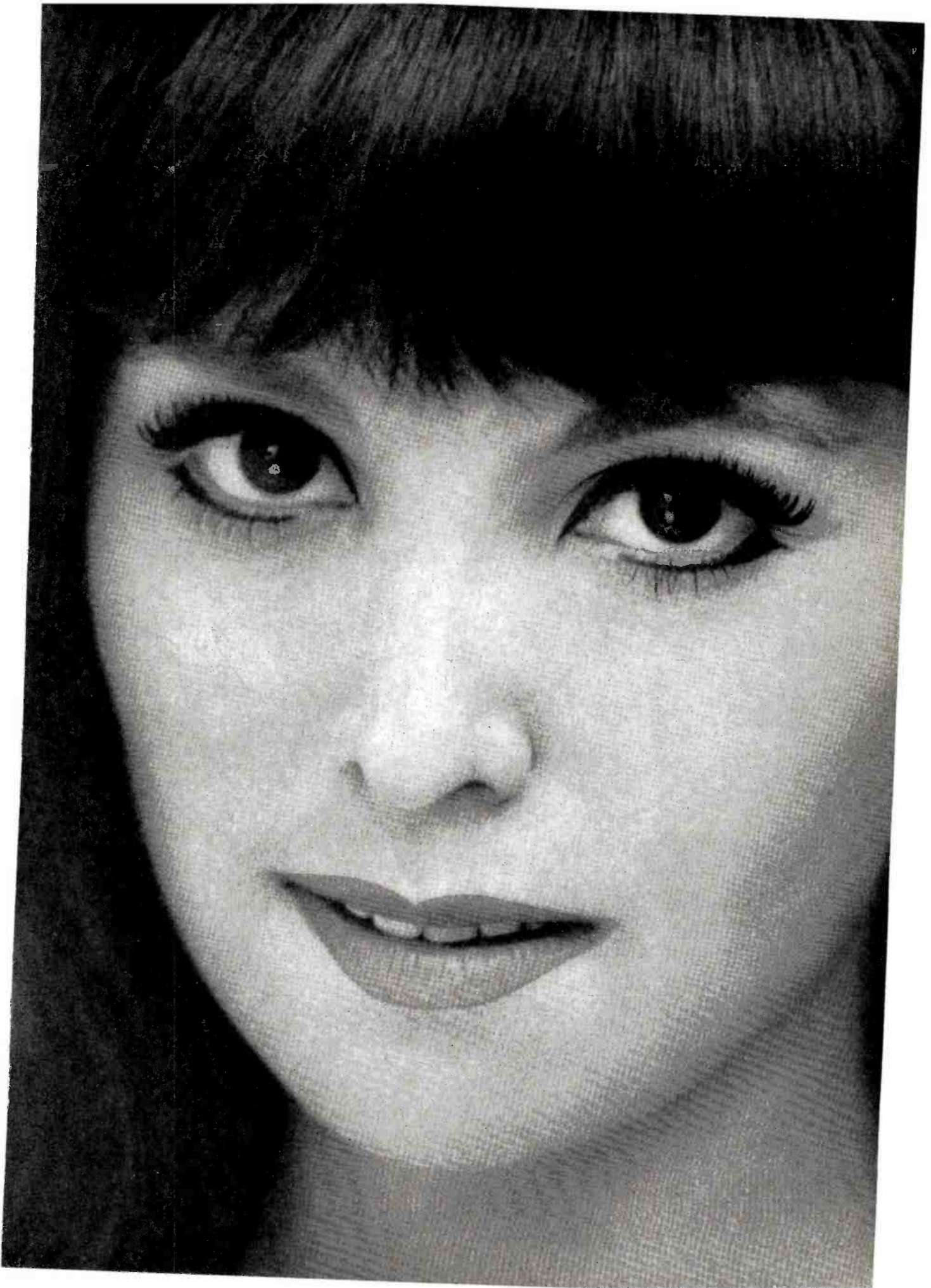
Come September 15, millions of Americans will feel her magic too, when she makes her first starring appearance in her own television show.

"That Girl" is the show's name. And it's the perfect showcase for this girl. A bright, bubbling romp of a situation comedy, created by Emmy award-winning writers Bill Persky and Sam Denoff.

Scheduled for Thursday nights at 9:30—right after "Bewitched"—"That Girl" is just one in a brilliant series of new ABC television shows now in preparation for Fall '66.

ABC Television Network 









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Or contact Technical Products Service, RCA Service Company, A Division of Radio Corporation of America, Bldg. 203-1, Camden, N. J. 08101.



The Most Trusted Name  
in Electronics

## DATEBOOK

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

■Indicates first or revised listing.

### MAY

May 6-10—Second annual ABC International Television Inc. symposium being held in conjunction with the International Advertising Association's 18th world congress. Mexico City.

May 8-11—1966 Catholic Communications Convention and Seminar sponsored by the Catholic Broadcasters Association and the National Catholic Welfare Conference. Speakers include FCC Commissioner Kenneth A. Cox and Roy Danish of the Television Information Office. Fairmont hotel, San Francisco.

■May 9-11—Annual spring meeting of Kentucky Broadcasters Association. Speakers include Robert Hurligh, president, Mutual; Bruce Merrill, president, Ameco Inc., Phoenix; Hollis Seavey, National Association of Broadcasters government affairs representative. Stouffer's Inn, Louisville.

May 9-12—Annual convention of the National Community Antenna Television Association of Canada. Speakers: Benjamin J. Conroy Jr., chairman of National Community Television Association (U. S.); K. J. Easton, Famous Players Canadian Corp.; Harold Wright, Canadian Broadcasting Corp.; Ira Kamen, JFD Electronics Corp.; D. Paynter, Vancouver Cablevision Ltd.; K. A. Simons, Jerrold Electronics Corp.; A. Ross, Nelson-Ross Electronics Co.; I. Switzer, Lethbridge, Alberta; W. R. Wilson, Board of Broadcast Governors; K. Wheeler, Vancouver Vocations Institute. Bayshore Inn, Vancouver, B.C.

May 10—Annual stockholders meeting, Communications Satellite Corp., Shoreham hotel, Washington.

May 10—Joint meeting. Binghamton chapter and northeastern Pennsylvania chap-

#### NAB RADIO PROGRAM CLINICS

May 9-10—Portland Hilton, Portland, Ore.

May 12-13—Hotel America, Houston.  
May 23-24—Fayfair Lennox Inn, St. Louis.

May 26-27—Radisson hotel, Minneapolis.

June 6-7—Hilton Inn, Tarrytown, N. Y.

June 9-10—Sheraton hotel, Fort Lauderdale, Fla.

ter, Society of Broadcast Engineers. Binghamton, N.Y.

May 10—Annual stockholders meeting, Metromedia Inc., to elect 12 directors, vote on 1966 qualified stock option plan, and other business. 205 East 67th St., New York.

May 10—Annual meeting of the stockholders of Capital Cities Broadcasting Corp. to elect directors and to transact other business. Schine-Ten Eyck hotel, Albany, N. Y.

■May 10—Annual meeting of stockholders of Bartell Media Corp. to elect directors and to transact other business. Pfister hotel, Milwaukee.

■May 10—Annual meeting of stockholders of Movielab Inc. to elect nine directors and to transact other business. Movielab Building, New York.

■May 10—Luncheon meeting of Broadcast Advertising Club of Chicago. Speaker will be Maurie Webster, VP-general manager, CBS Radio Spot Sales. Sheraton-Chicago hotel, Chicago.

May 11—Annual meeting of stockholders of International Telephone and Telegraph

Corp. Beverly Hilton hotel, Beverly Hills, Calif.

May 11-12—Spring meeting of National Association of Broadcasters radio code board. Washington.

May 11-13—Annual NBC Radio-TV Affiliates Meeting marking 40th anniversary in radio-TV (see page 69). Hilton Hawaiian Village, Honolulu.

May 12—Annual spring managers meeting of the New Jersey Broadcasters Association. Rutgers University, New Brunswick, N. J. Speakers include Miles David, president of Radio Advertising Bureau; Robert Booth of Booth & Lovett, Washington. Rutgers University, New Brunswick, N. J.

May 12—Annual meeting of stockholders of Cowles Communications Inc. Waldorf-Astoria hotel, New York.

■May 12—Dinner meeting of the Headline Club of Chicago. Speaker will be Robert Fleming, deputy news secretary to President Johnson. Sheraton-Blackstone hotel, Chicago.

May 12—Anniversary banquet of the American Jewish Committee. Speaker will be Ambassador Arthur J. Goldberg. Mass media award will be presented to former FCC chairman Newton N. Minow. Shoreham hotel, Washington.

May 12-14—Annual spring meeting and election of officers of Montana Broadcasters Association. Speakers include Vincent T. Wasilewski, president of National Association of Broadcasters. Northern hotel, Billings.

May 13—Annual meeting of the Associated Press Broadcasters. Executive Motel, Richmond, Va.

May 13—Radio commercials production workshop sponsored by the International Radio & Television Society under the chairmanship of Maurie Webster, CBS Radio Spot Sales. Panel discussions in morning and afternoon and includes luncheon. Waldorf-Astoria hotel, New York.

May 15-17—Annual spring meeting and election of officers of Pennsylvania Association of Broadcasters. Speakers include Vincent T. Wasilewski, president of National Association of Broadcasters. The Inn, Buck Hill Falls.

May 16—Deadline for comments on FCC's proposed rulemaking which would incorporate into commission rules provisions of fairness doctrine relating to personal attack and to station editorials for or against political candidates.

May 16—Alfred I. duPont Awards dinner. Mayflower hotel, Washington.

■May 16—Annual awards luncheon of the Station Representatives Association. Plaza hotel, New York.

May 16-17—Tax seminar, National Community Television Association. Speakers include Ralph M. Fratkan, Arnold H. Brown and William Campbell. Marriott motor hotel, Dallas.

May 16-20—Seminar on measuring TV audience including in-depth study of TV ratings and their use, sponsored by University of Nebraska. Nebraska Center for Continuing Education, university campus, Lincoln.

May 16-27—Seminar on earth station technology and space communications, sponsored by the U. S. in cooperation with the International Telecommunication Union. Richard T. Black, Office of Telecommunications, U. S. State Department, is coordinator. State Department, Washington.

May 17—Annual meeting of stockholders of Twentieth Century-Fox Film Corp. to elect 12 directors and to transact other business. Waldorf-Astoria hotel, New York.

May 17—Annual meeting of stockholders of Foote, Cone & Belding to elect 16 direc-

## That Special Factor Called "Reach"

There are several thousand homes in our television market you can only touch with a 1,355' pole\*.

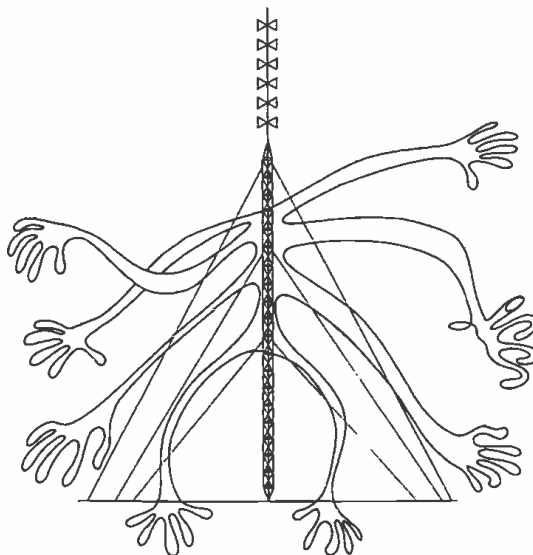
That's an over-simplification, of course. It takes more than a big stick: It takes programing, outstanding network work, and a place in the hearts of one's countrymen (and countrywomen and citymen and citywomen).

Because of coverage and competitive factors, WMT-TV gets into a great number of homes in Eastern Iowa—significantly more than Stations X and Y in our market.

The difference adds up to more than two million more viewer hours per week than either X or Y.\*\*

Of Iowa's eight largest population centers, four (Cedar Rapids, Iowa City, Waterloo and Dubuque) are included in WMTland, which constitutes 60% of Iowa's population and purchasing power.

You disregard at least 11% and as much as 65% of your potential net weekly circulation, depending on time of day or station, if you disregard WMT-TV. (Supporting data upon request.)



### **WMT-TV**

Cedar Rapids—Waterloo  
CBS Television for Eastern Iowa

Represented by the Katz Agency

Affiliated with WMT-AM, WMT-FM;  
K-WMT, Fort Dodge

\*1,449' above average terrain.  
\*\*Station X: 1,782,700 hours per week; Station Y: 2,336,400 hours. WMT-TV: 4,478,700 hours.

Data quoted or derived from audience surveys are estimates subject to sampling or other errors. Advertisers and their agencies are referred to the complete survey report (ARB TV Coverage/1965 Study, Iowa Station Report) for details.

**McHALE'S NAVY**

**MR. ED**

**MUNSTERS**

**MAKE**

**MARKETING**

**MAGIC!**

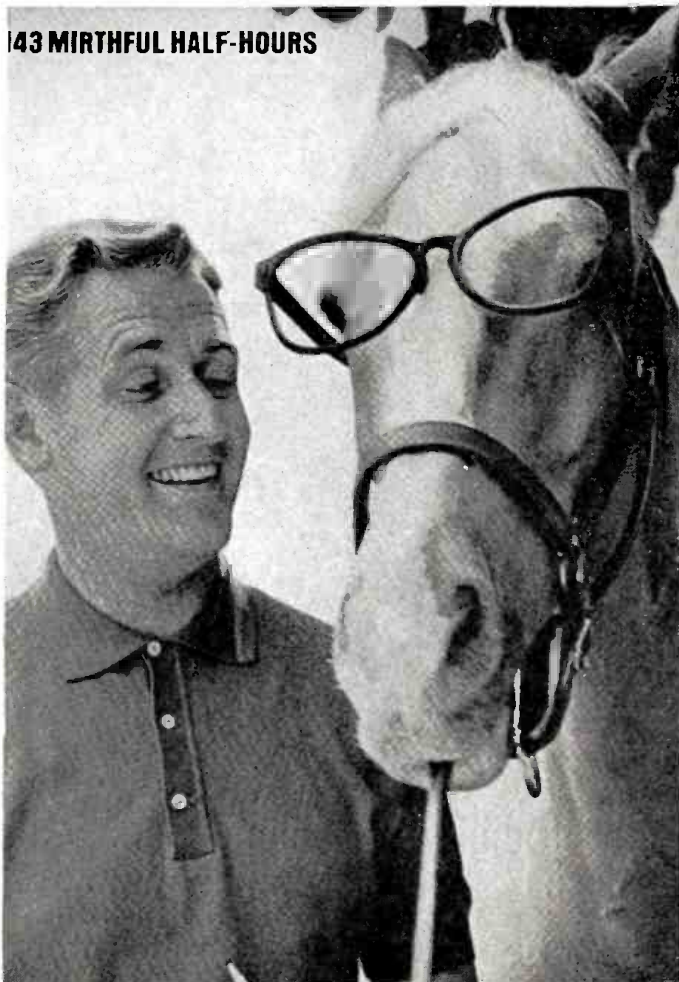
**M-M-M-MCA**



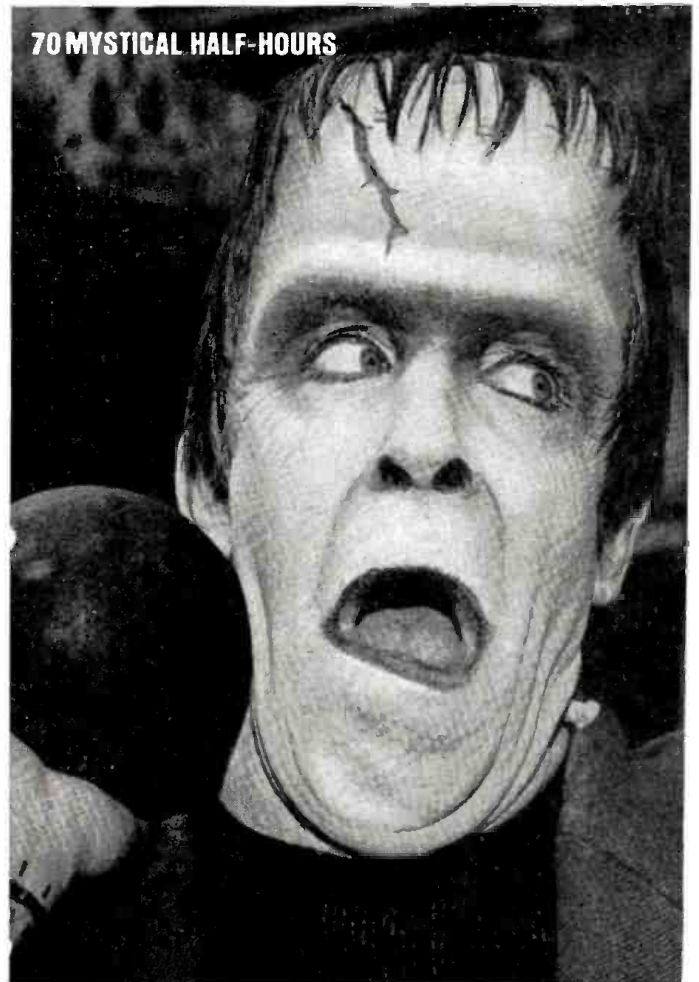
138 MISCHIEVOUS HALF-HOURS



143 MIRTHFUL HALF-HOURS



70 MYSTICAL HALF-HOURS







## KELO-LAND IS 582 HOME TOWNS

Panoramic in size. Compact in its community of interests. KELO-LAND. To earn the distinction of being this community's meeting place, KELO-LAND TV serves its viewers with 23 hours a week of local, live programming. To give this extensive, local coverage all the qualities of top-caliber production, KELO-LAND TV employs 4 portable videotape units, a 13-vehicle motorized fleet, full-time news correspondents in major centers, and 132 news stringers.

the SIOUX FALLS/KELO-LAND market

CBS ABC  
**KELO-LAND**  
KELO-TV • KDLO-TV • KPLO-TV (interconnected)



**JOE FLOYD, President**  
Evans Nord, Exec. Vice-Pres. & Gen. Mgr.  
Larry Bentson, Vice-President  
General Offices: Sioux Falls, S.D.  
Represented nationally by H-R  
in Minneapolis by Wayne Evans

tors and to transact other business. Statler Hilton hotel, Los Angeles.

■May 18—Dinner meeting of the National Association for Better Radio and Television. Ralph Blumberg, WCBS-TV New York newsman who lost WBOX Bogalusa, La., in fight with Ku Klux Klan, receives Lee De Forest Award. Sheraton-Blackstone hotel, Chicago.

May 18—Annual meeting of the stockholders of The Outlet Co. to elect directors, approve an amendment to the qualified stock option plan, and transact other business. 176 Weybosset Street, Providence, R. I.

May 19—Broadcast industry forum presented by the Educational Foundation of American Women in Radio and Television at the state meeting of the Pennsylvania Federation of Women's Clubs. Sheraton hotel, Philadelphia.

May 19—Annual convention of the American Council for Better Broadcasts with Tact. Speakers include Edward M. Stanley, NBC, New York; Henry Alter, National Educational Television, New York; and Edward Bleier, ABC vice president in charge of public relations and planning. Sheraton Columbus hotel, Columbus, Ohio.

■May 19-20—Annual spring meeting of Ohio Association of Broadcasters. Speakers include Sterling C. (Red) Quinlan, Field Communications, Chicago; Lionel F. Baxter, Storer Broadcasting Co., Miami; Lee Fondren, KLZ Denver; Maurice (Doc) Fidler, Radio Advertising Bureau; Alan Wagner, director, nighttime programs and development, CBS-TV; Gordon Coffman, National Association of Broadcasters legal department. Voyager Motor Inn, Youngstown.

May 19-21—Annual meeting of Iowa Broadcasters Association. Speakers include Stephen Labunski, president, NBC Radio, New York; Douglas A. Anello, general counsel, National Association of Broadcasters; George W. (Bud) Armstrong, WHB Kansas City, Mo.; Lloyd Griffin, Peters, Griffin, Woodward, New York, Blackhawk hotel, Davenport.

May 19-21—Annual spring meeting of Illinois Broadcasters Association. Lincoln hotel, Urbana.

May 19-21—Annual spring meeting of Alabama Broadcasters Association. Speakers include Hank Parkinson, executive director, Kansas Association of Radio Broadcasters; Charles Stone, manager, National Association of Broadcasters radio code. Parliament House, Birmingham.

May 19-22—Conference of the Western States Advertising Agencies Association. Theme is "Let's Communicate." Speakers include Gordon McLendon, president of McLendon Broadcasting. Canyon Club Inn, Palm Springs, Calif.

May 20—Deadline for reply comments on the FCC's proposed rulemaking to set aside channels 70 through 83 inclusive for a new class of 10-kw community TV stations with a 200-foot antenna limitation. The FCC has also invited comments in this proceeding on the proposal of the Association of Maximum Service Telecasters to reserve channels 70 through 83 for the exclusive use of translators.

■May 21—Annual meeting of Chesapeake Associated Press Broadcasters Association. Speakers include Leon Sachs, director of the Baltimore Jewish Community Council; Robert Eunson, assistant general manager, Associated Press for broadcast operations; General George Gelston, acting commissioner of police, city of Baltimore; Col. Carey Jarman, chief Maryland state police. Emerson hotel, Baltimore.

May 22—18th Annual Emmy Awards, presented by the National Academy of Television Arts and Sciences, and telecast from 10 p.m. to 11:30 p.m. (EDT) over CBS-TV. Americana hotel, New York, and the Palladium, Hollywood.

May 23-24—Annual conference of the National Association of Television Program Executives. Ambassador hotel, Chicago.

May 25—Deadline for comments on FCC's

proposed amending of rules governing construction, marking and lighting of antenna structures. New rules would permit more expeditious handling of antenna tower applications and in particular would require applicants to file a statement certifying to the accuracy of the geographic coordinates.

May 25-27—Spring convention of Washington State Association of Broadcasters. Speakers include Vincent Wasilewski, president of National Association of Broadcasters; Andrew Haley, Haley, Bader and Potts, Washington; Jim Felton, Seaboard Finance Co., Los Angeles. Alderbrook Inn, Union.

May 26-27—Annual spring meeting of California Broadcasters Association. Speakers include Vincent Wasilewski, president of National Association of Broadcasters. Mark Hopkins hotel, San Francisco.

May 29-June 5—National Electronics Week. Civic Auditorium, San Francisco.

May 31—Deadline for comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50,50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band.

May 31—Deadline for reply comments on FCC's proposed rulemaking which would incorporate into commission rules provisions of fairness doctrine relating to personnel attack and to station editorials for or against political candidates.

May 31—Eighth annual dinner-awards telecast of Chicago chapter, Academy of Television Arts and Sciences. Emmy awards on WBBM-TV Chicago at 9 p.m. Martinique Restaurant and Drury Lane theater, Evergreen Park, Ill.

### JUNE

June 1—New deadline for comments on FCC's proposed rulemaking which would authorize TV translator operators to use microwave relays to bring in TV signals. Former deadline was March 1.

June 1—New deadline for reply comments on FCC's proposed rulemaking to limit three major networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was May 16.

June 2-3—Annual summer meeting of Alaska Broadcasters Association. Speakers include Vincent T. Wasilewski, president of National Association of Broadcasters. Cordova.

June 3-5—Annual spring meeting of North Dakota Broadcasters Association. Speakers include George W. Bartlett, vice president for engineering, National Association of Broadcasters. Edgewater Inn, Detroit Lakes, Minn.

June 3-5—Annual spring meeting of Wyoming Broadcasters Association. Speakers include William Walker, director of broadcast management, National Association of Broadcasters. Sheridan.

June 4—Deadline for reply comments on FCC's proposed amending of rules governing construction, marking and lighting of antenna structures. New rules would permit more expeditious handling of antenna tower applications and in particular would require applicants to file a statement certifying to the accuracy of the geographic coordinates.

■June 4—Spring meeting of the North Dakota Broadcasters Association. Speakers include George Bartlett, National Association of Broadcasters vice president for engineering. Edgewater Inn, Detroit Lakes, Minn.

■June 5—Commencement exercises of Wash-

■Indicates first or revised listing.



The most colorful Television Market in the nation...



Dallas-Ft. Worth

### THE IDEAL COLOR TEST MARKET!

Among television markets with 4 or more stations, only in the nation's 12th ranked TV market... Dallas-Ft. Worth... are all the stations fully equipped for color — studio, film, slide, video-tape and network.

Add to this a booming sale of color receivers in the area and you have the market most ideally suited for your next color test campaign.

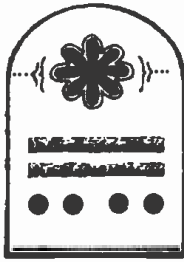
KRLD-TV  
4 

WBAP-TV  
5 

WFAA-TV  
8 

KTVT  
11





**TIMES HAVE CHANGED...  
...so has our sound  
WAAC**

\*\*  
Terre Haute has changed its listening habits . . . and WAAC did it with  
5 Hours of News  
4 Hours of Listener Participation  
3 Hours of Mature Music

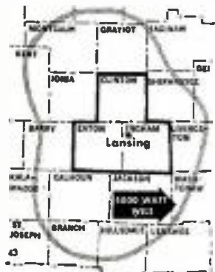
**TOTAL LISTENERS**

*PULSE: March 1965			
9:00 A.M. - 6:00 P.M.			
	WAAC	A	B
*9 A.M. - 12 Noon	5910	5370	1910
*12 Noon - 3 P.M.	4599	3100	1500
*3 P.M. - 6 P.M.	3180	4550	...
per average			
1/4 hour	4530	4340	1620

Teens and children included  
\*\* **TERRE HAUTE, INDIANA**  
4 County Metro Area  
... - Not Reported

**RADIO 1320**  
**WILS**  
ANSING  
5,000 WATTS / 24 HOURS A DAY

No. 1 MID-MICHIGAN RADIO STATION



LANSING  
MICHIGAN

WILS delivers all the Lansing Metro area plus most of another seven counties.

**92**

National advertisers use WILS. For complete cost/M and other audience data, write or call:

VENARD, TORBET & MC CONNELL

**RADIO 1320**  
**WILS**  
ANSING  
5,000 WATTS / 24 HOURS A DAY

burn University. Robert W. Sarnoff will receive an honorary doctor of fine arts degree and will deliver the commencement address. Topeka, Kan.

June 5-8—Annual spring-summer convention of New Mexico Broadcasters Association. Riviera hotel, Las Vegas.

June 7-9—Forty-second annual convention of the Electronic Industries Association. Continental Plaza hotel, Chicago.

June 7-9—20th annual convention of the Armed Forces Communications and Electronics Association. Sheraton-Park hotel, Washington.

June 7-11—Summer promotion workshop sponsored by the Broadcasters Promotion Association in collaboration with the University of North Carolina. University of North Carolina, Chapel Hill. For information write H. Taylor Vaden, Triangle Stations, 4100 City Line Avenue, Philadelphia.

June 8—Annual spring meeting and election of officers of Vermont Broadcasters Association. Speakers include FCC Commissioner Robert E. Lee. Cupola motel, Burlington.

June 9-11—Annual summer meeting of South Dakota Broadcasters Association. Sheraton-Johnson hotel, Rapid City.

June 8-30—Broadcasters' European Symposium. Details are available from William J. Ballard, director of television, University Center, Mich.

June 10—Deadline for reply comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50,50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band.

June 12-14—Annual summer meeting of North Carolina Association of Broadcasters. Speakers include Howard Bell, code director of National Association of Broadcasters; William Carlisle, NAB vice president for station services. Jack Tar hotel, Durham.

June 12-15—Convention of the Western Association of Broadcasters. Jasper Park Lodge, Jasper, Alberta.

June 13-15—49th national conference of the American Marketing Association. Palmer House, Chicago.

June 14-24—Educational television production workshop sponsored by the University of Utah. University of Utah, Salt Lake City. For information write KUED(TV), University of Utah, Salt Lake City, or call (801) 322-6336.

June 15—New deadline for reply comments on FCC's proposed rulemaking which would authorize TV translator operators to use microwave relays to bring in TV signals. Former deadline was March 15.

June 16-17—Annual summer meeting and election of officers of Virginia Association of Broadcasters. Speakers include Charles Stone, manager, National Association of Broadcasters radio code. Hotel Roanoke, Roanoke.

June 17-18—Annual summer meeting and election of officers of Colorado Broadcasters Association. Speakers include Alvin M. King, National Association of Broadcasters director of state association liaison. Stanley hotel, Estes Park.

June 17-18—Summer meeting of the Oklahoma Broadcasters Association. Arrowhead Lodge, Lake Eufaula, Canadian.

June 17-19—Annual summer meeting of Wisconsin Broadcasters Association. Pioneer hotel, Lake Winnebago.

June 19-21—Annual summer meeting and election of officers of Florida Association of Broadcasters. Speakers include Charles Stone, manager, National Association of Broadcasters radio code. Robert Meyer hotel, Jacksonville.

June 23-25—Annual summer meeting and

Indicates first or revised listing.

PRESIDENT ..... SOL TAISSHOFF  
VICE PRESIDENT ..... MAURY LONG  
VICE PRESIDENT ..... EDWIN H. JAMES  
SECRETARY ..... LAWRENCE B. TAISSHOFF  
TREASURER ..... E. T. TAISSHOFF  
COMPTROLLER ..... IRVING C. MILLER  
ASST. TREASURER ..... JOANNE T. COWAN

**Broadcasting**  
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales Street, N.W., Washington, D. C. 20036. Telephone: 202 Metropolitan 8-1022.

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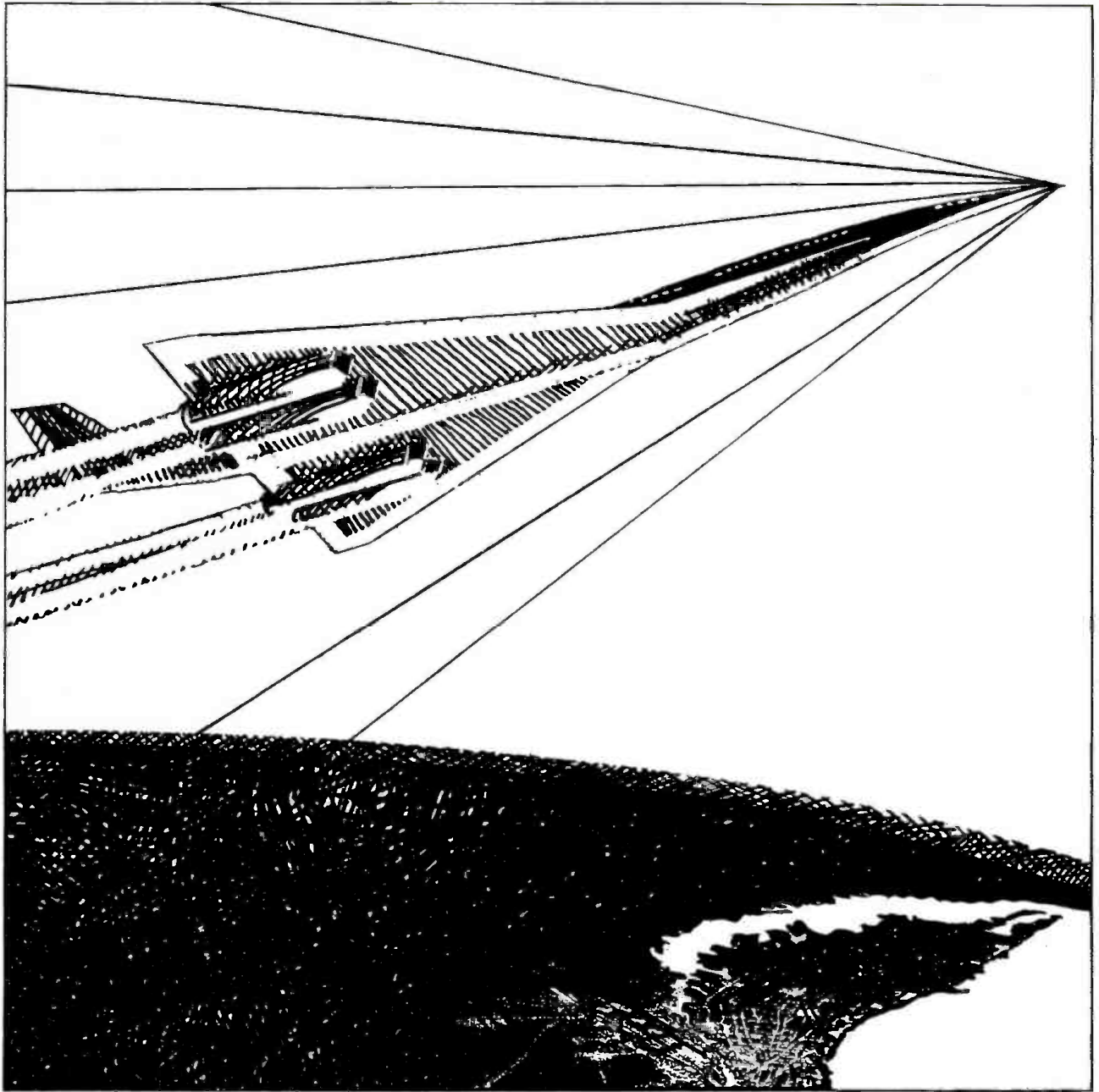
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BROADCASTING\* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING\*—The News Magazine of the Fifth Estate. Broadcast Advertising\* was acquired in 1932, Broadcast Reporter in 1933 and Telecast\* in 1953. BROADCASTING-TELECASTING\* was introduced in 1946.

\*Reg. U. S. Patent Office  
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## Flight to the Future

Many things remain to be done before the first supersonic jet transport soars out over the Atlantic coast. But many things have already been done — like the lengthy research on the special fuels and lubricants required for supersonic flight. □ At nearly three times the speed of sound, the giant aircraft will generate tremendous heat, putting unusual stress on every part and product. Ready now, are new Humble heat-

tolerant lubricants and a new jet fuel so stable that it can absorb excessive engine and cabin heat. □ These new developments are no accident but are the result of the happy combination of out-of-the-world imagination and down-to-earth capabilities that Humble brings together. From this combination come products that serve equally well for trips on the road or flights to the future.

# HUMBLE

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



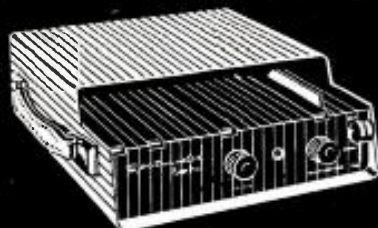
## WJAC RADIO DELIVERS MORE COVERAGE BETWEEN PITTSBURGH & HARRISBURG

the one station that covers Cambria, Somerset plus parts of Westmoreland, Indiana, Bedford and Clearfield Counties... potential of nearly a half-million people.

See your Meeker Man for MORE facts!

**WJAC** 10,000  
Watts  
850 KC  
Johnstown, Pa.  
Since 1925

## SPOTMASTER



### PortaPak I Cartridge Playback Unit

Your time salesmen will wonder how they ever got along without it! Completely self-contained and self-powered, PortaPak I offers wide-range response, low distortion, plays all sized cartridges anywhere and anytime. It's solid state for rugged dependability and low battery drain, and recharges overnight from standard 115v ac line. Packaged in handsome stainless steel with a hinged lid for easy maintenance, PortaPak I weighs just 11½ lbs. Vinyl carrying case optional.

Write or wire for full information.

**Spotmaster**  
**BROADCAST ELECTRONICS, INC.**  
8800 Brookville Road  
Silver Spring, Maryland

election of officers of Maryland-D.C.-Delaware Association of Broadcasters. Henlopen hotel, Rehoboth Beach, Del.

■June 24—Annual meeting of shareholders of General Instrument Corp. Robert Treat hotel, Newark, N.J.

June 24-25—Annual convention of Texas AP Broadcasters Association. Green Oaks motor hotel, Fort Worth.

June 24-30—Annual convention of the Advertising Association of the West. Spokane, Wash.

■June 25-28—Annual summer meeting and election of officers of Georgia Association of Broadcasters. Speakers include George Bartlett, vice president for engineering, National Association of Broadcasters; FCC Commissioner James Wadsworth; Miles David, president, Radio Advertising Bureau. Carriage Inn, Jekyll Island.

June 26-30—Annual convention, National Community Television Association. Americana hotel, Miami Beach.

June 27-28—Annual summer meeting of New York State Broadcasters Association. Otesaga hotel, Cooperstown.

### JULY

■July 8—New deadline for comments on

FCC's proposed rulemaking aimed at incorporating in the commission rules a modified version of the rules of discovery now employed in all federal courts. The rules are designed to shorten hearings and prevent opposing sides from springing surprises. Former deadline was April 8.

July 11-22—Summer session in computerized simulation of market and competitor response sponsored by the Massachusetts Institute of Technology. M.I.T., Cambridge, Mass. For information contact Professor Amstutz, Sloan School of Management, M.I.T., 50 Memorial Drive, Cambridge.

July 14—Deadline for comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

■July 17-19—Annual summer convention of Idaho State Broadcasters Association. Lewis-Clark hotel, Lewiston.

July 24-Aug. 5—Seminar in marketing management and advertising sponsored by the Advertising Federation of America. Harvard Business School, Boston.

## OPEN MIKE®

### Agency asks for briefing

EDITOR: This agency would appreciate any information you could supply regarding pay TV, either editorial material or ads relating to pay-TV units. Any and all background articles on methods of installation, operation and current use would be of great interest to our principals.—*Michael M. Crossfield, Interad U. S., 32 E. Lanvale St., Baltimore 21202.*

(Enroute are tearsheets of stories about Subscription TV Inc.'s court victory in California [March 7]; the sale of STV [March 28, May 2] the pattern for pay TV proposed by FCC [March 28] and the YEAR-BOOK listing of all major pay-TV stories carried in 1965)

### Henry's service to ETV

EDITOR: Your April 11 editorial, "Exit Mr. Henry," mentioned: "Until quite recently, Mr. Henry had just about done everything wrong in the eyes of the broadcasters."

I am afraid that a few educational television station managers, who from time to time feel that they too should be considered broadcasters, might take issue with this statement.

Mr. Henry may not have been number one on the commercial broadcasters' hit parade, but educational broadcasting (if I might be permitted the use of the term), owes a debt of gratitude to him.

Under his FCC chairmanship, he wasn't always whispering sweet nothings into the ears of ETV managers. He often chastized ETV broadcasters for not fully exploiting the potential of our service, even within the means at

hand; but at least he made a genuine effort to use his high public office to arouse public interest in ETV from the doldrums to at least semi-apathy.

He leaves a legacy of awareness that ETV stations must have the financial underpinnings to perform their public service responsibilities. When this support has been generated, ETV might just be able to justify Mr. Henry's efforts on our behalf, to the chagrin of a few who said it couldn't be done.—*Sheldon P. Siegel, WLVT(TV) Bethlehem, Pa.*

### It's Burnett country

EDITOR: Re: Marlboro Green story in the April 25 BROADCASTING, Owen Smith is a vice president in charge of client service on the Philip Morris account at Leo Burnett Co. Leo Burnett has handled the Marlboro account since 1954.—*Harold W. Gully, manager, public relations, Leo Burnett Co., Chicago.*

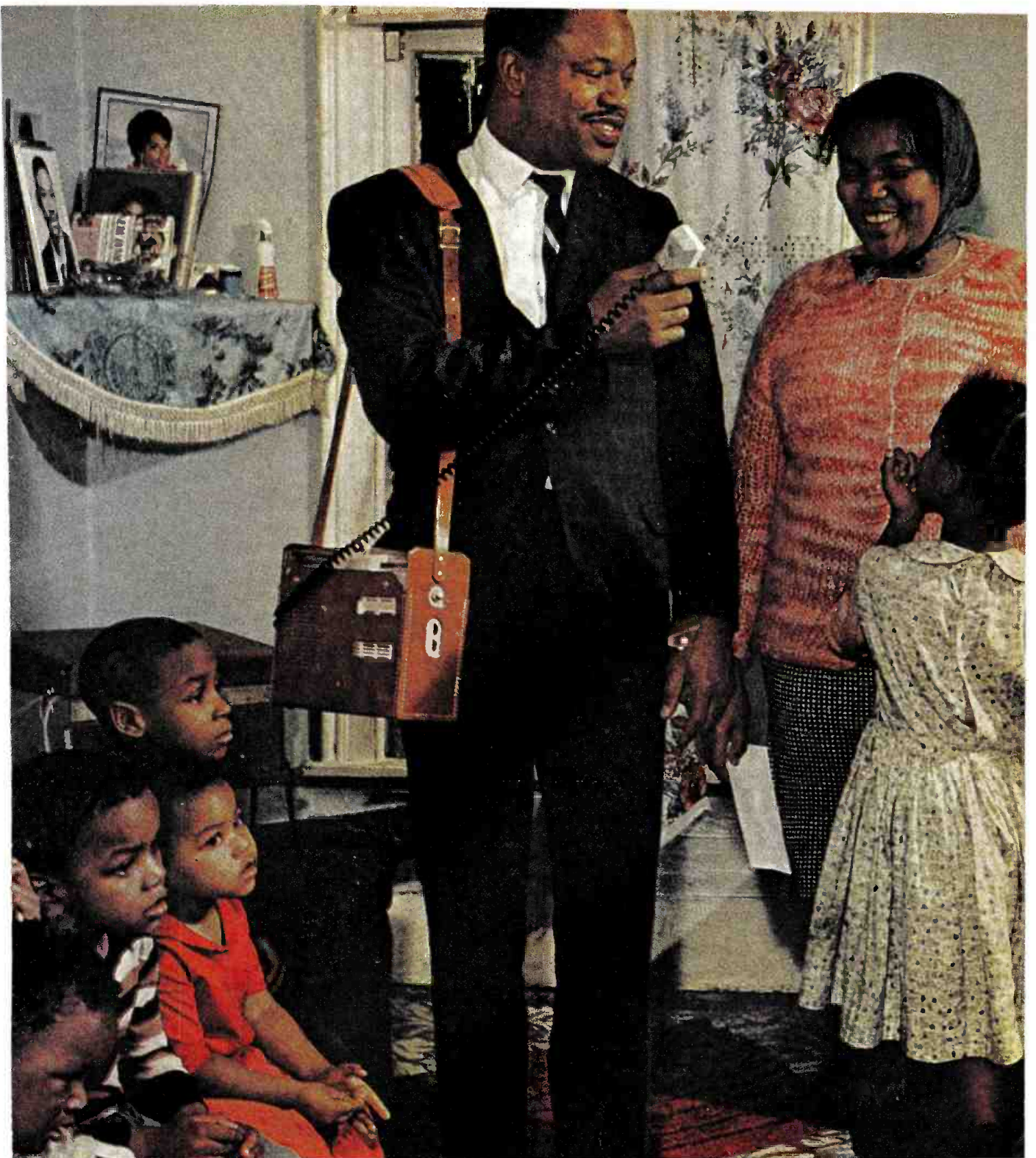
(The story on Marlboro Green's introductory campaign erroneously identified Mr. Smith as being with Ted Bates & Co.)

### Wants supermarket study

EDITOR: If reprints are available of the April 25 article, "New direction for advertisers?" regarding the Peters, Griffin, Woodward's study of supermarket shoppers, we would like to have 25 copies.—*Martin L. Leich, general manager, WGBF Evansville, Ind.*

(No reprints available, but a supply of tear sheets are enroute.)





**This theology student learned  
about ghetto housing,  
crime rates,  
racial prejudice,  
unemployment,  
school dropouts  
and riots.**

**So did Grand Rapids.**

This is Alex Barton, theology student, producing a documentary. And behind it is a unique internship program designed to give selected churchmen a working experience in radio and TV.

Selected by the National Council of Churches, McCormick Theological Seminary student Barton came to the WOOD stations, Grand Rapids. His twelve weeks were under written by Time-Life Broadcast and the NAB.

Out of his learning came two documentaries, one for radio and one for television. They demonstrated to audiences in western Michigan that the Negro's problems are by no means limited to the South or the big cities. And the communities are acting.

Journalism like this is our specialty, and our responsibility as a group broadcaster.



KERO-TV Bakersfield  
KLZ-TV-AM/FM Denver  
WOOD-TV-AM/FM Grand Rapids  
WFBM-TV-AM/FM Indianapolis  
KOGO-TV-AM/FM San Diego



# MONDAY MEMO

from D. C. HIRSCH JR., Serta Mattress Co., Chicago

## Baseball on radio: it sells the Serta seller

Who ever heard of selling mattresses on baseball radio broadcasts?

Well, that's what the Serta Mattress Co. of Chicago and Milwaukee has been doing for five years and strange as the idea may seem it has worked.

Sales of mattresses have increased since we have sponsored the Chicago Cubs games on WGN Chicago. Our target is to reach the man who sells the mattress, again strange as that may seem, and not just Mrs. Consumer all by herself. We have also expanded our use of radio as a result to include Milwaukee stations, both WTMJ and WOKY, on 52-week schedules, plus daily traffic reports on the *Wally Phillips Show* on WGN.

Serta Associates is a national organization composed of local mattress manufacturers who through a franchise arrangement manufacture bedding under the Serta label. Each of the 40 local Serta companies helps to support a national advertising campaign that is primarily devoted to the consumer print media, particularly magazines. The national program also includes special radio materials for the use of the local firms.

**Local Level Sell** ■ Above and beyond this national campaign most of the local Serta manufacturers carry on their own promotions, including both radio and television. Whenever possible they tie-in with the themes of the national program.

The local manufacturer advertising is designed to generate traffic and to promote sales at the dealer retail level as a general rule. This is in contrast with the national campaign which strives chiefly to keep the Serta name before consumers on a broad scale. But as already noted, our local approach is different.

Our retail experience proved to us that although the consumer may remember an advertised brand, it is the salesman-dealer who sells her whatever brand he wants her to buy when she gets to the store. So we decided that in our supplemental promotion it was the dealer or salesman we have to sell, especially since he also carries competitive lines of mattresses and bedding.

**Radio Is 'Best'** ■ Here in the Chicago market, Serta and its agency, Marvin H. Frank & Co., decided on radio as the best medium for telling our local story. We felt that with radio we could reach more people with a limited budget and that we could make up for the

lack of total market saturation through creative merchandising.

Our decision then was to place the greater portion of our advertising budget into sponsorship of all the Cubs games on WGN and to use our commercial time to promote our local dealers as well as to sell mattresses. We use a combination of live and recorded messages and mention the names of two dealers in each commercial.

Cub announcers Lou Boudreau and Vince Lloyd do the live commercials and during the breaks in the baseball action have greeted hundreds of our dealers over the years.

Even in the recorded spots two dealers are mentioned each time. And the Frank agency has created some very humorous spots for us too. This year's campaign, "Events Which Might Have Changed the Course of History," involves take-offs on real events. They point out how the endings might have been different if the principal character had slept on a Serta Perfect Sleeper mattress.

**Minute Drama** ■ One spot, for example, features "Seymour Revere," Paul Revere's brother. It goes like this:

**NARR: (FOLLOWING FANFARE)** Now, Serta, makers of the Perfect Sleeper Mattress, presents:

**VOICE: (ECHO)** Events That Might Have Changed History!

**NARR:** Here's the *true* story why Seymour Revere never made his famous ride.

**SOUND: SNARE DRUMS IN DISTANCE** (as if British are coming.)

**MOM:** Seymour! Wake up, Son, the British are coming!

**SEYMOUR:** SNORE.

**MOM:** Seymour! It's midnight! It's time to ride!

**SEYMOUR:** SNORE.

**PAUL:** Ain't no use, Ma! You never shoulda given him that new Perfect Sleeper Mattress!

**MOM:** You're right, Son! (Almost sarcastic) Oh well! Looks like *you'll* have to warn the countryside, Paul. I can't *wake* Seymour. *Nothing* can wake you up once you stretch out on the all-new Serta Perfect Sleeper Mattress!

**MUSIC:** (a la Yankee Doodle)

**ANNR:** If you'd like to sleep like Seymour Revere, stretch yourself out on the all-new Serta Perfect Sleeper Mattress! You actually *feel* the wonderful difference the moment you *touch* the comfort-quilted Perfect Sleeper. It's all new! Everything's been changed but the price. Still only \$79.50!

**TAG:** (Local dealer tie-ins.)

At least a week prior to a broadcast a postcard is mailed to each dealer to be mentioned on the air. Every commercial, whether live or recorded, also features a tag line from the national campaign.

**Extra Mileage** ■ We have found that the baseball broadcasts also are highly merchandisable. Last year, for instance, we started out our campaign during spring training. Announcement telegrams and letters over the signatures of Sportscasters Boudreau and Lloyd went to each of our 300 Serta dealers in Chicago and Milwaukee.

We also give away free tickets to the Cubs' games through our dealers. Commercials have offered tickets to those who visited their "Serta Mattress Man" and made the "Press Test," a catchy name for inspecting our mattress.

To further capitalize on our baseball sponsorship, Cub players make personal appearances at local dealer stores.

These are the doors radio opens for you if you use the medium properly.



D. C. Hirsch Jr. has been president of Serta Mattress Co. of Chicago and Milwaukee since 1952. Mr. Hirsch also is vice president of the national franchising organization, Serta Associates. There are 40 local manufacturing firms that are members of the national group. Serta-Chicago itself supplies some 300 dealers in its twin-city area. Serta-Chicago earlier used television personalities for about four years but has concentrated on radio during the past eight years.

# BEELINE® COUNTRY... AWFULLY BIG IN AGRICULTURE



... and **BEELINE RADIO KMJ** is a proven way to reach this important market

You have a powerful line-up working for you on Beeline Radio. KMJ, for instance, covers Fresno's 9-county market where people have over \$2.46 million to spend

every year. KMJ is just one of four Beeline stations . . . the key to California's rich Inland Valley.

*Data Source: Sales Management's 1965 Copyrighted Survey (Effective Buying Income)*



**McCLATCHY BROADCASTING**

THE KATZ AGENCY, INC. • NATIONAL REPRESENTATIVE

**KMJ • Fresno**

**KFBK • Sacramento**

**KBEE • Modesto**

**KOH • Reno**



# BUY THE BIG ONE WBTV

WBTV has a 53% metro share of audience from 9 am to midnight, Sunday through Saturday.\*


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

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

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

**BUY WBTV — THE NUMBER ONE STATION IN THE NATION'S 23rd LARGEST TELEVISION MARKET.\*\***

**WBTV**  
**CHARLOTTE**

JEFFERSON STANDARD BROADCASTING COMPANY  
WBTV / WBT-FM / WBTV / WBTW / Jefferson Productions  
Represented Nationally By  
Television Advertising  Representatives, Inc.

\*Feb-Mar/66 NSI

\*\*1965 Sales Management Survey of Television Markets  
The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.

# Will spectrum traffic pinch TV?

Presidential expert points to many developments, predicts more and urges caution; September study will list possible users of space through 1980

Television in the sky in a variety of modes and configurations was predicted last week in Washington.

But, despite the bullish prognostications, a "go slow" signal was raised by at least one leading communications expert.

The warning may be considered a forerunner of possible future moves to try and delete some of TV's spectrum space, especially in the upper end of the UHF band, or to trim TV channels which critics charge are too wide under present technological knowledge.

The fanciful, and not so fanciful, future for communications satellites in all their capabilities was offered at a meeting of the American Institute of Aeronautics and Astronautics. The warning was sounded at the same meeting.

Some of the futuristic looks at communications satellites:

- A "technical model" of a satellite system providing for the distribution of network TV and radio programs to affiliates to be submitted to the FCC by Aug. 1. Promised by James McCormick, chairman of the Communications Satellite Corp.

- A single, large, manned multipurpose satellite in 10 years, providing for all telecommunications requirements for the North and South Atlantic nations, including television relay over the oceans and distribution of TV network programs to affiliates. And in time several satellites to cover the world with TV, telephony, data, navigation, meteorology, and a host of other services. By G. K. C. Pardoe and L. W. Steines, Hawker Siddeley Dynamics Ltd., London.

- A direct satellite-to-home TV service, utilizing the upper end of the UHF television band, transmitting a single color TV channel covering an area of Boston to Washington with a 10-year life. Home receivers would be unmodified, except for the addition of a special antenna and booster amplifier, costing from \$50 to \$75. The satellite would operate on channel 69 (800 mc) with

12 kw power. Programs transmitted to the satellite would use channel 62 (758-764 mc) with 10 kw from a 28-foot parabola. The system, called VisTa, was presented by R. B. Marsten and S. Gubin, both of RCA Laboratories at Princeton, N. J.

- An educational TV service via a single satellite using 10 to 80 kw of effective radiated power furnishing six TV channels. Two channels for rural areas to be received at schoolhouse rooftop antennas (costing \$250 to \$10,000 each depending on the number ordered), and four channels to urban TV stations for rebroadcast to school



A traffic jam in the radio spectrum was predicted last week by Lieutenant General James D. O'Connell, retired chief signal officer of the U. S. Army, who is now telecommunications advisor to the President. Pointing to the many uses for communications satellites technically feasible today and predicting more in the years to come he outlined the problem and said that a study of its dimensions is underway with results to be submitted next September.

receivers. Overall cost: equivalent to about \$1 per person per year. Submitted by John W. Ludwig, Hughes Aircraft.

This was the tenor of many of the papers presented at the meeting.

**Uncle Sam Calls Pause** ▪ The warning against the headlong rush to use communications satellites for all sorts of purposes was sounded by Lieutenant General James D. O'Connell, retired chief signal officer of the U. S. Army and now telecommunications advisor to President Johnson and assistant director for telecommunications management of the Office of Emergency Planning. General O'Connell has been mentioned as a possible FCC commissioner or chairman to replace E. William Henry who resigned as chairman on April 30 (BROADCASTING, April 25).

His prime concern, he acknowledged, is the increasing traffic jam in the radio spectrum.

Many uses for communications satellites are technically feasible today, he said, and in the years to come many more services will be possible. But, he admonished, the desirability of these uses must be weighed against a limited amount of frequency space and the merits of other claimants for spectrum living space.

Nowhere in his formal remarks, or in a news conference that preceded his luncheon speech, did General O'Connell actually specify the services that might be denied space satellite utilization. He did mention direct broadcasting to home receivers as one example of the problem, but otherwise he was mum. But there was no mistaking the intent of his warning.

It was summed up in his concluding remarks: "Remember, the spectrum is not an infinite resource; it is a measured resource."

Although the bulk of his remarks was a comparison of the advantages and disadvantages of satellites, cables and high frequency radio for transoceanic communications, his audience definitely was left with the impression

## WILL SPECTRUM TRAFFIC PINCH TV? continued

that major satellite policy was in the making that might have vital significance for broadcasting, as well as other communications services.

This impression is bolstered by the fact that there is a major study underway, under the auspices of General O'Connell's office, involving broadcasting as well as other services.

**Space Usage** ■ The study is being conducted by the Jansky & Bailey Division of Atlantic Research Corp., Washington. Begun in January of this year, the \$150,000 project calls for the firm to determine all the communications uses present and projected of space satellites to the year 1980.

The Jansky & Bailey study is due to be submitted to General O'Connell in September.

The Jansky & Bailey project, in cooperation with System Sciences Corp.,

Washington, will result in a determination of present and future uses of space satellite communications, the impact of space users on the spectrum, their effect on other services, and an evaluation of methods to overcome or avoid problems.

Jack Renner, of Jansky & Bailey, is the project director for the study.

The contract is with an official government group called the Ad Hoc Study Group on Space Services Spectrum Saturation. This committee, which consists of representatives of all major departments and agencies of the federal government, including the Defense Department and the FCC, is headed by Fred W. Morris Jr. and William Plummer, both associate directors of OEP. Mr. Morris is in charge of advanced concepts and technology; Mr. Plummer, of frequency management.

Not only is the prospective use of

communications satellites for direct broadcasting to home receivers involved in this study, but undoubtedly also the pending move to use a domestic satellite permitting TV and radio networks to feed their affiliates with their programming, instead of using AT&T lines.

**Kid Gloves** ■ Although aimed at all areas and services, the study must touch on broadcasting if only because TV and FM are involved in the frequency areas under consideration. Problems of interference, both to and from these services, are also a prime matter.

But because TV and FM are so intertwined with public service, everyone involved in the spectrum study and in frequency management is doubly discreet in discussing the implications that may result.

General O'Connell in his speech singled out the land mobile services as an example of a spectrum user that is badly in need of space. He also commended the mobile services for increasing the efficiency of their use of the spectrum by four times in the last 15 years.

The land mobile services have over the last few years asked the FCC for some of the UHF portion of the television allocation. At one time they asked for channels 14 and 15 (470-482 mc) but this was opposed so vigorously by broadcasters that it was dropped. Pending before the FCC is a request by the National Association of Manufacturers' radio committee for sharing of these two channels with television in the Los Angeles market on an experimental basis. No action has been taken by the commission on this proposal; it is one of several being weighed by an industry-government committee for the land mobile services.

**Home Reception** ■ As to direct broadcasting from a satellite to a home receiver, the National Aeronautics and Space Administration is on the verge of issuing a contract for a feasibility study to determine whether it should explore the technique of broadcasting from a satellite to home FM and/or shortwave receivers. This proposal was first enunciated by NASA last November. Seven electronic companies have submitted bids, and it's expected that two contracts will be authorized (BROADCASTING, Nov. 29, 1965; Jan. 24).

Although no formal word has been reported on what frequencies are under consideration for this direct-to-home service the word in engineering circles is that one of the frequencies under consideration is in the 800 mc band, as suggested by Messrs. Marsten and Guber. This would permit a relative balance to be achieved, it's understood, between the power that must be transmitted from a satellite and the sensitivity of a home receiver.

This spectrum area, like the ones

### Radio by satellite could serve rural areas

How a communications satellite might settle once and for all a 20-year-old FCC problem was injected into the proceedings of the American Institute for Aeronautics and Astronautics meeting in Washington last week.

As suggested by Andrew G. Haley, Washington communications attorney and former president of national and international astronautical societies, a communications satellite might constitute an effective and efficient means of delivering an aural radio service directly to rural areas of the United States.

This would, he said, obviate the need for super power for clear-channel stations and "help resolve a 20-year-old problem in standard broadcasting."

Mr. Haley is counsel for the Association on Broadcast Standards, a group that is opposing super power for clear-channel stations.

Many of the statements made at the AIAA meeting called for the establishment of educational and "informational" TV systems via satellites for not only the United States but also for other areas of the world.

Vincent P. Rock, George Washington University, Washington, professor, predicted that communications satellite systems were "the leading edge" of a "trillion dollar market" for communications and information.

He called on the U. S. to estab-

lish a worldwide Satellite Educational and Information TV (SEIT) system to carry technical and cultural information to the two-thirds of the world's population who inhabit underdeveloped nations.

Myron Tribus, dean of engineering, Dartmouth College, foresaw the establishment of "global information grids," like power lines, which through the use of computers and "cheap" home television recorders would permit home study "anytime, about anything, anywhere" in the world.

Richard N. Gardner, Columbia University law and international relations professor, proposed the establishment of a pilot program from a satellite to India feeding educational TV to ground stations and to the home.

Captain Winfred E. Berg, retired Navy officer, who is aeronautics assistant to the National Space Council, forecast satellite services of the future including color TV and radio programs "delivered on call to any individual in the world." He also predicted that satellites would be used for facsimile newspapers printed in the home, as well as for library services, telephone, telegraph, computers, weather, market services.

The impact of communications satellites, he said, compares with the invention of the alphabet by the Phoenicians and of movable type by Gutenberg.



## Satellite-to-home TV feasible in five to 10 years

There is "every likelihood" that television network programs will be distributed to affiliated stations by communications satellites by 1970, John A. Schneider, CBS Inc. group vice president for broadcasting, told the 12th general conference of CBS-TV Network Affiliates last week (also see pages 42, 54).

He said satellite transmission directly into homes, bypassing TV stations, should be technically feasible within roughly five to 10 years from now, but stressed that technical feasibility is "only a small part of the problem."

Mr. Schneider's forecasts were supported and amplified by William B. Lodge, CBS-TV Network vice president for affiliate relations and engineering.

Mr. Lodge also said that, based on recent conversations between the Communications Satellite Corp. and the TV networks, it would not be unreasonable to expect a practical field test of network-to-station transmissions by satellite within the next year. The test, he indicated, would probably use a few sample receiving locations and would check the week-

in and week-out reliability of network distribution by satellite.

**Needs Studied** ■ He said the Comsat-networks meeting, held within the last month (BROADCASTING, April 18), was to discuss the networks' circuit requirements and to hear what Comsat felt it could do in meeting those requirements. The talks, he said, are continuing.

Mr. Lodge said he had a "fairly conservative" timetable on the feasibility of direct-to-the-home television, based on recent engineering reports and briefings. His current guess, he told affiliates, is that it's at least 10 years away, but he said a few years could be knocked off that estimate by new technical developments.

Mr. Schneider said that satellites, whether they deliver programs directly or through affiliates, raise a wide range of major questions, such as ownership, government involvement, whether they will lead to the creation of new full-service networks, special-service networks or both, how they may affect news-gathering techniques and what effect they may have on copyright owner-

ship of broadcast programming.

Mr. Lodge also stressed many of these questions and added a few: whether receiving stations can be located "on the parking lot back of your studios," or whether remote, interference-free locations will be necessary, and also the question of how occasional-use circuits for news, special events, sports and regional networks can be provided.

He said he had seen nothing in recent months to throw serious doubt on the ultimate feasibility of direct broadcasting to the home. In fact, he said, it should be possible in aural FM broadcasting within five or six years.

But in TV, he continued, it's one thing to deliver programs by satellite to a receiving station that might cost an affiliate \$50,000, and "quite another thing" to deliver a signal strong enough for a home receiver using an antenna of reasonable size and cost. On one of the upper UHF channels, he estimated, the satellite transmitter would probably need an effective radiated power of more than one megawatt to serve the entire United States.

eyed by the land mobile services, is already allocated to UHF television. UHF runs from 470 to 890 mc, with TV channels 69 to 83 involved in the band between 800 mc and 890 mc.

At present, the FCC has outstanding a proposed rulemaking that would assign the high-band UHF television channels for low-power, community-type TV outlets. In one comment, the proposal was made that the 10 upper channels be assigned for translator service. This suggestion was submitted by the Association of Maximum Service Telecasters.

**State of the Art** ■ From time to time, of course, there have been suggestions that standards for television be revised in the light of the advances that have been made in technology since 1945 when TV was commercially established.

One of the latest was the recommendation last year by the Joint Technical Advisory Committee that a study be instituted to determine whether the entire television allocation might not be reduced, but containing the required number of potential stations in the reduced allocation through more efficient use of channels. The JTAC report also recommended that land mobile services be permitted to share channels with television stations in selected cities and under rigorous engineering standards

(BROADCASTING, May 10, 1965).

JTAC is an advisory committee sponsored by the Institute of Electrical and Electronic Engineers and the Electronic Industries Association to aid the FCC on broad, technical issues.

The whole philosophy of the telecommunications establishment was put bluntly but graphically by one member when he used urban renewal as an analogy with the communications "slums."

"Don't forget," he said, "you've got to tear the old tenements down to make way for the new, modern buildings."

## AMST opposed on channels 70-83

The Association of Maximum Service Telecasters' proposal to reserve UHF channels 70 to 83 for the exclusive use of TV translators ran into opposition in comments filed with the FCC.

ABC, the National Association of Educational Broadcasters, the American Civil Liberties Union and the Georgia State Board of Education opposed the proposal.

ABC said the commission should

retain maximum flexibility to use channels 70 to 83 in the public interest. ABC, however, said that in the interest of retaining flexibility it did support AMST's proposal to permit the operation of nonassignment translators on all 70 UHF channels along with regular UHF TV stations.

ABC also has opposed the commission's proposal to reserve channels 70 to 83 for exclusive use by a new class of low-power community TV stations (BROADCASTING, Aug. 23, 1965).

NAEB said that the decision to separate channels 70 to 83 for independent consideration was "unwise and unjustified." The association again urged the commission to adopt a saturated table of TV assignments that would assign approximately 3,200 channels, roughly 1,100 of which would be assigned for educational television use.

**Secondary vs. Primary** ■ NAEB said that reserving channels 70 to 83 for the exclusive use of translators would convert a proper secondary use into a primary use of TV channels. The educational group said that it agrees that translators should be allowed on all 70 UHF channels.

The American Civil Liberties Union argued that the reservation of the chan-

nels for the exclusive use of translators might jeopardize the use of those channels for a wide range of diversified TV programming.

The Georgia State Board of Education again advanced its plan to reserve channels 70 to 75 for the commission's proposed community TV stations and channels 76 to 83 for the exclusive use of educational stations. To reserve

these channels for the exclusive use of translators would hinder the development of local outlets of self-expression and would seriously prejudice the efforts of the states to meet their educational TV needs, the state board said.

The only filings in support of the proposal were from AMST and Bonneville International Corp., licensee of KIRO-TV Seattle and KSL-TV Salt Lake

City.

AMST said "additional translators are and will be needed to improve the quality of fringe-area reception, to fill gaps in the service areas of existing stations and to provide multiple television services to the greatest extent feasible." It also expressed opposition to the creation of a new class of community TV stations on channels 70 to 83.

## BROADCAST ADVERTISING

# Network radio '65: hits \$67.9 million

## GENERAL MOTORS HEADS LIST OF TOP-100 SPENDERS AT \$6.5 MILLION

Advertiser investment in network radio in 1965 amounted to \$67.9 million, a 1% drop from 1964, the Radio Advertising Bureau reported last week.

This estimate accompanied a compilation by RAB of the 100 leading network radio advertisers for last year. The report included spending on specific brands and advertiser categories.

Miles David, RAB president, said the new report marks the first time that expenditures by brands has been available on an annual basis for a number of years. He said a similar report on spot radio will be released shortly by RAB.

Mr. David said network data came from reports to the accounting firm of Peat, Marwick, Mitchell and Co. by the four major radio networks.

### TOP 100 NETWORK RADIO ADVERTISERS (BY BRANDS) YEAR 1965

	est. expenditure
1. General Motors	\$6,570,000
Buick cars	934,000
Chevrolet cars	2,972,000
Fisher body	587,000
Frigidaire	275,000
Guardian Maintenance	364,000
Oldsmobile cars	572,000
United Motor Service	866,000
2. *Campbell Soup	3,544,000
Campbell beans, soup & V-8 juice	3,544,000
3. Liggett & Myers Tobacco	2,630,000
Lark cigarettes	921,000
L & M cigarettes	1,709,000
4. *Eversharp Inc.	
(Schick Safety Razor Div.)	2,282,000
Razors, blades & shave cream	2,282,000
5. R. J. Reynolds Tobacco	2,230,000
Camel cigarettes	692,000
Salem cigarettes	334,000
Winston cigarettes	1,204,000
6. *The Mennen Co.	2,170,000
Men's toiletries	2,170,000
7. Wm. Wrigley Jr.	2,058,000
Wrigley gum	2,058,000
8. Sterling Drug	1,799,000
Bayer aspirin	1,154,000
Ironized yeast	171,000
Phillips milk of magnesia	474,000
9. P. Lorillard Co.	1,476,000
Kent cigarettes	990,000

	est. expenditure
Newport cigarettes	\$ 486,000
10. General Mills, Inc.	1,223,000
Bisquick	978,000
Total cereal	245,000
11. *Standard Brands Inc.	1,042,000
C&S coffee, Royal desserts, Tender Leaf tea	1,042,000
12. American Motors	1,029,000
Rambler cars	1,029,000
13. Ford Motor	946,000
Ford cars	532,000
Mercury cars	414,000
14. Mars Candies	935,000
Mars candy	935,000
15. *Chrysler Corp.	929,000
Cars & car care	929,000
16. Bristol-Myers	912,000
Bromo-Quinine	89,000
Minit-Rub	89,000
Mum	92,000
No-Doz	642,000
17. National Dairy Products (Kraft Div.)	900,000
Kraft dinners	247,000
Parkay margarine	653,000
18. State Farm Mutual	887,000
Automobile insurance	887,000
19. Coca-Cola Co.	856,000
Coca-Cola	856,000
20. American Express	832,000
Credit cards	85,000
Travelers cheques	747,000
21. A.F. of L./C.I.O.	830,000
Labor union	830,000
22. *Pet Milk	749,000
Evaporated milk & Whitman candy	749,000
23. *American Tobacco	738,000
Lucky Strike, Pall Mall & Tareyton cigarettes	738,000
24. Chas. Pfizer (Coty Div.)	725,000
Perfumes & cosmetics	725,000
25. Florida Citrus Commission	673,000
Florida citrus fruits & juices	673,000

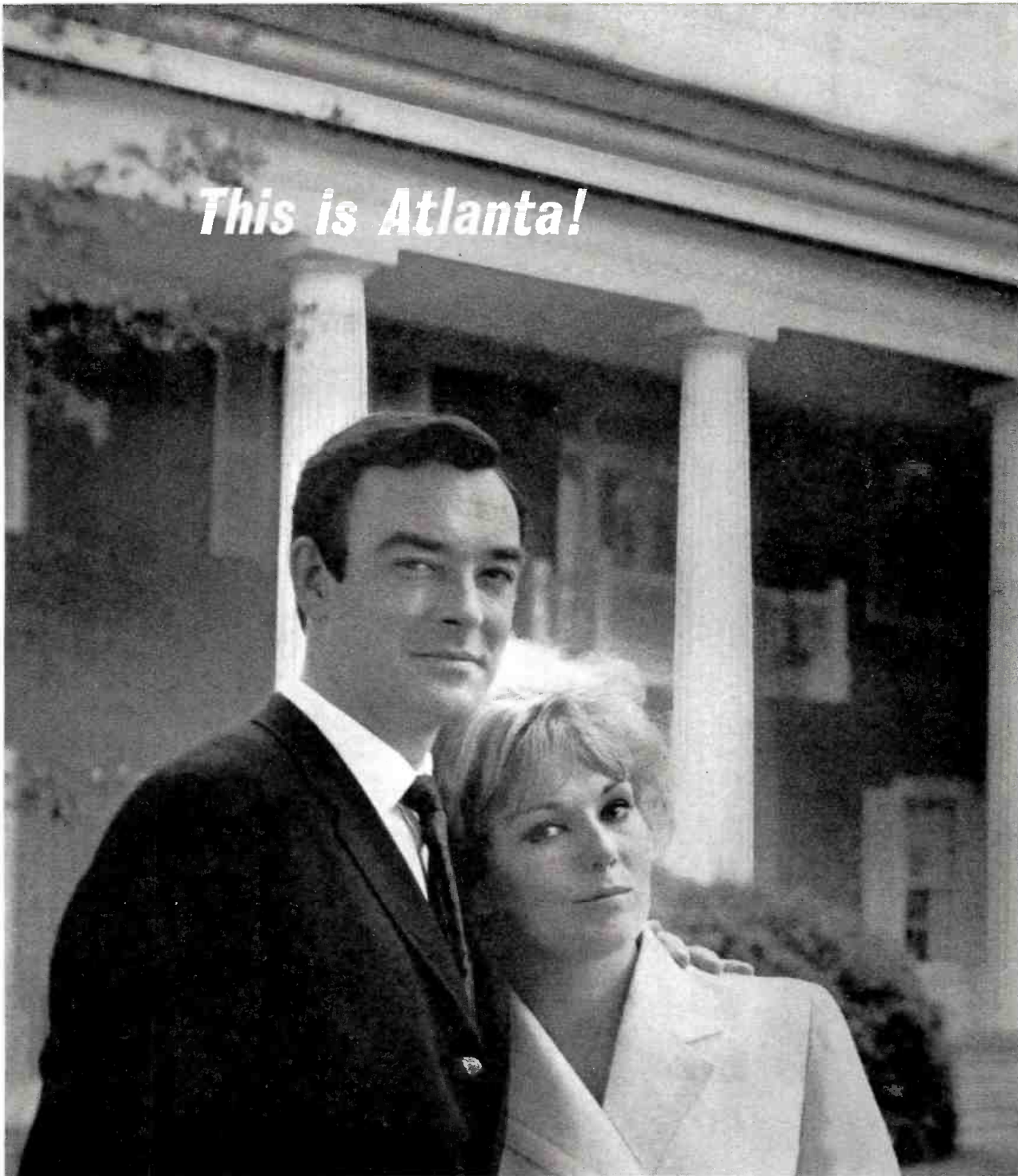
### Radio's top brand expenditures In 1965 (estimated)

1. Campbell foods	\$ 3,544,000
2. Chevrolet cars	2,972,000
3. Schick shaving products	2,282,000
4. Mennen men's toiletries	2,170,000
5. Wrigley gum	2,058,000
6. L & M cigarettes	1,709,000
7. Winston cigarettes	1,204,000
8. Bayer aspirin	1,154,000
9. Rambler cars	1,029,000
10. Kent cigarettes	990,000

	est. expenditure
26. Pharmaco	\$ 663,000
Cushion grip	50,000
Sutton deodorant	613,000
27. Foster-Milburn	650,000
Doan's pills	650,000
28. North American Van Lines	644,000
Transportation	644,000
29. E. I. DuPont de Nemours	589,000
Golden 7 additive	589,000
29. Sylvania Electric Products	589,000
Flashbulbs	589,000
31. Time Inc.	576,000
Life magazine	40,000
Time magazine	536,000
32. Schenley Industries	507,000
Amitone	127,000
Blackberry wine	75,000
Dubonnet	242,000
Tintex	63,000
33. Armour & Co.	476,000
Dial soap	476,000
34. Kaiser Industries	470,000
Kaiser foil	365,000
Jeep automobiles	105,000
35. Florists' Telegraph Delivery Assn.	468,000
Flowers-by-wire	468,000
36. Pennzoil	460,000
Pennzoil gas & oil	460,000
37. Carling Brewing	459,000
Carling beer & ale	459,000
38. Nestle	442,000
Chocolate products	16,000
DeCaf	232,000
Keen	56,000
Nestea	138,000
39. Hartford Insurance Group	435,000
Insurance	435,000
40. Borden	426,000
Aunt Jayne's foods	243,000
Wylar soups & fruit juices	117,000
Realemon	66,000
41. Church & Dwight	425,000
Arm & Hammer soda	342,000
Borax	83,000
42. 3M Co.	419,000
Dynachrome	10,000
Dynacolor	27,000
Games	8,000
Scotchbrite	24,000
Scotchgard	31,000
Tapes	228,000
Tarnishield	91,000
43. Kitchens of Sara Lee	412,000
Sara Lee frozen bakery products	412,000
44. Bankers Life & Casualty Co.	411,000
White Cross hosp. & medical ins.	411,000
45. Dairy Queen Natl. Development	403,000
Dairy Queen ice cream	403,000
46. Cowles Magazine & Broadcasting	391,000
Look magazine	391,000



*This is Atlanta!*



**ARM IN ARM!** Kim Novak and her husband, Richard Johnson, go arm in arm, as WSB-TV goes arm in arm with Atlanta. Like the stars, WSB-TV and Atlanta are a handsome couple. Put your spots on WSB-TV, Atlanta's first TOTAL COLOR station.

**WSB-TV**

Channel 2 Atlanta

NBC affiliate. Represented by Petry



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; WHIO-TV, Pittsburgh.

	est. expenditure
47. Billy Graham Evangelistic Assn. Religious	\$385,000
48. Menley & James Labs	377,000
49. *MacFadden-Bartell	376,000
50. Sinclair Refining	373,000
51. Retail Clerks International Ass'n.	370,000
52. Pepsi-Cola	361,000
53. Union Carbide	360,000
54. Beatrice Foods	356,000
54. Ocean Spray Cranberries	356,000
56. Mutual of Omaha	337,000
57. Miller Brewing	335,000
58. American Telephone & Telegraph Co.	333,000
59. *Shulton	331,000
60. CBS Inc.	326,000
61. Interstate Bakeries	309,000
62. Corn Products (Best Food Div.)	290,000
63. Purex	287,000
64. Borg-Warner	277,000
65. Brunswick	276,000
66. *Curtis Publishing	270,000
66. Rexall Drug	270,000
68. Pittsburgh Plate Glass	265,000
69. Holiday Inns of America	262,000
70. Meredith Publishing	246,000
71. Great American Ins. Co.	245,000
72. Lehn & Fink Products	235,000
73. Sun-Maid Raisin Growers of Calif.	227,000
74. Sun Oil	219,000
75. General Electric	215,000
76. Sunsweet Growers	211,000
77. Mentholatum	204,000
78. Chap Stick Co.	202,000
79. Newsweek	198,000
80. R. C. Bigelow	196,000
81. Wynn Oil	190,000
82. Eastern Products	189,000
82. Kerr Glass Mfg.	189,000
84. Polk-Miller	182,000
85. *Gillette Safety Razor	179,000

## TV network billings for January-February

Net time and program billings by day parts and by network  
(Source: TvB/LNA-BAR)  
(add 000)

	FEBRUARY			JANUARY-FEBRUARY		
	1965	1966	% Chg.	1965	1966	% Chg.
Daytime	\$26,836.6	\$29,485.9	+ 9.9	\$ 57,883.7	\$ 69,880.6	+20.1
Mon.-Fri.	19,995.2	21,410.8	+ 7.1	42,012.0	46,577.3	+10.9
Sat.-Sun.	6,841.4	8,075.1	+18.0	15,871.7	23,303.3	+46.8
Nighttime	71,305.4	79,547.8	+11.6	145,510.9	161,705.6	+11.1
Total	\$98,142.0	109,033.7	+11.1	203,394.6	231,586.2	+13.9
		1966		ABC	NBC	Total
		*January	\$ 34,102.8	45,317.2	43,132.5	122,552.5
		February	32,090.8	39,726.5	37,216.4	109,033.7

\*January figures adjusted as of April 29, 1966.

	est. expenditure
86. American Laundry Machine Industry	\$179,000
87. WTS-Pharmcraft	170,000
88. Hastings Mfg.	165,000
89. Mail Pouch Tobacco	162,000
90. Bankers Life Co.	160,000
91. B. F. Goodrich	157,000
92. Colgate-Palmolive	156,000
93. Pillsbury	154,000
94. McCulloch	153,000
95. Socony-Mobiloil	145,000
96. Stewart-Warner	144,000
96. Voice of Prophecy	144,000
98. California Date Growers Assn.	142,000
98. Lutheran Layman's League	142,000
100. Testor Corp.	140,000

SOURCE: Radio Advertising Bureau Inc. Figures shown are gross before deduction of any discounts or agency commissions, as reported by ABC, CBS, MBS and NBC networks. This makes them comparable to data for other media including Spot radio, spot TV and network TV.

\*Reports on expenditures for these advertisers are not broken down in enough detail for RAB to estimate brand figures with acceptable accuracy. More complete brand data are anticipated in future releases.

## GWB sets up its own rep firm

Golden West Broadcasters last week did the expected. It formed its own national-radio-sales-representative organization. The move replaces AM Radio Sales, the firm that had represented the station group for the last 14 years, with a new company called Major Mar-

ket Radio. The rep's first clients are the four Golden West Broadcasters-owned stations, KMPC Los Angeles, KSFO San Francisco, KEX Portland, Ore., and KVI Seattle.

Major Market Radio begins operation Aug. 1. It will be headed by former AM Radio Sales President Wilmot H. Losee (see page 10). Jerry Glynn, another member of the AM Radio team also is going over to the new firm.

GWB's action of last week was in the works since last January when Westinghouse Broadcasting Co. announced the purchase of KFVB Los Angeles. This set up a conflict of interest because Westinghouse is the parent company of AM Radio Sales and the rep firm already was associated with the GWB-owned station in the market, KMPC. Soon afterwards GWB revealed that it would sever connections with AM Radio Sales and indicated that an independent national sales operation was being considered (BROADCASTING, March 21). It's now certain that if Westinghouse's purchase of KFVB is approved by the FCC, AM Radio Sales will represent it.

Outside The Fold, Too - There also are strong indications that Major Market Radio is going to actively seek to represent clients outside of the GWB fold. Loyd C. Sigmon, executive vice president of Golden West Broadcasters, all but spelled it out last week when he explained that his stations, with their heavy emphasis on specialized programming, as well as sports broadcasting, required "customized selling." He added that GWB's means to achieving such an end was to develop a sales organization dedicated to creative selling of radio at all levels of media buying activity, both through advertising agencies and clients. He suggested that this concept might be meaningful to other broadcasters whose goals and objectives are similar to those of Golden West.

GWB's KTLA(TV) Los Angeles property was not affected by the formation of the new sales representative organization. It's handled by Peters, Griffin, Woodward Inc.



## Ever wonder why we call KNBC Los Angeles "your community-minded station"? These four Emmy Awards help tell why.

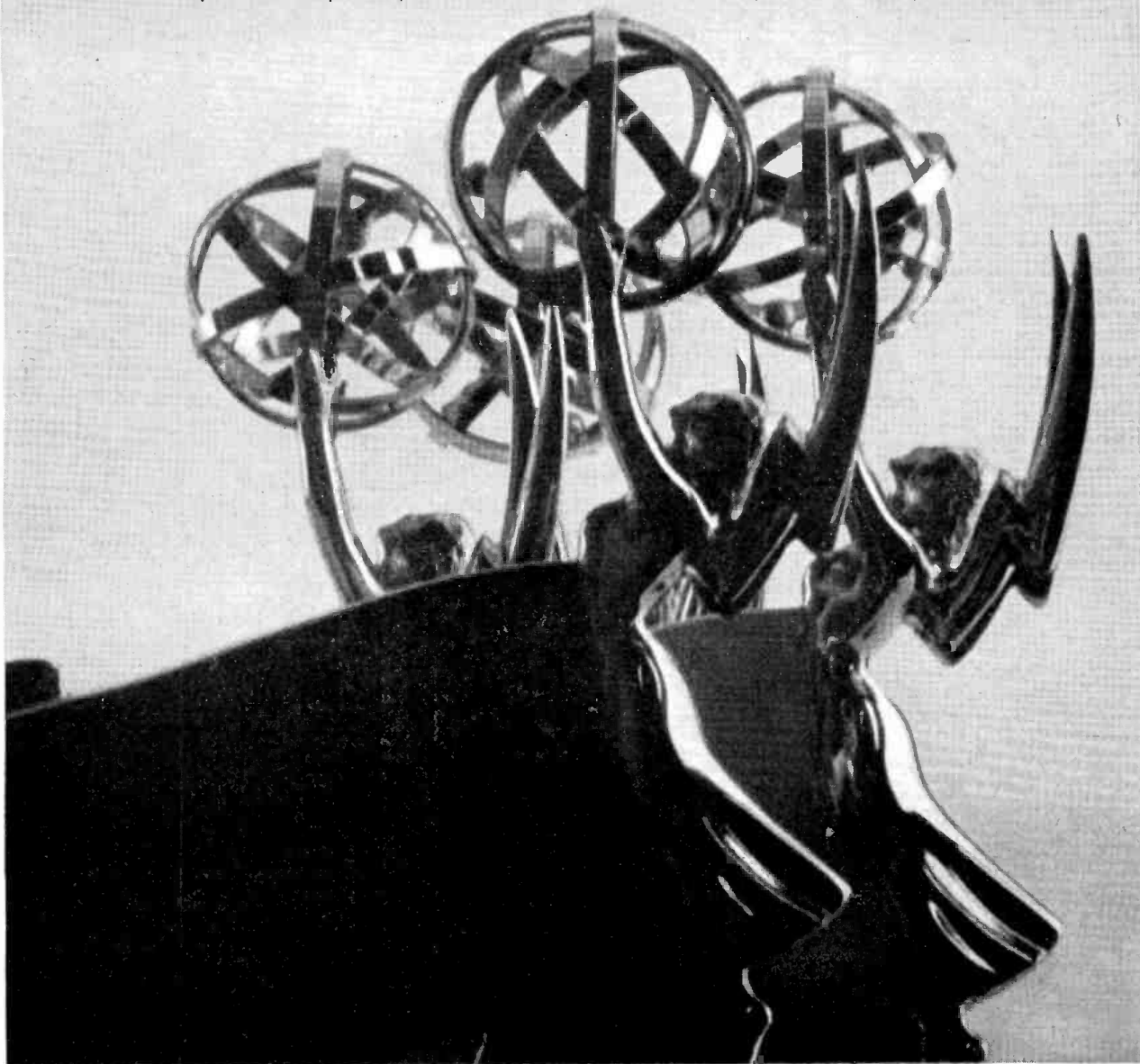
This year KNBC Channel 4 won four Emmy Awards from the Hollywood Chapter of the National Academy of Television Arts and Sciences. More than any other Los Angeles television station. (Last year we won three awards. Also more than any other station.) Honors for the best local programming of 1965 went to KNBC's special, five part documentary of the Watts riots, "Out of the Ashes," and to the weekly KNBC "College Report." KNBC's Bob Wright was presented an award for his outstanding work as a public affairs and news reporter. A special, Governor's

Award went to retiring NBC Vice-President and KNBC General Manager, Thomas C. McCray, for his outstanding contributions to television programming.

KNBC is grateful to the Academy for these honors. More important, we're encouraged. Because each year we strive to improve our community-minded programming, and each year we seem to be rewarded a little more.

**KNBC**  **4**  
OWNED

KNBC your community-minded station.



## Alka-Seltzer tummies win another award

The Alka-Seltzer TV commercial that has fizzed through the advertising awards circuit this year, popped up again last week with the top prize in the seventh annual American TV Commercials Festival.

Held in New York on May 5, the festival drew some 1,500 advertising and production executives to a dinner and an announcement of 68 Cleo statuettes, along with screenings of selected winners and an annual film review of trends.

The Alka-Seltzer award was for the best overall campaign. Cited were Jack Tinker & Partners, the agency, and Harold Becker and Brillig Productions, the production houses. Alka-Seltzer also won honors for the best commercial in the pharmaceuticals category.

The festival attracted 1,891 entries from the United States and Canada from which 200 finalists were weeded. There were an additional 221 entries from countries around the world.

## RAB picks 21 of radio's best ads

Twenty-one of the "most effective" radio commercials in 1966 were announced last week by the Radio Advertising Bureau. Recipients will be honored in New York May 13 at a radio commercial workshop, sponsored by the International Radio and Television Society. Each advertiser and agency will receive a golden-record plaque from RAB. Special "creative" plaques will also be presented to winning radio spot creations.

For national prizes, 15 products are recognized: Amoco (The American Oil Co.) and Budweiser beer (Anheuser-Busch), both through D'Arcy Advertising; Macleans (Beecham Products) through Kenyon & Eckhardt; V-8 juices (Campbell Soup Co.) and Parkay (Kraft Foods), both through Needham, Harper & Steers; Dodge (Chrysler Corp.), through BBDO, Plymouth (Chrysler), through N. W. Ayer & Son; Coca-Cola (The Coca-Cola Co.), through McCann-Erickson; insurance (Equitable Life Assurance Society) and cakes (Kitchens of Sara Lee), both through Foote, Cone & Belding; Guardian Maintenance (General Motors Corp.), through D. P. Brothier & Co.; Pan Am (Pan American World Airways), through J. Walter Thompson Co.; Winston (R. J. Reynolds Tobacco Co.),

through William Esty Co. and Dynachrome (3M Co.), through Geer, Dubois & Co.

Six regional winners are: Ballantine beer (P. Ballantine & Sons), through Young & Rubicam; I. I. A. (Irish International Airlines), through Geyer, Morey, Ballard; noodles (Prince Macaroni Manufacturing Co.), through Kenyon & Eckhardt; Shasta (Shasta Beverages), through Hofer, Dieterich & Brown; preserves and jellies (J. M. Smucker Co.), through Wyse Advertising, and extension phones (Southern New England Telephone Co.), through BBDO.

All 21 commercials will be compressed onto a special LP record and presented to the agencies and advertisers.

## Ballantine adds malt liquor to list

P. Ballantine & Sons, Newark, has announced a new malt liquor product, Triple Crown, set to hit the market around June 1 with a broadcast campaign keyed to the slogan: "Makes every night Saturday night."



Mr. Seaman

Advertising cost figures and market selection were not disclosed.

Al Seaman, president of Sullivan, Stauffer, Colwell & Bayles, New York, agency for Ballantine beer, ale and Triple Crown, presented details of the new Ballantine beer campaign that started April 12. Target for the \$9-million effort is the frequent beer drinker.

"The frequent beer drinker," said Mr. Seaman, "represents only 16% of the population but consumes 53% of all the beer."

About \$7.4 million of the beer advertising will go equally into spot radio and TV. William B. Williams, WNEW New York personality, does the radio and TV commercials for Ballantine beer. The spots are based on the slogan: "Hey friend, do it again—Ballantine beer." Mr. Seaman described the slogan as "a selling jingle, one that asks for an order."

The commercials are mainly one-minute long and almost all the TV spots will be in color. They are designed to stimulate the heavy beer drinker's thirst in the 18-state eastern seaboard area

constituting Ballantine's market.

Leo Keegan, SSC&B account supervisor for Ballantine ale, commented that the 1966 ale campaign will continue the successful "ale man" theme. An increased emphasis will be placed on the idea that ale is more manly and suited for the independent thinker.

Some 75% of Ballantine ale's \$2-million ad budget is in radio-TV. The ale campaign, geared for the young adult male, has been extended to two new markets, Washington and Cleveland.

## Business briefly . . .

**Admiral Corp.**, through Campbell-Mithun Inc., both Chicago, has just completed a series of 21 60-second, 50-second and 29-second color spots to be telecast nationally this fall on seven different network TV shows. The spots were filmed at the EUE/Screen Gems Inc.'s Columbia Ranch facilities in Burbank, Calif. Actress Julia Meade stars in three of the spots. Among the products featured are Admiral's Tilt-Out Control Center, portable television sets, stereo theater system and its duplex refrigerator models for 1967. Larry Le Belle of Campbell-Mithun produced the spots with EUE/Screen Gems' Phil Patton directing.

**Chevron Oil Co.**, Eastern Division, through BBDO, both New York has begun a spot TV campaign in 21 markets from Maine to Virginia and on June 20 will launch a spot radio effort in 91 markets covering the same areas. The spot TV effort appeals to the younger drivers while the radio campaign will tie in with local events.

## Also in advertising . . .

**Resort spending down** - Resort and tourist advertising in 1965 dropped 31% in allocations to television, according to Travel Research International Inc., New York. In its report on tourism advertising in measured media, the organization said TV use by the states was down from \$408,350 in 1964 to \$281,400 in 1965. Three states (North Carolina, Florida and Oregon) accounted for the 1964 TV total, though eight states (Nebraska, Arkansas, Utah, Alabama and Missouri were the additional states) used TV last year.

**How they buy** - A study conducted for WSM-TV Nashville shows that the purchase and use of TV-advertised products run as high or higher in small towns and rural areas of the Southeast as they do in the major metropolitan areas. The study covers buying habits in Nashville and surrounding areas in Kentucky, Alabama and Tennessee. The report is being distributed by Edward Petry Co.





## Knock on WOOD!

If you have product to move in Western Michigan, take a tip from the country's leading advertisers and knock on WOOD-TV. Because:

**News.** WOOD-TV is built on a solid news foundation that delivers a 59½ % metro area share from 6:00-6:30 p.m., another 59% in the 11:00-11:30 p.m. slot.\* Our staff of 14 crack newsmen is supplemented by the world-wide facilities of both NBC and Time-Life.

**Color.** Much more color — 98% during evening hours, plus local slide and film facilities.

**Movies.** Top-flight motion picture packages, most in color.

**Audience.** Willy Wood has over 2,000,000 faithful viewers, just waiting to be sold.

**Conclusion:** if you have product to move in Western Michigan, just knock on WOOD-TV. Your Katz man has all the details and avails.

\*NSI, November '65 Average Mon.-Fri.



**WOOD-TV**

Grand Rapids, Michigan

# A June marriage for AFA, AAW?

Memberships to vote on merger proposal at meetings that month; new name: United Advertising Assn.

Merger of the Advertising Federation of America and the Advertising Association of the West into the United Advertising Association (UAA) will be recommended to the memberships of the two bodies at their annual conventions in June.

The plan, under study for four years, calls for the new organization to become effective by January, 1967. It has the unanimous approval of the 15-member AAW-AFA joint commission that drafted it, officials said last week.

The new association would "dedicate itself to the constant betterment of advertising in all areas affecting the advancement, self-regulation and general welfare of the business," according to the resolution drafted for submission to the two memberships.

It would also "constantly provide and promote a better understanding of functions of advertising and a better appreciation of its values among the public, in our schools, in our universities and in the halls of government"—not only the government in Washington but also at state and municipal levels throughout the country.

UAA would not attempt to represent existing advertising and similar organizations, such as the American Associa-

tion of Advertising Agencies, the Association of National Advertisers and the National Association of Broadcasters, "unless it is called upon to do so by the business involved," according to the resolution.

UAA would, however, establish an advisory council of "recognized and respected leaders from all important segments," so that the UAA "will be assured that it is acting in the best interests of all advertising at all times."

**One Strong Voice** ■ Instead of concentrating on segments of the advertising world covered by existing associations, the new organization would seek "to provide a forceful and unified national voice for all advertising across the country."

AFA and AAW embrace 180 advertising clubs with 30,000 members in all phases of advertising and marketing. Apart from the long-sought merger, they have worked closely on a number of projects, including joint sponsorship of a Washington conference each February and joint operation of a Washington bureau.

The Washington conference would be continued, and the UAA would have offices in Washington and on both the East and West Coasts. Eventually there

would also be an office in the Central division. A president would be chosen to operate as full-time executive officer, with "an adequate paid staff."

The annual national convention would be rotated among the three divisions—Eastern, Western, Central—and in addition each division might hold its own annual meeting.

The merger plans, announced Wednesday (May 4), were worked out by the joint commission on April 28-30 in Scottsdale, Ariz., where the American Association of Advertising Agencies was meeting separately (see opposite page).

The joint commission is headed by Donald A. McDonald, Dow Jones & Co., New York. Other members of the 15-man group, all officers or directors of AFA or AAW, include Mark F. Cooper, whose resignation as president of AFA was disclosed 10 days ago (BROADCASTING, May 2); Charles W. Collier, president of AAW; Lee Fondren of KLZ Denver, chairman of the AFA; Oliver Crawford, Hollywood Advertising, chairman of AAW; Joseph Baker, KMTV(TV) Omaha; Richard E. Ryan, KLOK San Jose, Calif.; Stan Spero, KMPC Hollywood; Dr. Melvin S. Hattwick, Continental Oil Co., Houston, and James S. Fish, General Mills, Minneapolis.

## Agency appointments . . .

■ UTA French Airlines, Los Angeles, has assigned Botsford, Constantine & McCarty, San Francisco, to handle its

## Hugh Downs hits 'silliness' of many TV commercials

Hugh Downs, one of TV's top commercial personalities, last week attacked TV advertising, charging that young people, soon to be the bulk of the TV market, are insulted by "the patronage implicit in this sea of video silliness."

Mr. Downs, currently host of NBC-TV's *Today* series, spoke at the second annual awards dinner of the Advertising Club of New York, where he received an award for "integrity in broadcasting."

He singled out "one-joke commercials," "distortion of biological information" and incredibility as major faults in current TV advertising.

Specific examples came under Mr. Downs's fire: "A bite out of a hat may be funny, but not the 30th time you've seen it. White knights on white horses, salesmen with jars of instant coffee as the most important item in their luggage, and tor-

nadoes in sinks, may at first encounter put a lush on the wagon, but the viewer deep down is saying: 'Come on, now!'"

Concluding the acceptance of his award, Mr. Downs said of the younger generation coming into the ascendancy: "They can't be fooled. They won't be patronized. And they musn't be overwhelmed with silliness. It will be our loss."

Five advertising agencies, all in New York, and several admen also accepted top awards for ads in various media. Winners in three categories each were Young & Rubicam and Doyle Dane Bernbach. Gilbert

Advertising Agency topped in two categories, with Delehanty, Kurnit & Geller and McCann-Erickson, taking one each.

Winners of the radio award: Gilbert Advertising; Gilbert's Harry Gittes, concept; for Guerlain Inc. Warren Pfaff of J. Walter Thompson, copy, for Pan Am Lou Ducharme of Young & Rubicam, production, for Ballantine Beer.

TV black-and-white winners: McCann-Erickson; McCann's Tony Parisi, concept and graphics, for Westinghouse, John Burghardt and Pat Steele, both of Young & Rubicam, copy, for Cluett Peabody International.

Television color: Young & Rubicam; Y&R's Lear Levin and Mike Slosberg, concept and copy, respectively, for Goodyear. Stewart Greene and Dick Rich, both of Jack Tinker & Partners, for Alka-Seltzer graphics.



Mr. Downs

advertising campaign that will emphasize UTA's service to Tahiti, the Fiji Islands, New Caledonia and Australia.

▪ Chicagoland Oldsmobile Dealers has named Stern, Walters & Simmons there as agency for new campaign that will concentrate in broadcast media. Total billing will exceed \$200,000.

▪ Nalley's Inc., Tacoma, Wash., has appointed Carson/Roberts, Los Angeles, to handle its approximate \$1.2 million account. Almost half of the food products advertiser's billings are in spot TV. More than \$100,000 is spent in spot radio annually. Foote, Cone & Belding, San Francisco, resigned the account earlier in the year because of reported product conflicts.

## QMI to get study of FM in home and autos

C. E. Hooper Inc. will make a survey this month of FM radio set penetration in homes and automobiles for Quality Media Inc. in the 33 cities where the representation firm has client stations. Results of the study are expected in June.

QMI says auto FM penetration is now measurable and that a base can now be established for comparisons of growth in this area in future years.

The rep firm suggested that further industry efforts in FM penetration surveys be directed at smaller markets where FM stations with fewer resources need help in financing such studies.

## More muscle for code on derogatory radio ads

Suggestion of stronger language with regard to derogation in radio advertising will be brought before National Association of Broadcasters radio code board at its meeting in Washington Wednesday and Thursday (May 11-12).

The language up for adoption will be similar to the wording added to the TV code in March: "Advertising copy should contain no statement dealing unfairly with competitors, competing products, or other industries, professions or institutions regardless of identifiability. Unfair treatment includes ridiculing competitors or any form of contemptuous reference."

The code board will also review: personal products advertising since the ban against them was lifted last summer, time standards and cigarette advertising.

BROADCASTING, May 9, 1966

# TV shows its wares to 4A's

## Commercials showcased at Scottsdale; Chancellor tells of VOA's approach

Television commercials, broadcasting and film techniques held the attention of some 725 members and guests of the American Association of Advertising Agencies in the weekend sessions that brought their 48th annual meeting to a close last Monday (BROADCASTING, May 2).

The values of close collaboration between art director and copy writer were stressed by Carl Hixon and Eugene Kolkey, vice presidents of Leo Burnett Co., Chicago, in a primarily visual presentation that traced the development of a TV campaign for Apple Jacks, a new Kellogg cereal product, and TV commercials for Campbell soups.

Commercials for more than two dozen U. S. products and services were shown in a "Best of the 100 Best Television Commercials" display presented



Mr. McMahan



Mr. Chancellor

by Harry Wayne McMahan, advertising consultant. This session, a special TV showcase, also displayed a collection of foreign commercials of the last decade, as selected by Alfred M. Scott, J. Walter Thompson Co., New York.

Another visual presentation examined film production techniques as highlighted in the motion picture work of Saul Bass, Hollywood film designer.

**One Voice, One Home** ■ A nonvisual presentation feature of the weekend was a report by John W. Chancellor, former NBC newsman who now heads the Voice of America, on "The Intimate Giant"—his term for the Voice, a \$30-million-a-year operation that, despite its size, seeks to operate throughout the world as "one American speaking to one home."

This intimate approach, plus a policy of accuracy and full disclosure in reporting U. S. news, has made the Voice successful in gaining both audi-

ences and credibility around the world, Mr. Chancellor reported. In Russia, he said, the VOA has been able to break the Soviet monopoly as a source of the news available to its people, and has forced the Russians to start a new magazine "to counter our efforts."

The AAAA meeting also honored Theodore S. Repplier, retiring president of the Advertising Council, and C. H. Sandage, who is retiring this fall as head of the department of advertising of the University of Illinois. They were presented awards recognizing their contributions to advertising through many years.

The meeting was held April 29 through May 2 at Scottsdale, Ariz.

## Kentucky court says no fine for WHAS-TV

A federal judge in Kentucky told the FCC last week that it cannot be "a self-anointed arbiter" of political morality in that state.

The admonition came in a written opinion from U. S. District Judge James E. Gordon who had ruled two weeks earlier that the FCC was wrong in fining a Louisville station for alleged failure to identify the sponsor of a political broadcast (BROADCASTING, April 25).

The FCC had charged that WHAS-TV failed to identify the true sponsor of a political documentary called *The Chandler Years* broadcast during the 1963 Democratic gubernatorial primary campaign. The program was identified as sponsored by "The Committee for Good Government." Actually, the FCC said, it was underwritten by supporters of Edward T. Breathitt who won the primary against former Kentucky Governor A. B. (Happy) Chandler, and also the election.

In his opinion, Judge Gordon noted that there was no "clear mandate" in the Communications Act or the FCC's regulation as of April 29, 1963, (when the broadcast took place) requiring the disclosure of the name of the candidate in whose behalf a broadcast is made.

"To announce thereafter," the judge said, "for the first time that the act and regulations require such candidate identification (in addition to sponsor identification) and in the same opinion to deem willful a prior contrary performance, constitutes ex post facto condemnation denied to the government by our Constitution and our legal heritage."

Judge Gordon also commented: "I find no basis for substituting the commission as a self-anointed arbiter of political morality through a novel interpretation of commission rules and regulations."

**Investigation?** ■ The FCC's conten-



tion that the station should have investigated the backers of the committee brought this response from the judge:

"A licensee dealing with an established and responsible advertising agency is not required to independently investigate the actual role of a political committee whose name is furnished by the agency to the licensee as the 'sponsor' of a political telecast. The use of such committees, desirable or undesirable as it may be, has long been countenanced by those in the federal and state governments having authority therefore. . ."

Judge Gordon noted, however, that on July 1, 1964, the FCC issued a requirement that both the sponsor and the candidate must be identified by licensees for political programs. He said that his opinion in the WHAS-TV case does not challenge the right of the commission to require this.

FCC attorneys were studying the opinion last week and said they could not comment on their next move, if any.

## NBC's '67-'68 baseball contract jumps 68%

NBC's \$12.6 million contract for the television rights to the 1967 and 1968 All-Star and World Series games was ratified last week by baseball commissioner William D. Eckert.

The agreement, announced last Oct. 19 in Chicago, calls for \$6.1 million the first year and \$6.5 million in 1968. This is 68% higher than NBC-TV's current contract of \$250,000 for the All-Star game and \$3.5 million for the World Series.

Three quarters of NBC-TV's baseball coverage was sold days after the Oct. 19 announcement. The remaining sponsorship has been sold to several regional beer concerns and the Falstaff Brewing Corp., St. Louis. Falstaff's sponsorship, through Dancer-Fitzgerald-Sample, New York, is shared with a purchase by R. J. Reynolds Tobacco, through William Esty Co., New York, and the renewed sponsorships of Gillette Safety Razor Co., through Clyne Maxon, New York, and Chrysler Corp., through Young & Rubicam, New York.

## TV ad discount hearing scheduled

The scheduling of a hearing by the Senate Antitrust and Monopoly Subcommittee on possible discrimination in network television advertising was announced Thursday by its chairman, Senator Philip A. Hart (D-Mich.).

## C-P unifies spot buying

The Colgate-Palmolive Co., which spent about \$31.2 million in spot television last year and \$4.2 million in spot radio, has decided to centralize its spot broadcast buying activity in one unit at one agency.

It has given full responsibility for this function to its radio and television spot control unit. This group has been assigned to the Ted Bates agency. Each of the company's agencies, however, will retain full control of media selection and advertising volume for its own C-P products.

The new system is expected to be in full operation by August.

The hearing will deal primarily with the discounts accorded to major prime time purchasers of television advertising, according to an earlier announcement by Senator Hart. The announcement also indicated the hearing will run approximately four weeks, with initial sessions set for May 24, 25 and 26, and June 1, 2, and 3.

## Phoenix firm goes in with Bozell & Jacobs

Kent & Hollaender Advertising Inc., Phoenix, has merged with Bozell & Jacobs Inc., national advertising and public relations agency. The merger was effective May 1.

Acquisition of K&H brings Bozell & Jacobs billing to over \$22 million.

Carl Kent and Scott Hollaender, co-owners of K&H become vice presidents of Bozell & Jacobs. Mr. Kent will head business development activities for the Phoenix area and Mr. Hollaender will be manager of the Phoenix office.

## 13 is lucky number for ABC-TV football

Complete sponsorship of the 1966 National Collegiate Athletic Association football schedule on ABC-TV has been achieved with the signing of 13 advertisers, it was announced last week.

National sponsors of the color telecasts, starting in September, are Goodyear Tire & Rubber Co., Akron (Young & Rubicam, New York); R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (William Esty Co., New York); Coca-Cola Co., Atlanta (McCann-Erickson, New York); Insurance Co. of North America, Philadelphia (N. W. Ayer &

Son, Philadelphia); Oldsmobile Division of General Motors, Detroit, and A. C. Spark Plug Division of GM, Flint, Mich. (D. P. Brother & Co., Detroit); Gillette Co., Boston (Clyne Maxon, New York); Union Carbide Corp., New York (William Esty, New York) and Polaroid Corp., Cambridge, Mass. (Doyle Dane Bernbach, New York).

## C-P accelerates TV buying as strike ends

Settlement of Colgate-Palmolive's eight-week strike, which ended on April 25, will lead to accelerated network and spot-TV buying, according to a C-P spokesman. Three of C-P's plants in the U. S. were affected by the walk-out.

Colgate already has started buying availabilities in an attempt to return to normal schedules. During the strike, Colgate dropped all of its TV schedules 50% to 100%, depending on the products advertised. The company is attempting to pick up these schedules and return to the buying pattern established before the Feb. 24 walkout. Station representatives checked last week and who earlier had been alerted to a heavy spot-TV push (CLOSED CIRCUIT, April 25), have reiterated the belief that C-P will move into a crash spot-TV program using minutes. Colgate is expected to resume its ordinary buying patterns.

Colgate did not disclose costs of the strike, but spokesmen admitted to product shortages. As a countermeasure, Colgate had asked for curtailment of both its network and spot-TV commitments. At the network level, Colgate attempted to sell off everything and received short-term adjustments. For its spot-TV campaigns, two-week pauses were arranged (BROADCASTING, March 14).

## Packaging bill may get committee action

The controversial "truth in packaging bill" (S 985), subject of hot-and-cold running predictions of its imminent approval by the Senate Commerce Committee for more than a month, is again scheduled for action on today's (May 9) committee agenda.

Numerous times in recent weeks the bill has been set aside for deliberation of other legislative matters, despite announcements by the committee that it would be acted on. The Commerce Committee has met in closed-door executive sessions on the average of three days a week since discussions on the

# wmca turns people on. Just ask Mr. Pants, Suzuki Motorcycles and 262 other sponsors who advertise on the Gary Stevens Show.

Gary Stevens turns on teen-agers. That's his job. And it's one he's uniquely qualified for.

It hasn't been so long since Gary was a teen-ager himself. (He's only 25.) He talks teen-agers' language. About dating and music and fads.

And they listen to what he says. About motorcycles and clothes and almost anything else that teen-agers dig.

Which is nice to know if you want them to dig your product before they dig someone else's.



THE STRAUS BROADCASTING GROUP, 415 MADISON AVENUE, NEW YORK, N.Y. 10017 (212) MU 8-5700. wmca-NEW YORK-570 KC. REPRESENTED BY ROBERT E. EASTMAN & CO., INC.

bill were apparently completed, and early approval indicated by its original author, Senator Philip A. Hart (D-Mich.), the first week in April.

Since then, by way of official news releases, leaks and what have appeared to be hopeful and hinting gushers of privileged information, "expectancy" that the committee would approve the measure "tomorrow" has been announced prior to its meetings on a number of occasions.

Despite overzealous optimism on the part of some members of the Commerce Committee, and even if the bill is reported out of in the near future, the "Fair Packaging and Labeling Act" may face formidable obstacles in the Senate.

## Gardner adopts new commission system

Gardner Advertising Co., St. Louis, is offering clients a method of payment that combines the straight commission system with incentive features for both the advertiser and the agency.

Called a "controlled profitability plan," it is based on the commission system but includes a profit floor and ceiling of 1½% and 2½% of billing. All profits above 2½% are rebated to the client, while profits below 1½% call for a supplemental fee from the advertiser, the agency explained.

In announcing the plan last week, Champ C. Humphrey, president, said the profit floor and ceiling for all billing above \$10 million a year would be 1%.

A key element of the plan, according to Mr. Humphrey, is a "sophisticated cost-accounting system" that uses the "cost-center method of accounting." This method was devised by Gardner in 1962, he noted, and now is being recommended by the American Association of Advertising Agencies in a 1966 report to members.

## 24 go on, 27 go off NAB radio code list

There were 24 stations added and 27 withdrawn from the National Association of Broadcasters radio code list between Feb. 15 and March 15. In the same period, one station was added and two were withdrawn from the TV code.

Added to the TV code list was WIRL-TV Peoria, Ill.; withdrawn were WHIZ-TV Zanesville, Ohio, and KGGM-TV Albuquerque, N. M.

Radio stations added: KTHS Berryville, Ark.; KCEV Turlock and KJLH (FM) Long Beach, both California;

WDAX McRae, Ga.; WCBW(FM) Columbia, WCRA-AM-FM Effington, WGLC-AM-FM Mendota, WIXN-AM-FM Dixon, WPMB Vandalia and WZOE Princeton, all Illinois; WANY-AM-FM Albany and WCDS Glasgow, both Kentucky; KFNV Ferriday, La.; WJUD St. John's and WQDC Midland, both Michigan; WMGO Canton, Miss.; KMPL Sikeston, Mo.; KSWs Roswell, N. M.; WKBX Winston-Salem, N. C., and WKIN Kingsport, Tenn.

Radio stations withdrawn: KCCB Corning and KVOM Morrilton, both Arkansas; KBBI(FM) Los Angeles; KFOG(FM) San Francisco; KFTM Fort Morgan, Colo.; WWBC Cocoa and WRKT-AM-FM Cocoa Beach, both Florida; WMOG Brunswick, Ga.; WEIC-AM-FM Charleston, WKEI Kewanee and WRMN-AM-FM Elgin, all Illinois; WJMK (FM) Plainfield, Ind.; KBAB Indianola, Iowa; WARA Attleboro, Mass.; WSJC Magee, Miss.; KRBN Red Lodge, Mont.; KTTT Columbus, Neb.; WEWO-AM-FM Laurinburg, N. C.; WPBS(FM) Philadelphia; WBHT-AM-FM Brownsville, Tenn.; KENE Toppenish, Wash., and WECL Eau Claire, Wis.

## Sanforized aims radio campaign at teen-agers

The Sanforized Co., a division of Cluett, Peabody & Co., New York, is using spot radio to launch "The Sanforized Record Sweepstakes" for teen-agers Aug. 29. The sweepstakes is tied in with Sanforized's August-September program of national ads and will be conducted in 10 major markets by top disk jockeys on 15 radio stations.

The two-week contest is designed to make teen-agers aware of the Sanforized and Sanforized-Plus labels. The teen-agers in the areas covered may enter by sending the Sanforized trademark from one of the then-current national ads. Prizes will be Columbia and Epic record albums.

The 10 markets include New York, Los Angeles, Chicago, Detroit, St. Louis, Dallas and Boston. Young & Rubicam, New York, Sanforized's agency, expects that 3.6 million teen-agers will be reached.

## Networks scheduled for small business hearing

A House Small Business Subcommittee that has been looking into practices in broadcasting that may adversely affect small businessmen will begin taking testimony from the television networks this week.

CBS representatives are scheduled to

testify Tuesday (May 10) and ABC on Thursday (May 12). NBC officials are to appear on May 19.

The subcommittee, headed by Representative John D. Dingell (D-Mich.), will inquire into a number of areas, including network advertising rates and discounts and the FCC's proposed rule to limit network ownership or control of prime-time programming.

## Agency starts with \$2.2 million billings

Three Detroit agency executives have formed a new agency that began business with \$2.2 million in active billing. Burton, Lachiusa, Sohigian Inc. was formed by Rod Burton as president, Sy Lachiusa, vice president and director of creative services and Arsen Sohigian, executive vice president.



Mr. Burton

Mr. Burton is a former vice president of Maxon Inc. and Mr. Sohigian was an officer with Maxon. Mr. Lachiusa was a creative director at MacManus, John & Adams.

The new agency is located in the Penobscot building in Detroit. Phone: 941-1166.

## Spanish stations want special RAB division

The five-year-old Spanish Language Broadcasters Association would like the Radio Advertising Bureau to set up a special division that would be concerned solely with selling Spanish-language radio stations. This decision was reached by unanimous agreement of 23 member stations meeting in two days of closed sessions in Phoenix last week. It followed discussion with Rod MacDonald, director of sales, RAB-West, as to the feasibility of a Spanish broadcasters division. While no commitment was made by Mr. MacDonald, association officials seemed confident that the new RAB division would be established before too long.

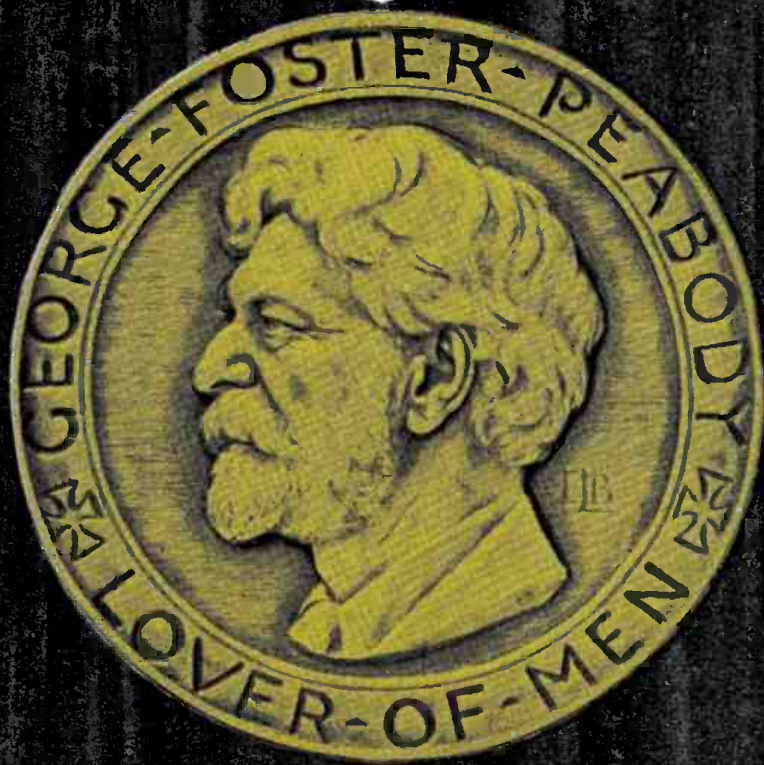
In other business, members elected James E. Coyle, vice president and general manager of KALI San Gabriel, Calif., president of the organization. He succeeds R. E. Ryan, general manager of KLOK San Jose, Calif.



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# Late-night news feeds pondered

CBS-TV affiliates polled on idea; selective news coverage for Gemini 9

The prospect of late-night feeds of CBS News highlights for inclusion in local news roundups was raised last week at the CBS-TV Network Affiliates annual conference (also see pages 29 and 54).

The affiliates also were told that CBS News fully intends to exercise news judgment and present "selective" rather than "tonnage" coverage of major events in the future.

William B. Lodge, CBS-TV network vice president for affiliate relations and engineering, said a number of affiliates had asked for special news feeds for use in their local late-night shows. CBS-TV is not particularly anxious to get into this extra operation, he said, but will be glad to do so if there is enough demand and if CBS-TV can recover out-of-pocket costs.

He distributed a questionnaire, to be returned by the affiliates after consultation with their respective news directors, offering a choice among four possible formats (in all cases for feeds not exceeding three-and-a-half minutes) and estimating the cost of each:

- One plan would feed existing film or tape of a top story not previously used, would show no CBS News correspondent on camera but might use one off-camera for bridges and voice-

over, and would include no fresh remote feeds except for late-breaking stories of top importance on a basis of one a month. Estimated annual cost: \$325,000. Approximate increase in network's charge to stations for Electronic News Recording Service (ENRS): 6% of class A hour rate.

- Second plan would present a CBS News correspondent on camera with a quick review of night's highlights, would use existing film or tape of a top story whether previously used or not, would offer no fresh remote feeds except for late-breaking top stories once a month. Annual cost: \$390,000. Increase in charge: 7% of class A hour rate.

- Third plan would be like the second but would average four fresh remote pickups a month to cover late-breaking major stories. Annual cost: \$490,000. Increase in charge: 8% of class A hour rate.

- Fourth plan differs from the second and third in that it would average three fresh remote pickups a week, or 12 a month, to cover late-breaking major news. Annual cost: \$701,000. Increase in charge: 12% of class A hour rate.

Mr. Lodge stressed that CBS-TV cannot make a firm proposal until it knows how many stations are interested and the type and extent of late-night service they want. He asked each to check the plan his station prefers and return his questionnaire as soon as possible to help the network "in finding a consensus."

Meanwhile, CBS News's intention to present selective rather than wall-to-wall coverage of major news events was stressed by Richard S. Salant, president of CBS News, who first advocated that approach last summer.

In line with this policy, he said, CBS News coverage of the Gemini 9 space flight, scheduled May 17-20, will encompass the launches, the various aspects of the descent and splashdown and recovery. From past TV-radio coverage, he said, Americans already are aware of "the perils, the problems and the future of space."

"The time has arrived when it must be treated with new editorial awareness," he asserted. "Space, in short, now requires selectivity in the telling. The Gemini series put television and radio news forward in the editing business."

Mr. Salant reminded his audience that this concept of selective, judgmental news coverage was not one that CBS has come upon suddenly or recently. He recalled that last July, when he was serving CBS as a vice president and special assistant to the president, he expressed serious reservations about

## CBS calls its talk 'AIR'

The CBS-owned radio stations have adopted a collective title for their all-talk program formats. It's "Audience Involvement Radio" (AIR) and will be used in the group's future advertising and promotion campaigns.

According to Fred Ruegg, vice president, station administration, CBS Radio, the new umbrella title is apt because "listeners now telephone in to virtually every one of our talk programs."

Almost three million attempted listener phone responses were recorded by the owned radio stations recently during a six-month period. The score is kept with busy-signal counters.

simultaneous three network gavel-to-gavel coverage of political conventions during a talk before the Kentucky Democratic Central Executive Committee (BROADCASTING, July 26, 1965).

"I said [at that time] that with all the trivia and fill—the endless nominations of favorite sons and seconding speeches, the unspontaneous demonstrations—and so on and so on, ad nauseum—there was an awful lot of waste that the convention managers were imposing on us and we were imposing on the public."

**A Matter of Judgment** — Mr. Salant told affiliates that he felt then, and still feels, that it is time for TV news organizations to re-examine the issues relating to coverage and to decide on the best way to recapture the functions that belong exclusively to them. These, he said, include "the exercising of sound and responsible news judgment in deciding what to cover—and how."

"That, precisely, is the thinking behind our new decision not to cover live the most recent hearings before the Senate Foreign Affairs Committee on the military aid bill," Mr. Salant continued. "We decided that we could perform a greater service to the public, and would act as true journalists rather than as tape recorders, by not covering these hearings live since we had little indication of what the developments would be nor what would emerge from a miscellaneous grab-bag of potential topics. Instead, on the days that Secretaries Rusk and McNamara testified, we reserved periods of pre-emptive prime time, monitored the hearings all day and only then made a news judgment on whether we needed the prime



Conferring during a break at the luncheon: Mr. Salant (l) and Victor Sholis, WHAS-TV Louisville.



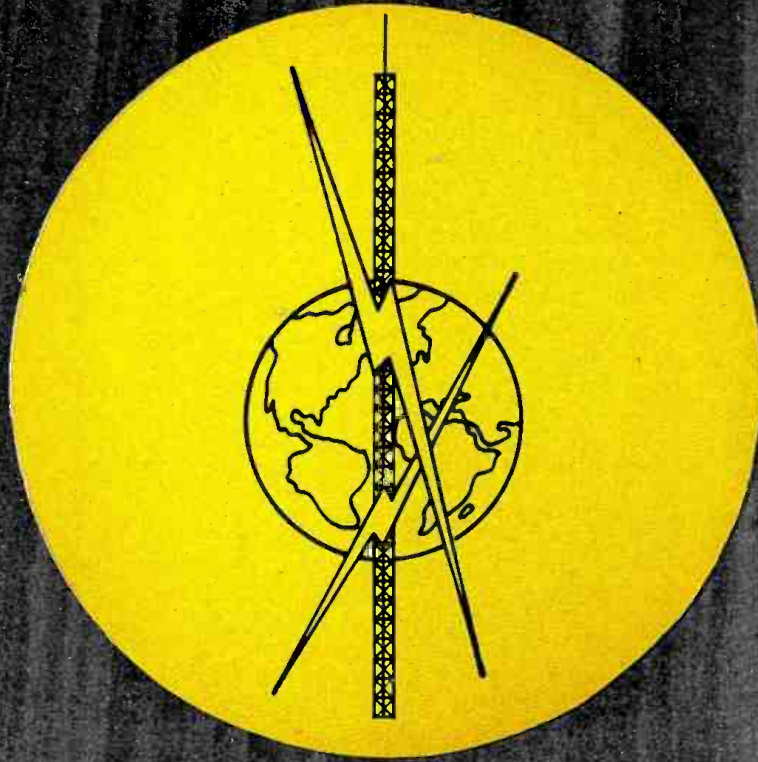
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time and how we should use it."

Mr. Salant made no reference to the events surrounding the resignation of Fred W. Friendly, whom he succeeded as president of CBS News. Mr. Friendly resigned on Feb. 15 because of CBS Inc.'s decision not to clear the CBS-TV network for live coverage on Feb. 10 of a Senate committee hearing on the Vietnam war.

**Costs Not Primary** ■ Mr. Salant stressed that CBS News's decision for selective coverage does not hinge on costs. He said he did not consider it "a high crime" for journalistic management to consider costs, but pointed out that selective coverage must provide for full capability to tell a story well and comprehensively and for preparations for live, continuous coverage if needed.

"And so the news division costs for coverage of Gemini 9 will be just about the same as those for Gemini 8 and earlier missions—more than half a million dollars for each," Mr. Salant observed.

Mr. Salant also dwelt at length on CBS's policy opposing editorializing in public-affairs documentaries. He said this stand was based on the conviction that CBS News had no monopoly on wisdom and had "no right to impose our personal conclusions on the American people.

"Rather, it is our conviction that our job is not to make up our viewers' minds for them, but rather to present the viewers with all relevant facts, analyses and significant viewpoints so that they can make their own choices, and make up their own minds on a fully informed basis," he declared.

For the coming season, Mr. Salant reported, CBS News is planning documentaries on the changing and controversial role of the ministry; the homosexual problem; the state of the Union; the Soviet Union; Red China; two or three test broadcasts, and several full-length portraits of well-known personalities.

## NBC-TV seeks dismissal of Stevens's 'Sun' suit

NBC-TV last week took the offensive against producer-director George Stevens in the battle over the movie "A Place in the Sun." Mr. Stevens directed the film and filed a \$2 million damage suit last October to keep the television network from showing it. But NBC-TV presented the movie to its viewers on March 12 and last Tuesday (May 3) went into Los Angeles superior court and filed a notice of motion to dismiss the case. Among other things, the network charged that the court had no jurisdiction in the case and that Mr.

## New fairness deadline

The time to file comments and reply comments on the FCC's proposed fairness rules has been extended. Taking note of a petition by the National Association of Broadcasters, the commission moved the time for filing comments from May 16 to June 20 and for reply comments from May 31 to July 5.

The NAB petition requested a 35-day extension on grounds that the proposed rules were too important to receive cursory treatment. The rules will attempt to determine what is fair treatment of controversial people and issues, and how far a broadcaster must go in making his facilities available to proponents of conflicting points of view.

Stevens's suit abridged the First Amendment of the Constitution by impinging on freedom of speech. Mr. Stevens and his attorneys, Slaff, Most & Rudman, agreed to submit a memorandum answering the dismissal motion by May 10. If the motion is denied the case will move to department one, the trial department, of the superior court on May 13 where a hearing date and trial judge will be determined. The chances are that the case will come up for trial the week of May 16.

## More speakers set for NAB radio clinics

Six new speakers have been added to the roster of participants at the National Association of Broadcasters radio program clinics. More than 400 broadcasters have registered for the six clinics which open today (May 9) in Portland, Ore.

The day-and-a-half clinics then move to Houston (May 12-13), St. Louis (May 23-24), Minneapolis (May 26-27), Tarrytown, N. Y. (June 6-7), and Fort Lauderdale, Fla. (June 9-10).

The new speakers, all for the Minneapolis and/or St. Louis sessions and their topics are:

Modern music—Gene Taylor, WLS Chicago in both cities.

Country music—Jerry Glaser, Country Music Association and WENO Madison, Tenn., in St. Louis; George Dubinetz, WJJD Chicago in Minneapolis.

Large-market news—Jim Bormann, WCCO Minneapolis in St. Louis.

Small-market news—John H. Lemme,

KLTF Little Falls, Minn., in Minneapolis.

News and public service—John Hurlbut, WVMC Mount Carmel, Ill., in both cities.

Other speakers for the St. Louis and Minneapolis clinics and the complete speaker roster for Portland and Houston had been announced earlier (BROADCASTING, April 18).

Sherril Taylor, NAB vice president for radio, and Alvin M. King, NAB director of state association liaison, will take part in all the clinics.

The agenda includes sessions on beautiful music, modern music and country music on the first morning; large-market news, small-market news, news and public service, FM and sports in the afternoon. A reception will be held in the evening. The half-day session on the second day will be an open discussion period.

Mr. Taylor noted that at-the-door registrations will be allowed for this year's clinics for the first time. Previously registrations were handled only by mail.

## Freeman answers farm questions of four AM's

Four 50 kw clear-channel radio stations joined last Thursday night (May 5) in the *National Farm News Conference of the Air*, a special one-hour program in which Secretary of Agriculture Orville Freeman was interviewed by the farm directors of the stations.

The program was initiated by WCCO Minneapolis where Secretary Freeman, when governor of the state, used to take to the air once a month. The other stations taking part were WGN Chicago, WSM Nashville and WHO Des Moines, Iowa.

Connected from his Washington office to WCCO, Secretary Freeman and his staff answered questions posed by the farm directors of the stations: Jim Hill, WCCO; Orion Samuelson, WGN; John MacDonald, WSM, and Herb Plambeck, WHO. The questions had been sent in by listeners.

The program had its inception just three days earlier when Larry Haeg, WCCO general manager; Gordon Mikkelsen, promotion manager, and Secretary Freeman were at the White House to make a presentation. They gave President Johnson a copy of the 20th annual Minneapolis Farm Forum. Mr. Freeman had spoken at the forum in March. The President thought it would be a good idea if the Secretary of Agriculture offered his comments and answers to the public on radio. Three days later the program was reality.

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# Hearing set on SNI's AT&T rate complaint

## AT STAKE: CUT IN RATES FOR SHORT-TIME USERS

The FCC has begun an inquiry that could result in a reduction of the rates that AT&T charges television-program originators who have less need for interconnection service than do the major television networks.

The inquiry grows out of a complaint filed by Sports Network Inc. against AT&T. SNI has asked the commission to find the rates it has been charged by AT&T unjust and discriminatory, and to require AT&T to pay damages (BROADCASTING, June 14, 1965).

The commission last week designated the complaint for a hearing.

SNI, which originates telecasts of sports events and distributes them to special networks, complains about being required to pay charges based on an eight-hour day when it seldom uses AT&T facilities for more than three hours a day.

The hearing is to determine if the charges for such short-time use are "unjust, unreasonable or unduly discriminatory." The commission feels question has been raised as to whether

AT&T's rates favor the major networks, which have traffic for AT&T a full eight hours a day.

**Damages** — The hearings will also determine what damages, if any, SNI is entitled to, and whether the commission should prescribe new charges or regulations for such short-time use.

AT&T's charge totals \$39.50 per airline mile, based on an eight-hour day. AT&T tariffs contain occasional-use rates totalling \$1.15 per airline mile for each hour of use. But, SNI says, these rates are proportionately higher than those for the full-time service.

The damages requested by SNI total \$354,218, which represents five-eighths of the \$566,749 that it paid AT&T for interexchange channels during the 12 months preceding the complaint. SNI also said AT&T used the facilities for which SNI contracted, but which it didn't use, to earn money from other sources. SNI said these revenues should be considered in determining damages.

AT&T, in urging the commission to dismiss SNI's complaint, said the assertion that its rates provide for a minimum period of service that is longer than SNI desires is no ground for requiring a tariff revision. The commission denied the request for dismissal.

In another matter concerning the rates that AT&T companies charge broadcasters, the commission dismissed without prejudice a complaint filed by WDXI-TV Jackson, Tenn., against a telephone tariff covering interexchange facilities for color transmission that the station uses from Memphis to Jackson.

But the commission invited the station to perfect its complaint and file again.

The commission said the request for a suspension and investigation of the tariff had not been filed on time. But it said that the station's misunderstanding of the proper application of the tariff rates "apparently stemmed from representations" of AT&T's Southern Bell Telephone & Telegraph Co. As a result, the commission said, the station "may file a new complaint properly supported against the tariff provisions actually in effect."

## Radio series sales . . .

*Tips on Tots* (Woroner Productions): KERG Eugene, Ore.; KNOP North Platte, Neb.; KLUR-FM Wichita Falls, Tex., and KMAG-FM Fort Smith, Ark.

*Your Green Garden* and *Points on*

*Pets* (Woroner Productions): KNOP North Platte, Neb., and KLUR-FM Wichita Falls, Tex.

*Joe Pyne Show* (Hartwest): WCBI Columbus, Miss.; WHAG Halfway, Md.; WAYS Charlotte, N. C.; KOMA Tulsa, Okla., and KSRD Santa Rosa, Calif.

*Point of Law* (Signal Productions): WKDN Camden, N. J.; KFAB Omaha; KOIN Portland, Ore., and KBHS Hot Springs, Ark.

*Doctor's House Call* (Signal Productions): KGBX Springfield, Mo.; WBML Macon and WRBL Columbus, both Georgia.

*World of Money* (Signal Productions): KPRC, KTRH and KXYZ, all Houston.

## FOI legislation expected to pass

If President Johnson harbors any intention of exercising the presidential prerogative of veto on the "freedom of information" bill now waiting action in the House, as some congressmen fear, he may have to do so in the face of rising favor for the legislation in both houses of Congress.

The bill (S1160), as now constituted, creates a public records law guaranteeing greater access to government information by both the public and newsmen. The only exceptions to its clear-cut requirement to "make all records promptly available to any person," and to provide for the first time the redress of court action to enforce it, are those areas of sensitivity which would either trespass on the rights of individuals or be detrimental to the national interest and security.

The legislation's status now would seem to assure its passage by the House and delivery to the White House in the near future.

After passage by the Senate last October, the bill has found its way through the House maze of committees and now requires only routine action by the Rules Committee, scheduled for this week, to place it before the full body for consideration. Perhaps even more favorable to its progress was the endorsement last week by the House Republican Policy Committee, almost immediately after its unanimous approval by the Government Operations Committee—where the GOP members are outnumbered by more than 2 to 1.

Twice in the past four sessions of Congress the Senate has passed similar "public access" legislation, only to have it stall in the House until nullified by adjournment.

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Audience data based on Mediastat estimates, 82 county survey area, 6:00 AM-12:00 Midnight, 7 days a week, Oct.-Nov. 1965, subject to qualifications which WCCO Radio will supply on request.

# FCC is virtually alone on 50-50 plan

## NBC, NBC-TV AFFILIATES AND NAB ADD VOICES IN OPPOSITION

The deadline for comments in the FCC's so-called 50-50 rulemaking proceeding passed Monday with not much more than a ripple of support for the controversial proposal having developed.

Principal comments on the final day were filed by NBC, the NBC TV Affiliates and the National Association of Broadcasters. And these followed the line laid down previously by the two other networks and their affiliate groups:

The proposal is based on serious errors of fact, faulty conclusions and vague conjecture. It would not accomplish its goal of assuring greater diversity of programming but would, in fact, hurt the groups it is designed to help—producers and advertisers, as well as the public.

NBC and NAB, in addition, challenged the commission's legal authority to adopt the rule, whose best-known provision would bar networks from owning or controlling more than 50% of their nonnews prime-time programming. The rule also would prohibit networks from acquiring financial or proprietary rights in independently produced programs, exclude them from

domestic syndication and allow them to syndicate abroad only those shows they produce themselves.

**Support Scarce** ■ The only support the proposal received last week was from Queen For A Day Inc., producer of the daytime program of that name which appeared, first on radio and then on television, for 20 years. The company said the 50-50 aspect should be extended to daytime hours. It charged that ABC, where the show spent the last five years of its life, cancelled the program in October 1964, even though it had been sold out to June, and that sponsors were "compelled" to switch their commitments to a program owned by an ABC subsidiary.

Previously support was voiced by Representative Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee and its Antitrust Subcommittee, and by producers Robert Montgomery and Don McGuire, in appearances before the House Small Business Subcommittee (BROADCASTING, April 25). Partial support was given by Basil F. Grillo, president of Bing Crosby Productions Inc. (BROADCASTING, Feb. 14).

Advertisers, to whom the proposal

looks for supplying programs for half the prime-time network schedule, expressed opposition, individually and through the Association of National Advertisers. Advertising agencies, through the American Association of Advertising Agencies, also opposed it (BROADCASTING, April 18).

**Not Happy** ■ The general silence on the part of producers isn't to be regarded as reflecting happiness with the present system, according to sources in Hollywood. They are said to be "afraid of angering the particular networks by expressing their unhappiness in that system." But they also are said to feel the commission proposal wouldn't help.

Some producers say they would rather deal with networks than with advertisers, as the proposal would require. And they mince no words about their need for the financing they obtain from networks—much of which would be denied them under the proposed rule.

One leading producer said that while "anything that would limit network controls over programming would be a step in the right direction," the commission proposal wouldn't help "creative people." He wants what would be the best of two worlds—"total creative control and enough money to make the show I want. So let the networks run things. The only way things could be better for me is if I could say definitely what goes on the air."

The networks and affiliate-groups, in their comments, have been unusually sharp in their criticism of the proposal. NBC, for instance, began its 143 pages of comment this way:

"The proposed rule is all of the things an administrative regulation should not be.

"It is beyond the scope of the administrative agency's power. Its philosophy is self-contradictory; its objectives are vague and conjectural. And while its purported benefits are speculative, its detrimental consequences for the public and the industry are real and substantial."

NBC went on to say that while the proposal is based on the premise that anti-competitive conditions exist in the industry which need correction, "the asserted conditions do not exist and the industry reflects vigorous and effective competition."

NBC affiliates said the commission had been "led astray" by staff reports concerning the operation of "normal laws of competition in the network television market."

The affiliates group, asserting the staff

### Snobbery towards TV gets kick in pants

Most viewers, regardless of their intelligence level do not consider TV's entertainment programs an insult to their intelligence. And a viewer's intelligence seems to have little or no correlation with his preference for a particular entertainment program.

These general conclusions are drawn from a new audience attitude survey conducted by Herbert Kay Research, Montclair, N. J. The Kay study made use of disguised intelligence test technique on a 150-person sample that appraises the reasoning ability of those interviewed without their knowledge of the test's purpose.

The sample was drawn in San Francisco among television viewers who watch at least one TV program daily. San Francisco was chosen as a supposedly "intellectually sophisticated" city the firm said.

Interviewees were asked whether they felt it is true that most, some, or hardly any entertainment programs are an insult to a person's intelligence.

Forty percent thought hardly any entertainment programs fit that description. Only 20% thought most entertainment programs could be described that way.

Another result of the survey was an indicated relation between high intelligence and heavy viewing. Dr. Herbert Kay, president of the research organization, said that among a high intelligence group in the sample, 23% indicated they watch TV for five or more hours per day, whereas 16% of the low-intelligence end of the sample were in that viewing category.

The program favorites for the whole sample — *Man from U.N.C.L.E.*, *I Spy* and *Bonanza*—were the same three favorites for the high-intelligence end of the sample.

Dr. Kay said the study had been done for a client who is a broadcaster as part of a larger research project but said he was not at liberty to reveal the broadcasting company's identity.



analysis on which the commission's proposal is based "is fundamentally and fatally incorrect," said that the analysis "repeatedly confuses the buyer side and the seller side of the network program market." It said the staff treats the three network buyers of programs as though they are "monopolistic sellers in the program market."

The commission, in proposing the rule to promote diversity of programming, expressed concern over what it said was growing network dominance over what the public sees. It noted that the networks' ownership or proprietary control increased from about two-thirds of all prime time programming in 1957 to more than 93% in 1964.

But NBC said the definitions used by the commission in arriving at its conclusion are meaningless if not misleading. NBC said the commission treats all rights that networks obtain from independent producers whose shows they acquire as "proprietary rights," even those rights that are normally regarded as included in the license for first-run exhibition. NBC said such traditional rights include the right to summer reruns and to retain any profit realized on the sale of a program to an advertiser.

**No Increase** ■ Actually, NBC said, "there has *not* been a significant increase" in network financial interests in programs in their schedules. NBC said that it held a right or interest, other than a network right, in 46% of its prime-time entertainment schedule in 1957. In 1964, the comparable figure was 50%.

NBC, its affiliate group and NAB, as did ABC, CBS and their affiliate groups two weeks ago, dug deeply into the Arthur D. Little Inc. report for material with which to attack the commission proposal. The Little company was hired by the networks to make an economic analysis of network program procurement practices.

They said there is considerable competition among independent producers and that their rate of participation in the programs being aired on networks is increasing. Adopt the proposed rule, they said, and prohibit networks from financing as many independent producers' efforts as they do, and fewer independents would be able to compete, the networks said. Furthermore, the networks would be encouraged to produce more of their own shows.

They also denied the charge that networks have "crowded out" advertiser-supplied programming. They said advertisers can't afford to sponsor programs, and that if the supply problem were left to them, they couldn't handle it.

They said there is no basis for prohibiting networks from sharing in residual rights. They said networks are entitled to such right from independent producers as a result of the risks they

BROADCASTING, May 9, 1966

## Management group plans second cycle

A second 13-week cycle of the *Managers in Action* series is planned for production in June by the American Management Association, following acceptance of the program by 65 stations, including eight commercial outlets.

Dan Cady, director of media for the AMA, reported that the series originally was intended for educational TV stations primarily, and said commercial outlets requesting *Managers* have constituted "a pleasant, extra bonus." The series spotlights AMA President Lawrence A. Appley discussing various phases of business management.

An offshoot of the TV series, Mr. Cady said, is a radio version which is being broadcast by stations in the U. S. and by Radio Free Europe to five countries in Eastern Europe. RFE is beaming the sound portion of the series to Bulgaria, Czechoslovakia, Hungary, Poland and Romania in dubbed versions, in the hope that communicating U. S. managerial know-how to these nations will help bolster understanding between Eastern Europe and the West. In the U. S. 45 radio stations are carrying *Managers in Action*.

The series is produced on tape at



Lawrence A. Appley, president of the American Management Association, presents audio tapes of his 'Management in Action' series to Horst Petzall, news director of the New York office of Radio Free Europe. Series on business know-how is being beamed by RFE to satellite countries, including Bulgaria, Czechoslovakia, Hungary, Poland and Romania in dubbed versions.

noncommercial WQED(TV) Pittsburgh. It is distributed from the AMA headquarters in New York at 135 West 50th Street.

run in financing the productions.

NBC also said such rights do not, as the commission suggested, play a part in a network's decision to air a program. The income from such rights is so small compared to the sums being risked on a show, NBC said, that a network could not be influenced by the existence, or lack, of such rights.

Broadcasters have zeroed in on the commission admission, in connection with its proposal to bar networks from syndication, that "no economic study of the syndications market" had been made by the staff. The networks and their affiliate groups have stressed the statistics developed by the Arthur D. Little Co. which indicate that networks play far less than the "dominant" role in syndication that the commission notice suggests. The networks' aggregate share of the domestic market in 1964 was 6.6% of the U. S. portion of the foreign market.

In challenging the commission on the question of jurisdiction, NBC and the NAB say the commission is resorting to semantical sleight-of-hand to give the commission the appearance of authority.

The commission has frequently acknowledged its lack of authority over

networks. But it proposes to assert jurisdiction over networks through its established authority over stations engaged in chain broadcasting. However, the Communications Act, NBC and NAB point out, defines chain broadcasting as the "simultaneous broadcasting of an identical program by two or more connected stations." The commission's proposed rule defines chain broadcasting as "the furnishing of programs to a substantial number of television broadcast stations . . ."

"The commission cannot, by redefining terms of the act, vest itself with jurisdiction which the terms—as defined in the act—do not give," NBC said. NAB said that the commission's authority over stations engaged in chain broadcasting doesn't extend to chain broadcasting itself.

## Utt charges CBS's 'Rumor' with libel

A \$5,250,000 libel suit against CBS by Representative James B. Utt (R-Calif.) began in the U. S. District Court for the Southern District of New

## 'Uncle' F.A.N.S. at Iowa

The University of Iowa is \$3,000 a year richer as of last week thanks to the man and girl from *U.N.C.L.E.* for Norman Felton, whose Arena Productions Inc. produces the show for NBC-TV, remembers his beginnings. He earned his bachelor and master of arts degrees at the university and then got prosperous on the proceeds from the *Man from U.N.C.L.E.* series and is anticipating more of the same from 1966-67's entry: *The Girl from U.N.C.L.E.* grateful for his training and anxious to keep new talent coming, Mr. Felton established an annual \$3,000 playwrighting fellowship at Iowa "to encourage the development of gifted young writers." The Felton playwrighting fellowship will be open to both graduate and undergraduate students.

York last week.

Congressman Utt charged that CBS participated in a conspiracy to "defame" him through a Nov. 13, 1963, telecast on its *CBS Reports* series titled "Case History of a Rumor." Mr. Utt appeared on the telecast but later charged that the program was "carefully planned and skillfully executed to defame and degrade" him.

The complaint alleged that CBS "conveyed" to its audience that Congressman Utt was responsible for circulating the so-called "water moccasin hoax" in his Washington weekly newsletter of Feb. 27, 1963. The water moccasin hoax centered around an Army maneuver which, according to the rumor, was believed to be a secret mobilization led by foreigners to take over the U. S. government.

In his opening statement, Gerald J. Dunworth, an attorney representing CBS, said that Mr. Utt had appeared on the program voluntarily and knew the answers he was making to questions. He denied that anyone bore the congressman any malice or ill-will. He said there was "no libel whatsoever" and the statements made were "fair and true and a matter of strong national interest."

Also named as defendants are Gene de Paris, producer and writer of the documentary program and Fred W. Friendly, executive producer of the series at the time. Mr. Friendly later became president of CBS News and resigned from the company last February.

The trial is expected to last about a month.

50 (PROGRAMING)

## 'Static curtain' mars Vietnam radio news

Radio news is having troubles getting through from Vietnam, according to Tom O'Brien, vice president and director of ABC Radio news, and he asked the U. S. government to do something about it. He said U. S. broadcasters covering the war in that nation are entangled in a "static curtain" resulting from the antiquated equipment and roundabout routing used to get voice reports out.

At the Missouri Broadcasters Association meeting last week, he called on President Johnson to establish U. S. communications channels "so the American public will be able to hear instantaneous reports on a conflict involving over a quarter-million American fighting men."

The ABC executive said the transmissions, which go by way of Paris instead of straight across the Pacific, are sent from a 30-year-old 10 kw transmitter. The only studio available, he added, is about 35 years old.

He placed the blame for such difficulties with the Vietnamese government "which does not want to share the high tariff charges extracted from U. S. broadcasters."

The blast against Vietnam conditions is the second one leveled by ABC executives within the past month. Four weeks ago Elmer Lower, president of ABC News, had charged that many newsmen in Vietnam feel the U.S. government is indirectly censoring them through a tacit threat of withdrawing news accreditation (BROADCASTING, April 18).

## Mexican upset about TV portrayals

The Mexican consul general in Los Angeles last week leveled a charge against television for portraying Mexicans as "bandits and buffoons." Edmundo Gonzalez fired off his protest in a letter to NBC-TV's West Coast office in Burbank, with copies going to CBS-TV and ABC-TV in Hollywood "for their own information."

The Mexican diplomat said in his letter, dated last April 18, that he hoped the three networks will take steps "to eliminate any material offensive to Mexico and its people in future presentations." He pointed out that among the TV series that contained offensive portrayal of Mexicans were episodes of *Laredo* and *Cheyenne*. He emphasized, however, that his complaint was against television in general, rather than any one particular program.

In his letter, Mr. Gonzalez said:

"Quite a few Mexican and American citizens of this area [Los Angeles] have contacted this consulate general protesting against what a lady in Ventura calls 'the most insulting and ridiculing manner' in which Mexicans are portrayed in the *Bob Hope Show* released nationally over NBC on April 13, 1966.

"We Mexicans resent, and resent this strongly, and we are becoming very much concerned over television's increasing tendency of presenting Mexico as a country of bandits and buffoons, usually dirty and unkempt."

Mr. Gonzalez reported that NBC officials in Burbank have notified him that the matter was being referred to its New York headquarters. The consul general said he had received no reply from the other two networks.

## Lewis wills money to Smoot, Birch Society

The late Dallas Bedford Lewis, manufacturer of Dr. Ross dog and cat food and a regional advertiser who spent about \$200,000 in radio and \$850,000 in television annually, left the bulk of his \$5.5 million estate to broadcast commentator Dan Smoot, The John Birch Society, Pepperdine College and a new organization to be called "The Defenders of American Liberty," it was revealed last week. Mr. Lewis, 62, died of a heart attack April 25 (BROADCASTING, May 2). His will filed for probate in Los Angeles, is dated Dec. 6, 1965.

It left \$1 million to Dan Smoot, former FBI agent, champion of conservative causes and commentator on the 15-minute *Dan Smoot Report* program on both television and radio. The will stipulated that the money is to be used to further Mr. Smoot's work in broadcasting and publishing.

The John Birch Society also was left \$1 million on condition that John Rousselot, former congressman now public relations director of the society, direct its use in exposing Communism in the country. Mr. Rousselot currently is producing a 15-minute weekly radio program called *The Birch Report*, which he describes as a conservative educational show.

**ACLU Counterpart** ■ Pepperdine College in Los Angeles was left \$1 million "providing they have honored Dan Smoot with a doctorate degree during my lifetime or within six months after my death." Mr. Lewis also left \$1.5 million to found "The Defenders of American Liberty," described in its concept as an opposite to the American Civil Liberties Union devoted exclusively "to the defense of American citizens who believe and stand for the Constitution of our United States in

BROADCASTING, May 9, 1966



# Who is Sylvia?



Sylvia Scott interviewing Eddie Albert, star of "Green Acres."

## ASK ANY WOMAN IN MARYLAND

The butcher, the baker and the candlestick maker also know her because she sells more of their wares than any other Maryland personality! She is Sylvia Scott of "The Woman's Angle." All women love her (they write her thousands of letters each month) and those who control the multi-millions of dollars of home-making budgets seem to be the most interested of all. Sylvia has style . . . she improves every facet of their family life . . . with food, fashion and decorating suggestions. She adds interest to their lives with sophisticated interviews with brilliant celebrities from coast to coast. Look at this list of personalities she has interviewed during the past few months . . .

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

"The Woman's Angle" is aired 5 times a week, 1-1:30 PM. And it's LIVE, therefore timely, topical, flexible and easily tailored to your use. If you are interested in success stories, ask your Katz Salesman, he'll be glad to oblige!

*In Maryland*  
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its entirety as it stood up to and including the year 1950." Mr. Lewis also left a \$1,000 monthly income to his widow, Mrs. Yolanda Lewis.

In an interview with BROADCASTING just before his death, Mr. Lewis claimed that he had been trying to buy time in both radio and television to sponsor conservative-oriented programs but "that for seven consecutive years ABC, CBS and NBC have consistently turned me down, while some nonnetwork stations have kicked me off the air." He had succeeded, however, in sponsoring some 600 broadcasts of the *Dan Smoot Report*, among other programs, and currently was placing the show on 52 radio and 29 TV stations across the country. Still, Mr. Lewis said he was trying to buy KAIL-TV Fresno, Calif., in order to guarantee an outlet for conservative viewpoints (BROADCASTING, April 25).

## Program notes . . .

**Chance to answer** ■ Officials of the Congress or Racial Equality recently referred to Baltimore as one of the cities "that could erupt into racial violence this summer." WBAL-TV Baltimore enabled local Negro leaders to comment on this and other CORE statements on *Maryland News Conference: Special*. During two one-hour programs last month, the panelists were questioned by representatives of the UPI, AP and local newspapers.

**New partners** ■ *Perry Mason* is gone but Universal TV has Raymond Burr for seven years. Mr. Burr, who just ended a nine-year run on CBS-TV as star of *Perry Mason*, has given Universal Pictures and Universal TV exclusive rights to his services and those The deal is understood to involve several million dollars.

**Sweet dreams** ■ Celanese Corp. of America, through Sterling Movies, U.S.A., is offering TV stations a short color film, "Design for Dreaming." Celanese commissioned the Robert Joffrey Ballet Co. to create the ballet film marking the introduction of Celanese Nylon '66. The film can be obtained free from Sterling Movies Inc., 43 West 61st Street, New York.

**Battle of the Bulge revisited** ■ ABC-TV will telecast "The Brave Rifles," a documentary recounting the Battle of the Bulge on its *ABC Stage 67* series next season. The one-hour program will make use of actual film sequences of the battle, some never before shown, from official U. S. sources and from captured Nazi films.

**New series** ■ *The Art of Living*, a series of 20 five-minute inspirational messages are now available for radio. Written by Wilferd A. Peterson, the

series is available from Edward M. Miller and Associates Inc., Grand Rapids, Mich. 49502.

**Below homo sapiens** ■ NBC-TV next season will schedule one-hour color series collectively titled *The Incredible World of Animals*, under arrangements with David Wolper Productions. Specials will focus on aspects of the world of nature, balance of life and preservation of wildlife.

**Great life again** ■ M&A Alexander, a division of National Telefilm Associates, Hollywood, is rereleasing *It's a Great Life* in syndication. The one-time NBC-TV prime-time series stars Michael O'Shea, James Dunn and William Bishop. Distribution of 78 half-hour episodes starts immediately.

## Film sales . . .

*Duel in the Sun* and *Ruby Gentry* (National Telefilm Associates): WVUE (TV) New Orleans; WIRL-TV Peoria, Ill.; KEZI-TV Eugene, Ore.; WJAC-TV Johnstown, Pa.; WALB-TV Albany, Ga.; WFRV-TV Green Bay and WISC-TV, Madison, both Wisconsin; KIII (TV) Corpus Christi and KFDA-TV Amarillo, both Texas; KOLN Lincoln, Neb., and KID-TV Idaho Falls.

*NTA Color Feature Library* (National Telefilm Associates): KOCO-TV Oklahoma City. Now in 100 markets.

*Shirley Temple Features* (National Telefilm Associates): WTCN-TV Minneapolis-St. Paul, and KTNT-TV Tacoma-Seattle.

*Big Six* and *Majestic Color* (National Telefilm Associates): KETV (TV) Omaha and WDBJ-TV Roanoke, Va.

*Incredibly Strange Creatures* (National Telefilm Associates): KTTV (TV) Los Angeles; KTXL (TV) Sacramento, Calif., and KETV (TV) Omaha.

*Horror Five* (National Telefilm Associates): KTNT-TV Tacoma-Seattle and KTXL (TV) Sacramento, Calif.

*TV Hour of Stars* and *Peril 13* (National Telefilm Associates): KTXL (TV) Sacramento, Calif., and KSWB-TV Roswell, N. M.

*Top Rank* (National Telefilm Associates): WDBJ-TV Roanoke, Va.

*High & Wild* (Triangle); KTAR-TV Phoenix, Ariz., and WDIO-TV Duluth, Minn.

*Volume 9* (Seven Arts): WJZ-TV Baltimore; WIRL-TV Peoria, Ill.; WLCY-TV Tampa, Fla.; WLAC-TV Nashville; WDIO-TV Duluth, Minn.; KPAC-TV Port Arthur, Tex.; KR0D-TV El Paso, Tex., and WCIV (TV) Charleston, S. C.

*The Addams Family* (Filmways Syndication Sales): KHJ-TV Los Angeles and WOR-TV New York.

## No TV for Dodd ethics hearing

The Senate Ethics Committee, presently investigating the financial affairs of Senator Thomas J. Dodd (D-Conn.), announced last week that television coverage of its public hearing on the matter will be prohibited.

Under rules of procedure adopted to govern hearings by the committee, no cameras or lights of any kind will be allowed in the hearing room when Senator Dodd faces charges of misconduct and misuse of public contributions. The committee did not, however, issue a final decision on live radio broadcasts of the presently unscheduled sessions, indicating that this would be discussed at a later date.


The present rules, which have provisions for modification or repeal, were established last February. They do allow for hearings of the committee to be opened to the public, "except executive sessions for voting or by the order of the chairman." But the rules also require that all testimony heard in executive sessions be kept secret and not released for public information unless a majority of the six-member committee approves. The committee may also order a public session at any time in the proceedings, but is required to take into consideration "evidence which may tend to defame or otherwise adversely affect the reputation of any person." Those allowed to testify, under the rules, include "any person whose name is mentioned or is specifically identified, and who believes that testimony or other evidence presented at a public hearing, or comment made by either a committee member or counsel, tends to defame him or otherwise adversely affect his reputation."

Senator Dodd himself has the right to cross-examine any witness before the committee. He must, however, submit his questions in writing to its chairman, Senator John Stennis (D-Miss.). Then, if a majority of the committee consents, the question would be put to the witness by the chairman, a member, or the committee's counsel.

Senator Dodd may also be accompanied to any hearing by legal counsel, who would be allowed to advise him of his rights during testimony or cross-examination.

Most major Senate hearings, including investigations, have been televised in the past. The new rules however, were established by the committee, formally known as the Select Committee on Standards and Conduct, when it revised its procedures shortly after the termination of the Bobby Baker case.





**KTVI's Documentary "THE CORNER"  
has been Named Regional Winner  
of the Station Award by the  
NATIONAL ACADEMY  
TELEVISION ARTS AND SCIENCES**

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

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

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

**THE EXCITING NEW**

**KTVI**2

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# It's peace and plenty at CBS-TV

**Affiliates session hears pledge to present programming for occasional viewer; fall season, to be 100% color, already 85% sold**

Booming sales, bounding ratings and promises of new programming that will bring more of both blessings marked the CBS-TV network's presentation to its affiliates last week at their 12th annual conference.

The meeting, held Tuesday and Wednesday in New York with more than 300 representatives of some 200 stations on hand, had an air of peace and plenty, with overtones of more to come. Network officials called it one of the most successful affiliates conventions in CBS history.

Highlights of the closed meetings:

- John T. Reynolds, making his first convention appearance as president of the network, kept the meetings' primary spotlight on programming, especially his determination to present more "special specials" to reach the "occasional viewer" as well as the mass audience.

- Thomas Dawson, vice president in charge of sales, reported that "business was never better." It was indicated that the network's new fall schedule is approximately 85% sold. Authorities said fourth-quarter sales are the best in history.

- Observers who specialize in dais analysis saw special significance in the absence of both CBS Chairman William S. Paley and President Frank Stanton, one or both of whom normally make a featured appearance at these sessions. The luncheon address that in recent years has been made by Dr. Stanton was made this time by John A. Schneider, recently named corporate vice president in charge of all CBS broadcasting operations. Authorities said it all added up to a desire by Messrs. Paley and Stanton to show that Mr. Schneider, and under him Mr. Reynolds, are "in charge of the television network show."

- Mr. Schneider revealed that on his new job long-range planning is one of his major concerns, along with coordination of current broadcast operations, and specifically predicted satellite relaying of network programs to affiliated stations by 1970 (see page 29).

- The network took steps to evaluate and meet affiliate demand for late-night news feeds, and Richard S. Salant, president of CBS News, made it clear that

the era of wall-to-wall coverage of major news events is over so far as his division is concerned (see page 42).

- Authorities said CBS-TV would not only be 100% color at night this fall, but would also begin to get a leg up on daytime color by presenting color shows on Saturday mornings. They said all promos for the new season would be in color.

- In Charge ▪ Mr. Reynolds, who took over as network president in February,



Mr. Schneider  
Costs may level off, but . . .

kept a firm but apparently relaxed hand on the two-day proceedings, according to participants, introducing all the key speakers but dispensing with the usual detailed reports on such topics as research and promotion.

He and Michael H. Dann, programs vice president, stressed plans to develop and schedule a growing number of entertainment, cultural and special-events specials in prime-time periods. The affiliates also were given a fall-program preview, which in addition was to be distributed by closed circuit this past Saturday (May 7) for local taping and showing to local sales prospects.

Messrs. Reynolds and Dann noted that, as compared to 19 specials presented by CBS-TV in 1964-65 and 37

this past season, the network has already committed for 26 in 1966-67, is in the process of arranging for further TV adaptations by such playwrights as Arthur Miller and Tennessee Williams, and expects to see at least 37 specials—possibly more—pre-empting regular network fare.

- Strong Base ▪ Predicting continued popularity of the CBS schedule this fall, Mr. Reynolds said it will be "built on the solid base of 22 returning series, each of which has commanded more than one-third of the total viewing audience during its time period this [past] season."

Mr. Reynolds told affiliates that specials can make a "major contribution" to the TV art, interest the "occasional viewer," bring to TV "the great talents that were not available on a regular basis, provide opportunities for experimentation and innovation—and, hopefully, they could win large audiences."

He also indicated that under his aegis CBS-TV would concentrate more on "meaningful drama." It is his belief, he said, that major dramatic specials would help quiet criticism by special-interest groups and, more important, contribute to the stature of the medium as well as that of network and stations.

- Mr. Dawson, sales vice president, said CBS-TV is "leading the pack" in sales for fall. "Next season should be substantially better than the one just ending," he said. "We should be able to improve both our sales and rating positions."

- Three new shows were reported completely sold out: *Run Buddy Run*, *Pistols 'n' Petticoats* and *Mission: Impossible*.

- Future Hardware ▪ In his appearance, Mr. Schneider called attention to a scientific revolution in the making and said the inevitable problems growing out of technological change would have first call on his own time. In addition to changes to come with the refinement of satellite broadcasting (see story, page 29) Mr. Schneider put considerable emphasis on the effects of eventual development of a consumer-priced home video-tape recorder. He thought it doubtful such machines would make a



significant impact on the broadcasting industry for at least several years, but he warned against underestimating their potential.

Mr. Schneider told the affiliates of a current situation indicating eventually staggering programing costs which, he said, might have to be faced at the same time as the problems brought on by new scientific advances. He said program expenses might possibly level off but that history offers little reassurance on this point.

A rosy picture of CBS-TV's accomplishments in the prime-time ratings race was painted by Richard W. Golden, director of marketing for the network, who offered an analysis of the numbers for the entire season to date.

He said that during both the "first season" and "second season"—the latter a reference to the period since January, when ABC-TV introduced several new programs and hailed it as "the second season"—CBS-TV maintained a 36% share. ABC-TV started off with a 30% share and moved up to 32% share, while NBC-TV kicked off with a 34% share but fell to 32% in the "second season," Mr. Golden reported.

"Briefly, then, CBS has been the leading television network through the entire season," he observed. "ABC has come up from a very poor third. And NBC has dropped back from a close second. Accordingly, NBC is no longer within striking distance of CBS—while ABC is actually threatening NBC's second-place position."

**Hot Days** ■ Fred Silverman, director of daytime program development, called 1966-67 "the most successful season in the history of CBS daytime." He told affiliates that CBS-TV's average daytime lead over NBC-TV has grown to 74% and over ABC-TV to 125%.

Mr. Silverman stressed that despite the commanding position the network has garnered in daytime, it never takes success for granted and is seeking constantly to refine and improve its programing. As an example, he cited experimentation with *As the World Turns*. In anticipation of the debut of *Ben Casey* on ABC-TV's daytime schedule last fall, sequences developed for *World* in late August and early September centered on a controversial story. As a result *World* added ratings, according to Mr. Silverman, and fended off competition from *Casey*.

He advised affiliates that CBS-TV daytime has several popular series "waiting in the wings," including *Candid Camera*, *Beverly Hillbillies*, *Petticoat Junction* and *My Three Sons*.

Mr. Lodge, vice president for affiliate relations and engineering, asked

affiliates to do what they could to prevent their respective state legislatures from voting to stay on standard time next year. The hope is for a uniform nationwide changeover to daylight saving time.

Mr. Lodge reminded the stations of a CBS-TV requirement that affiliates be equipped with satisfactory video-tape facilities for color recording and playback if they intend to run delay broadcasts of network color programs. He asked stations to supply the network with type numbers of their recording and playback equipment so that this determination could be made.

**Local Business** ■ Mr. Lodge said that since CBS-TV last September introduced its policy of turning over unsold nighttime network minutes to stations for local sale (up to a maximum of seven minutes per week), 76 such minutes had been released for station sale.

Since January, when 35 minutes were

whelming affiliate support for continuation of the educational programs.

**Sports Lineup** ■ William C. MacPhail, vice president, CBS Television Sports, detailed the programing in this area for 1966-67, concentrating on the schedule of the National Football League.

"We will be carrying a total of 109 pre-season, regular-season and post-season games on the network next fall and winter," he related. "This is by far the greatest number of NFL games ever carried on the network and many of them will be in color."

He pointed out that the modified blackouts in NFL cities would mean more football on CBS-TV next year and he predicted increases in ratings for this coverage.

Mr. MacPhail said CBS had not bid on rights to Olympic Games coverage (acquired by ABC) because of commitments involving the NFL, the elections and other programs. But he stressed



L to r: Messrs. Lee, Dann, Cowden, Reynolds

Top echelon huddle between sessions

turned over for local sale, monthly totals have decreased steadily; eight were released in February, two in March and none in April. According to Mr. Lodge, estimates by CBS-TV sales officials indicate affiliates ought not to count on many unsold minutes being available in the next several months.

He noted there are six fixed nighttime minutes in the network's fall schedule, two before Thursday and Friday night movies and one each before *CBS Reports* and the *Ed Sullivan Show*.

Mr. Lodge asked affiliates if they were in favor of the network continuing to present *Sunrise Semester* and *Summer Semester*, programing that he said costs CBS-TV more than \$250,000 yearly. A hand vote indicated over-

that this did not mean that CBS would not be bidding on future sport specials and sport series.

## Reams wins Ohio nomination

A prominent television and radio executive and owner, as well as the youngest gubernatorial candidate in his state's history, was picked by Ohio voters in last week's primary election to challenge Governor James A. Rhodes in November.

Democrat Frazier Reams Jr., 36, vice president and partial owner of WTOL-AM-FM Toledo, Ohio, and until last year, of its affiliate WTOL-TV, won a landslide nomination for the statehouse.

# Howell sells 81% of his TV stations

PRICE TOPS \$2 MILLION IN SALE OF THREE TV'S

The transfer of ownership of five television stations and one AM-FM property in two separate transactions were announced last week, and one of the sales saw Rex Howell, western broadcast pioneer, relinquish control of his Colorado properties. Both are subject to FCC approval.

Sold to XYZ Television Inc. for \$2,092,000 were Mr. Howell's KREX-

AM-FM-TV (ch. 5) Grand Junction, KREY-TV (ch. 10) Montrose and KREZ-TV (ch. 6) Durango, all Colorado.

The buying group includes the Howell interests, which give up 81% interest to a group of Cincinnati investors under the name of Forestville Realty Corp. Forestville Realty is owned by James R. and William J. Williams, real estate developers, and

Lawrence H. Kyte, attorney, each owning 26 2/3% of XYZ Television; and Dr. J. Harry Dornheggen, physician and real estate investor, 20%.

Also in the buying group is John W. English, 7% owner of WSEE(TV) Erie, Pa., who has had interests in TV and radio stations in the East. Mr. English will have first rights to \$350,000 worth of six-year, convertible debentures. The new interests have arranged bank loans of \$1 million to XYZ Television; \$580,000 to Forestville Realty, and \$250,000 to Mr. English.

Mr. Howell will have an 8.5% interest in the new ownership. Other Howell-group interests: Carl Q. Anderson, 3.9% of XYZ and \$75,000 for his 49% interest in KREY-TV; Roy H. Adamson, business manager and treasurer of the Howell's Western Slope Broadcasting Corp., 2.5%; Robert J. McMahan, general manager of Western Slope Broadcasting, 2.5%; Ruth G. Kendrick and Marlene J. Hoskin, daughters of Mr. Howell, 0.8% each.

Mr. Howell who has been in poor health in recent years, also will receive \$25,000 yearly consulting fees and \$25,000 annually for an agreement not to compete for a period of 10 years.

The Montrose and Durango TV facilities are partial satellites of KREY-TV, originating some local programs. Messrs. Howell, Anderson, Adamson, and McMahan are also the joint owners of Montrose Telecab Inc., a CATV system.

The second transfer of TV stations last week involved WBJA-TV Binghamton, N.Y., and WEPA-TV Erie, Pa. Alfred E. Anscumb and James E. Greeley sold their 63.5% interest to a New York group for \$35,000 and the assumption of \$656,000 in obligations.

The New York group consists of Gerald Arthur, publisher of a group of weekly newspapers on Long Island, N.Y.; Oliver Lazare, textile business, and J. J. L. Hessen, attorney. All three own WEEB Rensselaer, N.Y.

The sales contract provides that no payment need be made for four years, except for some of the obligations.

## Local regulation of CATV rates called for

AT&T has asked the FCC to reconsider its decision to take from the states jurisdiction over the regulation of tariffs covering intrastate common-carrier service to community antenna television systems.

The commission last month ordered all communications common carriers servicing CATV's to file such tariffs with the commission rather than with state public utilities commissions (BROADCASTING, April 11).

The commission based its decision



## WJEF's 10,000 Country Clubbers don't fiddle around

Our loyal country and western music fans leave that dial alone. They string along with our "Country Club of the Air." And why not? We offer them memberships — complete with card! — and participation in games and contests for valuable prizes.

They don't fiddle around when it comes to spending, either. Indus-

trialized Grand Rapids is Western Michigan's top-earning, top-spending market. People around here make good money and they keep it moving.

At WJEF, we don't just pat our foot. *We sell.* Ask your Avery-Knodel man to tell you about our country-music station that comes across with sweet music for advertisers.

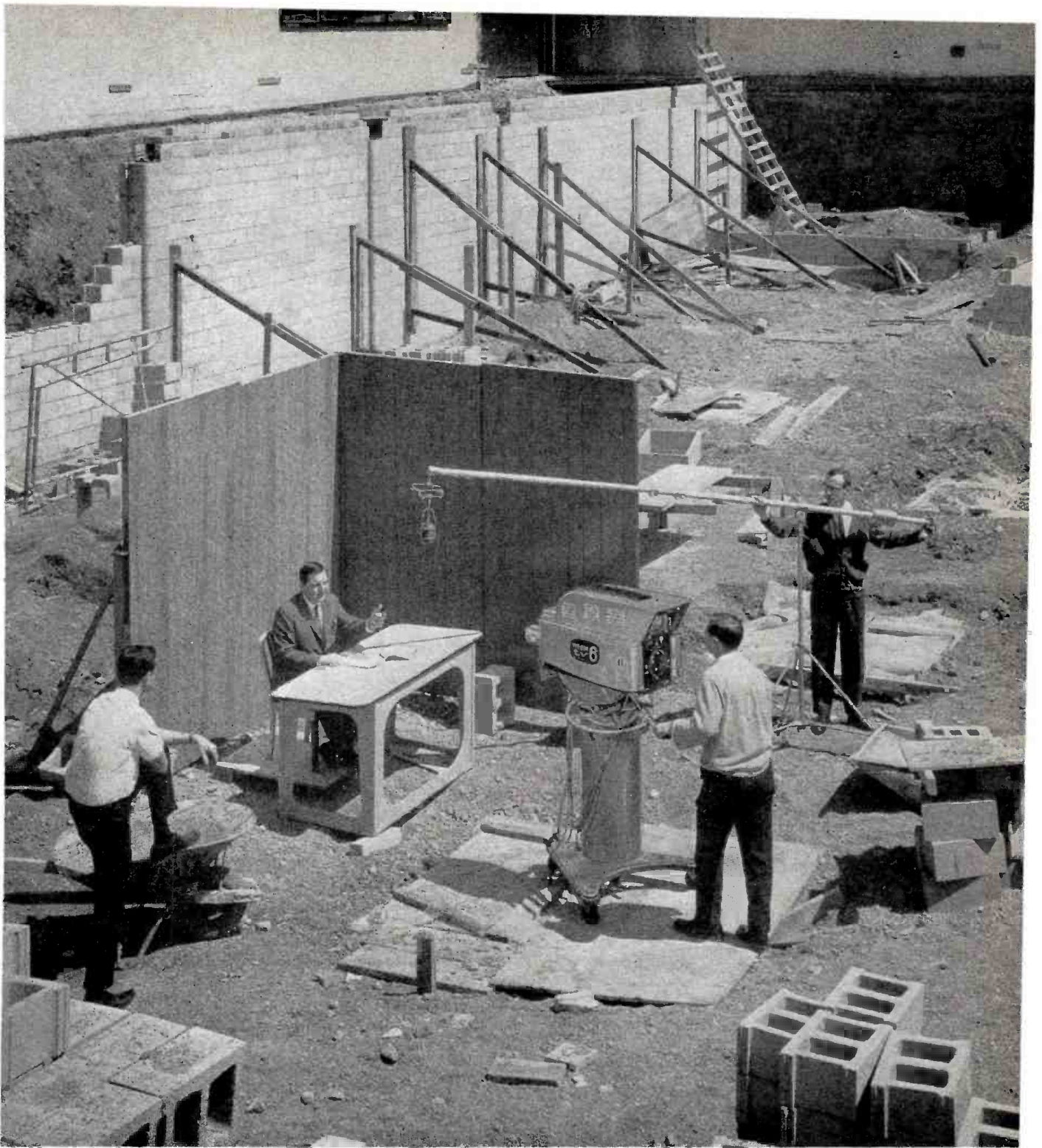


*The Folger Stations*  
**RADIO**  
 WJEF GRAND RAPIDS  
 WJEF GRAND RAPIDS  
 WJEF GRAND RAPIDS  
 WJEF GRAND RAPIDS  
**TELEVISION**  
 WJEF GRAND RAPIDS  
 WJEF GRAND RAPIDS  
 WJEF GRAND RAPIDS  
 WJEF GRAND RAPIDS

# WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY  
 Avery-Knodel, Inc., Exclusive National Representatives





## What do you think of our new color studio as a hole?

That's all it is now . . . but soon it will be the largest color TV studio in Indiana.

At the moment, our existing color facilities are the state's finest. And they were also the first.

Incidentally, our new studio is costing us a million and a half dollars.

We hope you are properly impressed. People around here certainly are.

Even people who don't know a color TV studio from a hole in the ground.

**WFBM<sup>NB</sup> TV**  
**INDIANAPOLIS**  
REPRESENTED NATIONALLY BY THE KATZ AGENCY



on its holding that broadcast signals are interstate in character, regardless of whether or not they cross state lines.

AT&T doesn't challenge the FCC's authority to regulate CATV's in their selection and use of broadcast signals. But it said the commission doesn't have the authority to require the filing of intrastate tariffs with the federal government. It also said the commission order runs counter to commission policy to leave economic aspects of CATV operations to state and local regulation.

Intrastate common-carrier service does not become interstate in nature simply because "the intelligence being furnished may once have constituted interstate communications" for different purposes of the Communications Act, AT&T said. The commission view that it does, the company added, is "novel" and unprecedented.

AT&T also said state regulation of tariffs covering charges for intrastate service to CATV's is in line with the commission's expressed position that state authorities should regulate local aspects of CATV service. The company also said that state regulation is consistent with congressional policy "and sound administration."

AT&T said "divided responsibility" between federal and state commissions in local matters would lead to confusion. It also said states are currently regulating common-carrier service furnished to CATV's, and "are fully competent to promulgate and enforce orders."

AT&T said that its subsidiary Bell companies have filed tariffs for CATV service in 37 states and that local service is being provided in 18 communities. It also said Bell companies have accepted orders for service in 56 other communities and that construction on the necessary plant has begun in 26 of them.

## McGrath hits FCC on CATV regulations

Representative Thomas C. McGrath Jr. (D-N.J.), has charged the FCC with the usurpation of congressional powers and overstepping its own authority, by the announcement of its regulations designed to control community antenna television systems last February.

During a live telecast carried by WCMC-TV Wildwood, N. J., Mr. McGrath cited "the FCC's previous assurances that such controls would be discussed with members of the House Committee on Interstate and Foreign Commerce," and said that, instead, "knowing of the intense interest the public has expressed on this issue, the FCC hurried its decision into print without bothering to discuss it with the



Representative McGrath

'Arrogant back-stabbing by FCC'

committee or any of its members."

He added that during discussions on the CATV situation with members of the Power and Communications Subcommittee, one of its members, Representative Fred B. Rooney (D-Pa.), "flatly accused the FCC of 'arrogant back-stabbing' in its failure to advise the Congress of its efforts to control CATV."

Stating that most members share his conviction "that any action taken to regulate CATV should come from Congress rather than an administrative agency," Mr. McGrath went on to maintain that "it is impossible for an independent agency to act for the people when it arrogates to itself the legislative or regulatory powers which should reside with the people's voice in government, the legislative branch."

He also warned that his committee would "take a hard look at the FCC's regulations," and promised that amendments would be offered to the CATV bill at the time it comes before the House.

The New Jersey congressman appeared on the half-hour program with Peter Lucchin, manager of Alpine Cable TV, and Robert Beisswenger, president of Jerrold Electronics Corp., Philadelphia.

## Irion charges 'ineptitude' in asking WKSJ denial

FCC Hearing Examiner H. Gifford Irion last week recommended that the license renewal application of WKSJ Milford, Del., be denied.

In his initial decision Hearing Examiner Irion said the station had failed

to establish that it is financially qualified, had admitted numerous technical violations, and had failed to answer correspondence and file necessary reports with the commission.

The most serious technical violation was the failure to have a licensed radiotelephone operator on duty at all times, according to Mr. Irion. During the entire period from September 1961 to August 1962, unqualified personnel were operating the transmitter, he declared.

Failure to maintain proper lighting of one of the station's towers, was also cited by Mr. Irion. Despite the fact that the violations were called to the attention of the station the conditions were not remedied permanently, he said.

Mr. Irion stated that H. M. Griffith, Jr., one of the partners and general manager of the station, had shown "complete ineptitude" in his conduct of station affairs. He concluded that, on the basis of the record, there is no reason to assume that any improvement would occur in the future.

## FM station born with black ink on its books

Too often the mention of FM profits is coupled with the word "tomorrow." But for brand-new WPGA-FM Perry, Ga., the word is "today." The station went on the air last Tuesday (May 3) with more than enough time sold to put it on a profitable basis from the start, according to owner Howard C. Gilreath.

Though in a small city (population 8,000), Mr. Gilreath said that the all-stereo outlet on 100.9 mc is being programmed both live and independently of its AM counterpart, WPGA.

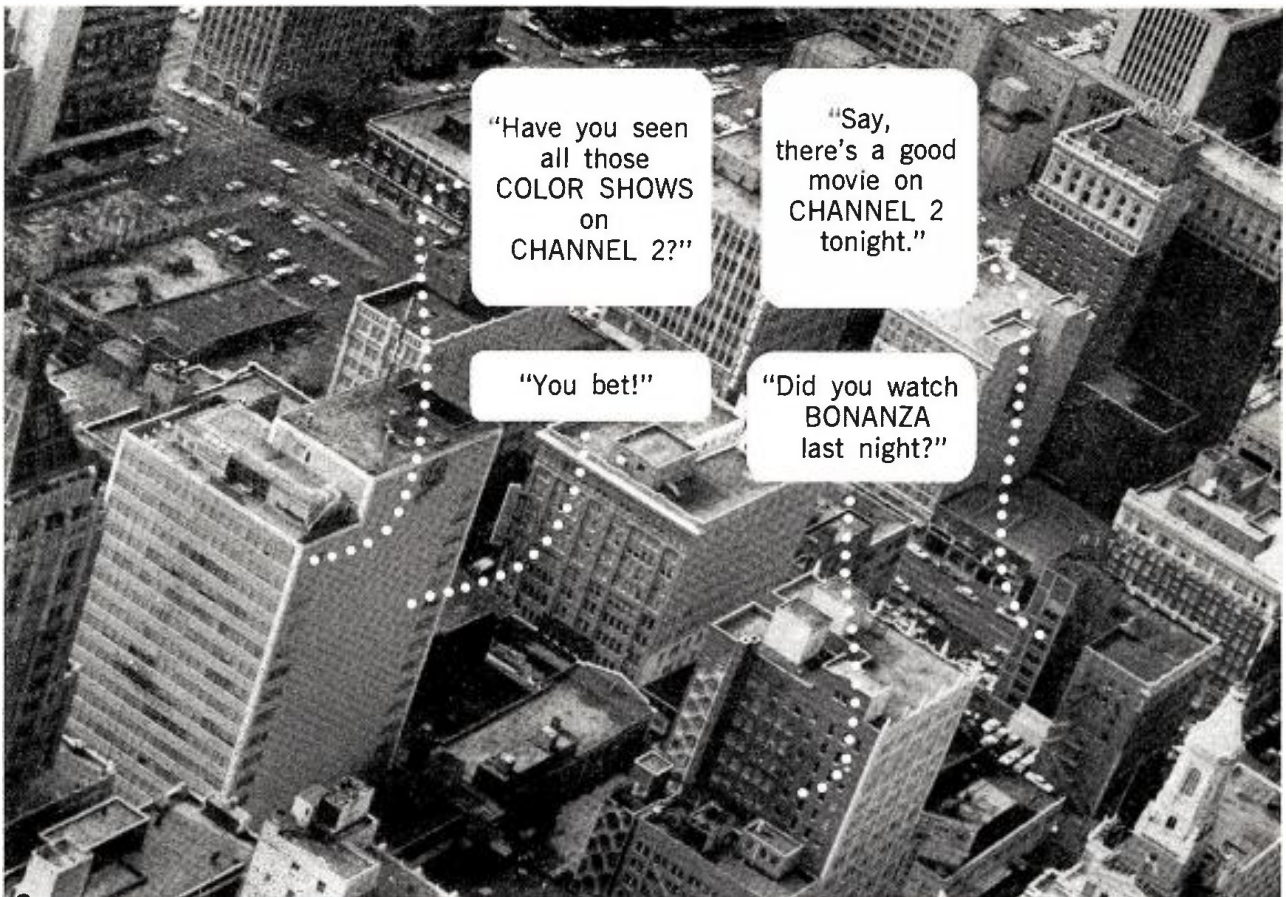
President and general manager of the station is Lowell Register. Licensee firm is Radio Perry. Other Gilreath stations are WMAC Metter, WCLA Claxton and WKIG Glenville (50%), all located in Georgia.

## WCLM(FM) appeals case dismissal

WCLM(FM) Chicago, which had its license revoked by the FCC in 1964, last week asked the U. S. Supreme Court to reinstate its appeal in the U. S. Court of Appeals for the District of Columbia. The Court of Appeals dismissed the case on a commission motion last November (BROADCASTING, Nov. 15, 1965).

The FCC revoked the station's license on the grounds that it failed to operate within the terms of its license, misrepresented and concealed facts and





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Represented by  *The Original Station Representative*

violated various technical rules (BROADCASTING, Aug. 3, 1964). The station was originally cited for allegedly airing gambling information used by bookies, but this issue was not decided in the commission's final decision.

Counsel for WCLM told the Supreme Court that the case was dismissed because of numerous procedural errors committed by the station's previous attorney.

WCLM's present attorney asked that the case be reinstated so that it can be decided on the merits.

## Examiner wants fine for Eaton's WOOK

Wook Washington, whose license has been in jeopardy since 1962 because of allegations that it violated FCC engineering and logging rules, would get a full-term license renewal and a \$7,500 fine under an initial decision handed down by FCC Hearing Examiner Sol Schildhouse.

Examiner Schildhouse concluded last week that the evidence in the hearing indicated that the station, owned by multiple station owner Richard Eaton, was guilty of violations in equipment,

engineering performance and log-keeping.

But he also said there was no evidence the violations resulted from design or lack of care on the part of management. And corrective action was taken after irregularities uncovered by commission inspectors were brought to Mr. Eaton's attention, he said.

"By the process of citation and purification," the examiner wrote, "the station appears to have been dragged into the modern era where equipment and other technical advances have simplified steady attachment to the fulfillment of operational obligations."

**Control** ■ Another issue involved the amount of control that Mr. Eaton exercised over the station. Examiner Schildhouse said that the hearing indicated that Mr. Eaton "is as well a committed broadcaster as investor."

The commission, in the first use it made of the authority that had only recently been granted by Congress, imposed short-term renewals on WOOK and four other Eaton stations in 1961, on the ground that Mr. Eaton's supervision had been inadequate.

Wook's current renewal application, filed in 1962, was designated for hearing in January 1965, after a protracted review of the operations of WOOK and other Eaton stations (BROADCASTING,

Jan. 25, 1965).

The examiner, noting the time that has elapsed, said the "only tolerable choices are to take away the license or to renew on a regular basis." He agreed with the Broadcast Bureau that non-renewal was not warranted, but he rejected a bureau recommendation that a one-year renewal be given.

**Forfeiture Warranted** ■ He said a forfeiture was in order—"not out of any sense of insisting upon a measure of flesh from this licensee but because there must emerge a bracing message from an inquiry as lengthy, costly and distracting as this has been over the years." He said forfeiture of \$7,500 is indicated. The maximum of \$10,000, he said, would be a case of "overkill."

Mr. Eaton owns 13 other AM, FM and TV stations, seven of which received commission sanctions in January 1965. The examiner noted that the commission affirmed a \$5,000 forfeiture against WBNX New York, gave short-term license renewals for WANT Richmond, Va.; WINX Rockville, Md.; WFAN (FM) Washington; WSID-AM-FM Baltimore, and WJMO Cleveland Heights, Ohio. The remaining Eaton stations are WCUY (FM) Cleveland Heights, WOOK-TV Washington; WMUR-TV Manchester, N. H.; WTLF (TV) Baltimore; WFAB Miami; WJMY (TV) Allen Park-Detroit.

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### Changing hands

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

■ KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and KREZ-TV Durango, all Colorado: Sold by Western Slope Broadcasting Corp. to XYZ Television Inc., for \$2,092,000 (see page 56).

■ WHYE Roanoke, Va.: Sold by Justin Dove, Homer Quann and others to Impact Radio Inc. for \$169,000. Impact Radio is headed by Buford Epperson who has interests in WBZB Selma, N. C., and WCFV Clifton Forge, Va. WHYE is a daytimer on 910 kc with 1 kw. Broker: Blackburn & Co.

■ WQTM Latrobe, Pa.: Sold by John J. Stewart, Kenneth Chapin and Charles Rutledge to Fred A. Grewe Jr. for \$75,000. Mr. Grewe is owner of WGIF Moundsville, W. Va. WQTM is 1 kw daytimer on 1570 kc. Broker: Chapman Co.

■ WBJA-TV Binghamton, N. Y., and WEPA-TV Erie, Pa.: Sold by Alfred E. Anscombe and James E. Greeley to Oliver Lazare, Gerald Arthur and J. J. L. Hessen, for \$35,000 plus \$656,000 in obligations (see page 56).

### New TV stations

**WDHO-TV Toledo, Ohio (ch. 24)**



went on the air May 3. The station is authorized to operate with 275 kw visual, 55 kw aural, from a tower 1,466 feet above average terrain. WDHO-TV is owned by the D. H. Overmyer Communications Co., which owns WATL-TV Atlanta, WAND-TV Pittsburgh, WSCO-TV Newport (Cincinnati), Ky., KBAY-TV San Francisco and WJDO-TV Rosenberg (Houston), Tex. WDHO-TV is the first of these stations on the air with the rest all being scheduled for air dates this year.

## New president named for ARB

The American Research Bureau got a new president last week, lost its executive vice president, and there were rumors that George W. Dick, who remains as chairman, may not be with the national TV and radio research program ratings organization much longer.

Announced as the new president and chief executive officer of ARB is Dr.



Mr. Erickson

Dr. Langhoff

Peter Langhoff, senior vice president of Young & Rubicam, New York.

Rodney Erickson, executive vice president and director of marketing for ARB, resigned to join Kenyon & Eckhardt, New York as director of TV-radio programming.

Dr. Langhoff joined Y&R in 1946 as manager of the advertising agency's research department. He was made director of the department in 1947 and a vice president of the agency a year later. Since 1964 he has been a senior vice president. Before entering advertising, Dr. Langhoff was director of research services for the Veteran's Administration. His service with the government began in 1934 with the National Resources Board.

He was born in Peoria, Ill., and was graduated from the University of Illinois with a BS in engineering and a PhD in economics. He is chairman of the Advertising Research Foundation, was national director of the American Marketing Association from 1963 to 1965, president of the Market Research Council from 1961 to 1962, former chairman of the Committee on Research

of the American Association of Advertising Agencies; has lectured at Columbia University in New York, and has advised the Department of Commerce, Department of Defense, and the Hoover Commission.

Mr. Erickson is assuming the duties formerly handled by James Bealle, who is being transferred to Los Angeles as manager of the K&E office in that city. Mr. Bealle is succeeding William Gargan Jr., vice president and manager of K&E's Los Angeles office who is being shifted to New York to take up an assignment in the agency's communications services division.

Mr. Dick has been chairman-president of ARB and its chief executive officer as well. No mention was made in the announcement of Mr. Dick's future line of authority and functions but there are persistent reports that he plans to leave ARB.

Mr. Dick could not be reached last Thursday when the ARB board met to approve Dr. Langhoff's selection as president. A company spokesman would only say that Mr. Dick is remaining as chairman.

## WOKK added to NBC list

WOKK Meridian, Miss., became NBC Radio's 205th affiliate on May 1. WOKK, formerly with ABC, and owned and

## NAB schedules sessions

Next week will be a busy one for staff and committee members of the National Association of Broadcasters. Tuesday (May 17) will see the first meeting of the small-market radio committee. Raymond Plank, WKLA Ludington, Mich., newly elected radio board member, is chairman of the committee. On Wednesday, the Future of Broadcasting in America committee will meet to take up pay TV. Thursday will find the executive committee in session. And next Friday the building committee will continue its study of proposed designs for NAB's new headquarters building. The committee met last Thursday (May 5), saw six sketches at the architectural firm of Mills, Petticord & Mills of Washington, but wants to see more details.

operated by New South Broadcasting Corp., is on 1450 kc with 1 kw day, 25 w nights. ABC switched to WMOX, also Meridian, owned and operated by Lauderdale Broadcasting Inc., on 1010 kc with 10 kw day, 1 kw nights.

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**ARIZONA**—Fulltimer licensed to prosperous single station market. Equipment both plentiful and in excellent condition. Valuable real estate included. Priced at 1½ times gross plus real estate for a total of \$175,000 with 29% down and the balance over ten years. *Contact—John F. Hardesty in our San Francisco office.*

**ROCKY MOUNTAIN STATE**—Daytimer—second station in multi-station major market of Colorado. This money maker has excellent growth pattern. Retail sales in excess of \$100,000,000. Doing well absentee operated. Priced to sell quick at \$165,000 on terms open to negotiation. *Contact—George W. Moore in our Dallas office.*

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### Exclusivity Builds Loyalty

The program becomes your exclusive property in your market. Earl Nightingale helps your station build a larger, more loyal audience.

### Economical Cost

Considering the program's high quality, exclusivity and wide appeal, its cost is surprisingly low. Get all of the details on cost and availability in your market, plus a sample E.T. with 10 on-air Earl Nightingale broadcasts. No cost or obligation. Contact Don Reaser or Bob Oliver:

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## A caution flag on ARMS

NAB-RAB concerned that 'confusion' may arise during period of evaluation of report

Radio can be measured with reasonable accuracy and the All-Radio Methodology Study provides one of the yardsticks for future research. But the National Association of Broadcasters and the Radio Advertising Bureau, chief underwriters of the \$325,000 ARMS study, said they are "concerned that confusion can arise during this period when the tremendous amount of information is still being digested." They urged that "all concerned exercise both patience and restraint in response to inevitable rumors, counter-rumors and occasional deliberate water-muddying expeditions."

Last week, Vincent Wasilewski, NAB president, and Miles David, RAB president, issued a joint status report on ARMS. The statement had been in the drafting stage for several weeks, ever since some agencies, stations and rating-service officials expressed confusion over the original report and what it was supposed to show (CLOSED CIRCUIT, April 11). The initial report had been given at the NAB convention in Chicago (BROADCASTING, April 4).

To clear up the confusion, the NAB-RAB statement noted that "one basic contribution of the study is that it provides clear evidence that radio can be measured . . . by several methods." It added that: "Practical results can be achieved from ARMS findings. But the research firms should keep improving radio audience measurement."

**40 Years Of Famine** - The statement noted that ARMS came about because of the "relatively little methodology research work" of any scope that had been undertaken in the past 40 years. NAB-RAB were satisfied that the results "will be substantial and that it has accomplished as much as conceivably could have been undertaken in a single project." However, the statement added, that does not mean "there should not be methodology exploration in the future by private enterprises."

NAB-RAB noted that five research firms had already spent "as long as a day-and-a-half in sessions" with Audits & Surveys, the firm that conducted the study. The five firms are the American Research Bureau, The Pulse Inc., Mediastat, C. E. Hooper and Sindlinger & Co.

"We believe," the statement said, "that some of the private companies may have come to the sessions on the ARMS study hoping to find ammunition for a rebuttal. We have been encouraged by the fact that by the time

the sessions were concluded, the research firms thus far seen have apparently been impressed with the ARMS study, and anxious to take time to study the results in positive fashion."

**No Cumes** - Describing the study as a standard only, NAB-RAB said it cannot be used as an accurate commercial measurement method because it is "too costly and complex . . . it is good as a checkpoint, but not realistic as a continuing measurement . . . [It] has no capability of providing cumulative audience measurements for even as long as a day. It's just a checkpoint of individual quarter-hour by quarter-hour levels and shares."

The complete ARMS report is due in about six weeks and will be followed by the Advertising Research Foundation's "independent evaluation." The statement doubted that even the "thick completed report . . . will serve perfectly in communicating results. It will take many small meetings and seminars. We will organize whatever program of such meetings is necessary to insure complete communication with advertisers, agencies, broadcasters and station representatives."

## Bartell seeks CATV franchise in Brooklyn

Bartell Media Corp.'s recently established community antenna television subsidiary has made application to New York City for a CATV franchise in the





borough of Brooklyn.

Bartell Cable TV Systems, says it plans to use New York Telephone Co. equipment on a leaseback basis if it attains the grant.

Three other companies that have received New York City CATV franchises have chosen to install their systems independent of the phone company although they must use underground duct space owned by a New York Telephone subsidiary.

Melvin Bartell, president of the cable television subsidiary, says the company has another franchise and a development application pending, both on the East Coast, but Bartell has no antenna systems currently in operation.

The company intends to get into CATV on a nationwide basis according to Mr. Bartell.

Bartell Media Corp. publishes and distributes a number of consumer and trade magazines and books. Its broadcast division operates WADO New York, WOKY Milwaukee and KCBQ San Diego as well as two TV stations in the Netherlands Antilles, Telecuracao and Telearuba.

## News growth whets sponsor interest

As television grows, so do news and public affairs programs, and advertisers "are increasingly recognizing the value of sponsoring such programing." Roy Danish, director of the Television Information Office made these observations last week at the Missouri Broadcasters Association meeting held in conjunction with Journalism Week at the University of Missouri.

The recent color boom, he noted, has also been responsible for getting all-channel sets in homes at a rapid rate, thus adding to the audience potential of the UHF stations. He said there are now about five million color sets in use, that this number will go up to eight million (15% of all families) by the end of 1967 and that by 1970 45% of all families will have color receivers.

Added to the monochrome all-channel sets, he added, "this brings the anticipated UHF total close to 80% by the end of the decade. And these forecasts are probably conservative."

For a newsman, he said, the dimension of color added to the increasing number of UHF stations going on the air equals "a greatly expanded market for his skills" at the station level where "the increase in news programing has been most marked."

Mr. Danish noted that news accounted for 25% of a station's locally

BROADCASTING, May 9, 1966

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LOOK TO VISUAL FOR NEW CONCEPTS IN BROADCAST EQUIPMENT

produced programing in mid-1964. A year later the figure had risen to 40%.

At the network level, he said news, "hour for hour . . . in the most expensive element" in the budget. He estimated the three TV networks would spend \$120 million on news and public affairs programing this year."

The TIO director said that it is not easy to separate the economic and journalistic forms of broadcast journalism. Television, particularly, he said, "involves expensive and not necessarily easily portable equipment. Cameras and remote units and the people required to handle them can run up a bill in a hurry. Properly used, they can enhance a story far more than words alone can do."

**Vocal Minority** ■ The dissatisfied articulate few were blamed for most of broadcasting's "serious long-range problems" by Paul Comstock, vice president for government affairs of the National Association of Broadcasters.

This minority, he said, is not happy with the "taste of the great majority of listeners and viewers" to whom radio and television are aimed. "Not content to allow true freedom of choice for the majority or to exercise for themselves that individual eclecticism that is the hallmark of the intellectual, such critics would use the power of government to influence programing," he charged.

Mr. Comstock said some of these critics would convert the advertiser-supported system of today to pay television and others would punish commercial broadcasting to support a TV system that would offer "more cultural programing for the cultivated few."

He also attacked opponents of the NAB voluntary codes, who would destroy the codes through strict government controls on programs and commercials, while others would scrap the codes in favor of laissez faire.

The self-regulatory aspect of the codes was also covered by Howard H. Bell, director of the NAB Code Authority. Speaking to the students at a Journalism Week session, he said study of self-regulation that exists in business, industry and professional areas is "too often neglected in the process of learning the tools of the trade."

"This is surprising," he continued, "because the ability and freedom to function in your future chosen field may be governed as much by the prevailing attitudes and policies of regulation as by the skills you bring to the trade."

Radio's newly developing strengths in sales, research and creativity were cited by Maurie Webster, vice president, CBS Radio Sales, who predicted 1966 would be radio's "greatest year" for advertising. He said the medium has become a "far more attractive medium" to creative people than it was before.

# The economy's need for radio-TV

## Chrysler's Townsend cites challenges facing communications at opening of AWRT convention

The combination of mass production and mass communication, especially broadcasting, is largely responsible for the recent growth rate of the world economy, Lynn A. Townsend, president of Chrysler Corp., told the annual convention of the American Women in Radio and Television at Detroit last week. More than 400 women broadcasters were expected to attend the four-day session which ended yesterday (May 8).

Speaking at the opening banquet Thursday, Mr. Townsend said mass communication has been creating the desire of people in all parts of the world to live better while private enterprise has been researching, designing and mass-producing the products that mean better living. He felt that this partnership has been given a completely new dimension in recent decades as a result of widespread ownership of radios and television sets.

Mr. Townsend noted that the task of providing basic education and the desire for progress among the hundreds of millions of people in underdeveloped nations had seemed almost impossible in the past. "But in our time the rapid growth in the ownership of radios and

All of today's communicators must learn to properly use these new media, he said, "because they can cause as much damage and as much hell as they can cause good." A better understanding of local mores will help us communicate much more effectively, he stressed.

Philip Lesly, head of his own Chicago public relations firm, also scheduled for Friday, cited new trends in public relations. One is new social and psychological factors that affect communications between groups, he explained, and another is the emerging principles and techniques of public relations affecting communication itself. He especially noted splintering of audiences in all mass media.

"I believe we are certain to experience an explosion of diversified interests facing the broadcast media or their substitutes very soon," Mr. Lesly said, suggesting that "this may be brought about by the proliferation of UHF stations, community antenna television, video-tape programing in the home, pay TV, or any combination of these."

Unopposed in Sunday's elections at AWRT were Julie Chase Fuller, WTAG Worcester, Mass. for president succeeding Dora Cossé, Dora-Clayton Agency, Atlanta; Krim Crawford Holzhauser, vice president of Goodwin Danenbaum, Littman & Wingfield Advertising, Houston, for president-elect, and Irene Mizwinsky, CBS Films, New York, for secretary-treasurer.



Mr. Townsend

Mr. Foster

TV sets has given us new hope," he said.

"It now seems clearly possible that with the help of such new technical developments as relay satellites, earth stations for receiving signals from the satellites and transmitting them locally and such further possibilities as the use of microwaves and lasers," he continued, "the world may have been provided with a technical shortcut to mass education."

**Mores Important** ■ Mark Foster, managing director of Theater Network Television, New York, who was to speak Friday, pointed out that the content of the new international communication is much more vital than the Buck Rogers hardware that now is making it possible.

## CBS Inc. makes annual gift to WNBT(TV)

CBS Inc. contributed \$100,000 last week to the Educational Broadcasting Corp., owner and operator of WNBT(TV) Newark, N. J.-New York, noncommercial TV station. CBS has made \$100,000 gifts to WNBT each year since 1963 and made a grant of \$250,000 in 1961 toward the purchase of the station for educational use.

John W. Kiermaier, WNBT president, reported that the station has received more than \$53,000 in pledges as a result of a fund-raising telethon presented April 25 and repeated on April 27. In addition, the station raised \$20,000 on April 24 from a benefit stage performance that was the basis of the taped entertainment program carried on the telethon.



# Is TV too fat and happy?

# Here comes the lean and hungry one.

We happen to think there's nothing wrong with television that more television can't cure.

Competition improves the breed. New stations make old stations a little nervous — and when they get nervous they get better.

Which is why Overmyer plans to launch new stations in six important markets this year—an unprecedented number. We've just opened our first in Toledo. Others will follow in Pittsburgh, Atlanta, San Francisco, Cincinnati, and the Houston area.

We hope to give the establishment a run for its money. And we'll do everything in our power to encourage people to twirl that dial.

Including giving them good programs.

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# The Overmyer Group

## Seven slated for duPonts

Annual awards to be officially conferred next week in Washington

Three radio stations, three television stations and veteran newsmen Cecil Brown will receive duPont awards next week at ceremonies in Washington. The selections were announced by professor O. W. Riegel of Washington and Lee University, which administers the Alfred I. duPont Awards Foundation.

The 1965 station winners for outstanding broadcasting in the public interest are: WCCO Minneapolis; WRVR New York noncommercial; WHCU Ithaca, N. Y.; WBBM-TV Chicago; WFBM-TV Indianapolis, and KTWO-TV Casper, Wyo.

Mr. Brown, who now delivers a daily commentary on KCET(TV) Los Angeles noncommercial, received the news, commentary and public affairs award to an individual for his "stimulating and informative analyses [which] are in the finest tradition of public affairs broadcasting, and add a vigorous and effective voice to public discussion and understanding in a major metropolitan area." The citation also carries a \$1,000 award.

WCCO was picked for its "support of cultural activity and civic progress." It was recognized for "the dedication of its resources, skills and air time to the protection of human life and property during the great tornadoes, blizzards and floods" of 1965.

The WRVR award to a noncommercial station, cites the station for "recalling to its listeners the power of radio to enrich experience and give delight" and for proving "the existence of audiences having intellectual curiosity, discrimination and taste." This presentation also carries a \$1,000 award.

WHCU was selected as an "example of what a radio station in a relatively small city can do to serve its community well while remaining economically viable." Cited were such programs as *Growth Potential Problems*, *Problems of the Elderly* and *The Doctor Speaks*.

WBBM-TV received the TV station award for its "continuing commitment to the best interests" of its area. Singled out were the station's *Feedback* surveys, the *I See Chicago* series, the *Standpoint* running editorial format and the WBBM

TV Report series of documentary studies.

In winning the news, commentary and public affairs award, WFBM-TV was recognized for its "laudable concept of community service through its conscientious examination of local problems and needs, its support of an able news and public affairs staff of substantial size, and its evident desire to keep its viewers as fully informed as possible."

KTWO-TV was chosen for "performing for the citizens of its area and state a range of services ordinarily undertaken by a variety of agencies." Singled out were its "leadership in the field of education" in supporting Casper College, use of TV for classroom instruction throughout Wyoming and cancellation of network shows to carry a daily TV kindergarten.

## AMA gives one radio, two TV awards

The American Medical Association last week named WCBS New York as winner in the radio category of the AMA's medical journalism awards contest. The Chicago-based association said that WMAL-TV Washington and NBC were co-winners in television.

Three awards in print media were also made. Each first place winner will receive \$1,000 cash and a plaque for journalism that contributes to better understanding of medicine and health.

WCBS earned its award for its *Under Whose Wing?* WMAL-TV was selected for its *Till We Meet Again*. NBC was named for its *Who Shall Live?*

## WGHQ honors humanitarian

At a cost of more than \$6,000, WGHQ-AM-FM Kingston, N.Y., has given its third annual Human Relations Award dinner. Guest speaker was Senator Robert F. Kennedy (D-N.Y.). Award is given by the WGHQ stations to an individual who has worked toward improving human relations between various racial and social groups. This year's award was presented posthumously to Rabbi Herbert I. Bloom, and presented to his widow, Mrs. Anna Bloom. Establishment of two new awards were also announced at the April dinner: The Herbert I. Bloom Memorial Award and one in memory of Robert F. Browning, onetime news director for WGHQ. More than 800 people attended the dinner.

## Ad Council TV impressions down

The Advertising Council, the communication and advertising industry's volunteer organization to promulgate



Mr. Thurm

promotional campaigns in the public interest, didn't have a happy year on television in 1965. Its campaigns received 10% less exposure on the networks last year than they did in the previous year. This is what Samuel Thurm, advertising vice president for Lever Bros. Co., told some 200 industry leaders at the Beverly Hills hotel last week. Mr. Thurm was presiding at the annual luncheon meeting of the council's Hollywood radio-TV committee.

He attributed the difficulty of getting Ad Council campaigns on television to competition from on-the-air promotion of the new-season shows. He added that indications were that the same intense competition would prevail this fall. Still, he noted that the council's public-service messages received up to 19 billion home impressions on radio and television last year.

Announcement also was made of the appointment of Herminio Traviesas, vice president and manager of the Los Angeles office of BBDO, as chairman of the Advertising Council's Hollywood radio-TV committee. He succeeds Walter Bunker, vice president of Young & Rubicam Inc., Los Angeles, who was honored at the luncheon on his retirement from the advertising business.

## Drumbeats . . .

**Arthritis award** ■ Mac Marshall, news director of KGUN-TV Tucson, Ariz., last week won The Arthritis Foundation's annual Russell L. Cecil Award for the best radio-TV script on arthritis. Mr. Marshall's KGUN-TV documentary, "The Crippler," was chosen by Frank Corbin, of Burke & Corbin, New York, because of its "unusual depiction of the arthritis problem from the patient's viewpoint."

**Contest flashes** ■ KBON Omaha is starting an "Instant Prize Information" service for its listeners. General Manager M. M. Fleischl said KBON plans to monitor other local stations for major contest data and break into its own programing to relay the information.



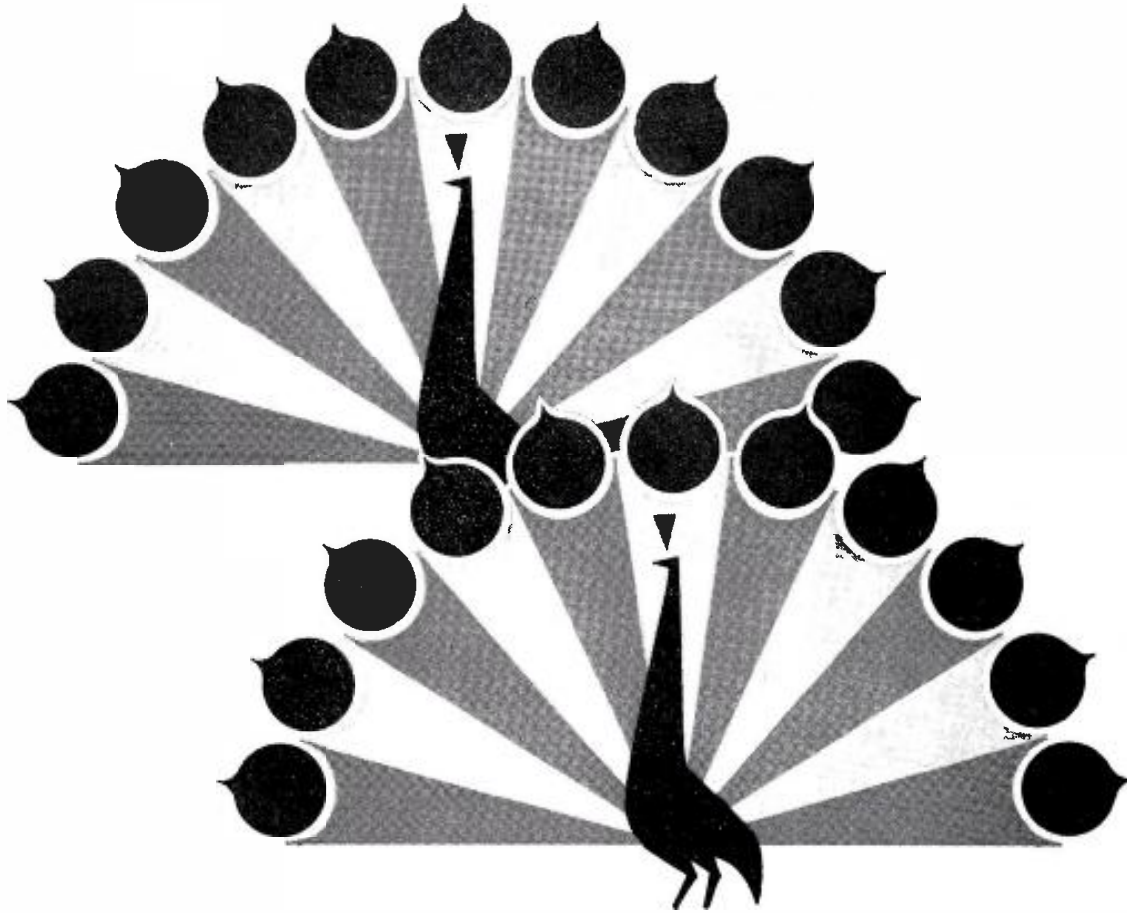


## CONGRATULATIONS, NBC!

The proud history of NBC parallels the history and progress of the broadcasting industry. WDSU's share in that imposing heritage dates back to 1923 when WDSU Radio began broadcasting. Today, we at WDSU highly prize our NBC Radio and Television affiliations, and look with confidence to an even greater future for NBC.

The little man above, paying tribute to General Sarnoff, represents the people of New Orleans and WDSU. He is the well-known creation of WDSU-TV Editorial Cartoonist John Chase. WDSU-TV is the nation's only station telecasting a daily editorial cartoon in color.

**WDSU AM-FM-TV • NEW ORLEANS • JOHN BLAIR & BLAIR TELEVISION**



## Proud as Two Peacocks

Trailblazers in broadcasting and charter members of the NBC family, the WWJ Stations proudly hail the National Broadcasting Company for its 40 years of exceptional service to the American people.

Since 1926 in Radio and since 1948 in Television, we have been privileged to bring NBC's wide range of quality entertainment, news, sports and informational features to Detroit and southeastern Michigan.

That's why in 1966, as always, we're *proud as two peacocks!*

## WWJ and WWJ-TV

OWNED AND OPERATED BY THE DETROIT NEWS

AFFILIATED WITH NBC

NATIONAL REPRESENTATIVES: PETERS, GRIFFIN, WOODWARD, INC.



# 40 years later—on Waikiki beach

NBC affiliates, and their wives, meet in Honolulu  
at long last, looking back over a prosperous past  
and ahead to promise of even more affluent future

NBC and its affiliates this week will reach a destination the affiliates first set out for 19 years ago—a convention in Hawaii.

The convention celebrates NBC's 40th anniversary year, and as they look out across the white beaches and blue waters they can reflect—if they stop to think of it—that they've all come a lot farther than they ever thought they would, whether in 19 years or 40.

The breakers they'll be watching off Waikiki will be nothing to compare to the still-rising tide of business that brought them there.

Sales they once dared to project into the hundreds of millions are now in the billions. Profits are at levels that would have boggled the most ambitious imagination.

The extent of their joint prosperity, the affiliates' and NBC's, may be suggested by the size of the tab for this convention. If all the costs were counted, they probably would come to well over half a million dollars, with NBC's share a quarter-million or more. For the expected total of 600 network and affiliate executives and wives, transportation alone will probably amount to \$300,000.

Those estimates may also tell why the convention didn't get to Hawaii before now.

**First in '47** ■ Some affiliates raised the idea of a Hawaiian meeting in 1947, when they convened at Atlantic City for their first full-fledged annual meeting. The idea became a movement in 1948 when they met at Sun Valley, Idaho, and in 1949 at the Greenbrier in West Virginia it was enflamed by a display of hula dancing and Hawaiian music specially imported by a Honolulu affiliate seeking the 1950 trade.

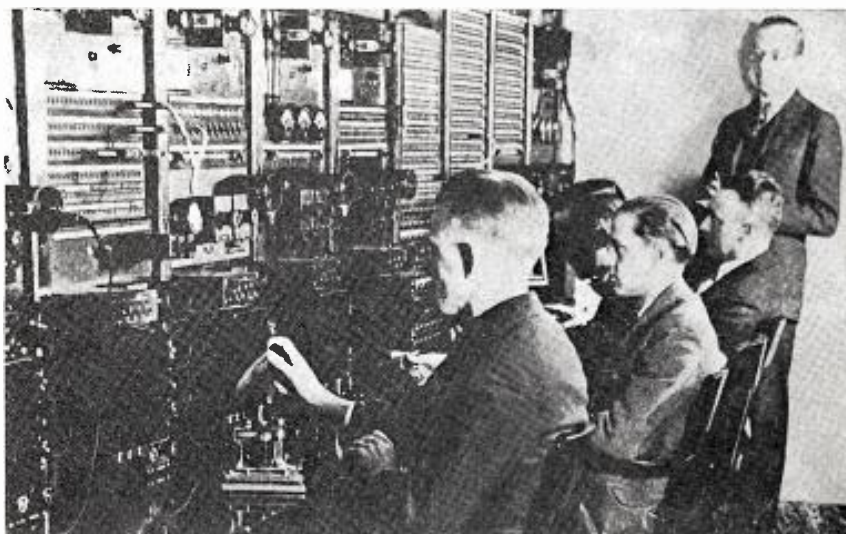
Swept off their feet—and egged on by their wives—the affiliates promptly voted *en masse* to meet in Hawaii in 1950.

But somehow 1950 found them back at the Greenbrier. Economy-minded heads had prevailed. NBC officials and some affiliates had risked the ire of all the wives by concluding that so long a trip was not yet practical.

Even so, the 1950 convention was described as being, with a few exceptions, "quite harmonious."

The chief exception centered on an NBC plan to tape audio highlights of its biggest television shows and sell them to their TV sponsors as a weekly radio program. Affiliates protested on the grounds that this would promote

rising costs of television, particularly color. But it lacks the drama of the 1947 meeting when Neil McElroy, then vice president and general manager of Procter & Gamble, appeared before the affiliates and expressed "deep concern" about "the advancing cost of radio advertising"—and also warned against the "danger" in their



This was the main control room for the National Broadcasting Co. network as the first show was put on the air on November 15, 1926. The room was at the American Telephone and Telegraph Co. in New York City. Chief Engineer O. B. Hanson (stand-

ing) gave the signal. For many years Mr. Hanson was vice president in charge of NBC technical operations. He was transferred to RCA in 1954 where he was vice president for engineering services until his retirement in 1959. He died on Sept. 26, 1961.

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tightening of commercial standards.

This week's, like 1948's at Sun Valley, will find an accent on television, but the formula will have changed a bit from the 4-to-1 ratio then suggested for television rates in relation to radio's.

The idea of NBC's soon having a television network of 20 to 30 affiliates, a vision advanced at the Sun Valley session, will seem as far-fetched this week as it did in 1948, but in the opposite direction.

There is no big organizational overhaul now pending, as there was at the 1949 convention, where plans to split NBC into separate radio and television structures were announced. The 224 registered at that convention were

## 40 YEARS LATER—ON WAIKIKI BEACH *continued*

assured that radio was "a better buy than ever before," and getting bigger, but it was beginning to be recognized out loud that television would become a "serious" competitor in the future.

If there are plans to announce any radical new sales approaches this week, NBC has kept them quiet. At the 1950 convention there were new plans aplenty, all for radio. Aside from the TV audio highlights proposal that radio affiliates didn't like, there were:

The "Tandem Plan," in which six sponsors could rotate participations in five different nighttime radio network hours each week; a "Night and Day" plan, in which three advertisers could weave in and out of two daytime radio shows and one nighttime radio program, and a plan called "Sight and Sound," in which three advertisers could buy rotating positions in one NBC-TV half-hour and one NBC Radio half-hour.

**No Fight in Sight** ■ There certainly is nothing in sight this week to match the stormy sessions of the 1951 convention at Boca Raton, Fla. At that meeting the affiliates, still mostly con-

cerned with preserving their radio franchises, fought to stave off an NBC plan to "adjust" their radio network rates by a new formula that took local TV set penetration into account.

At Boca they willingly forsook the beaches and golf course for overtime sessions in which they also rejected what NBC called a "Guaranteed Advertising Attention Plan," in which a network radio advertiser would be assured of getting 5.3 million advertising impressions a week for \$2.75 per thousand.

Other conventions have had other issues, some large, some not. Almost by definition, affiliates always want more compensation and more time to sell for themselves, and if that is not true this week it will be a historic exception.

But there has been no sign that they intend to make an issue of it, or even bring it up formally.

All advance soundings suggest that the tone of this week's meeting will most closely resemble the one held in 1949, which was described by both participants and neutrals as one of "un-

precedented harmony."

The holiday air, the warm sunshine, the island music and the plushness of the Hawaiian Village setting are not a combination to promote discord, and the program is in tune with the surroundings.

If any austerity is to be found this week, it is in the business agenda. All but the most fundamental requirements have been left out.

The only item on the schedule for opening day, Wednesday (May 11), is a reception starting at 6 p.m.

On Thursday there's a 10 a.m. session at which the affiliates will be welcomed by NBC President Julian Goodman, hear addresses by Don Durgin, president of the NBC television network, and Stephen Labunski, president of the NBC radio network, and see a presentation on NBC's past, present and future, including a look at NBC-TV's 1966-67 schedule.

This will be followed by a luncheon with a major address by Walter D. Scott, NBC board chairman. Then the formal proceedings recess until Friday night, when all reconvene for the annual banquet and an entertainment program headed by Andy Williams.

That's the schedule, and if old-timers have time to reminisce and

## They were presidents and chairmen of the board at NBC



Merlin H. Aylesworth, president, Oct. 8, 1926, Jan. 1, 1936.



Lenox Lohr, president, Jan. 1, 1936, June 7, 1940.



Niles Trammell, president, July 12, 1940, Oct. 7, 1949; chairman of board, Oct. 7, 1949, Dec. 5, 1952.



Joseph McConnell, president, Oct. 7, 1949, Jan. 2, 1953.



Frank White, president, Jan. 2, 1953, Aug. 7, 1953.



Sylvester Weaver, president, Dec. 4, 1953, Dec. 7, 1955; chairman of board, Dec. 7, 1955, July 11, 1958.



Robert W. Sarnoff, president, Dec. 7, 1955, July 11, 1958; chairman of board, July 11, 1958, Jan. 1, 1966.



Robert E. Kintner, president, July 11, 1958, Jan. 1, 1966; chairman of board, Jan. 1, 1966, March 31, 1966.



Harry P. Davis, chairman of board, Oct. 8, 1926, Sept. 21, 1934.



David Sarnoff, chairman of board, Sept. 21, 1934 to Oct. 7, 1949; Dec. 5, 1952 to Dec. 7, 1955.



# WTRF-TV's Wheeling-Steubenville market



Where USA's NINTH COLOR MARKET Is!

**NB**

Colorcasting now: Tape, Film, Slides and Network  
Color Sets ... 159,100 (Ninth USA Color Market, ARB Nov '65)  
Call Bob Ferguson or Cy Ackermann 304-232-7777  
**UPPER OHIO RIVER VALLEY EMPIRE**

**B**

**BLAIR TELEVISION**

**WTRF-TELEVISION 7—Wheeling, West Virginia**

## 40 YEARS LATER—ON WAIKIKI BEACH continued

philosophize, they can think back to how they got there.

**How It All Began** ■ One way they got there, a study of NBC history will show, was by having the network headed by men who were able to think ahead and very often were willing to sacrifice the short-term gain for the long-range advantage.

This willingness has been evidenced most obviously by the losses it took to get the radio network going, by its long and costly investment to get television moving, by its even longer fight and deeper investment in color TV, by its creation of "specials" and other new program forms and by "radical" departures such as pre-empting entertainment programs—and on two occasions an entire evening of entertainment—for special news studies.

NBC started as a radio network in 1926, but the think-ahead attribute had been demonstrated long before by General Sarnoff, the man who more than any other has dominated NBC's

destiny, in his now-famous 1916 memo envisioning radio as a "music box" in the home.

There had been sporadic informal "networks" before 1926, in the sense that groups of stations would hook themselves together for specific events, but not until 8 p.m. on Nov. 15 of that year—technically, NBC's 40th-year celebration is a bit premature—did a network in today's sense come into being.

**Big Splash** ■ NBC's inaugural program was a four-hour spectacular—a word that had to wait 28 years to be invented as a TV program description—that featured songs by Mary Garden (introduced by Milton Cross), five orchestras, a brass band, Metropolitan Opera soloists, a light opera company, an oratorio society, comedians Weber and Fields, and Will Rogers, who was picked up from Independence, Mo.

The show was staged before a thousand invited guests in dinner dress in the Grand Ballroom of the old Waldorf-

Astoria hotel in New York, and Merlin Hall (Deac) Aylesworth, a western minister's son who had been persuaded to leave a top New York executive post to become NBC's first president, led it off with a five-minute speech.

The program was carried by 21 NBC charter affiliates (see page 96) and four others, WGN Chicago, WSAI Cincinnati, WDAF Kansas City, Mo., and KSD St. Louis. The broadcast reached as far west as Kansas City, and in the absence of rating services it was estimated that close to half of the country's five million radio homes tuned in.

In ads announcing formation of NBC, RCA said frankly it had an ax to grind. In addition to the approximately five million homes that had radio sets, RCA estimated 21 million didn't, and these were all potential purchasers of its radios. It hoped to stir their interest by presenting "the best programs available for broadcasting in the United States," plus "every event of national importance."

A month and a half after the inaugural program, NBC had not one network going, but two. For convenience in drafting coverage maps, engineers named them the Red and the Blue, and the names stuck. Initially the Red Network had 25 affiliates, the Blue six. WEAJ New York, now WNBC, was the key station of the Red; WJZ New York, now WABC, was the key for the Blue.

**Cross-Country Broadcast** ■ Jan. 1, 1927, the day the Blue was formed, was also notable for another event: the first coast-to-coast broadcast. Listeners throughout the country heard NBC's account as Stanford tied Alabama 7-7 in the Rose Bowl football game. But coast-to-coast service on a regular basis would not become economically feasible for two more years.

Some of present-day broadcasting's biggest advertiser names enrolled at NBC in 1927, including General Foods, Cities Service (Citgo), General Motors and Colgate-Palmolive-Peet, but it was not until September of that year that NBC brought out its first formal rate card.

The Red network offered a basic group of 15 cities for \$3,770 per hour between 7 and 11 p.m. local time. The Blue offered nine cities for \$2,800. Other cities and regional groups could be used to supplement either the basic Red or Blue. These included five stations of the NBC Pacific Coast Network, which had been formed April 11, 1927.

Advertisers who wanted to present their messages before 7 p.m. local time could get the same facilities for one-half the 7-11 p.m. prices. Agencies were granted 15% commission on net



Mr. Scott



Mr. Goodman

### Scott and Goodman top NBC executives

Executive control of NBC radiates out from Board Chairman Walter D. Scott and President Julian Goodman, who took their respective offices April 1 this year, on the resignation of Robert E. Kintner from the post of chairman.

When Mr. Kintner moved from the presidency to chairman on Jan. 1, Mr. Scott, who had been president of the television network, was named president and chief executive officer with the understanding that he would

later become board chairman.

At the same time Mr. Goodman, then executive vice president of NBC News, was made NBC senior executive vice president, operations, and chief administrative officer, also with the understanding that in time he would take the president's title.

Mr. Goodman, who reports to Chairman Scott, has the five NBC operating division presidents reporting directly to him, as well as the heads of the staff divisions.



**WBAL**  
*Radio*  
**BALTIMORE**

**MARYLAND'S BROADCAST CENTER**  
BALTIMORE, MARYLAND 21211 · AREA CODE 301 467-3000

ALFRED E. BURK  
VICE PRES. GEN. MGR.

May 8, 1966

Mr. Stephen Labunski  
President  
NBC Radio Network  
30 Rockefeller Plaza  
New York, N.Y. 10020

Dear Steve,

**CONGRATULATIONS!**

Forty years ago, when our affiliation began, we  
thought we picked a winner.

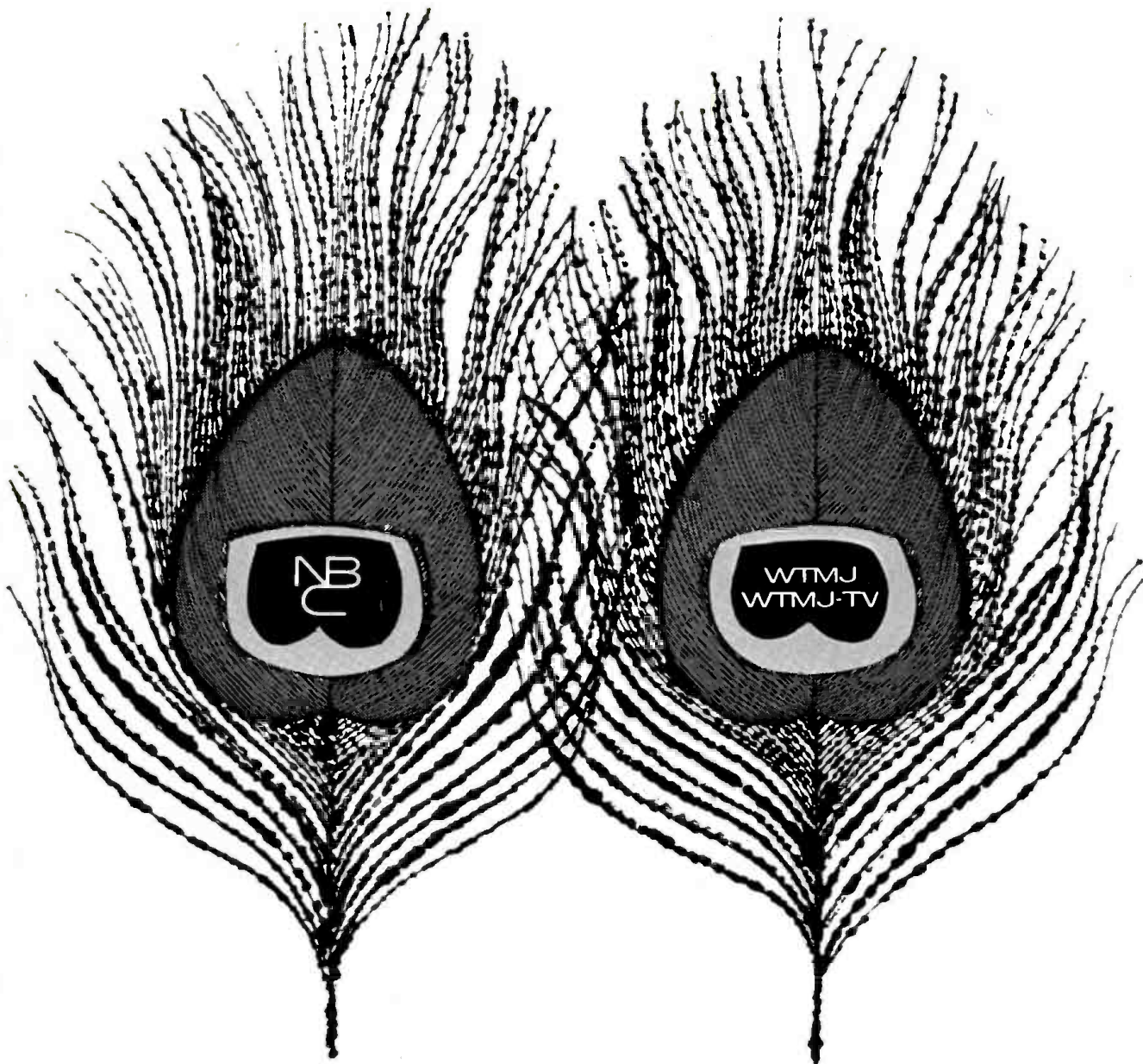
**WE DID!**

Sincerely,



Alfred E. Burk

AEB:eh



## *Fine Feathered Friends*

We've been together for almost all forty of NBC's memorable years. And it's been a great association. Today, WTMJ radio and WTMJ-TV are among NBC's strongest affiliates. For example: in every time period, from 5 a.m. to 10 p.m., more people listen to WTMJ than to any other Milwaukee radio station.\* What's more, NBC programs gain some of their highest ratings in Milwaukee on WTMJ-TV. Needless to say, we're proud as a peacock to have been a part of NBC for all these years. We're looking forward to the next forty. \*Frank N. Magid Assoc.

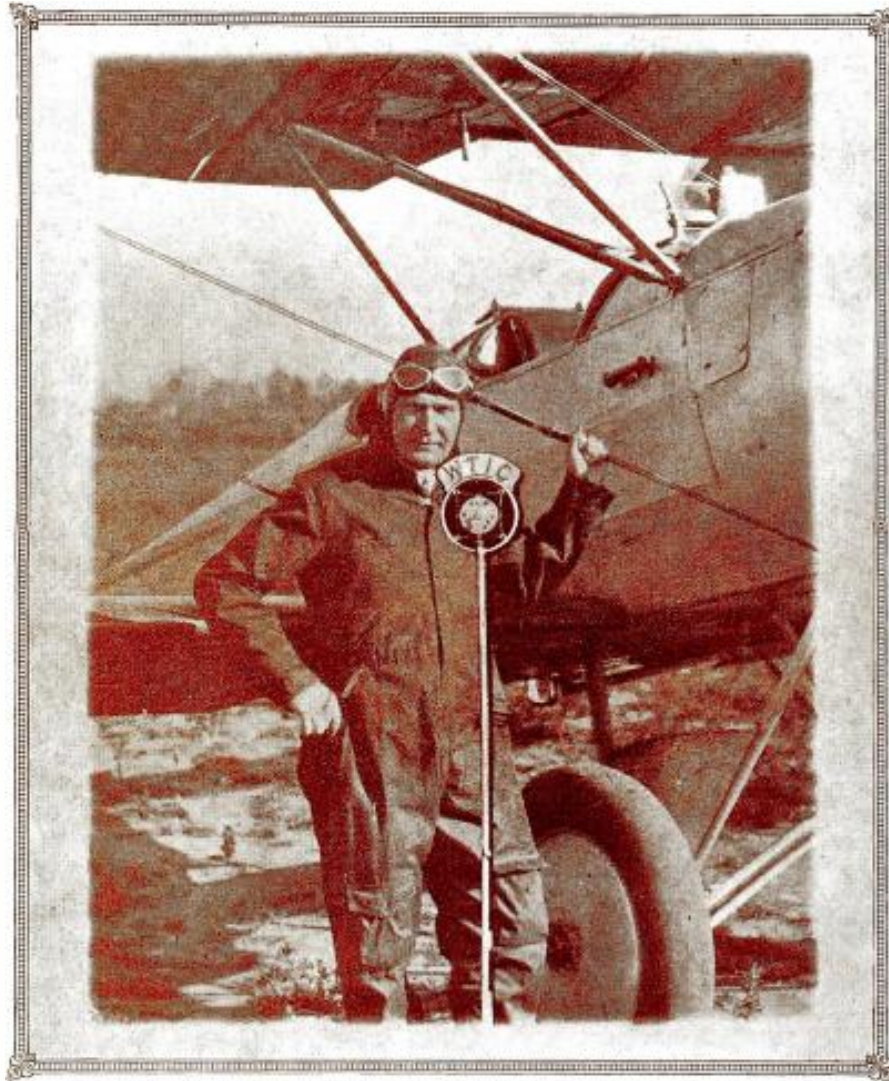
MILWAUKEE RESPONDS TO **WTMJ / WTMJ-TV** THE MILWAUKEE JOURNAL STATIONS  
NBC in Milwaukee

WTMJ-TV is represented by: HARRINGTON, RIGHTER & PARSONS — New York • Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles/WTMJ is represented by HENRY I. CHRISTAL CO.—New York • Chicago • Boston • Detroit • San Francisco • Atlanta • Los Angeles • St. Louis



# IT WAS A VERY GOOD YEAR

THE YEAR WTIC BECAME A CHARTER AFFILIATE OF NBC



In 1926, Governor John Trumbull broadcast from a moving aircraft to the WTIC audience to effect the first air-to-ground broadcast by a commercial radio station.

It is a far cry from the broadcast by Connecticut's "flying governor" to present day communications from astronauts hurtling through space at 17,500 miles per hour.

Still, some things don't change . . . things like the strong tie between NBC and WTIC Radio for forty years.

## WTIC



## 50,000 WATTS

BROADCAST HOUSE

3 CONSTITUTION PLAZA

HARTFORD, CONNECTICUT 06115

**NBC RADIO** IN RICH, RICH SOUTHERN NEW ENGLAND SINCE 1926

## 40 YEARS LATER—ON WAIKIKI BEACH continued

time charges but were allowed nothing on program costs. "Lectures and educational talks" were not accepted for 7-11 p.m. programing "except by special arrangement."

Coast-to-coast networking on a regular basis was inaugurated Dec. 23, 1928, with 58 stations in the lineup. More than a year earlier, in September 1927, a record had been set when NBC linked together 69 stations to carry the Gene Tunney-Jack Dempsey heavyweight title fight.

The late 1920's and early 1930's were the nesting years for what became the

Golden Age of radio programing. Rudy Vallee, *Amos 'n' Andy* and *The Goldbergs* started on NBC in 1929; Fred Allen made his bow in 1930 (as a guest star) the Metropolitan Opera broadcasts were added in 1931; Jack Benny, Ed Wynn, Jack Pearl and Groucho Marx came aboard in 1932; Bob Hope and Jimmy Durante in 1933, Bing Crosby and *Fibber McGee & Molly* in 1935.

These and other contemporary big names, plus such predecessors as The Happiness Boys (Billy Jones and Ernie Hare), The Sweethearts of the Air

(May Singhi Breen and Peter DeRose), Eddie Cantor and Al Jolson, who were stars before NBC started, helped make radio the nation's favorite for comedy and light entertainment.

**Drama Introduced** ■ NBC did not overlook other program forms, however. On its second day of service, Nov. 16, 1926, the network launched its first dramatic series, *Great Moments in History*, and a second, *Biblical Dramas*, was added soon after. In 1930 NBC set up the Radio Guild as a dramatic unit; it became so successful that two other drama series were added: *Standing Room Only* presented radio adaptations of contemporary stage successes and *Miniature Theater* offered one-act plays by modern dramatists.

*The Rise of the Goldbergs* led to the daytime-serial gold mine, whose most productive veins included *Pepper Young's Family*, *Road of Life*, *Ma Perkins*, *Little Orphan Annie*. *When a Girl Marries*, *Portia Faces Life*, *One Man's Family*, *Stella Dallas* and *Young Widder Brown*.

Although "lectures and educational talks" were not ordinarily acceptable for prime-time listening, informational programing was not overlooked—though it was hardly treated in today's style.

H. V. Kaltenborn had begun weekly broadcasts on WEAF in 1923, and the network in its inaugural year added Frederick W. Wile with weekly reports on Washington affairs. In 1928 James G. McDonald started a series of weekly reports on European news and Dr. Julius Klein started one on business conditions. A year later, Floyd Gibbons, with a roving assignment, and William Hard, assigned to London, became NBC's first foreign correspondents in a stable that later included, in those early years, Boake Carter, Dorothy Thompson, Cesar Saerchinger, Ernest K. Lindley, and Lowell Thomas, who is still going strong on another network, and Richard Harkness, who is still going strong on NBC.

The presidential nominating conventions of 1928, election returns and the inauguration of President Hoover in 1929 were covered, and among international programs presented was the opening session of the London Naval Parley on Jan. 21, 1930. Two years later, on Jan. 20, 1932, reporter Floyd Gibbons and the leader of the Japanese military broadcast from the battlefields of Manchuria.

**Broader Horizons** ■ Radio was getting around in other ways, too. Its mobility was dramatized on April Fool's Day in 1930 when NBC, broadcasting from the Bronx Zoo, made the first use of a mobile unit equipped for radio transmission. It had already carried pickups from, among other places, an airplane

## NBC-TV largest operating division of NBC

The chain of command in NBC's largest operating division, NBC-TV, spreads down from the new network president, Don Durgin to vice presidents for programing, sales and general management. It was made a division on Aug. 3, 1953.

These are Mort Werner, who takes the newly created position of vice president in charge of programs and talent June 1; Robert L. Stone, vice president and general manager, and John M. Otter, sales vice president.

Under Mr. Werner in the programing area is Grant Tinker, who becomes vice president in charge of programs June 1, and he, in turn, has four vice presidents reporting to him.

Herbert S. Schlosser, TV network programs, West Coast, who also takes office in June, handles the programing function from Hollywood coordinating efforts with officials in the East.

Others reporting to program Vice President Tinker are William Storke, vice president, program administration, who is responsible for talent and production personnel coordination and whose advice is sought in program development; Herbert Rosenthal, vice president, program development, who examines and makes recommendations on all program ideas brought to NBC by suppliers, and David Tebet, vice president, talent relations, who is, in effect the company's talent agent, seeking new performers and coordinating their relations with the network.

**Man with a Budget** ■ Robert Stone, vice president and general manager, one of the three VP's reporting to President Durgin, oversees budget



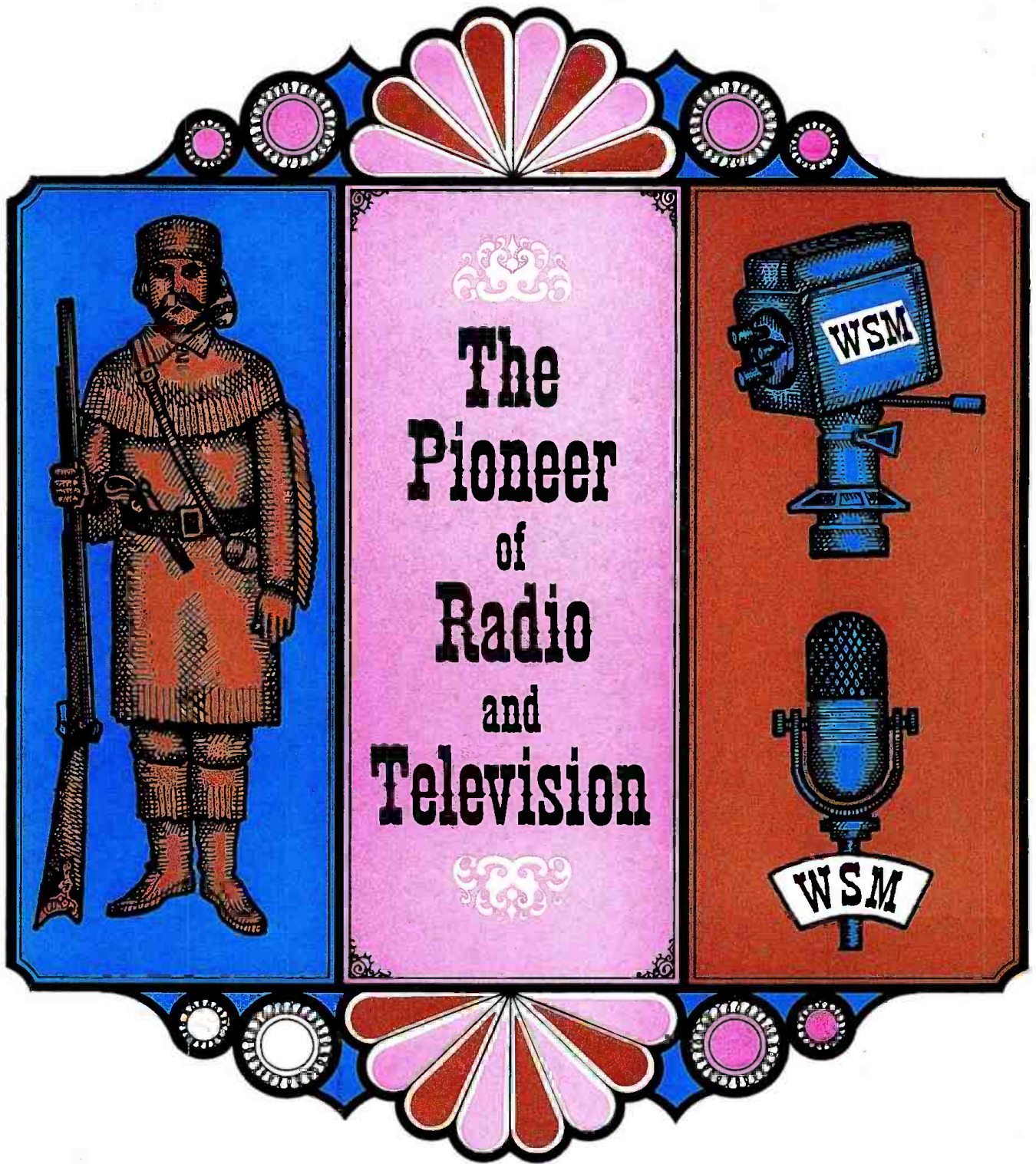
Mr. Durgin

control of the network and has a hand in agreements made by the company with suppliers and in technical operations.

Working under Mr. Stone are two other vice presidents, Nicholas Gilles, in business affairs, approving network sales contracts and directing the network's financial planning and William Trevarthen, vice president operations and engineering, responsible for all network technical preparations such as ordering transmission lines and deployment of mobile equipment.

The network's sales Vice President, John M. Otter, has four other vice presidents reporting to him: Max E. Buck, vice president, eastern sales; Joseph Iaricci, vice president, sales administration; Charles Arby, vice president, general sales executive, and Angus Robinson, vice president, central sales, Chicago.





Even before the days of the Red and Blue networks, WSM Radio was pioneering in collaboration with NBC.

This association has continued through more than 40 years of broadcasting.

WSM-TV brought viewers in this area the first television, the first NBC programming, via the longest cable in existence.

WSM Radio and Television, and NBC will continue to pioneer together through this fifth decade.

WSM Incorporated • Nashville, Tenn.  
National Life and Accident Company

# A SALUTE

to General David Sarnoff,  
whose vision brought the  
National Broadcasting Com-  
pany into being forty years  
ago. It has been our privilege  
to be affiliated with NBC for  
twenty-six of those forty  
years.

Many happy returns!



WINSTON-SALEM / GREENSBORO / HIGH POINT

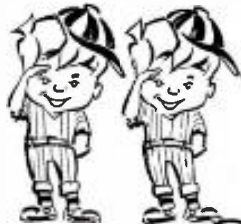


STAY  
UP FRONT  
WITH  
THE NBC  
OWNED  
STATIONS



WNBC-TV, AM/FM, NEW YORK    WRC-TV, AM/FM, WASHINGTON, D.C.    WJAS, AM/FM, PITTSBURGH  
WKYC-TV, AM/FM, CLEVELAND    WMAQ-TV, AM/FM, CHICAGO    KNBR, AM/FM, SAN FRANCISCO    KNBC, LOS ANGELES

"Minnesota's  
Television TWINS"



CHANNEL 7

ALEXANDRIA

KCMT

KNMT

WALKER

CHANNEL 12

SALUTE

NBC  
ON ITS 40<sup>th</sup>

ANNIVERSARY

Congratulations to NBC on its 40th anniversary . . . and its superb reputation for creating entertainment, news and public service formats that have paced the broadcast industry during four decades.

In America's largest single-station TV market, KCMT/KNMT programs creatively, too . . . maintains over 80% share-of-audience in an 11-county area of 43,600 TV homes . . . maintains over 60% share-of-audience in a 20-county area of 101,000 TV homes.

Find out more about KCMT/KNMT . . . nationally from Avery-Knodel, Inc., in Minneapolis-St. Paul from Harry Hyett. Or write KCMT/KNMT, Alexandria, Minnesota.

## 40 YEARS LATER—ON WAIKIKI BEACH continued

(Feb. 22, 1929) and a parachute jumper as he floated to earth (Aug. 12, 1929).

Music was also high on NBC's program list, starting most notably with Dr. Walter Damrosch and the *NBC Music Appreciation Hour* in 1928. Education was given a prominent position; as early as 1927 weekly periods were set aside for courses in phonetics and French, and there were special lectures under professional auspices.

*The Eternal Light*, *The Catholic Hour* and *The National Radio Pulpit*, were among the earliest religious programs. Women listeners were treated to a wide variety of programs on such subjects as meal-planning, health and child-raising, and the children were catered to from the beginning, starting with *NBC Children's Hour* in 1926.

Behind the scenes, work was well under way on the development of television. RCA and NBC got their first TV station construction permit April 4, 1928, opened experimental station W2XBS in New York on July 30, 1930, and started television transmissions from the Empire State building Oct. 30, 1931.

How far television has come is suggested by the fact that W2XBS, the forerunner of today's all-electronic 525-line system, started with a 48-line mechanical scanning system.

Introduction of the kinescope in

1929 eliminated mechanical scanning at the receiving end of the circuit, and scanning lines were increased to 60. In 1933 the introduction of the iconoscope did away with mechanical scanning at the transmitting end and made the system all-electronic—a term that was to become a battle cry in the fight over color TV standards some 15 years later.

By the time TV transmissions started from the Empire State building, scanning lines were up to 120 per frame. The total was extended to 240 in 1933, then went to 343 on June 29, 1936—when the first organized television tests between a transmitting station and in-home experimental receivers were commenced—and to 441 in 1937. The final boost to 525 came in FCC's adoption of commercial standards in 1941.

NBC's first 10 years, most of them spent under the presidency of Mr. Aylesworth, were a period of great strides in many directions. Program forms were developed that set the pattern for the Golden Age to come. Some of the brightest stars of radio's brightest years were brought into the medium. Technical advances were almost an every-day affair.

Sales kept pace. Early records show that in 1927, NBC's first full year, gross time sales came to almost \$3.8 million. The next year they more than

### NBC Radio Network framework nationwide

NBC Radio Network, one of the five NBC operating divisions is led by President Stephen B. Labunski. He joined the organization in 1965 as executive vice president in charge, coming from a managership at WMCA New York, and was made president last year when all NBC operating division heads were given presidential status.

Reporting to Mr. Labunski are sales director Lambert Beeuwkes and two vice presidents, Robert Wogan for programs and Marion Stephenson, in administration. Regional sales offices are managed by Gene Seehafer in New York, George Gallup in Chicago, Calvin Copey on the Coast and Paul Mensing in Detroit.

Miss Stephenson's administration division is split into three sections; one handling business affairs, one for sales service and traffic and one



Mr. Labunski

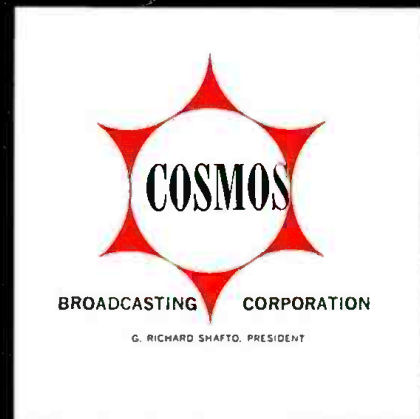
covering promotion and client service.



Nobody, but nobody, loves  
Huntley-Brinkley  
more than Cosmos Station viewers\*

\*IN COLUMBIA, MONTGOMERY AND TOLEDO

Our hat's off to NBC for news leadership  
and 35 years of network affiliation



WIS AND WIS-TV, COLUMBIA, S. C. / WSFA-TV, MONTGOMERY, ALA. / WTOL-TV, TOLEDO, OHIO / COSMOS CABLEVISION CORPORATION

# Announcing the National Broadcasting Company, Inc.

National radio broadcasting with better programs permanently assured by this important action of the Radio Corporation of America in the interest of the listening public

**T**HE RADIO CORPORATION OF AMERICA is the largest distributor of radio receiving sets in the world. It handles the entire output in this field of the Westinghouse and General Electric factories.

It does not say this boastfully. It does not say it with apology. It says it for the purpose of making clear the fact that it is more largely interested, more selfishly interested, if you please, in the best possible broadcasting in the United States than anyone else.

#### Radio for 26,000,000 Homes

*The market for receiving sets in the future will be determined largely by the quantity and quality of the programs broadcast.*

We say quantity because they must be diversified enough so that some of them will appeal to all possible listeners.

We say quality because each program must be the best of its kind. If that ideal were to be reached, no home in the United States could afford to be without a radio receiving set.

Today the best available statistics indicate that 5,000,000 homes are equipped, and 21,000,000 homes remain to be supplied.

*Radio receiving sets of the best reproductive quality should be made available for all, and we hope to make them cheap enough so that all may buy.*

The day has gone by when the radio receiving set is a plaything. It must now be an instrument of service.

#### WEAF Purchased for \$1,000,000

The Radio Corporation of America, therefore, is interested, just as the public is, in having the most adequate programs broadcast. It is interested, as the public is, in having them comprehensive and free from discrimination.

Any use of radio transmission which causes the public to feel that the quality of the programs is not the highest, that the use of radio is not the broadest and best use in the public interest, that it is used for political advantage or selfish power, will be detrimental to the public interest in radio, and therefore to the Radio Corporation of America.

To insure, therefore, the development of this great service, the Radio Corporation of

America has purchased for one million dollars station WEAF from the American Telephone and Telegraph Company, that company having decided to retire from the broadcasting business.

The Radio Corporation of America will assume active control of that station on November 15.

#### National Broadcasting Company Organized

The Radio Corporation of America has decided to incorporate that station, which has achieved such a deservedly high reputation for the quality and character of its programs, under the name of the National Broadcasting Company, Inc.

#### The Purpose of the New Company

*The purpose of that company will be to provide the best program available for broadcasting in the United States.*

The National Broadcasting Company will not only broadcast these programs through station WEAF, but it will make them available to other broadcasting stations throughout the country so far as it may be practicable to do so, and they may desire to take them.

*It is hoped that arrangements may be made so that every sort of national importance may be broadcast widely throughout the United States.*

#### No Monopoly of the Air

The Radio Corporation of America is not in any sense seeking a monopoly of the air. That would be a liability rather than an asset. It is seeking, however, to provide machinery which will insure a national distribution of national programs, and a wider distribution of programs of the highest quality.

*If others will engage in this business the Radio Corporation of America will welcome their action, whether it be cooperative or competitive.*

If other radio manufacturing companies, competitors of the Radio Corporation of America, wish to use the facilities of the National Broadcasting Company for the purpose of making known to the public their receiving sets, they may do so on the same terms as accorded to other clients.

The necessity of providing adequate broad-

casting is apparent. The problem of finding the best means of doing it is yet experimental. The Radio Corporation of America is making this experiment in the interests of the art and the furtherance of the industry.

#### A Public Advisory Council

In order that the National Broadcasting Company may be advised as to the best type of program, that discrimination may be avoided, that the public may be assured that the broadcasting is being done in the fairest and best way, always allowing for human frailties and human performance, it has created an Advisory Council, composed of twelve members, to be chosen as representative of various shades of public opinion, which will from time to time give it the benefit of their judgment and suggestion. The members of this Council will be announced as soon as their acceptance shall have been obtained.

#### M. H. Aylesworth to be President

The President of the new National Broadcasting Company will be M. H. Aylesworth, for many years Managing Director of the National Electric Light Association. He will perform the executive and administrative duties of the corporation.

Mr. Aylesworth, while not hitherto identified with the radio industry or broadcasting, has had public experience as Chairman of the Colorado Public Utilities Commission, and, through his work with the association which represents the electrical industry, has a broad understanding of the technical problems which measure the pace of broadcasting.

One of his major responsibilities will be to see that the operations of the National Broadcasting Company reflect enlightened public opinion, which expresses itself promptly the morning after any error of taste or judgment or departure from fair play.

*We have no hesitation in recommending the National Broadcasting Company to the people of the United States.*

*It will need the help of all listeners. It will make mistakes. If the public will make known its views to the officials of the company from time to time, we are confident that the new broadcasting company will be an instrument of great public service.*

## RADIO CORPORATION OF AMERICA

OWEN D. YOUNG, Chairman of the Board

JAMES G. HARBORD, President

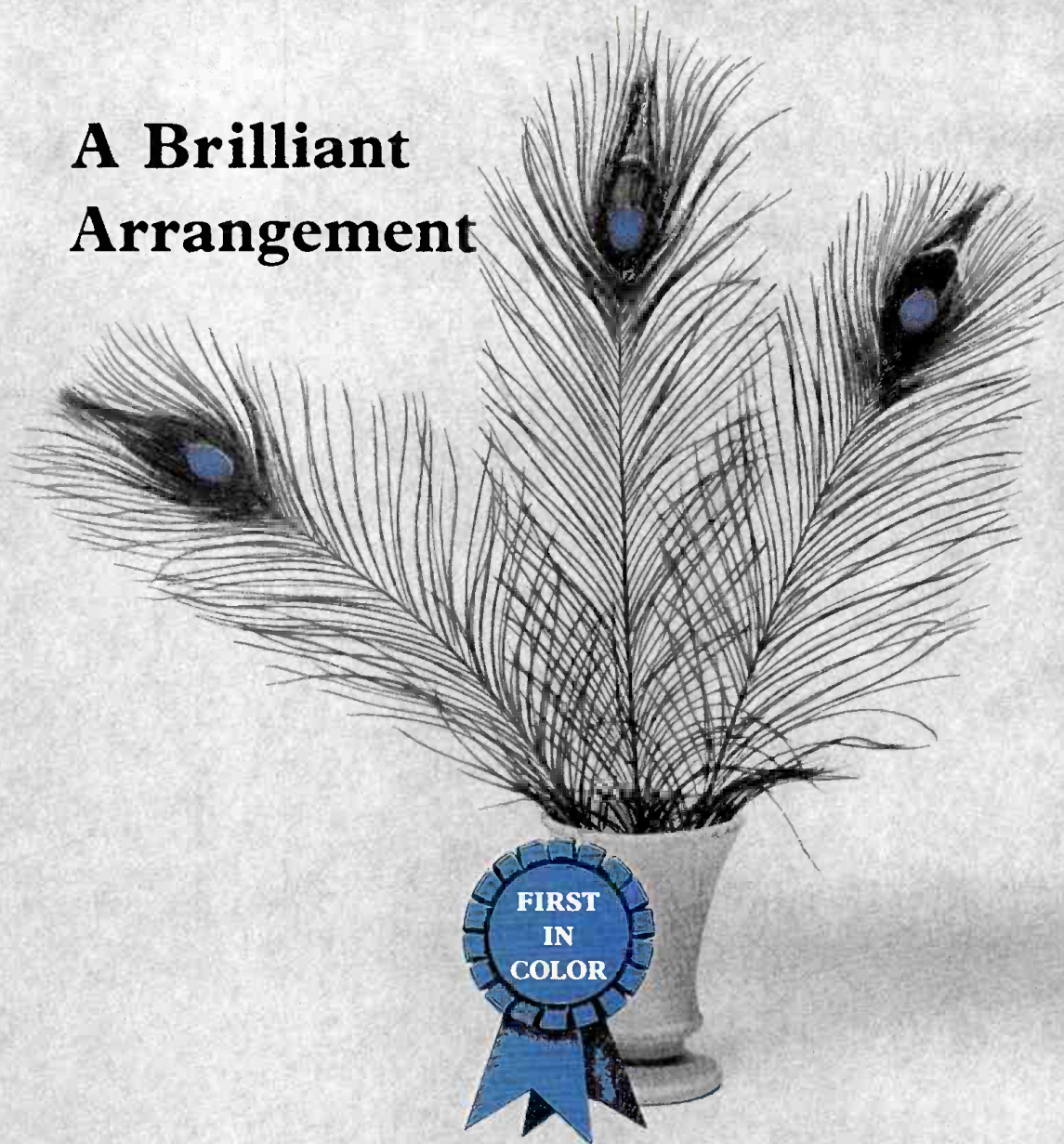
When this ad appeared on September 13, 1926, there were many who thought that NBC's future was chancy and uncertain. The courage displayed by the undertaking benefited the American public over the years and also the NBC affiliates, including KYW-TV, Philadelphia and WBZ-TV, Boston. These GroupW stations take delight in honoring NBC on its 40th birthday.



WESTINGHOUSE BROADCASTING COMPANY  
WBZ-TV BOSTON · WINS NEW YORK · KYW · KYW-TV PHILADELPHIA · WJZ-TV BALTIMORE · KOKA · KOKA-TV PITTSBURGH · WQOW FORT WAYNE · WIND CHICAGO · KPX SAN FRANCISCO



# A Brilliant Arrangement



a bouquet to NBC  
on its fortieth anniversary  
from the Norton Stations



**WFIE-TV**  
Channel 14



**WAVE-TV**  
Channel 3



**WFRV-TV**  
Channel 5

... the only stations in each market with live, local color!

40 YEARS LATER—ON WAIKIKI BEACH continued

doubled, to \$8.8 million, and then they moved up to \$14.4 million in 1929, to \$20.1 million in 1930 and \$25.6 million in 1931.

**Sales Curve** ■ The depression held 1932's gain to less than \$1 million, and in 1933 the total slid back to \$21.5 million. But sales bounced back in 1934 to \$27.8 million, and when Mr. Aylesworth left at the end of 1935 he could report gross annual sales of \$31.1 million—almost a 900% gain in nine years.

That \$31.1 million annual figure

would program NBC's current prime-time television schedule for approximately one month.

Lenox Riley Lohr, a man of many talents who succeeded Mr. Aylesworth on Jan. 1, 1936, built on the structure that his predecessor had created.

New stars were added, among them Edgar Bergen and Charlie McCarthy, Kay Kyser with his *College of Musical Knowledge*, Fred Waring and The Pennsylvanians, and Fred Allen as a regular performer.

News coverage ranged to more and

more distant points: the Pan American Peace Conference in South America and the Winter and Summer Olympics in Berlin in 1936, the coronation of King George VI in London in 1937 and that of Pope Pius XII in Rome in 1939; the Nazi coup in Austria in 1938 (when for 24 hours NBC was the only radio outlet from Vienna to the United States). Just before Britain's declaration of war on Germany, NBC became, on Aug. 29, 1939, the first network to send a war reporter to Europe (Hilmer R. Baukhage).

NBC's reputation for news coverage was also enhanced during this period by its reporting of the disastrous floods in the Ohio and Mississippi valleys in January 1937; by Herb Morrison's stirring eyewitness account of the crash of the dirigible Hindenburg at Lakehurst, N. J., on May 6 of that year, and by James Bowen's dramatic and exclusive eyewitness broadcast describing the sinking of the Germans' Graf Spee in Montevideo harbor on Dec. 17, 1939.

**First Symphony** ■ This was also the period when the NBC Symphony Orchestra was created, the first full-time major symphonic unit ever maintained by a U. S. broadcaster, and Arturo Toscanini was persuaded to return to America from Italy to conduct it in a series of concerts that opened on Christmas Day 1937.

Television also became a regular service during this period, inaugurated by NBC on April 30, 1939, with a telecast of President Roosevelt and other dignitaries at the opening of that year's New York World's Fair.

Thereafter the NBC record book is filled with television "firsts" among them: first baseball telecast (Princeton-Columbia, May 17, 1939); first fashion show telecast (also May 17); first American television relay over telephone wires; six-day bicycle race from Madison Square Garden (May 20, 1939); first professional boxing telecast (Lou Nova-Max Baer, June 1, 1939); first full-hour TV production ("The Pirates of Penzance," June 20, 1939); first full-hour television drama ("The Donovan Affair," by Owen Davis, June 29, 1939); first featured-film telecast in regular program service, ("The Heart of New York," July 5, 1939); first full-hour musical comedy telecast ("Topsy and Eva," starring the Duncan sisters, July 25, 1939); first tennis match telecast (eastern grass court championships from Rye, N. Y., Aug. 9, 1939); first episode of a film serial telecast ("The Lost Jungle," Aug. 23, 1939); first major league baseball telecast (Brooklyn Dodgers-Cincinnati Reds doubleheader at Brooklyn, Aug. 26, 1939); first original TV revue "As Others See Us," Sept. 19, 1939—and



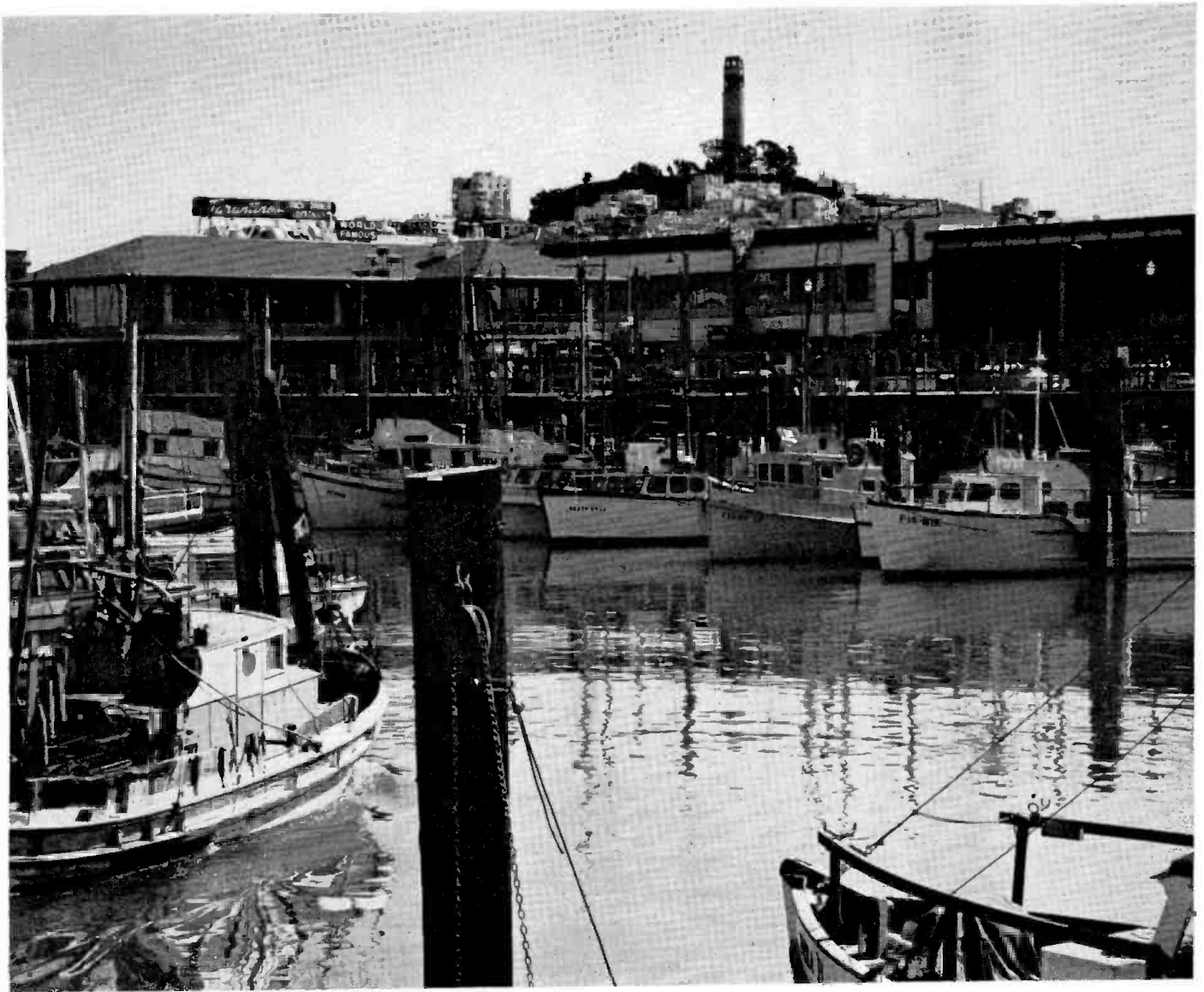
**HOGGING ARKANSAS  
TOGETHER FOR  
28 YEARS  
KARK** 

John C. Mullins President and Owner	Robert L. Brown Vice President and General Manager KARK-TV
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**KARK**  
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LITTLE ROCK  
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*Leadership is obvious...*



*...In television it's **NBC***  
**KRON-TV**

**RCA**  
NEW  
LOOK

TK-42 "BIG" TUBE COLOR CAMERA





# Look for the “BIG” Black Tube

*for sharpest  
color pictures!*

You'll find the “big” black tube in the luminance channel of the RCA TK-42 Color Camera. No other live color camera has this advantage. The “big” tube is a 4½-inch image orthicon—same as in the deluxe TK-60 Monochrome camera. Because of a larger image, this tube adds greater sharpness to color pictures. It produces the detail for finest monochrome and full fidelity color.

This is the camera with all the wanted new features that contribute to the finest color reproduction ever offered: Superb, specular response to avoid reflected light “explosions.” Highest sensitivity to the complete range of color . . . from vivid reds to coolest blues, assuring color fidelity. Self-correcting circuits permit operation for days without picture deterioration. Transistorization for top reliability. Modular design for highest performance and easy maintenance.

See the big, big difference in the TK-42 color system by RCA. See how the “big” black tube gives the selling touch to your color television pictures. Your RCA Broadcast Representative has full details. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.



**The Most Trusted Name in Television**

*You saw this great camera at the NAB . . . it's one of the RCA Matched Line.*

# WDAY ~~TV-AM-FM~~

INCORPORATED

THE OLDEST  
BROADCASTING  
STATION IN  
THE NORTHWEST

FARGO, NORTH DAKOTA

Dear NBC,

We married up with you in 1931 when  
we was only 9 yeres old and we appreshate  
the happy 35 yeres with you since then.

We kant remember ENY time when we  
wassent No. 1 station in our erea, and  
you know how many times we bin the  
top NBC station in the U.S. in them  
ratings book things. Sum of our millionair  
farmer frends out here sez its becauz  
we got the "common tutch". Do you  
think were common? When we ask  
PGW they just shake there head.

Your ever lovin

WDAY

AFFILIATED WITH THE NATIONAL BRO.



## WDAY

5000 WATTS • 970 KILOCYCLES • NBC

FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*



on and on and on.

It was also under President Lohr that the first NBC-TV "network" originated. That occurred Jan. 12, 1940, when FCC members, gathered in Schenectady, N. Y., viewed pictures from New York and rebroadcast through automatic radio relay across the upstate area—a distance of 130 miles. The first NBC-TV network thus consisted of WNBC-TV New York (now WNBC-TV) and WRGB-TV Schenectady.

Under Niles Trammell, a veteran radio man who combined salesmanship and showmanship and who succeeded Mr. Lohr as NBC president on July 12, 1940, television made its first big strides toward becoming a "national" service, and radio—whose gross time sales at NBC reached \$50 million in 1940 and hit a peak of \$69.7 million during his presidency—first began to feel the pinch of the new medium.

For the most part, however, television's strides and its impact had to wait for the end of the war.

NBC had been granted FCC's first commercial TV license in June 1941. It changed the call letters of W2XBS to WNBC and formally introduced commercial TV on July 1 of that year. Four advertisers—Bulova Watch, Lever Brothers, Sun Oil and Procter & Gamble—paid on a rate card calling for \$60 an hour between 8 a.m. and 6 p.m., and twice that during the 6-11 p.m. period.

Wartime demands left little manpower or materials for television growth. Even before the war's end, however, NBC projected the gradual evolution of a national TV network.

**Truman Appearance** ■ On Oct. 27, 1945, a three-station network of WNBC, WRGB and WPTZ-TV Philadelphia carried an appearance by President Truman at a Navy Day celebration in New York's Central Park—said to be the first TV network appearance by any U. S. President.

A four-city Atlantic Coast network was put in service on Feb. 12, 1946, linking New York, Philadelphia, Schenectady and Washington. This group carried a variety of NBC programs in 1946, including two bouts in which Joe Louis defended his heavyweight championship, an Army-Notre Dame football game in New York and the Army-Navy football game in Philadelphia.

Bristol-Myers sponsored the first network television series—a program of travel films presented under the title *Geographically Speaking* and carried on WNBC and WPTZ starting Oct. 27, 1946.

The first network TV sponsor, however, was Gillette. It underwrote coverage of the Joe Louis-Billy Conn fight that was carried on the four-city network on June 19, 1946, according to



On your 40th Anniversary, we wish you a fond "Aloha" from WOC-AM-FM-TV. It was also 40 years ago when WOC became one of the original NBC affiliates. What more appropriate place to mark this milestone than on the magical shores of beautiful Hawaii! We have the privilege of looking back with you and sharing reminiscences of the past. Joining with other pioneer NBC affiliates we look forward to the next 40 years. May the future be as rewarding as the past.

"Aloha."



Serving the  
Quad-Cities  
from  
Davenport, Iowa

NBC records.

WBAL-TV Baltimore joined NBC on May 1, 1948; WTVR(TV) Richmond a month later, WBZ-TV Boston on June 9, 1948, WNHC-TV New Haven, Conn. on Feb. 14, 1949.

Meanwhile, NBC's Midwest television network had been inaugurated on Sept. 20, 1948, consisting of WBEN-TV Buffalo, WSPD-TV Toledo, Ohio, WWJ-TV Detroit, WTMJ-TV Milwaukee and KSD-TV St. Louis.

NBC-owned WNBQ Chicago (now WMAQ-TV) and WNBK Cleveland (now WKYC-TV) joined the Midwest network Nov. 1, 1948. WNBW Washington (now WRC-TV) earlier had become the second NBC-owned station in the NBC-TV network on June 27, 1947.

The late 1940's brought a burst of new television programming. In 1947 the first daily newsreel was introduced, and that year also brought *Kraft Television Theater* the first World Series telecasts, *Theater Guild* and *Howdy Doody*. NBC-TV's revenues that year were placed at about \$100,000, as against more than \$2 million in program expenditures.

The parade of new TV programming continued in 1948 with *Kukla, Fran & Ollie*, *Toscanini* and the *NBC Symphony*. *Voice of Firestone*, Milton Berle and *Texaco Star Theater* and *Philico Television Playhouse*, plus Republican and Democratic conventions and election returns.

'Move Into TV' Television was coming on strong, and radio affiliates were becoming concerned. They were advised by General Sarnoff in 1947 to move into television, and many of them did. But television was not then a key to Fort Knox; it was still an uncertain, chancey investment, and many affiliates chose to wait. By NBC's count, however, most of the early TV stations were established by NBC affiliates.

By late 1949, when Mr. Trammell moved up to the chairmanship of NBC and Joseph H. McConnell became president, NBC's television operations were still running in the red and radio time sales were beginning to slip. The latter totaled \$64 million that year, down \$5.5 million from the 1948 peak and the lowest they had been since 1944. In 1950 they were down to \$61.4 million.

NBC had long since been required to dispose of the Blue Network, which was sold to Edward J. Noble in 1943 for \$8 million and became ABC.

As the radio pinch grew tighter, NBC started a series of adjustments to keep its radio network in tune with radio's transition from a family medium to a personal medium. These adjustments began under President Trammell and were continued by Mr. McConnell and his successors.



Industry leaders met with National Broadcasting Co. officials in New York in October, 1941 to set up a program on broadcasting's place in national defense. Among those from the Blue Network with their affiliation at the time were (l to r) Samuel Rosenbaum, president WFIL Philadelphia; Elzey Roberts, publisher 'St. Louis Star-Times,' operator of KXOK St. Louis;

Mark Woods, NBC vice president and treasurer; Col. Harry C. Wilder, WSyr Syracuse; Frank Mullen, vice president and general manager of NBC; Harold Hough, WBAP Fort Worth and KTOK Oklahoma City; Henry P. Johnston, WSGN Birmingham; Niles Trammell, president NBC; Howard Lane, KFBK Sacramento, Calif., and Tracy C. McCracken, KFBC Cheyenne, Wyo.

In addition to the Tandem Plans and Guaranteed Advertising Attention Plans and other devices that enlivened early affiliates conventions, these included in time a severe cutback in network programming and realignment of program approach away from entertainment to heavy emphasis on news, sports, and public affairs.

"Monitor", the weekend program service that encompasses a broad combination of talk, music, news, comedy

and sports, was launched in June 1955. "News on the Hour" has become a mainstay with its five-minute summaries day and night. "Emphasis," offering five-minute background reports and commentary, is on the air several times a day, and NBC's "Hotline" service makes special coverage of major events instantly available to the radio network.

**Making a Profit** The upshot is that NBC Radio several years ago got out of the red into which all four radio

## Responsibilities of Adams cover wide area

NBC has four staff divisions, the largest by far being headed by Senior Executive Vice President David C. Adams. His responsibilities cover a wide swath of company affairs from research to corporate information.

Mr. Adams has six vice presidents reporting directly to him: Thomas Knode in station relations, Hugh Beville Jr., in planning, who was responsible for NBC's recent satellite broadcasting feasibility study; Thomas Ervin, vice president and general counsel; Thomas Coffin for research; Peter Kenney, who heads Washington liaison work, and Robert Kasmire for corporate information. The West Coast operation, another staff division, is headed by Thomas W. Sarnoff, staff executive vice president.

The other two staff divisions are headed by George Fuchs, vice presi-



Mr. Adams

dent for personnel and Aaron Rubin, financial executive vice president.



We're PROUD as a



to have been associated with

**NB**  
C...since 1927



**BROADCASTING CORPORATION**

TELEVISION: WLW-T Cincinnati / WLW-D Dayton / WLW-C Columbus / WLW-I Indianapolis / Represented by BCG / WOAI-TV San Antonio  
Represented by Edward Petry & Co. / RADIO: WLW Cincinnati / Represented by BCG / WOAI San Antonio / Represented by Edward  
Petry & Co. / WWDC Washington, D. C. / Represented by Blair / WWDC-FM Washington, D. C. / Represented by Quality Media

networks plunged in the early 1950's. It was the first of the networks to do so, and officials say that its basic radio philosophy—to give affiliates a service they cannot provide for themselves and to make it fit in with, rather than clash with, the stations' own programming—is bringing it considerably more than its proportionate share of the total four-network radio revenues.

While NBC officials were adjusting their radio network service, they also were expanding TV service. On Sept. 4, 1951, NBC-TV inaugurated regular coast-to-coast television with coverage of the signing of the Japanese peace treaty in San Francisco.

The year 1951 was historic for another event—NBC-TV showed its first operating profit. Up to that time, its cumulative operating losses had piled up to a total of \$18 million, before taxes.

January 1952 brought another new program concept, the early-morning *Today* show, which in the years since has yielded NBC-TV an estimated \$98.1 million in gross revenues. This was followed in 1954 by its nighttime counterpart, *Tonight*, which has added approximately \$137.6 million in gross revenues to NBC's record. Affiliates also have gained uncounted millions from both shows, through the sale of local cut-ins.

Meanwhile, the battle of color television had been fought over a period of years in the late 1940's and early 1950's and was finally won by RCA-NBC with FCC's adoption of compati-

## NBC News operation includes 850 people

NBC News, with a staff of some 850 people, was made a division on Nov. 6, 1959. It is headed by division President William R. McAndrew. Four vice presidents answer to Mr. McAndrew, three of whom became VP's on Jan. 18 this year in conjunction with the move of news Executive Vice President Julian Goodman to the NBC presidency. The fourth is sports vice president Carl Lindemann Jr.

Vice President Reuven Frank is in charge of the daily hard news operation, foreign and domestic news correspondents, news film gathering and the operations of the New York newsroom, hub of the whole NBC News operation. Mr. Frank also has charge of regularly scheduled network news shows and the newscasts of NBC owned stations.

Donald Meaney, also a news vice president, is responsible for all special programming, actuality programs and instant specials plus live news including presidential addresses, convention and election coverage and presentations via satellite, in addi-



Mr. McAndrew

tion to the *Today Show*, *Meet the Press* and all other public affairs programming.

Joseph Klein, vice president for administration in the news division, oversees business operations, budgeting and personnel matters.

ble—all-electronic—color standards on Dec. 17, 1953.

This set off another train of firsts—

first color coverage of the Tournament of Roses parade, which was also the first west-to-east color transmission (Jan. 1, 1954), and the first network color series, *The Marriage*, starring Hume Cronyn and Jessica Tandy, also in 1954; first "spectacular" (a description later changed to "specials"), featuring Betty Hutton in Max Liebman's "Satins and Spurs" in 1954; "Peter Pan," with Mary Martin and Cyril Ritchard in 1955, and the first color coverage of a World Series, also in 1955.

**First in Color** — For years, NBC-TV was the only network solidly in color. While the others held back, waiting for the number of color-equipped homes to build, NBC consistently increased the volume of its color programming. By the end of 1963, ten years after the FCC had set color standards, 70% of its nighttime schedule was in color.

This past season, when the long-awaited "color breakthrough" finally came and the other networks moved significantly into color, NBC became "the full color network," offering color in all but two of its prime-time shows—two that could not be presented in color because they depended on footage available only in black-and-white.

The approaching season will find all three networks deeply and perhaps totally committed, at night, to the color goal that NBC first set out for years

## Owned stations and sales form one division

The NBC Owned Stations division, which oversees both station operation and NBC Spot Sales was formed Jan. 11, 1950. It is directed by President Raymond W. Welpott.

In addition to station management and personnel this division's table of organization includes spot sales Vice President Richard H. Close, business affairs director, Robert E. Small; William S. Rubens, director of marketing services; George Lenfest, operations director and a currently unfilled slot for a community antenna television director.

NBC owned stations staff includes marketing services director William Rubens; Alfred Ordoover, research manager and George A. Hooper, manager sales development, advertising and promotion.

Reporting directly to division President Welpott are station managers Theodore Walworth, Arthur



Mr. Welpott

Watson, Joseph Goodfellow, Robert Howard and Robert Lemon as well as business affairs director Close.

To N.B.C. *best of everything on your 40th Anniversary!*

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is the  
carving aid  
you need...



...to cut  
a thick  
slice of  
Michigan's  
sales-tested  
market!

FLINT—SAGINAW  
BAY CITY—PLUS ALL  
EASTERN MICHIGAN  
FIRMLY HELD BY ONE  
HAND

CARVE YOUR SHARE  
OF SUMMER AND FALL  
SALES!

- A RICH AND RESPONSIVE MARKET ... WORTHY OF YOUR CONSIDERATION!
- PRIME AVAILABILITIES!
- LOWEST COST PER THOUSAND!

• See Your PETRY Man



The Original Station Representative

**FLINT - SAGINAW - BAY CITY**  
ALL EASTERN MICHIGAN

# WNEM TV

- 45th National Market
- 38th in Total Retail Sales
- 35th in Food Sales
- 31st in Drug Sales
- 30th in Automotive Sales
- 32nd in Furniture, Household Appliances



James Gerity, Jr.  
Michigan's  
**MASTER CHEF**  
of the 45th  
National Market



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A  
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since 1928



5000 WATTS  
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MIAMI, FLORIDA

WIOD Represented  
Nationally by  
EDWARD PETRY  
& CO., INC.

COX BROADCASTING CORPORATION



WSB AM-FM-TV, Atlanta  
WHIO AM-FM-TV, Dayton  
WSOC AM-FM-TV, Charlotte  
WIOD AM-FM, Miami  
KTYU, San Francisco-Oakland  
WTIC TV, Pittsburgh



## Nonbroadcast matters under NBC Enterprises

The NBC Enterprises division which encompasses domestic program syndication and a number of company ventures not directly related to domestic broadcasting, was formed on Nov. 6, 1959. It is headed by President George A. Graham Jr. Among the activities of this division are syndication of NBC-TV programs abroad, construction of foreign television stations, merchandise licensing arrangements and Broadway production investment. General manager of the division is William J. Schmitt and at the same executive level are Morris Rittenberg who directs domestic enterprises, Gerald Adler, directing international enterprises and Harold Anderson, director of management services.



Mr. Graham

Reporting to Mr. Rittenberg in the domestic area of the division's operations are Jaques Liebhenguth, vice

president for sales at NBC Films and merchandising manager Norman Lunenfeld.

ago, and substantial increases in daytime color programming are in the works at all three networks, too.

In addition to television and radio network operations, one of the key factors contributing to the stature NBC enjoys today—and especially to its profit position—has been its ownership of stations.

At the outset NBC owned only WEF New York (now WNBC), but it managed and operated WJZ New York (now WABC) and WRC Washington from RCA, and in 1931 bought them from RCA. (In 1943 WJZ was sold as part of the Blue Network.) It acquired WTAM Cleveland (now WKYC) in 1930, KPO San Francisco (now KNBR) in 1931, WMAQ Chicago partly in 1931 and the rest in 1934, KOA Denver in 1941 (subsequently sold) and WJAS Pittsburgh in 1957.

When FM came along, NBC moved into that field, too. All six of its AM stations have FM counterparts, sharing the same base call letters but with the FM designation added.

In television, NBC has stations in four of its radio markets and also in Los Angeles. All five outlets are VHF stations.

WNBC-TV New York evolved from the original experimental W2XBS. WRC-TV Washington started as WNBW(TV) in 1947, WMAQ-TV Chicago (originally WNBQ) and WKYC-TV Cleveland (originally WNBK) were founded in 1948 and KNBC(TV) Los Angeles was built in 1949.

Constant Growth ■ As radio grew

and FM and television emerged and developed, NBC's corporate structure kept pace and its business operations expanded into new fields. It now has about 4,000 employees and is organized into five operating divisions—Television Network, Radio Network, News, Owned Stations and Enterprises—and three staff areas, which are the Division of the Senior Executive Vice President, the Financial Division and Personnel (for details of the divisions, see separate stories).

A broadcasting complex of NBC's magnitude, like television and radio in their magnitude, would have been unthinkable to all but the most visionary in 1926. In Honolulu this week, if an introspective mood strikes them, NBC and station officials alike can reflect that they've come—and helped bring an entire industry along with them—a lot farther than the distance to Hawaii.

It ought to make their 40th-anniversary celebration a real luau.

## NBC signs Tommy Steele

NBC has announced that it has entered a long-term agreement with Tommy Steele, star of the Broadway musical "Half a Sixpence" to star in a number of musical-variety color TV specials on a one-a-year basis. Mr. Steele was represented by the William Morris Agency in negotiations with the network.

Pioneers **WGY / WRGB**—first in dramatic broadcasting

ALBANY, SCHENECTADY, TROY



Photographed above is Amelia Earhart in 1929 broadcasting to the Byrd Expedition in Antarctica (simultaneously aired on WGY and WGY's shortwave station)



In 1928, when all America was acclaiming the "Jazz Singer," WRGB aired the first television drama . . . William Somerset Maugham's "The Queen's Messenger."

Today WGY and WRGB continue to offer programs of unusual variety to their audience. As the Albany, Schenectady, Troy area has grown so too has the WGY and WRGB audience. WGY and WRGB have kept pace with the vitality and dynamic growth that is being generated throughout the Northeastern New York and Western New England area.

WGY and WRGB are proud to be one of the first affiliates of NBC and wishes them many more years of successful broadcasting and leadership in the industry.

982-34

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**WGY-RADIO**  
**810KC—50,000 WATTS**

Represented by Henry I. Christal Company

**WRGB-TELEVISION**  
**CHANNEL 6**

Represented by The Katz Agency, Inc.

# 21 affiliates first on NBC

Network lists 'charter' stations that went on with it Nov. 15, 1926

On Nov. 15, 1926, 21 radio stations stretching from the Atlantic Coast to the Mississippi river became charter affiliates of NBC. Four other Midwest stations carried portions of that initial four-hour program. WGN Chicago, WSAI Cincinnati and WDAF Kansas City, Mo., each carried three hours of the inaugural show. KSD St. Louis carried two hours.

The 21 charter NBC members, their ownership since they went on the air, and their current affiliations follow:

**WbZ Boston**—The station began on Sept. 19, 1921, with 100 w in Springfield, Mass. It was founded and is still owned by Westinghouse. On Nov. 12, 1924, WbZ was moved to Boston when Westinghouse built a new station there. The Springfield outlet became WBZA and the two stations were synchronized on the same wavelength in 1927. WbZ is

on 1030 kc with 50 kw. Present affiliation: NBC.

**WEEI Boston**—Founded by Edison Electrical Illuminating Co. on Sept. 29, 1924, it operated with 500 w on 860 kc. It was an affiliate of the NBC Red Net-



Mr. Ellis

James Caldwell, WAVE Louisville, Ky.

## Ellis heads radio affiliates committee

The NBC Radio Network Affiliates Executive Committee has as its chairman Elmo Ellis, vice president and general manager of WSB Atlanta. He was elected last fall at the network's affiliate convention in Chicago.

Others elected to the affiliates executive committee at that time included Robert J. Rich, vice president and general manager of WBSM Duluth, Minn., who is vice chairman of the group and Rex Preis, vice president and general manager of WOAI San Antonio, Tex., secretary-treasurer. Also elected to serve on the committee were Harold Grams, KSD St. Louis; Reggie Martin, WSPD Toledo, Ohio; Herbert L. Krueger, WTAG Worcester, Mass.; Robert Kelly, KRCA Sacramento, Calif.; Jacks Link, KIDO Boise, Idaho, and

work until 1936 when CBS leased the station from Edison. CBS purchased the station in 1942. WEEI is on 590 kc with 5 kw. Present affiliation: CBS.

**WGR Buffalo, N. Y.**—Founded on May 22, 1922, the station was owned by subsidiaries of the Federal Telephone and Telegraph Co. until 1929, when it was purchased by Buffalo Broadcasting Corp., which also owned WMAK and WKBW there. It gave up WMAK in 1933. Ordered by the FCC to sell one of the remaining stations in 1946, it sold WGR to WGR Broadcasting Corp. for \$750,000. The station was sold to WGR Corp. in 1954 for \$1,450,000. WGR Corp. was reorganized as Transcontinent Television Corp. in 1956. Taft Broadcasting bought WGR from TTC in 1964. It is now on 550 kc with 5 kw. Present affiliation: NBC.

**WKYC Cleveland**—The Willard Storage Battery Co. put the station on the air on May 15, 1922, on 770 kc with 1 kw. The license was assigned to WTAM and WEAR Inc. in 1928 with both stations sharing the 1070 kc frequency. Power was increased to 50 kw in 1929. In 1930 the licensee name was changed to WTAM Inc. and the station was acquired by NBC later that year. In 1941 WTAM was assigned 1100 kc. The station was traded to Westinghouse by NBC in 1955 and operated as KYW until 1965, when, under FCC order, Westinghouse and NBC traded back. NBC took the new calls WKYC last year. It is now on 1100 kc with 50 kw. Present affiliation: NBC.

**WwJ Detroit**—Owned then and now by the *Detroit Evening News*, it went on the air on Aug. 20, 1920, as 8MK

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## THE KOA STATIONS

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Mr. Read



Mr. Brandt



Mr. Ferguson

### Read is chairman of television affiliates

A. Louis Read, executive vice president and general manager of WDSU-TV New Orleans is chairman of the NBC-TV Affiliates Board of Delegates. Other officers on the board are Otto Brandt, vice president and general manager of KING-TV Seattle, vice chairman; Robert Ferguson, executive vice president and general manager of WTRF-TV Wheeling, W. Va., vice chairman; and George Comte, vice president and general manager of WTMJ-TV Mil-

waukee, secretary-treasurer.

Also on the affiliates board are W. Thomas Hamilton, vice president and general manager of WNDU-TV South Bend, Ind.; Ralph Jackson, vice president and general manager, WAVE-TV Louisville, Ky.; James Schiavone, general manager WWJ-TV Detroit; Willard Schroeder, president and general manager, WOOD-TV Grand Rapids, Mich., and Irving Waugh, vice president and general manager WSM-TV Nashville, Tenn.

with 20 kw. The calls were changed to WBL in 1921 and the power increased to 500 w. In late 1921, the calls WWJ were adopted. It is on 950 kc with 5 kw. Present affiliation: NBC.

WDRC Hartford, Conn.—When the station was founded by Franklin M. Doolittle in 1922 it was licensed to New Haven, Conn. The station moved to Hartford in 1930 and operated during the early thirties on 1330 kc with 2.5 kw day and 1 kw night. Richard D. Buckley and John B. Jaeger bought WDRC in 1959. It is now on 1360 kc with 5 kw. Present affiliation: none.

WTIC Hartford, Conn.—The station went on the air Feb. 10, 1925, owned by the Travelers Insurance Corp., which still owns it. It went to 50 kw on 1060 kc in 1929. It is now on 1080 kc with 50 kw. Present affiliation: NBC.

WISN Milwaukee—As WIAO, licensed to the Milwaukee School of Engineering, it went on the air in 1922. The calls were changed to WSOE in 1924. In 1928 the Hearst Corp. bought the station and changed the calls to WISN. From 1927 to 1934 it shared time with WHAD (the original NBC affiliate in Milwaukee), owned by Marquette University. WISN bought out WHAD in 1934. It now is on 1130 kc with 50 kw day, 10 kw night. Present affiliation: ABC.

Wcco Minneapolis — Founded by

Cutting & Washington of Minneapolis, subsidiary of Cutting & Washington, radio set manufacturer, WLAG went on the air Sept. 4, 1922, with 500 w. It was sold in 1924 to Washburn-Crosby Co. (later to be part of General Mills), Minneapolis and Minneapolis-St. Paul civic interests and became WCCO. The civic interests later sold out. In 1928 it broke with NBC and became a CBS affiliate. CBS purchased one-third of the station in 1929 and became sole owner in 1932. Control of the station went to Midwest Radio-Television Inc. in 1952. CBS sold its remaining 47% to Minneapolis Star and Tribune Co. in 1954. It is on 830 kc with 50 kw. Present affiliation: CBS.

WABC New York—Founded Oct. 12, 1921 as WJZ Newark, N. J., by Westinghouse Electric, it was sold to RCA in 1926 and became the New York outlet for NBC's Blue Network. In 1943 Edward J. Noble bought the station and it became the key for the American Broadcasting System, later ABC. American Broadcasting-Paramount Theaters purchased WJZ in 1953, a part of the merger of ABC and Paramount Theaters, and changed the calls to WABC. It is on 770 kc with 50 kw. Present affiliation: ABC.

WNBC New York—As WEFW with 500 w, it went on the air Aug. 16, 1922, and was owned by AT&T. RCA bought

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## The stations that took part in first coast-to-coast telecast

On Sept. 4, 1951, NBC inaugurated its first coast-to-coast television service. Of the 52 affiliates that were on the network that day, 33 have remained under the same corporate ownership and 19 have changed hands.

Of the 33, 25 are still affiliated with NBC, seven are primarily affiliated with either ABC or CBS and one is an independent. Of the 19 that have been sold, eight are still NBC affiliates, 10 have primary affiliations with ABC or CBS and one has become an educational outlet.

These were the stations that NBC lists as affiliates for that historic first telecast:

**WOI-TV Ames-Des Moines, Iowa**—Owned by Iowa State University of Science and Technology, it is on channel 5. It had been on channel 4. Present affiliation: ABC.

**WSB-TV Atlanta**—Owned by Cox Broadcasting Corp., it is on channel 2. Present affiliation: NBC.

**WBAL-TV Baltimore**—Owned by the Hearst Corp., it is on channel 11. Present affiliation: NBC.

**WNBF-TV Binghamton, N. Y.**—Owned by Triangle Publications, it is on channel 12. **WNBF-AM-TV** was originally owned by Clark Associates and sold to Triangle for \$3 million in 1955. Present affiliation: CBS.

**WBRC-TV Birmingham, Ala.**—Owned by Taft Broadcasting Co., it is on channel 6. **WBRC-AM-TV** was sold by Birmingham Broadcasting Co. to Storer Broadcasting Co. for \$2.4 million in 1953. Taft bought the stations from Storer in 1957 for \$6,350,000. **WBRC-TV** had been on channel 4. Present affiliation: ABC, CBS.

**WTTV-TV Bloomington-Indianapolis**—Owned by Sarks Tarzian Inc., it is on channel 4. It had been on channel 10. Present affiliation: none.

**WBZ-TV Boston**—Owned by Westinghouse Broadcasting, it is on channel 4. Present affiliation: NBC.

**WBEN-TV Buffalo, N. Y.**—Owned by the Buffalo Evening News Inc., it is on channel 4. Present affiliation:

CBS.

**WBTB-TV Charlotte, N. C.**—Owned by Jefferson Standard Life Insurance Co., it is on channel 3. Present affiliation: CBS, ABC.

**WMAQ-TV Chicago**—Owned by NBC, it is on channel 5. Former calls were **WNBQ**. Present affiliation: NBC.

**WLWT-TV Cincinnati**—Owned by Avco Broadcasting Corp., it is on channel 5. It has been on channel 4. Present affiliation: NBC.

**WKYC-TV Cleveland**—Owned by NBC, it is on channel 3. Westinghouse got the station (then **WNBK-TV**) on channel 4) with **WTAM-AM-FM** and \$3 million, in 1955 in trade for its **KYW-AM-FM** and **WPTZ-TV** Philadelphia. The stations were traded back to NBC, under FCC order, in 1965 and the new calls were taken. Present affiliation: NBC.

**WLWC-TV Columbus**—Owned by Avco Broadcasting Corp., it is on channel 4. It had been on channel 3. Present affiliation: NBC.

**Woc-TV Davenport, Iowa**—Owned by Palmer Broadcasting, it is on channel 6. It had been on channel 5. Present affiliation: NBC.

**WLWD-TV Dayton, Ohio**—Owned by Avco Broadcasting Corp., it is on channel 2. It had been on channel 5. Present affiliation: NBC, ABC.

**WWJ-TV Detroit**—Owned by the *Detroit News*, it is on channel 4. Present affiliation: NBC.

**WICU-TV Erie, Pa.**—Owned by Dispatch Inc., it is on channel 12. Present affiliation: NBC.

**WOOD-TV Grand Rapids, Mich.**—Owned by Time-Life Broadcast Inc., it is on channel 8. It had been on channel 7. As **WLAV-TV** the station was sold by Leonard A. Versluis to Harry Bitner and family for \$1,382,086 in 1951. Time-Life bought **WOOD-AM-TV**, **WTCN-AM-TV** Minneapolis and **WFBM-AM-TV** Indianapolis from Bitner for \$15,570,000 in 1957. Present affiliation: NBC.

**WFMY-TV Greensboro, N. C.**—Owned by Norfolk-Portsmouth News-

papers Inc., it is on channel 2. It was purchased from original owners, Greensboro News Co., in 1964 for \$17,164,875. Price included *Greensboro News* and *Record* newspapers. Present affiliation: CBS.

**WSAZ-TV Huntington, W. Va.**—Owned by Capital Cities Broadcasting Corp., it is on channel 3. It had been on channel 5. Founded by Huntington Publications, **WSAZ-AM-TV** were sold to Goodwill Stations in 1961 for \$6.1 million. Capital Cities purchased stations in 1964 for \$15.1 million. Price included **WJR-AM-FM** Detroit. Present affiliation: NBC.

**WFBM-TV Indianapolis**—Owned by Time-Life Broadcast Inc., it is on channel 6. **WFBM-AM-TV** were sold by original owner, Harry M. Bitner interests, to Time-Life in 1957. Price of \$15,570,000 included **WOOD-AM-TV** Grand Rapids, Mich., and **WTCN-AM-TV** Minneapolis. Present affiliation: NBC.

**WJXT-TV Jacksonville, Fla.**—Owned by Post-Newsweek Stations, it is on channel 4. As **WMBR-TV** it was sold by Florida Broadcasting Co., original owner, to Post-Newsweek in 1953 for \$2.47 million. Price included **WMBR-AM-FM**, which were sold off in 1958. Present affiliation: CBS.

**WJAC-TV Johnstown, Pa.**—Owned by Johnstown Tribune Publishing Co., it is on channel 6. It had been on channel 13. Present affiliation: NBC, ABC.

**WKZO-TV Kalamazoo, Mich.**—Owned by Fetzer Broadcasting Co., it is on channel 3. Present affiliation: CBS.

**WGAL-TV Lancaster, Pa.**—Owned by Steinman Stations, it is on channel 8. It had been on channel 4. Present affiliation: NBC.

**WDAF-TV Kansas City, Mo.**—Owned by Taft Broadcasting Co., it is on channel 4. Taft bought **WDAF-AM-FM-TV** from Transcontinent TV Corp. in 1964 for \$26.9 million. Price included **WGR-AM-FM-TV** Buffalo, N. Y., and **WNEP-TV** Scranton/

the station in November 1926 for \$1 million. The calls **WNBC** were adopted in 1946, changed to **WRCA** in 1954 and went back to **WNBC** in 1960. Currently licensed to NBC, it is on 660 kc with 50 kw. Present affiliation: NBC.

**KYW** Philadelphia—Westinghouse Electric put this station on the air in Chicago on Nov. 11, 1921. It went to

5 kw on 1000 kc in 1928. In 1934, Westinghouse moved the station to Philadelphia where it operated with 10 kw on 1020 kc. In 1955 Westinghouse and NBC traded stations and the **KYW** calls moved to Cleveland to represent a 50 kw on 1100 kc. In 1965, under FCC order, NBC and Westinghouse traded again and the calls went back to Phila-

delphia. It is now on 1060 kc with 50 kw. Present affiliation: none.

**WFIL** Philadelphia—Lit Brothers Co. founded **WLIT** in 1922. During the 20's it shared time with **WFI**, a 250 w owned by Strawbridge and Clothier Co. The stations merged into **WFIL** on 560 kc with 1 kw day, 500 w night in 1934 and were owned by Albert M. Green-

Wilkes-Barre, Pa. National Theaters sold WDAF-AM-FM-TV to TTC for \$9.75 million in 1960. Original owners, *Kansas City Star* and *Times* sold stations to National Theaters for \$7.6 million in 1958. Affiliation: NBC.

WJIM-TV Lansing, Mich.—Owned by Gross Telecasting, it is on channel 6. Present affiliation: CBS.

KNBC(TV) Los Angeles—Owned by NBC, it is on channel 4. Former call letters were KNBH(TV) and KRCA(TV). Present affiliation: NBC.

WAVE-TV Louisville, Ky.—Owned by Norton family, it is on channel 3. It had been on channel 5. Present affiliation: NBC.

WMCT(TV) Memphis—Owned by Scripps-Howard Broadcasting, it is on channel 5. It had been on channel 4. Present affiliation: NBC.

WTMJ-TV Milwaukee—Owned by the *Milwaukee Journal*, it is on channel 4. It had been on channel 3. Present affiliation: NBC.

KSTP-TV St. Paul-Minneapolis—Owned by Hubbard Broadcasting Inc., it is on channel 5. Present affiliation: NBC.

WSM-TV Nashville—Owned by National Life and Accident Insurance Co., it is on channel 4. Affiliation: NBC.

WNHC-TV New Haven, Conn.—Owned by Triangle Publications, it is on channel 8. It had been on channel 6. Triangle purchased WNHC-AM-FM-TV for \$5.4 million from Elm City Broadcasting Corp., original owner, in 1956. Affiliation: ABC.

WNBC-TV New York—Owned by NBC, it is on channel 4. Former call letters were WNB(TV) and WRCA-TV. Present affiliation: NBC.

WTAR-TV Norfolk, Va.—Owned by Norfolk-Portsmouth Newspapers, it is on channel 3. It had been on channel 4. Present affiliation: CBS.

WOW-TV Omaha—Owned by Meredith Publications, it is on channel 6. Meredith purchased WOW-AM-TV from Francis P. Matthews and associates for \$2,525,000 in 1951. Present affiliation: CBS.

KYW-TV Philadelphia—Owned by Westinghouse Broadcasting Co., it is on channel 3. Westinghouse bought

station (then WPTZ(TV)) in 1953 from Philco Corp., original owner, for \$8.5 million. In 1955 it sold WPTZ and KYW-AM-FM to NBC for NBC's Cleveland outlets, WTAM-AM-FM and WNBK(TV) and \$3 million. Stations were traded back, under FCC order, in 1965. Calls under NBC were WRCV-TV. Present affiliation: NBC.

KDKA-TV Pittsburgh—Owned by Westinghouse Broadcasting Co., it is on channel 2. It had been on channel 3. As WDTV(TV) it was sold by Allen B. DuMont Laboratories, original owner, to Westinghouse for \$9.75 million in 1955. Present affiliation: CBS.

WJAR-TV Providence, R. I.—Owned by the Outlet Co., it is on channel 10. It had been on channel 11. Present affiliation: NBC.

WTVR(TV) Richmond, Va.—Owned by Roy H. Park Broadcasting, it is on channel 6. Park bought station with WMBG and WCOD(FM) for \$5 million from Havens and Martin Inc., original owners, in 1965. Present affiliation: CBS.

WRoc-TV Rochester, N. Y.—Owned by Rust Craft Broadcasting, it is on channel 8. It had been on channel 6. Rust Craft bought WRoc-AM-FM-TV from Veterans Broadcasting Co. for \$7 million in 1965. Veterans and WHEC Inc. bought the station from Transcontinent TV Corp. in 1961 for \$6.5 million. TTC had purchased the outlet, founded as WHAM-TV, from the original owner, Stromberg-Carlson Co. for \$5.6 million in 1956. Affiliation: NBC.

KCPX-TV Salt Lake City—Owned by Screen Gems Broadcasting, it is on channel 4. KCPX-AM-FM-TV were sold by Columbia Pictures to Screen Gems for \$2.4 million in 1963. Columbia bought stations from Intermountain Broadcasting & Television Corp. for \$3.1 million in 1959. As KDYL-AM-FM-TV, original owner, S. S. Fox and associates, sold stations to Intermountain for \$2.1 million in 1953. Present affiliation: ABC.

KFMB-TV San Diego—Owned by Midwest Television Inc., it is on channel 8. Midwest bought KFMB-AM-FM-TV from Transcontinent TV

Corp. in 1964 for \$10 million. TTC acquired stations plus KERO-TV Bakerville, Calif., through merger with Marietta Broadcasting Inc. (Wrather-Petry) in 1959. Marietta took over stations from Wrather-Alvarez Broadcasting for \$2.9 million for Mrs. Alvarez's 38.9% in 1959. Wrather-Alvarez had purchased KFMB stations from John A. Kennedy for \$3 million. Mr. Kennedy bought stations from the original owner, Jack Gross, for \$925,000 in 1951. Present affiliation: CBS.

KRON-TV San Francisco—Owned by the *San Francisco Chronicle*, it is on channel 4. Present affiliation: NBC.

WRGB(TV) Schenectady, N. Y.—Owned by General Electric, it is on channel 6. It had been on channel 4. Present affiliation: NBC.

KSD-TV St. Louis—Owned by Pulitzer Publishing Co., it is on channel 5. Present affiliation: NBC.

WSYR-TV Syracuse, N. Y.—Owned by Newhouse Publishing Co., it is on channel 3. It had been on channel 5. Present affiliation: NBC.

WSPD-TV Toledo, Ohio—Owned by Storer Broadcasting Co., it is on channel 13. Present affiliation: ABC.

WKTU(TV) Utica, N. Y.—Owned by Paul Harron and others. It is on channel 2. It had been on channel 13. Mr. Harron purchased the station in 1958 for \$4.1 million from Copper City Broadcasting Corp., original owner. Present affiliation: NBC, ABC.

WRC-TV Washington—Owned by NBC, it is on channel 4. Formerly it was WNBW(TV). Present affiliation: NBC.

WHYY-TV Wilmington, Del.—Non-commercial station on channel 12. As WBEL-TV, on channel 7, it was founded by Steinman Stations in 1949 and sold to Paul Harron and associates for \$3.7 million in 1955. The Harron group sold the outlet, then WPFH(TV), and WJBG-AM-FM Philadelphia to Storer Broadcasting in 1957. Storer turned in the license of then WVUE(TV) in 1959. WHYY-TV went on air in 1963. Present affiliation: NET.

wald interests. Triangle Publications, present owner, bought WFIL in 1946 for \$1.9 million. It is now on 560 kc with 5 kw. Present network affiliation: ABC.

KDKA Pittsburgh—On the air Nov. 20, 1920, the station was originally called 8KX and was licensed to Dr. Frank Conrad. He transferred the sta-

tion to Westinghouse, which still owns it, in 1924. By the late '20's, KDKA was broadcasting with 50 kw. KDKA is now on 1020 kc with 50 kw. Present affiliation: none.

WRYT Pittsburgh—As WCAE the station went on the air on May 4, 1922, licensed to Kaufmann & Baer Department Store. It was sold to Gimbel

Brothers in 1926. In 1931 the Hearst Corp. purchased the outlet. The present calls, WRYT, were adopted in 1961. It is on 1250 kc with 5 kw. Present affiliation: none.

WCSH Portland, Me.—Founded July 12, 1925, it has been continually owned by Rines family interests. It is on 970 kc with 5 kw. Present affiliation: none.



WJAR Providence, R. I.—The Outlet Co. founded the station on Sept. 6, 1922 and still owns it. The station is now on 920 kc with 5 kw. Present affiliation: NBC.

WGY Schenectady, N. Y.—On the air Feb. 20, 1922, WGY was owned then and now by the General Electric Co. It was assigned 790 kc in 1923 and was experimenting with 50 kw in 1925. In 1926 it was approved for 50 kw. The following year it was experimenting with 100 kw and with 200 kw in 1930. WGY is now on 810 kc with 50 kw. Present affiliation: NBC.

WBZA Springfield, Mass.—See WBZ Boston.

WRC Washington—RCA started the station on Aug. 1, 1923. In its first year it shared time with WCAP, a short-lived station owned by the Chesapeake & Potomac Telephone Co. Still owned by NBC, WRC is now on 980 kc with 5 kw. Present affiliation: NBC.

WTAG Worcester, Mass.—As WDBH, the station owned by C. T. Sherer Co. went on the air May 1, 1924. The calls changed to WCTS in 1925 and it went to 500 w. It was sold to the Worcester Telegram Publishing Co., its present owner, in 1925 and the calls WTAG were adopted. It is on 580 kc with 5 kw.

Present affiliation of station: NBC.

## The record of NBC's growth

	NBC Net Sales	% of RCA Net Sales	RCA Net Sales
1965	488,810,000	24.0	2,057,117,000
1964	439,884,000	24.0	1,812,459,000
1963	402,229,000	23.0	1,789,277,000
1962	379,197,000	22.0	1,751,646,000
1961	340,691,000	22.0	1,545,912,000
1960	329,682,000	22.0	1,494,896,000
1959	323,253,000	23.0	1,395,620,000
1958	308,641,000	26.2	1,176,094,000
1957	292,212,000	24.9	1,176,277,000
1956	286,415,000	25.4	1,127,774,000
1955	246,173,000	23.3	1,055,266,000
1954	200,423,000	21.3	940,950,000
1953	176,052,000	20.6	853,054,000
1952	162,521,000	23.4	693,941,000
1951	137,156,000	22.9	598,955,000
1950	92,373,000	15.8	586,393,000
1949	72,866,510	18.3	397,259,020
1948	70,949,218	19.8	357,617,231
1947	65,690,001	20.9	314,023,572
1946	61,067,034	25.8	236,980,770
1945	61,270,570	21.9	279,503,615
1944	56,994,065	17.5	326,421,913
1943	60,847,401	20.7	294,535,362
1942	52,613,910	26.7	197,024,056
1941	48,488,171	30.6	158,695,722
1940	45,378,307	35.3	128,491,611
1939	40,707,032	36.8	110,494,398

There are no available comparative figures for NBC previous to 1939.

Gross time sales follow:

1938	\$41,462,679	1932	26,504,891
1937	38,651,286	1931	25,607,041
1936	34,523,950	1930	20,088,887
1935	31,148,931	1929	14,380,382
1934	27,833,616	1928	8,780,333
1933	21,452,732	1927	3,760,010

## FINANCIAL REPORTS

# \$3 billion for RCA by '70?

That's prediction stockholders hear at annual meeting

RCA stockholders, meeting in New York last week, were offered predictions of growth, growth and more growth for their company with the possibility of sales breaking the \$3 billion level by 1970.

A lengthy annual meeting was highlighted by:

- New emphasis on development of a consumer-priced color television tape recorder.

- Announcement of record sales and earnings during April pointed toward another record quarter.

- A projection by NBC Board Chairman Walter Scott that sales for the RCA broadcasting subsidiary will exceed a half billion dollars this year.

- A projection that by 1970 spending for color equipment, programs and services, by the public, advertisers and broadcasters will have reached \$7 billion annually.

- And an estimate that RCA will deliver over 650 color television cameras this year, representing sales of more than \$45 million.

RCA's work on a color television tape recorder for the consumer market was mentioned twice at the meeting, once by President Robert Sarnoff, who said that prototype models have already been built that would outperform any such devices on the market today. This development work was also noted by Walter Watts, group executive vice president.

It was not the first time RCA's efforts in this area have been reported by the company—the project has been under way for 10 years—but it was unquestionably a new emphasis on this work, according to a company spokesman.

**Color Too** ▪ President Sarnoff said RCA is convinced that a successful home TV tape recorder must have color capability as well as black and white. The RCA model under development, he said, would record programs off the air and also allow users to

play tapes of special programming that they might rent or buy.

NBC Chairman Scott reported NBC-TV's new season schedule had been "substantially sold" for some time and that attention to continuing program development was largely responsible for the network's sales success. He said NBC-TV is already at work on program preparation for the 1967-68 season and beyond.

President Sarnoff's address to stockholders included a prediction that retail sales of home-entertainment equipment would hit \$6 billion this year and would jump another \$1 billion next year.

RCA's factory dollar sales of home-entertainment products during the first quarter of 1966 ran 36% ahead of the same period last year, he reported.

Dr. Elmer Engstrom, chairman of RCA's executive committee, speaking on growth prospects in color television, noted a coming color market in Europe that he said should approach one million set sales a year by 1970.

Dr. Engstrom also reported that RCA's pending merger with Random House (BROADCASTING, Jan. 17) should be completed before the end of May.

Stockholders re-elected management's slate of 17 directors.

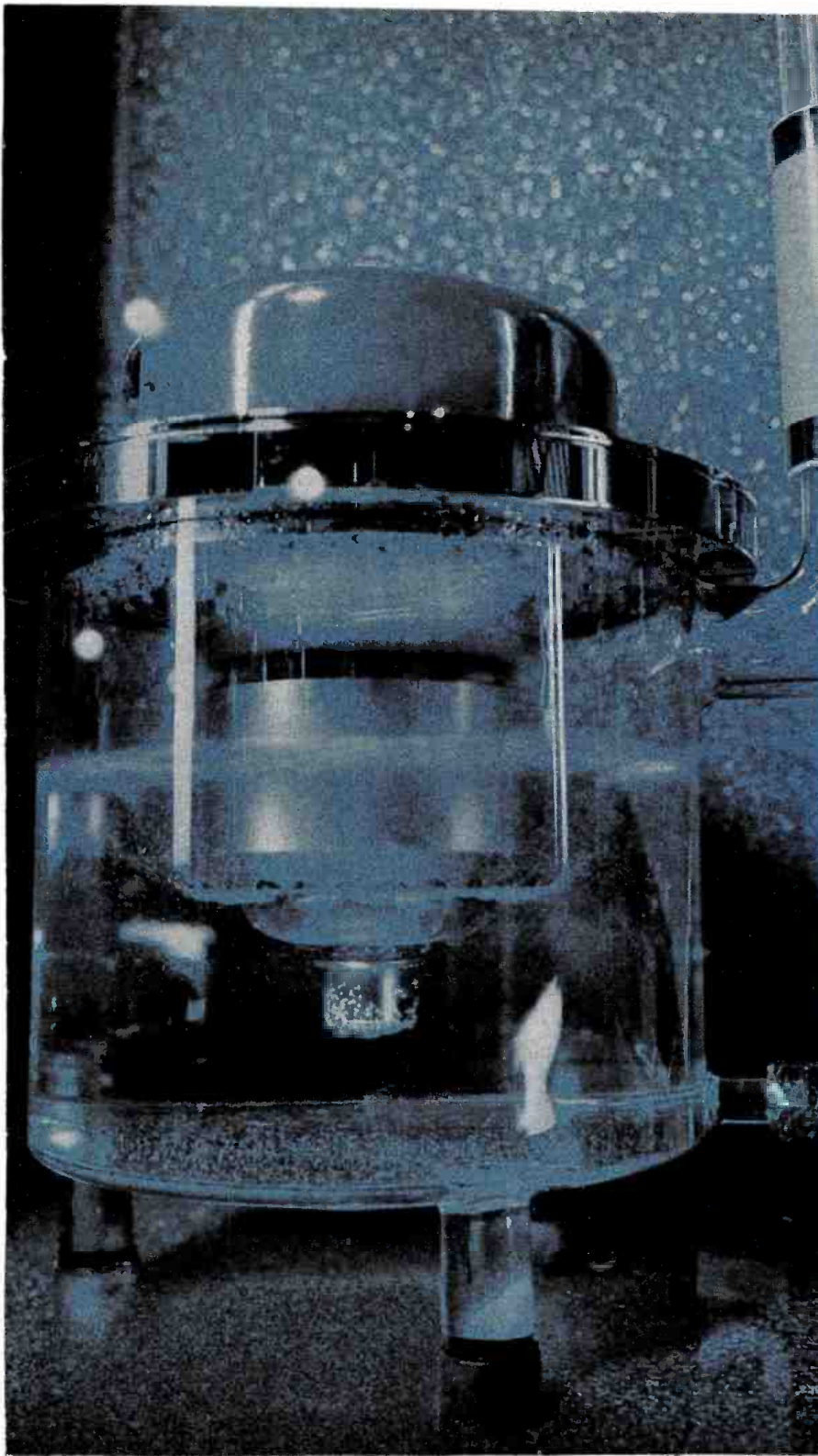
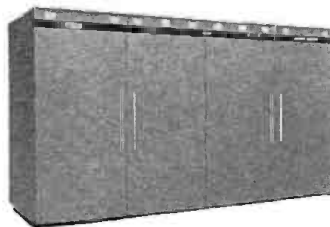


Photo illustrates principle of vapor-phase cooling.



**VP-50 AM transmitter:  
Breakthrough in 50,000-watt design  
...quieter, cooler, better.**

**Vapor cooled...  
only four tubes!**

**Introducing  
GATES new  
50 KW AM  
transmitter**

Inside and out—this is the first really new 50KW in years...a breakthrough in engineering design utilizing vapor cooling and extensive transistor circuitry.

Advantages are truly remarkable:

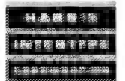
Lowest tube cost of any 50KW transmitter with only four tubes. Lowest power consumption with only 81KW at 0% modulation. Newest solid-state design with all-transistor circuits up to RF driver and modulators. Quietest operating transmitter in its class with no large blowers. Surprisingly low initial cost.

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## SEC's March report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for March (all common stock unless otherwise indicated):

**Bartell Media Corp.**—Frederick A. Klein acquired 350 shares, giving total of 3,779.

**Capital Cities Broadcasting Corp.**—Jack W. Lee acquired 1,200 shares, giving total of 2,400.

**CBS Inc.**—Leon R. Brooks exercised option on 850 shares, giving total of 669. Theodore F. Koop sold 395 shares, leaving 2,762. Leon Levy sold 1,000 shares, leaving 360,638, plus 2,496 held beneficially in trust account.

**Cowles Communications**—John L. Weinberg acquired 2,253 shares and sold 2,589 shares, leaving 16 on beneficially held Goldman Sachs & Co. trading account.

**Filmways Inc.**—Harold M. Austin exercised option on 6,800 shares, giving total of 6,800.

**Gross Telecasting**—Raymond W. Mottel acquired 1,060 shares and sold 903 shares, giving total of 410 on beneficially held Paine Webber Jackson & Curtis account.

**Jerrold Corp.**—Robert H. Beisswenger sold 6,000 shares, leaving 4,800. Lee R. Zemnick sold 4,225 shares, leaving 250.

**Metromedia Inc.**—Marcus A. Austad sold 400 shares, leaving 14,350.

**National Video Corp.**—Harold Cole sold 5,000 shares, leaving 15,200.

**Official Films Inc.**—Louis C. Lerner acquired 2,000 shares, giving total of 550,000, plus 850,000 shares on beneficial account of Victoria Investment Co. and 25,000 shares on beneficially held Lerner & Co. investment account. Mr. Lerner also acquired 1,915 shares and sold 500 shares on beneficially held Lerner & Co. trading account, giving total of 49,915.

**RCA**—Ernest B. Gorin exercised option on 5,097 shares, giving total of 15,097, plus 200 held beneficially with wife. Delbert L. Mills sold 6,600 shares, leaving 24,225. Reeves Broadcasting—J. D. Hastie sold 6,000 shares, leaving 65,850.

**Screen Gems**—Russell Karp sold 124 shares, leaving 999. Abraham Schneider sold 458 shares, leaving 8,233.

**Seven Arts Productions**—Samuel H. Haims sold 4,000 shares, leaving 2,000.

**Storer Broadcasting**—Abiah A. Church exercised option on 4,900 shares, giving total of 7,600, plus 176 on beneficially held holding company account. Terry H. Lee exercised option on 10,000 shares, giving total of 14,500. Keith T. McKenney exercised option on 1,600 shares, giving total of 1,700. George B. Storer acquired 5,000 shares, giving total of 5,000; he also owns beneficially or in trust 50,000 shares of common and 836,380 shares of Class B common as well as having other interests in additional Class B common stock. Following exercised rights on 4½% convertible subordinated debentures: Harry R. Lipson, \$40,800; John E. McCoy, \$25,500; James P. Storer, \$40,000; Francis W. Sullivan, \$50,000; George Haggarty, \$50,100.

## N. Y. CATV discussed at Teleprompter meet

Teleprompter Corp. Chairman and President Irving B. Kahn last week forecast record first-quarter earnings for his company. He also predicted a profit gain for the full year even though Teleprompter will be paying taxes for the first time since 1956.

Mr. Kahn told shareholders at an annual meeting in New York that the company has just negotiated a \$2 million loan from the Home Life Insurance Co. and Massachusetts Life Insurance Co. through the sale of 5½% promissory notes due in 1978.

The money will be used primarily to

finance further development of community antenna television systems. The notes are repayable in annual installments of \$250,000 starting in 1971. Teleprompter hopes to begin community antenna service in New York City by the end of June. Although the company received authorization from the FCC a week earlier to experiment in New York with a new multi-channel microwave system developed by Hughes Aircraft Co. for CATV transmission, it is proceeding with installation of underground cable there. Mr. Kahn cautioned there is no guarantee the microwave system will be commercially practical or that the FCC would grant a license for such a system on a permanent basis.

Teleprompter is proceeding in New

York with what it calls a cluster principle that would apparently be compatible with a conventional cable installation or the new microwave system, should it prove workable.

Initially small clusters of dwellings representing a variety of construction and selling problems will be outfitted for CATV reception. As these expand, the company hopes eventually to have a single contiguous system.

## Chris-Craft earnings jump 45% in 1st quarter

Chris-Craft Industries Inc., Oakland, Calif., reported that first-quarter earnings for the firm were up 45% over 1965.

John G. Bannister, president, said that television revenues had been affected in the quarter by a general reduction in budgets for national spot advertisements and an increase in multi-product commercials which reduced advertisers' expenditures. He said he thought there are indications that the trend has been reversed and that national spot activity is increasing.

Christ-Craft owns television stations in Portland, Ore., Los Angeles and Minneapolis. The company also manufactures inboard, outboard and sail boats; inboard marine engines; produces foam rubber, fiber and fabric products for the automotive and apparel industries and has interests in oil and gas fields in 13 states.

For the three months ended March 31:

	1966	1965
Earnings per share	\$0.35	\$0.24
Consolidated sales	17,910,800	17,069,973
Net earnings	549,673	378,872

## First quarter income up at Crowell-Collier

Crowell-Collier and MacMillan Inc., New York, reported consolidated sales up 13% and net income up 24% in the first three months of 1966 over that period a year ago. Excluded from the report were operating results from KFWB Los Angeles and KEWB Oakland-San Francisco, both then under sale transfers (pending FCC approval) to Westinghouse Broadcasting Co. and Metromedia Inc., respectively (BROADCASTING, April 18). Crowell-Collier owns KDWB Minneapolis-St. Paul.

For the three months ended March 31:

	1966	1965
Earnings per share	\$0.28	\$0.23*
Sales and revenues	28,703,000	25,481,000
Income before taxes	2,154,000	1,782,000
Net income	1,146,000	925,000
Shares outstanding as of March 31, 1966:	4,114,457.	

\*Adjusted for 4% stock dividend in December.

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## Storer first-quarter earnings set record

Storer Broadcasting Co., Miami, last week announced record first-quarter operating earnings and broadcast revenues for the period ended March 31. Net income after taxes showed an increase of \$527,769, or 30.1%, compared to the same period in 1965, while the company also reported a 9.3% rise in revenues from its radio and television operations.

Operating earnings include first-quarter profits of Northeast Airlines Inc. to the extent of \$381,643, reflecting Storer's ownership of 86.4% of the stock of the airline. Earnings figures also reflect a pre-tax loss of \$169,897 by Storer Leasing Corp., a wholly owned subsidiary leasing jet aircraft to Northeast, and investment credits of \$375,000 on equipment purchases by Storer Leasing.

For the quarter ended March 31:

	1966	1965
Earnings per share	\$0.55	\$0.43
Revenues from radio and television operations	11,798,256	10,790,604
Net income after taxes	2,279,453	1,751,684
Nonrecurring gain		1,524,896
Average common and class B common outstanding shares	4,139,577	4,074,532

## Audio Devices sales surge in first quarter

Audio Devices Inc., New York, maker of magnetic tape products, has disclosed that its 1966 first quarter sales were 40% ahead of the same period last year.

A major portion of the increase reportedly came from magnetic tape sales. Audio's new subsidiary, Stereo Devices, also was credited for its initial shipments of duplicated tape cartridges for automobile stereo players.

First quarter ended March 30:

	1966	1965
Earned per share	\$0.25	\$0.24
Sales	3,766,115	2,677,957
Earnings	233,375	224,543

As of March 30, 1965, there were 924,581 shares outstanding.

## Financial notes . . .

▪ Taft Broadcasting Co., Cincinnati, has declared a quarterly dividend of 12½ cents a share payable on June 14 to stockholders of record May 16.

▪ Subscription Television Inc., which has not been active in California for more than a year, owes Los Angeles county \$39,812 for 1965's property tax, according to Harold Kennedy, county counsel. Mr. Kennedy said he will seek permission from county supervisors to send a deputy to federal court in New York City to represent

Los Angeles in an action to recover the funds in bankruptcy court. The taxes, reportedly, cover data processing equipment and electronic meter boxes.

▪ Memorex Corp., Santa Clara, Calif., maker of precision video tape, had net income for three months ended March 31 of \$512,000, an 88% increase over the corresponding period a year earlier, it was revealed last week. Earnings per share were 51 cents compared with 28 cents in the first quarter of 1965. Net sales of \$4,161,000 were 49% greater than the corresponding sales a year earlier.

## Kaiser Broadcasting still in red ink

Edgar F. Kaiser, president of Kaiser Industries Corp., told the annual meeting of the firm last week that Kaiser Broadcasting is the only division or subsidiary of the company operating in the red. He said that the broadcasting subsidiary had sustained a loss in 1965, and that he expected another in 1966.

Last year Kaiser Broadcasting began operations at two UHF stations, WKBD-TV Detroit, and WKBS-TV Philadelphia, and plans to begin operation of a third UHF outlet in Los Angeles next month. Mr. Kaiser said that due to the initial expenses required in setting up its new stations, development costs and operating expenses are expected to exceed revenue at each of the stations for about two years.

For the quarter ended March 31:

	1966	1965
Earned per share*	\$0.05	—
Sales and revenues	127,555,000	121,105,000
Net income (loss)	1,518,000	(1,950,000)
Average common shares	22,909,000	22,893,068

\*After preferred dividends

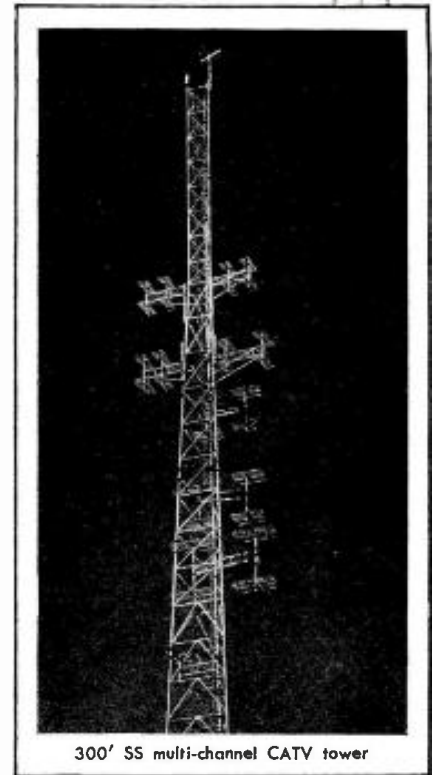
## Gross up, net down in C-E-I-R's half

C-E-I-R Inc., Washington-based computer and research service, one of whose subsidiaries is American Research Bureau, had a 21% increase in gross income in the first half of fiscal 1966. Net income, however, was down for the period.

Part of the decline in net income was due, Dr. Herbert W. Robinson, chairman and chief executive officer, reported to stockholders last week, to heavy costs of new projects. Among them was \$490,000 in investment during the six months in several new projects, including the initiation of ARB's radio audience measurement service. First half cost also increased by \$580,000 above the level one year ago due to "continuous and costly improvements" in the ARB television service since Oc-

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tober 1964 with consequent more elaborate sampling and accuracy control, especially in community antenna television, UHF, color and multi-set families.

Six months ended March 31:

	1966	1965
Earned per share	\$0.03	\$0.61
Gross income	11,806,600	9,804,000
Net operating income	47,900	454,100
Special gains	—	544,000
Net income	47,900	998,100

## Back on the market

Trading was resumed May 2 in securities of the A. C. Gilbert Co. and Wrather Corp. Trading in the securities of both companies was originally halted by the Securities and Exchange Commission on April 11, pending clarification of facts concerning the financial condition of A. C. Gilbert Co. (BROADCASTING, April 25, April 18). Wrather owns about 50% of A. C. Gilbert stock.

## Zenith's sales, profits soar

Zenith Radio Corp., Chicago, broke all records once again in the first 1966 quarter for both sales and profits. Sales were up 49% to a record \$158.4 million and produced a profit after taxes of more than \$16.5 million (\$1.16 per share), an increase of 69%. Color TV sales were up 123% over the same quarter last year.

## Entron sales up 55% in fiscal year

Entron Inc., Silver Spring, Md., registered a 55% increase in net sales and a 29% increase in net income for the fiscal year ended Feb. 28. Robert J. McGeehan, president, indicated that all of the company's community antenna television systems were making progress, and said that by the end of fiscal 1967 Entron expected to have operating properties capable of producing three times the revenue producing potential available prior to April 1965 when the Boston Herald-Traveler Corp. and Entron began the firm's CATV development program. Herald-Traveler owns 51% of Entron. Mr. McGeehan stated that: "As a measure of our confidence, Entron has made commitments for manufacturing facilities which will enable us to double our equipment shipments in fiscal 1967."

For the year ended Feb. 28:

	1966	1965
Earnings per share	\$0.46	\$0.56
Net sales	3,547,000	2,284,000
Income before taxes	402,000	308,000
Net income	207,000	161,000
Average shares outstanding	454,062	285,653

## Wometco gets new loan

Wometco Enterprises Inc., Miami-based diversified company with TV and radio holdings, has announced it is

about to conclude an agreement with the Prudential Life Insurance Co. for a long-term loan of an additional \$5 million. The loan, according to Mitchell Wolfson, president of the company, would be in addition to an existing \$9 million loan from Prudential. The combined loans, Mr. Wolfson said, will mature in 1987, six years later than the initial one.

## Trans-Lux reports minor rise

Trans-Lux Corp. has reported that net earnings in the first quarter of 1966 rose slightly over those of the corresponding quarter of 1965.

For the quarter ended March 31:

	1966	1965
Earnings per share	\$0.18	\$0.16
Net earnings	129,819	115,615

## United Artists sets record

United Artists Corp. reported last week that the company will achieve a new earnings record for a single quarter during the first three months of 1966. Board Chairman Robert S. Benjamin and President Arthur B. Krim estimated that net earnings will jump about \$700,000 over the 1965 quarter.

For the first quarter ended March 31:

	1966	1965
Earnings per share	\$0.88	\$0.72
Net earnings	3,700,000	3,042,000

## EQUIPMENT & ENGINEERING

# Clear-channel wrangle flares

## Report FCC might make decision on higher power brings protests

The controversy over higher power for clear-channel stations raged anew last week in the wake of reports indicating the FCC might be moving toward a decision on the question.

The member stations of the Association on Broadcast Standards were urged by association officials to inform Congress and the commission of their opposition "to any grant of superpower to clear-channel stations."

And the association's counsel, Andrew Haley, wrote the members of the commission to remind them of the association's opposition—and that of "the vast majority of the broadcasters in the United States"—to higher power for the

clear-channel stations.

One of the first letters of opposition to higher power to reach the commission from Capitol Hill, and it arrived even before the association letter was dispatched, came from Senate majority leader Mike Mansfield (D-Mont.).

The association, which is composed of some 100 stations, most of them class III regional outlets, has long opposed proposals for authorizing clear-channel stations to increase their power above the present 50-kw limit.

**Overwhelming Opposition** ■ The association members were told in a letter from ABS Executive Director George Dietrich that only 12 stations, those on the unduplicated clear channels, would be eligible for higher power. "The remaining 4,000 or more AM stations would face overwhelming opposition."

The association's concern was prompted by trade press reports that the commission staff had completed a two-year effort to draft technical criteria that might be used in determining which clear-channel stations should be authorized to operate on a test basis with up to 750 kw. The commission is

scheduled to consider the matter on May 25.

Mr. Haley, in his letter to the commission, protested what he understood was the commission's intention to limit its consideration of higher power to engineering criteria. He said social and economic factors should also be considered.

But commission officials last week said these matters would very likely be considered before permanent authorizations were granted. The staff, they said, had merely supplied criteria for determining which stations could, operating with up to 750 kw, provide the best primary and secondary service to underserved areas in the West without causing interference to U. S. or foreign stations.

The staff listed six stations, all on unduplicated clear-channels, that might be able to meet the test: KSL Salt Lake City; WHO Des Moines, Iowa; WSM Nashville; WWL New Orleans; WCCO Minneapolis, and WOAI San Antonio, Tex.

The staff would not preclude the stations on the remaining for developmental unduplicated clears from applying



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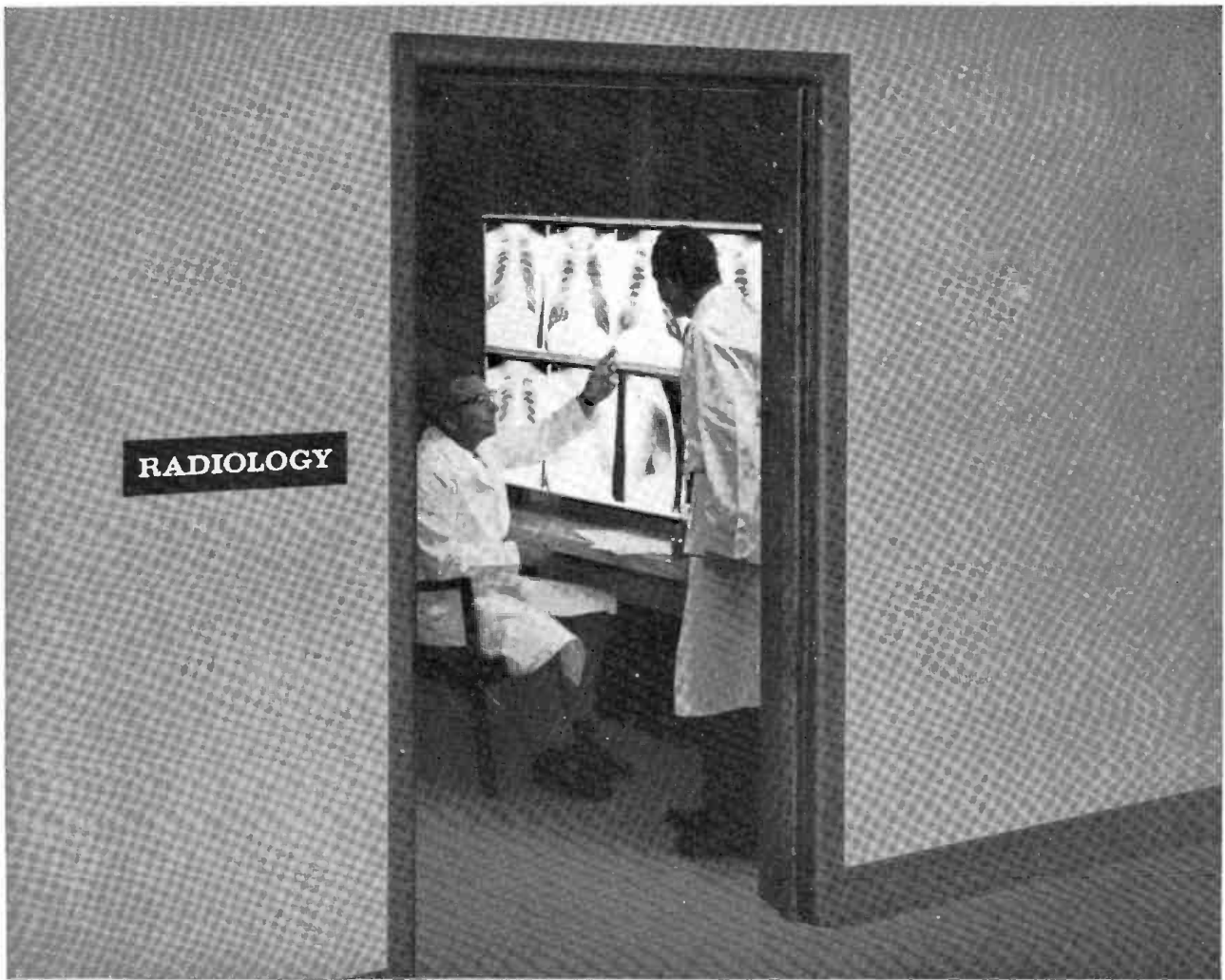
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Chicago: 130 East Randolph Drive, 312-236-7234

Hollywood: 6677 Santa Monica Boulevard, 213-464-6131





## Caught in the act

These doctors—a radiologist and a surgeon—are studying a routine chest x-ray taken of a patient hospitalized for a virus infection. Because of an x-ray examination by the radiologist—a physician specially trained in the use of x-ray—an important discovery was made. ■ Through skillful interpretation of the x-ray film, the radiologist observed suspicious “coin” lesions—small, round growths that are usually considered danger signals. These lesions can be an early sign of lung cancer. ■ This discovery was followed by immediate exploratory surgery to determine whether the lesions were benign or malignant. In this case, the lesions were benign, lung cancer was ruled out and the patient was released to

the care of his personal physician. However, in countless other cases the early discovery of disease such as cancer, adds months, and even years, to a patient's productive, out-of-the-hospital life. And extra hospital beds are made available to a community. ■ Discovering unsuspected disease in its early stages is just one of the responsibilities of the radiologist. As a physician specially trained in the use of x-ray he

helps other specialists in every area of medicine. ■ Helping the radiologist is General Electric—the Company that cares and continues to care by providing the medical profession with the finest, most advanced diagnostic and therapeutic x-ray equipment.



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for higher power also. These are WLW Cincinnati, KFI Los Angeles, WNBC New York, WSB Atlanta, WFAA-WBAP Fort Worth-Dallas, and WHAS Louisville.

Left open in the staff's report is the question of whether the commission should authorize one or more high-power test operations, if any. The staff does not make any recommendation on that point.

**Will It Fly?** ■ There were some indications last week that the higher-power project may not get off the ground, at least in the foreseeable future. White House pressure on all government agencies to save many by eliminating low-priority items is great. And commission officials familiar with the higher-power program consider it expendable. One commissioner said he thought the chances "very good" that the matter would be dropped.

The commission, under considerable pressure from the clear-channel stations as well as members of Congress, launched its current study of higher power for the clears two years ago, at the same time that it began implementing its decision to duplicate 13 of the 25 clear-channel stations (BROADCASTING, June 29, 1964).

Clear-channel stations say that the most efficient way of providing white areas with strong nighttime service is by allowing them to operate with power of up to 750 kw. Many engineers agree. But opposition to higher power within the industry is intense. And superpower opponents, like Mr. Haley, have argued that new technology, such as domestic communications satellites, could do a better job of serving underserved areas than high-powered land-based stations.

## Technical topics . . .

**CATV aid** ■ Viking Industries, Hoboken, N. J., has introduced the "Progromat 2400," an automatic program timer and switching device for community antenna television application. The unit, with a split-second synchronous driven motor, provides precise switching operations at predetermined intervals over a 24-hour period. It costs \$225.

**Brochure available** ■ Memorex Corp., Sanata Clara, Calif., is making available a new eight-page brochure describing its precision broadband video tape. The magnetic and physical properties of type 77V tape for broadcast television applications are detailed, as are the other prominent features.

**Big expansion** ■ Based on its belief that nighttime TV schedules will be 100% color in the 1966-67 season, De Luxe Laboratories Inc. is installing some \$800,000 worth of additional color printing and developing equipment at its West Coast facilities in Hol-

lywood. In addition, the company has invested about \$200,000 to expand its New York operations. Further, in order to stay ahead of demand, De Luxe is projecting new equipment expenditures of equivalent amounts in the year ahead.

**Booming business** ■ Postproduction work on video-taped programs and commercials is booming, reports Acme Film and Videotape Laboratories, Hollywood, so the company has ordered two additional Ampex VR-2000 videotape recorders. The two new VTR's represent a capital investment of \$250,000 and give Acme a total of eight recorders, including four high-band VR-2000's. The company specializes in tape-to-film transfers, tape-to-tape duplicating and 16 mm color and black-and-white developing and printing.

**Address change** ■ William B. Carr & Associates, Fort Worth, consulting engineers, has moved to a new address at the Walker Building, 4028 Daley, Fort Worth. The new number is (817) AT4-9311.

## NBC-NHK plan camera

NBC is working with Nippon Hoso Kyokai (Japan Broadcasting Corp.) in Tokyo to develop a lightweight special-purpose color-TV camera.

William H. Trevarthen, NBC vice president of operations and engineering, announced last week that a contract was signed inviting NBC to cooperate with NHK Technical Research Laboratories in the design and construction of the special camera.

## Harris-Intertype buys Automatic Tape Control

The purchase of Automatic Tape Control Inc., Bloomington, Ind., by Harris-Intertype Corp., Quincy, Ill., will be announced today (May 9).

ATC is one of the major firms in the field of automation equipment for radio stations. It manufactures automatic systems that permit both AM and FM stations to program music and announcements on an advanced basis which are then broadcast through cue signals on magnetic tape. The company was founded in 1959 and is owned principally by major stockholders of the *Bloomington Daily Pantagraph* and the Bloomington Broadcasting Corp., (WJBC-AM-FM), including the estate of the late Adlai Stevenson. Loring C. Merwin, publisher of the *Daily Pantagraph*, is president of ATC. Robert S. Johnson is general manager.

ATC will continue to manufacture its products in Bloomington under the management of Gates Radio Inc. Gates was purchased by Harris-Intertype in 1957 and manufactures AM and FM transmitters and other electronic communications equipment. Harris-Intertype, which also manufactures printing equipment, reported gross revenues of \$102 million and net income after taxes of \$7.3 million (\$1.67 a share) for the nine months ended March 31. This compares to \$89 million revenue and \$5.9 million net (\$1.36 a share) for the same period in 1965.

The price paid for ATC by Harris-Intertype was not disclosed.

## Improved camera resolution in next Nimbus

The pictures from Nimbus C, the government's meteorological satellite to be launched May 13, will have the highest resolution from any television camera ever flown on weather satellites.

The 63-pound advanced vidicon camera subsystem (built by RCA) is similar to the camera system flown on Nimbus 1 and is scheduled for operation on future weather satellites. Pictures taken by the TV camera will have a resolution, at picture center, of about one-half mile.

The Nimbus C weather coverage will also mark the first time that ground stations, including broadcast stations, can receive live infrared pictures from the orbiting satellite through automatic picture transmis-

sion (APT). This is a slow scan method.

Three cameras, in fan-like array, make up the system. This arrangement produces a three-segment composite picture which can be stripped together to produce a mosaic photograph. Each three-strip picture covers an area of 800,000 square miles.

Each of the cameras covers a 37° field of view with the center camera pointing straight down. A timer in the spacecraft commands the cameras to take a three-picture set every 91 seconds, or more than 1,300 pictures daily.

The TV system contains a recorder capable of storing 192 pictures (two orbits) for later readout. The recorder, also built by RCA, contains 1,200 feet of tape.

## Four oppose WCIX-TV move-in

The application of WCIX-TV South Miami, Fla., to change its location to Miami and to change its antenna height ran into opposition in four petitions filed with the FCC last week.

Objections were filed by the Association of Maximum Service Telecasters, WLBW-TV Miami, WGBS-TV Miami and WPTV(TV) West Palm Beach, Fla.

WGBS-TV, which has been off the air since 1957, said that it had advised the commission in May 1965, that it would reactivate UHF channel 23 only if no new facilities or improvements in existing facilities are granted in the Miami area. It warned that if the WCIX-TV move-in is approved, it will not be able to reactivate the channel in the foreseeable future.

WLBW-TV asked the commission to designate the WCIX-TV application for hearing to determine if there has been an unauthorized transfer of control. WLBW-TV said that there have been numerous stock transactions and that the original 10 stockholders in WCIX-TV now own only 43.4% of the total stock in the corporation.

WLBW-TV also asked for a hearing on whether WCIX-TV may be relied upon to carry out its promises to construct the station. Since 1958 WCIX-TV has been consistently representing to the commission that it would construct a TV

station on channel 6 but it has never initiated construction, according to WLBW-TV.

AMST filed objections to both the application of WCIX-TV and to that of WDBO-TV Orlando, Fla., for transmitter moves, both of which would result in short-spacing to the other according to AMST. The association said that the applications should be dismissed for failure to provide adequate reasons for waiver of the rules.

WPTV(TV) asked that the WCIX-TV application be denied or designated for hearing because WPTV(TV) has already filed an application with the commission to move its transmitter and antenna south toward Fort Lauderdale. If WCIX-TV also moves its transmitter, there will be adjacent channel interference, WPTV(TV) said.

and Radio-TV Dealers Association in New York.

The event is scheduled to be an annual showcase of consumer electronic products—monochrome and color TV receivers, radios, packaged and component phonographs, tape recorders and electronic organs. The exhibit is directed mainly at retailers, distributors and manufacturers. It will not be open to the public.

Chairman of the show committee of EIA's Consumer Products Division is John Meagher, GE. Other members: Fred Meyer, Arvin Industries; Lon Cantor, Harmon-Kardon (Jerrold); William Boedeker, Magnavox; Ralph Jones, Motorola; Jerry Solomon, Philco; Arnold Singer, Pilot Radio; William King, RCA; Howard Behren, Symphonic Electronics, and William Fortune, Westinghouse.

## Consumer Electronics Show planned for '67

The first Consumer Electronics Show, which its sponsors hope will be an annual event, is to be underwritten by the Electronics Industries Association, and to be held during the week of June 25-28, 1967 at the New York Hilton and Americana hotels. The second show also will be held in New York during the third week of June in 1968. The 1967 date coincides with the annual convention of the National Appliance

## Culver City remodeling

Desilu Productions Inc.'s three studios are getting a \$300,000 spring dress-up. The studios, two in Hollywood and one in Culver City, Calif., will be modernized in time for production of shows for the 1966-67 season. About \$200,000 is being spent for improvements and renovations, while an additional \$100,000 is for new studio equipment. For the last several years the three lots have been operating at more than 90% capacity. Desilu officials say they are now appraised at approximately \$11 million, about double what they were worth in 1958.

## INTERNATIONAL

## Canadian radio's top advertisers

Canadian Breweries, Coca Cola and General Motors lead first list of 100 biggest radio buyers

Radio accounted for 12.3% of all media expenditures in Canada last year, according to the Radio Sales Bureau and Elliott Research Corp., both Toronto.

In making the announcement last week, RSB and Elliott released for the first time in Canada a list of radio's top-100 advertisers.

Radio time charges in 1965 amounted to \$29,024,345, it was said, while the total national advertiser outlay was \$235,202,032.

The top-100 figures cover radio time charges but do not take account of production, agency commissions and other expenses.

The list:

1. Canadian Breweries Ltd.	\$1,173,559	25. Hydro Electric Power Commission of Ontario	\$252,973
2. Coca Cola Ltd.	1,084,282	26. Pepsi Cola Canada Ltd.	249,769
3. General Motors Products of Canada Ltd.	1,001,595	27. Facelle Co. Ltd.	240,468
4. Rothman of Pall Mall Canada Ltd.	905,858	28. Chesebrough-Pond's (Canada) Ltd.	239,563
5. Imperial Tobacco Co.	680,468	29. Canadian National Railway	235,968
6. Wm. Wrigley Jr. Co.	601,978	30. Sun Oil Co. Ltd.	223,264
7. Imperial Oil Ltd.	491,352	31. Salada Foods, Ltd.	222,723
8. Colgate Palmolive Ltd.	429,025	32. Seven-Up (Ontario) Ltd.	221,046
9. Texaco Canada Ltd.	393,749	33. Nabisco Ltd.	219,258
10. General Foods Ltd.	381,075	34. Chrysler Canada Ltd.	218,504
11. Sterling Drug Ltd.	366,518	35. Standard Brands Ltd.	211,891
12. Air Canada Airline	352,239	36. Canada Dry Ltd.	210,767
13. John Labatt Ltd.	351,819	37. Great Atlantic & Pacific Tea Co. Ltd.	206,600
14. Government of Canada	345,536	38. Warner Lambert Canada Ltd.	203,692
15. St. Lawrence Starch Co. Ltd.	334,211	39. Reckitt & Colman (Canada) Ltd.	196,333
16. Loblaw Groceries Co. Ltd.	320,107	40. Kellogg Co. of Canada Ltd.	195,801
17. B. Houde & Grothe Ltd.	313,889	41. Firestone Tire & Rubber Co.	190,664
18. Dominion Stores Ltd.	300,719	42. BP Canada Ltd.	188,075
19. Ford Motor Co. of Canada Ltd.	298,948	43. E. B. Eddy Co.	185,070
20. Maple Leaf Mills Ltd.	283,093	44. Benson & Hedges Canada Ltd.	181,425
21. Lever Bros. Ltd.	282,990	45. British American Oil Co. Ltd.	181,225
22. Robin Hood Flour Mills Ltd.	276,510	46. Canadian Kodak Co.	170,906
23. Molson Brewery Ltd.	268,585	47. Trans Canada Credit Corp. Ltd.	164,813
24. American Motors (Canada) Ltd.	253,924	48. Swift Canadian Co. Ltd.	164,567
		49. Canadian Cannery Ltd.	160,424
		50. Hershey Chocolate Co. of Canada Ltd.	160,096
		51. Kendall Co. (Canada) Ltd.	154,225
		52. Canada Packers Ltd.	153,330





## Dog bites man...that's news?

Yes, when rabies is a threat.

And aside from the straight news angle, the news media often perform a vital public service by alerting the community to the presence of the rabid animal. Lederle Laboratories, too, has its special assignment in such a news break...delivering the antirabies serum.

Because the rabies virus works with astonishing speed in the victim's nervous system, antirabies serum must be given immediately. Supplies of the serum are on hand at strategically located depots throughout the

country. And, if additional quantities are needed, the Pearl River headquarters is ready—night or day—to provide the serum as fast as planes can fly it.

Like many other public service drugs, the serum involves long and costly processes. And because such drugs are used on comparatively rare occasions, their sale is seldom adequate to cover invested costs in research, development, manufacturing or distribution. As it is with the news media, however, public service is an integral part of the pharmaceutical prescription business.

53. Libby, McNeill & Libby of Canada Ltd.	\$153,010
54. Ex-Lax Ltd.	149,487
55. Seaboard Finance Co. Canada Ltd.	146,692
56. Noxzema Chemical Co. of Canada Ltd.	143,309
57. Hertz Rent-A-Car	136,246
58. Bardahl Lubricants Canada Ltd.	127,087
59. Nestle (Canada) Ltd.	126,578
60. Brooke-Bond Canada Ltd.	122,806
61. Cyanamid of Canada Ltd.	121,801
62. Simon Cigar Co. Ltd.	119,409
63. Household Finance Corp. of Canada	119,281
64. General Mills Inc.	117,838
65. Yardley of London (Canada) Ltd.	115,372
66. Liberal Federation of Canada	115,326
67. Beecham Products Ltd.	111,569
68. Kelly, Douglas & Co. Ltd.	111,332
69. Vick Chemical Inc.	110,800
70. Campbell Soup Co. Ltd.	109,633
71. Kitchens of Sara Lee	106,422
72. Smiles 'N Chuckles Ltd.	106,255
73. People's Credit Jewellers Ltd.	104,876
74. Beneficial Finance Co.	102,170
75. Dominion Tar & Chemical Co. Ltd.	101,935
76. W. K. Buckley Ltd.	100,948
77. Rexall Drug Co. Ltd.	97,838
78. Shulton of Canada Ltd.	97,752
79. Associates Acceptance Co. Ltd.	95,332
80. J. A. Huston Co. Ltd.	89,815
81. Eversharp of Canada Ltd.	88,994
82. Ogilvie Flour Mills Co. Ltd.	87,945
83. Co-Operative Agricole de Granby	85,758
84. Toronto Star Ltd.	82,807
85. AnSCO	82,466
86. Reynolds Aluminum Co. of Canada Ltd.	81,693
87. J. B. Williams Co. Canada Ltd.	80,337
88. Moirs Ltd.	79,913
89. Borden Co. Ltd.	78,898

90. Ontario government	\$ 76,277
91. Supertest Petroleum Corp. Ltd.	70,633
92. Oshawa Wholesale	70,424
93. Mother Parker's Tea & Coffee Ltd.	68,865
94. Sugar Information Inc. of Canada	67,935
95. Progressive Conservative Party of Canada	67,574
96. E. D. Smith & Sons Ltd.	65,486
97. Bell Telephone Co. of Canada	65,062
98. American Express	64,750
99. Plough Canada Ltd.	64,128
100. Canadian Acceptance Corp.	63,155

## Mediation sought in 'Seven Days' case

Stuart Keate, publisher of the *Vancouver Sun*, has been asked by Canada's Prime Minister Lester Pearson to resolve the national imbroglio swirling around the controversial public-affairs program *This Hour Has Seven Days*.

Last week the Canadian Commons Broadcasting Committee urged that Canadian Broadcasting Corp. producers and management consider Prime Minister Pearson's offer to use federal offices as a means of averting a possible strike within the corporation. The committee is investigating the CBC's dismissal of Patrick Watson and Laurier LaPierre, co-hosts of *Seven Days*.

Mr. Pearson said in the Commons last week that he would be willing to offer the "good offices" of the Canadian government to help settle the dispute provided that this action could be taken without interfering in the CBC's affairs.

Earlier Thomas Koch, president of the Toronto Producers' Association, had announced that CBC producers would withdraw their services unless the CBC acted to remove the causes of the current dispute. The producers' Association had also stated that it would accept the use of the prime minister's offices and would suspend any strike deadlines provided that the CBC suspended its decision to remove the co-hosts of *Seven Days*. Certain members of the producers' group have complained that they were not consulted before the CBC made its decision to dismiss Messrs. Watson and LaPierre. They believe that the system will not function correctly unless there is full consultation between producers and management.

CBC President J. Alphonse Ouimet also revealed in a letter to the Commons Broadcasting Committee that he would "be pleased to meet at any time with the prime minister or any person or persons he may designate to discuss the situation and its resolution."

The acceptance of Mr. Keate as mediator now focuses attention on his ability to unravel and resolve a situation that has numerous twists. Secretary of State Judy LaMarsh, who reports to the Canadian parliament on broadcasting affairs, said it is her understanding that Mr. Keate's powers as mediator are wide enough to cover the reinstatement or removal of *Seven Days* co-hosts Watson and LaPierre, if he so orders. Miss LaMarsh said that Mr. Keate's jurisdiction would also cover "the lower part of the iceberg," a reference to other matters that have produced generally strained relations between CBC management and producers.

## Soble makes plans for Canadian network

Kenneth D. Soble, president and general manager of CHCH-TV Hamilton, Ont., has indirectly notified the Canadian CTV Television Network of a prospective raid on its membership after the current CTV license expires on June 30, 1968.

Mr. Soble recently informed the Board of Broadcast Governors that he is beginning to organize support for a new national television network. He also plans to have an organizational report on his new network ready for presentation to the BBG at the first public hearing scheduled after Oct. 1, 1967.

Capital for the private network will come primarily from the resources of Mr. Soble and Maurice F. Strong, president of Power Corp. of Canada Ltd., Montreal. However, in a joint statement, the two men indicated that they would seek wide public support when they said: "It is our intention to visit distinguished Canadians all across this country with a view to interesting them in our proposed company—both financially and as members of the board."

During his presentation to the BBG, Mr. Soble recalled that the board previously stipulated certain conditions by which a CTV affiliate could purchase the network. The conditions were (1) that network operations be studied at the first public hearing after Oct. 1, 1967, and (2) that any bid by the CTV Television Network for renewal of its license be heard at that time. The BBG has also stated that it would consider applications from other parties interested in forming a new network.

Mr. Soble's proposal, which was originally revealed at a special hearing in January on the CTV question, has been criticized by Gordon Keeble, CTV president. Mr. Keeble requested that Mr. Soble's bid for permission to form a new network be denied because presently "he has nobody to talk to." Almost all Canadian TV stations are affiliated with either the Canadian Broadcasting Corp. or the CTV network, and a station is forbidden by regulation to be under contract to two networks at the same time.



THERE'S ALOT OF LISTENING

# WAAC

\*\*  
Terre Haute has changed its listening habits . . . and WAAC did it! From sign on to sign off, WAAC delivers more minutes of news than the others combined . . .

ADULTS

\* PULSE: March 1965

9:00 A.M. - 6:00 P.M.

	WAAC	A	B
*9 A.M. - 12 Noon	5540	4920	1910
*12 Noon - 3 P.M.	4120	2910	1500
*3 P.M. - 6 P.M.	2840	3360	...
per average 1/4 hour	4170	3730	1520

\*\* TERRE HAUTE, INDIANA

4 County Metro Area

\*\*\* - Not Reported

*Of course  
I can sell \$65 worth  
of spots a week!*



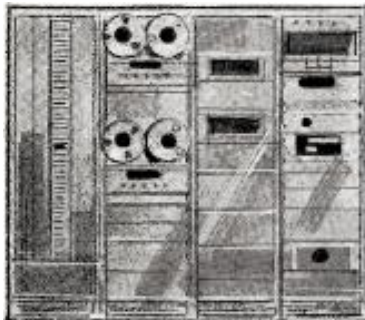
**Then you can afford ATC automation right now!**

It's a fact. ATC can automate your station for as little as \$65.00 per week. In many cases, even less.

You can buy the equipment outright. Or finance it. Or lease it. And simply sell a few more spots a week to pay for it.

Whichever way you choose, one thing is certain. The benefits will completely overshadow the cost.

What benefits? Well, you'll free your announcers from purely mechanical control room work.



Make them available for more productive pursuits. Producing better programs. Better commercials. Better newscasts. More sales.

The beauty of ATC automation is that you buy only what you need. Then if you want to expand, you just add on. And still use the original equipment.

ATC has designed the most comprehensive line of modular automation components in the industry. (In fact, we pioneered the whole thing.)

The Criterion tape cartridge unit. The ATC-55 multiple tape cartridge handler. Stereo and monaural tape sources. Even a unit that prints the official log automatically as the material is being broadcast.

Plus three different automation control systems: (1) by punch card, (2) by magnetic tape, (3) by a time/sequence device.

Automation needs vary from station to station. Our job is to prescribe the system that will best accomplish what you want and what the budget will allow.

All our people are broadcasters. They speak your language.

To hear them speak it, call 309-829-7006 or write for descriptive literature.

**AUTOMATIC  
TAPE CONTROL INC.**

1107 E. Croxton Avenue  
Bloomington, Illinois



## Compton buys interest in Caribbean agency

Compton Advertising Inc., New York, has bought a minority interest in Corbin Advertising Associates, an agency with offices in Jamaica, Barbados and Trinidad. Corbin's 1965 billings were \$1,370,000.

The acquisition was made jointly with Compton's London partner, Garland-Compton Ltd. Compton has other international partners in Heidelberg, Germany; Brussels; Rome; Melbourne and Sydney, both Australia; Manila; Tokyo; San Juan, Puerto Rico; Santo Domingo, Dominican Republic, and Mexico City. Its U. S. branches are in Chicago; Toledo, Ohio; Los Angeles and San Francisco. Compton billings last year totaled \$129 million.

## International film sales . . .

*Hey, Landlord* (United Artists Television of Canada): CBC network.

*Nutcracker* (Seven Arts TV): ABC International, Chile.

*Man in Space* (Seven Arts TV): CFQC-TV Saskatoon and CKBI-TV Prince

Albert, both Saskatchewan; CFCL-TV Timmins, Ontario.

*The Professionals* (Seven Arts TV): CFQC-TV Saskatoon, Saskatchewan and CKX-TV Brandon, Manitoba.

*Beatles Big Night Out* (Seven Arts TV): CKX-TV Brandon, Manitoba; CFPL-TV London, CKPR-TV Port Arthur and CFCL-TV Timmins, all Ontario.

Warner Bros. cartoon Library (Seven Arts TV): CKOS-TV Yorkton and CHAB-TV Moose Jaw, both Saskatchewan; and CKPR-TV Port Arthur, Ontario.

*Popeye Cartoons* (Seven Arts TV): CFPL-TV London, Ontario and CHAB-TV Moose Jaw, Saskatchewan.

*Peyton Place* (20th Century-Fox TV International): KBS-TV Seoul, Korea.

## Abroad in brief . . .

**Made in Rome** ■ Selmur Productions, an ABC-TV production subsidiary, has reached an agreement with Carlo Ponti Productions to exchange feature film and TV properties. Involved initially in the deal are as many as five motion pictures and at least one television special. The features all will be produced by the Rome-based company. They will be released theatrically

first to the international market and then shown on ABC-TV. In addition, Selmur and Ponti Productions may co-produce a TV special that would star Sophia Loren, wife of the principal in the Italian company.

**Made in Spain** ■ For the first time Spain may be the production center for a television series to be shown in the U. S. Mirisch-Rich TV Productions currently is surveying the Mediterranean country for locations and facilities that could be used for the production of *Rat Patrol*. The new series, scheduled for 1966-67 season on ABC-TV, deals with the North African desert campaign in World War II.

**NC&K in Puerto Rico** ■ Norman Craig & Kummel Inc., New York, reports its branch office NC&K de Puerto Rico in San Juan has been assigned three products from Dow Chemical Co., Midland, Mich. Now being introduced in that market: Handi-Wrap, Saran Wrap, and Dow oven cleaner. NC&K also handles Dow Chemical account in the U. S.

**Clay-Cooper overseas rights** ■ Charles Michelson Inc., New York, has been appointed to handle eastern hemisphere, African and British colonial area television distribution of the Cassius Clay-Henry Cooper heavyweight championship bout scheduled to be held in London on May 21. Kinescope films of the bout will be distributed to stations by Michelson.

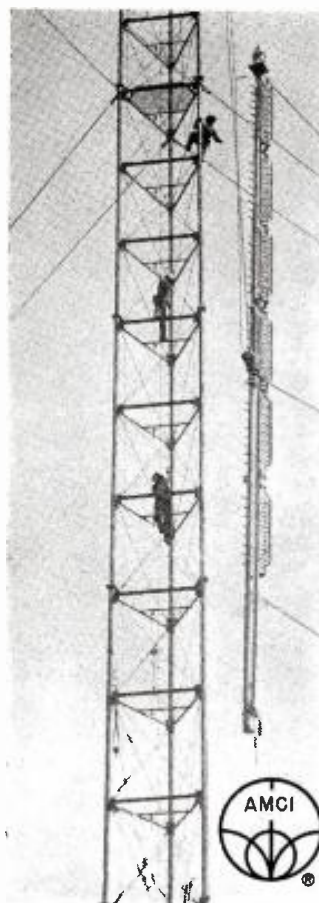
## Canadian sales help

### ITC to record fortnight

Gross sales by Independent Television Corp. during the first two weeks of April reached a record of more than \$3 million, according to Abe Mandell, president of the television programming company.

International sales accounted for more than \$2 million of the two-week total, he said. Canada was responsible for more than \$1 million with sales of *The Saint*, *Secret Agent*, *Thunderbirds* and *Seaway* in both the English-speaking and the French-speaking sectors.

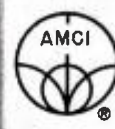
Spearheading domestic activity were sales on *Seaway* to WNEW-TV New York, KTLA-TV Los Angeles, WPHL-TV Philadelphia, CKLW-TV Windsor, Ont.-Detroit, KWGN(TV) Denver and KTVT(TV) Fort Worth, Tex. Mr. Mandell said *Secret Agent* also has been moving well and cited recent sales to WNEW-TV, KHJ-TV Los Angeles, WGN-TV Chicago, KWGN and WPHL-TV.



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- Standby TV and FM Transmitting Antennas
- Diplexers
- Vestigial Sideband Filters
- Coaxial Switches and Transfer Panels
- Power Dividers and other Fittings

Write for information and catalog.



## ALFORD

Manufacturing Company  
299 ATLANTIC AVE., BOSTON, MASSACHUSETTS

**NEW**  
**SRDS** television  
market data  
to appear  
in July

TELEVISION market area rankings, based on ARB county viewing and coverage patterns, will be presented every month in Spot Television Rates & Data starting with the July 1966 issue — to make this catalog more useful to buyers of TV time and therefore more valuable to sellers of TV time.

This material will be presented in three groupings, as follows:

**1** **Marketing Areas** as defined by ARB — unduplicated counties credited to the one and only market whose home stations achieve, in total, the greatest share of viewing hours in each county as reported by ARB.

**2** **Effective Areas** — defined by ARB as including counties in each marketing area plus those counties not credited to the marketing area, but in which at least one of the home stations of that market has achieved a level of 50% or more of the average daily total circulation. Effective Areas are not mutually exclusive areas. Therefore, a county may be assigned to several different Effective Areas.

**3** **Viewing Areas** — which agree with ARB TV Market Report 98% survey areas effective during the March 1965 survey period.

And data on **Standard Metropolitan Statistical Areas** in a new, consolidated table.

The summary rankings show number of households, percent of U. S. households and rank; television households and rank; percent of television penetration; consumer spendable income; total retail, food and drug sales, and passenger car registration.

There is an emerging trend toward the use of county statistics as the basis of television market determination. Agencies and national advertisers have naturally turned to Standard Rate & Data Service to provide these new bases for television market evaluation.

As always, SRDS has been sensitive to the needs of buyers of media and now presents these new data which, we are sure, are in the main stream of market/media selection practice — one more reason why your sponsored buying information in this media catalog will help buyers buy from you.

**Standard Rate & Data Service, Inc.**

The National Authority Serving The Media-Buying Function

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BROADCAST ADVERTISING



Mr. Goss

**Donald C. Goss**, with Ketchum, MacLeod & Grove, New York, named VP.

**Michael M. Minchin Jr.**, VP of Erwin Wasey, Los Angeles, elected senior VP.

**Joseph A. Pate-naude** and **John L. Ernst**, account supervisors, **Dolores A. Capadona**, director of administrative services, **John Oliver** and **Vincent J. Rafti**, associate media directors, all with The Marschalk Co., New York, elected VP's.

**James R. Sanders**, account supervisor, Foote, Cone & Belding, Chicago, named VP. **J. Patrick Collins**, associate producer with Don Meier Productions, Chicago, joins FC&B, San Francisco, as broadcast producer.

**William E. Chambers Jr.**, executive VP and general manager of Foote, Cone & Belding, New York, elected chairman of eastern region of American Association of Advertising Agencies. He succeeds **Fred Adams**, chairman of Basford Inc., New York. **Charles L. Rumrill**, president of Rumrill-Hoyt, Rochester, N. Y., elected vice chairman. **Lester Leber**, chairman of Leber Katz Paccione Inc., New York, re-elected secretary-treasurer. **Charles F. Adams**, executive VP of MacManus, John & Adams, Bloomfield Hills, Mich., re-elected chairman of east central region of AAAA. **Paul D. Myers**, executive VP of The Ralph H. Jones Co., Cincinnati, elected vice chairman. **John L. Thornhill**, senior VP of Campbell-Ewald Co., Detroit, elected secretary-treasurer. **William M. Starkey**, VP of BBDO, Los Angeles, elected western regional director of

AAAA.

**Maitland Jordan**, general sales manager of KOMO-TV Seattle, named VP-television sales of parent Fisher's Blend Station Inc.



Mr. Clapp

**Kenneth D. Clapp**, VP and account supervisor of Campbell, Emery and Lutkins, Boston, joins Reach, McClinton & Co. there as VP and account supervisor.

**Stephen J. Welsh**, formerly partner in consulting firm of Cresap, McCormick and Paget, New York, elected VP, marketing staff, Pepsi-Cola Co., same city. Mr. Welsh reports directly to James B. Somerall, president of Pepsi-Cola.



Mr. Clapp

**Roger Clapp**, associate media director, and **John Boyd Jr.**, director of data processing and systems and procedures, Benton & Bowles, New York, elected VP's.

**Raymond J. Lahvic** and **William McGorry** named account supervisors at Young & Rubicam, Chicago. **E. W. Franke**, copywriter at Y&R, Los Angeles, named copy supervisor.

**Richard Busciglio**, media supervisor, Cunningham & Walsh, New York, appointed group media director.

**Raymond La Bonne**, formerly head



Mr. Boyd

space buyer at Compton Advertising, New York, named associate media director. **Stanley Paitson** succeeds Mr. La Bonne.

**Charles Elstein**, group research product manager for Vick Chemical Co., New York, joins Geyer, Morey, Ballard there as associate research director. **James E. Allen**, New York advertising consultant, joins GMB, same city, as account executive.

**Joseph F. Sullivan**, assistant advertising director for Theo. Hamm Brewing Co., St. Paul, appointed advertising and merchandising manager.

**Timothy W. O'Sullivan**, account executive with wvox-AM-FM New Rochelle, N. Y., appointed sales manager.

**David Abbott**, national TV sales manager, WHDH-TV Boston, named TV sales manager. **Paul Kelley Jr.**, formerly national radio sales manager, appointed radio sales manager, and **Harry Wheeler**, local sales manager, WHDH-AM-TV, appointed manager of sales administration. Changes reflect establishment of two separate sales divisions covering WHDH and WHDH-TV.

**Charles P. Rembert**, account executive, Advertising Time Sales, New York, moves to San Francisco office as manager.

**Barry J. Nova**, VP and account executive on Muriel cigars, Lennen & Newell, New York, named supervisor on Consolidated Cigar Corp. account. **Thomas W. Maltby**, assistant account executive on Muriel, succeeds Mr. Nova.

**Jack Wolff**, art director, MacManus, John & Adams, New York, appointed executive art director.

**Russell Z. Eller**, director of advertising and merchandising for Sunkist Growers Inc., Los Angeles, retires, effective June 1. Mr. Eller, who spent 43 years with Sunkist organization, will be replaced by **Robert B. Clark**, currently advertising manager.

**Barrett Alley** transfers from Detroit office of Kenyon & Eckhardt to agency's Chicago office as media director, replacing **Larry Claypool** who becomes account executive.

**John Toso**, formerly program director for KCMT(TV) Alexandria, Minn., named advertising supervisor for Farmers Union Central Exchange, South St. Paul, Minn.

**Reed Gordon**, with WRGB(TV) Schenectady, N. Y., appointed to newly created position of manager of local sales.

**Paul Reardon**, VP in charge of net-

Health center going up—if you help!



Mental health centers are needed to fight mental illness. They are needed to prevent the tragic suffering of men, women and children who need care NOW . . . before it is too late. One person in every 10 is in need of psychiatric help. 10% of school age children have emotional problems requiring treatment. 1/2 million children are seriously mentally ill. Help bring treatment to all in need of it.

Support Your Local Chapter of the National Association for Mental Health





# Video Cruiser



Battery (and foot) powered. The nice thing about this model is that anywhere it can walk, climb, ride or crawl it can make 33 minutes of broadcast quality video and sound recording. We actually supply only the electronics. The biologic system is up to you, and it doesn't take a very sturdy one. The recording pack weighs only 23 pounds with a full load of tape and rechargeable batteries — sufficient for a full 33-minute recording with sound, plus 30 minutes of preview time, plus 60 minutes of standby. Actually, the recorder weighs only 11 pounds empty. Pretty small for a mechanism that makes broadcast-quality video recordings. You might even call it a breakthrough. The camera head is intriguing, too. Weighs only 7 pounds

®TM

and has a 1 1/4-inch active CRT viewfinder that lets you see exactly what the tape sees. Flick a switch and it's a A-scope for set-up. All the operational controls are on the camera head where they belong. There's a lot more to tell about — like the proprietary Westel Coniscan\* recording system that makes all this possible — so why not write for our Westel\* System brochure and get the whole story. We'll admit there are other video cruisers, but did you ever see one navigate ladders, catwalks, narrow alley tight corridors, airplane cockpits, ski lifts and such? And you can park ours on any chair. For further information write: Westel Company, 298 Fuller Street, Redwood City, California 94063. WESTEL



work buying, Ted Bates & Co., New York, appointed to western division sales team, H-R Television, New York.

**William Dwyer**, account executive, Blair Radio, San Francisco, named manager of that office.

**Edward A. Grossman**, with KCMJ Palm Springs, Calif., appointed sales manager.

**George B. Hagar**, manager, John Blair & Co., San Francisco office, named general sales manager, KHON-TV Honolulu.

**William C. Chadwick**, account executive at WAVA-AM-FM Arlington, Va., named sales manager.

**Mary Grace Hannon**, supervisor of market research at LaRoche, McCaffrey and McCall, New York, appointed associate research director.

**Fredrick W. Webber**, media supervisor, named associate media director in St. Louis office of Gardner Advertising. **Jack Shubert**, **Lee Zingale** and **Donald A. Stork** named media supervisors.

**William V. B. Nixon Jr.** named account supervisor at Needham, Harper & Steers, Chicago.

**Thomas E. Butterfield**, media buyer for D'Arcy Advertising, Chicago, joins Alberto-Culver Co. there as assistant advertising manager.

**Robert H. Crockford**, product group manager with Purex Corp. Ltd., Lakewood, Calif., joins Schick Safety Razor Co., Culver City, Calif., as new products manager with specific responsibilities in marketing and advertising.

**Stephen Parelo**, formerly with Reed and Carnrick, New York, and **Myron Zimmerman**, formerly with American Medical Association, named account executives, Sudler & Hennessey, New York.

**Robert W. Brokaw**, account executive

## Gilbert to TV board

**John O. Gilbert**, VP in charge of affiliate relations for ABC, New York, named member of NAB television board of directors, succeeding **Mortimer Weinbach**, who resigns as ABC representative on TV board as part of ABC policy to rotate position. Mr. Weinbach has been on television board since May 1960.



Mr. Gilbert



Mr. Weinbach

with BBDO, San Francisco, joins Adam Young, same city, as radio account executive.

**Philip E. McDonald**, national sales manager and marketing director of WPTR Albany, N. Y., appointed account executive for radio division of Broadcast Communication Group, New York.

**Donald G. Merritt Jr.**, sales promotion and merchandising executive with KRON-TV San Francisco, named account executive.

**Barry Z. Levine**, formerly with Norman, Craig & Kummel, New York, appointed account executive for Kane, Light, Gladney Inc., that city.

**William J. Hecker**, formerly consultant with Biderman, Tolk & Associ-

ates, New York, appointed account executive at VanSant Dugdale and Co., Baltimore.

**David Cline**, account executive with KTW Seattle, appointed to same position with KOL Seattle.

**Herbert O. Vogt** elected secretary-treasurer of D'Arcy Advertising, St. Louis. He joined agency in 1944.

**Don Nelson Brown**, film producer, J. Walter Thompson; **George Latchford**, producer, Norman, Craig & Kummel, **Ken Randall**, associate producer, Benton & Bowles, **Ron Stephenson**, production supervisor, Benton & Bowles, **Bill Tannen**, associate producer, D'Arcy Advertising, all New York, and **Dick Standridge**, radio-TV department supervisor, Al Paul Lefton Co., Philadelphia, all named TV-commercial producers, BBDO, New York.

**Thomas Hollingshead**, account executive, Peters, Griffin, Woodward, New York, named to New York sales staff, Metro TV Sales, division of Metromedia Inc.

**Marty Harrison**, with Advertising Time Sales, New York, appointed to television sales staff of Avery-Knodel Inc., that city.

**Ken Mundie**, free-lance animation artists, joins staff of FilmFair, Hollywood commercial production house, as animation director.

## MEDIA



Mr. von Stade



Mr. Remington

**Frederick H. von Stade**, general manager of WKYT-TV Lexington, Ky., joins WTVN-TV Columbus, Ohio, as general manager, succeeding **Robert C. Wiegand** (BROADCASTING, May 2). **Jack Remington**, general manager of WKRC-AM-FM Cincinnati, succeeds Mr. von Stade.

**Thomas R. Dargan**, director of programming at KGW-TV Portland, Ore., named station manager of KING-TV Seattle.

**Jack King**, WROB West Point, elected president of Mississippi Broadcasters Association. Others elected: **Ernest Bowen**, WELO Tupelo, VP, and **Frank Sumrall**, WAML Laurel, secretary-treasurer.

**Earl Hickman**, Williams and Douglas, Ariz., community antenna owner,

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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elected president of Arizona Community Television Association. Also elected: **Jess W. Allen**, Nogales, VP; **Charles Wigutow**, American Cable Television Inc., secretary-treasurer.

**Carl Gainer**, Richwood, W. Va., elected president of West Virginia and Mid-Atlantic Community Television Associations. Other officers elected: **Gary Dent**, Beckley, W. Va., VP; **Bert Cousins**, Fairmont, W. Va., secretary-treasurer.

**Ed Mason**, KXXX Colby, elected president of Kansas Association of Radio Broadcasters. **Dale McCoy**, KAKE Wichita, elected VP.

**James E. Draper**, station manager of WMBI-AM-FM Chicago, named director of broadcasting for Moody Bible Institute, that city. He will be responsible for institute's stations: WMBI-AM-FM; WDLM East Moline, Ill., and WCRF(FM) Cleveland. **Charles N. Christensen** succeeds Mr. Draper.

**Charles E. Gates** and **Ben H. Berentson**, VP's and station managers respectively of WGN-AM-TV Chicago, named VP's and general managers of those stations. Purpose is to free **Ward L. Quaal**, president of WGN Continental Broadcasting Co., from daily detail so he can concentrate on group's national expansion.

**Homer K. Peterson**, general manager of KALL Salt Lake City, named executive VP of A. L. Glasmann stations KALL; KGHL Billings, Mont., and KGEM Boise, Idaho. **C. Bruce Miller**, news director of KALL, succeeds Mr. Peterson.

**Robert D. Hanna**, formerly sales manager of KBOX-AM-FM Dallas, joins KPCN Grand Prairie, Tex., as executive VP.

**Frank J. Lee**, general manager of WMMN Fairmont, W. Va., elected VP and director of Broadcast Enterprises Inc., owner of WMMN.

**James O. Thompson**, general sales manager of KOLO Reno, appointed general manager of KCBN Reno.

**Dale Rotz**, retired lieutenant colonel in U. S. Air Force, named general manager of Hightower Telesystems, Newburgh, N. Y.

**Rex Kalins**, business manager of WTVP(TV) now WAND(TV) Decatur, Ill., named business manager of WTTG(TV) Washington.

**Fred W. Noble Jr.**, operations manager for KRGV-AM-TV Weslaco, Tex., appointed facilities officer for Voice of America, Washington.

**Ray Diaz**, VP and general manager, WAAP Peoria, Ill., named radio-TV regional manager for Southeast area,

NBC station relations, New York.

**Charles DeVault**, program manager of WYTV(TV) Youngstown, Ohio, appointed to newly created post of assistant general manager.

**Gail Blanke** joins WCBS-TV New York, as manager of research and film library.

**Sam Gilkey Jr.**, news director of WSTC Statesville, N. C., also appointed assistant manager.

**F. Ben Hevel**, program and operation manager for KTUL-TV Tulsa, Okla., joins WCPO-TV Cincinnati, as director of operations.

## PROGRAMING

**Lee Schulman**, general manager, KING-TV Seattle, named director of programming of WBKB-TV Chicago, replacing **Mort Rosenman**. Mr. Rosenman becomes executive producer, succeeding **Jerry Gregoris** who will be in charge of production of new programs.

**Jack Donahue**, formerly general sales manager of KTLA(TV) Los Angeles, appointed western regional sales manager of Wolper Television Sales, Hollywood.

**Charles H. Wasserman**, with Van Praag Productions, Hollywood, elected VP and managing director of company's West Coast operation.

**Paul Bogart**, veteran free-lance television director, named producer of *Hawk*, Screen Gems' new one-hour detective-adventure series to start on ABC-TV in September.

**Joseph D'Agosta**, who has been casting for 20th Century-Fox TV, named casting director for Desilu Productions, Hollywood.

**Jerome H. London**, with KCMJ Palm Springs, Calif., appointed program director.

**Harmon O. Nelson**, Western division broadcast director for MacManus, John & Adams Inc., joins Jack Wormser

Agency, Hollywood, as executive VP. Mr. Nelson will handle selected clients for talent agency and help develop music department.

**Edward F. Devenney**, editorial director of WIBG-AM-FM Philadelphia, named public affairs director.

**Irwin W. Greenfield**, senior talent coordinator, NBC-TV, New York, named director of daytime programs, East Coast, ABC-TV, New York. **Tony Barr**, **Philip Barry Jr.** and **Mitch Gamson**, program supervisors, named to new program executive positions in ABC-TV's programming department in Hollywood. **Lew Hunter**, producer-writer in ABC-TV's network promotion, and **John Kubichan**, ABC-TV broadcast standards editor, named to two other program executive posts in Hollywood.

**Steve Schenkel**, associate program director, Benton & Bowles, New York, resigns to form Steve Schenkel Enterprises, TV programming and production organization.

**Kenneth F. Yandle**, production manager of KGW-TV Portland, Ore., named director of programming. **Thomas E. Craven**, staff director, succeeds Mr. Yandle.

**Weldon Walker**, news editor at WAVA-AM-FM Arlington, Va., named program director.

**Robert Mayfield**, news director of KPCC-AM-FM Pasadena, Calif., appointed program director.

**Irene Ryan**, production coordinator, Olas Corp., New York, moves to Cleveland to coordinate production and talent for Olas.

**Steve Rickel**, formerly with WISH-TV Indianapolis, named producer-director at WANE-TV Fort Wayne, Ind.

**Bob O'Bradovich**, director of make-up, NBC, New York, has resigned to free-lance. He is also working on book.

**Steve Dickler**, formerly with BBDO, New York, named account executive



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at ABC Films, that city.

**Jerry Golden**, producer, MPO Productions, New York, named staff producer, Videotape Center, same city.

## NEWS

**Harris Lipez**, general manager of WBPZ Lock Haven, Pa., named president of Pennsylvania Associated Press Broadcasters Association. He succeeds **Tom Bigler** of WNEP-TV Scranton-Wilkes-Barre. Other officers elected: **Lou Murray**, WRTA Altoona, first VP; **R. J. Morgan**, WILK Wilkes-Barre, second VP, and **Joseph Snyder**, AP, Philadelphia, secretary-treasurer.

**George A. Jaks**, newsman with WJRT-TV Flint, Mich., named news director.

**Julius Frandsen**, general manager of United Press International, Washington, elected VP. **Joe W. Morgan**, foreign editor, UPI, New York, named Pacific division news manager, San Francisco. Mr. Morgan succeeds **James C. Anderson**, who becomes editor of *The Sacramento* (Calif.) *Union*. **John N. Fallon**, Southwest division news manager, UPI, Dal-



Mr. Frandsen

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las, succeeds Mr. Morgan.

**Walter Arm**, former deputy commissioner of community relations for New York City police department, joins WCBS-TV New York, as city editor.

## FANFARE

**Larry Wexler**, assistant director of public information and advertising, WCBS New York, and producer-director of WCBS *Radio Looks at Television* series, named public relations manager, WMCA New York and Straus Broadcasting Group.

**Richard A. Feleppa**, manager, advertising and promotion for WNBC New York, appointed director of promotion, WQXR New York.

**William H. Clarke**, assistant promotion manager for KING-TV Seattle, named acting promotion manager of KING-AM-FM-TV there. **Faye Grover**, merchandising assistant for KING-AM-FM-TV, appointed assistant promotion manager of KING-AM-FM.

**Elias Davis**, staff writer with KNX Los Angeles, named director of on-air promotion for KHJ-TV Los Angeles.

**Starr Smith**, owner of Starr Smith Public Relations, Montgomery, Ala., appointed PR consultant to Alabama Broadcasters Association.

**Charles Williams**, with WEEL-AM-FM Boston, named associate director of information services.

**Joseph E. Montgomery III**, account executive with Jack Tinker and Partners, New York, appointed manager of sales promotion for Northeast Airlines, Boston.

**Roy J. Carlson**, new products manager, western division, Pepsi-Cola Co., New York, named director of public relations for eastern division.

**Robert C. Bushnell**, manager of personal sales for American Airlines, New York, appointed manager of tie-in promotions.

## EQUIPMENT & ENGINEERING

**Irwin Ross**, assistant chief engineer for WFIL-FM Philadelphia, named to new post of manager of studio engineering and operations for WFIL-AM-TV there.

**Paul A. Garrison**, VP of Technical Appliance Corp., Sherburne, N. Y., subsidiary of Jerrold Corp., elected president.

**Thomas B. Erwin**, director of public relations for EUE/Screen Gems, commercials and industrial film division of Screen Gems, appointed director of advertising, public relations and sales promotion for De Luxe Laboratories

Inc. and its General Film Laboratories division.

**Aurel G. Petrasek**, manager, market development, RCA industrial tube and semiconductor division, Lancaster, Pa., appointed to newly created post of manager, market planning-microwave and power devices. **James F. Cooper**, formerly manager, sales, succeeds Mr. Petrasek. **William A. Glaser**, manager, market planning-industrial semiconductors, succeeds Mr. Cooper and **John P. McCarthy**, formerly administrator, market planning-industrial transistors, assumes Mr. Glaser's post.

## DEATHS

**Alex F. Osborn**, 78, director and founder of BBDO, died May 5 in Roswell Park Memorial Institute, Buffalo, N. Y., after brief illness. Mr. Osborn, with Bruce Barton and late Roy S. Durstine formed Barton, Durstine & Osborn, Aug. 1, 1919. Agency merged in 1928 with George Batten Co. to form BBDO. Mr. Osborn, who maintained his headquarters at BBDO in Buffalo, traveling regularly to New York, was partner in BDO agency; served with BBDO as VP (1928-1939), executive VP and general manager (1939-1945), chairman of board (1945-1946) and vice chairman of board (1946-1957). He remained director until 1960, when he retired. His wife, Helen Coatesworth Osborn, and five children survive.

**Henry Kastor Kahn**, 63, chairman and founder of Kastor Foote Hilton & Atherton Inc., New York, died May 2 at his New York home of heart attack. Mr. Kahn's advertising career began in 1924 when he joined H. W. Kastor & Sons Advertising, Chicago, agency founded by his grandfather. He became president of Kastor in 1943. In 1945 Mr. Kahn resigned to start Kastor Farrell Chesley & Clifford, New York, predecessor of the present agency.

**Clarence Wheeler**, 89, broadcasting executive in Rochester, N. Y., area for 22 years, died April 28 at his home in Macedon, N. Y. Mr. Wheeler joined WHEC Rochester as VP in 1931 and retired in 1953 as VP of WHEC Inc., which also operates WHEC-TV there.

**Jack Pyle**, 46, radio personality at WPBS(FM) Philadelphia, died April 27 in Philadelphia. He is survived by his wife, Emily, daughter and two sons.

**Christopher Lawrence**, 46, announcer at CHFI-AM-FM Toronto, died April 25 in his apartment. Mr. Lawrence had been announcer for CFTO-TV Toronto, ABC in New York and Washington, and for BBC's North American service. He is survived by his wife, Ruth.

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, April 28 through May 4, based on filings, authorizations and other FCC actions.

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, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, \*—educational.

New TV stations

ACTIONS BY FCC

Hartford, Conn.—Kappa TV Corp. Granted CP for new TV on UHF ch. 61 (752-758 mc); ERP 253 kw vis., 50.6 kw aur. Ant. height above average terrain 200 ft., above ground 317 ft. P.O. address: c/o Albert G. Hartigan, Barnfield Rd., Rowayton, Conn. 06853. Estimated construction cost \$376,600; first-year operating cost \$250,000; revenue \$330,000. Studio and trans. locations both Hartford. Geographic coordinates 41° 45' 55" north lat., 72° 40' 24" west long. Type trans. RCA TTU-10A; type ant. RCA TFU-30J. Legal counsel, Welch and Morgan; consulting engineers, Jules Cohen & Associates, both Washington. Principals: Sunstand Inc. (20.68%), Albert G. Hartigan, Frank N. Merklein, Elise E. Allen (each 10.34%), Warren E. Eaton, H. William Smith Jr., Thomas M. Flanagan, James S. Troy and I. Richer Mitchell, Robert L. O'Neill-Butler and Anthony Widmann (each 6.90%). Mr. Hartigan has 5% interest in Six Nations Television Corp., applicant for channel 9, Syracuse, N. Y. All principals have interests equal to their shares of Kappa TV for the following: Omicron TV Corp., applicant for ch. 35, Orlando, Fla.; Gamma TV Corp., applicant for ch. 24, Memphis; Delta TV Corp., licensee of ch. 33, Norfolk, Va.; Beta TV Corp., applicant for ch. 76, Buffalo, N. Y.; Alpha TV Corp., applicant for ch. 66, Atlanta. Action May 3.

Waco, Tex.—Waco Broadcasting Corp. Granted CP for new TV on UHF channel 25 (536-542 mc); ERP 38 kw vis., 7.59 kw aur. Ant. height above average terrain 445 feet, above ground 449 feet. P.O. address: Box 3158, Waco. Estimated construction cost \$222,500; first-year operating cost \$150,000; revenue \$144,000. Studio and trans. locations both Waco. Geographic coordinates 31° 31' 46" north lat., 97° 09' 34" west long. Type trans. RCA TTU-2A, type ant. RCA TFU-24DL. Legal counsel Cohn & Marks. Washington; consulting engineer Guy C. Hutcheson, Arlington, Tex. Principal: R. E. Lee Glasgow (100%). Mrs. Lollie B. and R. E. Glasgow own KAND Corsicana, Tex., and WACO-AM-FM Waco. Action April 29.

APPLICATIONS

\*Berlin, N. H.—University of New Hampshire. UHF channel 40 (626-632 mc); ERP 10.6 kw vis., 2.12 kw aur. Ant. height above average terrain 298 ft., above ground 180 ft. P.O. address: c/o Keith J. Nighbert, WENH-TV, University of New Hampshire, Durham, N. H. Estimated construction cost \$233,299; first-year operating cost \$17,450. Studio location Durham, trans. located in Berlin. Geographic coordinates 44° 21' 14" north lat., 71° 44' 23" west long. Type ant. RCA TFU-24DM; type trans. RCA TTU-2A. Legal counsel Covington & Burling, consulting engineers Jansky & Bailey, both Washington. University of New Hampshire is licensee of WENH-TV and WUNH-FM Durham. Ann. April 28.

\*Keene, N. H.—University of New Hampshire. UHF channel 52 (698-704 mc); ERP 24 kw vis., 4.8 kw aur. Ant. height above average terrain 1095 ft., above ground 407 ft. P.O. address: c/o Keith J. Nighbert, WENH-TV, University of New Hampshire, Durham, N. H. Estimated construction cost \$316,048; first-year operating cost \$17,450. Studio located Durham, trans. located Keene, both New Hampshire. Geographic coordinates 43° 02' 27" north lat., 72° 21' 44.5" west long. Type trans. RCA TTU-2A;

type ant. RCA TFU-27DH. Legal counsel Covington & Burling, consulting engineers Jansky & Bailey, both Washington. University is licensee of WUNH-FM and WENH-TV Durham. Ann. April 28.

\*Littleton, N. H.—University of New Hampshire. UHF channel 49 (680-686 mc); ERP 29.8 kw vis., 5.96 kw aur. Ant. height above average terrain 1285 ft., above ground 180 ft. P.O. address: c/o Keith J. Nighbert, WENH-TV, University of New Hampshire, Durham, N. H. Estimated construction cost \$310,480; first-year operating cost \$17,450. Studio location Durham, trans. location Littleton. Geographic coordinates 44° 21' 14" north lat., 71° 44' 23" west long. Type ant. RCA TFU-24DM; type trans. RCA TTU-2A. Legal counsel Covington & Burling, consulting engineers Jansky & Bailey, both Washington. University of New Hampshire is licensee of WENH-TV and WUNH-FM Durham. Ann. April 28.

Existing TV stations

NEW CALL LETTERS ASSIGNED

\*WROH(TV) Rochester, N. Y.—Rochester Area Educational Television Association. Assigned WXXI.

New AM stations

ACTION BY FCC

Fortuna, Calif.—Dale A. Owens, Granted CP for new AM on 1280 kc, 1 kw D. P.O. address: 15907 Casimir Avenue, Gardena, Calif. Estimated construction cost \$14,850; first-year operating cost \$32,124; revenue \$36,000. Mr. Owens is engineer at KGIL San Fernando, Calif. Ann. April 28.

APPLICATIONS

Mt. Pleasant, Iowa—Pleasant Broadcasting Co. 1130 kc, 250 w, D. P.O. address: c/o Mitchell Broadcasting Co., Box 67, Grinnell, Iowa 50112. Estimated cost of construction \$23,605; first-year operating cost \$40,000; revenue \$45,000. Pleasant Broadcasting is owned by Mitchell Broadcasting Co., which is principally owned by Forrest J. Mitchell Jr. Mitchell Broadcasting is licensee of KGRN Grinnell, Iowa. Ann. April 29.

Dodgeville, Wis.—W. D. Hamlin tr/as Dodge-Point Broadcasting Co. 810 kc, 250 w, D. P.O. address: 110 Dodge St., Mineral Point, Wis. 53565. Estimated construction cost \$30,262; first-year operating cost \$36,000; revenue \$38,000. Principal: W. D. Hamlin M. D. Dr. Hamlin is surgeon and motel owner. Ann. May 3.

Existing AM stations

NEW CALL LETTERS ASSIGNED

Springdale, Ark.—Autus Johnson. Assigned KSPR.

Carlsbad, N. M.—Kolob Broadcasting Co. Assigned KCCC.

KXGO Fargo, N. D.—KXGO Broadcasting Co. Assigned KFGO.

New FM stations

ACTIONS BY FCC

Tucumcari, N. M.—Tucumcari Broadcasting Co. Granted CP for new FM on 92.7 mc, channel 224, 3 kw. Ant. height above average terrain 64 ft. P.O. address: 1420 E. Gaynell Avenue, Tucumcari, N. M. 88401. Estimated construction cost \$15,807; first-year operating cost \$14,350; revenue \$15,645. Principals: S. J. Barnes (25%), Hoyt Houck (37.5%), estate of Robert C. Houck deceased (37.5%). Parties have no broadcast interests other than Tucumcari. Action April 28.

Devils Lake, N. D.—KDLR Inc. Granted CP for new FM on 96.7 mc, channel 244, 3 kw. Ant. height above average terrain 164 ft. P.O. address: 400 Twelfth Avenue, Devils Lake. Estimated construction cost \$16,450; first-year operating cost \$6,000; revenue \$6,000. Principals: Bert Wick (52%), Hildur M. Wick (10%), Paul R. Lange (20%), Lois Jean Lange (17%). Principals have no other broadcast interests. Action April 28.

Bamberg, S. C.—William V. Whetstone Jr. Granted CP for new FM on 92.7 mc, channel 224A, 3 kw. Ant. height above average terrain 272 ft. P.O. address: Box 543, Bamberg. Estimated construction cost \$12,660; first-year operating cost \$4,200; revenue \$7,800. Mr. Whetstone owns WWBD Bamberg. Action April 28.

APPLICATIONS

Mojave, Calif.—Golden Desert Broadcasting Corp. 97.7 mc, channel 249, 3 kw. Ant. height above average terrain minus 123 ft. P.O. address: c/o Chester C. Fields, Box 154, Mojave 93501. Estimated construction cost \$12,069; first-year operating cost \$6,000; revenue \$85,000. Principals: Chester C. Fields (40%), Joe F. Means, Forrest W. Ogan, John A. Bagley (each 20%). Mr. Fields is high school teacher. Messrs. Means and Bagley are restaurant owners. Mr. Ogan is 20% owner of KDOL Mojave. Ann. April 28.

Park Rapids, Minn.—De La Hunt Broadcasting. 103.7 mc, channel 279, 50 kw. Ant. height above average terrain 318 ft. P.O. address: 202 W. Third St., Park Rapids 56470. Estimated cost of construction \$21,540; first-year operating cost \$8,654; revenue \$10,000. De La Hunt Broadcasting is licensee of KPRM Park Rapids. Ann. April 27.

Salt Lake City—Holladay Broadcasting Co. 103.5 mc, channel 278, 100 kw. Ant. height above average terrain minus 109 ft. P.O. address: c/o Arthur W. Carlson, 4321 Shirley Lane, Salt Lake City 84117. Estimated construction cost \$38,504; first-year operating cost \$33,235; revenue \$57,960. Principals: Arthur W. Carlson, Etta R. Carlson, Ralph J. Carlson (33% each). Holladay Broadcasting has application pending for AM on 1060 kc, 10 kw, D in Salt Lake City. Ann. May 2.

River Falls, Wis.—Wisconsin Radio Inc. 106.3 mc, channel 292, 3 kw. Ant. height above average terrain 248 ft. P.O. address: c/o John D. Rice, 209 E. Main St., Sparta.



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Wis. 54656. Estimated cost of construction \$18,561; first-year operating cost \$8,000; revenue \$12,000. Principals: John D. and Vena H. Rice (each 50%). Rice's own WCOW-AM-FM Sparta, and WJRC Mauston, both Wisconsin. Ann. April 29.

## Existing FM stations

### NEW CALL LETTERS ASSIGNED

KLAC-FM Los Angeles—Metromedia Inc. Assigned KMET(FM).

## Ownership changes

### ACTIONS BY FCC

KYND Tempe, Ariz.—Granted assignment of license and CP to Black Diamond Broadcasting Co. owned by Rene Cote. Transfer is for legal convenience only. Action April 28.

KPTA Prescott, Ark.—Granted assignment of license from Eulis W. Cochran to Newport Broadcasting Co., owned by Harold L. Sudbury (70%), Gladys Benson Sudbury (29.75%) and Graham Sudbury (.25%). H. L. Sudbury is pres. of KCLCN Blytheville, KNEY Newport and KSUD West Memphis, all Arkansas. G. B. Sudbury is secretary of same three stations. G. B. Sudbury is VP of KCLCN. Consideration \$33,300. Action May 4.

KVON Napa, Calif.—Granted assignment of license from Jan-Lar Inc. to KVON Inc., owned by Arthur C. Youngberg Jr. Mr. Youngberg is owner of KPRL Paso Robles, Calif., and publisher of Paso Robles Daily Press. Consideration \$225,000. Action April 28.

KKAR Pomona, Calif.—Granted transfer of control of license corporation from Harriscope Inc. to Harriscope Broadcasting Corp. Transfer is for legal convenience. Harriscope Broadcasting Co. is licensee of KBAK-TV Bakersfield and KTWO-AM-TV Casper, Wyo. Action April 29.

KCIN Victorville, Calif.—Granted voluntary assignment of license from Victor Valley Broadcasters Inc. to Top-Dial Broadcasters Inc., owned by Robert G. Griffin, Clifton Paxson and Robert T. Griffin (all 33 1/3%). Robert G. Griffin and Robert T. Griffin own KHSJ Hemet, Calif. Mr. Paxson is owner of soft drink bottling company. Consideration \$86,000. Action April 29.

KATT(FM) Woodland, Calif.—Granted assignment of license from KATT Broadcasting Corp. to Tiger Broadcasting Inc. Tiger Broadcasting Inc. is owned by William B. Elliott (74%), Fred Blas (20%), Marx L. Early (5%), and Mary Joan Early (1%). Mr. Elliott is broadcast investor; Mr. Blas is electronics engineer; Mr. Early is law student; Mrs. Early is school teacher. Consideration \$22,500. Action April 29.

WPGA-AM-FM Perry, Ga.—Granted assignment of license from Radio Perry to Radio Perry Inc. Application is to enable broader ownership interest in station by present general manager, Lowell L. Register. Action April 29.

WDZ Decatur, Ill.—Granted assignment of license from T. Keith Coleman (10% before, none after) to Stephen P. Bellinger (30% before, 35% after) and Joel W. Townsend (15% before, 20% after). Consideration \$75,000. Price includes sale of interests in WRAM Monmouth, Ill. and WIZZ-AM-FM Streator, Ill. Action April 29.

WRAM Monmouth, Ill.—Granted assignment of license from T. Keith Coleman (10% before none after) to Stephen P. Bellinger (30% before, 35% after) and Joel W. Townsend (15% before, 20% after). Consideration \$75,000. Price includes sales of interests in WIZZ-AM-FM Streator, and WDJ Decatur, both Illinois. Action April 29.

WIZZ-AM-FM Streator, Ill.—Granted assignment of license from T. Keith Coleman (17% before, none after) to Stephen P. Bellinger (30% before, 38.50% after), Joel W. Townsend (10.75% before, 17.25% after). Price includes sales of interest WRAM Monmouth, Ill. and WDJ Decatur, Ill. Consideration \$75,000. Action April 29.

WOOW Greenville, N. C.—Granted assignment of license from WOOW Inc. to WOOW Broadcasting Inc. owned by Mark Clements (51%) and Daniel S. Jacobson (49%). Mr. Clements owns marketing research company. Mr. Jacobson is vice president and general manager of KWEL Midland, Tex. Consideration \$150,000. Action April 29.

WLOW-FM Aiken, S. C.—Granted assignment of CP from Soundcasting Inc. to Radio Aiken. Transfer is for legal convenience only. Radio Aiken is licensee of WLOW Aiken. Action April 28.

WKGN Knoxville, Tenn.—Granted acquisition of positive control of licensee corporation by George P. Mooney (20% before, 51% after) through purchase of stock from Abe D. Waldauer (41% before, 10% after). Consideration \$46,000. Action April 29.

WBTH Williamson, W. Va.—Granted transfer of control of licensee corporation, Williamson Broadcasting Corp., from Phil Beinhorn, Lillian Beinhorn, S. P. Goodman and Walter M. Goodman (total 98.2% before, none after) to Harvit Broadcasting Corp. (none before, 98.2% after). Harvit Broadcasting Corp. is owned by Robert B. Harvit (99.8%) and others. Mr. Harvit is general manager of WBTH. Consideration \$111,000. Action April 28.

KTWO-AM-TV Casper, Wyo.—Granted assignment of license from Harriscope Inc. to Harriscope Broadcasting Corp. Harriscope is licensee of KBAK-TV Bakersfield Calif., and KKAR Pomona, Calif. Transfer is for legal convenience. Action April 29.

## APPLICATIONS

WJOI-AM-FM Florence, Ala. Seeks assignment of license from Florence Broadcasting Co. to WJOI Radio Inc., owned by James W. Elliott, Claude E. Sparks and Cecil Batchelor (each 33 1/3%). Mr. Elliott is chief engineer of WWWW Russellville, Ala. Mr. Sparks is newspaper publisher and real estate developer. Mr. Batchelor is banker and real estate developer. Consideration \$110,000. Ann. May 3.

WTUF Mobile, Ala.—Seeks transfer of control of licensee corporation, Radio Mobile Inc., from John C. Smith (100% before, none after) to Wynnewood Acres Inc., owned by M. A. Ripps (50%) William T. Katrishen and Harry Gurwitch (each 25%). Consideration \$140,000. Ann. May 3.

KARL-FM Carlsbad, Calif.—Seeks assignment of license from Gordon Bambrick and Irene Bambrick db/as Carlsbad Broadcasters to Radio Karl Inc. No ownership change. Assignment is for legal convenience only. Ann. April 28.

KJEO(TV) Fresno, Calif.—Seeks assignment of license from Shasta Telecasting Corp. to Subscription Television Inc. STI is California pay television firm which will be owned 27% by Shasta Television at completion of sale. Consideration \$3,900,000. Ann. April 28.

KTIP Porterville, Calif.—Seeks transfer of control of licensee corporation, Gateway Broadcasters Inc., from Henry Clay Lindgren (21.74% before, none after), Leo G. McClatchy (21.74% before, none after), Gareth F. Garland (21.74% before, 38.46% after), Ann White Garland (21.74% before, 38.46% after) and Lawrence D. Cotta (13.04% before, 23.08% after) to Gareth F. and Anna White Gareth as family group. Consideration \$23,000. Ann. May 3.

KAAR-TV San Diego—Seeks transfer of control of permittee corporation, San Diego Telecasters Inc., from Paul Corriere (33 1/3% before, 22% after), to Town and Country Development Inc. and Sample-Brown Enterprises Inc. (together 33 1/3% before, 56% after). Consideration stock transfer. Ann. April 27.

WNVY Pensacola, Fla.—Seeks transfer of control of Atlantic States Industries Inc. (parent of licensee Portland Broadcasting Corp.) from Robert Price and Theodore Kupperman to Ralph Guild. Messrs. Price and Kupperman own 52% of Atlantic States Industries Inc. Mr. Price has become Deputy Mayor of New York City and Mr. Kupperman has been elected to Congress. Mr. Guild is executive vice president of McGovern-Guild Inc., New York advertising agency. Consideration \$114,500. Ann. May 3.

WGNB(FM) St. Petersburg and WGNP Indian Rocks Beach, both Florida—Seek assignment of license from The World Christian Radio Foundation Inc. to Southern Keswick Inc. Application is to effect change of name only. No ownership change. Ann. April 27.

WCSJ Morris, Ill.—Seeks assignment of license from Russel and Mildred Armentrout db/as Grundy Broadcasting Co. to Grundy County Broadcasters Inc., owned by Milburn H. Stuckwish (51%), David S. Sutton, James T. Murray and John E. Mazzotti (each 16.33%). Mr. Stuckwish is 50% owner of WTIM Taylorville, Ill. Messrs. Sutton, Murray and Mazzotti are all employees of WTIM Taylorville, Ill. Consideration \$105,000. Action May 3.

WJRL Rockford, Ill.—Seeks transfer of control of licensee corporation, Town and Country Radio Inc., from John R. Livingston (88% before, 10% after), W. Dale Liv-

ington (7% before, none after) and Samuel and Rose L. Miller (joint tenants) (5% before, none after) to William R. Walker (none before, 19.5% after), John D. Harvey (none before, 10% after), Joseph D. Mackin (none before, 10% after), Philip Fisher (none before, 10% after), Value Radio Corp. (none before, 14.6% after) and Heart O'Wisconsin Broadcasters Inc. (none before, 25.9% after). Consideration \$225,000. Ann. May 3.

KPLC-AM-FM Lake Charles, La.—Seeks assignment of license from Calcasieu Radio Inc. to Calcasieu Television and Radio Inc. Calcasieu Television is licensee of KPLC-TV Lake Charles. No ownership change. Assignment is for legal convenience only. Ann. April 28.

WLOB-AM-FM Portland, Me.—Seeks transfer of control of Atlantic States Industries Inc. (parent of licensee Portland Broadcasting Corp.) from Robert Price and Theodore Kupperman to Ralph Guild. See above WNVY Pensacola, Fla. Ann. May 3.

WYRE Annapolis, Md.—Seeks acquisition of negative control of licensee corporation, Radio Chesapeake Inc., by Martin Mirvis (25% before, 50% after) through purchase of stock from Martin Fox (25% before, none after). Consideration \$40,000. Ann. April 27.

WAIR-AM-FM Winston-Salem, N. C.—Seeks transfer of control of licensee corporation Holiday Broadcasting Corp., from Joseph Mullen as voting trustee to John W. Gooze, James R. Gilley, Bernard Mann, Nicholas P. Patella and John K. Gallagher. Ann. April 28.

WDHO-TV Toledo, Ohio—Seeks assignment of CP from D. H. Overmyer (individually) to D. H. Overmyer Telecasting Co. Assignment is for business convenience. No consideration, no ownership change. Ann. April 28.

KEGG Daingerfield, Tex.—Seeks relinquishment of negative control of licensee corporation, Beamon Advertising Inc., by Charles W. Monk (50% before, 25.8% after) through transfer of stock to Gerald Brogittl, A. C. Anderson, T. R. Florey Jr. and W. L. Means (each 10.3% before, 16.3% after). Consideration \$4,000. Ann. May 3.

KHHH Pampa, Tex.—Seeks assignment of license from Trend Broadcasting Corp. to Pampa Broadcasters Inc. owned by Kermit S. Ashby 50%, James B. Hughes 49.1% and Mary Samoa Huges .9%. Consideration \$95,000. Ann. May 3.

KDYL Tooele, Utah—Seeks transfer of control of licensee corporation, Tooele County Radio and Television Broadcasting Inc., from Thomas Dee Tranter et al (all stockholders) (100% before, none after) to Wendell Timby Winegar (none before, 60% after) and Elaine K. Winegar (none before, 40% after). Mr. and Mrs. Winegar own Tiny Tim's Hobby House. Consideration \$21,000. Ann. May 3.

WTSA Brattleboro, Vt.—Seeks transfer of Atlantic States Industries Inc. (parent corporation of licensee Brattleboro Broadcasting Corp.) from Robert Price and Theodore Kupperman to Ralph Guild. See above WNVY Pensacola, Fla.

## Hearing cases

### INITIAL DECISIONS

■ Hearing Examiner Sol Schildhouse issued initial decision looking toward (1) granting renewal of license of United Broadcasting Co., (owned by Richard Eaton), for WOOK Washington and (2) imposing \$7,500 forfeiture for violations of engineering and logging requirements. Action May 4.

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Kenneth W. Ferry, tr/as Beacon Broadcasting Concern, for new AM in Martinsburg, Pa., to operate on 1110 kc, 1 kw, D, condition; and denying application of Dennis A. and Willard D. Sleighter to change facilities of WWDS Everett, Pa., from 1050 kc, 250 w, D, to 1110 kc, 5 kw, 1 kw (CH), D. Action April 29.

■ Hearing Examiner H. Gifford Iron issued initial decision looking toward denying application of H. M. Griffith, Jr., and C. V. Lundstedt, db/as The Kent-Sussex Broadcasting Co., for renewal of license of WKSB Milford, Del., for lack of financial qualifications and violations of various technical rules. Action April 29.

■ Hearing Examiner James D. Cunningham issued initial decision looking toward granting application of West Central Ohio Broadcasters Inc. for new AM to operate on 1110 kc, 250 w, D, DA, in Xenia, Ohio; condition. Action April 28.

### FINAL ACTIONS

■ By order commission (1) granted application of Plateau Broadcasting Inc., to



change operation of KEOS Flagstaff, Ariz., from 1290 kc, 1 kw, D, to 890 kc, 500 w-N, 1 kw-LS, DA-2, conditions, and (2) dismissed petition by Tuscon Radio Inc., which alleged resultant objectionable interference to its station KEVT Tucson, Ariz. Action May 4.

■ By memorandum opinion and order, commission dismissed as moot petition by Edward D. Kell for rule making to continue TV channel 38 in San Francisco-Oakland, Calif., area as commercial UHF assignment. Action May 4.

■ By memorandum opinion and order, commission denied joint petition by Teleprompter Transmission of Kansas Inc., and Teleprompter Transmission of Liberal Inc., for reconsideration of Jan. 13 decision which granted Teleprompter Transmission of Kansas renewal of licenses of domestic public point-to-point microwave stations KLF92 and KLF93 at Spearman and Hogland, both Texas, for term expiring Feb. 1, 1966, and for modification of microwave facilities used to serve Teleprompter of Liberal's CATV system in Liberal, Kan., conditioned to continued carriage of signal of KTVCTV Ensign, Kan., on CATV system. Action May 4.

■ Commission granted applications of New York-Penn Microwave Corp. for point-to-point stations to provide microwave service to CATV systems in Bradford and Warren, both Pennsylvania, and Jamestown, N. Y., to supply signals of New York City stations WNEW-TV (channel 5), WOR-TV (channel 9), and WPIX-TV (channel 11); conditions including subject to outcome of proceeding in Doc. 15971. Action May 2.

■ By order, commission denied petition by Mission Cable TV Inc. and Trans-Video Corp. for reconsideration of April 11 order directing them to show cause why they should not be ordered to cease and desist from further operation of CATV system in Poway, Calif., which extends signals of Los Angeles TV's beyond their grade B contour in violation of Sec. 74.1107 of rules. Action April 28.

#### DESIGNATED FOR HEARING

■ **WDIX Inc. and Radio Orangeburg Inc., Orangeburg, S. C.**—Commission designated for consolidated hearing applications for new FM's to operate on channel 294 (106.7 mc)—WDIX with ERP 94 kw and ant. height 278 ft., and Radio Orangeburg with ERP 96.6 kw and 280 ft. ant. Action May 4.

■ **Northwestern Indiana Broadcasting Corp., Valparaiso Broadcasting Co., Porter County Broadcasting Corp., Northwestern Indiana Radio Co., Valparaiso, Ind.**—Commission designated for consolidated hearing applications for new FM's to operate on channel 288 (105.5 mc), ERP 3 kw, ant. height 300 ft., except Valparaiso Broadcasting Co., which specified 268 ft. ant. Action May 4.

#### OTHER ACTIONS

■ By memorandum opinion and order in proceeding on AM applications of Sawnee Broadcasting Co. (WSNE) Cumming, and Hall County Broadcasting Co. (WLBA) Gainesville, both Georgia, commission (1) granted in part application by WSNE for review of March 21 action by review board denying its petition to enlarge issues and (2) remanded matter to review board for further consideration of WSNE's request for issue concerning WLBA's financial qualification, without prejudice to any further procedure which board may find desirable in considering whether or not financial issue should be added respecting WLBA. Action May 4.

■ By memorandum opinion and order review board in proceeding on AM applications of Dennis A. and Willard D. Sleighter (WWDS), Everett, Pa., and Beacon Broadcasting Concern, Martinsburg, Pa., denied petition by Cove Broadcasting Co. (WKMC), Roaring Spring, Pa., to enlarge issues as to Beacon. Action May 3.

■ By memorandum opinion and order review board in Costa Mesa-Newport Beach, Calif., AM consolidated proceeding in Docs 15752 et al., denied petition by Western Broadcasting Corp., Goodson-Todman Broadcasting Inc., Pacific Fine Music Inc., The Bible Institute of Los Angeles Inc., Pasadena Community Station Inc. and Pasadena Broadcasting Co. requesting modification of issue on Sect. 307(b) considerations for AM facilities involving suburban communities. Member Nelson not participating; Member Kessler concurred in result only. Action May 3.

■ In Southington, Conn.-Lebanon, Pa.-Catonsville, Md.-Sag Harbor, N. Y., limited consolidated proceeding (Docs. 15871 et al.), review board granted petition by Cedar Broadcasters to extend time to May 5 to

file responses to petition by Lebanon Valley Radio to enlarge issues. Member Nelson not participating. Action May 3.

■ Review board granted motion by Peoples Broadcasting Corp. to extend time to May 11 to file replies to exceptions to initial decision in proceeding on its application and that of Farragut Television Corp. for new TV to operate on channel 47 in Columbus, Ohio. Member Nelson not participating. Action May 2.

■ Review board granted petition by Broadcast Bureau to extend to May 18 time to file replies to exceptions to initial decision in proceeding on AM application of Oklahoma Press Publishing Co. (KBIX), Muskogee, Okla. Action May 2.

■ In proceeding on applications of Central Broadcasting Corp. and Second Thursday Corp. for new FM's in Madison and Nashville, both Tennessee, respectively review board dismissed petition by latter for reconsideration of March 28 action by board in which issues were enlarged as to its application; and, on board's own motion, enlarged issues to determine (a) whether Central failed to perform responsibilities of continuing accuracy and completeness of information furnished in pending application as required by Sect. 1.65 of the rules by its failure to amend its application within 30 days to reflect changes in ownership, and (b) whether facts adduced pursuant to foregoing issues bear upon comparative qualifications of its application. Action May 2.

■ Commission, by Commissioners Henry (chairman), Hyde, Bartley, Cox and Wadsworth, on April 29 adopted memorandum opinion and order (1) granting petition by KLOC Broadcasting Co., permittee of station KLOC-TV, channel 17, Modesto, Calif., for reconsideration of fifth report and order in Doc. 14229 concerning UHF-TV channels, and substituted channel 19-minus for channel 17 in Modesto and channel 31 for channel 19 in Stockton, Calif., effective June 10, and (2) modified CP of KLOC-TV to specify operation on channel 19-minus instead of channel 17 in Modesto. Action April 29.

■ By memorandum opinion and order review board in proceeding on applications of Clay County Broadcasting Co. and The Wilderness Road Broadcasting Co. for new FM's to operate on channel 276 (103.1 mc) in Manchester, Ky., granted their joint request for approval of agreement whereby The Wilderness Road would reimburse Clay County \$1,203 for expenses incurred in prosecution of its application in return for its withdrawal; dismissed Clay County's application; granted The Wilderness application and terminated proceeding. Action April 29.

■ Review board granted petition by Wilkes County Radio to extend time to May 11 to file reply to opposition to its petition for leave to amend, retain file number and remain in hearing status in proceeding on its application and that of Wilkesboro Broadcasting Co. for new AM's in Wilkesboro, N. C. Action April 29.

■ Commission, by its review board, on April 27 granted petition by Onslow Broadcasting Corp. for extension of time to May 4 to reply to opposition to petition to enlarge issues filed by Brown Broadcasting Co., in proceeding on latter's application for new AM in Jacksonville, N. C., and application of Dixie Broadcasting Corp. for new station in Aurora, N. C. Member Nelson abstained from voting. Action April 28.

■ Review board granted motion by Storz Broadcasting Co. (WTIX), New Orleans, to extend time to May 27 to file reply to exceptions to initial decision in proceeding on its AM application. Action April 28.

#### Routine roundup

##### ACTIONS ON MOTIONS

By Commission

■ Commission on April 29 granted request by WCUE Radio Inc., and extended time to May 16 for filing reply comments in proceeding concerning TV channel assignments in Akron and Canton, both Ohio.

By the Office of Opinions and Review

■ Granted request by International Panorama TV Inc., to extend time to May 6 to file reply to opposition to motion to strike in proceeding on its application for new TV to operate on channel 40 in Fontana, Calif. Action April 28.

■ Granted request by North Central Video Inc. (KWEB), Rochester, Minn., to extend time to May 3 to file reply to opposition by Broadcast Bureau to its petition for

reconsideration in proceeding on its AM application. Action April 27.

By Chief Hearing Examiner James D. Cunningham

■ Designated Examiner Forest L. McClintock to preside at hearings in proceeding on applications of Kansas State Network Inc., and Highwood Service Inc., for new TV to operate on channel 29 in Topeka, Kan.; scheduled prehearing conference for May 25 and hearing for June 20. Action April 29.

■ Designated Examiner Thomas H. Donahue to preside at hearings in proceeding on applications of Star Stations of Indiana Inc., for renewal of licenses of WIFE-AM-FM Indianapolis; scheduled prehearing conference for May 25 in Washington and hearing for July 12 in Indianapolis. Action April 29.

■ Designated Examiner Walther W. Guenther, in lieu of Examiner James D. Cunningham, to preside at hearings in proceeding on order to Mission Cable TV Inc. and Trans-Video Corp., owner and operator, respectively, to show cause why they should not be ordered to cease and desist from further operation of CATV system in Poway, Calif., in violation of Sec. 74.1107 of CATV rules; hearing conference will be convened May 9 and hearing on May 17. Action April 29.

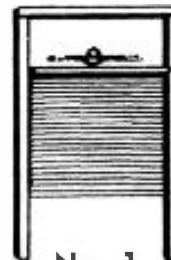
By Hearing Examiner Basil P. Cooper

■ In proceeding on applications of Ultra-View Broadcasting Co. and WEBR Inc., for new TV's to operate on channel 29 in Buffalo, N. Y., granted in part request by applicants and corrected in various respects transcripts of record. Action April 28.

■ In proceeding on AM applications of Nebraska Rural Radio Assn. (KRNV), Lexington, Neb., and Town & Farm Co. (KMMJ), Grand Island, Neb., granted motion by KMMJ to continue from May 2 to May 12 date for exchange of further exhibits, and from May 17 to May 24 for further hearing. Action April 27.

By Hearing Examiner James D. Cunningham

■ By separate actions in proceeding on order to Buckeye Cablevision Inc., to show cause why it should not be ordered to cease and desist from further operation of



No. 1

HOUSEWIFE STATION

WAAC

Terre Haute\*\* has changed its listening habits . . . and WAAC did it with continuous NEWS blocks.

#### WOMEN

*PULSE: March 1965			
9:00 A.M. - 6:00 P.M.			
	WAAC	A	B
*9 A.M. - 12 Noon	4110	3310	1320
*12 Noon - 3 P.M.	2680	1770	810
*3 P.M. - 6 P.M.	1800	1880	***
per average ¼ hour	2860	2320	920

\*\*TERRE HAUTE, INDIANA  
4 County Metro Area  
\*\*\* Not Reported

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 4

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,044	23	75	381
FM	1,449	52	208	222
TV-VHF	472	21	20	233 <sup>2</sup>
TV-UHF	90	30	78	.....

### AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, May 4

	VHF <sup>2</sup>	UHF	Total
Commercial	515 <sup>2</sup>	196	711
Noncommercial	69	67	136

### COMMERCIAL STATION BOXSCORE

Compiled by FCC, March 31, 1966

	AM	FM	TV
Licensed (all on air)	4,041	1,437	561
CP's on air (new stations)	19	42	49
CP's not on air (new stations)	78	209	99
Total authorized stations	4,138	1,688	709
Applications for new stations (not in hearing)	294	176	164
Applications for new stations (in hearing)	67	39	65
Total applications for new stations	361	215	229
Applications for major changes (not in hearing)	202	52	39
Applications for major changes (in hearing)	37	1	6
Total applications for major changes	239	53	45
Licenses deleted	2	1	0
CP's deleted	1	1	2

<sup>1</sup> Breakdown on UHF and VHF applications not available.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

CATV system in Toledo, Ohio, in violation of Sec. 74.1107 of rules, formalized rulings made on record of April 25 prehearing conference and (1) granted petitions by D. H. Overmyer and Storer Broadcasting Co. for leave to intervene and be made parties to proceeding, and (2) dismissed Buckeye's petition for reconsideration of that ruling (actions April 28); (3) denied joint petition by Woodruff Inc., and Edward Lamb Enterprises Inc., for intervention (action April 29). Pursuant to mandate in commission's March 25 show cause order, certified record which was closed on April 28 to Commission (action April 29).

**By Hearing Examiner Thomas H. Donahue**  
 ■ Granted petition by Boardman Broadcasting Co. to extend certain procedural dates and continued hearing from May 16 to June 13 in proceeding on its application and that of Daniel Enterprises Inc. for new AM's in Boardman and Warren, Ohio, respectively. Action April 25.

**By Hearing Examiner Charles J. Federick**  
 ■ Granted motion by common carrier bureau to correct in various respects transcript of hearing in matter of Communications Satellite Corp., charges, practices, etc., in Doc. 16070. Action April 28.

**By Hearing Examiner Millard F. French**  
 ■ Granted request by Chesapeake Engineering Placement Service Inc., to extend time from April 29 to May 13 to file proposed findings and from May 13 to May 27 for replies in proceeding on its application and that of Erway Television Corp. for new TV's to operate on channel 45 in Baltimore. Action April 29.

**By Hearing Examiner Millard F. French**  
 ■ Granted motion by broadcast bureau to extend time to May 3 to file reply findings and conclusions in proceeding on application of Boca Broadcasters Inc. for new FM in Pompano Beach, Fla. Action April 26.

**By Hearing Examiner Walther W. Guenther**  
 ■ In proceeding on AM applications of Emerald Broadcasting Corp., Eugene, Ore., and Hi-Desert Broadcasting Corp., Twenty-Nine Palms, Calif., granted request by Hi-Desert to continue from May 31 to June 3

date for exchange of its rebuttal exhibits. Action April 26.

**By Hearing Examiner H. Gifford Irion**  
 ■ On examiner's own motion, continued further hearing from April 29 to May 5 in proceeding on FM applications of Cascade Broadcasting Co. and Sunset Broadcasting Co. (KNDX-FM), both Yakima, Washington. Action April 28.

**By Hearing Examiner David I. Kraushaar**  
 ■ In Syracuse, N. Y., TV channel 9 proceeding, granted joint motion by seven of applicants, in which eighth concurs, to extent of continuing hearing to Oct. 3, subject to such further orders as may be necessary in premises. Action April 29.

■ Referred to review board for consideration petition by Marbro Broadcasting Co., to enlarge issues as to Supat Broadcasting Corp. to determine whether latter made "wilful misrepresentation to commission" concerning the availability of its proposed transmitter site in proceeding on their applications for new TV to operate on channel 18 in San Bernardino, Calif. Action April 29.

■ Granted request by Broadcast Bureau to extend from May 2 to June 2 time to file proposed findings in proceeding on AM applications of The Edgefield-Saluda Radio Co. (WJES), Johnston, S. C., and WQIZ Inc. (WQIZ), Saint George, S. C. Action April 28.

**By Hearing Examiner David I. Kraushaar**  
 ■ Granted request by Service Electric Cable TV Inc. Bethlehem, Pa., to continue hearing from April 29 to May 2 in proceeding on order to show cause why it should not cease and desist from operating in manner in violation of Sec. 15.161 of rules. Action April 27.

**By Hearing Examiner Jay A. Kyle**  
 ■ In proceeding on applications of D. H. Overmyer Communications Co. and Maxwell Electronics Corp. for new TV's to operate on channel 29 in Dallas, granted petition by Maxwell for leave to amend its application to reflect loan in amount of \$400,000 from First National Bank in Dallas, under certain terms and conditions. Action May 3.

■ In Matawan, Somerville, Elizabeth, N. J., AM consolidated proceeding in Docs. 14755-7, granted petition by Radio Elizabeth Inc. to continue certain procedural dates and re-scheduled May 25 hearing for June 1. Action April 26.

**By Hearing Examiner Forest L. McClenning**  
 ■ In Costa Mesa-Newport Beach, Calif., AM consolidated proceeding in Docs. 15752 et al., granted motions by Robert Burdette & Associates Inc., West Covina, and California Regional Broadcasting Corp., Pasadena, to quash subpoenas. Action April 22.

**By Hearing Examiner Chester F. Naumowicz Jr.**  
 ■ Pursuant to certain agreements reached and rulings made at prehearing conference of May 2 in proceeding on application for assignment of CP of WTVU (TV) New Haven, Conn., from Connecticut Radio Foundation Inc., to Connecticut Television Inc., scheduled certain procedural dates, and hearing for Sept. 6. Action May 3.

**By Hearing Examiner Herbert Sharfman**  
 ■ In proceeding on AM applications of James J. B. Scanlon (KCAT) Pine Bluff and George T. Herrreich (KZNG) Hot Springs, both Arkansas granted petition by KZNG for leave to amend its application to show current staff plans. Action April 27.

**By Hearing Examiner Elizabeth C. Smith**  
 ■ In proceeding on applications of The Tidewater Broadcasting Co., and Edwin R. Fischer for new AM's in Smithfield, and Newport News, both Virginia, granted request by Tidewater to extend from April 26 to April 28 date for exchange of exhibits, and from May 5 to May 9 for notification of witnesses desired for cross-examination. Action April 27.

### BROADCAST ACTIONS

by Broadcast Bureau

Actions of May 3

WGCB-FM Red Lion, Pa.—Granted mod. of license to operate trans. by remote control.

\*KEDC-FM Northridge, Calif.—Granted CP to install new composite trans., new ant.; ERP 320 w, ant. height minus 235 ft.

\*WGTB-FM Takoma Park, Md.—Granted CP to install new type trans. and increase ERP to 30 kw; ant. height 115 ft.

WFDR-FM Manchester, Ga.—Granted extension of completion date to Oct. 6.

Actions of May 2

KWOW Pomona, Calif.—Granted license covering change in ant.-system.

WWUN Jackson, Miss.—Granted license covering use of main daytime trans. as auxiliary nighttime and to use main nighttime trans. as auxiliary daytime.

WDSG Dyersburg, Tenn.—Granted license covering increase in daytime power, installation of new trans., and specify type trans.

KREW Sunnyside, Wash.—Granted license covering use of former main trans. at main trans. location as auxiliary trans.

KOLT Scottsbluff, Neb.—Granted license covering use of former main trans. (composite) at main trans. location as auxiliary trans.

WHSY-FM Hattiesburg, Miss.—Granted extension of completion date to Oct. 1.

Granted renewal of license for following main stations and copending auxiliaries: KFAC Los Angeles, and \*WHSR-FM Winchester, Mass.

Actions of April 29

KMTV Omaha—Granted CP to change trans. location, install new ant., change type trans., aur. ERP to 20 kw, ant. height 1,370 ft., and make changes in ant. structure; conditions.

WJMY Allen Park, Mich.—Granted CP to change ERP to 417 kw vis., 41.7 kw aur., ant. height 960 ft., change trans. and studio location to Southfield, change type trans. and type ant.

KBOI-TV Boise, Idaho—Granted CP to change type vis. trans.

WWTV Cadillac, Mich.—Granted CP to install auxiliary ant. system at main trans. and ant. location.

KFBC-TV Cheyenne, Wyo.—Granted CP to change type trans.

KAOK Lake Charles, La.—Granted CP to change ant.-trans. location, delete remote control operation, make changes in ant. system.

KLAK Lakewood, Colo.—Granted CP to install auxiliary trans. at main trans. location.

(Continued on page 131)



# PROFESSIONAL CARDS

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- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—\$22.50, 52 X rate—\$20.00 Display only). 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge each for handling (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted—Management

Experienced RAB sales manager or extremely successful promotional manager to train and direct sales force of five. Excellent salary, over-rides, bonuses, expenses, club membership. Ideal climate. California station. Box D-131, BROADCASTING.

Mississippi top market needs proven manager. Sales emphasis. Box E-36, BROADCASTING.

Immediate opening for manager at northern Ohio FM station. Must know local and small market operations. Excellent opportunity for ambitious, young man. Send complete resume and salary requirements. Box E-81, BROADCASTING.

Assistant manager, strong in sales, for Chicago suburban AM-FM. Salary range \$10-18,000. Furnish photograph, education, work experience, salaries. Box E-97, BROADCASTING.

General Manager metropolitan market radio station, group operation. Must be strong salesman. Will consider sales manager with outstanding sales record. All replies confidential. Give full information first letter, including present earnings. Box E-101, BROADCASTING.

Key North Carolina market daytimer, 5,000 watts, wants manager with proven record. Good salary with high incentive. Box E-127, BROADCASTING.

Branch studio manager, city of 8,000, mid-west. Sell, handle some news. If you can't earn \$10,000 the second year in this position, you're not our man. Box E-167, BROADCASTING.

Station manager wanted for new AM station. Need experienced man who is looking for station to build. Must be strong on sales or engineering. Salary open. Send resume to R. K. Smith, Tilton Publications, Inc., Rochelle, Ill.

### Sales

Leading Florida station has opportunity for aggressive selling salesman. Must be creative and competitive. Box E-110, BROADCASTING.

Salesman with proven record. Unusual opportunity. Top station in medium size Rocky Mtn. market. Chance for advancement to sales manager excellent. Box E-113, BROADCASTING.

Five figure income for sales pro. Northeast. You could be our number one salesman. Good base of active accounts to start. Good draw against 15%. Send resume to Box E-149, BROADCASTING.

Sales manager to manage radio sales, and to spend a good long time with us. If you are ambitious, a self-starter, we can offer you a permanent and challenging position, and we won't be looking for miracles. We're looking for excellent character, ambition, and the ability to get things done. Single station market with good living built in. Ohio. Reply Box E-157, BROADCASTING.

Are you a persistent, competitive radio salesman? Can you take the hard knocks and still sell? Excellent opportunity for man with proven record selling adult radio. Guarantee with graduated commission scale. This job is no push-over. Only experienced radio salesmen need apply. Supply billing and earnings record with application to Jack A. Mitchell, KCRA, 310 10th Street, Sacramento, Calif.

Wanted: Experienced salesman, \$500 guaranteed plus commission. KSEN Shelby, Montana.

## Sales—(Cont'd)

Salesman wanted: Top station—top market—rich growing area. New England FM (stereo). Room to grow and move into management. Prefer a man with experience, ambition and willing to work. Salary plus commission. Send qualifications and resume to Sales. WBMI-FM, Station A. Meriden, Conn.

New York area—Aggressive young man for radio airtime sales in growing New Jersey/New York market. Base salary plus commission. Only hard workers interested in a challenging career need apply to New York area's leading suburban FM stereo station. Phone WDHA-FM Dover, New Jersey, 201-366-3424.

Suburban, N. Y.—Exclusive stereo station—Nation's 4th largest market. Opportunity, future. Send resume WLIR Garden City Hotel, Garden City, N. Y. 516-741-4700.

Salesmen interested in wide open north-eastern Pennsylvania market. Guaranteed base pay plus commissions. Other extras. Write—Radio Station WNAK Nanticoke, Pa.

Regional salesman? Aggressive professional radio salesman for WSBA, #1 station in Harrisburg-York-Lancaster. Cover accounts from Pittsburgh to Philadelphia, Baltimore and Washington. Salary plus commission, exceptional "fringe" benefits. Write selling letter, including resume and recent photo, to: Jack Herr, WSBA, York, Pa.

WTIM, Taylorsville, Illinois is in need of experienced salesman. This vacancy is created due to station expansion and offers excellent opportunities for individual to move into already created top sales position. Guarantee plus commissions.

Wanted—Sales manager. Good incentive pay and working conditions. State qualifications and experience. Radio station WTNS Coshocton, Ohio.

## Announcers

Announcer—1st phone for all-nite show at Maryland's high power AM-FM reaching Baltimore & Washington, D. C. markets. Middle of the road format, network affiliate, excellent opportunity with progressive station. Salary open. Rush tape, resume, photo and salary requirements to Box D-150, BROADCASTING.

A good midwestern announcer wanted by high quality Missouri station. Salary up to \$150.00 weekly. Send resume and tape to Box D-193, BROADCASTING.

Announcer—1st phone, good progressive medium midwest market. Non-frantic top 40. Good salary, sports or sales available. Send resume & tape to Box D-318, BROADCASTING.

Ohio daytimer needs announcer with 3rd ticket. \$60 for 40 hours, Box D-335, BROADCASTING.

Announcer or announcer-copywriter for excellent small market radio station. Good pay, working conditions. Will consider trained beginner. Send tape and resume. Box E-7, BROADCASTING.

Immediate opening for announcer-1st phone. Also announcer-salesman. Mid-Michigan daytimer in good market. Tape and resume. Box E-10, BROADCASTING.

Sports director for Michigan group-owned FM station, with potential opportunities in TV. Includes college and high school play-by-play, and work in hunting-fishing-outdoor recreation field as well as team sports. Send resume, tape, photo to Box E-18, BROADCASTING.

## Announcers—(cont'd)

Announcer, experienced with 3rd ticket. Join a successful, well established operation. We are number one in our market in every survey. The pay is right. Pleasant working conditions and security. East coast. Box E-49, BROADCASTING.

Top 40 djs with 1st phone. One of 5 most powerful in state. Send tape, resume, photo airmail 1st letter. Box E-59, BROADCASTING.

Announcer with 1st phone for 5 kw Virginia station, strong country music format. Must be capable of cheerful enthusiasm midnight to 6 a.m. Send resume and pic. to Box E-94, BROADCASTING.

Looking for sharp-voiced top-40 style personalities to M.C. Nashville sound on New England station. No cornballs need apply. If you are good, let us hear about you. Production-minded a must. Also looking for a sharp newsman to gather, write and broadcast. Salaries commensurate with ability. Send resume, tape and picture at once to Box E-105, BROADCASTING. All replies answered.

For top rated Virginia good music station. Applicant must be experienced and have pleasing air personality. Good salary with many added employe benefits for 40-hour week. Write giving age, details of work experience, schools attended, etc. Box E-106, BROADCASTING.

5,000 watt major NC market needs country and western dj for good Nashville sound station. High quality man wanted. Box E-128, BROADCASTING.

Wyoming independent needs experienced announcer. Sports news and middle of road music. After six phone 307-864-3655 or Box E-137, BROADCASTING.

Announcers and Newsmen? Immediate opening in expanding southwestern music and news station. Deejays send resume and sample tape of spot production, news presentation and deejay show; Newsmen send sample of news writing, on the spot reporting and newscast presentation along with resume to Box E-169, BROADCASTING.

Morning jock for competitive eastern medium market. Must have distinctive style and real personality. Program directing experience helpful for future advancement. You'll be with a winner and work with men who are tops in their slot. No beginners. Send air check and full details to Box E-176, BROADCASTING.

Southern California group looking for top adult morning man. Send resume, tape, salary requirements. Each applicant will be carefully screened. Box E-179, BROADCASTING.

Montana middle of road station needs experienced announcer looking for permanent position with solid broadcasting organization. Must have first phone. Call collect 406-285-7841. KOJM Havre, Montana.

Announcer-newsman with good diction wanted for Negro programed station. Send tape and profile to KPRS, 2814 East 23rd, Kansas City, Missouri.

Dominant central Washington 5 kw fulltimer needs experienced first phone announcer. Contact KSEM Moses Lake, 509-765-3441.

Have immediate opening for dj/announcer. Send tape and resume to Jerry Castor, WCSI Columbus, Indiana.

Opening for morning man, capable of news, sports and announcing. Permanent position. Send tape and resume, WDDY Gloucester, Virginia.

**Announcers—(Cont'd)**

Suburban Chicago, combo, 1st-class preferred but will consider 3rd class and financing arrangements for 1st-class in Chicago school. Permanent. Send tape and background details, WEAW Evanston, Illinois.

Experienced dj—for lively, leading, adult music station. Good salary and benefits. Include news in audition. Send background, tape, and photo to WFDF Flint, Michigan.

Immediate opening for announcer with third class ticket with broadcast endorsement. Phone WGOH Grayson, Ky. 606-474-5144.

Immediate opening for announcer-engineer, 5 kilowatt. Phone WGOH, 606-474-5144.

Announcer: First ticket chief; \$550 start. Country WGVM Greenville, Mississippi.

Early morning man. Six day, 40 hour week. Middle of the road format. Salary commensurate with experience. 3rd phone required. Send tape and resume to Program Director, WIMA Radio, Lima, Ohio.

Immediate opening for combo-man capable of running tight board with first phone in the nations 19th largest market. For interview contact WKER (201) 839-2400.

Combo local newsman/announcer, for middle of road station. Opening June 1st. First phone license helpful, but not essential. WLBN Lebanon, Kentucky. Area 502-692-3126. No collect calls.

Staff wanted for new fulltimer in Middlebury, Vermont. Beginners can train at WLKN. Tapes, photos to WLKN Lincoln, Maine. Immediate announcer openings here. 207-794-6555.

Combination engineer-announcer wanted; emphasis engineering; good hours, salary open. Radio Station WLTC, Gastonia, N. C.

Modern format clear-channel station in mid-west market, metro 300,000 looking for bright creative non-screamer announcer with 3rd phone. Opportunity for summer replacement work and a chance to work full-time. If your ability is above average, and you desire to work for a station on the road to #1 send photo, resume and tape to WPEO Jefferson Hotel and Motor Inn, Peoria, Illinois.

WQTE is now accepting applications for summer replacement personnel. All applicants should have a 1st class FCC license and be capable of announcing. Send resume and tape on first reply to Irv Laing, WQTE Whittier Hotel, 415 Burns Drive, Detroit, Michigan 48214.

Announcer with mature voice and first ticket. No maintenance. Permanent, lucrative position for versatile man. Must be adaptable. Good music-variety operation. College town. WSGO Oswego, N. Y.

Two radio-television announcers wanted: Send resume, salary requirement and picture with 1st letter. Personal interview required. All tapes will be returned. Joe Rada, WTAF, Parkersburg, W. Va.

1st phone announcer start \$100.00 per week. Send tape and resume to WVAR Radio, Box 349, Richwood, W. Va. or call 304-846-0071. Virgil W. Graves, General Manager.

Big, booming, mature voices needed at once for leading country music station with top 40 format in major east coast market. Send tapes, resume to Erny Tannen, MEDIAmerica, 9414 Crosby Road, Silver Spring, Md. 20910.

Young dj's with young ideas: New station designed to be part of young community near Ft. Dix, McGuire AFB, in Mt. Holly. . . . Top 40 plus . . . aggressive starters . . . send tapes, resumes, ideas to CAP Inc., P. O. Box 57, Wrightstown, New Jersey.

**Technical**

SE Pa. AM seeks competent first class engineer. Clean, successful operation with growth opportunity. Liberal benefits, good salary. Box D-159, BROADCASTING.

Wisconsin, quality minded station is seeking a qualified combo-engineer for established 1kw non-directional operation. Arrangement can be worked out for copy or combo-announcing, not to exceed 18 hours weekly for combo duties. Secure position and work directly with owner. Write Box D-280, BROADCASTING.

**Technical—(Cont'd)**

Transmitter engineer with experience on high band 50 kw G.E. equipment, major market station. Box E-114, BROADCASTING.

First class engineer for progressive AM-TV-FM operation on east coast. Experience desired but not essential. Excellent working conditions, fringe benefits. . . . Job now available. Box E-118, BROADCASTING.

Chief engineer capable complete maintenance 1 kw full in fine medium market lower N. Y. Pleasant living area for married, stable man. Complete resume and recent earnings to Box E-130, BROADCASTING.

Production, maintenance, first phone for quality daytimer, N.Y.C. Suburb. Everything new. Box E-138, BROADCASTING.

Wanted—Chief engineer, with 1st class ticket, for 5 kw. KLMR in Lamar, Colorado, also companion CATV and microwave system. Announcing experience will be helpful. Phone 303-336-2206 . . . Royce E. Willis.

Chief engineer \$150 per week depending on qualifications. We have good equipment and want to keep it that way. Contact Bob Erickson, Manager, KOKX Keokuk, Iowa.

Experienced engineer wanted for Negro programmed station. Send resume and salary requirements to KPRS, 2814 East 23rd, Kansas City, Missouri.

Immediate opening—chief engineer with experience, 5000 watt non-directional regional station, up-to-date equipment, fringe benefits. Call or Write WASA-AM-FM, Box 97, Havre De Grace, Maryland. 301-939-0800.

Northeastern Ohio AM-FM directional station needs first class engineer—must be strong on maintenance. Phone or write Chief Engineer at WCUE Radio, Inc., Akron, Ohio.

Chief engineer needed immediately by mid-western chain. No shifts but good maintenance ability required. Call collect Chuck Medford, WITL Radio, Lansing, Michigan.

The chief engineer at WRAP, Norfolk, Virginia, is retiring under a company retirement plan in July 1966. Require experienced, capable engineer as replacement. Write or call G. R. Chambers, Director of Engineering, Rollins, Inc., Wilmington, Delaware, 302-OL8-7127.

Immediate opening for 40 hour vacation relief board operator, limited announcing, 1st or 3rd license, can lead to permanent position. WSBC, 312-MO 6-9080. Chicago, Illinois.

Engineer for 4½ months summer relief, must have first class radio-telephone license. Contact WTAC Radio, Grand Blanc, Michigan. Phone 239-6401.

Needed immediately combination chief engineer announcer. Familiar with top 40 operation and directional antenna system. Pay commensurate with ability. Contact James C. Vernon, WYGO Radio, Corbin, Kentucky.

Immediate opening for engineer, 5 kilowatt. Phone 606-474-5144.

Chief for Wheeling area AM & FM group station needed now. Maintenance only. New equipment coming in. Salary open. Call Jim Luck (614) 676-5661.

Chief engineer suburban Chicago, Evanston, Illinois, six tower dir., 5 kw FM, 180-kw ERP, two multiplex sub channels. Salary to reflect experience and ability. Phone collect 312-869-8900, Mr. Adler or Mr. Wheeler.

**NEWS**

Minnesota: Exciting station. Good market . . . needs play-by-play and news combination . . . send tape and resume. Box D-307, BROADCASTING.

Opportunity combination news, production and announcing. Send details: KFRO, Longview, Texas.

**NEWS—(Con'td)**

One of Ohio's leading news stations needs knowledgeable newsman now. The man we select will edit, read, and write news on the station which backs him up with a helicopter, two-way radios, news cruisers, and adult programming. Send tape and resume to Joel Rose, News Director, WCUE-AM-FM, Akron, Ohio 44313. This is the job for the man who loves news.

Newsman wanted and it's a good job, somebody's missing a fine opportunity. Pulse rates station tops in area by wide margin. Station one of three under same ownership. Also has affiliations with five CBS-TV stations. Plenty of chance to advance. Let's call or write Harry M. Thayer, WGHQ Kingston, New York.

News—Combo local news, some board work, first phone license helpful but not essential. Opening June 1st. WLBN Lebanon, Kentucky. Area 502-692-3126. No collect calls.

WSMI Litchfield, Illinois has a reputation for excellence in local news earned over a period of many years. An opening now exists since our news director entered politics. Send resume and tape.

Due to expansion, Illinois daytimer seeking news director to gather, write and air local news. Good starting salary with opportunity for advancement. Send tape and resume to WTIM Taylorville, Illinois.

News director for established News department at Wisconsin station. Gather, write and deliver. Full facilities to work with, including UPI audio. Excellent opportunity. Call manager, Code 715 832-1629.

Start at the top as news director in aggressive growing local news oriented operation. Career opportunity for right man who can dig for news. Newly acquired station in Napa, California, near San Francisco. Call A. C. Youngberg, Paso Robles, Calif. 805-238-1602.

**Production—Programing, Others**

Production manager excelling in both live and produced (selling copy), station promos, contests, merchandising, public relations. California radio community oriented. Box D-130, BROADCASTING.

Wanted: Fast producing revenue promotions, will look at all, but only consider clean and worthy ones. Box D-132, BROADCASTING.

Program directors wanted by major radio group in largest metropolitan markets—east, mid-west and west. Need two—talk and information PD's and one top forty PD. All replies confidential. Send complete resumes to Box E-173, BROADCASTING.

Is creativity dead? 120,000 watt FM stereo facility wants truly outstanding man to take over as program director. Great voice, superb ideas and top references required. Work with fine equipment and congenial, stimulating surroundings. This is an exciting permanent opportunity. Facility owned by well-known Christian service organization genuinely interested in creative radio. Resume and samples of your work to Mr. Butler, KGFM Seattle, Washington 98133.

Copywriter—experienced. Good situation for writer who can produce strong copy. Top salary, fringe benefits. Leading Michigan station. Send background information, photo, and sample copy to WFDF Flint, Michigan.

Copywriter-experienced. Ability to create sales-producing copy for prestige Hartford-market radio station. Salary open. WRCH, Box 910, Hartford, Conn.

Newsman with both reporting and air ability. Must have experience in writing news, covering beat and any first class city and have clean character. Must be able to drive mobile, carry and operate walkie-talkie and portable tape machine and reduce news items to concise but dramatic interpretation. Write Jim Setters, Box 486, Wichita, Kansas.



## RADIO

### Situations Wanted—Management

**General manager**—now earning five figures in southern medium-large market. Six years area's leading salesman. Half-million dollar personal background. Previously program director and top announcer. Warm Climate. Box D-304, BROADCASTING.

**\$500-week** is my price. The station I manage will be No. 1 in six months. If your station is not billing \$25,000 a month in one year, I'll resign. Eight years top metro programming and selling. Box E-19, BROADCASTING.

**Successful manager** will move to daytime in town with strong competitive age-group swimming, or consider situation other than management. Superior at announcing, talk programs, sales. Box E-23, BROADCASTING.

**Exceptionally experienced, heavily sales oriented general manager.** Will train, lead, inspire, build outstanding sales force. Capable administrator. Married, 41, college. Box E-91, BROADCASTING.

**General manager—businessman and radio man . . .** experienced in small station organization, administration, sales, production, and community relations. Available after notice. Box E-96, BROADCASTING.

**Manager, metropolitan experience,** available now due to program changes. 30 years radio, 16 years management, including Negro, top-40 and general. Age 46, married, family, good background and references. Seek permanency and earnings potential. Bob Lyons, 3643 Hedrick St., Jacksonville, Fla. Phone (904) 388-3063.

### Sales

**Creative professional, 15 years experience.** Good industry references. If you need a top salesman, sales manager, or manager that can produce I'm your man. Have not earned less than \$15,000 past seven years. Box E-99, BROADCASTING.

**Salesman-announcer, 4 years experience,** married, permanent position, immediately. Box E-107, BROADCASTING.

**Successful sales manager seeks traveling job** calling on southern broadcasters. Box E-161, BROADCASTING.

### Situations Wanted—Announcers

**Morning man!**—Professional, witty, personable. Use characters and comedy routines. Looking to move-up permanently. Box D-208, BROADCASTING.

**Roy Star** available for employment/Top 40 RSVP Box D-289, BROADCASTING . . . almost average. . . .

**Top 40 dj.** Bright sound. Third endorsed. Experienced. Box E-3, BROADCASTING.

**DJ-announcer, newscaster, tight board, any format, aggressive, versatile.** Box E-16, BROADCASTING.

**Middle-road announcer, excellent knowledge music, 6 years experience, currently employed, college graduate, veteran. Tight board but non-screamer. Third endorsed. Min. \$110.** Box E-31, BROADCASTING.

**Negro announcer/newscaster/dj.** Recent graduate N.Y.S.A.S. 3rd phone. Prefer newscasting, trained in all phases of broadcasting. Will relocate. Box E-35, BROADCASTING.

**Experienced announcer, versatile, good voice, bright sound, family man.** Will relocate. Box E-74, BROADCASTING.

**DJ, Newsmen, fast pace, tight board, bass voice.** Family man. Available July 1 or August 1. Box E-78, BROADCASTING.

**Combo-jock—Strong news, experienced. Big sound. Dedicated. Tight clean board. Vet. 3rd endorsed. Willing to work. Any level now!** Box E-82, BROADCASTING.

**Personality announcer, good production, draft exempt, no beginner, sober & reliable.** Prefer California or southwest middle road or top 40. Box E-90, BROADCASTING.

## Announcers—(cont'd)

**Summer vacations filled?** Two years college radio experience: Rock, slush. Good voice, humor. Third class. Anywhere in U. S. Box E-93, BROADCASTING.

**Announcer—7 years experience. Married. 25 years old. \$425 monthly.** Box E-95, BROADCASTING.

**Married, draft-free announcer looking for drive-time slot at progressive station in metro-market. Northeast preferred. Play-by-play & talk show experience.** Box E-98, BROADCASTING.

**DJ-News; endorsed 3rd; runs own board, young, with experience in Miami top 40 & discussion programs. College.** Box E-100, BROADCASTING.

**14 months on first top 40 job. PD now and fame. Wife keeps nagging to get out of small town. Swore I'd never marry nagging female. Alas! Need larger market to get her off my back.** College grad. 1st. Box E-103, BROADCASTING.

**Contemporary personality: Nine years. Great ratings. Top markets.** Box E-104, BROADCASTING.

**Experienced, bright, happy dj-announcer. Married. Authoritative newscaster. Not prima donna or floater. Want to settle down.** Box E-109, BROADCASTING.

**Top 40 dj, limited experience, seeking position preferably near Michigan's southern border, but all offers considered—Veteran, 22, 3rd phone, wanting to learn.** Box E-112, BROADCASTING.

**Beginner, format radio, fast-paced rock jock, tight production; endorsed third; military exempt.** Box E-117, BROADCASTING.

**Top ten market good music talent looking for all-night shift on a major AM, or FM stereo. Network and 50,000 watt experience. No hurry. Currently afternoon drive time at #1 station in market.** Box E-122, BROADCASTING.

**Experienced disc jockey, informative newscaster, not a prima donna and a mature delivery.** Box E-125, BROADCASTING.

**Would an experienced middle road pro be an asset to your air staff? I offer 10 years better music background, creative copy & production & occasional humor. I seek a Class A group operation in which to develop further. First phone \$700 min.** Box E-126, BROADCASTING.

**Sportscaster . . . experienced. Radio and TV. First phone. College graduate. Married.** Box E-129, BROADCASTING.

**Professional announcer first phone, five years experience looking for major market. Call 664-4281 Los Angeles, or Box E-132, BROADCASTING.**

**Light experience, third phone, some college, good voice.** Box E-134, BROADCASTING.

**My first ticket and I are looking.** Box E-135, BROADCASTING.

**Married country-music personality, six years commercial experience, looking for opportunity with modern country station. Currently employed and enjoying top ratings in major market. Looking for security and a chance for advancement. In return I will offer an air personality, well versed in the growing field of country music.** Box E-139, BROADCASTING.

**Holy announcing!?! High camp personality for hire—first phone—hard rock top 40 only short on experience—strong on promotion—eager to work—programming-music directorship capabilities—college graduate—draft exempt—want small station experience—not floater, contact Bruce Wayne, Box E-145, BROADCASTING.**

**Pro announcer, versatile, stable, mature, college, top salary.** Box E-158, BROADCASTING.

**Ahmad to Zoot. Jazz is what I feel for. This talent is tired of the "out-crowd." If it means that I will have to leave this 50,000 watt top five for something a little less, it's ok by me. But, only top 50s need reply. Prefer all night show with soft, subtle approach. Reply Box E-159, BROADCASTING.**

## Announcers—(cont'd)

**Major market southern Calif. FM announcer seeks opportunity with fast moving format station. Will consider any location for the right offer.** Box E-160, BROADCASTING.

**Recent graduate of NYSAS know all phases of broadcasting. Will go anywhere. Have 3rd phone.** Box E-170, BROADCASTING.

**Combo dj—authoritative newscaster. Experienced Negro. Married. Will relocate, no floater.** Box E-172, BROADCASTING.

**Negro dj needs 1st break, 3rd class endorsed ready to travel. Strong voice,** Box E-175, BROADCASTING.

**1st phone, 8 years top 40 or C&W. Hall Ball, 502-442-1678 before 5 PM.**

**Announcer-newscaster. Limited experience. Completed military service. Washington metropolitan area. Marshall L. Settell, EMerson 2-1844.**

**DJ-announcer, broadcast school graduate, will relocate, John Fasulo, 212-266-3532.**

**15 years experience, good board work, 3rd ticket, now available. Don Thursten, Beacon Hotel, Barstow, California,**

**Attention west coast: Highly talented announcer with degree in Speech has decided to heed Greeley's advice. Arriving California late in June. Solid 12 year professional background in radio and television including play-by-play and management. Tape, resume, and references now, personal interview after July 1. Well into five figures in this market, but can no longer ignore the "call of the west." Bob Jones, 17 Westmore Place, Binghamton, New York. Phone 807-797-6405.**

**20 well-trained announcers available now. For tapes and resumes contact, Midwestern Broadcasting School, 228 South Wabash, Chicago, or phone WA 2-0712.**

### Technical

**5 years experience in radio and TV. Desire maintenance in TV or chief engineer of radio or small TV station. South or midwest preferred.** Box E-84, BROADCASTING.

**Engineer, 10 years extensive construction and operational experience as chief. AM directional and FM. Compatible with staff and work. Will locate anywhere, USA, or abroad. Married. Dependable.** Box E-111, BROADCASTING.

**Chief engineer \$150 per week. Seeks; good working conditions. AM, FM, DA 17 years broadcast, 10 years Chief engineer. Experienced on installation and rewiring. Available June.** Box E-148, BROADCASTING.

**Experienced radio-TV operating and maintenance engineer. Any location considered.** Box E-150, BROADCASTING.

**Experienced engineer—first phone—Installation and maintenance. AM, FM Stereo. SCA-CATV directional or non-directional. Can take care of all your engineer problems. No announcing.** Box E-168, BROADCASTING.

### News

**Florida stations: Experienced newsman, now in midwest, wants to trade northern cold for southern comfort.** Box E-28, BROADCASTING.

**Newsman: competitor, 2 years major market, wants better air opportunity in college town. \$80/wk.** E-119, BROADCASTING.

**Correspondent for reports (culture, political, economical), about Switzerland—the country of many international events. Swiss, 33, broad background, fluent English, French, German, Italian, university degree, seeks collaboration with station.** Box E-120, BROADCASTING.

**Ambitious and experienced radio newsman, college graduate. Seeks position with future.** Box E-171, BROADCASTING.



## Production—Programing, Others

DJ-announcer . . . plus experience in production & copywriting—young—married—1st phone—military complete—available immediately—will relocate; prefer southwest. Box E-73, BROADCASTING.

Program director and jock at 50 kw "Mighty 690" San Diego, 57-61. Since then, Program director, Production, top selling voice at 5 kw adult music station with ATC automation. 10 years freelance TV announcing, news . . . 2 years TV director-newsman. Now 37, desire permanency with organization needing dependable, creative, versatile man. Call, write Bob Donnelly, KXXR, San Jose, Calif.

14 years radio . . . announcing, programing, production, copywriting management, first phone, 32, married veteran . . . radio-TV preferred . . . Drew, 806-528-4467.

## TELEVISION

### Help Wanted

#### Sales

Immediate opening for three experienced salesmen for ABC-TV southeastern affiliate. Excellent opportunity to make real money. Transportation furnished. Give all details and salary expected first letter. Box E-151, BROADCASTING.

ABC-TV affiliate located in the southeast is looking for an experienced sales manager to build a complete new sales staff. Must know regional accounts and know how to handle a sales force. Excellent opportunity for one who could work into top management. If you are looking for a chance to make money send all details in your first letter. Box E-154, BROADCASTING.

Salesman-TV—for major Ohio market VHF. Local TV sales experience, proven record of success and growth. Salary, commission, profit sharing. Well established station in expanding industrial city. Send complete job history & personal background but don't delay. Position open as of June 1. Box E-164, BROADCASTING.

#### Announcers

Where are the good, experienced radio announcers seeking to move into TV? We have the perfect opportunity. Send complete details, audio or video tape, and salary expected to Box D-172, BROADCASTING.

Production minded announcer to handle on-camera commercial work, and train in production-directing. Excellent opportunity for growth in expanding operation. Send resume, pix, VTR (if available) to Program Director, WFMV-TV, Greensboro, N. C.

#### Technical

Immediate requirement for experienced chief engineer—northeast network VHF, small market TV station. Good salary, many benefits. Box A-310, BROADCASTING.

Experienced television technician for large northeast metropolitan station. Excellent salary. Box B-98, BROADCASTING.

Expanding south Florida VHF has opening for experienced studio maintenance engineer. VTR experience required. Some color preferred. Presently have film color, planning to expand to all colors. Box D-265, BROADCASTING.

First class operator for TV studio/transmitter maintenance. Box E-24, BROADCASTING.

Chief engineer for AM/FM/TV station in the east. Box E-25, BROADCASTING.

Immediate opening for three first class engineers with or with out experience in ABC-TV affiliate. Send all information and salary expected. Southeast. Box E-152, BROADCASTING.

Experienced TV engineer for supervisory position. Sound technical background required. Box E-162, BROADCASTING.

Immediate openings for full time studio engineers. Reply to R. A. Latham, KNTV-Channel 11, POB 1188, San Jose, California.

## HELP WANTED

### Technical—(Cont'd)

Studio engineer—Permanent position, top scale. Require good maintenance background. Contact Chief Engineer, WJRT-TV, Flint, Michigan. 313-239-6611 (Collect).

Immediate opening: Studio engineer. Midwest, VHF, multi-million dollar, color, solid state studio. Highest pay, bonus plan, excellent insurance, retirement benefits. Send resume to Dave Hauser, Chief Engineer, WOC Broadcasting Center, 805 Brady Street, Deavenport, Iowa 52808.

One transmitter and two studio engineers with first class license and experience in TV. Send resume, photograph and salary requirement to George S. Driscoll, Vice President and Engineering manager, WOKR (13), 17 Clinton Avenue, South, Rochester, New York.

Studio engineer with first phone—permanent position. Contact Chief Engineer, WQAD-TV, 3003 Park 16th St., Moline, Illinois.

The University of Michigan has an immediate opening for a studio TV engineer. Applicants should be experienced in installation, maintenance and operation of equipment. License preferred. Opportunity to enroll in University course work. Starting salary of \$6,000 to \$7,000 depending on education and experience. Liberal benefit program. Send resumes to Robert K. Kirck, Personnel Office, University of Michigan, 1020 Administration Bldg., Ann Arbor, Michigan. An equal opportunity employer.

## NEWS

Midwestern UHF needs mature newsmen with ability to write, present, and shoot and edit newfilm. Send audio tape, resume, recent photo and salary requirements with first letter. This is a good opportunity with an expanding, news-oriented station. Box E-20, BROADCASTING.

We are looking for a TV newscaster for the #1 news operation in one of the nation's top markets. He must be an experienced newsmen with a distinctive delivery style and dynamic personality. He must be young in appearance with age 30-45 preferred. It is most important that he be an aggressive on-the-street hard news reporter who writes and delivers much of his own material. We are an equal opportunity employer. Send a complete resume, which will be held in strictest confidence, to Box E-32, BROADCASTING.

Wanted—Newsmen to organize and run news department. Must be able to handle 16mm film and still photography. Air work is not necessary but desirable. Send photo and complete resume to Clark W. Davis, Operations Manager, WHTN-TV, 625 Fourth Avenue, Huntington, W. Va. 25701.

Newsman-reporter needed at once by medium market midwest station. Camera and air background preferred, but will consider radio or newspaper background. Contact Sid Bozarth, WPTA-TV, Fort Wayne, Indiana.

Midwest NBC affiliate wants experienced TV newsmen. On-Camera ability preferred, but not vital, salary open, send complete resume-picture, audition tape, audio or VTR to: News Director, Box 470, Rockford, Ill. Marked Personal.

## Production—Programing, Others

Medium market, network midwest. Require take charge man with strong background commercial production and news. Please send resume of broadcast training and salary requirements to General Manager, Box E-6, BROADCASTING.

Radio/TV writer to fill new broadcast position at bright, young agency. Must be familiar with production techniques. Department store broadcast experience preferable. 4A agency in major southeastern metropolitan market. Box E-133, BROADCASTING.

Immediate opening 2 experienced directors, excellent opportunity to advance to production manager. Send all details first letter and salary expected. ABC-TV affiliate located in the southeast. Box E-153, BROADCASTING.

## Production—Programing, Others

### Continued

Present production-manager who may be ready for advancement; growing company with 13 year old TV operation in northern Ohio interviewing for operations manager, completely responsible individual for supervision all program and production functions. Send complete details first letter. Box E-136, BROADCASTING.

Production manager—Florida ETV. Need person strong on production, able to work with others. Degree preferred. Total responsibility production, crew scheduling. Up to \$8,000. Send complete resume and photo 1st correspondence. Box E-163, BROADCASTING.

Film Director—"Take charge" man needed to set up complete film department. Must be experienced in editing, booking, purchasing equipment, etc. Needed immediately for new station in major eastern market. Excellent salary. Rush resume to Box E-166, BROADCASTING.

Film Editor needed immediately. Must have experience in all areas of film editing, and every phase of preparing shows and spots for air. Call Al Dulling, WDCA-TV, 301-OL 4-2600.

Television production supervisor with management potential. Wanted immediately. Call Dave Allen, WSEE, Erie, Pennsylvania 814-455-7575.

Needed: Imaginative Director, Announcer; has to be able to direct commercials, and news, sports & weather programs. Must have pleasant delivery for on-camera announcing, be willing to work and turn out quality as well as quantity results. Send complete resume and VTR to Curran Wade, Production Manager, WTVU Rockford, Illinois. Phone 815-963-5413.

Need continuity writer with ability to turn out quality copy for local clients, with some production knowledge and ability to work hard and fast. Send complete resume to Curran Wade, Production Manager, WTVU Rockford, Illinois. Phone 815-963-5413.

## TELEVISION—Situations Wanted

### Management

New UHF? Strong sales manager ready for management. Complete resume. Box E-88, BROADCASTING.

General manager/general sales manager 13 years proven professional and executive ability. In depth experience all phases. Highest industry references. Top 75 market experience. Box E-142, BROADCASTING.

### Announcers

Zowie!! DJ, Ventriloquist, Cartoonist with 5 years radio experience, available July 15th. Want to build a local TV personality? This is it! Do a lot of remotes? This is it! Radio or TV. Box E-146, BROADCASTING.

### Technical

Maintenance engineer major TV chain interested in any position—TV, ETV, CATV radio, with predominately daytime hours. Box E-33, BROADCASTING.

Good background in maintenance and installation of control room and transmitting equipment. Thoroughly experienced on RCA TT50-AH transmitter. 13 years with last TV station. South, southeastern or Caribbean area only. First class license. Bob Taylor, Route 4, Box 516, Mobile, Alabama, 471-3538.

### News

Newscaster available. Program director of top rated midwest TV station seeks on air news. Good video. Authoritative in every respect. This appears for well qualified personal reasons. Current mgr. knows of this decision and will furnish top references. Box E-38, BROADCASTING.

Successful radio-TV news director medium market Swap title if necessary for opportunity involving creative in-depth exploration of issues of the day. Clean, hard copy. Perceptive analysis. Exciting use of camera and sound. Awards for documentaries. Skill as interviewer, moderator, anchorman. Available interview Philadelphia RTNDA meeting, May 21. Box E-143, BROADCASTING.

## NEWS—(Cont'd)

Seasoned broadcast journalist. Specialist, politics and civil rights. Documentaries/commentary/in-depth reporting. Will consider combination broadcast-newspaper responsibilities. \$12,000 minimum. Box E-144, BROADCASTING.

News director. Mature professional available. Top rated on-camera delivery, major market administrative background, extensive experience in special events, public affairs and editorial programing. Box E-156, BROADCASTING.

June graduate, M. U. School of Journalism, TV-news major. Summer and stringer experience. Handle camera. Resume and SOF work sample available. Keltner Locke, 1505 Rosewood Drive, Jefferson City, Missouri.

## Production—Programing, Others

TV Director seeks position with station in small to medium market. 9 years in all phases TV. Married. Box E-102, BROADCASTING.

Experienced editor quality TV supplement wants TV promotion work. Knowledge in phase of industry. Married, 26. Box E-140, BROADCASTING.

Film director, experienced in all phases of production & promotion. Desires position in major market area. Military obligation completed. Resume upon request—call collect 202-332-7784 or write Box E-141, BROADCASTING.

## WANTED TO BUY

### Equipment

We need used 250, 500, 1 kw & 10 kw AM transmitters, no junk. Broadcast Electronics Corp., 1314 Iturbide St., Laredo, Texas 78040.

Wanted: Complete TV studio equipment, including camera chain, console, projectors, sync generator and associated equipment. Also frequency modulation monitor, channel 13, and 400 ft. of 1 1/2" Helix jacketed coaxial. Box E-66, BROADCASTING.

Wanted: Self supporting 350' to 500' tower suitable for mounting of large microwave reflectors and dishes. Box E-92, BROADCASTING.

Equipment Wanted: U.H.F. transmitter 10 or 12 kw. Box E-131, BROADCASTING.

Wanted 500 watt AM transmitter and antenna coupler unit. Modern vintage. Andrew Costello, KIEV, Glendale, California.

Wanted: FCC approved one kw AM transmitter. Harold Sudbury, KLCN, Blytheville, Arkansas.

## FOR SALE

### Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-fund, 440 Columbus Ave. N.Y.C.

Co-axial cable—Helix, Styroflex, Spirolite, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

For sale, RCA type TTU 1B UHF television transmitter. Immediate delivery "as is" basis. Presently tuned to Channel 20. 8 weeks' delivery if tuned to your channel and reconditioned. Box M-98, BROADCASTING.

Gates M-6144 dual limiter amplifier \$450.00. Gates M-5735 model ST-101 spot tape with 90 second tape \$500.00. Gates M-5136 "Blamote" 2 channel remote amplifier \$100.00. Gray viscous damped arms (less cartridges) 2 each 25.00 each. WNCG . . . P.O. Box 5758, North Charleston, S.C.

Ampex 351-2U and PRIO-2. Both mint. George Chapekis, 393 Emerson, Denver, Colorado.

## FOR SALE—Equipment

### continued

Whatever your equipment needs . . . Check first with Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

I want to trade a 20V Collins 1 kw AM transmitter to a 1 kw RCA FM transmitter. Box E-155, BROADCASTING.

A broadcasting trailer ideal as a second studio or a new station. Presently in operation. Could be purchased with or without equipment. Box E-147, BROADCASTING.

Audio equipment—Whatever your needs, check us first. New and used. Ampex, Altec, AKG, EV, Fairchild, Neumann, Langevin, Rek-O-Kut, Uher, Viking. Send for equipment list. Box E-121, BROADCASTING.

Ampex 354, 2-track, remote, new custom console, \$1,800; Magnecord M-90, 2-track, \$800; Tapecaster TC-1500 cartridge unit, \$250; 301-656-5858.

FM ant., side-mount, 4 bay, RCA-BTA-4A, 96.3 mc. Chief engineer, WGBS, Miami, Florida.

Wanted: 500 or 1000 watt modulation transformer for old Gates 500-D transmitter that has 810 modulators and 450th final. Impedance ratio is 15,000 to 10,000 (1.5:1). Have For Sale two Collins (ATC) P-190 cartridge machines, one record amplifier A-190 and switcher. Good working order. \$600.00 cash FOB. K. E. Beach, WALD, Waterboro, S. C. 803-549-3861.

Video tape-syndicator releasing master library. 3M-379, fresh burnished, evaluated. No splices. Maximum 3 passes. Replacement or refund if not satisfied \$135 per hour. Write or wire, VIDEO SUPPLIERS, Box 64, Buena Park, Calif.

One 150 foot utility self-supporting tower—six years old—for five bay FM antenna—on ground in St. Louis—ready for delivery. KSHE Woodland-1-2121—St. Louis, Missouri 63126.

Latest models Gates FM exciter and stereo generator and SCA generator, 18 months old and mint condition. Price \$1975.00. Contact Dexter Haymond, Radio KGEE, Box 937, Bakersfield, California.

RCA 1 kw FM transmitter, model BTF-1D. Excellent condition. Reasonable price. Call 617-389-3380.

Field meter, 120E; GR 1604A bridge, like new, \$700 each. 301-656-5858.

RCA two-tower phasor, less capacitors. \$500 FOB Ripon, Wisconsin. Phone 414-748-5111.

## MISCELLANEOUS

39,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc. \$5.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service, 1735 E. 26th Street, Brooklyn, N.Y. 11229.

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

Old rock 'n' roll records wanted from 1953 to 1963. Send list and price expected. Box E-62, BROADCASTING.

One liner Price war! Granny Applebee, Sexy Gal, Frenchman and more! 125 on tape. Airmail \$5.95 to Linrones Promotions, 981 Agard, Benton Harbor, Michigan.

Need story suggestions? Editorials, business topics, features, hard news. For details, News Features Associates, Post Office Box 14183, St. Louis, Mo.

## INSTRUCTIONS

FCC license and A.S.E.E. degree programs, by home study and resident instruction. Resident FCC courses available in Washington, D. C.; Seattle, Wash., and Hollywood, Calif. Home study conducted from Hollywood. Write for free catalog. 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.

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting June 15, August 17, October 19. For information, references and reservation, write William B. Ogden Radio Operational Engineering School 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 614 H St. NW, Washington 1, D. C.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$295. Rooms \$6-\$12 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on May 23—June 27—Aug. 1—Sept. 5. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

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.

F.C.C. First Phone—plus—250 hours theory & practical application. 6 weeks \$345. Rooms \$10.00 a week, on campus. License guaranteed. Orlando Technical College, 535 N. Magnolia, 415, Orlando, Florida.

F.C.C. First Phone in 6 weeks plus 300 hours theory and practical application. License guaranteed. Free placement service. Florida Institute of Electronics, 3101 Main St., Weirton, W. Va.

Air personnel: Stay on the job and study for 1st phone F.C.C. the sure way. 4 1/2 months. \$200.00. Write now for full details. Ron Ballie School of Broadcast Electronics, 170 Denny Way, Seattle, 98109.



## INSTRUCTIONS—(Cont'd)

Tutoring first phone. Three to six weeks. Outstanding results. Bob Johnson Radio License Training, 1060 Duncan, Suite D, Manhattan Beach, Calif. 90286.

See our display ad under Instructions. Don Martin School of Radio & TV.

Announcing, programing, commercial production, veteran approved, Individual instruction—Broadcasting Institute, Box 6071, New Orleans.

## RADIO—Help Wanted

### Sales

### It's Time to Think of the Future

Are you managing or selling for a small radio station, a small television station, or a small newspaper? How long have you worked in a small market? How long since your last raise? Have you come as far as you can in your field? Why not make a change?

Outdoor advertising is on the move. In the next 10 years, outdoor advertising will have the largest business increase of any media. Why don't you get in on the ground floor?

Send your complete resume, salary requirements, and a recent picture to:

Box E-123, BROADCASTING

## Announcers

### MORNING MAN

We are now paying our morning man \$10,000 a year, and he is about to leave us for a larger market. If you think you can qualify for this position in a Number One Top 40 operation, send tape and resume to

Box D-305, Broadcasting.

### PERSONALITY

Top five markets 59KW has immediate opening for experienced, quality voice radio man. Tempo should be up without shouting. Warm, built in smile voice. The charmer type. Alert sounding personality who can run a board, have a knowledge of quality music and have command of his show at all times. He must be able to take directions and follow station programming policies. If you are this man, send tape (no news), photo and complete resume immediately to:

Box E-40, Broadcasting.

### WANTED IMMEDIATELY

by WIXY—1260, Cleveland

Strong night-time jock.

No beginners—ONLY PROS.

Send tape and resume Air Special to:

Gerry Spinn  
WIXY RADIO  
3940 Euclid Ave.  
Cleveland 15

BROADCASTING, May 9, 1966

## Technical

### WANTED—BROADCAST ENGINEERS

Professional and Sub-professional

Consulting experience in AM, FM & TV application and/or field work including DA adjustment and AM, FM & TV field measurements.

TOP SALARIES—Commensurate with qualifications

LIBERAL BENEFITS including educational program.

For interview, contact:

**GAUTNEY & JONES**

930 Warner Building

Washington, D. C.

202-628-7757

## Announcers—(cont'd)

### DJ Opening! AFTERNOON DRIVE

Personality Plus

Personality plus tight formatting, a great sense of humor, and a desire to be involved with your community—

—Can earn you upwards of \$12,000 a year in one of America's most desirable markets.

Please do not send tapes consisting only of music and commercials.

Box E-165, Broadcasting

## NEWS

### RADIO NEWSMAN KFBK, SACRAMENTO

50,000 watt CBS affiliate. Immediate opening for experienced newsman who can gather, write, edit and voice. Permanent position, excellent employee benefits. Personal interview at own expense necessary. Apply in person or submit resume and audition to:

PERSONNEL DEPARTMENT  
McCLATCHY BROADCASTING  
21st & Q  
Sacramento, California

## Help Wanted

### Production—Programing, Others

### WANTED: RADIO PROGRAM DIRECTOR

for station in key Rocky Mountain market. Must be capable of leadership in adult, good popular music and news operation.

Also NEWSMAN with mature, network quality voice, capable of thru-flight planning, writing and originating. Hustle mandatory

Reply Box E-124, Broadcasting.

### Internal Auditor

Opportunity for young man with 2-3 years public accounting experience, radio/TV preferred. Area to be responsible . . . systems, procedures and program budgeting. Send complete resume to:

David O. Taylor, Dir. Personnel  
WGN Continental  
Broadcasting Co.  
2501 Bradley Place,  
Chicago, Ill.

## Production—Programing, Others

### Continued

### RADIO PRODUCER

For Telephone Controversy — Talk Show in top 10 city. Must be dynamic, vital, take charge, self starter who is fascinated by ideas, controversy and the world around him. Person selected will conceive program topics, line up guests, create features and permos. Good salary and rewarding future for right man. Send details, resume, salary requirements and a letter about yourself and your ideas.

Box E-180, Broadcasting

## RADIO—Situations Wanted

### Management

### MANAGEMENT MATERIAL

Twenty years experience in Programing, Sales, Public Relations, in major markets. Interested only in growing group executive level or exceptional situation with top potential.

Box E-116, Broadcasting.

## Announcers

### NON-CONTROVERSIAL AUDIENCE PARTICIPATION TALK!

If your station is near the bottom of the ratings heap, and you're in a market of at least 250,000, I can increase ratings, sales, and audience loyalty! EXCELLENT EXPERIENCE AND REFERENCES!

Box E-108, Broadcasting.

## Production—Programing, Others

### A Note to Classical Music Producers and Stations:

It is advantageous, both artistically and economically — for good announcing, programing, and commentary, without the endless errors in these and in the music as broadcast, live or by recording—to have on staff or consultation someone who actually combines a thorough professional background in:

All facets of announcing, commercials, news, interview; musical performance; musicology; languages (the six that are necessary); continuity writing; commentary. In short, every phase of classical music broadcasting.

Box E-178, Broadcasting



**TELEVISION—Help Wanted  
Management**

**MANAGER  
CATV SYSTEM**

To establish new system in 5,000 home community. The position offers an excellent future with an outstanding company. Send resume, including salary requirements to:  
Box E-58, Broadcasting.

**TELEVISION—Help Wanted—Technical**

**BROADCAST FIELD  
ENGINEERS  
RCA**

Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: D. K. Thorne, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden, N. J. 08101.

An Equal Opportunity Employer MGF  
**RADIO CORPORATION OF AMERICA**

**TV AUDIO  
SYSTEM  
ENGINEER**

Experienced in TV systems facilities planning and installation. Positions open for systems design of large TV audio consoles.

Send resume to:

Ward Electronic Industries  
142 Central Ave.  
Clark, New Jersey 07066  
Phone: (201) 382-3700

**Situations Wanted  
Management**

**TV OPERATIONS—PRODUCTION MANAGER**

Skilled, creative tiger, 12 years solid experience, stagnating as doleful kitten due to corporate merger. Put me in your tank for five figure salary and real advancement opportunity. Available June 15. Resume and references submitted upon request.

Box E-87, Broadcasting.

**Situations Wanted—News**

**PROFESSIONAL  
DOCUMENTARY NEWSMAN**

Achieved national recognition from local station level. Experienced and qualified in all phases of Documentary production (writing, filming, scoring, editing). Extensive color film experience. Wish to relocate in another top market. Station must have, or be able to purchase top quality equipment. Quality production a must.  
Box E-115, BROADCASTING

**Production—Programing, Others**

**MAJOR MARKET  
RADIO PRODUCER**

I am looking for the opportunity to make the transition from radio to TV production. If your television operation would consider employing a 30 year old college graduate with an impressive and varied radio background covering the past thirteen years, I'd like to hear from you.

Box E-89, BROADCASTING

**MISCELLANEOUS**

**Broadcasters:  
Make \$7,000 to  
\$12,000 annually  
in your  
spare time!**

Qualify and enroll students for Columbia School of Broadcasting's famous audio-visual home study announcer training program. You interview qualified leads only. Recorded lessons with tape exchange development by network calibre instructors. Tomorrow's announcers are out in your audience today waiting for this training. If you are a broadcaster, write for details:



Mr. Wm. B. Zorich, Vice President  
Columbia School of Broadcasting  
4444 Geary Boulevard  
San Francisco 94118

Accredited by California Department of Education. Not affiliated with CBS, Inc.



**MISCELLANEOUS—(Cont'd)**



**BRAIN FOR SALE**

Weekly idea service for radio stations. One subscriber per market. Write today for free sample.

**BROADCASTER'S EXCHANGE**  
1015 Hartford Bldg. Dallas, Texas

**RECORDING TAPE**

(1200' & 1800' 3M CO. TAPE)  
(Add 10¢ a reel postage) 7"  
M-Y-L-A-R reels—1200' \$1.29; 1800'  
\$1.99; 2400' \$2.59; 3600' \$3.79; 3"  
59¢; 3/4" reel—600' 99¢.

**TAPE  
RECORDERS**

SOLD AND  
EXCHANGED  
WRITE FOR  
FREE CATALOG

Tower, Lafayette Hill, Pa. 19444

**INSTRUCTIONS**

Your 1st Class Ticket  
in 6 weeks or Less  
at America's Foremost

**SCHOOL OF BROADCASTING**

the  
**DON MARTIN SCHOOL OF RADIO & TV**  
Register now for June 13th or Aug.  
1st CLASSES. For additional informa-  
tion call or write to:

**DON MARTIN SCHOOL  
OF RADIO & TV**  
1653 N. Cherokee HO 2-3281  
Hollywood, Calif. 90028

**BUSINESS OPPORTUNITY**

**\$ DOLLARS \$**

Put your CASH back in your business.

Sell us your land & tower and we  
will lease it back to you. Long term  
leases arranged

WRITE:

**TOWERS UNLIMITED**  
120 Flamingo Rd.  
Las Vegas, Nevada

**EMPLOYMENT SERVICE**

**ANNOUNCERS—1st  
NEWSMEN—ENGINEERS  
DJ's—SALESMEN**

If you need a job, we have one for you!

**C.B.I. PLACEMENTS**

1615 California St., Denver, Colo. 80202  
Phone 303-292-3730

**EMPLOYMENT SERVICE**

**81 NEWS OPENINGS ( \$7800.00 to \$15,600.00 )**

**SEND TAPE & RESUME TODAY!**

Radio  TV

Name \_\_\_\_\_

Location

Address \_\_\_\_\_

East Coast   
Midwest   
West Coast

Salary required \_\_\_\_\_

Market size  
100,000 up   
500,000 up   
999,000 up



**RADIO-TV  
EMPLOYMENT  
AGENCY**

645 North Michigan Ave.  
Chicago, Ill.  
CALL: AC 312/337-7075

**MANY EMPLOYER PAID FEE POSITIONS**

**FOR SALE—Stations**

**La Rue Media Brokers Inc.**

654 MADISON AVENUE  
NEW YORK, N. Y.  
TE 2-9362

**SACRAMENTO**

No. 1 Muzak Sonatone. Multiplex Music, including established FM Radio Station—Clients under contract—Leading department stores, banks, City, County, State Offices, shopping centers, etc. Over \$250,000 in accounts receivable.

Andrew C. Bartolini  
2001 21st St.  
Sacramento, California  
Phone 457-6531

**CENTRAL CALIFORNIA**

1 KW AM—Good Growth Area  
Full price \$60,000 with \$20,000 down  
Principles only.

Box E-177, BROADCASTING

Fla.	small	daytime	\$ 40M	terms
N.Y.	suburb	daytime	500M	terms
Ala.	metro	FM	55M	SOLD
N.E.	suburb	power	550M	29%
M.W.	TOP 50	AM&FM	1MM	29%

**CHAPMAN ASSOCIATES**  
2045 PEACHTREE, ATLANTA, GA. 30309

**WANTED TO BUY—Stations**

**WANT TO BUY  
RADIO STATION**

Anywhere East of the Mississippi. Price can go from 100,000 to 500,000. Must be in a growing market and making money. All information in strict confidence.

Write to:

Box E-174, BROADCASTING

**HOLDING COMPANY SEEKS MERGER**

For: Owners with Tax Problems—Estate or Other Problems—Owners Seeking Relief from Daily Management and Yet Want to Retain Equity or Who desire to obtain Capital Gains by "going public".

Our clients have the experienced management team and are seeking radio and UHF acquisitions for an exchange of stock. Their broadcasting holding company stock will allow you participation and group operation. Your key personnel can have a future with them.

Brokers protected.

(Continued from page 122)

KPFA(FM) Berkeley, Calif.—Granted CP to install new ant.

WKBN-FM Youngstown, Ohio—Granted CP to install composite trans.

WWTV-FM Cadillac, Mich.—Granted CP to change transmitting equipment.

\*WEUC Ponce, P. R.—Granted CP to replace expired permit to install alternate-main trans.

WAEO-TV Rhinelander, Wis.—Granted mod. of CP to change type ant., make changes in ant. structure and decrease ant. height to 1,650 ft.

WLSL-FM Roanoke, Va.—Granted SCA on subcarrier frequency of 67 kc.

KENR Houston—Granted extension of completion date to July 31.

Palmer Broadcasting Co. Des Moines, Iowa—Granted CP for new VHF-TV translator station on channel 2 to rebroadcast programs of WHO-TV (channel 13) Des Moines.

Remote control operation permitted following stations: WJER Dover-New Philadelphia, Ohio (main. trans.), and WOPI Bristol, Tenn.

Granted change of remote control operation for the following stations: KSFO Spokane, Wash., and KBCA(FM) Los Angeles.

WPGA-AM-FM Perry, Ga.—Granted assignment of CP and license to Radio Perry Inc. (Gilreath and Lowell L. Register).

WIZZ, WIZZ-FM, Streator, Ill. Streator Broadcasting Co.; WRAM Monmouth, Ill.; WIZ, Decatur, Ill. PrairieLand Broadcasters

—Granted assignment of license doing business under same name; T. Keith Coleman is selling his 10% interest in WRAM and WIZ and 17% interest in WIZZ-AM-FM to Stephen P. Bellinger and Joel W. Townsend for \$75,000.

KREZ-TV Durango, Colo.—Granted license for TV and change name.

Following stations were granted mod. of license to reduce aur. ERP: WCCO-TV Minneapolis, to 15.1 kw (main trans. & ant.); WMAQ-TV Chicago, to 15.8 kw (main trans. & ant.), and WTVK Knoxville, Tenn., to 60.3 kw.

Granted renewal of license for the following main station and pending auxiliary: WEAN Providence, R. I.

Granted WTVN-TV, Columbus, Ohio, CP to install alternate-main vis. amplifier.

Granted applications of following stations to reduce aur. ERP: WAPI-TV Birmingham, Ala., to 45.7 kw; KREZ-TV Durango, Colo., to 0.5 kw; WPTZ North Pole, N. Y., to 4.27 kw; and WORA-TV Mayaguez, P. R., to 20 kw.

**Actions of April 28**

WEEX-FM Easton, Pa.—Granted license covering change in ant. system, decrease in ERP and increase in ant. height.

KOAP-TV Portland, Ore.—Granted mod. of CP to change ERP to 60.3 kw vis. and 12 kw aur., and change type trans. and type ant.; condition.

WRUL Scituate, Mass.—Granted mod. of CP and license to change name to Radio New York Worldwide Inc.

Granted renewal of license for following TV translator stations: K07BJ, K11BE Bowman T. V. Booster Inc., Bowman, N. D., and K13CM Village of Niobrara, Niobrara, Neb.

Following stations were granted extensions of completion dates as shown: WHBC-FM Canton, Ohio, to Oct. 25; KUKI-FM Ukiah, Calif., to Oct. 20; WOKB Winter Garden, Fla., to June 13; KTWN(FM) Anoka, Minn., to Oct. 3; WNUS-FM Chicago, to Aug. 30; WELO-FM Tupelo, Miss., to Oct.

15; WDBQ-FM Dubuque, Iowa, to May 15; WBOW-FM Terre Haute, Ind., to Oct. 1; KRPM(FM) San Jose, Calif., to Aug. 12, and WAMU-FM Washington, to July 18.

Hubbard Broadcasting Inc. Las Vegas, N. M.—Granted CP for new VHF-TV translator station on channel 8 to rebroadcast programs of KOB-TV (channel 4) Albuquerque.

KIRO, Inc. Seattle, Wash.—Granted CP for new VHF-TV translator station on channel 2 to rebroadcast programs of KIRO-TV (channel 7) Seattle; condition.

**Action of April 27**

Northern Indiana Broadcasters, Inc., Kokomo, Ind.—Granted CP for new UHF-TV translator on channel 29 to rebroadcast programs of WTAF-TV (channel 31) Marion, Ind.; condition.

**Actions of April 25**

Long Valley TV, Glendale, Utah—Granted CP's for new VHF translators on channels 2 and 4 to rebroadcast programs of KUTV-TV, channel 2, and KCPX-TV, channel 4, Salt Lake City, respectively.

Long Valley TV, Alton and Oderville, Utah—Granted CP's for new VHF-TV translator stations on channels 8, 9, 10, and 11 to rebroadcast programs of stations KUTV-TV, channel 2, KCPX-TV, channel 4, Salt Lake City.

Granted renewal of licenses for following main stations and pending auxiliaries: WCAP Lowell, Mass.; WCME-AM-FM and SCA, Brunswick, Me.; WCSH Portland, Me., and WWON-AM-FM Woonsocket, R. I.

Granted mod. of licenses to reduce aur. ERP for following stations: KUAT Tucson, Ariz., to 0.186 kw; \*WFPK-TV, channel 15 Louisville, to 1.74 kw and KRET-TV, channel 23, Richardson, Tex., to 0.513 kw.

Following stations were granted mod. of licenses to operate trans. by remote control: KUPK Garden City, Kan., conditions; and WAMD Aberdeen, Md.; conditions.

**Actions of April 26**

WKBK Chicago—Granted license covering changes in TV station.

KIFG Iowa Falls, Iowa—Granted mod. of license to change name to PBW Broadcasting Corp.

WAND Decatur, Ill.—Granted mod. of license to change name to WAND Television Inc.

WPIP Collierville, Tenn.—Granted mod. of CP to change ant.-trans. location; and type trans.; remote control permitted.

WEST-FM Easton, Pa.—Granted mod. of CP to change type trans.; type ant.; install new ant.; change ant. system; increase ERP to 50 kw; and ant. height to 500 ft.; condition.

Garfield TV Club, Sand Springs, Mont.—Granted CP for new VHF-TV translator station on channel 13 to rebroadcast programs of KULR-TV (channel 8) Billings, Mont.

**Rulemakings**

**AMENDED**

■ By report and order in Doc. 16187, commission amended its TV table of assignments to substitute channel 3 for channel 2 in Las Vegas, channel 5 for channel 4 at Boulder City, channel 2 for channel 5 at Goldfield, and channel 4 for channel 5 in Cedar City, all Utah. At same time, it modified license of Southern Nevada Radio and Television Co. to specify operation of KORK-TV on channel 3 instead of channel 2 in Las Vegas, subject to conditions including no construction on channel 3 to commence until Mexican government has approved proposed assignment changes within 250 miles of Mexico-United States border. KORK-TV sought Las Vegas change because proposed relocation of its trans. on channel 2 to site on Potosi Mountain would not meet co-channel separation requirements. Action May 4.

**DENIED**

■ By memorandum opinion and order, commission denied petition by Majestic Music Co., Wheaton, Ill., for rule making to assign FM channel 296A to St. Charles-Batavia, Ill. The denial is without prejudice to later refiling of petition in event it is technically feasible after decision is made in comparative hearing on applications for channel 294 in Waukegan and Des Plaines, both Illinois. Action May 4.

**PROPOSED**

■ Commission invited comments to notice of proposed rule making looking toward assigning UHF-TV channel 65 to Martinsville, Va. in its petition for rule making,



Martinsville Broadcasting Co. (WMVA-AM-FM), Martinsville, sought channel 18 assignment; however, that channel is not available for assignment at that city. Action May 4.

#### PETITIONS FOR RULEMAKING FILED

**WLDY Ladysmith, Wis.**—Requests amendment of rules so that class C channel 225 may be assigned to Ladysmith, and channel 228 presently assigned and unused at Ironwood, Mich., would be vacated from that city and replaced with channel 295. Rec. April 18.

**Sturgeon Bay, Wis.**—Federalist Ltd. Requests initiation of rule making to assign either channel 230 or channel 231, preferably latter, to Sturgeon Bay, Wis. Rec. April 21.

#### REQUESTS FOR WAIVER OF CATV RULES

**Akron Telerama Inc.**: Akron, Ohio—Requests waiver to carry WTRF Wheeling, W. Va.; WDHO-TV, WTOL-TV, both Toledo, Ohio; WYTV Youngstown, Ohio; WOSU-TV, WBNS-TV, WLWC and WTVN-TV, all Columbus, Ohio; WSTV-TV Steubenville, Ohio; KDKA-TV, WIIC, WQED and WTAE-TV, all Pittsburgh; WJBK-TV, WWJ-TV, WKYA-TV and WKBD, all Detroit; CKLW-TV Windsor, Ont.; CFPL-TV London, Ont.; WICU-TV and WSEE(TV) Erie, Pa.

**Coldwater Cablevision Inc.**, Coldwater, Mich.—Requests waiver to carry WXYZ-TV and WKBD-TV Detroit; WDHO-TV, WSPD-TV, Toledo, Ohio; WPTH-TV Fort Wayne, Ind., and WSBT-TV South Bend, Ind.

#### New call letters requested

**KFDA Amarillo, Texas.**—Lone Star Broadcasting Co. Requests KFAD.

**Devils Lake, N. D.**—WDAY Inc. Requests WDAY-TV.

**Moberly, Mo.**—Jerrill A. Sheperd. Requests KRES(FM).

**Baton Rouge, La.**—Sound Dimensions Inc. Requests WQXY-FM.

**KMBC-FM Kansas City, Mo.**—Metromedia Inc. Requests KMBR(FM).

**WIP-FM Philadelphia.**—Metromedia Inc. Requests WMMR(FM).

**KNEW Spokane, Wash.**—Seattle, Portland & Spokane Radio. Requests KJRB.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through May 4. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

■ Indicates franchise has been granted.

■ **Wynne, Ark.**—Arkansas Cable Vision Co. (Raymond O. Raley, Albert Hess and J. L. Shaver Jr., officers) has been granted a 20-year franchise. The company will pay \$100 a year to the city plus 2½% of its annual gross receipts. The installation fee will be \$15 and the monthly service charge \$5. The company plans to provide reception from Memphis and from Little Rock and Jonesboro, both Arkansas.

■ **Walnut Creek, Calif.**—General Electric Cablevision Corp., subsidiary of General Electric Co., Schenectady, New York, has been granted an exclusive franchise. The company, represented by C. R. Gibson, Robert Longworth and William Henchy, will charge an installation fee of \$15 and a monthly service fee of \$4.95.

■ **Marianna, Fla.**—Milton Underwood, southern regional manager for H&B Communications Corp., has applied for a franchise.

■ **Miami, Fla.**—Cable TV Inc. (Ray Joseph, representative), Chattanooga, Tenn., has applied for a nonexclusive franchise. If approved, the company would pay 5% of its annual gross revenues or \$3,000, whichever is greater, to the city. The monthly service charge would be \$4 with no installation fee during the first two years. The company also has stated that it would set aside one channel for public affairs programs, news and weather reports and educational purposes.

■ **Pensacola, Fla.**—Florida Tele-Vue Cable Inc. has applied for a franchise. The city council will delay action on the proposal for a period of 90 days allowing time for a report to be submitted by the city manager.

■ **Americus, Ga.**—Wingate Dykes and Robert Lashley, both Americus, Ga., and Thomas C. Smith, Leslie, Ga., have received a franchise. The system plans to provide service from an ETV channel, a local channel and 10 commercial channels. An application submitted by Charles C. Smith was denied by the city council.

■ **Mount Pleasant, Iowa.**—Iowa Telephone Co., New London, Iowa, has been granted a 25-year franchise subject to the approval of voters at a special election to be held tomorrow (May 10). Anaconda Cable Corp., Sycamore, Ill., had also applied for the franchise.

■ **Burlington, Kan.**—Kyle Moore, DeQueen, Ark., has applied for a franchise.

■ **Pittsburg, Kan.**—KSEK Broadcasting Co. (KSEK Pittsburg) will be awarded a franchise if agreement on certain points can be reached with the city commissioners. The city commission had also considered applications from Kansas City Southern Industries, Kansas City, Mo.; Thomas Gleason, representing a York, Neb., firm, and Cable TV Construction of Iola, Kan.

■ **Nicholasville, Ky.**—Charles Drew, Lexington, Ky., has applied for a franchise. Mr. Drew's proposed 12-channel system would be made available to customers for a \$15 installation fee and a \$5 monthly service charge.

■ **Brunswick, Md.**—Frederick Cablevision Inc. (John I. Hanly, representative) has applied for a franchise. The company proposes a \$4.95 monthly service charge.

■ **Medford, Mass.**—Medford Cablevision Co., an affiliate of Cablevision Corp. of America Inc. (group CATV owner), has applied for a franchise. If approved, the company would pay 5% of its annual gross receipts to the city or \$52 yearly for each mile of wiring used for setting up the service. The firm (Herbert S. Hoffman, president) proposes a \$5 monthly service charge and a \$15 installation fee. The system would provide 12 TV channels, including three independent stations out of New York City.

■ **St. Cloud, Minn.**—Andrew Hilger, owner-manager of WJON St. Cloud, has applied

for a franchise. His proposal calls for a \$5 monthly service charge. Three other firms known to be interested in the franchise are TV Signal Inc., St. Cloud, Minn.; North Central Public Service Corp., St. Paul and Minnesota All-Channel Cable Vision, affiliated with KCMT(TV) Alexandria, Minn.

■ **Oxford, Miss.**—Mississippi Communications Corp. has presented a formal application for a nonexclusive franchise. The proposed \$100,000 system would carry nine TV stations, an audio outlet supplying two FM stations and a news-weather service.

■ **Mount Vernon, Mo.**—Community Service Radio Group (Galen Gilbert, general manager) has applied for a 20-year franchise. The company, which owns several radio stations including KSWM Aurora, Mo., also hopes to establish systems in Marionville, Aurora, Verona and Monett. A 12-channel system is being considered for Mount Vernon.

■ **Billings, Mont.**—Multi-Vue Inc. (Robert Taylor, representative) has applied for a franchise. The proposed system would bring seven new TV channels to city viewers.

■ **Grand Island, Neb.**—Grand Island Multi-Vue-TV System Inc. has been granted a franchise. Company incorporators are William Martin, William Moore, Jake Grasmick and Robert Taylor. Installation fees will not exceed \$25 and the monthly service charge will not exceed \$6.50. Grand Island Cable Television Inc. had also been a contender for the franchise.

■ **Wayne, N. J.**—All State Co. Union, and Cablevision Co., Wayne, both New Jersey, have applied for franchises. Previous applicants are WKER Radio Inc. (Ron Hickman, general manager), Pompton Lakes, and Tele-Mark Communications, Newark, both New Jersey.

■ **Germantown, N. Y.**—Germantown Telephone Co. (Donald Bohnsack, president) has applied for a franchise.

■ **Farmville, N. C.**—Carolina Telephone Co. has applied for a franchise. If approved, the company would pay 3% of its annual gross receipts or \$750, whichever is greater, to the city. The proposed service charge is \$4.50 per month.

■ **Smithfield, N. C.**—Carolina Communications Corp., subsidiary of Carolina Telephone and Telegraph Co., has applied for a 20-year franchise. Company official J. Richard Fowler estimated that the installation fee would be \$15 and the monthly service charge \$4.90. If approved, Carolina Communications would pay 4% of its annual gross receipts to the city during the first three years of operation and 5% of the gross receipts annually thereafter. The proposed system would offer eight to 10 TV channels including FM and a time-weather service.

■ **Whiteville, N. C.**—Carolina Communications Corp. (subsidiary of Carolina Telephone and Telegraph Co., Tarboro, N. C.) has been granted a 10-year franchise. The company has offered to pay 5% of the company's first \$75,000 gross return from the service and 5½% of the excess over \$75,000 on an annual basis to the city. Carolina Communications has also agreed to pay a \$2,000 annual guarantee irrespective of gross revenue.

■ **Sweetwater, Tenn.**—Stephen Vaughn Associates (group CATV owner; Ray Joseph, representative), Philadelphia, has applied for a franchise. If approved, the company, which already has franchises in Cleveland, Athens, Niota and other towns in East Tennessee, would pay 5% of its annual gross receipts to the city in lieu of taxes and would not charge more than \$4 for the monthly service fee. The company also said that it would not charge an installation fee to its customers for several years. Sweetwater Cablevision Inc., which already has a nonexclusive franchise, had previously agreed to pay 3% of its annual gross receipts to the city in lieu of taxes and to charge \$5 per month to its customers.

■ **Firecrest, Wash.**—Final agreement on an ordinance which grants a franchise to KTNNTV Tacoma-Seattle (Max H. Bice, general manager) has been reached by the city council. The council intends to approve the franchise at its next meeting. KTNNTV is owned by the Tribune Publishing Co.

■ **Jefferson, Wis.**—A group of Jefferson men, represented by Warren Ley of Jefferson Radio and TV Clinic Inc., has applied for a franchise. The request is being held in abeyance by the city council until a corporation is formed.

■ **Peshigo, Wis.**—Markus Theaters Inc., represented by Norman Langill, has applied for a franchise.

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**D**ON'T ask Don Fedderson to explain his new TV series, *Family Affair*. He won't do it. He'd rather screen it than describe it. There's good reason for his reticence. For *Family Affair*, scheduled to start in September on CBS-TV, is a typical Don Fedderson production. This means that it has, to use the Yiddish vernacular, schmaltz. What's schmaltz? It's a full-bodiedness, sentiment, and outpouring of the human predicament, a style that really can't be explained but has to be felt.

Not everybody appreciates schmaltz. Sophisticates have contempt for it. Tattooed men shun it. Bearded beatniks won't acknowledge it. And watusiing teen-agers are afraid of it. But Ma and Pa Kettle and the Goldbergs and the Rileys and the places where father knows best and certainly all of the life-that-begins-at-40 set lap it up.

That's what makes Don Fedderson successful. He takes a simple story line and sets it in a direct course for the funny bone. And if sometimes there's a sidetrack to the tear glands, that's a calculated diversion.

The other day when Mr. Fedderson was showing the pilot of his newest series, a young lady in the audience wept throughout the last 10 minutes of the half-hour program. It was no act. She was genuinely affected. It might not be up to even the Nielsen sample, but it's a good bet that the lady is representative of at least several thousand households in September where the tears will flow just as spontaneously.

If satire is what closes on Saturday night, Don Fedderson is convinced that gimmick shows will not last much longer. He won't go off chasing spies, or getting lost in space or entertaining genies from magic lamps. This is fool's gold, he feels, the kind that flashes in the pan.

Instead, he's looking for stories that will sustain, that are real, straightforward and have all-around family appeal.

**The Mark of Success** ■ The Fedderson track record indicates he must be doing something right. He's had his share of winners. *The Millionaire*, for example, took the network hurdles nicely for six-and-a-half years and *My Three Sons* is pounding into its seventh prime-time season and still may be some lengths away from the stretch.

*The Millionaire? My Three Sons?* Some critics have claimed this is the pabulum of the inane. What kind of person is this Fedderson character? Some kind of corny sentimentalist?

"I'm no Sunday school teacher," the man in question says in a rare moment of self-appraisal. There can be no quibbling with the evaluation. The man is thoroughly aware, tough, a professional.

Consider the box he was in with *The Millionaire*. Despite its long network

## Schmaltz adds a sweet smell of success

run, the series lost \$454,000. Faced with a deficit, the producer tied the show into a bundle and sold it to CBS-TV for an estimated \$3 million.

**Does It Again** ■ And last fall, Mr. Fedderson performed somewhat the same feat. He sold *My Three Sons*, which was making the transition over

from ABC-TV to CBS-TV, lock, stock and barrel, for a price that ranged from \$8 million to \$13 million, depending on who was making the estimate. Included in the deal was a firm contract that Mr. Fedderson produce the series.

Turning the tides of fortune takes a steady negotiating hand. Don Fedderson has the proper credentials. He's from a hardy breed, the independent film producers, a tribe whose limited numbers suggest that surely only the fittest survive.

Now in his early 50's, he has the look of a man who's seen the human comedy, not only in three dimensions, but in living color. He's been around the circuit a few times, yet his style is not that of a cynic.

Like most professionals, he avoids publicity. There's no sound of trumpets to herald a Fedderson production-in-the-making. He'd rather put up than puff up. He has the quietly competent manner of a city editor.

In truth, his background is from the newspaper field. He sold advertising for the now defunct *San Francisco News*, then jumped into radio as sales manager of KYA in that same bay city. Before long he was running the station as general manager and also was in control of KMTR (changed to KLAC) Los Angeles. Both stations belonged to a group owned by the mercurial Mrs. Dorothy Schiff, publisher of the *New York Post*.

In 1948, he put KLAC-TV (now KCOP-TV) Los Angeles, one of the pioneer television stations in the country, on the air. By this time he was Mrs. Schiff's executive vice president, yet, in 1953, when he was making \$75,000 a year, in what could be termed a dream job, Don Fedderson quit cold.

**New Horizons** ■ He was looking for new challenges so he formed his own organization, Don Fedderson Productions. After a fallow period of several months, he got the idea for *The Millionaire* while overhearing a conversation in a club car during a cross-country train trip. The series was the springboard for better things to come. He next took Liberace, whom he had first discovered and signed for KLAC-TV, and made him the star of a national television package. The Liberace program cost \$12,500 a week to produce and eventually made \$4 million.

This reaping of lush harvests is the result of painstaking planning, testing, of perfecting a concept before publicizing it. It's the work of a professional.

Ask Lawrence Welk. This TV perennial was supposed to be laughed off the networks years ago. But he's had a secret weapon. There's no credit line handed out among the champagne bubbles to prove it, but Don Fedderson is Lawrence Welk's TV consultant and packages his show.

## WEEK'S PROFILE



**Don Fedderson**—President, Don Fedderson Productions, Hollywood; b. April 16, 1913, Beresford, S.D.; Kansas City School of Law, 1933-34; announcer-reporter WHB Kansas City, 1935; promotion department 'Wichita (Kan.) Beacon', 1935; promotion work with the 'Wichita Eagle,' 1936-39; advertising account executive, 'San Francisco News,' 1939-41; sales manager, KYA San Francisco, 1941-43; general manager KYA, 1943-50; general manager, KMTR Los Angeles, 1944-53 executive vice president-general manager, KLAC-TV Los Angeles and also for all broadcast properties owned and operated by Mrs. Dorothy Schiff, 1948-53; formed Don Fedderson Productions, 1954; sold his first TV package with Liberace as star, 1954; produced such series as 'The Millionaire,' 'The Betty White Show' 'Life With Elizabeth,' 'Who Do You Trust?,' 'Date With the Angels,' 'Do You Trust Your Wife?,' 'My Three Sons,' 1955-60; TV consultant and packager for 'Lawrence Welk Show,' 1955-66; m. Tido Minor, Kansas City, Oct. 30, 1935; children—Monya 28, Mike 25, Gregg 17, Darr 13, Dana 8; member-Board of Hollywood Chamber of Commerce, Radio-TV Recording Artists Charities Inc., board of University of Southern California; hobbies—golf, work.

The heave ho

**N**OW that all the comments on the FCC's proposed 50-50 network rule are in hand and the commission has discovered it has no significant support, the really sticky question that the FCC is left with is this: How long must the taxpayers support a special FCC network-study staff?

The network-study boondoggle—and that is the only word, however trite, to describe it—has been going on nearly 11 years. It started in September 1955 when Roscoe Barrow, dean of law at Cincinnati University, was hired with a special staff to investigate network practices. Two years later the Barrow staff submitted a thick report advocating a number of restrictions on networks in station ownership, station representation and option time. But the Barrow Report stated there had been no time for investigation of network programming and urged a continuation of the FCC inquiry into that field. The Barrow staff spent \$221,000 in its two years of work.

In February 1959 the FCC took Dean Barrow's advice and created the still existing network-study staff which has four lawyers, two statistical clerks and a stenographer on fulltime assignment at an annual budget of some \$90,000. By simple arithmetic it can be calculated that a staff budgeted at \$90,000 a year for more than seven years has cost the government something more than \$630,000. That does not take into account expenses, which must have been considerable, for such things as travel and extensive hearings that have been held in such places as New York, Los Angeles and Washington.

Taxpayers are entitled to ask what they have bought with their money. The answer, which is unlikely to come from the FCC, is that they have bought a mountain of useless paper work that might just as well be burned to save the filing space. The factual information in the network-study staff's reports is obsolete, the conclusions are unrealistic and the recommendations welcomed by nobody of consequence.

Not only that, there are strong arguments to support the belief that the FCC had no authority to get into network programming in the first place.

In all bureaucracies, face saving is the normal instinct when things go wrong, and the FCC is no exception. Among the network-study staffers there is certain to be a frenzied effort to salvage something of the 50-50 proposal if only to hang on to their jobs. The members of the commission itself, however, are under no similar incentive. They ought to vote, without delay, to abandon the whole silly proceeding—and at the same time eliminate the network-study staff. In these times of inflation there is no need for the FCC to be harboring its own WPA.

NBC's 40th

**N**BC is the first network in the history of the world to observe a 40th anniversary.

This week—six months ahead of schedule—the NBC affiliates and officials celebrate the event in the newest state. The convention in Honolulu is about as far away from the tumult in New York, Hollywood and Washington as one can go without a passport.

NBC has a lot to be proud of as it begins plowing the back 40. It was the pioneer, thanks to its man of vision, David Sarnoff, who blueprinted networking in 1922 and brought it to fruition in 1926. Today the same David Sarnoff, at 75 and with 60 years as a communicator, talks about global networks by satellite delivering programs to

homes within a decade.

With all of its success, NBC first paid the penalty of the pioneer. RCA sired NBC to stimulate a market for radio receivers. It was years before NBC showed a profit, but RCA did in the sale of equipment. That pattern was to be duplicated, with far bigger chips, in the evolution of television and, within the past decade, of color TV. NBC and RCA are now reaping the harvest of their willingness to gamble hundreds of millions in research and experimentation.

The dwindling tribe of pioneers remember Owen D. Young, the first chairman of RCA, who gave young David Sarnoff encouragement and guidance. They remember Merlin Hall (Deac) Aylesworth, NBC's first president, whose home-grown eloquence made senators weep. And Niles Trammell, now in retirement, the master salesman, who put the old Red and the Blue in the black.

The hundreds of thousands who earn their livelihoods in broadcasting and its kindred pursuits—broadcasters, manufacturers, engineers, advertisers, agencies, talent, journalists (including critics)—owe a salute and a "well done" to NBC for leading the way. So do nearly 200 million Americans.

Hidebound

**W**E congratulate this year's winners of the Pulitzer awards for journalistic enterprise and excellence.

The *Los Angeles Times* won its prize for coverage of the Watts riots. KTLA(TV) Los Angeles, via TV-equipped helicopter, provided instantaneous coverage of the plundering and bloodshed and fed footage to all three networks and many independent stations. It also provided guidance and intelligence for the local authorities that helped quell the rioting.

There were deserved awards for press coverage of the Vietnam war. Good as this was, could it possibly have compared with the TV closeups of the jungle warfare (much of the footage in color) brought to nationwide audiences by any one of the three networks?

The Pulitzer prizes in journalism are for the printed page. The rules do not qualify other journalism media.

Journalism today is not the journalism of the turn of the century. The measure of journalistic enterprise is its service to the public, not to a group of judges operating under archaic criteria. Isn't it about time they rewrote the Pulitzer Foundation's definition of journalism?



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 "Don't get so damn cocky, JB. We both know our TV ads made most of those sales!"



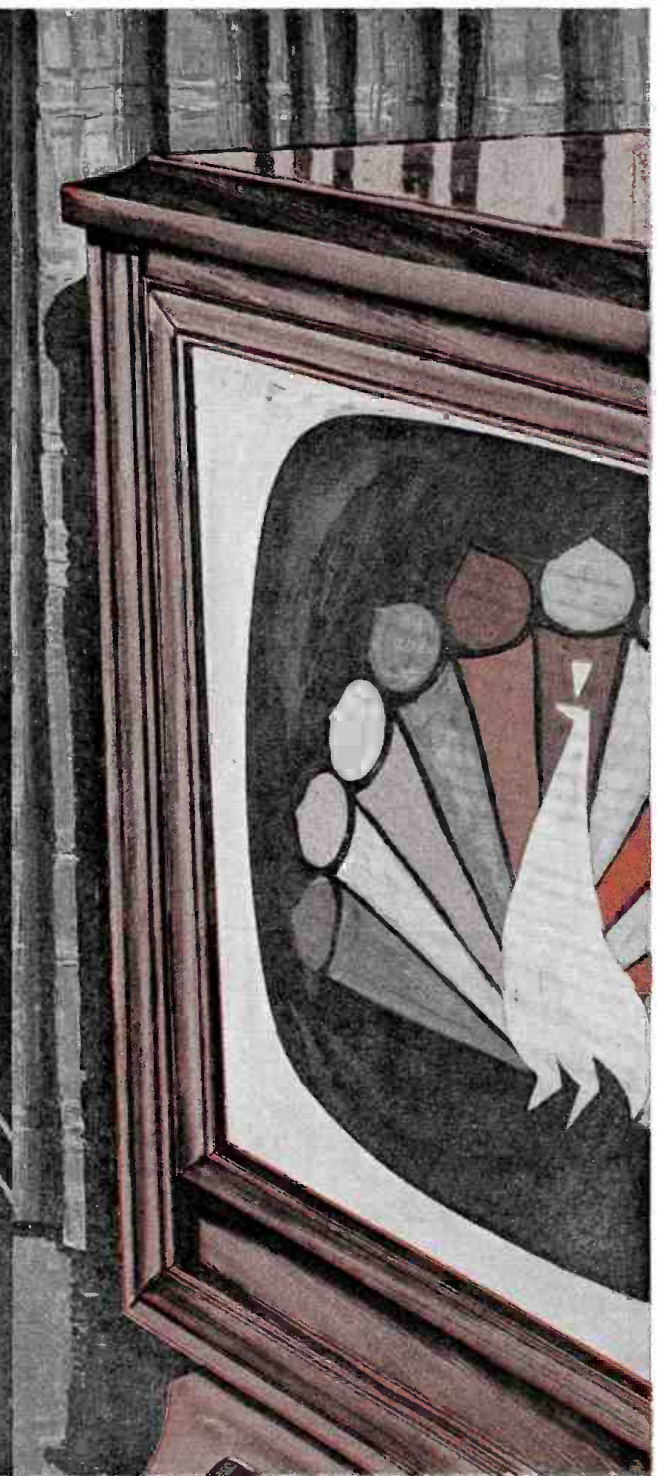
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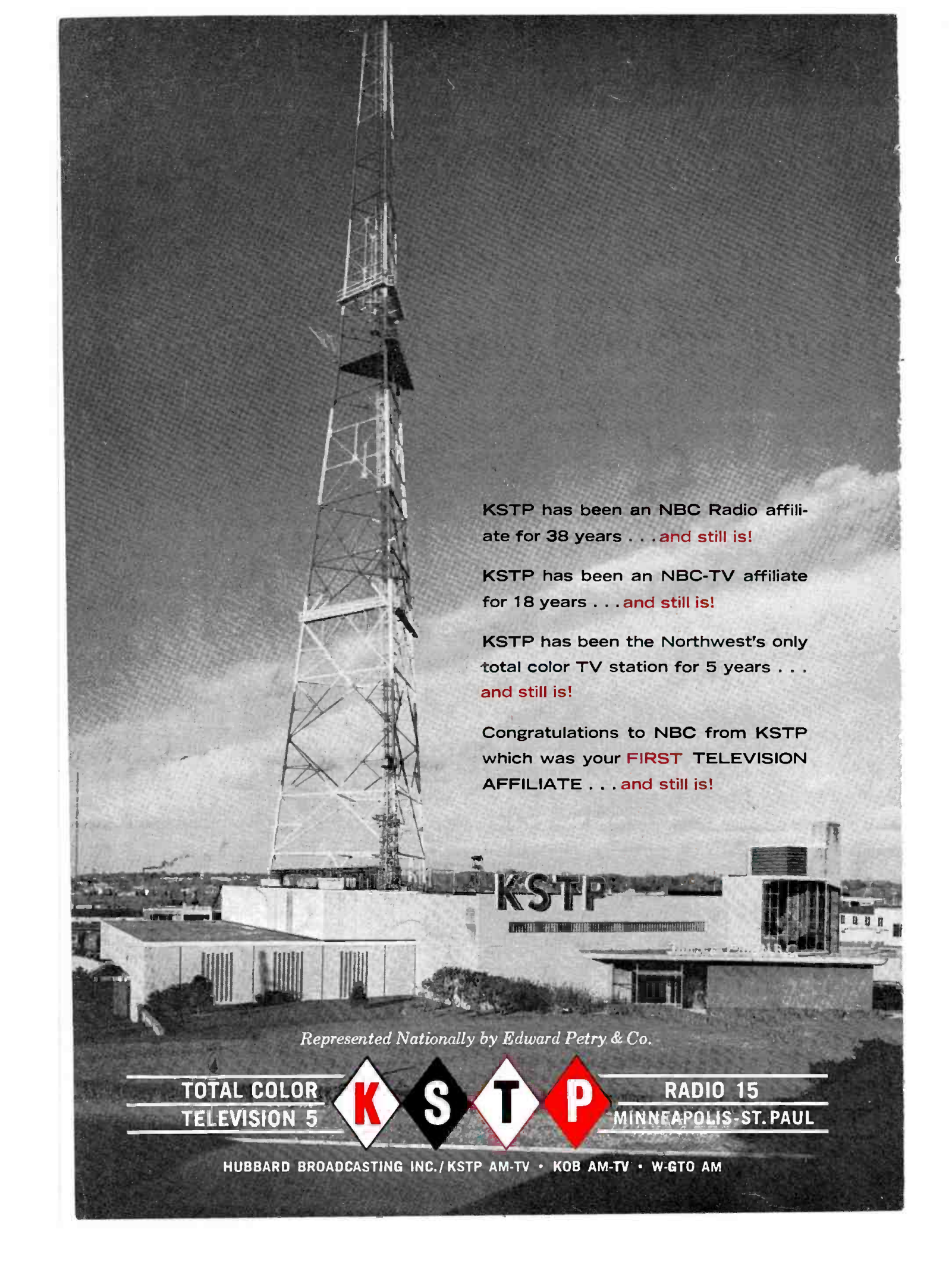
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Wait To See What  
The Next 40 Years  
Bring!



Edward Petry & Co., National Representatives

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**NBC STATIONS**  
IN HOUSTON, TEXAS





KSTP has been an NBC Radio affiliate for 38 years . . . **and still is!**

KSTP has been an NBC-TV affiliate for 18 years . . . **and still is!**

KSTP has been the Northwest's only total color TV station for 5 years . . . **and still is!**

Congratulations to NBC from KSTP which was your **FIRST TELEVISION AFFILIATE** . . . **and still is!**

**KSTP**

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