Early Bird augurs new age in transoceanic TV. p23
Appeals court tells FCC to explain WGMA denial. p60
Rifts over CATV widen; FCC meets issue this week. p52
What the sandpaper decision means to advertising. p28

emotions vibrate through "Let No Man Write My Epitaph" starring Shelley Winters,
James Darren and Jean Seberg. It's just one of 60 great
films in the Columbia Post-50 Group II distributed by SCREEN GEMS
King's Chapel, the first Episcopal Church in Boston, was completed in 1754. After the Revolution, it became the first Unitarian Church in America. This is one of the stops along the famous Boston Freedom Trail. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

Buy Boston like a Bostonian...Buy WHDH

TELEVISION: CHANNEL 5  RADIO: AM 850 KC 50,000 WATTS 6 FM 94.5 MC
REPRESENTED NATIONALLY BY BLAIR TELEVISION RADIO
Who says a lady can’t star in our brand-new ball game in St. Louis?

Since October of ’64... The Charlotte Peters Show has increased its ratings 57.1% while delivering 27.2% more total homes.*

And Charlotte ran up this score in just three months. We hope you’ll watch for the latest results as the game goes on.

THE EXCITING NEW

*Source: ARB Jan./Feb. 1965
BROADCASTING, April 12, 1965

ST. LOUIS
want prime time audience....?

Of course, you do. And there’s no better place to find this important buying audience than KRLD-TV.

KRLD-TV delivers 149,400 TV Homes per average quarter-hour, 6:30-10 pm, Monday thru Sunday. That’s 23,500 MORE HOMES per average quarter-hour than any other channel in the market.

And Channel 4 has 6 of the top 10 Dallas-Fort Worth prime time shows in homes delivered.

See your ADVERTISING TIME SALES representative.

ARB Feb. '65
Trussing the Bird

Some American network newsmen—and some Comsat officials—are leery of possibility of censorship of live telecasts via Early Bird satellite put in orbit last week (see page 23). Since ground stations in Europe are all owned by governments, and since all telephone traffic must be cleared before satellite is available for TV, it’s feasible for foreign posts-and-telegraph agencies to bar live TV transmission from or to their countries via satellite when subject is distasteful, by claiming inability to preemp voice circuits.

What worries American broadcast news chiefs is attitude of foreign communications managers toward use of Early Bird for live TV. At London conference last February, all foreign delegates except British expressed negative attitude toward live-TV use of satellite; in fact, Americans really had to hump to get time on bird (once weekly, on Mondays) during six-week experimental period.

Grouped groups

Group owners of broadcast stations in 50 biggest markets will rally in Chicago April 29-30 at call of chairman pro tem, George B. Storer Sr., to consider unified opposition to FCC proposal in effect freezing TV station sales in top 50 markets (BROADCASTING, Dec. 28, et seq.). Ward L. Quaal, executive vice president-general manager, WON Inc., will be host to group which originally met Jan. 7-8 in Miami at Storer Broadcasting Co. headquarters.

There have been indications that FCC would reverse its freeze order by superseding action with formal rulemaking involving group ownership. But action has not been taken despite opposition to freeze from highly placed members of Congress as well as broadcasters. Three-man team of Washington lawyers has prepared petition to be filed with FCC which will be considered at Chicago meeting (BROADCASTING, Jan. 11), along with proposal for permanent organization of multiple owners.

Staying put

Change in CBS-TV affiliation in San Francisco-Oakland now appears to have been ruled out. Cox Broadcasting had made presentation urging substitution of its independently operated KTVU(TV) as affiliate there in place of Westinghouse Broadcasting’s KPIX(TV) when latter’s affiliation contract expires in late October (CLOSED CIRCUIT, March 15). But CBS-TV authorities reportedly told Cox last week that although they were impressed with presentation, and considered it earnestly, they couldn’t conclude that it would justify abandoning affiliation that’s been in effect with KPIX more than 10 years.

A clean portfolio

James J. Wadsworth apparently has nothing to worry about from financial conflict-of-interest standpoint when he goes before Senate Commerce Committee tomorrow (April 13) for hearing on his confirmation as FCC commissioner. Former U. S. ambassador to UN and his wife have extensive holdings of stocks and bonds. And law barring conflict of interest of FCC commissioners is quite broad. Touching on indirect as well as direct holdings in communications industry. But at informal pre-hearing conference on this matter with Senate committee staff counsel, Nicholas Zapple, Mr. Wadsworth was told last week his holdings appeared to raise no problems.

New boss at Meredith

Frank P. Fogarty, executive vice president of Meredith Broadcasting Co., Des Moines, Iowa, will be elevated to presidency, probably this week. He’ll succeed Payson Hall who has resigned to join McClell Corp. in New York as vice president in printing division (see page 10). Mr. Fogarty is also seen as logical choice to replace Mr. Hall on National Association of Broadcasters’ television board. Mr. Hall’s TV board term has year to run. According to NAB by-laws, TV board interim vacancies are filled by vote of TV board members.

Mr. Hall’s move to McCall was seen in some quarters as portending McColl acquisitions in broadcast field, but Herbert Mayes, McColl president, said no such plans were in works. McColl was disclosed year ago to have acquired some 115,000 shares of American Broadcasting-Paramount Theaters stock and to have tried unsuccessfully to gain seat on AP-BT board (BROADCASTING, May 25, 1964). AP-BT stock is still McColl’s only broadcasting investment. Mr. Mayes said last week.

Better offer

Old game of vying for attention and, hopefully, approval of FCC, isn’t confined to that agency’s licensees in broadcasting. Last week Comsat and National Aeronautics and Space Administration issued conflicting invitations to FCC members to watch launch of Early Bird—and NASA won. Comsat had asked commissioners to watch television coverage of launch as received at Comsat’s Washington headquarters. NASA offered that offer by one to fly commissioners to Cape Kennedy for personal view. All six members took NASA flight.

The road back?

Some familiar names will crop up among applicants for St. Louis frequency to be vacated June 30, when kkw, whose license has been revoked, goes off air. Arthur M. Wirtz, chairman of KWW Inc. and its parent, Milwaukee Broadcasting Corp., heads new corporation formed to apply for kkw facilities. Among those associated with him as owners in $1,100,000 corporation are James B. Coston and Emory Jones, president and vice president, respectively, of kkw. Messrs. Wirtz, Coston and Jones were part of new team that took over station after broadcasts of fraudulent contests that led to revocation order in 1963. They took case to U. S. Supreme Court in vain effort to have commission decision reversed.

For past 20 years, Mr. Wirtz has headed company that owns St. Louis Arenas. His other extensive real estate interests include ownership of 16-story Frontenac Apartments in St. Louis. Mr. Coston is president of Coston Enterprises Inc. Other stockholders are described as "prominent St. Louisians."

ABC’s seventh?

If price can be agreed on, ABC may acquire wwoc Washington to fill its quota of AM station ownerships permitted by FCC rules. Network now owns six AM’s (seven are limit), has been in preliminary negotiations with Ben Strouse, WWOC president, who reportedly has rejected offers under $5 million. Other interests also are said to have approached Mr. Strouse in recent weeks. WWOC is full-time station on 1260 kc, has FM companion that provides background music.
Set in their ways  Who ranks first in TV set ownership among the country's fifteen major markets? Metropolitan Detroit, where 95% of the homes have one or more TV sets. So what? So nobody can afford to shrug off that kind of sales potential. Think what it means. Millions of people with the urge to buy, ready to shoot your sales curve to the sky. What's the best way to score in this booming 5th market? Lots of contented advertisers know. They buy WJBK-TV, where a whale of a lot of dials are habitually set. It figures. WJBK-TV can do a great job for you, too. And your STS man does all the legwork.

Great Buy in the 5th Market WJBK-TV

Based on Sales Management's Third Annual Survey of Television Markets Jan. 1, 1965
Now question is how much will intercontinental TV satellite transmission cost? Network news staffs and budgets begin climbing as Early Bird catches worm and fancy of U.S. and European broadcasters. See...

AGE OF TRANS-OCEAN TV... 23

When is mashed potatoes really ice cream? When spot doesn't point to firm, cool potatoes. Supreme Court upholds FTC in Colgate 'sandpaper' case; supports mockups if not shown as 'real thing.' See...

A RULE ON REALITY... 28

Several members of AMST file petition with FCC attacking association's proposal for CATV regulation as contrary to long-range industry interests. They ask FCC to let CATV grow at side of free television. See...

RIFT WIDENS AT AMST... 52

FTC's Dixon repeats his well-known views on House side of Capitol Hill. Says ad men's 'ingenuity' can solve problems cigarette ad warnings might pose. Rep. Harris feels FTC may be 'beyond its scope.' See...

COMPLIMENT FTC STYLE... 37

Quality Media Inc. uses Pulse-National Association of FM Broadcasters survey of 10 major markets to show power of FM radio. Study downgrades theory that FM and long-hair music are synonymous. See...

THE DOMINANT MEDIUM... 36

Wholesale overhaul of NAB structure or relations to other industry groups isn't way to improve work of association, Chairman Schroeder feels. Recommends four courses of action to board. See...

IN PHASE WITH TIMES... 56

U.S. Court of Appeals tells FCC to take another look at appeal of WGMA for renewal of license. Court says commission should explain in detail why WGMA and NBC were judged by different values. See...

WERE THEY GIVEN FAIR SHAKE?... 60

National Geographic Society enters field of TV programming. Says color is far enough advanced for it to offer four one-hour color specials next season. Series is half-sold, network berth is being sought. See...

'GEOGRAPHIC' SEEKS NETWORK... 40

Dr. Fisher takes issue with Dr. Seiden's findings on CATV. Tells FCC that CATV systems are having impact on TV stations. Questions validity of Dr. Seiden's survey of stations with declining revenue. See...

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Ever-increasing need for testing and research before ad campaign begins and while it is in progress is stressed at meeting of Association of National Advertisers in Santa Barbara. See...

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WLW STATIONS ON THE GO

THIS IS RADIO...

Live! Variety! Weekdays. Direct from a department store tea room. This is the Bob Braun "Good Morning Show." It's fun and successful. A newcomer on WLW Radio. A bouncing blend of singers, musicians, guests, lively audience on the spot. Thousands at home listening. A 90% commercial sellout. Audiences S.R.O. through 1966. One announcement brought 30,000 ticket requests. This is vibrant, unique, adult Radio — personal, enjoyable — as Radio should be. Crosley's on the GO!

CROSLEY BROADCASTING CORPORATION, a subsidiary of Avco

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

BROADCASTING, April 12, 1965
Appeals court: What's it up to?

It's reversed FCC in six of seven latest cases; now it raises new questions on own hook on Miami ch. 10

U. S. Court of Appeals has inserted new issue in Miami channel 10 case in move that mystified attempts and litigants.

On own motion, court asked parties to file briefs on how frequency and length of commercials and audio volume levels relate to public interest considerations. Briefs on these questions are due by May 3, reply briefs by May 17.

Court is composed of Senior Circuit Judge Henry W. Edgerton, Circuit Judges Charles Fahy and J. Skelly Wright.

None of parties or counsel have any knowledge of relevance of these subjects, although all are speculating widely.

Basic case is FCC's 1964 renewal of license of WLWB-TV Miami and denial of three other applications for same facility. Two of losing three appealed, claiming FCC erred in giving weight to WLWB-TV's operation under four-month temporary license. WLWB-TV was only applicant of original four that was found free of taint of ex parte activities and was given four-month license by commission after re-examination of original 1953 grant to National Airlines.

At issue in appeal, argued last month (Broadcasting, March 15), is weight given by FCC to operation of WLWB-TV during its temporary license period as well as other comparative factors.

Court's order, issued April 8, asks that parties file briefs on following four questions:

"1. Is the amount of TV time actually used in stunting, singing, or otherwise showing commercials a public interest consideration?"

"2. If so, should the commission be required to consider the length and number of commercials proposed by the competing applicants in this case?"

"3. Is the audio volume of the commercials vis-a-vis the other part of the program a public interest consideration?"

"4. If so, should the commission be required to consider proposals made by the competing applicants in this case with respect to audio volume?"

Lawyers for WLWB-TV, South Florida TV Corp. and Miami TV Corp. as well as FCC attorneys said they are at loss to explain court's request. Speculation ranges gamut: that court, conscious of current publicity about FCC's attempt to limit number and loudness of commercials, is attempting to use Miami case as vehicle to put its views on record; that one or more judges have been upset by commercial practices of local stations or loud commercials; that court has lost confidence in FCC and is determined to jolt it into what it considers is path of righteousness.

Six to One • Last theory is based on fact that court, with two of three judges, same in both cases (Fahy and Wright) virtually slapped FCC in face when it remanded Barry-Enright case for further consideration by FCC (see page 60). That decision, written by Chief Judge David L. Bazelon, told FCC in no uncertain terms that it has to spell out reasons why it makes decision, not just itemize plus and minus factors.

Lending some credence to this conjecture is fact, noted by several lawyers, that FCC since Jan. 1 has been upheld once, reversed six times by District of Columbia Circuit Appeals Court. Cases: • KPAS Banning, Calif., sale upheld by court.

• KOB Albuquerque, N. M., remanded because ABC network not given same consideration as other clear channel network stations.

• WFTV(TV) Orlando, Fla., remanded with instructions to reopen record to permit new applicants for channel 9 there.

• Mt. Holly, N. J., remanded with instructions to accept new applications for 1460 kc there.

• WkTO Thomasville, Ga., remanded with instructions to look into "use of frequency" issue raised by board of review and permit testimony and cross examination.

• WOGM Hollywood, Fla., remanded for further consideration on reasons why commission revoked WOGM license yet approved NBC licenses where both were involved in quiz show scandals.

Bird's-eye view of Indian head 'very good'

Maneuver after maneuver, Early Bird satellite is responding to ground commands perfectly. Satellite, launched last week by Communications Satellite Corp. (see page 23), had its altitude to equator changed in maneuver late Friday (April 9). Move put satellite over equator off coast of Brazil.

In test late Thursday, Indian head test pattern, reminiscent of TV's primetime days, was sent to Early Bird from Andover, Me., ground station. Sidney Metzger, manager of Andover station called reception "very good."

NBC-TV sets 47 games for its 1st AFL season

NBC-TV's American Football League fall schedule to be announced today (Monday), starts with Sept. 21 national telecast of New York Jets and Houston Oilers at Houston and contains 47 league games on 18 dates, five games carried nationally and remainder on regional basis. Games to be shown in color will be announced later. Schedule runs through Dec. 19, with games falling on 15 Sundays, two Saturdays, and Thanksgiving Day. NBC has TV rights to AFL games for five years beginning this year.

NBC said AFL schedule is two-thirds sold (Chrysler Corp., through Young & Rubicam; Institute of Life Insurance, through J. Walter Thompson; R. J. Reynolds Tobacco Co., through William Esty Co., and Firestone Tire & Rubber Co., direct.)

Complete coverage of week begins on page 23

Al Butler, senior VP, management supervisor and member of board, Benton & Bowles, will serve as director responsible for American Motors account and continues to be located in New York. Al Cuddenback, VP and management supervisor at agency, named management supervisor also on American Motors and becomes manager of management supervision in York.

Payson Hall, president of Meredith Broadcasting Co. and executive VP of parent Meredith Publishing Co., Des Moines, Iowa, has resigned to join McCall Corp. as VP in its printing division. Mr. Hall, with Meredith since 1947, will be in McCall's New York headquarters. McCall operates number of major printing plants, publishes magazines, is not in broadcasting except for minority stock holding in American Broadcasting-Paramount Theaters.

For other personnel changes of the week see FATES & FORTUNES

Terry: ad warnings must for cigarette industry

U. S. Public Health Service wants warning statement in cigarette advertising as well as on packages, Surgeon General Luther L. Terry told House Commerce Committee last Friday (April 9).

He said regulation of labeling should be left to Department of Health, Education and Welfare (of which PHS is division); regulation of advertising to Federal Trade Commission.

Results of survey made for PHS show that over 60% of sample favored warning statements on packs and in advertising, Dr. Terry stated.

Commerce Committee is holding hearings on five bills, all of them providing for caution on package, one of them leaving enforcement to HEW. (see page 37).

Cox-Danish debate ways to improve service

FCC Commissioner Kenneth A. Cox and Television Information Office Director Roy Danish, in New York meeting Friday (April 9), participated in what amounted to debate on broadcasting responsibility.

Commissioner Cox suggested that although broadcasters often fulfilled their public service obligations, there was some room for improvement. Mr. Danish claimed industry was meeting its responsibilities, considering limitations under which mass media must operate.

Mr. Cox told panel session at 1965 International Radio & Television Society college conference (see page 44) that broadcasters could operate more fully in public interest by expanding programming to minority audiences; increasing number of locally produced shows; devoting more time to political campaigns and cooperating more fully with local educational institutions and groups.

Mr. Danish cited contributions of television industry in public interest, including more than 1,000 locally-produced shows in 1960; more than 400 local shows for children in 1962 and more than 400 network programs dealing with law and legal procedures over past four years. He indicated that if TV lacks "Quality," this void is extension of one existing in other mass media (motion pictures, publishing, radio), which must produce in volume and cater to large groups.

In another panel session Friday, Jerome K. Reeves, program executive, Corinthian Broadcasting Corp., told students broadcast news needs "more abrasive news personalities" instead of "mild, bland, handsome people," who cover news but "do not dig for it." Lee Hanna, director of radio news, CBS, cautioned against excessive use of tape in radio newscasts, pointing out tape should not be used as "a gimmick" or sound effect. David Shefrin, director of news and public affairs, WABC-TV New York, cited need in broadcast news for new concepts to make listeners and viewers more interested in particular subjects.

FCC group to advise on ponies

FCC has established industry committee to advise it on broadcast of horse-race information. FCC Commissioner Robert E. Lee is chairman. Commission said 18 persons connected with horse racing are on committee, and invited other interested parties to participate, including representatives of broadcasting industry.

Commission said creation of committee is in line with interest of government and horse-racing industry in prevention of horse-race information or aid illegal gambling without, at same time, interfering with broadcasting of "legitimate information."

WATE-AM-TV sale approved

FCC last Friday (April 9) announced approval of sale of WATE-AM-TV Knoxville by Peoples Broadcasting for $6.8 million.

WATE Inc. is owned by Paul Mountcastle and associates. Mr. Mountcastle is board chairman of Life & Casualty Insurance Co., which owns WLAC and 50% of WLAC-TV, both Nashville.

Peoples Broadcasting, subsidiary of Nationwide Insurance group, is group owned.

Herbert E. Evans is president.

WATE, broadcasting since 1927, is on 620 kc fulltime with 5 kw. WATE-TV began operating in 1956 on channel 6, and is affiliated with NBC.

Also approved by FCC last Friday was sale of KAFE(FM) San Francisco, from Hal Cox to McLendon group for $200,000.

FCC stays ch. 9 order

FCC has stayed three-month-old order awarding channel 9 Syracuse, N. Y., to W. R. G. Baker Radio & Television Corp., pending commission action on outstanding petitions for reconsideration and for reopening record.

Action had been sought by six losing applicants for channel. Parties petitioned commission last month to set aside grant and reopen record to inquire into lawsuit filed by state of New York against number of defendants including company wholly owned by two Baker principals (BROADCASTING, April 5).
Now... another great half-hour western series from Warner Bros.

COLT .45 stars Wayde Preston as Chris Colt, whose skill with the family's product helps him operate as government undercover agent. Over three network seasons—in five time periods—COLT .45 averaged an 18.2 rating, 29% share.* In 1958-59, when it stayed in one time period, COLT .45 won a full-year 32% share. Available for fall start—67 fast-moving half-hours.

*Source: Nielsen Television Index

WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N. Y. Circle 6-1000
A calendar of important meetings and events in the field of communications.

Indicates first or revised listing.

APRIL

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

April 12—Annual stockholders meeting of Wometco Enterprises Inc. Studios of WTVJ (TV) Miami.

April 12-13—Legal seminar, conducted by National Community Television Association General Counsel Robert D. L'Heureux. Registration ($25) begins 8 p.m. Saturday, April 10. Briefing session begins 11 a.m. Sunday, April 11, especially for those who have not attended seminars in the past. Primarily for lawyers, but non-lawyers representing CATV systems permitted. Mountain Shadows hotel, Scottsdale, Ariz.

April 13-15—Advertising and production seminars on TV commercials conducted by advertising consultant Harry Wayne Mahan, Biltmore hotel, New York. Four three-hour sessions from 8-9:30 p.m.

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

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

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

APRIL 15—Federal Communications Bar Association luncheon. Jack Harris, Vice president-general manager, KFRC-AM-TV Houston, and president, Association of Maximum Service Telecasters, will speak on "The CATV Question: Television at its Crossroads." Congressional room, Williard hotel, Washington.

April 15—National Association of Educational Broadcasters, TV division, meeting for station managers and program directors. Sheraton Plaza hotel, Boston.

April 15—Time Inc. annual stockholders meeting. Rockefeller Center, New York.

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


April 19—Annual meeting and luncheon of the Associated Press, Michigan Governor George Romney will be the speaker at the annual AP luncheon at the Waldorf-Astoria, New York.

April 20—Women's Advertising Club of Chicago annual awards dinner with Marion Stephenson, NBC vice president, as speaker. Blackstone hotel, Chicago.

April 22—Deadline for Best in the West advertising competition for best ads in radio, TV and print media produced in the western U. S. and British Columbia and used between April 15, 1964, and April 15, 1965. Rules and entry blanks are available from Advertising Association of the West, 337 World Trade Center, Ferry Building, San Francisco 94011.

APRIL 21—AT&T annual stockholders meeting. Convention Hall, Philadelphia.

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


April 22-23—Third meeting of the executive committee of the FCC's Advisory Committee for Land Mobile. The two-day session will include a tour and inspection of land mobile operations in the Los Angeles area with Orange and Los Angeles county public safety officials as hosts.


April 23—Annual meeting of stockholders of Craft Industries Inc. Oakland, Calif.

April 23—15th annual radio-television conference sponsored by the Radio-Television Guild of San Francisco State College. Pierre Salinger, featured speaker. For information, contact Steve Toln, promotions and publicity director, SFPTC, 1600 Holloway Avenue, San Francisco, 94118.


April 23-24—Tenth annual convention of National Association of Broadcasters (TV) Miami. AAWL, 4666 International Drive, Orlando, Fla.


April 26—Louisiana Association of Broadcasters meeting, Lafayette.

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

April 29—New deadline for comments on the FCC's notice of inquiry and proposed rulemaking relating to mutually funded and other investment houses that are in technical violation of the commission's multiple-ownership rules. Original deadline for comments was Nov. 23, 1964, but was extended to Feb. 23 at urging of 15 group owners. Latest deadline set by FCC is result of NAB CONFERENCE SCHEDULE

Dates and places for the National Association of Broadcasters Spring Radio Program Clinics:

— May 17-18 — Hilton Inn, Atlanta.
— May 24-25 — Sheraton Charles, New Orleans.
"He tells me he loves me but where's the diamond ring?"

This is the sort of puzzlement that many a television advertiser shares. People love the show. Love the commercials. But the product isn't moving. Actually, research tells us that liking your commercial isn't necessarily related to wanting to buy. At Ayer, the first thing we try to build into a commercial is a selling idea that will turn lovers, likers or just plain lookers into sales and profits for the advertiser.

_The commercial is the payoff / N. W. AYER & SON, INC._
THAT'S NO COINCIDENCE! THAT'S $36 WORTH OF JELLY BEANS!

UPSTATE MICHIGAN IS A REAL SWEET MARKET.

BIG EATERS – BIG SPENDERS

Here's important food for thought: Upstate Michigan people spend more money at the grocery than folks in Detroit and Wayne County — $31.00 a year more! ($362 vs. $331. Source: SRDS, July, 1964.)

For food advertisers, this is a sure sign that Upstate Michigan is a healthy market—that these 36 well-fed counties represent a tremendous opportunity for powerful advertising results on your part.

Put this million-people market on your advertising menu. Get the facts. Ask your jobbers or distributors what stations they'd like to use. Or check with Avery-Knodel.

WWTV/WWUP-TV

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WWTV/WWUP-TV

CADDIC-TRAVERSE CITY / SAULT STE. MARIE

Please start my subscription for (CHECK)

☐ 52 issues $8.50 enclosed

☐ 52 issues and '65 Yearbook $13.50

☐ 1965 Yearbook $3.00

☐ Payment

☐ Bill me

Name

Position

Company

☐ Business

☐ Home

City

State

Zip

14 (DATEBOOK)
You get a tasty, rich mixture in the Golden Triangle

The WSJS Television Market—No. 1 in North Carolina

For a feast of audiences, WSJS Television's 3 metro city-33 county Grade A coverage has that rare combination of ingredients — No. 1 in Population, No. 1 in Households, No. 1 in Retail Sales — that make it the No. 1 market in North Carolina, the nation's No. 12 state.
Your Company will enjoy The Drake and The Drake will enjoy your Company.

The Drake has been an ideal home-away-from-home for Executives of many of the finest business firms maintaining permanent hotel-serviced suites. The Drake is noted for its quiet good taste, spacious decorator-styled 1 and 2 bedroom suites, each with serving pantry, and New York’s most fashionable East Side address.

We wouldn’t venture to guess the important business transactions discussed in the congenial atmosphere of the Drake Room — the clients who returned with lasting memories of Sheppard’s, New York’s distinctive and most popular rendezvous. Enjoy the full scope of Drake Hotel services at considerate short or long-term lease rates. Call Miss Rose, HA 1-0900 for inspection appointment.


May 3—Association of Canadian Advertisers will have its 56th annual meeting at the Royal York hotel, Toronto.

May 3—Spring meeting of Kentucky Broadcasters Association. Featured speakers include FCC Commissioner Lee Loewinger, and Vincent Wastlewitzki, president, National Association of Broadcasters, and Richard Lucking, vice president of advertising, Eastern Air Lines, Louisville.


May 4—Annual stockholders meeting of RCA, Chicago Opera House, 26 North Wacker Drive, and linked to New York via closed-circuit, two-way color TV hook-up at Peacock Studio in Rockefeller Center, 12:30 a.m. EDT in Chicago and 11:30 a.m. EDT in New York.

May 4—Spring meeting of Missouri Broadcasters Association. Speakers include John Courie, vice president for public relations, National Association of Broadcasters; Elme Ellis, general manager, WSB-AM-FM Atlanta; John Murphy, president, Crosley Broadcasting Co.; Mrs. Marlanne Campbell, president, WJEK Gallipolis, Ohio. University of Missouri, Columbia.


May 6—Meeting of Iowa Broadcasters Association. Speakers include William L. Walker, director of broadcast management, National Association of Broadcasters, Fort Des Moines hotel, Des Moines.

May 6—Spring meeting of Montana Broadcasters Association. Speakers include Sherrill Taylor, vice president for radio, National Association of Broadcasters, Executive motel, Missoula.


May 7—Virginia Associated Press Broadcasters meeting, Washington.

May 7—Annual meeting of International Radio & Television Society, New York.

May 7—California Associated Press Radio-TV Association annual meeting, Biltmore hotel, Los Angeles.


May 8—Indiana Associated Press Radio-Television Association meeting, Indianapolis.

May 8—Kansas Associated Press Radio-Television members meeting, hotel Mueh- bach, Kansas City.

May 8—National Instructional Television third annual conference co-sponsored by the National Association of Educational Broadcasters and the University of Miami. Deauville hotel, Miami Beach.


May 10—National Association of Television Program Executives annual meeting. Savoy Plaza hotel, New York.

Indicates first or revised listing.

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Broadcasting** Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, Broadcasters**—The News Magazine of the Fifth Estate. Broadcasting Advertising** was acquired in 1932, Broadcast Reporter in 1933 and Telecast** in 1933. Broadcasting Time Telecaster** was introduced in 1946.**

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Recently-published studies indicate that 30-second television commercials are highly effective. The way to make them even more effective is to place them on the CBS Owned stations. And now you can buy 30s in prime time on the five CBS Owned television stations, at rates which provide greater advertising efficiency than ever. Call your nearest CTS National Sales representative for the story on television's new dimension—prime 30s. Quickly. They’ll go "like sixty."
In the early hours of the Southern California morning, some 7½ million Angelenos prepare for the busy day ahead. Chances are, their companion in these morning hours is radio. And chances are, most listeners who are affluent, responsive adults tune to the always beautiful music and stimulating news analysis of KPOL AM/FM.

If you use Pulse, and/or your own good judgement, you'll note that KPOL is always among the audience leaders in adult listenership and has the largest audience by far of any Los Angeles' good music stations.

Regulation needed

EDITORS: If broadcasters took pride in their programing instead of their balance sheets, the regulatory agency would not need to concern itself with program content. Because of the broadcasters' default, the public begs the FCC to concern itself.

Even if broadcasters did what they said, we'd be better off. Leonard Goldenson bemoaned "sterile programing," (BROADCASTING, March 29) even as his network [ABC-TV] added more Peyton Place to the spectrum.—Mrs. Norman W. Osher, Milwaukee.

(Mrs. Osher is associated with the Milwaukee Radio Television Council which screens and publishes a list of its recommended programs being shown in that area.)

Regulation unnecessary

EDITORS: Can't help but comment on your editorial "The Answer man" in the March 29th issue. Your sentiments match my own perfectly. I would further suggest that if [the FCC's] Mr. Henry cannot find a program to his cultured taste on the different channels available, that he turn his set off or maybe he would prefer to have a private station catering to his taste only?

There is getting to be too much interference and regulation by the government and the American people are losing more and more freedom every day. But whether they realize it or not it is happening.—George B. Martin Sr., Campbell Hall, N.Y.

They're sorry: wrong number

EDITORS: Thank you for the story in BROADCASTING (March 29) on the Republican Party's new telephone news service carrying daily statements of GOP leaders which radio and television stations can record for later playback.

Unfortunately, the story inadvertently listed the long-distance dialing code as 212 instead of 202 (which is Washington, D.C.) and I understand a tailor shop in New York City has been deluged with calls from stations as a result. If possible, could you run a correction of the telephone number for this service. It is 202-544-7272.—Paul A. Theis, director, public relations, National Republican Congressional Committee, Washington.

(The incorrect code number was the one given in a letter sent to stations by the chairman of the committee.)
the Meredith bunch.
Eastern's radio-TV puts its accent on service to the public

The country was witness on inauguration day (Jan. 20, 1965) to two events, dominated of course by the swearing-in ceremony of Lyndon B. Johnson to the country's highest office.

As the country hailed its new chief, Eastern Air Lines also celebrated the inauguration of a completely new advertising and marketing program.

Linking the two events: Eastern's "inauguration" kicked off with its exclusive sponsorship over NBC-TV and NBC Radio of the full-day radio-TV coverage of the presidential inauguration.

This first step into public service broadcasting sponsorship was followed in February by our two-part special, The Best of the Bolshoi on WABC-TV in New York, and First Hearing, an FM stereo, good-music series broadcast over a selected group of stations in eight major markets.

To Eastern, now under new management, sponsorship of the presidential inauguration was a natural step. Our airline used this platform of public service broadcasting to introduce and emphasize our feeling that, after all, we do serve the public, and the presentation to the public of such important events is in its interest.

Low-Key Commercial • Eastern's sponsorship provided strong support for our new, low-key commercials seen throughout the day. The impact was outstanding.

We had the audience that day: according to Nielsen, 22,410,000 different homes saw all or part of the daytime coverage, and 10,680,000 different homes saw our nighttime wrap-up—an estimated 50% of the television homes in the country, or 26,300,000 unduplicated television homes.

Jan. 20 marked another innovation for our airline: Alexander Scourby made his bow as the voice of Eastern. Our choice of Mr. Scourby, who is an actor and not an announcer, was no accident. We decided an actor would be best suited to deliver our messages styled in their approach to the viewer in a sort of blank-verse that's aimed at each person as an individual.

Individually Styled • Alexander Scourby's direct, personal style typifies our new approach to passengers. Our approach is complete from the introduction of a new logotype in advertising, through new dinnerware and uniforms, right on down to new buttons on our porters' coats. The aim, of course, had the ultimate consideration: our passengers' comfort.

But our approach, as I've indicated, was not a one-shot affair. Our second major step into public interest TV was with The Best of the Bolshoi, two 90-minute specials, shown Feb. 21 and March 14, both presentations a resounding success.

Of interest in connection with our belief that the cultural event is of primary importance was our policy of taking only half the 18-minute commercial time allotted us for Bolshoi. We felt it better to leave the other half of the commercial time for the inclusion of an additional ballet.

First Hearing, our first step into public interest radio, puts the noted music critic, Robert Lawrence, in the place of the average listener who is hearing a major symphonic work for the first time.

The series of broadcasts, begun in February, is built around Mr. Lawrence's candid comments as he, along with the listener, hears a new recording. The group of eight stations broadcasting Second Hearing is headed by WQXR New York.

More Coming • These steps, together with several more to come over the next few months, dramatically portray Eastern's new outlook. Out of our 1965 advertising budget of $15 million, 50% is going into radio and TV. Newspapers are receiving 25% and magazines the remaining 25%. The TV-to-radio ratio of dollars is about 8 to 1. This is quite a change from years past when Eastern invested 90% of its advertising budget in newspapers and less than 10% in broadcast.

We have also embarked on a highly successful program with travel agents. This endeavor has already been supported by one-minute commercials (radio and TV) devoted specifically to the services these men and women provide. The commercials first appeared on both the inauguration and Bolshoi telecasts and will continue to appear in major TV and radio markets.

Large Audience • Our flying audience is vast. Last year we carried 12,828,000 passengers, a new record, but we have another and to us equally important audience. That is the 185 million citizens of this country. It is to serve them that we have entered the long-neglected, highly important area of public service, and public interest, broadcasting.

As for advertising, our media investment for the first quarter of 1965, most of which is being handled by Young & Rubicam, includes 20- and 60-second TV spots on 27 stations in 15 markets; one-minute participations on ABC-TV's The Sunday Night Movie in 40 cities served by Eastern; and 20- and 60-second radio spots on 38 stations in 12 markets.

Backing this up are four-color hi-fi pages in 24 daily newspapers in 13 markets and other advertising in dailies in 34 cities; ads in 21 magazines (handled by Community Prestige Magazines), in 13 trade publications and in selected mass magazines.

In the broadcast events we sponsor, as well as in our print ads, we'll stick to consideration of the public as our primary goal. That remains constant. Commercial messages will continue to be in keeping with our "customer-comes-first" policy. For our broadcast sponsorships, we shall continue to seek out events of the widest interest and importance in the belief that such programming is of the highest benefit to the people of our great nation.

Richard W. Lueking became vice president in charge of advertising for Eastern Air Lines a year ago after having served since August of 1960 as manager of promotion development for Procter & Gamble. Mr. Lueking joined P&G's advertising department after his graduation in 1948 from Berea College (Berea, Ky.). He was associated with P&G in sales, brand management and promotion. At Eastern Air Lines, he is responsible for market development and expansion activities.
In a 15 station market, why does WBAL get more than 1 out of every 4 Baltimore radio dollars?*

After all, more people listen to WBAL than to any other Baltimore radio station.**

*BASED ON LATEST AVAILABLE FCC REPORTS
**HOLLANDER REPORT, 1964; NRS NO. 3

Maryland's only 50,000 watt station/NBC affiliate/Nationally represented by Daren F. McGavren Co. Inc./or call 301-467-3000

BROADCASTING, April 12, 1965
NO ONE IS BORED ON THIS BOARD!

Frank Boyle  William Burton  Joseph P. Cuff  Robert E. Eastman  Jack Heilpern

Lee Lahey  Richard Leader  William P. Marseilles  Dale Stevens  Herbert J. Weber

THE EASTMAN BOARD OF DIRECTORS:

- All are Active Key Employees.
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This Board is really involved. Each member feels he is personally responsible for the National Spot welfare of each station.

They are broadcasting professionals. They are also advertising and sales pros.

Eastman’s Board of Directors takes pride in

- Representing America’s Best Radio Stations.
- Guiding the destiny of America’s Best Radio Representative.

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

NEW YORK  DETROIT  SAN FRANCISCO  BOSTON  ST. LOUIS
CHICAGO  LOS ANGELES  PHILADELPHIA  ATLANTA  DALLAS
The new age of transoceanic TV

What's now in store for television news:
a spate of specials from European capitals
and consistent hard-news pickups—all live

The prospect of worldwide television news coverage on a virtually "instant" basis opened up last week as international TV communications sped into a new era with the launching of the Early Bird synchronous satellite (also see story page 25).

Live programs linking European capitals with the U. S. were being planned for the Early Bird's formal TV inauguration on May 2 and immediately afterward. But network news chiefs were also thinking beyond the test period to a time when, as one said, TV news feeds from London, Paris, Bonn, Johannesburg, Sydney or Tokyo may be as commonplace on evening newscasts as one from Washington, New York or Selma, Ala.

The long-range implications in satellite relays—generally regarded as potentially the most far-reaching influence yet seen in TV news coverage—were further dramatized by reports that negotiations have been started with Moscow to bring Russia into future exchanges.

Network news operations, already representing an investment substantially exceeding $100 million a year, are expected to expand broadly—though probably slowly—as satellite usage develops. CBS and NBC officials said they already were looking to lease studio and technical facilities in London for frequent satellite transmissions. NBC News set up a special satellite staff unit some time ago.

"I want to be able to press a button and have a TV circuit to London up in four minutes the same way I can get a radio circuit today," CBS News President Fred Friendly said last week.

This and more elaborate set-ups may not come immediately. For the present, the extent to which satellites will be used by the networks seems to hinge on two questions yet to be answered: When and to what extent they will be available, and how much they will cost.

But there appeared to be little doubt that the era of "satellite news" had been entered with the Early Bird launch, and that the rest—even if slow in coming—should be mainly a question of time.

European Questions • Clouding the picture at present is the attitude of European government postal and telegraph offices which control the ground stations through which satellite transmissions must pass.

Although Early Bird is owned and operated by the American Communications Satellite Corp., "it is useless without the cooperation of European governments," as one network representative pointed out last week.

There has been pressure from the British and the French to limit the television use of Early Bird in favor of the more lucrative exchange of international telephone traffic.

There is a feeling at the networks, however, that when Comsat has two or more synchronous satellites orbiting over the Atlantic—and later over the Pacific—TV circuits will be readily available.

At the present time Comsat has no plans for a second Early Bird, according to Joseph V. Charyk, president of the corporation.

"That will depend on demand," he said last week, explaining that Early Bird II is available (it was ready as a backup for Early Bird I in case something went wrong with the initial launch) either for a second Atlantic ocean facility, or for a first over the Pacific ocean.

One problem for the Pacific, Mr. Charyk said, is the lack at the present time of ground stations on the U. S. West Coast to form a link with a ground station already established outside Tokyo in Japan. There is also a need for service to South America, he pointed out, but the problem is that there is no ground station yet available there. ITT has, however, filed an application with the FCC seeking permission to build a ground station in Puerto Rico.

Setting Policies • Uppermost in the minds of network news chiefs now is the establishment of favorable precedent in the wholly uncharted areas of rates for satellite traffic and unlimited and uncensored use of the "flying switchboard."

William McAndrew, executive vice president in charge of NBC News, sees "real use" of satellites as soon as two of them are orbiting and the pressure for telephone traffic, to the exclusion of TV, is lessened. He's optimistic about regular use of the satellite for news feeds, but he warns that "if the rates are out of sight, it will be used mainly in emergencies."

NBC News expenditures, now estimated at $53 million a year, will be increased for additional European staff and facilities. Mr. McAndrew suggested the NBC London news operation could eventually become as large a bureau as the Washington office is to—
NEW AGE OF TRANSOCEANIC TV continued

day. NBC News now has 120 staffers in Washington.

NBC is also considering use of Early Bird or its successors for transmission of cultural programs such as operas or concerts from European capitals.

Availability • At a London meeting of Comsat, broadcasting and government officials in late February it was tentatively agreed that after testing, Early Bird would be available to television in mid-afternoon periods (New York time) on week days, when phone traffic generally would be low. Mr. McAndrew noted last week this would "hit well" for fees to be used on early evening news shows.

The NBC News chief disclosed there have been negotiations with Russian officials to link Moscow via Intervision with Helsinki and Helsinki with London through Eurovision facilities, thereby bringing Russia into future programming exchanges.

In February NBC formed a satellite communications unit under Don Meany, director of news operations, to explore opportunities offered by the satellite and to plan and schedule programs that would make use of it. Mr. Meany's unit includes two producers and another member to be assigned to coordinate European operations.

CBS News' Mr. Friendly sees a revolution coming in the news field as a result of satellite communications. The Atlantic ocean, he said, has been a "moat" separating Europe from America, "but now that moat is going to disappear."

"Some of our European bureaus may become more important than some in the U. S.," he went on.

Mr. Friendly thinks "a consistent use" of the satellite will establish "precedence of use" and that this will give trans-Atlantic and worldwide TV communication momentum that will be difficult to replace.

Short Periods • Mr. Friendly said that Comsat ought to establish rates that would make short news feeds a practical possibility for the networks. It would be a mistake, he thought, to set minimum hour rates as common carriers in this country have done. It costs approximately $3,000 for a coast-to-coast TV link in the U. S. even though a network may desire less than one hour's use of the line.

A similar $3,000 charge, and $60 per minute for "overtime," was suggested for Early Bird use at the London meeting. One suggestion made by U. S. broadcasters has been that any minimum hourly rate could be shared by the networks here if each used the satellite for only a portion of the hour. Such an arrangement is not allowed by common carriers in this country for leased TV cables. Another suggestion at the London session was that a rate-per-minute be set.

Elmer Lower, ABC News president, described the Early Bird potential as "great for the big story," but added that "I don't want to leave anybody with the idea we're going to use it for features."

Price and Use • The question one has to ask, Mr. Lower said, is: "What can the satellite do to warrant the daily expenditure of $3,000?"

Mr. Lower indicated more interest in having a synchronous satellite over the Pacific ocean than the trans-Atlantic vehicle, in order to bring Asia into faster news contact with the U. S.

On the subject of access, Mr. Lower said: "The satellite should go to the medium which can use it uniquely—telephone."

News and the Satellite • ABC-TV will originate its early-evening news program with Peter Jennings from London on May 3 and from Paris on May 10. These will include feeds from European capitals. ABC News is sending a special support unit to Europe with Mr. Jennings for a two-week period.

In longer-range plans ABC-TV is considering use of the satellite for its Issues and Answers program for interviews with European statesmen. News President Lower said budget meetings were held by the network last week for allocation of new funds in connection with satellite usage. The ABC News budget is now said to be between $18 million and $20 million a year.

Mr. Lower indicated the satellite might eventually be used for syndication of the ABC daily electronic feed (ABCDEF) to foreign subscribers. The network has also voiced hope that Early Bird could be used to carry the Russian-American track meet live from Moscow this summer.

CBS-TV's first special program use of Early Bird will be a May 3 Town Meeting of the World, an hour program that will link Barry Goldwater in New York, Secretary of State Dean Rusk, British Foreign Secretary Michael Stewart and Douglas Home, all three in London, and a French statesman in Paris, all discussing the Vietnam situation.

Charles Collingwood will be the host of the program in Europe and Walter Cronkite in New York. The program will be shown live over CBS-TV in the early afternoon and repeated in prime time that night. The BBC and other European networks are expected to clear for the telecast. Mr. Friendly said there is a good chance of getting a sponsor for the program.

A second CBS News program using Early Bird is being set for May 8. This will be a commemorative show titled Europe 20 Years Later, marking the 20th anniversary of VE day, with former President Eisenhower in Gettysburg, Pa., and other participants at World War II sites in Europe.

Regular Use • Questioned last week, Mr. Friendly said the Town Meeting of the World telecasts and other specials would become regular occurrences and that CBS News fully expected to use the satellite for regular news feeds, not just for stories of unusual importance.

NBC-TV plans to originate its Today program on May 3 from five European cities: Amsterdam, the Hague, Brussels, Paris and Rome. The program will include a two-way discussion between members of Parliament outside the House of Commons in London and U. S. congressmen outside the Capitol in Washington.

The Huntley-Brinkley news show that night will include satellite-fed portions from Chet Huntley in London. David Brinkley will be in his regular Washington spot.

NBC News also expects to use the satellite for regular news feeds depending on determination of practical rates and times of access.

Mr. McAndrew also suggested use of the bird in conjunction with tapes or film flown from more distant points. For instance, he said, footage flown from Vietnam to Paris could be put on the satellite circuit for immediate transmission to the U. S.

Ground Support • As programing plans for Early Bird moved ahead last week there were conflicting reports about when the British and French governments intended to make their ground stations available to TV once Comsat settles into regular commercial service.

Major General George Samson (U.S.A. Ret.), Comsat's director of operations, said a report that the Euro-
pean ground station operators had changed their minds about making their facilities available during non-peak telephone hours was mistaken.

He said Comsat now understands that during early afternoon hours (New York time) on weekdays Early Bird can be used by broadcasters upon application to the ground station operators and that between 1 a.m. and 6 a.m. NYT it would be available automatically. But he cautioned that when the satellite is being leased for telephone or data traffic those users cannot be forced off at the whim of the broadcasters.

General Sampson said that at the present time it is the intention of Comsat to require three weeks advance notice for the use of Early Bird. or, at a minimum, four days. He also referred to a coordinating committee being established by the European Broadcasting Union to work with American networks in clearing telephone circuits for TV use.

Early Bird can handle 240 telephone circuits, none of which can be used when a television transmission is in progress.

**Whom to Call** — Another problem on the minds of network news heads is how they will place an order for an Early Bird hookup. It has not been decided whether the broadcast user would make direct application to Comsat for the circuit or go through the carriers.

The decision on how this will work is up to the FCC which has the authority to designate "authorized entities." Both CBS and NBC have informed the FCC that they intend to seek this authorization (ABC has said it, too, will ask for this authority) which will permit them to deal directly with Comsat. Otherwise, it's believed, the networks will be required to deal with AT&T, ITT, RCA Communications or other established carriers, as they now do for domestic and foreign radio circuits.

The period before June 1 will be occupied with various tests—primarily telephone, telegraph and data transmissions. Television networks have been given authority, however, to use Early Bird on Mondays during the experimental period.

Commercial operation of the Early Bird will begin June 1, authorities said. A rate tariff will be filed with the FCC by the end of this month, he stated, but he refused to estimate what the rates may be.

**How Early Bird is to relay TV**

As first satellite in commercial use, it opens trans-Atlantic circuits

Early Bird, the world's first commercial communications satellite capable of handling television, went up in a flash of flame and smoke from the launching pad at Cape Kennedy on the early evening of April 6, and within 24 hours a television type test signal was sent and received with results that were called "excellent."

In the very first test of Early Bird's capabilities, the Andover, Me., ground station transmitted a test signal to the 85-pound, hatbox-shaped relay-in-the-sky. The signal was received by the satellite, amplified, and transmitted back to Andover.

That signal, Comsat technical operations director Siegfried H. Reiger said last Wednesday, was "excellent." It meant, he added, that "the television capability of Early is established."

On Friday morning, Early Bird's apogee motor was ignited for a final kick of the bird into its stationary orbit—22,300 miles above the earth, over the equator at Long. 27.5 degrees W. This placed it over the Atlantic ocean, between the east coast of Brazil in South America and Gabon, on the west coast of Africa.

One of the few surprises in the Early Bird hatching period was the knowledge, made public only a few weeks ago, that instead of the expected one-way television capability of the satellite, the spacecraft actually will be able to handle TV on a two-way, simultaneous basis (Broadcasting, March 15).

The explanation, reduced to simple terms, is that the satellite carries duplicate transceivers (transmitter-receiver units) and that the intermediate frequency of each is 25 mc, considered sufficiently wide to carry two TV channels at the same time. Also considered important is the fact that each transmitter will radiate 10 w of power which is considered more than adequate for two TV channels.

Early Bird's video channels will be the equivalent of 2.5 mc wide, Mr. Reiger explained. This is similar to the capacity of early coaxial cables which provided satisfactory pictures for cross-country networks. Although FCC standards call for each TV channel to be 6 mc wide, the video portion of the transmission is usually only 4.5 mc wide. Although expensive, "high fidelity" receivers can receive this bandwidth, most popular-priced TV sets receive much less than this.

Hughes Product — Built by Hughes Aircraft Co., which also built the Syncoms that were successfully orbited last year and which it resembles, Early Bird is a spin-stabilized, hat-box-shaped
spacecraft 28.4 inches in diameter and 23.25 inches high. The life of the satellite is estimated at one-and-a-half to four years, but it is hoped it will last twice that period.

Its outer surface is covered with 6,000 silicon-coated solar cells which feed two, 21-cell nickel-cadmium batteries and voltage regulators. Using the sun’s rays for energy, the solar cells supply about 45 w to the batteries. In its synchronous orbit, Early Bird will be in full sunlight most of its life; however for 70 minutes each time it is in earth’s shadow during the semi-annual eclipse periods (vernal and autumnal equinoxes), electrical power for the communications systems aboard will be supplied by the batteries. The communications systems consist of dual transmitter-receivers. Signals from ground stations will be received by a single receiver which will feed the signal into one of two traveling wave tube transmitters. Each transmitter has an output of 6 w.

The collinear slot dipoles, which are used for both transmitting and receiving, have a transmitting gain of 9 db. The transmitting beam is conical, about 11 degrees wide, with a maximum gain in the direction of the ground stations. The 6,000 mc band will be used for transmission up to the satellite; the 4,000 mc band for transmission from the satellite down to earth.

The communications system provides for 240 two-way telephone circuits or two two-way television channels. Early Bird is actually the fourth synchronous communications satellite to be orbited. Syncom I was launched Feb. 14, 1963, but communication was lost after ignition of the apogee motor. Syncom II was lofted July 26, 1963, and achieved stationary orbit over the Atlantic ocean and is still operating. Syncom III went up on Aug. 19, 1964, and was positioned over the Pacific ocean for use last fall in relaying live television from the Tokyo Olympic Games. It is still there, over the International Date Line.

Shades of Echo  The first communications satellite was Echo I. This 10-story high, aluminized balloon was placed in orbit in 1960 and was used to "bounce" radio signals across the Atlantic. Echo II was launched early last year and also was successfully used to relay radio signals across the ocean. In the summer of 1962 the first active repeater was put into orbit; this was Telstar I, built and paid for by AT&T and launched by the National Aeronautics & Space Administration but paid for by AT&T. Telstar II was sent up, again under the same arrangements, in the spring of 1963.

Meanwhile, NASA launched its own active repeaters, Relays I and II, built by RCA for the government, in the winter of 1962 and again in the winter of 1964. The Telstar, Relay and Syncom satellites have been used for major TV coverage; the funerals of President Kennedy, Pope John XXIII, Winston Churchill; the 1964 Democratic and Republican National Conventions, DeGaulle’s news conferences, President Johnson’s inaugural address; the Olympic Games from Tokyo, as well as for other spot news events.

Pickup Point  America’s first, and so far only, ground station is at Andover, Me. It was built by AT&T for the Telstar satellites, and has been leased to Comsat.

A major and contentious issue, which is expected to be decided by the FCC soon, is the question of who shall own the ground stations. Comsat has asked that it be permitted to own and operate them in the United States. American common carriers have opposed this request. At last week’s FCC meeting, the subject was discussed, but decision was put off until another meeting.

Ground stations in other countries are owned by their respective governments. Installations are at the present operating at Goonhilly Downs, United Kingdom; Pleumeur-Bodou, France; Raisting, West Germany; Fucino, Italy, and Grinon, Spain, in Europe, and outside Tokyo in Japan. A Canadian station is being built at Mill Village, Nova Scotia.

When Comsat was established by congressional action in 1962 one of its priorities was to promote an international satellite communications system. To this end, Comsat has established a joint venture for the satellite portion of the system, in which 45 countries have joined. At the present time Comsat’s interest in this “consortium” is 61%; however the agreements specify that Comsat shall never own less than 50.6% of the system. The agreements also provide that Comsat shall be the sole operator and manager of the system.

Systems and Services  Comsat has declared that it intends to institute a regular, full-scale commercial satellite service by the end of 1967. It has emphasized that the synchronous satellite is only one of three possible systems. The others: 18 to 24 satellites in random orbits 6,000 to 8,000 miles above the earth; 12 precisely spaced satellites, also 6,000 to 8,000 miles up.

In the launch last week, Comsat paid to NASA the costs of putting up the Early Bird. This is estimated to be $3.5 million. The Hughes contract—which
What’s Skyward Bound?

Atlanta, of course. All ears are attuned to this fabulous city’s progress and WSB Radio is the authoritative news center. Veteran King Elliott heads the South’s foremost radio news staff which checks all the angles — construction, politics, entertainment, personality headliners — first and factually. Expert news gathering: Another reason WSB is Atlanta’s favorite among listeners and advertisers alike.
calls for two Early Birds, and early work on a third, improved version (expected to have five times the capacity of this Early Bird)—runs about $8 million. Comsat is also leasing the Andover station from AT&T for $85,000 a month, plus operating costs estimated to run about $650,000 a year.

Comsat’s sexy stock

Comsat—short for Communications Satellite Corp.—was chartered by Congress in 1962 as a sort of favored carrier for international satellite communications. It is run by a board of 15 directors, six chosen by its public (Class I) stockholders, six by its common carrier (Class II) stockholders, and three, representing the general public, appointed by the President.

The company went to the money market in March 1964, selling 5 million shares (at $20) to the public. U. S. common carriers bought the same number of shares directly. The public offering plus the Class II stock sales brought in $196 million. Comsat now has 137,000 public stockholders and 160 common-carrier stockholders.

Notwithstanding warnings that its stock was speculative and that no dividends should be expected before 1969, the price of Comsat stock has gyrated considerably. At one point, last December, it reached $71.50. So far this year Comsat stock has orbited between a high of 66 3/4 to a low of 50 3/4. The announcement of Comsat’s plans for Early Bird a week before the launch last week spurred its stock upward; it jumped 8 3/4 points in two days to 61 3/4.


A rule on reality in advertising

Supreme Court, affirming ‘sandpaper’ case, says mock-ups OK in commercials as long as they’re not presented as the real thing

The U. S. Supreme Court told television advertisers last week that it isn’t so much what they do in their commercials as what they say they are doing.

This, essentially, is what a majority of the court said was the key to whether a TV commercial using a demonstration that is partly or wholly simulated is a deceptive practice or not.

The court decision, read by Chief Justice Earl Warren, and with seven of the nine justices agreeing, affirmed a Federal Trade Commission ruling that Colgate-Palmolive Co. and the Ted Bates agency engaged in a deceptive practice when they showed on TV a mock-up of what was allegedly sandpaper being shaved clean by a single stroke of a razor.

The court’s ruling made clear that the use of mock-ups is permissible on television as long as the commercial does not imply that the presentation is real. Dissenting to the decision were Associate Justices John M. Harlan and Potter Stewart. Justice Harlan, writing the dissent, said he thought what appeared on the home viewer’s screen was the touchstone of whether a demonstration was false advertising. He also said he thought the FTC ought to reopen the case to determine whether its order should be as broad as it is (it bans the use of all mock-ups by Colgate-Palmolive and by Bates).

Shaves Sandpaper — It all started in 1959 when Colgate-Palmolive ran some TV commercials, prepared by the Bates agency, for Rapid Shave shaving cream. The commercial said that Rapid Shave’s “moisturizing” effect was so great that it could be used to shave sandpaper. The commercial showed “sandpaper” being moistened with Rapid Shave and then shaved.

The “sandpaper,” however, was not sandpaper; it was plain sand glued to Plexiglas. This was necessary, it was explained, because real sandpaper shows up as smooth, colored paper on TV—similar to other distortions due to the electronic techniques of the medium (white shirts look dingy, blue shirts look white, coffee doesn’t look like coffee, red wine looks like real coffee, etc.).

The FTC issued its complaint against Colgate-Palmolive and Bates in 1960. During the hearings it developed that Rapid Shave could indeed moisten real sandpaper so that it could be shaved, but it took 80 minutes for the moisturizing agent to work. Colgate-Palmolive and Bates admitted that its implied claim that Rapid Shave could shave sandpaper almost instantly was not true. This was not an issue in the Supreme Court case.

What was at issue was the FTC’s final order, issued in 1963, which banned all mock-ups in television commercials. The agency’s order was reversed twice by a federal appeals court as being too broad. It was this point that was appealed to the Supreme Court by the FTC.

Question of Claims — Relating the Rapid Shave demonstration to testimonial or “certification” claims, the Supreme Court decision says:

“We can assume that in each the underlying product claim is true and in each the seller actually conducted an experiment sufficient to prove to himself the truth of the claim. But in each the seller has told the public that it could rely on something other than his word concerning both the truth of the claim and the validity of his experiment. We find it an immaterial difference that in one case the viewer is told to rely on the word of a celebrity or authority he respects, in another on the word of a testing agency, and in the present case on his own perception of an undisclosed simulation....”

Not only did the court find that the “undisclosed use” of Plexiglass and sand in the commercial a “material” deceptive practice, but it questioned whether it was impossible as Colgate-Palmolive & Bates contended to inform the public of what it is actually seeing.

“We think it inconceivable,” the court said, “that the ingenious advertising world will be unable, if it so desires, to conform to the commission’s insistence that the public be not misinformed.”

The choice of media may be involved, the court went on. “If, however, it becomes impossible or impractical to show simulated demonstrations on television...”
"produced unsurpassed results and contributed to the success of our many dealers in the greater Baltimore area"

A special sports program, featuring Jim Mutscheller, famous Baltimore Colt football star, was developed for Norelco Electric Shavers by WMAR-TV. Creative programming... and the effective use of dealers' tags at the local level... proved extremely successful for Norelco. If you are looking for something special to reach viewers in this responsive 43-county market... look to Channel 2. Let the WMAR-TV sales/creative/production staff package a program just for you!

In Maryland Most People Watch

WMAR-TV

CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.
An affirmation of what's standard now

The first reaction of advertising agencies, commercial production companies, and network acceptance authorities seeking to applaud the Supreme Court's "sandpaper commercial" decision last week (see story page 28) was that it imposed no requirements that were not already being met.

They foresaw no significant changes in current TV commercial policies or techniques because, they said, the essential restrictions of the court's opinion and of the Federal Trade Commission order that it upheld have been observed, as a matter of caution, ever since the FTC raised the question.

Colgate-Palmolive Co. and Ted Bates & Co., the principals in the case, regarded the court opinion as establishing ground rules useful in guiding all agencies and advertisers on the use of props in commercials. Like others questioned, they said they had been following these same ground rules since the FTC gave its interpretation.

Network authorities said they saw nothing in their first study of the court's opinion that seemed significantly different from current practice. One authority put it this way: "If there's demonstration that is used to prove a claim, then a prop or mock-up cannot be used. That's been our policy for some time. As we understand the court's ruling, a commercial for ice cream, for example, can talk about how good ice cream is and still use mashed potatoes to give the appearance of ice cream. But if the commercial tells viewers they can look at the ice cream and see how rich and creamy it is, then mashed potatoes are out—you have to use ice cream."

Both the American Association of Advertising Agencies and the Association of National Advertisers were studying the court's opinion, but they had no immediate comment. It was thought that they may prepare interpretations for their respective members, after careful examination of the opinion by their legal counsel.

A check with leading advertising agencies and film commercial production companies indicated that since 1960 a strong effort has been made to assure authenticity of claims in TV advertising and to use demonstrations that could not be regarded in any way as bordering on fraudulence.

Executives contended they would still make use of mock-ups in demonstrations when these were applicable and would show a product as it actually appears or functions. Where advisable, they said, they make certain that witnesses are present during the production of the commercials and sign statements describing the methods used and the results achieved.

Several agency officials said scripts often are submitted to attorneys to avoid possible legal complications. Commercials designed for network showing must be cleared by network continuity departments, which have become more strict in what they will pass, some agency men noted.

Agency authorities said that extreme care is taken to make certain that demonstration commercials that spotlight a difference between the product advertised and that of a competitor, for example, is accurate and does not distort the truth.

One agency production executive said he did not anticipate any problem in conforming with the FTC ruling, commenting: "Frankly, honest commercials are just as easy to make as dishonest ones."

fact mashed potatoes or drinking a product appearing to be coffee but which is in fact some other substance is not covered by the present order."

The court makes clear that where props are used but are not a salient feature of the commercial ("where the emphasis is on the seller's word, and not on the viewer's own perception"), the undisclosed use of the props is not prohibited by the FTC's order.

"On the other hand," the court says, "when the commercial not only makes a claim, but also invites the viewer to rely on his own perception for demonstrative proof of the claim, the respondents will be aware that the use of undisclosed props in strategic places might be a material deception."

And if there's any question, advertisers can always ask the FTC for a ruling. A General Rule • On the attack on the "broadness" of the FTC's order, the court is terse and direct:

"Finally, we find no defect in the provision of the order which prohibits respondents from engaging in similar practices with respect to 'any products' they advertise. The propriety of the broad order depends upon the specific circumstances of the case, but the courts will not interfere except where the remedy selected has no reasonable relation to the unlawful practices found to exist. In this case the respondents produced three different commercials which employed the same deceptive practice. This we believe gave the commission a sufficient basis for believing that the respondents would be inclined to use similar commercials with respect to the other products they advertise. We think it reasonable for the commission to frame its order broadly enough to prevent respondents from engaging in similarly illegal practices in future advertisements. . . ."

The Dissent • Justice Harlan, who wrote the dissent for himself and Justice Stewart, took a different view of the alleged deception. "The faulty prop in the court's reasoning," he said, "is that it focuses entirely on what is taking place in the studio rather than on what the viewer is seeing on his screen. . . . If the image he sees on the screen is an accurate reproduction of what he would see with the naked eyes were the experiment performed before him with sandpaper in his home or in the studio, there can hardly be a misrepresentation in any legally significant sense. . . ."

Justice Harlan continued:

"It is commonly known that television presents certain distortions in transmission for which the broadcast industry must compensate. Thus, a white towel will look a dingy gray on television, but a blue towel will look a sparkling white. On the court's analysis, an advertiser must achieve accuracy in the studio even though it results in an
Shivaree, the biggest blast since the Frisco quake. First run.
Shivaree the biggest noise out of the West since San Francisco fell down (and that was 59 years ago.)

SHIVAREE — music to build an audience by. The songs, the sounds, the stars, the dances — SHIVAREE creates the excitement it takes to capture a share of audience that's worth talking about. And we'd like to talk about it. In the language you and potential sponsors know best — ratings.*

<table>
<thead>
<tr>
<th>STATION</th>
<th>PROGRAM</th>
<th>SHARE OF AUD.</th>
</tr>
</thead>
<tbody>
<tr>
<td>KABC</td>
<td>SHIVAREE</td>
<td>28 %</td>
</tr>
<tr>
<td>KNXT</td>
<td>Sea Hunt</td>
<td>17%</td>
</tr>
<tr>
<td>KNBC</td>
<td>Survey</td>
<td>11 %</td>
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<tr>
<td>KTLA</td>
<td>Rifleman</td>
<td>17%</td>
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<td>KHJ</td>
<td>Movie</td>
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<td>KCOP</td>
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<tr>
<td>KTTV</td>
<td>Movie</td>
<td>11%</td>
</tr>
</tbody>
</table>

That's right, SHIVAREE is #1 in its 1/2 hour time period in the viciously competitive 7 station L. A. market.

Think you can do with that kind of rating? We don't think you can do without it. So get SHIVAREE and have a real blast.

*ARB — Telephone Coindental

ABC FILMS, INC.
1501 Broadway, N.Y. 10036 • LA 4-5050
inaccurate image being projected on the home screen.

The court of appeals, Justice Harlan recalls, asked whether it would be proper for an advertiser to show his product on television where at the home screen the product looks better than it actually is. "A more commonplace example suggests itself," he continued: "Would it be proper for respondent Colgate in advertising a laundry detergent, to 'demonstrate' the effectiveness of a major competitor's detergent in washing white sheets; and then before the viewer's eyes to wash a white (not a blue) sheet with the competitor's detergent? The studio test would accurately show the quality of the product, but the image on the screen would look as though the sheet had been washed with an ineffective detergent . . . ."

"In short, it seems to me that the proper legal test in cases of this kind concerns not what goes on in the broadcasting studio, but whether what is shown on the television screen is an accurate representation of the advertised product and of the claims made for it."

The dissent also questioned the broadness of the commission's order which bans the use of all mock-ups by Colgate-Palmolive on its products, and by Bates agency whether or not they are Colgate-Palmolive products.

Justice Harlan suggested that the case be remanded to the FTC to determine whether a "pattern of misrepresentations" might be found that would justify so broad an order.

### Ad Council campaign to help minorities

The Advertising Council was told last week that it should get on the presidential campaign to keep America's natural beauty intact. The suggestion came from Vice President Hubert H. Humphrey at the council's 21st Washington conference Tuesday (April 6).

A day before the Vice President's talk, the council had announced it was preparing a mass media campaign to help qualified workers in minority groups find better jobs. This campaign was lauded by Mr. Humphrey, who called it part of the fight on "old common enemies: poverty, disease, ignorance, discrimination."

Although the Advertising Council has been working for years on the Keep America Beautiful campaign, Mr. Humphrey said the council could be a major aid in the "endeavor of natural beautification." He said that with the increase in population we "will need much more beautiful America" and since this is an "untidy nation," he said at the council's doorstep the need to stop Americans from tossing beer cans out of their cars.

The Vice President also praised the council for demonstrating the "achievemeent in the public good which can flow from the great talent and resources of private enterprise."

### Primarily Negroes

The council's newest campaign to mobilize more qualified applicants and encourage Negroes to gain the necessary education and training for the many white-collar jobs that are available, is being undertaken with a $250,000 grant from the Ford Foundation.

The funds will be used solely for research and preparation of the advertising materials. Harry F. Schroeter, vice president, communications, of the National Biscuit Co., is the volunteer coordinator of the project, and the Marschalk Co., New York, will handle the two-year campaign. The project is being sponsored by Plans for Progress, which is associated with the President's Committee on Equal Employment Opportunities.

### Judge rules station can bypass agency

A federal judge in Florida has ruled that an advertising medium can be its own judge of what "advertising agency or agencies it wishes to recognize and commission."

The ruling by District Judge G. Har-rold Carswell in Pensacola, Fla., came in a suit by Six Twenty Nine Productions Inc., an agency formed in December 1963, against Rollins Telecasting Inc., licensee of WEAR-TV Pensacola. Six Twenty Nine claimed that WEAR-TV would not recognize it as a qualified agency and since Six Twenty Nine was handling local accounts, the agency and station were in direct competition. As a result, the agency claimed, WEAR-TV was engaged in a restraint of trade.

Judge Carswell found that the general public was not being penalized in the cost of advertising time and that it is difficult "to accept the proposition that the parties are actually competitors." He said it was not the purpose of the Sherman Antitrust Act "that those already in business shall compete in such a manner so as to guarantee the success of one who elects to go into the same business."

### American Motors picks Benton & Bowles

Benton & Bowles early last week came out the winner of the American Motors Corp. account, a total billing of more than $15 million which had been handled by Geyer, Morey, Ballard. Six major agencies were said to have been in the final consideration (Broadcasting, April 5).

Later in the week Benton & Bowles said it had picked Al Cuddeback to manage its new Detroit office which will be established quickly to handle the American account and to start work on advertising for Rambler's 1966 model year. Mr. Cuddeback has been vice president and management supervisor on Texaco at the agency's New York office. Aldis Butler, senior vice president of the agency in New York, will be responsible for the account there.

Roy Abernethy, American Motors Corp. president, said "we selected Benton & Bowles because of their outstanding creativity and experience. We like their point of view and their enthusiasm for Rambler and for our growth prospects in the automobile field."
Flag waved for copy that sells

Bates's Reeves says too many copywriters forget that the object of advertising is to move merchandise

Rosser Reeves, board chairman of Ted Bates & Co., proposed last week at a dinner meeting honoring writers for "excellence in advertising" that awards should be established for advertising copy that sells.

"Now, it remains a very curious and absolutely incredible fact that since the dawn of advertising no award has ever been given for sales. No award ever has been given for what advertising is supposed to do—make money for clients and move merchandise..."

"Accordingly, I suggest that in addition to your Gold and Silver Keys, you create a third key. This should be a platinum key, perhaps studded with diamonds, rubies and emeralds. It should be awarded for sales."

He contended that too many copywriters forget that the main objective of advertising is sales, and said many of them confuse themselves with Milton, Shakespeare, Dylan Thomas, Thomas Wolfe and Ernest Hemingway. These writers, he continued, think that "every time they write an advertisement, they must break all the rules, throw away the past, dazzle the world with their innovations, tread only on untrodden ground."

"End of the line -- Mr. Reeves offered advertising writers this advice: "I think the time has come that the copywriter must define his terms, and when he does, I hope he will remember that down at the end of the line is a laxative pill, a brassiere, a motor oil, the reputation of a bank, an airline, an insurance company or even the reputation of such distinguished people as yourself."

At one point, Mr. Reeves, whose agency is reputed to be an advocate of the "hard sell," offered a disclaimer that his speech concerned this approach. He said he would predict that the trade press would say that "Reeves waves the flag for hard sell," and asserted: "...I want to remind you of one thing. That isn't what I said at all."

Among the awards presented by the Advertising Writers Association of New York were: Television, Gold Key to Ed McCabe of Carl Alley Inc. for Salada tea; Silver Key to Richard Mercer, BBDO, for Campbell soup; Radio, Gold Key, to Martin Solow, Weston

TV pays a dividend

The National Retail Merchants Association announced last week it will present a gold award to Donaldson's Golden Rule Department Store, Minneapolis, for "the best Christmas promotion on television." The NRMA gold awards are presented each year to department, chain and specialty stores for "excellence in creating and carrying out" sales promotion campaigns in various retail categories.

Edward F. Engle, manager of the sales promotion division at NRMA, noted that although over 50% of the 300 entries in this year's contest used a "media mix" Donaldson's department store depended almost entirely on television in its Christmas promotion campaign.

Advertising for Vita; Silver Keys to Larry Muller and Robert Dolobowsky of Warren, Muller & Dolobowsky for the New York World-Telegram and Sun."

Commercials in production...

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


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

Phillips Petroleum Co., Bartlesville, Okla.

Broadcasting, April 12, 1965
Don't argue about the news with anyone in Sacramento, Houston, Indianapolis, Fort Wayne or Tulsa. They know too much.

In these five cities people always get three sides of the news, not just one or two. Only Corinthian stations in these markets offer this, with a unique concept of news programming that combines three elements of journalistic responsibility:

1. Hard news collected, summarized and reported by a highly experienced news team.
2. Editorial opinion providing insight into public issues that effect the local community.
3. Commentary and analysis by some of the nation's leading columnists, Roscoe Drummond, Stewart Alsop, Marquis Childs, Evans and Novak and eight others, offering their expert viewpoints on national and international events. That's why we caution you to do more looking and listening than arguing in any of the five Corinthian cities. The people there watch all three sides of Corinthian news, which is very good news for the viewers in these markets and for advertisers, too.
Where FM is the dominant medium

STRONGEST IN MAJOR MARKETS AND 2 MILLION HOMES WITHOUT AM

A major bid for advertiser investment in FM is contained in a presentation developed and currently being submitted to agencies and clients by Quality Media Inc., station representation firm.

Based on information compiled in a study conducted for the National Association of FM Broadcasters by The Pulse Inc., QMI's presentation stresses that in 10 major markets FM accounts for 28.5% of all adult radio listening, is the dominant radio medium in FM-listening homes, is heard daily in 2 million homes not reached by AM and is at its strongest in higher-income better-educated households.

James A. Schulke, president of QMI and former president of the NAFMB, said the Pulse-NAFMB study on which the presentation is based cost $40,800 and was "the first adequately financed research specifically designed to measure the FM audience and its relation to other broadcast media."

Many of the implications of the Pulse-NAFMB findings, he said, are revealed for the first time in the QMI presentation, which was underwritten by QMI and seven of the FM stations it represents. Some of its major points:

- Separate programming on FM (as opposed to simulcasts on many AM-FM combinations) has sparked the rise in FM set sales and has created "two kinds of radio," with FM now a separate medium far bigger and more influential than generally believed.
- FM homes are heavily concentrated in major population centers, with an estimated 60% within range of stations in the top 10 markets. Thus research based on nationwide samples "dilutes the true importance of the FM audience in the major population centers."
- In 10 major markets FM is in 9.97 million or 42.5% of the homes. Almost 4.6 million of these listen daily to FM and 6.6 million weekly. The 4.6 million homes reached daily by FM represent about one-third as many as AM reaches.
- Of all adult radio listening in these markets, 28.5% is FM listening, and in FM-listening homes FM is used two and a half times as much as AM (five hours a day as against two for AM).
- Two million or 44% of the daily FM-listening homes in these 10 markets are not reached at all by AM.
- In homes that listen to FM, time spent by adults with radio and TV averages 12.4 hours a day, with FM's share (5 hours) almost equal to TV's (5.4 hours) and well ahead of AM's (2 hours). In homes that don't listen to FM, TV gets 6 hours a day and AM 4.1 hours, for a total of 10.1 hours with broadcast media.
- The bulk (61%) of FM listening is in the 60% of homes that account for the least TV viewing (28%). The less homes watch TV, the more they listen to FM.
- FM's prime time, like TV's, is at night. Audiences reached by FM and TV during these periods are unduplicated, giving FM a "balancing efficiency" not possessed by other media and making FM "a primary medium for balancing TV schedules—spot or network."
- FM penetration and FM listening both increase as household income and head-of-the-house education increase. "FM has an activity pattern which is the reverse of all other media (with the possible exception of certain specialized publications) in that the high-income, hardest-to-reach homes are the most active and easily reached by FM."
- FM also has a "distinct advantage" over AM and TV "in the

(petroleum products); six 60's for TV on tape, color, Dale Juhlin, production manager, Agency: J. Walter Thompson, New York. John Gilroy, agency producer.
- Sears Roebuck & Co., Chicago (children's clothes and shoes); two 60's and two 20's for TV on tape, color, Dale Juhlin, production manager, Agency: Reach, McClintock, Chicago. Jack Flatley, agency producer.

National Talent Consultants, 144 South Beverly Drive, Beverly Hills, Calif.
- Colgate-Palmolive Co., New York (Fab); one 60, one 20, one 10 for TV on film. Agency: William Esty, New York. Chuck Liotto, agency producer.

Business briefly...

Armour Grocery Products Co., Chicago, through Foote, Cone & Belding there, bought participations on eight evening ABC-TV shows starting in early May to introduce new zip-top aluminum cans. Can comes in 15- and one-half ounce size for two chili products and corned beef hash. Zip-top feature was developed last year for smaller cans of Armour products.

Campbell Soup Co., Camden, N. J., through Needham, Harper & Steers, New York, will advertise its V-8 cocktail vegetable juice on various ABC, NBC and CBS radio programs, beginning in mid-April and continuing through May.

Best O Inc., Los Angeles, is using television in a six-week, $35,000 test campaign for Pri-Yum dog and cat food in the Los Angeles market, prior to national campaign. M. J. Beckman Associates, Los Angeles, is agency.

Milani Foods Inc., Los Angeles, will use network TV and spot radio in a campaign that begins this month. Milani, through Golden Pick Advertising, Los Angeles, will be a sponsor of NBC-TV's Today and Tonight shows and has set a 26-week radio schedule in 22 markets.

Agency appointments...
- Kali Kan Foods, Inc., makers of dog and cat foods, appoints Reach, McClinton & Co., Los Angeles. Budget is approximately $250,000, with large majority being spent in TV. One of Reach,
affluent years between 35 and 49" and among families with three or four members. FM homes also account for 76% of all air travel, rank higher than AM or TV homes in the purchase of new luxury cars and of new cars generally, have a higher percentage of over-$10,000 family incomes—and give FM "an outstanding cost-per-thousand efficiency advantage over AM" for reaching these homes.

AM rules "drive time," but between 6 and 10 p.m. it's often another story. The presentation lists 27 well-known AM stations whose 6-10 p.m. audiences are said to be smaller than those of one or more separately programed FM stations in the same markets.

The QMI presentation, made to agencies and advertisers by President Schulte and Vice President and General Manager Robert E. Richer, stresses that both the Pulse and Hooper rating services include FM listening in the AM rating when measuring AM-FM combinations having duplicate programing. "FM is never a bonus," the presentation asserts.

It also estimates that less than 15% of all FM listening in the 10-market study is to stations with classical-music formats. This estimate was based on stations programing classical music most of the broadcast day. After 8 p.m., the percentage was said to be "slightly higher."

The presentation reports that the classical-music FM audience is largely concentrated in New York, Chicago and Los Angeles, with the emphasis on New York where a majority of FM listening is concert-oriented during evening hours.

Agencies and advertisers are urged by QMI not to assume "that the programing for selected stations, particularly in New York, is typical of the most successful FM programing in the 10 markets."

The 10 markets covered in the study are New York, Boston, Chicago, Los Angeles, Philadelphia, Detroit, San Francisco, Pittsburgh, Cleveland and Washington. The study was done in the winter of 1963-64 and encompassed 8,200 FM home interviews for ratings data and 1,893 home interviews for the broadcast media comparisons. The data relates to the listening and viewing habits of persons 18 years old or older.

The seven QMI-represented stations that underwrote the presentation are WRFM(FM) New York, WDFN(FM) Chicago, WDRK(FM) Philadelphia, KPRG(FM) San Francisco, WJFJ(FM) Pittsburgh, WDBN(FM) Barberton-Akron, Ohio, and WLNA-FM Peeskilo, N. Y.

QMI said copies of its 31-page presentation booklet could be obtained from these stations or from QMI headquarters, 441 Lexington Avenue, New York. It said this presentation would be supplemented by another major research project scheduled for release sometime in September.

McClintock's first projects will be a series of TV commercials featuring Pamela Mason at her Beverly Hills home where she lives with 12 cats and two dogs.

- Godfrey Co., Milwaukee, midwest supermarket chain operator which uses radio-TV, names Post-Keyes-Gardner, Chicago, as agency succeeding MacManus, John & Adams there.

Rep. appointments . . .

- WABC Jackson, Miss.: Robert E. Eastman & Co.

A compliment, FTC style

Dixon takes his agency's views on tobacco to

House side of the Hill

Paul Rand Dixon paid television advertising a left-handed compliment last week. He told the House Commerce Committee that the tobacco industry successfully uses advertising themes attractive to teen-agers on programs attractive to teen-agers to create young cigarette smokers, who become old cigarette smokers, who become dead cigarette smokers, and that's why the Federal Trade Commission, which he heads, is going to require a warning statement in advertising as well as on the package.

Aside from the slap at TV, Mr. Dixon's testimony followed the lines of his statement to the Senate Commerce Committee the week before. Unless Congress specifically pre-empts the field, he said, the FTC will not regard legislation requiring a warning on cigarette packages as an implication that further regulation of advertising is forbidden (Broadcasting, April 5).

"Our study of the problem convinced us that the principle means of promoting the sale of cigarettes is advertising, not labeling," he said.

Mr. Dixon did hint, in response to questions, that a long warning statement might be avoided in short commercials. He admitted the existence of a problem in the case of spot announcements and said that the wording of the proposed FTC warning statement ["cigarette smoking is dangerous to health and may cause death from cancer and other diseases"] is not inflexible.

He also said he felt the "ingenuity of the American advertising industry is sufficient to solve the problem."

Committee members were so anxious to question the FTC chairman that he had to return for the next two days. Several members suggested the FTC was exceeding its authority, a tone established by Representative Oren Harris (D-Ark.), committee chairman, when he opened the hearings with the observation that "some of these agencies sometimes tend to reach beyond their scope."

Representative Walter Rogers (D-Tex.) questioned Mr. Dixon at length about the FTC's 1962 procedural change from a case-by-case approach to using what were called "finding advisory opinions." Mr. Rogers wanted to

NBC-TV sales for 1965-66

NBC-TV last week reported purchases by three new advertisers in its prime-time lineup for the 1965-66 season.

They are the Sherwin-Williams Co., through Griswold-Eshleman, both Cleveland, in I Spy, The Streets of Laredo, Convoy, and Tuesday Night at the Movies; Sauter Labs Inc., Nutley, N. J., through McCann-Erickson, New York, in Hullabaloo, The Man from U.N.C.L.E., I Spy, The Dean Martin Show, Saturday Night at the Movies, Convoy and Tuesday Night at the Movies, and Channel Inc., through Norman, Craig & Kimmel, both New York, in Run for Your Life, I Spy, Dean Martin, Streets of Laredo, Hullabaloo, and Man From U.N.C.L.E.

NBC reported that Hullabaloo and Man from U.N.C.L.E. are sold out for next season.

BROADCASTING, April 12, 1965
Continuous ad change is theme of ANA meet

Ford's Mustang and United Air Lines cited in conferences that stress pre-testing, research

They want to know... not only whether the key selling idea was recalled, but if it was believable and if it evoked a favorable action or attitude toward the product that didn't exist before.

Mr. Matthews described a new TV commercial test used at Burnett which involves on-the-air pretests of commercials. The Leo Burnett Commercial Test (LBCT) "picks up where the TV recall testing services leave off and probes into believability and the degree to which a commercial produces a positive product response," he stated. It measures "the percentage of the people seeing the commercial who were moved to express a positive or favorable attitude or action toward the product."

Extensive Research = Three research rules to make advertising more effective were given to the ANA meeting by Mr. Seay of Westinghouse Electric Corp. He reported that his company uses 11 market research organizations to help determine what advertising will work and what won't.

His rules: "Design advertising research to provide information on which decisions can be made. Complete the research soon enough to be acted on before the major investment has been made. Maintain a program of continuing accountability after the advertising has run." Like many other speakers on the ANA agenda, Mr. Seay illustrated his talk with TV commercials, showing four made for the Westinghouse "Instant on" TV line, of which three were used and one discarded on the basis of pretesting.

The changing automotive market and the changes made by his company to meet it were described by Mr. Benton of Ford Motor Co.'s Ford Division. His story was that of the Mustang, designed to appeal to the youthful buyer with a desire for styling and...
performance but with a limited pocketbook. The Mustang was introduced with a TV commercial broadcast simultaneously on all three TV networks and has been a heavy user of television ever since, with a series of Walter Mittyish escape commercials currently being used, as well as newspaper and magazine space, direct mail and dealer showroom displays. The Mustang was introduced on April 14, 1964, and has passed its 389,000th sale, with expectations of breaking all previous first-year sales figures in the automotive field.

**Airline Ad Jump** The need-for-change thinking was further reflected by Robert E. Johnson, senior vice president for marketing, United Airlines. He reviewed airline advertising since 1926 when United's advertising budget was $10,000, to 1965, when United has appropriated $12 million for advertising. However, he stressed the need for the kind of advertising that will make air travelers out of the 71% of the population who have never ridden in a plane.

Discussing the Great Society and advertising, Dr. Lawrence C. Lockley, chairman of the department of marketing, Santa Clara University, said that if the present national administration has its way, "every family will have more than the average income" and if the Great Society provides every family with everything it needs advertising will have lost its function of encouraging people to want things badly enough to be willing to work to get them.

The ANA meeting's "change" theme even carried over to programing when E. Jack Neuman of MGM discussed revisions he'd like to see in TV programs. But, he said, he doesn't really expect changes to take place unless the conditions of producing a TV series change too.

**Guidelines sought for advertiser, agency**

A progress report on ANA's $100,000 study of "Management's Role in Effective Advertising" was given by the association's chairman, Thomas B. McCabe Jr., vice president-marketing, Scott Paper Co. A full report on the findings of the study, which was conducted by Booz, Allen & Hamilton, will be made at the ANA spring meeting to be held early in May in Chicago.

"This study has been conducted in two phases," Mr. McCabe reported. "Phase I, or the pilot stage, established the fact that the most useful result of such a study would be the establish-

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ment of a set of principles that could be applied by management to the needs and requirements of individual business enterprises to form a basis for decisions. Phase II, which is in the final stages of preparation, is aimed directly at the development of these guidelines.

"Some of the topics the study will discuss and analyze are the growth of bureaucracies in marketing and their effect on agency service; the extent of agency involvement in marketing; the product conflict dilemma; problems in agency compensation; and the varying viewpoints or self-interest of general corporate management, advertising management and agency management.

"The report will not be simply a study of advertising agencies and their operations, but rather the focus will be on the advertiser and his operations and the interplay between the two organizations. The study will provide corporate managers with a highly significant tool to aid in planning for the future and in achieving maximum value from the resources offered by advertising agencies. Much of its value will be the effort to look at anticipated problems and relate present practices to future needs. And although the study is intended to benefit advertisers chiefly, it will, in effect, constitute a market forecast for agencies aimed at determining what the needs of their clients and potential clients are and will be in the future. Thus, it should in principle benefit both advertisers and their agencies and promote mutual action to improve relationships and increase the level of marketing effectiveness . . . ."

Bache moves for 2d time

Bache & Co., New York based stock brokerage house, announced last week it will move its account, effective June 15, from Sullivan, Stauffer, Colwell & Bayles, which has handled the estimated $1 million account for the past two months, to Young & Rubicam, both New York.

When the account moved from Albert Frank-Guenther Law to SSC&B in January, billings were increased from approximately $750,000 to $1 million.

Katz revamps its radio department

The Katz Agency, New York, station representation firm, last week announced a reorganization of its radio division. Features of the revamp: Sales and development will operate independent of each other, emphasis will be placed on selling both the individual assets and program features of each station represented.

In the change, announced by M. S. Kellner, vice president in charge of radio, Martin F. Beck becomes director of business development; James L. Greenwald is appointed radio sales manager with responsibility over the rep's nine radio sales offices; Sal Agovino becomes assistant radio sales manager for all the offices; Gordon Gray becomes sales supervisor for western radio stations and Paul Abrams for eastern radio stations, and Jerome K. McCauley receives responsibility for special programing sales as director of special sales projects.

‘Geographic’ shows seek network

Four television specials in color covering real-life adventures already half sponsored

The National Geographic Society, Washington, which has been taking people on vicarious adventures through its magazine for many years, is aiming for fall prime-time exposure on a network for its Great Adventures series.

Robert Doyle, chief of the society’s television service and executive producer of the series, said last week that four one-hour color specials are being prepared for the coming season and four a year are planned for succeeding years. The programs are being produced by NGS in association with David L. Wolper Productions, Hollywood. All shows are based on events the society has backed with research grants either wholly or in part.

Although a network berth is not certain, the programs are already half sold to the Aetna Casualty and Surety Co. and Aetna Life Insurance Co., both Hartford, Conn., through Remington Advertising, Springfield, Mass., and Chirug & Cairns Inc., New York, respectively.

The move to television was initiated by Dr. Melville Bell Grosvenor, president and editor of the society, who felt it should expand its public service beyond its 4.5 million subscribers and that developments in color television made the coming season an opportune time to start the series. Dr. Grosvenor began preparing for TV in 1962 when the society established a grant to explore possible use of TV and Mr. Doyle was hired to head the division. Mr. Doyle had been with ABC and NBC for 18 years and directed the national political convention pool coverage in 1952, 1956 and 1960.

The first four programs will be "Americans on Everest," "Miss Goodall in Africa," "The Voyage of the Brigantine Yankee" and a program being filmed in the Mediterranean by Jacques-Yves Cousteau.

"Americans on Everest" is the report of the society's 1963 expedition to the top of the earth's tallest mountain. This program with Orson Welles as narrator is now complete. In the final stages of production are "Miss Goodall in Africa" and "The Voyage of the Brigantine Yankee."

Jane Goodall is a young British anthropologist who has been living alone in Tanzania with chimpanzees for the past five years. The society has had a cameraman there for three years. The Brigantine Yankee program follows the 18-month voyage of the vessel and its college-age co-educational crew around the world.

Mr. Cousteau, who last week won

Rating range widens

NBC-TV led the networks in the latest national ratings according to the A. C. Nielsen report (NTI) for the two weeks ending March 21. NBC-TV's average rating for 7:30-11 p.m. was 21.1, CBS-TV had 19.7 and ABC-TV had 18.6. It was the second straight report in which NBC-TV had the edge. In the previous two-week report, NBC-TV had 20.5 compared with CBS-TV's 19.7 and ABC-TV's 19.3.

BROADCASTING, April 12, 1965
"Why is WINS going all news?"

Mary Meahan, Kudner Agency

ANSWER: There were two primary reasons for our decision to go all news. In the first place, we felt there was a real need in the New York market for an all-news radio station—a place on the dial where listeners could tune at any time of the day or night for the latest news at that very moment without having to wait for "straight up" or "straight down" or :55 or :25. We decided that WINS should fill that need. Secondly, we're convinced that the station filling this need will enjoy substantial audience acceptance (in both size and quality) with obvious rewards to the station and its advertisers.

Joel Chaseman, General Manager

QUESTION: How much of your news will be local? How much national and international?

ANSWER: In covering the news, WINS will operate on the philosophy that the world is our beat, the New York-New Jersey-Connecticut area our frame of reference. We will give a particular news story the treatment it requires in terms of its importance in the context of the total news picture, regardless of whether it is local, national or international.

Stan Brooks, News Director

QUESTION: Will you tape your newscasts and repeat them? Will you re-read the same copy at short intervals?

ANSWER: Neither. Every newscast will be different and up-to-the-second. If a particular story is developing rapidly, the new developments will be presented direct from the scene where possible. We will cover every important story from many angles—the reactions of important officials and the man-in-the-street; analyses by our staff commentators; beeper phone conversations with eye witnesses. The emphasis will be on complete, continuing coverage of all the important news, all the time.

Ken Reed, Director of Programs & Operations

QUESTION: Can you tell me the names of the newsmen who will be on the air for you?

ANSWER: In addition to some of the men who helped WINS bring home the coveted Sigma Delta Chi bronze medal for outstanding radio reporting 2 years in a row—Charles Scott King, Lew Fisher, Tuck Stadler and Paul Parker—we've hired some of the nation's outstanding broadcast newsmen: men like Jim Gordon, Herb Humphries, Brad Sherman, Phil Lenhart, Doug Edelson, Henry Marcotte, and others.

Stan Brooks, News Director

QUESTION: Will you have features like traffic, sports and financial reports?

ANSWER: Of course. They are important news in New York and will get full coverage on WINS. Happenings in the theatre, music, art and publishing worlds are also news to New Yorkers. So are activities at the United Nations. WINS will cover all of these areas because they are part of the total news picture.

Ken Reed, Director of Programs & Operations

QUESTION: Won't you run out of news?

ANSWER: Not a chance. About the only thing you can be sure of these days is that there's plenty going on in the world. WINS will be plugged into everything that's happening here and overseas. In addition to our expanded local news staff and facilities, Group W's Washington Bureau will provide extensive coverage of the nation's capital and will coordinate feeds of selected stories of interest to New Yorkers from Group W stations and correspondents around the country. And our Bureaus in London and Paris and special correspondents in other major capitals and trouble spots will complete our saturation coverage of the world's news.

Jim Snyder, Group W National News Editor

FOR ALL THE ANSWERS ABOUT WINS ALL NEW, ALL-NEWS FORMAT (BEGINNING MONDAY APRIL 19TH), CALL YOUR WINS OR AM RADIO SALESMAN TODAY.
Lee supports present FCC religious procedures

FCC Commissioner Robert E. Lee has defended the commission against recent charges that its interest in religious broadcasting breaches the constitutional wall between church and state.

The commission "runs no real danger of conflict with the Constitution when it treats the category of religious programs as one of those elements making up a well-rounded program schedule," he said.

The commissioner, who made his remarks April 1 before a dinner meeting of the United Presbyterian Broadcasting Council in New York, was replying to argument of a fellow commissioner, Lee Loewinger, and Marcus Cohn, a communications attorney. Both have raised the question as to whether the commission’s inquiry into the amount of religious broadcasting licenses provide violates the constitutional prohibition against the establishment of a religion (BROADCASTING, Feb. 1, Jan. 4).

Commissioner Lee said that even if the critics should be correct, it’s not for the commission to declare its actions unconstitutional. He said the commission has been acting under the authority of an act of Congress and that those who feel the agency has violated their constitutional rights should bring a court suit to determine the issue.

Commissioner Lee said the commission’s position that religious programming constitutes one element of the diversified programing that goes into a broadcast schedule may need some "rethinking." But he added that the question the commission asks doesn’t amount to dictation that religious programing be carried because the commission feels such programing should be aired.

Religious Important * But it does mean that broadcasters should regard religion "as an important interest of the listening and viewing public," he said.

He said a licensee has the responsibility for determining local programming needs and telling the commission what he is doing to meet them. He added that he has no difficulty treating religious broadcasting on "an equal basis with any other demonstrated public need and interest."

The commissioner said the policy on religion followed by the commission goes back to 1927, when the old Federal Radio Commission, the forerunner of the FCC, was established. He said the FRC prescribed various categories of programing it felt broadcasters should consider, including religion.

And when Congress enacted the Communications Act of 1934, it raised no questions concerning the legality or propriety of those programing categories, he added. In fact, the commissioner said, clergymen who had urged that frequencies be set aside for religious programing were told in committee hearings that the FCC would administer the act to assure that the needs of religion would be met.

ASCAP members sue four stations

Four Washington State radio stations have been sued by members of the American Society of Composers, Authors and Publishers for alleged use of the latter’s music without authorization.

Named in the copyright infringement suits were Whatcom County Broadcasters Inc. (KENY Bellingham), Christian Services Inc. (KCFP Spokane, L. N. Ostrander and G. A. Wilson (KBLE Kirkland) and Birch Bay Broadcasting (KARI Blaine).

The suits, brought separately by different groups of ASCAP writer and publisher members, ask payment of not less than $250 for each unauthorized performance, together with court costs and attorneys’ fees.

The suits, disclosed by ASCAP in New York, followed a court decision some months ago granting several ASCAP members judgments totaling $59,450, plus $15,000 in attorneys’ fees in infringement suits against three other Washington stations, KGMI Bellingham, KPQ Wenatchee and KIXI Seattle (BROADCASTING, Sept. 21, 1964; Feb. 19).
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If you are an “on the air” professional broadcaster, you are invited to join this distinguished group in helping qualified young people get started in broadcasting.

The Directing Faculty of Career Academy’s School of Famous Broadcasters... the seven famous personalities pictured above... have pooled their knowledge to develop a dramatic new method of training potential broadcasters.

The “Career Academy Method” incorporates the most advanced teaching facilities including language laboratories, videotape and complete radio and television studios. Students are taught the basic fundamentals including speech, vocabulary, pronunciation, voice dynamics, timing, interviewing and effective selling skills, all under simulated broadcast conditions.

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SCHOOL OF FAMOUS BROADCASTERS
Public fickle on profanity

Inconsistency in reaction to same things on various programs is cited

A confusing inconsistency in the public's reaction to matters of taste in progr...
Mass audiences in Britain, Canada, Australia and New Zealand attacked, captured and held. Now, Dalek-Aid can help you round up top ratings with 52 (or more) half-hour programs in the out-of-this-world adventures of DR. WHO.
Radio can be more than a jukebox

WBAL Baltimore, in an attempt to prove that "radio is more than a jukebox" used 12 hours of radio's prime time (6 a.m.-6 p.m.) last Monday (April 5) to deal with the city's crime wave.

The success of the all-day documentary was reflected in a Baltimore News-American editorial which called City in Fear a "realistic documentary" and said WBAL was to be "commended for bringing the ever-rising incidence of crime into focus. It was a forthright and hard hitting exposition of the blight which is costing Baltimore untold sums and creating a climate of fear among its citizens."

City in Fear replaced the station's usual programing and commercials. Alfred E. Burke, general manager of WBAL, said the only items from the regular schedule that remained on the air were the newscasts and a "token amount of commercials where they could be dropped in."

However, he added, most of these were in abbreviated form.

Mr. Burke said the program had drawn about 500 phone calls and several hundred letters by Wednesday (April 7). Although there were a few "negative reactions" from the public, he said most comments were very favorable.

The documentary included more than 80 actualities from county and state officials, civic leaders and law enforcement officers, but most of the voices belonged to Baltimore residents who had been victims of or witnesses to crimes. City in Fear was narrated by Galen Fromme, WBAL news director, and written by Al Quinn. The research and recording took the station's 16-man news staff 300 hours over eight weeks, with more than 100 hours spent on the writing and editing of the sound documentary.


The 26th annual convention of the Intercollegiate Broadcasting System was to be held April 10 in New York following the IRTS-sponsored conference. Sessions at the IBS convention were to examine news, programing, station management, audience ratings analysis, engineering, selling, copywriting and announcing.

Film sales . . .

The Rifleman (Four Star): KVVM-TW Monahans, Tex.; KTIV (TV) Sioux City, Iowa; KIRO-TV Seattle; KOAT-TV Albuquerque, N. M.; WCLA (TV) Champaign, Ill.; KCTV-Cedar Rapids, Iowa; KROV-TV Wiscasset, Me., and WQEM-TV Quincy, Ill.

The Rifleman II (Four Star): WJW-TV Cleveland; KTVI (TV) Kansas City, Mo.; WKMV-TV Monahans, TX; WTVY (TV) Ft. Worth, all Texas; WTVX (TV) Columbus; WLUX-TV Green Bay, Wis., and WABY-TV Atlanta, Ga.


Ensign O'Toole (Four Star): KSLF-TV Butte, Mont., and WCAX-TV Burlington, Vt.


Fox Features (National Telefilm): KXLY-TV Eureka, Calif.; KOB-TV Albuquerque, N. M.; WBIK-TV Knoxville, Tenn.; WNYS (TV) Syracuse, N. Y., and KXLY-AM Spokane, Wash.

Open End (National Telefilm): WHYT-TV Wilmington, Del., and WSUI-TV Carbondale, Ill.

Top Rank (National Telefilm): WSNW (TV) Cleveland; KXLY-TV Spokane, Wash., and WBIR-TV Knoxville, Tenn.

Felix the Cat (Trans-Lux): KTNT-TV Tacoma, Wash.

The Magic Room (Trans-Lux): WEDH (TV) Hartford, Conn.

Top Draw feature Films (Trans-Lux): WCTV (TV) Utica, N.Y.; WANS-TV Columbus; WSRE (TV) Erie, Pa., and WOVL-TV Florence, Ala.


Gemini (Seven Arts): WOR-TV New York; KJAZ-TV Los Angeles; WNCN-TV Boston; CKLW-TV Windsor-Detroit; WHBQ-TV Memphis.
THE OUTSTANDING EXHIBITION
PLUMBICON* "LOOK ALIVE"
COLOR TELEVISION CAMERAS

If you missed the Norelco display at the 1965 National Association of Broadcasters Convention, here is the scoop.

There, for the first time, broadcasters could see the new Plumbicon black-and-white as well as Plumbicon color cameras operating under actual studio lighting conditions.

Using a myriad of colors under varying light levels (ranging from 200 to 20 foot candles) and shadows, the range of the new cameras perceptibility and color fidelity amazed all who witnessed the demonstration.

The transistorized, compact Norelco cameras performed faultlessly throughout the showing with only nominal warm-up time.

Interested in knowing more about the big color breakthrough? Write today. We will be proud to supply details.

*PLUMBICON is a registered trademark

Norelco Studio Equipment . . . represented nationally by VISUAL ELECTRONICS CORPORATION

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Official to revisit network TV field

Official Films Inc. plans to re-enter the area of producing programs for television networks and has appointed producer Robert Blees to develop new properties. Louis C. Lerner, president and board chairman, announced last week.

In recent years, Official has concentrated on the syndication of off-network, re-run and documentary series. At one time, the company was active as a co-producer of network series, including Robin Hood, Scarlet Pimpernel and The Buccaneers. Mr. Blees, a producer-writer for TV and motion pictures, has been named vice president—production at Official.

Program notes...

A knock out • Two boxing programs are now available from Greatest Fights of the Century Inc., 9 East 40th Street, New York 10016. One Knock Out features 120 five-minute shows depicting famous knockouts. The other, Greatest Fights of the Century, is a series of 130 15-minute programs showing selected parts of historic fights.

More news • With the addition of a new news program, WEEM-AM-FM Boston is now broadcasting more than 16 hours of news and information daily (Monday-Friday) and 10 hours on Saturday. The program, AM Report, is aired from 6 a.m. to 9 a.m. and emphasizes local news, movie, book and theater reviews. It also includes national and international news reports from CBS Radio.

FDR special • CBS News will present a TV special commemorating the 20th anniversary of President Franklin Delano Roosevelt's death, FDR Remembered today (April 12) (10-10:30 p.m. EST). The show will be filmed on locations in Warm Springs, Ga., and at Hyde Park, N. Y., the Roosevelt family home. Narrator will be Charles Kuralt.

Jumps on NBC • NBC-TV has purchased initial rights to Triangle stations' film coverage of the 1965 U.S. National Parachuting Championships, scheduled to take place Aug. 21-28, for subsequent telecast on its NBC Sports in Action program. Triangle, which holds exclusive rights to the event, will later syndicate a half-hour color film of the nationals through Triangle Program Sales.

Open for business • Focus Presentations Inc., New York, has been formed to produce live action and animation film commercials and programming. Executive offices, screening-conference room and cutting rooms are located at 400 Park Avenue, New York 22. President of Focus is Eli Feldman. Other officers are Chris Ishii and Peter Cooper, vice presidents and film directors; Stanley Bermann, vice president and production manager, and David Weleck, vice president in charge of programming.

KABC establishes editorial scholarship

Because of the importance of radio editorializing to his own station and, he believes, to the community it serves, Ben Hoberman, vice president and general manager of KABC Los Angeles has established a fellowship in radio editorializing at the University of Southern California. "The idea occurred to me when I was trying to fill the job of editorial director at KABC," Mr. Hoberman said. We had a devil of a time finding the right man."

Mr. Hoberman met with Dr. Kenneth Harwood, chairman of USC's department of telecommunication, whose faculty members will serve as judges of applications for the fellowships. The grants will pay half of the tuition of the student who is accepted as the KABC fellow. The agreement between the station and the University runs for five years and it contains an escalator clause under which KABC agrees to increase its payments to USC for the scholarship with any increase in tuition the university may put into effect during the five-year period.

KABC began editorializing in February 1964 and in the slightly more than a year has broadcast 36 editorials. There is no regular editorial schedule, "just when we have something to say which we think should be said," according to Mr. Hoberman. The KABC editorials are not general comments, he stated, but are directions for action which the station management believes would be for the good of the Southern California residents.

Each editorial is broadcast four times a day for three days, with the morning, afternoon and evening times changing each day in an effort to reach all KABC listeners regardless of their individual listening patterns. "It's the same sort of schedule we recommend to our advertisers," Mr. Hoberman noted, "so how could we do better than to adopt it for our own messages?"

NAB adds its support to information bills

Legislation to restrict the "restricted" stamp won support from the National Association of Broadcasters last week.

Means must be found to "infuse into all branches of government a dedication to disclosure of the truth to the American people," Vincent T. Wasilewski, NAB president, said in a statement filed with the House Government Information Subcommittee, which concluded hearings on 16 "freedom of information" bills last Monday (April 5).

"Over the years," Mr. Wasilewski added, "there have been numerous instances of unjustifiable withholding of information by government offices. The natural enemies of an informed public," he said, "include automatic over-classification, secrecy without legitimate reason, and 'handouts' that do not tell the whole story."

Bills before the subcommittee would give citizens recourse to the courts to force information from reluctant federal agencies, exempting only matters relating to national security, personnel records, and confidential business and tax records (Broadcasting, April 5).

The subcommittee, headed by Representative John E. Moss (D-Calif.), plans to look into the problem of access to the courts next (Closed Circuit, April 5).
Way out front in this event!

America's standing in the world is something we all think about. So it's good to know that our nation is way out front in a very important measure of strength—electric power.

Take the top six nations of the world ranked in terms of the electricity they produce. The U. S. A. heads the list, with more electric power than the other five combined. And we have more than 2½ times as much as the Soviet Union.

Why are we so far out front?

You are one of the reasons! It's your interest in new things, your desire to live in a more satisfying way—your hopes for the future—that spurs every business onward, including more than 300 investor-owned electric light and power companies across the nation.

And it is not by chance that Americans enjoy the greatest abundance of electricity in the world. The wants and wishes of people—provided for by business management working in a free economy—make a winning combination.

This way of doing the job assures you of plenty of dependable, low-priced electric service now and in the years to come.

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

*Names of sponsoring companies available to you through this magazine.
TV's may be paying ASCAP too much

The possibility that television stations may be paying 15% more than they should to the American Society of Composers, Authors and Publishers is at the center of a question to be argued before a federal judge this week.

Counsel for the All-Industry Television Stations Music License Committee, which is suing ASCAP for the determination of “reasonable” rates for TV stations’ use of ASCAP music, charged that stations may be over-paying ASCAP by “at least” 15% as a result of “variations in the application and interpretation” of ASCAP music-license terms by ASCAP auditors in dealing with stations.

Whitman Knapp of Root, Barrett, Cohen, Knapp & Smith, New York counsel to the committee, said in an affidavit that the 15% figure applied to TV stations as a group, and that individual stations may be over-paying by “even larger” percentages. He said he based his claim on conversations with stations and on information from other sources.

Since current estimates place TV stations’ total annual payments to ASCAP at about $11.5 million, a 15% overpayment would amount to about $1.7 million, meaning they should be paying around $10 million.

Over-payments come about, he said, because some provisions of the ASCAP licenses are “obscure” and may be interpreted by ASCAP auditors in different ways with different stations. “To avoid litigation,” he said, “local stations often have been compelled to recognize ASCAP claims which, upon information and belief, are not in accord with the license terms, and which have resulted in substantial additional payments to ASCAP.”

Mr. Knapp advanced the argument in a move to have the U. S. Southern District Court in New York expand its order requiring ASCAP to make available financial and other records bearing on what a “reasonable” rate for ASCAP music would be (BROADCASTING, March 22). Since ASCAP had agreed to furnish this information, he suggested that the court’s failure to include it in the court order may have been inadvertent.

The question of whether the additional material must be produced is slated for argument Wednesday in the chambers of Chief Judge Sylvester J. Ryan, who is presiding over the case.

Ban may cause other harms--McAndrews

Restrictions on television’s right of access to Congressional and other proceedings could nullify the opportunity for news coverage made possible by present and future technical advances in the medium, William McAndrew, executive vice president in charge of NBC News, says in an article in the April issue of The Quill, magazine of Sigma Delta Chi, professional journalistic society.

Mr. McAndrew said he feared that “television news, because of widespread misconceptions and unfounded fears, could be restricted to narrow areas of coverage, and that most of our technical efforts might well prove to have been in vain.”

Mr. McAndrew emphasized that he does not propose “that barriers against court and congressional coverage come tumbling down without . . . intensive prior examination of the problems involved,” but that what is needed is “an agreement that television . . . can also be entrusted with the responsibility for showing our legislators and courts in action.”

EQUIPMENT & ENGINEERING

NAM wants L.A. test of ch. 14, 15 issue

The National Association of Manufacturers has asked the FCC for a “field trial” test in Los Angeles to determine whether unassigned channels 14 and 15 can be effectively utilized by the land mobile radio service without causing interference to TV reception in that area.

The request last week by NAM’s communications committee was supported by an engineering report from Creutz & Snowberger, Washington consultants.

The Creutz report concludes that “only an actual field test” can satisfactorily resolve the opposing philosophies relating to TV spectrum sharing by land mobile users. The report also challenges a similar study by A. D. Ring & Associates for the Association of Maximum Service Telecasters, that maintains frequency sharing is unrealisti and would cause considerable interference to TV (BROADCASTING, Sept. 28, 1964).

NAM’s proposal last week stems from its petition for rulemaking filed over a year ago seeking commission authorization for land mobile radio use of the two unassigned channels in the Los Angeles metropolitan area (BROADCASTING, Feb. 10, 1964).

If it is found that these two broadcast channels can be used by land mobile radio without interference to TV operations, NAM proposes to ask for similar authorizations, under the same conditions, in other metropolitan areas where land mobile spectrum space is wanted (BROADCASTING, April 5).

The strongest opponent to this move is AMST. NAM noted in its petition that the gist of AMST’s opposition is that “the public interest value of the land mobile services—especially those involving business purposes—is of a low grade and is even nonexistent in some areas.”

“‘We have no quarrel with advertising and do not minimize its important place in the economy,” NAM said, “but let us have done with the pious implication that commercial broadcasting is anything more or less than a business. How else would a TV station sell for $20 million?’”

NAM also pointed out that commercial broadcasting, including TV, has perhaps “the least logical need” for spectrum space of any radio service. “The wide-spread public acceptance of CATV systems amply demonstrates,” the association said, “that a coaxial cable system can provide TV service, often with a superior ‘picture’ and a much wider choice of programs, without consuming vast amounts of spectrum space.”

More sales in wake of NAB exhibits

Exhibitors at the display of broadcast equipment at the National Association of Broadcasters convention in Washington report the following orders:

Visual Electronics Corp.: Plumbicon Camera cameras have been bought by WCBW-TV Bristol, Tenn.; WKBG-TV Mobile, Ala.; WFBV(TV) Green Bay, Wis., and WKBW-TV Caguas-San Juan, P. R.

LTV/Continental: Prolog system for automatic programming, logging and authenticating has been bought by WBHS-FM Miami, WIP-FM Philadelphia, KLAC-FM Los Angeles, WCBM-FM Baltimore, and KZBY-FM Albuquerque. Previously, KPOL-FM Los Angeles and KRLD-FM Dallas had installed the Prolog system. Also bought: 50 kw AM broadcast transmitter (Type 317C) by WNAC Boston; KJWJ Portland, Ore.; WKVY San Juan, P. R.; XETRA Tijuana, Mexi-
co.

A claim to being one of the biggest buyers of broadcast equipment at the NAB convention has been made by Sterling C. (Red) Quinlan, vice president-general manager, Field Communications Corp.'s new WFLD-TV (ch. 32) Chicago, which hopes to get on the air by year's end.

By the closing of the four-day convention, Mr. Quinlan estimated he had spent over $800,000 for equipment, including, he said, over $500,000 for Ampex gear (two VR-2000 color TV recorders, two VR-1100 studio recorders, three VR-660 portable VTR's, and six Mark V Marconi 4½-inch image orthicon cameras). He also bought, he said, an RCA antenna, an RCA color film and slide projector, and two camera mounts.

Technical topics...

Thermoelectric generator - The General Instrument Corp., Thermoelectric Division, Newark, N. J., has developed an all-weather thermoelectric power generator for use in remote locations. In eight models, the commercial generators range in powers from 6 to 50 w, in prices from $440 to $1,550, and higher with special orders. Employing a no-flame (catalytic) burner, the units are weather and corrosion resistant, have no moving parts, and use solid-state thermoelectric modules, hermetically-sealed to prevent deterioration. Company noted the units have application in communications: microwave relay, radio, community TV booster, and telephone and telegraph repeater.

FM space - The FCC has proposed a change in rules which regulate the spacing between FM facilities. The rule would require spacing between FM's on channels separated 10.6 or 10.8 mc from each other. They are: C to C, 30 miles; C to B, 25 miles; C to A, 20 miles; B to B, 15 miles; B to A, 10 miles, and A to A, five miles. The proposed rule change is based on findings of the FCC's laboratory division study of typical FM radios.

Vidicon zoom lens - Zoomar International Inc., Glen Cove, N. Y., has made available an Angenieux manual control vidicon zoom lens with a 20:1 range. In range adjustments from 15 to 300 mm, at apertures from F/6 to F/22, the vidicon lens is supplied with a 5:1 reduction crank for slow zoom and a handle for rapid zooms. Measuring less than 12 inches in length and weighing 4 pounds, it can be equipped with range extenders for 25 to 500 mm or 30 to 600 mm.

New TV Camera - Diamond Electronics, Lancaster, Ohio, has developed a new closed-circuit TV camera which is said to be sensitive to fine detail. The camera, priced at $2,050, offers picture reliability and stability for industrial, commercial and institutional application.

TV 'tour' - A closed-circuit television system arranged by Teleprompter Corp. for Container Corporation of America enabled visitors at the National Packaging Exposition in Chicago last week to "tour" the package firm's factory in a distant suburb and to ask questions of key plant officials about latest developments. Over 300 production and technical people were involved in the thrice-daily show which used seven TV cameras on location in the plant.

Zenith awarded $19 million

Zenith Radio Corp., Chicago, has been awarded $19 million damages by U. S. District Court there in a triple damage antitrust suit against Hazeltine Corp. Zenith, in a counter suit, charged that Hazeltine excluded Zenith from the Canadian market. The court later will set damages against Hazeltine over similar allegations that it barred Zenith from English and Australian markets. The court said Hazeltine refused to license patents except in groups.
THE MEDIA

The rifts over CATV widen

Dissident members of AMST petition FCC to go slow on wire regulation; others take in-between stands; FCC meets issue this week

Eight broadcasting companies with station memberships in the Association of Maximum Service Telecasters formally broke ranks with that organization last week over the issue of community antenna television.

Where AMST has asserted that CATV represents a threat to free television and should be subjected to sweeping government regulation, the AMST dissidents said CATV can offer valuable services to the public and should be permitted to grow side-by-side with television stations in free competition.

The dissidents all have interests in CATV operations, some of them substantial. They are Central California Communications Corp., Cox Broadcasting Corp., Midcontinent Broadcasting Co. (BFR), Newhouse Broadcasting Corp., Palmer Broadcasting Co., The Broadcasting Co. of the South, the Harmon-Gray stations, and Triangle Publications Inc.

All told, they own 31 television stations. Of those, 21 are members of AMST, which has a total membership of 161 stations.

The break was foreshadowed at the National Association of Broadcasters convention, last month, when Roger Clipp, of Triangle, issued a statement criticizing the AMST position. At that time it was reported other AMST members would publicly join Triangle in opposition (BROADCASTING, March 29).

AMST has supported the view that the FCC has, and should assert, authority over all CATV's: those not using microwaves as well as those that do. And it petitioned the commission to adopt rules that would contain CATV as a fill-in service. (BROADCASTING, March 15).

Overly Restrictive • But the dissidents, in a petition filed with the FCC, opposed the "protectionist aspects" of the AMST proposals as contrary to the "long-range interests" of the television industry, and urged the commission to "reject the assumption of questionable jurisdiction and overly restrictive rules."

They favored efforts to develop a consensus among the National Association of Broadcasters, the National Community Television Association and the government on "some reasonable legislation or regulation covering CATV."

Two other pleadings dealing with CATV policy were filed last week: One by NCTA asked the commission to dismiss the AMST petition for rulemaking. Another by Capital Cities Broadcasting Corp. proposed yet another rulemaking for the regulation of all CATV.

The flurry of industry efforts to persuade the commission on CATV policy comes as it prepares for a special meeting Wednesday (April 14) on CATV matters. A thick document is before it containing proposals looking to the regulation of all CATV (BROADCASTING, March 15).

Wider Choice • The AMST dissidents, argued in their pleading that CATV can perform a public service by providing a wider choice of programming.

How FCC justifies local file of station documents

The new FCC rule requiring broadcasters to keep on file locally most of the documents they now file in Washington represents an effort by the commission to encourage greater public participation in the decision-making process of both licensees and the agency.

The commission made this clear in the text of the order adopting the rule, which was released last week (BROADCASTING, April 5). Among the records broadcasters will have to keep available for inspection locally are applications for construction permits for new stations, for major changes, and for license renewals, transfers of control or assignment of license, and requests for extension of time to complete construction of new stations. Related correspondence with the commission and copies of initial and final decisions will also have to be kept on file locally.

Some broadcasters had asserted the public was not interested in such information. But the commission said its decision was not based on a demand for information but on a determination to encourage a more active dialogue between members of the public and licensees.

The order said the record of the hearing on local live programming conducted in Omaha in 1963 by Commissioner, now Chairman, E. William Henry, indicates there is a need for community leaders to have "more definite information about the programming service provided by their stations."

One aspect of the rule particularly disturbing to many broadcasters is that which requires them to make available for local inspection their financial qualifications, as stated in applications. They complained that this would benefit their competitors.

But the commission said any competitor seriously interested in an applicant's financial health could get the information from the commission's public file in Washington. "Furthermore," the commission said, "broadcasting is a business invested with a public trust and broadcasters engage in this business with a foreknowledge that the operation is subject to public scrutiny."

Another reason for requiring the keeping of financial data, the commission indicated, is that it could generate additional information. "The commission might be aided by persons in the area who could bring to light financial information not apparent in the application," the order said.

The order added that the Omaha
and not only in small, remote communities. They said the number of services should be determined by technology and public demand, not "by government fiat."

VHF and UHF television, as well as CATV, they said, "should be permitted to develop and prosper side by side (which is essentially current experience)." Concern about CATV's impact on local television, they added, is "exaggerated."

They see little need for government regulation. CATV's should voluntarily carry the signals of local stations on their cables and refrain from simultaneous duplication of programs, they said. If abuses develop, they added, NCTA, NAB and the government should take the necessary steps to correct them. Such matters as program rights and copyright issues, they said, should be left to negotiation among the parties.

They said that broadcasters are "particularly qualified" by training and experience to operate CATV's and should not be restricted in their ownership of them. And they said that there is "no legitimate basis" for restraining the distribution of programs by microwaves to CATV's. They said distribution of programs of independent stations could help develop new program sources.

NCTA's Reply * NCTA told the commission that CATV appeared to be attempting to "insulate itself from the possibility anyone else will have access to its viewers' television sets."

NCTA added that AMST's request that the commission regulate all CATV's is based on speculation as to the economic impact of CATV on local television. Accordingly, it said, the commission should dismiss the AMST pleading or consolidate it with other pending rulemakings affecting CATV.

"Only through a fact-finding proceeding" can the FCC determine the facts concerning CATV and whether there is a need for regulation, NCTA said.

Capital Cities, however, takes the same tack as AMST, ABC, Westinghouse Broadcasting Co. and TAME Inc. in arguing that CATV's pose a threat to free TV, in stating that the commission should assert its authority over all CATV, and in urging adoption of regulations that would contain CATV as a supplementary service.

But it differs from the others in suggesting that the FCC, while promulgating CATV rules, obtain legislation from Congress confirming its authority over the cable companies. Such legislation, Capital said, would eliminate any doubt about the commission's jurisdiction.

Capital also recommends a selective "freeze" on microwave authorizations for CATV systems. It said that pending adoption of rules, the commission should grant CATV microwaves only for systems in areas where terrain factors cause reception difficulties.

FCC Proposals * The proposals before the commission are more in keeping with the views of the hard-line regulators among the broadcasters than those of the AMST dissidents. One is a notice of rulemaking proposing the same rules for nonmicrowave-served CATV's as those the commission intends to apply to microwave-served systems. And these will be tighter than the interim measures now in effect, in that they would entitle stations to protection from CATV's in their grade B contour that they now get from systems in their grade A contour: 15-day nonduplication and carriage of their signals on the cable.

The notice would spell out the commission's reasons for believing it has authority over nonmicrowave-served CATV's but would invite comment on this question, as well as on whether rules for the different kinds of systems should be the same.

The package would also contain an order adopting the rules affecting microwave-served systems, but their effective date would be put off for about a year. This would provide time for Congress to express its views and for completing the new rulemaking affecting nonmicrowave-served systems.

Another aspect under consideration is a notice of inquiry containing a number of questions raised in the pleadings of AMST, ABC and others concerning leagropffing of signals, program origination by CATV's, and limiting the distance a station's signal can be carried.

There is no certainty the package will be voted out this week. The principal parts were tentatively approved by a 4 to 2 vote last month. But it's possible the commission could deadlock 3 to 3, with the result that a final vote would have to await the participation of James J. Wadsworth, who is expected to join the commission later this month. Mr. Wadsworth, nominated by President Johnson to fill the position vacant since Dec. 31, 1964, goes before the Senate Commerce Committee for a hearing on his confirmation tomorrow (April 13).

The line-up on the CATV package now appears to be Chairman E. William Henry and Commissioners Kenneth A. Cox and Robert E. Lee in favor, and Commissioners Robert T. Bartley and Lee Loevinger opposed. The position of Commissioner Rosel H. Hyde, who was in the majority on the preliminary vote, is now considered doubtful.

Seiden report called in error

Fisher questions declining revenue and advertiser ignorance, cites own study

The Seiden report on community antenna television has been blown under the glass of an economist with a CATV study of his own and, in some respects, found wanting.

Dr. Franklin Fisher of the Massachusetts Institute of Technology said that Dr. Martin H. Seiden erred in concluding in his report to the FCC that CATV's economic impact on local television has not yet taken place because advertisers are not aware of CATV penetration. (Broadcasting, March 8).

Dr. Fisher is the author of the Fisher Report, a 110-page study of the economic impact of CATV on local television that was commissioned by the National Association of Broadcasters (Broadcasting, Oct. 26, 1964). He commented on the Seiden report in a letter to the FCC last month.

In his report, Dr. Fisher said CATV's are now having an impact and he calculated a specific dollar figure he said could be assigned for each CATV subscriber as a loss to the local station.

In his letter to the commission, Dr. Fisher said Dr. Seiden's point that impact wouldn't be felt until adver-
The survey indicates a loss in audience among adults who have been to college, among those whose incomes are $10,000 or over, among suburban residents and among those in the 21-to-34 age group.

The survey, a Harris spokesman said, was conducted in March among 1,600 carefully selected persons throughout the country 21 years of age and older.

The Harris report also shows that a majority of adults would like to see more news, musical variety, live sports, news specials, comedy and dramatic shows on television. They would prefer fewer soap operas, horror comedies, rock 'n' roll and detective programs.

Among the groups which television has been losing there is a particular desire for news, live sports, dramatic shows and specials, the survey reported.

Mr. Harris made this comment on the results of the survey: "The taste preferences of the better-educated and more affluent adults bear little resemblance to the trend of program changes which the networks are planning. The main reason is that those who view TV the most tend to prefer westerns, situation comedies, quiz games and mysteries. These trends are reinforced among children and teen-agers who exert considerable control over program choices in afternoon and early evening hours.

"Therefore, television ratings undoubtedly reflect the numbers who now watch. But they do not necessarily reflect the tastes of the best markets for products advertised on TV, nor, for that matter, the preferred programs of a majority of adult America."

KCOY-TV denies 'pay-off' charge

KCOY-TV Santa Maria, Calif., last week "flatly and unequivocally" denied charges that a "pay-off" was involved in its decision to abandon its fight against an FCC grant of microwave facilities to serve three community antenna television systems in its service area.

The charge had been made by the FCC's Broadcast Bureau in opposing a petition by Lompoc Valley Cable TV Inc., a subsidiary of H&B American Corp., for a grant without hearing of the facilities to relay the signals of seven Los Angeles stations to the Lompoc-owned CATV's.

KCOY-TV said in a pleading filed with the commission that it could have gained nothing by continuing the fight since the CATV's were already operating through direct off-air pick-ups of the Los Angeles stations. The station also said it had been faced with "an impossible burden" of proof in the commission hearing and that an agreement reached with H&B was designed to aid in the station's survival.

The commission had set the Lompoc applications for hearing on the complaint of KCOY-TV that it would be overwhelmed by competition from the Los
Hearing held on Conn. CATV law

A spokesman for the National Community Television Association provided the main opposition at a Connecticut legislative public hearing on a bill to formalize the state public utility commission's authority over community antenna TV. The hearing was held April 7 in Hartford.

John P. Cole Jr., NCTA attorney, in testimony before the public utilities committee of the general assembly, contended CATV is "an aid to television reception" and as such shouldn't be subject to public utility regulation different from that which regulates TV.

He said television, including CATV, is entertainment and "not in the business of furnishing essential services" as public utilities are.

Mr. Cole claimed the FCC and "many individual states" have "held consistently that [CATV] does not constitute a 'common carrier' or public utility type of service, and is not to be regulated as such." And he referred to the Communications Act of 1934 which "pre-empted entirely the field of television regulation."

The only other opposition to the bill was voiced by Joseph P. Cooney of Hartford, attorney for Teleprompter Corp., one of the 23 applicants for Connecticut CATV franchises. Like Mr. Cole, he linked CATV to the broadcasting industry rather than to "established utilities."

Backers of Bill Support for the proposed legislation came from Representative Harry R. Filer of Cheshire, who introduced the bill; Samuel H. Kanell, PUC counsel, and Herman Levy, attorney for United Motion Picture Theaters of Connecticut.

Explaining the bill, Mr. Kanell said its purpose "is tradition. The companies which receive CATV certificates will have use of the public streets, will have a monopoly in the areas they serve and should operate under just and reasonable rates. While the PUC's authority over CATV is essentially now covered by regulations promulgated by the commission, I personally think it important enough to be prescribed by statute."

Mr. Levy said he was not speaking for the theater group from a competitive point of view, but rather under the concept that "theater owners have the right to speak for the public."

The PUC plans to resume CATV hearings on April 26 with cross-examination of the 23 applicants.

Another L.A. station struck by two unions

In their second joint strike in two months, the Los Angeles locals of the American Federation of Television and Radio Artists and the International Brotherhood of Electrical Workers at 5 p.m. April 2 called out the announcers and engineers employed by KPOL-AM-FM-TV. The radio station was off the air for 50 minutes; the TV station shut down completely. The first joint AFTRA-IBEW strike, against KLAC-AM-FM Los Angeles (Broadcasting, March 8, Feb. 22), was settled after 19 days.

But Claude McCue, executive secretary of the AFTRA local, said he expects the walkout against KPOL to be of much longer duration, because of emotional factors that were not present in the strike against KLAC.

Last year AFTRA filed an unfair labor complaint against KPOL-AM-FM (KPOL-TV, on channel 22, did not go on the air until March 29 of this year), alleging that the station was attempting to negotiate individually with its staff announcers. The NLRB examiner found no evidence of this and the full NLRB upheld his finding (Broadcasting, April 5). Meanwhile, some announcers petitioned the NLRB for an election to determine whether AFTRA should be retained as bargaining representative.

The IBEW decision to call out the engineers at KPOL was said to be partly a jurisdictional matter, similar to that at KLAC, over the performance by announcers of taping activities previously handled by engineers. But the basic concern of both unions is KPOL's automation program, which, the station says, makes the employment of as many engineers and announcers as have been employed there no longer necessary.
Bringing NAB into phase with the times

Schroeder issues first of series of proposals for board action to toughen up association

A moderate approach to the modernization of the National Association of Broadcasters was proposed last week by Willard Schroeder, chairman of the NAB boards. Rejecting proposals for dramatic revisions in the trade association's structures or purposes, Mr. Schroeder recommended four courses of action:

- NAB should look within itself as to its "basic functions" and then question its "capacity to maintain those functions. These questions involve staff, boards, committees, financing. Special attention should be given to internal communications."

- A closer liaison between the associations now serving the industry is needed and NAB should take the lead in establishing this tie. "Up-to-date knowledge of the activities of these associations is a necessary preliminary to avoiding both duplication of effort on one hand and neglect of a problem on the other."

- NAB should "energetically" take on projects it can handle best and stay out of some activities that other groups can do better. "NAB can discourage wasteful empire building by setting the appropriate example."

- A more "pragmatic attitude" toward the associations they support should be taken by broadcasters. "If this or that outfit, in your judgement, is performing services valuable to you—fine, support it. If it isn't, the bell with it. Resign. And that includes the NAB."

There may be some "anachronistic" organizations or activities that no longer deserve support. Groups that outlive their usefulness should be dissolved and new ones should be formed to meet new needs.

Initial Paper = The suggestions and comments were part of Mr. Schroeder's first report to the boards since he became a working chairman at NAB's Washington headquarters in February (Broadcasting, Feb. 1). He said his "observations and recommendations" are being offered "to better equip the board to consider the several ways and means of further improving the association."

Mr. Schroeder, who is on leave as vice president and general manager of WOOD-AM-FM-TV Grand Rapids, Mich., expects to issue several other reports to members of the NAB boards before their regular meeting next June. In his first message, which he said was on the subject of "reorganization of NAB as it relates to the other broadcasting associations," he told the board members he preferred to submit his recommendations in series since to save the material for one consolidated presentation "as an advocate of broadcasters' interests" to the point where the average broadcaster would no longer find it worthwhile to belong to NAB.

Another factor in this problem, Mr. Schroeder said, is the increasing complexity of broadcast services and that "in too many situations, pleading the interest of one broadcaster is to oppose the interest of another." As a result, he noted, "the probability that NAB can come to grips with developing problems becomes somewhat less likely."

Mr. Schroeder noted three suggestions put forth by advocates of a major change in the NAB structure:

- Splitting NAB into separate radio and television associations.
- Redefining NAB's function to make it an "umbrella" over state associations.
- Creating an "umbrella" or "federation" made up of the "numerous broadcasting trade associations whose objectives are relatively specialized."

However, he discounted these suggestions noting that NAB has separate radio and TV boards and a "significant portion" of the staff works on problems peculiar to radio or TV. A split of the association would hurt much more than it would help," he said.

Be Realistic = Mr. Schroeder said to expect the state associations of broadcasters to assume the NAB functions "is to ignore reality on several counts." Most state groups aren't equipped to do a comparable job, he said. He likened them in many respects "to a volunteer fire department (and I speak after having served for years as a director and president of Michigan's association)."

On the third point, Mr. Schroeder said definition of "umbrella" is the prime requisite. If it were to mean that NAB would direct and control activities of many industry associations, he said, NAB doesn't have that control now and it is doubtful that it would get it in the foreseeable future.

Mr. Schroeder claimed that "enforced passiveness" of the NAB "because of conflicting interests of its members" has resulted in formation of many specialized associations. He cited the Radio Advertising Bureau and Television Bureau of Advertising as organizations that were born because some broadcasters felt the NAB was not doing that type of work "well enough or at all."

He also noted organizations that have been formed by "relatively small geographical or employee groups" like state associations and units representing news directors, engineers and program directors. The motivations behind these organizations, he said, seem "obvious and represent neither basic conflict nor dissatisfaction with the objectives and performance of NAB."

He said there are at least 19 specialization broadcast associations functioning...
nationally plus the state associations. "Aggregate dues paid to them and the NAB by supporting stations are impressive... perhaps more importantly, broadcaster participation in the affairs of these associations... involves a significant number of man hours."

The NAB chairman said broadcasters have the right to continually ask if these associations are doing the best kind of job in the most efficient manner. He said it is the NAB's "responsibility to continuously examine the gross effort of association service... It can then proceed to blueprint a modus operandi that will be the best obtainable."

He called talk about organization "largely academic." Whether the industry is served by an NAB-type "large, all-encompassing association" or many small specialized associations isn't the problem, he maintained. In either case, Mr. Schroeder said, "broadcasters have a right and a responsibility to demand and get a tight ship."

The associations should clearly define their areas of activity, he said, and then work effectively and efficiently in those areas. "By means of close liaison a broad service should be possible to maintain without too much duplication or neglect," Mr. Schroeder concluded.

How myths gain acceptance

Wasilewski says through repetition they become fact and basis of policy

An attack on myths, which through repetition gain acceptance as facts and "too often become the basis of policy", was unleashed by Vincent Wasilewski, president of the National Association of Broadcasters, last Tuesday (April 6).

Among the myths cited by Mr. Wasilewski were:
  * Advertiser control over broadcasting.
  * Program control by a "small, elite group."
  * Need for more government control.

Addressing the Detroit chapter of the American Women in Radio and Television, the NAB president noted that the "black-hatted man" of television a few years ago, the advertiser, has been "rehabilitated, by the FCC, to a state of grace." Critics of the medium used to charge that the industry was controlled by advertisers, Mr. Wasilewski noted. Today, however, the myth depicts a "handful of powerful executives" who
sit in "isolated splendor in their lordly offices and decide what the American people shall see and hear . . ."

The cure proposed by the myth-makers, he said, is to put programming back in the hands of the advertisers.

Mr. Wasilewski admitted the "advertiser did, and still does have some influence in broadcasting. In my opinion, he should. At least he should be permitted to express some opinion on the disposition of the more than $2 billion spent annually in radio and television.

Not All Roses * He hit at the charge that broadcasting "conditions" people to mediocrity. If this were the case, he said, "there would be no program failures . . . [and] no need for the networks and local radio and television stations through the country to expend time and money trying to develop programs to attract an audience."

The continuing cry that "the government should do something" is perpetuated, Mr. Wasilewski charged, mostly by critics in the "upper economic, educational and social echelons of our country. Their tastes are not the tastes of 200 million people . . . they clamor for more sophisticated broadcast programming to satisfy their own tastes. When it is not forthcoming in the quality or quantity they demand, they too often call for government action."

NAB membership up

Fiscal year figures for membership in the National Association of Broadcasters showed an increase of 288 members from April 1, 1964 to April 1, 1965. In the same period, the NAB's radio code membership showed an increase of 362.

Rockefeller fund gives aid to WNDT

The Rockefeller Foundation is providing up to $500,000 to WNDT (tv) Newark-New York, noncommercial station, during a period of two years, John Kiermaier, president of the Educational Broadcasting Corp., said last week.

Mr. Kiermaier told a news conference that the Rockefeller grant and pledges from other foundations of special gifts assure WNDT's continuing operation in the next fiscal year (July 1, 1965-June 30, 1966).

He stressed that WNDT will continue on the air for at least another year because of the Rockefeller grant and other contributions.

The station has been in serious financial difficulty for the past several months and only an emergency grant of $500,000 from the Ford Foundation last January enabled WNDT to continue operations through the current fiscal year.

Underwriters * The FCC recently approved a WNDT plan to raise funds by permitting patrons to underwrite the cost of programs on the station through identification with blocs of shows through the year (BROADCASTING, April 5).

He was asked to comment on a suggestion in an editorial in BROADCASTING that pay television be set up for educational TV. Mr. Kiermaier replied this suggestion raises "complex questions" and said he had "no final thoughts" on the subject.

Changing hands

ANNOUNCED * The following station sales were reported last week subject to FCC approval:

* KCKN-AM-FM Kansas City, Kan.: Sold by Cy Blumenthal to Danny Kaye and Lester M. Smith, for $625,000. Messrs. Smith and Kaye own KJR Seattle; KKL Portland, Ore., and KNEW Spokane, Wash. KCKN is on 1340 kc with 1 kw day and 250 w night. KCKN-FM is on 94.1 mc with 20 kw. Broker: Blackburn & Co.

* KIT Yakima, Wash.: Sold by Carl and C. Dexter Haymond with Jack H. Goetz to Jack H. Goetz, for $430,950. KIT is on 1280 kc with 5 kw day and 1 kw night. KIT began broadcasting in 1929.

* WCUW-AM-FM Cumberland, Md.: Sold by Wallace L. Hankin to Clifford and Harry M. Brown, for $240,000. Messrs. Brown have majority interest in WTWC-AM-FM Towanda, Pa. WCUW is on 1230 kc with 1 kw day and 250 kw night. WCUW-FM is on 102.9 mc with 1.25 kw. Broker: La Rue Media Inc.

Wqer is on 1320 kc with 500 w day. Broker: Chapman & Associates Inc.

APPROVED • The following transfers of station interests were among those approved by the FCC last week (For other commission activities see For The Record, page 71).

• Kvod Albuquerque: Sold by George O. Cory to John B. Walton Jr., for $186,000 and $40,250 covenant not to compete for five years. Mr. Walton owns Kvkm-am-tv Monahans, and Kvu-am-tv Amarillo, both Texas. Kvod is on 730 kc with 1 kw day.

• Wgrf Evansville, Ind.: Sold by Henry B. Walker Jr., Martin L. Leich and associates, for $118,710. Mr. Leich is general manager of wgrf. Wgrf is on 1280 kc with 5 kw day and 1 kw night.

COMMUNITY ANTENNA TV

• Independence, Kan.: Kansas Cable TV Co. (Gene Scheneider, president) sold to Kansas CATV Inc. (Alvin H. Hartman, chairman). Price undisclosed. Included also in the transaction is the cable system in Parsons, Kan., under construction. When the Parsons system is completed, the combined Independence-Parsons cable system will have a potential of over 6,500 homes. Broker was Daniels & Associates.

Carl Williams sets up own brokerage firm

Carl M. Williams, partner with Bill Daniels in the CATV brokerage firm of Daniels & Associates, announced last week the establishment of Williams & Associates, with offices in Denver and New York.

James M. Graves, formerly with Hayden, Stone & Co., will be in charge of the New York office.

Mr. Williams is president of Systems Management Co., which has supervised CATV systems serving in total as many as 90,000 subscribers. He was a director of the National Community Television Association from 1961 to 1964, and was a member of the legal committee of the board for two years. At the present time he owns Colorado Televents, with four systems in that state; is majority owner of Televents of California (Martinez), and minority owner of Malibu Cable Television, Malibu, Calif., and of Television Communications (which owns 14 systems in nine states).

New TV stations

As of April 8 there were 104 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 5 were educational VHF's and 22 were educational UHF's. Information received regarding plans of a holder of a CP includes:

WHIQ(TV) (ch. 25) Huntsville, Ala. Alabama Educational Television Commission, permittee, will begin construction of its new ETV station in May. AETC operates waq(TV) Montgomery, wbiq(TV) Birmingham, wciq(TV) Cheaha State Park, wdiq(TV) Dozier and weiq(TV) Mobile. Programs for the AETC network are originated at Auburn University, University of Alabama and Huntsville. WHIQ plans to go on the air with 270 kw visual and 136 kw aural using GE transmitters and a GE antenna 339 feet high. The Huntsville station will serve about 95,000 students and 331,000 citizens in the eastern Tennessee Valley.

NCTA board discusses CATV positions

Taking an on-guard position, leaders of the community antenna industry were poised last week to move quickly either in favor or in opposition to legislative proposals on CATV scheduled to be considered by the FCC this week (see page 52).

The board of directors of the National Community Television Association, meeting in Scottsdale, Ariz., last week explored the various steps they might take based on different positions the FCC might take on CATV legislation.

The board agreed that there was nothing to gain in further meetings with the National Association of Broadcasters, until after the FCC had acted, if then. NCTA and NAB groups had met several times during the last year in an attempt to solve their differences. They had come to tentative agreements except for duplication.

The board in a two-day meeting at Scottsdale also voted to look into the question of financing research to bolster its position on legislation, and studies on its relation with other trade associations and groups, and on the question of legal fees.

Principal subject of the board's considerations was internal, housekeeping business, it was reported. It heard, also, status reports from its by-laws, pole line, public utilities and convention committees. NCTA holds its annual convention in Denver July 18-23. It also heard status reports on the United Artist suit against the Clarksburg, W. Va., cable system, and the CBS suit against Telepromter.

Bruce Merrill, CATV operator and president of Ameco Inc., equipment maker, is chairman of NCTA. Of the board's 25 members, 21 attended.
Did Barry, Enright get a stacked deck?

The U.S. Court of Appeals in Washington last week questioned the uniformity of the standards employed by the FCC in determining whether to strip broadcasters of their licenses.

The questioning came in an order directing the FCC to explain how it could accord different treatment to Jack Barry and Daniel Enright, on the one hand, and NBC on the other, in the matter of rigged quiz shows.

The court order directed the commission to reconsider its decision refusing to renew WGMA Hollywood, Fla., owned by Messrs. Barry and Enright.

The court, acting on an appeal from the station, also questioned whether the commission’s decision on WGMA was consistent with its actions in renewing the licenses of Westinghouse Broadcasting Co. and General Electric. The WBC parent company and GE both had been convicted of antitrust violations, while Messrs. Barry and Enright, had violated no laws.

The court also told the commission, in explaining its reasons, to do more than “enumerate factual differences, if any,” between the WGMA and the other cases. The court said the commission must explain how the differences are relevant to the purposes of the Communications Act.

The Quizzes • Messrs. Barry and Enright had been co-owners of the now defunct Twenty-One and Tic Tac Dough quiz shows on NBC-TV. They were among the principals involved in the quiz scandals brought to light by a congressional investigating committee in 1959.

The FCC, in reversing the recommendation of a hearing examiner that WGMA’s license be renewed, maintained that Messrs. Barry and Enright lacked the character qualifications to be licensees on the ground that their “prolonged deception practiced upon the television viewing public . . . is so patently contrary to the public interest . . . .”

Later, WGMA petitioned for reconsideration and asked that its plea be considered in conjunction with the then pending renewal applications of NBC’s WRCV-AM-TV Philadelphia. But the commission, on July 24, 1964, refused, stating that “no useful purpose would be served.”

A week later, in the NBC-Philco Broadcasting Co. case, the FCC renewed the networks’ Philadelphia licenses on condition that NBC swap them back to Westinghouse Broadcasting Co. for WBC’s KYW-AM-FM-TV Cleveland (BROADCASTING, Aug. 3, 1964). That order is now in court on an appeal by RKO General Inc., which asked for the Philadelphia stations.

Chief Judge David L. Bazelon of the court of appeals noted that the hearing examiner in the NBC-Philco case stated that NBC had “turned its back on the evidence that the quiz programs might be counterfeit, and acted finally only when it was compelled by the growing tide of public dissatisfaction and by the threat posed in the aroused interest of various public agencies.” This, the examiner said, is a “substantial discredit.”

Judge Bazelon said the FCC was in error in refusing “at least to explain” the different treatment of WGMA and NBC.

“Both were connected with the deceptive practices,” Judge Bazelon wrote, “and their renewal applications were considered by the commission at virtually the same time. Yet one was held disqualified and the other was not. . . . Moreover, the commission has not explained its decision with the simplicity and clearness through which a halting impression ripens into reasonable certitude. In the end we are left to spell out, to argue, to choose between conflicting inferences. . . . We must know what a decision means before the duty becomes ours to say whether it is right or wrong.”

Judge Bazelon raised the matter of GE and WBC license renewals in commenting on the WGMA argument that there was no law against quiz-show rigging at the time they were involved in the quiz-show scandals. There is such a law now.

The commission, in dismissing that argument, had said that “obviously” misconduct of the kind in which Messrs. Barry and Enright were engaged “is necessarily in a somewhat different category” from criminal antitrust violations.

Without intimating any opinion as to whether there is any difference between the two kinds of misconduct, Judge Bazelon wrote, “we think the differences are not so ‘obvious’ as to remove the need for explanation. And whether there are differences may be a question of decisional importance.”

Joining Judge Bazelon in the decision were Circuit Judges Charles Fahy and J. Skelly Wright. Judge Fahy wrote a concurring statement in which he said he would not require further explanation regarding the differences between the WGMA and GE and WBC cases.

The decision was seen by some observers as raising a question regarding the correctness of the decision to renew the NBC licenses. A commission official said “either there is a good reason for the difference in treatment or there isn’t. If there is not, something’s got to give—there would have to be equality of treatment, good or bad.”

NBC officials saw little difficulty in distinguishing between the cases. They said there was no evidence that NBC officials ever were aware of, let alone conspired in, quiz show rigging.

Bureau wants licenses of two men lifted

The FCC’s Broadcast Bureau recommended last week, in proposed findings submitted to a hearing examiner, that the commission strip two broadcasters of their licenses for three radio stations, and deny an application for a fourth station in Jacksonville, Fla.

The two broadcasters threatened are C. M. Todd, who owns 51% interest in WTIF Tifton, Ga., and B.F.J. Timm, who holds the remaining interest in WDAG Douglas, Ga., and WMES Tallahassee, Fla. Mr. Timm also is seeking an AM station in Jacksonville.

The bureau's recommendation stems from a show cause order issued by the commission in September 1963 charging the two broadcasters with willful and repeated misrepresentations, unauthorized transfer of control of WTIF from Mr. Todd to Mr. Timm, filing a strike application, and misconduct and uncompetitive practices (BROADCASTING, Sept 30, 1963).

Rebutting in its entirety the conclusions of the bureau, however, are those findings submitted by Mr. Timm and the three stations threatened with revocation and nonrenewal.

Mr. Timm notes that the hearing record has failed to show any facts that reflect adversely on his character qualification to be a licensee. Mr. Timm also points out that the bureau has fallen short of supporting its recommendation for revocation and nonrenewal, and that the only conclusion the examiner can arrive at is to renew the licenses of WMES and WDAG and dismiss the revocation order directed at WTIF.
Cox holds first stockholders’ meeting

The owners of Cox Broadcasting met last Thursday (April 8) in Atlanta for the company’s first annual stockholders’ meeting. They were told by J. Leonard Reinsch, president, that government regulation of CATV, when adopted, should have little effect on the “attractive investment potential” it offers.

He added that CATV is the fastest growing segment of the firm and CBC plans to expand in it. Mr. Reinsch noted that the firm’s early growth in CATV came through the purchase of existing systems, but this type of expansion has been priced out of reach. CBC, he said, must now begin to acquire franchises and construct systems on its own with concentration on large cities.

Mr. Reinsch noted that CBC has already formed CATV companies with local interests in Cleveland; Columbus and Toledo, both Ohio; Fresno, Calif., and Pittsburgh, but does not anticipate any effect on its earnings from these ventures for several years.

Commenting on CBC’s past and future performance, Mr. Reinsch predicted that net income for fiscal 1965 would exceed the $1.32 a share recorded last year. He added that earnings from TV should increase 7% to 10% in 1965 while radio earnings will increase 4% to 6%.

Children’s shows result in gains for Trans-Lux

Trans-Lux Corp. has reported that the growth patterns of the entertainment TV programs and children’s educational television shows contributed to gains registered by the company in 1964 in gross revenues and net income.

For the year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
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<tbody>
<tr>
<td>Income per share</td>
<td>$0.81</td>
<td>$0.60*</td>
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<tr>
<td>Net income</td>
<td>578,722</td>
<td>571,433*</td>
</tr>
<tr>
<td>Gross income</td>
<td>8,304,184</td>
<td>7,575,538</td>
</tr>
</tbody>
</table>

*Includes for 1963 non-recurring income of $92,123, equal to 13 cents a share.

Plough Inc. had record year in ’64

Plough Inc., Memphis, had record sales, earnings and dividends in 1964. Earnings for the diversified drug and household products manufacturer, and radio broadcasting firm increased to $4,733,145 in 1964 from $4,048,660 the previous year. Plough stations are

WORLD’S FIRST FULLY TRANSISTORIZED TILTING VIEWFINDER 4½” IMAGE ORTHICON ZOOM CAMERA

The new Marconi Mark V. Here’s the broadcasting and teleproduction camera that’s as advanced as the Mark IV when it was introduced 5 years ago. And everybody’s still trying to catch up with that one. Here are some of the things they’ll have to shoot for to equal the new Mark V: integrated 10 to 1 zoom lens; a unique tilting viewfinder; near perfect linearity and geometry; precision mechanics; superbly stable circuitry. You can have as little or as much remote control as you desire. Two new types of joy-stick remote control panels make the Mark V extraordinarily easy to operate. The lens may be manually or servo controlled. And it’s from Marconi, makers of the world’s standard television camera. The new Marconi Mark V and the whole line of Marconi equipment is distributed by Ampex. Term leasing and financing are available. For complete information call your Ampex representative or write: Ampex Corp., Redwood City, California.

Storer’s record profits attributed to TV growth

George B. Storer, chairman of the board of Storer Broadcasting, told stockholders that net profit, net profit per share and revenues in fiscal 1964 were the highest in the firm’s 37 year history. Mr. Storer attributed the company’s success in 1964 to continued growth of TV
and improvement in the earnings of WH New York.
He also cited the progress of CATV operations in Thousand Oaks and Ojai, both California. Storer earlier this year purchased a CATV system in Victorville, and was awarded a franchise in Fillmore, both California. Stock is currently trading at about $51 a share.

For the fiscal year ended Dec. 31:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
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</thead>
<tbody>
<tr>
<td>Net profit per share</td>
<td>$2.56</td>
<td>$2.17</td>
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<tr>
<td>Net operating profit</td>
<td>72,129,895</td>
<td>72,129,895</td>
</tr>
<tr>
<td>Net profit after taxes</td>
<td>4,352,340</td>
<td>3,923,984</td>
</tr>
<tr>
<td>Retained earnings</td>
<td>1,282,889</td>
<td>2,005,000</td>
</tr>
</tbody>
</table>

*Adjusted retroactively to include figures of Wolper Productions Inc., acquired in a pooling of interests on Jan. 5, 1965.

**Money**

RKO General's income up in first quarter

Net income for RKO General Inc., subsidiary of General Tire & Rubber Co., rose to $2,398,130 during the first quarter of fiscal 1965 ended Dec. 31, 1964, from $1,825,581 during the same period last year. Net sales for the parent firm, however, dropped in the first three months of fiscal 1965 ended Feb. 28, from $260,711,906 last year to $210,278,281. A decrease in the activities of Aerojet-General, GT&R's aerospace subsidiary, was given as the cause of the decline. Overall income for GT&R remained approximately the same. Stock is currently trading at about $22 a share.

For the first quarter ended Feb. 28:

<table>
<thead>
<tr>
<th></th>
<th>1964</th>
<th>1963</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.40</td>
<td>$0.40</td>
</tr>
<tr>
<td>Net sales</td>
<td>$210,278,281</td>
<td>$260,711,906</td>
</tr>
<tr>
<td>Net income for RKO General ended Dec. 31, 1964 and 1963</td>
<td>1,825,581</td>
<td>2,005,000</td>
</tr>
</tbody>
</table>

**Financial notes...**

- Doyle Dane Bernbach, New York, has declared a quarterly dividend of 22 1/2 cents per share on A and B shares, payable April 15 to stockholders of record March 31.
- General Telephone and Electronics Corp., New York, has reported that revenue increased 16% to a record $1.8 billion in 1964 while net income increased to $317 million, up 18% over last year's figures. Sylvania Electric, a subsidiary of GT&E, attributed its record sales and earnings to new and improved products, improvements in manufacturing techniques and expansion of marketing activities.
- Movielab Inc., New York, board of directors has voted a 50% stock dividend payable April 27 to stock owners of record on April 6. Movielab's net sales for 1964 reached $8,143,049, an 18% increase over $6,887,244 in 1963. Net income for the film developer and processor rose to $441,145 compared to $360,710 the previous year.
- Outlet Co., Providence, R.I., stockholders March 26 voted for a 25 cents a share common stock dividend payable May 4 to stockholders of record on April 22. Outlet owns WMAR-AM-FM-TV Providence, and WDBO-AM-FM-TV Orlando, Fla.
- Republic Corp., Beverly Hills, Calif., earnings for the first quarter ending Jan. 31, of fiscal 1965 rose to $561,000 as compared to $547,000 recorded the previous year. Net income a share for the 1965 quarter was one cent more than the 18 cents a share for the same period in fiscal 1964.
- Eastman Kodak Co., Rochester, N.Y., stockholders will meet on April 7 to vote on a proposed two-for-one split of the company's common shares. Currently 90 million shares are authorized and trading at approximately $148 a share as of April 1.
Radio month kits are in the mails

National Radio Month doesn't officially begin until May 1, but radio station members of the National Association of Broadcasters are ready for it. The NAB's annual radio month kit has gone into the mails and offers the broadcasters just about anything and everything that could be available to promote radio during May and throughout the year.

The radio month jingles, available in either monophonic or stereophonic versions, have been geared to fit virtually any format. There is a basic big-band cut, plus concerto, country & western and rock 'n' roll versions; the latter a real "yeah-yeah-yeah" interpretation of "the sound of year-around pleasure theme." The jingles were produced by Scott-Textor Productions, New York and Bill Mansfield of NAB was executive producer.

Included in the 48-page radio month kit are proclamations, speeches—including inserts for radio code members, FM and FM stereo stations—suggested store-window displays, news releases, live spot announcements, radio facts, mats and artwork for reproduction, radio month stamps, postage meter ads and graphic aids.

The kit also includes a list of public service programs and announcements mentioning radio month.

Vincent Wasilewski, NAB president, will appear on MasterControl, a half-hour program produced by the Radio & Television Commission of the Southern Baptist Convention. In addition, the U.S. Weather Bureau has requested all its forecasters who give on-air forecasts to make radio month salutes as a tag to their programs.

SDX announces its broadcast awards

Six distinguished service awards for excellence in electronic journalism were announced last week by Sigma Delta Chi, national professional journalism society. These awards, plus those in other media, will be presented at ceremonies May 8 in Philadelphia.

The broadcast awards:
- Reporting: To WPGA-TV Jacksonville, Fla., for coverage of Hurricane Dora, and to WNEW New York, with special mention to reporter Mike Stein for Harlem race riot coverage.
- Public service: To CBS-TV for its documentary, *Christmas in Appalachia*, and to KSBN Shelby, Mont., for coverage and service during "a devastating Montana flood."
- Editorials: To KDKA-TV Pittsburgh for "hardhitting" editorials about the need for expanded juvenile detention facilities in Alleghany county and to WXYZ Detroit for series on mental health, the community's responsibility and need for legislation.

NBC-TV gets half of 'Saturday Review' awards

NBC-TV last week won three of six annual citations granted by the *Saturday Review Magazine* to radio and TV "for distinguished achievement in the public interest" in 1964.

NBC was cited for its Profiles in Courage and Walt Disney's Wonderful World of Color series, and for its color special *The Louvre*, all on TV.

CBS-TV won a citation for its Leonard Bernstein's *Concerts for Children* programs, and another, along with CBS Radio, for news coverage during 1964.

A joint citation was given to each of the networks for civil rights coverage during the past year.

Runner-up awards were presented to CBS Radio for its *Dimension* program and to the Texaco Corp., New York, for its radio presentations of Metropolitan Opera broadcasts.

Drumbeats . . .

Network review * NBC-TV's "Proud as a Peacock" presentation, shown to affiliates at their network convention last month (*Broadcasting*, March 22), was shown in Chicago Friday (April 9) and is scheduled for presentation April 14 in New York to timebuyers and station representatives. WDSM-TV Duluth, Minn., apparently is "proud as a peacock" that NBC-TV is its network, for it chartered a 44-passenger plane to fly advertising agency and client executives from Duluth to Chicago to see the presentation.

Impossible takes 24 hours * KPFI-AM-FM Wichita, Kan., came to the aid of the pep band of Wichita State University when the university's basketball team became a contender for the National Collegiate Athletic Association basketball championship. When the station learned that the band lacked the money to follow the team to the Portland, Ore., games, it began an on-air promotion to
TV station aids Peace Corps in El Salvador

More than $8,000 to construct an elementary school in an El Salvador village was collected in a one-month drive by WTVT (TV) Tampa-St. Petersburg, Fla., and St. Petersburg Junior College. The drive, which had a goal of only $5,000, was conducted under the Peace Corps' School-to-School program.

The Peace Corps selected El Salvador and WTVT sent reporter Don Harris and cameraman Jack Cosgrove on two trips there to bring back footage for showing in a four-week series of news features on Pulse Extra. The last two weeks of the series were color stories.

Above, Mr. Harris (t) interviews Salvador Ochoa (c), schoolmaster in San Carlos, El Salvador, as Juan Rodriguez, Peace Corps volunteer and village children look on.

raise the money. Twenty-four hours later, just in time for the game, KPFA announced that it had received the $6,000 necessary to charter an airplane.

Candy offer • The Philco Corp., Philadelphia, is planning an extensive campaign in 155 cities to advertise its refrigerators and air conditioners. The promotion, scheduled to begin May 10, will feature 250,000 of its Fast Freeze ice cube trays filled with Whitman's candy. Radio scripts and electrical transcriptions of the candy and ice cube tray offer will be offered to stations.

Industrial award • Brigadier General David Sarnoff, board chairman of RCA, on April 2 received the first annual Industrial Statesman of the Year award presented by the National Electronic Distributors Association. In the citation he was described as a man "whose vision and leadership in electronics have contributed profoundly to the strength of our nation."

"Don't just sit there" • The ABC Owned Television Stations WABC-TV New York, WBBR (TV) Chicago, WXYZ-TV Detroit, KABC-TV Los Angeles and KGO-TV San Francisco, have prepared and distributed a history of editorials in the United States called "The Editorial Tradition 1776-1965." The booklet, illustrated with facsimiles of famous works, discusses the development of pamphlets, newspapers, cartoons and photography. Also included in the booklet are editorials broadcast by the stations whose motto is "Don't just sit there, do something."

Honored • Edward P. Morgan, news commentator for ABC, has been named to receive the Missouri Honor award for Distinguished Service in Journalism presented by the University of Missouri. The awards, first given in 1930, are for distinguished records in journalism over a period of several years. The presentation will take place on May 7, during the 56th annual Journalism Week at the university.

Fund raiser • More than $150,000 was raised for the United Cerebral Palsy fund during a 19½-hour telethon on March 28-29 according to WSM-TV Nashville. The telethon was carried on WTLV (TV) Bowling Green, Ky., and WOWT-TV Florence, Ala.

INTERNATIONAL

Meeting fails to set color-TV standards

Hopes for the establishment of a single color standard for European television were dashed last week when members of the Consultative Committee for International Radio (CCIR) ended a week-long conference in Vienna without settling on a set of technical standards.

The CCIR group, in a statement issued last Wednesday (April 7), said that it hoped that a decision could be made on a single color standard for Europe again at its Oslo meeting in 1966.

In a final vote, 21 nations voted for the French SECAM (sequential a memoire) system, 17 voted against it, five abstained, and one country, Pakistan, refused to vote or to abstain.

Those voting for the SECAM system in addition to France were Argentina, Algeria, Byelorussia, Bulgaria, Cameroon, Czechoslovakia, Gabon, Greece, Hungary, Luxembourg, Mali, Monaco, Morocco, Niger, Poland, Rumania, Spain, the USSR, Ukraine and Upper Volta.

Expressing disappointment at the "political" pressures that entered the deliberations, American delegates noted that three weeks ago France and Russia signed an agreement to use the SECAM system as the basis for color systems in their own countries.

Edward W. Allen Jr., chief U. S. delegate and chief engineer of the FCC, told reporters that most Western delegates were "very unhappy about this kind of politicking." He added: "If some countries try to force decisions by such methods, they might well cause a breakup of the CCIR. CCIR is a technical body allied with the International Telecommunications Union. Its function is to recommend technical standards in the radio field to member nations in order to standardize equipment and operations.

QUAM System • The other two systems initially under consideration were the American National Television System Committee (NTSC) and the West German PAL (phase alternation line) systems. Early last week it was announced that the U. S. and West Germany had agreed to meld their two systems into one, QUAM (quadrature amplitude modulation). By the end of the conference, however, it was reported that there was no actual merger contemplated.

Voting against the SECAM system were Austria, Brazil, Britain, Canada,
Danmark, Finland, Iceland, Ireland, Italy, Japan, Netherlands, New Zealand, Norway, Sweden, Switzerland, the U.S., and West Germany. Abstaining were Belgium, Turkey, Yugoslavia, Australia and South Africa.

Dr. George Brown, RCA research and engineering vice president, and that company's senior representative at the Vienna meeting, said that the "political steamroller the Russians and the French put out" in favor of the SECAM system had failed to produce the desired effect. He said the only Western votes cast in favor had been those of France, Luxembourg, Monaco and Spain. The French admitted, he noted, that they would not have their system ready, even in France, before 1969 or 1970. In contrast, he said, the British plan to move ahead at once with the NTSC method. The NTSC system is primarily an RCA system, although it was developed and recommended by an all-industry NTSC group.

Canadians make annual awards

Four major awards to Canadian radio and television stations and people were announced at the Canadian Association of Broadcasters convention at the Bayshore Inn, Vancouver, B. C., on March 31.

**CFTM Montreal**, two-year-old multilingual station, was given the John J. Gillin Memorial Award as the Canadian radio station of the year. The award is in memory of the late John J. Gillon of wow Omaha, who used to attend the CAB convention annually. The award was given to CFTM’s president and general manager Casimir Stanczykowski for his concern "with all the pieces of the Canadian mosaic, and more important, with the totality and the essence of Canada," according to the three judges who have no relations with the broadcasting industry.

CFTM daily programs in 15 languages with a fulltime staff of 22 and 25 part-time producers.

Honorable mentions went to CKBW Bridgewater, N.S., for its service campaign; CKPT Peterborough, Ont., for its community spirit; CJOA Edmonton, Alta., for its Klondike days programs; CJOR Vancouver, B. C., for its efforts in searching for new community programs, and CKWR Verdun, Que., for its employment of French-language talent.

**CHRC Quebec City, Que.**, was judged the best French-language station of the year because of its public service programing and its support and collaboration with French-language civic and fraternal organizations. CJMS Montreal, Que., was runner-up for the title. CJAY-TV Winnipeg, Man., was judged best Canadian television station of the year for its "all-round scope and excellence of its public service programing." Regional honorable mentions went to CBIU-TV Saint John, N. B.; CKCO-TV Kitchener, Ont.; CFTM-TV Montreal; CFCO-TV Saskatoon, Sask., and CHAN-TV Vancouver, B. C.

David Allison Moore of Amherst, N. S., was given the Harry Sedgwick Memorial award as the outstanding graduating student in radio and television at the Ryerson Polytechnic Institute at Toronto. The award is for the late Harry Sedgwick, a former CAB president and president for many years of CFRB Toronto.

The Central Canada Broadcasters Association held a special meeting during the CAB convention at which it was announced that the bursary fund for students of the radio and television courses at Ryerson Polytechnical Institute would be increased by $1,000.

**Abroad in brief**

Cigge ban • The ban on cigarette advertising on Britain’s commercial TV network will go into operation Aug. 1, according to Anthony Wedgwood Benn UK postmaster-general.

**Reps merge** • Cam Logan & Associates and Tylreall & Nadon Ltd., two station representative firms at Toronto, have merged, and will continue under the Tyrrell & Nadon name. Logan, formerly with the advertising agency of Cockfield, Brown & Co. Ltd., had five stations, which will now be represented by Tyrrell & Nadon. They are CFPA Port Arthur, Ont.; CKCY Sault Ste. Marie, Ont.; CJNR Blind River, Ont.; CHNO and CFRK both Sudbury, Ont.

**In Montreal, too** • Independent Canadian Television Sales Ltd., Toronto, which came into being recently to rep-
BROADCAST ADVERTISING

Donivan D. Waldron, formerly national sales manager of KAKE-TV Wichita, Kans., named general sales manager of KTVH(TV) Hutchinson-Wichita. Laris Pickett, freelance photographer, joins KTVH as manager of commercial film department.

Edward Adams, account executive with Television Advertising Representatives, New York and Chicago, named assistant sales manager of KDKA-TV Pittsburgh, replacing Wallace B. Dunlap, who became general manager of KDKA-AM-FM (Broadcasting, March 29).

Richard Morgans, with KGW-TV Portland, Ore., promoted to local sales manager.

Mr. Biederman Mr. Williamson

Barry Biederman, associate creative director at Cunningham & Walsh, New York, and Donald Williamson, copy supervisor at C&W, elected VP's. Mr. Williamson also becomes associate creative director.

James H. Peery, account executive for WAVY-TV Portsmouth-Norfolk-Newport News, Va., named to similar position at WSTAR Norfolk.

John Linder, art director at Ogilvy, Benson & Mather, New York, joins Fladell, Winston, Pennette, that city, in similar capacity.

John F. Meehan named director of research at Hicks & Greist, New York. Prior to joining H&G earlier this year, Mr. Meehan was manager of marketing and research at Maxon Inc., same city.

Art Astor, general manager and resident partner of Venard, Torbet & McConnell, Hollywood station representatives, named general sales manager of KHJ Los Angeles, replacing Bob Fox, resigned.

Elizabeth Pillette, traffic manager at Richard N. Metzler, San Francisco, and Don Hadley, copywriter at Cunningham & Walsh, that city, join Guild, Bascomb & Bonfigli, there.

Franklin G. Beazley and Esther Block, both with Bert S. Gittins advertising, Milwaukee, named account executive and media and traffic director, respectively, at McDonald/Davis & Associates, that city.

Edward L. Lubin, marketing executive for Ketchum, MacLeod & Grove, Pittsburgh, named sales account executive for KQV, that city.

Tom Raye, with Grant Advertising, Dallas, named advertising manager of Pommae, division of Dr. Pepper Co., there.

Marshall Ward Jr., VP of Geyer, Morey, Ballard Inc., New York, named to board of directors. Mr. Ward joined company in 1961 and became VP following year. His principal responsibilities have been in account management of Lehn & Fink Products Corp., that city. Marie C. Zahner, with GMB since 1944, named secretary of agency.

Joseph C. Tobin, formerly assistant to president of Santa Clara (Calif.) University, appointed manager of Los Angeles office of Lennen & Newell, New York-based agency. He succeeds Ted Huston, who has resigned as VP and Los Angeles manager. Before joining SCU Mr. Tobin had been divisional advertising manager and sales manager of Crown Zellerbach Corp., San Francisco. Mr. Huston is joining Reach, McClintorn & Co., Los Angeles, as VP for western operations. He had been with L&N for 12 years, starting in New York in 1953 as TV producer and moving to Los Angeles in 1955 as manager of commercial production.

Horace Curtis, VP and account group head and management officer in charge of agency's media and research departments, elected to board of directors of Campbell-Mithun.

Jerry Solomon, regional sales manager for ABC-TV sales department, and Jack Magan, with WNEW New York, named account executives on sales staff of ABC-TV sports department. Joseph Strasser, assistant to regional sales manager, TV network sales department of ABC-TV, named administrative assistant to director of sports sales for ABC-TV, New York.

Charles D. Haworth, broadcast media manager for General Mills, Minneapolis, appointed manager of media and shows. He will supervise and coordinate all media procurement and be responsible for production of broadcast commercials and audio-visual services.

David Grant, VP-manager of Denver office of Buchen Advertising, promoted to senior VP.

Neil Harrison, with Gray & Rogers, Philadelphia, joins N. W. Ayer & Son, that city. Harold J. Callahan, assistant product manager for sales promotion and advertising programs with Northam Warren (Cutex), New York, named account executive for Ayer, that city.

James P. Fox, with Chicago office of H-R Radio Representatives, joins Metro Radio Sales, that city, as account executive.


George A. Crandall, general sales manager of WJBK Detroit, named local sales manager of WJBK-TV, replacing Chuck Bage son, who was named sales manager and assistant general manager of WJW-TV Cleveland.

Bob Reilly, with Adam Young Television, San Francisco, named as replacement for Bob Somerville, manager of Adam Young Radio, that city. Mr. Somerville joins Kaiser Broadcasting as manager of KFGO-FM, there.


Robert A. Savage, business manager of Young & Rubicam, Chicago, named member of office's executive committee. Hanno Fuchs, copy supervisor at Y&R, New York, named creative supervisor in copy department. Ben V. McLane, who recently retired as captain, from Marine Corps, named business manager of Y&R's Los Angeles office. Hugh L. Wolff, copywriter for Y&R in Chicago, named account executive. N. Roger Wilder, art director in Chicago office named senior art director and head of agency's art department.

John P. Coyne, account executive, television and radio producer for Pittsburgh and Columbus, Ohio, offices of Ketchum, MacLeod & Grove, named...
creative director of consumer services division of Louis J. Sautel Agency, Pittsburgh.

Robert Forbes, with CBS-TV Los Angeles, named national sales coordinator of KHJ-TV, that city.

Robert T. Aissa, formerly with Adam Young, New York, joins radio sales department of Avery-Knodel Inc., that city.


Victor C. Diehm Jr. has joined WAZL Hazleton, Pa., as account executive.

Carl Flickinger, local sales manager of WKRK-TV Cincinnati, named to similar post at WGR-TV Buffalo, N. Y., replacing him at WKRK is Birch Riber, now with WTVN-TV Columbus, Ohio.


E. Manne Russo, general sales manager of WDAF-TV Kansas City, Mo., for past 19 years, named director of sales at KTVC (TV) St. Louis.

John E. Crawford, operations manager, WGBK-TV Mobile, Ala., named national sales manager of WAST (TV) Albany, N. Y. Murray Gans, sales manager at WRGB (TV) Schenectady-Albany, named local sales manager, WAST.

Donald R. Hamlin, with sales division of Standard Brands Inc., New York, named director of merchandising services for WXYZ Detroit.

Michael Sloun, sales engineer at SOS Photo-Cine-Optics Inc., New York, named manager of New York office. Mr. Sloun will continue to work in sales.

Gabriel Dyke, VP and manager of Blair TV, Detroit, succeeds James R. Sefert as president of Detroit chapter of Station Representatives Association.

MEDIA

Tom Carr, former VP and general manager of WBAL-AM-FM Baltimore, and president of Maryland-District of Columbia-Delaware Broadcasters Association, named VP and general manager of WLMD Laurel, Md., scheduled to go on air in August.

Duane Watts, general manager of KHAS-TV Hastings, Neb., elected VP of Nebraska Television Corp., owner of station.

Richard Barron, assistant general manager of WJSJ-AM-FM-TV Winston-Salem, N. C., elected administrative VP of Triangle Broadcasting Corp. In addition to his new duties, he will continue to be assistant general manager of WJSJ stations, and will remain in Winston-Salem.

Daniel C. Park, national/regional sales director of KEVT Tuscon, Ariz., named station manager of KCUB, that city.

George F. Bissell Jr., program director at WEAV-AM-FM Plattsburgh, N. Y., named assistant manager.

Bill Hoftizer, with WAGI and WAKE Atlanta, named general manager at WSBM Smyrna-Atlanta.

Alan B. Fendrick, manager, financial analysis, NBC-TV, New York, named manager, business administration, Harry G. Charlton, supervisor, television network sales, budgets, succeeds Mr. Fendrick.

Harry M. Thayer, president of WGHQ Kingston, N. Y., also named administrative VP in charge of radio for Herald Tribune Radio Network, owner of WGHQ and other stations.

Dr. Otto F. Schlaak, station manager of WMVS (TV) and WMTV (TV) Milwaukee, noncommercials, named to board of directors of Educational Television Station Division of National Association of Educational Broadcasters, replacing Keith M. Engar, director of radio and TV services at University of Utah, who transfers to other duties at the university. Replacing Mr. Engar at university is Rex L. Campbell.

Tom McManus, program director and station manager of KACL Santa Barbara, Calif., joins KSXO-FM San Diego, as operations manager.

Jerry Molosfe, on staff at Metro TV Sales, division of Metromedia, New York, named manager of special projects.

PROGRAMING

Jim Hawthorne, in charge of operations for Sherman Grinberg Productions, Beverly Hills, Calif., and Nick Cominos, in charge of production for company, elected VPs.

John Newland, president of Palamino Productions Inc., Hollywood, joins 20th Century-Fox TV as third alternating director of Peyton Place, when twice-
weekly show becomes thrice-weekly in fall season. Frank Glicksman, producer of 12 O’Clock High, named producer of The Long, Hot Summer, both properties of 20th Century-Fox TV, Hollywood, and all three on ABC-TV.


Elliott Abrams, head of Scope Television Inc., New York, for past three years, elected VP in charge of TV sales at Walter Reade-Sterling, New York.

Paul West, producer-writer for The Donna Reed Show, named by MGM-TV to produce Please Don’t Eat the Daisies, to start on NBC-TV in fall.

Richard C. Varney, assistant program and production director at CKGM Montreal, named program director at WEAV-AM-FM Plattsburg, N. Y.

Gene Edwards, program director at WPYI Mineola, N. Y., named program director at WFTM (FM) New York.

Bill Dickey, sports commentator at WQXI Atlanta, joins WSPA Smyrna-Atlanta, in similar capacity. Tommy Goodwin, personality at WTOC-TV Savannah, Ga., and WPLO-AM-FM Atlanta, joins WSMA as program director.

Raymond Kurtzman, head of legal department of Mirisch Corp., New York, named VP in charge of business operations for corporation.

John Benson, producer-director for WOAD-TV Moline, Ill., named production manager.

Joe S. Maynor, in news department of KSOC-TV Charlotte, N. C., named to newly created post of public service program coordinator.

John B. Hayes, with company since 1945, promoted from general manager to president of RKO Sound Studios Division, New York. Mr. Hayes appointment coincides with expansion of RKO’s film recording activities in newly renovated New York film center.

Frank Montalbano, director of legal affairs for Desilu Productions, Hollywood, joins legal staff of Screen Gems, that city. Allan Rice, administrative assistant to VP and executive production manager of Screen Gems, named as head of business department in Hollywood.

Thomas H. Wolf, senior producer, named executive producer of ABC Scope (Wednesday 10:30-11 p.m. EST).

Richard P. Creyke, writer for Zoo Parade and Wild Kingdom, both on NBC-TV, named director of media development at Coronet Films, Chicago.


Dixon Q. Dern, West Coast director of business affairs for United Artists Television, resigns to enter private law practice.

Barry Levinson, floor director at WTO-AM Washington, named assistant director. Anton Kjaedegaard, television producer with Radio Denmark, now assistant to executive producer at WTO-AM under sponsorship of Department of State and international committee of National Association of Broadcasters.

Red Auerbach, part owner, general manager and coach of world champion Boston Celtics, professional basketball team, named as sports personality for WCPH-AM-FM Boston.

Shirley Kibbee, researcher for staff Frontier magazine, named associate producer for KJH-TV Los Angeles.

Arthur Treager, stage and film performer, named as regular cast member of WBC Productions’ Merv Griffin Show, set for syndication in late-night time slot.

Buzz Barr, production director KVI, Seattle, joins KOL, same city, as air personality.

Emmet Lavery Jr., joins 20th Century-Fox Television as assistant to Maurice Morton, VP in charge of business affairs. Mr. Lavery was VP and resident council for Subscription Television.

Stanley Robertson, music clearance coordinator, NBC-TV Los Angeles, named manager, film program operations, West Coast.

Jerry Tolbert, formerly with WTVN (TV) Evansville, Ind., joins announcing staff of WBBM-TV Chicago. Jack Haksan, freelance artist, joins WBBM-TV as art director succeeding Kenneth A. Ponte, resigned.


Bill Myers, program director at KVOO Raton, New Mexico, named personalty of Denver P.M., at KZTV, that city, nightly talk program.

Frank Atlass, formerly program director and general sales manager of WBOV-TV Chicago, appointed director of entertainment of both HMH Publishing Co., publishers of Playboy magazine and Playboy Clubs International. He will be responsible for coordinating of activities in entertainment fields including radio-TV and motion pictures.

Lloyd E. Hughes, producer and recording director for Cascade Pictures of California Inc., and Charles H. Stern, president of Charles H. Stern Agency Inc., have formed The Chasley Co. Company will represent foreign interests of major American music publishing companies and composers and other functions will include packaging television shows. Stern agency will continue to specialize in representing talent exclusively in field of radio-TV commercials. Mr. Hughes is president of Chasley and becomes VP in charge of business affairs for Stern agency. Mr. Stern is VP of Chasley.

NEWS

Av Westin, producer of CBS Morning News with Mike Wallace on CBS-TV since September 1963, appointed executive producer, CBS News, with responsibility for production of live coverage of major events and news specials. First assignment in new post is executive pool producer, Early Bird Communications Satellite May 2 inaugural program.

Phil Lewis, associate producer on Wallace Morning News since October, 1963, succeeds Mr. Westin as producer of that show.

Allen Bryan, with WKLO Louisville since 1960, named news director.

Mal Alberts, sports director of KJH Los Angeles, joins KFWB, that city, in charge of weekend news programs.


Hugh Brundage, news manager for Golden West Broadcasters’ radio stations KMPC Los Angeles; KSFO San Francisco; KEX Portland, Ore., and KVI Seattle, given additional duties of news manager for KTLA(TV) Los Angeles.

Dick London, with WSGM Huntingdon, N. Y., and WJJD Chicago, joins news staff of WWRT New York, replacing Leon Lewis, who joins news staff of WCBS, that city.

Peter Hackes, NBC News correspondent at Pentagon, and Charles Murphy, NBC News Washington correspondent, join WRC-TV News Washington on nightly newscasts.

Andrew Jackson West, newscaster of KSRO San Diego, named field reporter for KJH Los Angeles.

Hal Levenston, editorial assistant at WABC-TV New York, promoted to staff.
Hyde sets FCC record

FCC Commissioner Rosel H. Hyde has become commissioner member with longest continuous service in agency's history. He achieved distinction April 7, when he had served 10 days short of 19 years. Previous longest tenure as commissioner was held by Paul A. Walker, who served 11 days short of 19 years, from July 11, 1934, to June 30, 1953. Commissioner Hyde, who has been in federal service since 1924, was appointed commissioner April 17, 1946. He has served at different times as chairman, vice chairman and acting chairman of commission. Last month he was honored with annual Gold Medal Award of the International Radio and Television Society (Broadcasting, March 15).


Al Koski named news director at WXYZ Detroit replacing Ed Hardy who becomes news director of WABC New York.

Louis Freeman, news director for KDKA, Oakland, Calif., promoted to news and community relations director.

Hal Fishman resigns KCOP-TV Los Angeles to join KTLA-TV that city, as reporter and commentator.

George F. Engle, with WQAR Cleveland, joins news department of WNEW New York.

Lincoln Harner, newscaster-writer for WNEW New York, named featured newscaster at WEEA-AM-FM Boston.


Lou Chioff and Charlee P. Arnot, ABC News correspondents have been assigned chief correspondents in Saigon. Mr. Chioff, Tokyo correspondent, and Mr. Arnot, Southeast Asia correspondent, will alternate Saigon post on monthly basis.

FANFARE

Gerald M. Goldberg, director of public relations and special projects for WINS New York, named manager of public relations projects for all of Westinghouse Broadcasting Co., that city.

Peter L. Klinge, assistant television promotion manager of The Katz Agency, New York, named assistant advertising and promotion director at WNAC-AM-TV and Yankee Network, both Boston.

Robert V. Jones, editorial research director to wowo Fort Wayne, Ind., named public relations manager. Gerald R. (Dick) MacDonald, news writer at station, succeeds Mr. Jones.


Don Hall, director of public relations for World Evangelistic Enterprise Corp.,

CONSIDERING CATV?

THEN CONSIDER AMECO!

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Philip Hennessey dies at 63

Philip J. Hennessey Jr., 63, Washington communications lawyer for 30 years, died April 4 at Georgetown hospital, Washington, after long illness. Burial took place in Salem Mass. Memorial service was held in Bethesda, Md., by Federal Communications Bar Association, of which Mr. Hennessey was past president.

He joined NBC's legal staff in 1929, and after serving in New York for six years, was moved to network's Washington office in 1935. In 1938 he joined Washington law firm of Hogan & Hartson, and four years later was one of founders of Washington law firm of Segal, Smith & Hennessey. In more recent years he was member of law firm of Smith, Hennessey & McDonald, and Steadman, Leonard & Hennessey.

He was instrumental in the founding of the Federal Communications Bar Association 30 years ago.

Mr. Hennessey, born in Danvers, Mass., April 15, 1901, received his AB degree in 1923 and his LLB degree in 1928 from Boston University.

In 1939 he was president of FCBA; he also was member of Broadcast Pioneers, Broadcasters Club, Washington, and of American and District Bar Associations. He was member of Kappa Phi Alpha social fraternity.

He is survived by two sons, Philip J. III and Richard Terence, both of Washington, and four brothers and one sister.

Dick Newton, public relations director of WIND Chicago, promoted to manager of advertising and sales promotion succeeding Paul Lindsay now president-general manager of WLAP-AM-FM Lexington, Ky.

EQUIPMENT & ENGINEERING

Charles Wigutow, former manager of community systems for TeleSystems, South Jersey TV Cable Co. and Flagstaff TV & Cable Co., named as special assistant to Bruce Merrill, president of Ameco Inc., with headquarters in New York.

Paul Dudeck, on engineering staff of WXYZ-AM-FM Detroit, since 1948, named chief engineer at stations.

Myron T. Smith, director of sales for General Radio Co., West Concord, Mass., named VP for sales at company.

Frank N. Cooper, formerly sales manager of Camden Fibre Mills, Philadelphia, named field representative for community operations division of Jerrold Electronics, subsidiary of Jerrold Corp., that city.

ALLIED FIELDS

William A. Geoghegan, assistant deputy attorney general of U. S., has resigned to join Washington law firm of Pierson, Ball & Dowd as partner. Replacing Mr. Geoghegan at Department of Justice is Ernest C. Friesen Jr., dean of National College of State Trial Judges and professor at University of Colorado school of law.

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ABR's sales staff, named account executive for NAFA services in New York office.

Roy Benjamin, senior product director and account supervisor at Audits & Surveys Inc., New York, elected VP and senior account supervisor in firm's National Total-Market Audit Divi

Paul W. Gillett, media research manager of D'Arcy Advertising Co., Chicago, named Chicago regional manager of The Pulse Inc.

Jay Schiller, assistant director of research, also named business manager for Home Testing Institute, Manhasset, L. I., N. Y. Helen Slavin and Audrey Cody, senior project directors, named assistant directors of research for HTI.

Robert H. Bohn Jr., 1964 graduate of Georgetown Law School, has become associate of Miller & Schroeder, Washington communications law firm. Mr. Bohn was law clerk at Miller & Schroeder last summer.

INTERNATIONAL

David M. Lippingsett, senior VP of McCann-Erickson Inc., named executive director of McCann-Erickson Advertising Division, London.

Berkeley Smith, controller of programs, appointed to board of Southern Television Ltd., Southampton.


John Anthenisz joins Mather & Crowther Ltd., London, as account executive. Previously he was an associate director and account supervisor at BBDO Ltd., that city.

Tom Dallas joins Butler and Gardner Ltd., London, as account executive. Previously he was in same position with L. Graham Brown Ltd., that city.

J. F. McCarter named VP of Adpro Production Advertising Division of Concept Productions Corp., Toronto.

DEATHS

Donald Schwind, 51, foreign correspondent and employee of Associated Press broadcast news for more than 20 years, died April 2, in Chatham, N. J. Mr. Schwind worked for FCC's Foreign Broadcast Intelligence Service during World War II and became head of division in 1943. He joined AP in 1945 and moved to AP's broadcast news service in 1956. He is survived by his wife, Elise, and one son.

Robert M. Preston, 33, art director of WTOP-TV Washington, died March 31 following brain hemorrhage while at work. Mr. Preston had worked for art department of KPIX-TV San Francisco, previously. He is survived by his wife, Cindy, daughter, parents and brother.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, April 1 through April 7 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aural.—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—logi sunlight. me—megacycles. mod.—modification. N—night. SCA—subsidary communications authorization. SAA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. educ.—educational.

New TV stations

APPLICATIONS

Anchorage—Wm. R. Harpel, VHF channel 12 (245-218 mc); ERP 10.5 kw vis., 8.6 kw aur. Ant. height above average terrain 86 feet, above ground 347 feet. P.O. address Poulson 7-016, Anchorage. Estimated construction cost $146,663; first year operating cost $32,000; revenue $246,000. Geographic coordinates 61° 10' 07" north latitude, 149° 32' 10" west longitude. Studio and trans. locations both 5.5 miles west of Topeka. Type trans. RCA TTU-30A, type ant. RCA TTU-WK. Legal counsel Kenneth & Burt, Anchorage. Principals: George M. Brown (12.14%), Charles L. Brown (5.75%), W. A. Grant (5.9%), Mrs. Alan B. Phares (3.9%) and others.


New AM stations

APPLICATIONS

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New FM stations

**ACTION BY FCC**

**Fairfield, III.—Wayne County Broadcasting Co., Granted Co. for new FM on 104.9 mc, estimated construction cost $15,000. Previously, Co. granted Co. for new FM on 97.7 mc, channel 242, 2,492 kw, Ant. height above average terrain 197 feet. P.O. address Box 72, Fairfield. Estimated construction cost $15,000, first year operating cost $10,000, revenue $15,000. Principals: Thomas S. Land and Barbara Land (90%), Joseph J. Land (10%).

**Marshfield, Wis.—Clarkwood Broadcasting Co., Granted Co. for new FM on 98.9 mc, channel 256, 34 kw, Ant. height above average terrain 220 feet. P.O. address, 6060 Thurnell Drive, River Vale, N.J. Estimated construction cost $18,800, year operating cost $30,038. Principals: Donald P. and William K. Leich (35%), and John J. Leich (65%).

**Medford, Wis.—WLUJ, Granted assignment of license from Beckham Garland, Fletcher, Newburn, and Vernon, Wisconsin, with prior broadcasting experience, plans to join staff of WYGO as announcer and salesman to G. T. Heimlich (97.7% before, none after) and Ellen Brock Alger (31.8% before, none after), owner of WYGO. Consideration $38,837. Action March 31.

**APPLICATIONS**

**WBIX Jacksonville Beach, Fla.—Seeks assignment of license from Ten-Ten Broadcasting Corp., owned by James W. Synott, which seeks transfer of control of licensee corporation, Moab Broadcasting Co., Inc., owned by John B. Hyett (50%), Arthur W. Carlson (25%) and Sussehanna Broadcasting Co., Inc., owned by James W. Synott (5%), Arthur W. Carlson (25%) and trustees. See WMMF-AM TV Miami and KALG Radio Hyett, holder of 25% interest in Sussehanna Broadcasting Co., Inc., has interest in CATV operation in Salt Lake City, while Standards stockholders have interests in CATV, electronic equipment manufacturing, real estate, theater operations and film booking. Action March 31.

**KGMR-AM-TV Honolulu, KHBC-AM-TV Hilo and KMAU-AM-TV Waikiki, Hawaii—Seeks assignment of license from Honolulu Star-Bulletin Inc., owned by A. S. Aherton, which seeks transfer of control of licensee corporation, Pacific Broadcasting Inc., which was under voting trust agreement, to Pacific Broadcasting Inc., which is owned by A. L. Iaumann (35%) and E. H. M. Garvey (65%). KMAU-AM-TV has no operating revenue. Action March 31.

**KMAU-AM-TV Waikiki, Hawaii—Seeks assignment of license from Honolulu Star-Bulletin Inc., owned by J. S. Young, has no operating revenue. Action March 31.
Hearing cases

INITIAL DECISIONS

- Hearing Examiner Charles J. Frederick issued initial decision looking toward granting amended application of Hubbard Broadcasting Inc. for new FM on channel 235 (96.1 mc). ERP 2,042 kw. ant. height 362 feet. In Kings- town, Mo. for noncommercial educational purposes. Action April 1.

- Hearing Examiner James D. Cunnigham issued initial decision looking toward granting amended application of Capital City Television Co. for new FM on channel 99A (97.1 mc). ERP 2,042 kw. ant. height 362 feet. In Kings- town, Mo. for noncommercial educational purposes. Action April 1.

- Chief Hearing Examiner James D. Cunnigham issued initial decision looking toward granting amended application of Hubbard Broadcasting Inc. for new FM on channel 235 (96.1 mc). In St. Paul, Minn. Action April 1.

DESIGNATED FOR HEARING

Associated Television Corp. and Dell O. Graham, to Capital City Television Co. St. Paul, Minn.—Designated for consolidated hearing applications for new FM on channel 99A (97.1 mc), 99B (97.6 mc), 99C (98.1 mc) and 99D (98.6 mc), St. Paul, Minn. Action April 1.

Caraballo and Caribbean Broadcasting Corp. Arecibo, P. R.—Designated for consolidated hearing applications for new FM on channel 99A (97.1 mc) and 99B (97.6 mc), Arecibo with 2 kw. ant. height minus 309 feet and Caraballo with 25 kw. ant. height 25 feet. Action March 31.

Other actions

- By order, panel consolidating Commission applications of Broadcast and Cox, on motion by Univision Broadcasting Co., deferred consideration to a day period specified by panel in its March 12 memorandum looking toward granting hearing applications for new FM on Channel 254 in Buffalo, N. Y., Cleveland and Boston were afforded to amend applications with respect to financial capacity issues added by panel. Deferment is until completion of other projects or until later issues if final disposition of Univision’s pending petition to delete financial issues specified by panel. Action April 2.

- By report and order, Commission amended broadcast rules, effective May 14, to provide for public inspection of some records of broadcast stations at main offices or other accessible places in communities they serve. This stems from proposed rule- making issued earlier on rules requiring broadcast stations to make available for local public reference copies of applications for new licenses, CPs for major changes in facilities, license renewals, all comments in stations' possession for a period of control, and for extensions of time in which to correct discrepancies in new stations. In addition, all minor applications involving program services, station personnel, ownership and supplemental ownership reports, are required to be kept in local file as are applications for amendment of existing station records, local file need not contain applications for new stations or for extensions of time in which to complete construction of existing stations.

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SIGN 25A to Ralls, Tex., and substitute 29A at Lamesa, Tex.; substitute 29A at Skowhegan, Maine; assign 279 to Park Broadcasting, Inc., in lieu of 27A; delete 282 from Cincinnati; assign 277 to Tete V.; delete 268 to Harahan, Ala., substitute 268A for 249A at Starkville and 259A for 240A atondheim, both Miss.; Dardanelle, Ark. -denied opposition by VICTOR W. RAY (KXJW), Russellville, Ark. March 31.

On June 30, KWK St. Louis, operating on 1240 kwh spreace operation, Commission will consider immediately new application to file a motion for change of frequency to 1230 kwh of deleted facility. In order to permit acceptance under 1230 kwh to be noted to Sec. 1.580 of rules for applications proposing essentially same facilities as those accepted for Commission's rules which do not involve increased overlap of frequencies, notice is hereby given that any application for filing under Sec. 1.580 of rules to be considered with any application with which it would interfere, the application for a hearing, must be substantially complete and tendered for filing at offices of Commission in Washington by close of business on May 31. No application will be considered substantially complete unless it includes engineering data required by Sec. VA of FCC rules.

Routine roundup

Actions by review board

- Granted joint motion by Nebraska Radio Association (KRNJ), Lexington, and Town & Country, Grand Island, both Neb., in Doc. 15812, to extend time to April 5 for filing of previous petition by KRVN's to KRMJ's petition to enlarge its issues and to KRMJ's petition for modification of issues in proceeding on AM applications. Member Nelson not participating. Action April 5.

- Granted petition by Broadway Bureau to extend time to May 4 to file responsive pleadings to motion by Chicago Federation of Labor and Industrial Union to enlarge issues in proceeding on application for new TV's on channel 38 in Chicago. Action April 5.

- By memorandum opinion and order, denied appeal by respondent ADA-TV, Inc., from examiner's March 12 action which denied petition by Broadcasters late afternoon of filing and which rejected for filing proposed deletion of 741A for new application of WHAS Inc. (WHAS-TV), Louisville, Ky. Action April 6.

- By memorandum opinion and order, denied appeal by respondents Pincove and Stone in decision denying applications of Improvement area of KCM broadcast stations as KCM announcers. (3) deleted same stations. (4) continued two for period of 30 days. Action April 5.

- Continued April 5 prehearing conference April 13 in application of Downriver Broadcasting Association, for new AM In Napoleon, Ohio. Action March 30.

By Hearing Examiner Rashi F. Cooper

- By memorandum opinion and order, affirmed its April 21 and May 5, 1964 decision and order concerning proposed change of frequency of WUP-AZ from 1480 kc to 1560 kc in Respondent's petition for Class A station. Action April 5.
## Professional Cards

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<th>Address</th>
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<td>Consulting Engineers</td>
<td>2411 - 2419 M St., N.W. Washington, D.C. 206-6400</td>
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<td>JAMES C. McMARCY</td>
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<td>COMMERCIAL RADIO EQUIPMENT CO.</td>
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<td>EVERETT L. DILLARD, Gen. Mgr. Edward F. Loretz, Chief Engr. PRUDENTIAL BLDG.</td>
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<td>WALTER F. KEAN</td>
<td>CONSULTING RADIO ENGINEERS</td>
<td>19 E. Quacy St. Hickory 7-2401 Riverside, Ill. (A Chicago suburb)</td>
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<td>CONSULTING RADIO ENGINEERS</td>
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<td>Lufkin, Texas</td>
<td>Npune 4-4624 Npune 4-9558</td>
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<td>and ASSOCIATES</td>
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<td>301 427-4666</td>
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<tr>
<td>OSCAR LEON CUELLAR</td>
<td>CONSULTING RADIO ENGINEER</td>
<td>411 Phoenix Title Bldg. 623-1121 Directional Antennas Design Applications and Field Engineering Tucson, Arizona 85701</td>
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<td>CAMBRIDGE CRYSTALS</td>
<td>PRECISION FREQUENCY MEASURING SERVICE SPECIALISTS FOR AM-FM-TV</td>
<td>145 Concord Ave., Cambridge 38, Mass.</td>
<td>Phone: 445-3717</td>
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<tr>
<td>GEORGE C. DAVIS</td>
<td>CONSULTING ENGINEERS</td>
<td>RADIO &amp; TELEVISION</td>
<td>527 Munsey Bldg. Sterling 2-0113 Washington 4, D.C.</td>
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<td>JOHN B. HEFFELFINGER</td>
<td>9208 Wyoming Pl. Hilland 4-7010</td>
<td>KANSAS CITY 14, MISSOURI</td>
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<td>A. E. TOWE Associates, Inc.</td>
<td>TELEVISION and RADIO ENGINEERING CONSULTANTS</td>
<td>420 Taylor St. San Francisco 2, Calif.</td>
<td>5-3100</td>
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In proceeding on AM applications of John N. and Alvera M. Trexler, Sunshine Broadcasting Co., Delray Beach, WLDQ Inc., and Boca Broadcasters Inc., Pompano Beach, Fla., in Doc. 15905-4, granted Boca Broadcasters’ petition to extend time from April 3 to April 28 to exchange exhibits and from May 3 to May 10 for rebuttal exhibits. Action April 6.

In proceeding on applications of Brown Radio Co. for prolongation of renewal of license of WBVL Barbourville, Ky., and Barbourville-Community Broadcasting Co. for new AM in that city, in Doc. 15789-70, granted Brown Radio petition to continue April 1 further prehearing conference to April 5. Action March 31.

In proceeding on AM applications of Flathead Valley Broadcasters (KQPF), KFACT, and Garden City Broadcasting Inc. (KYSN), Missoula, Mont., in Doc. 15916-4, granted petitions of Garden City for leave to amend application so as to reduce proposed nighttime power from 50 to 25 kw. Action April 6.

In hearing Examiner Forest L. McLennan.

In proceeding on AM applications of WBNR Inc., to move WBNR to new site and KCIJ, to change ERP in ERP to 50 kw, to 25 kw, and to make engineering changes. Action April 9.

Broadcast Bureau.

In proceeding on applications of Jupiter Associates Inc., Somerset County Broadcasters Corp., and Radio Elizabeth Inc., for new AM in Matawan, Somerville, and Elizabeth, respectively, in Doc. 14726-7, granted Jupiter Associates’ petition to extend time to April 12 to file replies to oppositions to application for renewal. Action April 6.

Broadcast Bureau.

In proceedings on AM applications, and that of Nelson Broadcasting Co., for new FM in Newburgh, N. Y. Action April 5.

In hearing Examiner Elizabeth C. Smith.

In proceeding on applications for renewal of licenses of WVLW and WCOO-AM, to increase ERP in ERP to 50 kw, and to make engineering changes. Action April 5.

In hearing Examiner Forest L. McLennan.

In proceeding on application of Action April 6.

In proceeding on application of Action April 9.

In proceeding on applications of Action April 9.

In proceeding on applications of WBNR Inc., to move WBNR to new site and KCIJ, to change ERP in ERP to 50 kw, to 25 kw, and to make engineering changes. Action April 9.

WBNR Inc., Pratt, Kan.—Granted SCA on sub-carrier frequencies of 36 and 67 kc for new FM.

Granted SCA on sub-carrier frequency of 67 kc for following: WGTI(FM) Hammond, La.; Communication Broadcasting Inc., Lafayette, La., for new FM.

KTHI-FM, Longview, Wash.—Granted license for UHF-TV translator.

WYU-FM Kettering, Ohio.—Granted CP to move new trans. and studio location; change remote control point, increase ant. height to 120 feet, and install new ant.; remote control permit; waiver Sec. 73.210(a)(2) to permit new studio to be located at Kennedy Memorial Union Hall, University of Dayton Campus, Dayton.

WXAX(FM) Elkhart, Ind.—Granted CP to move studio and ant.-trans. location, install new ant., and increase ant. height to 220 feet; decrease ERP to 75 kw.

KTBK Dallas, Ore., and Goldendale, Wash.—Granted mod. of license to change primary TV to KATU-TV (ch. 2), Portland, Ore., for UHF-TV translator.

KOSA Terrebonne, Ore.—Granted mod. of license to change primary TV to KOIN-TV (ch. 6), Portland, Ore.

WZEN Haslett, Mich.—Granted request to cancel license for AM; delete call letters.

Granted licenses for following VHF-TV translators: KMDD, West End TV Club, DeBorgia, Mont.; condition; KNBTV, Key Club of Dunnsmuir, California; KDNV, Castella and Mt. Shasta, Calif.; KQPG, Hoopa Valley Chamber of Commerce, Hoopa, Calif.; KITC, Fern Creek, Gull Lake and Silver Lake, Calif.; condition; KNCH, Station KCHQ-TV.

Actions of April 2

RCI Sheverson, Ore.—Granted change in remote control authority.

WCME-AM Brunswick, Me.—Granted SCA on sub-carrier frequency of 67 kc.

WCD-FM DuBois, Pa.—Granted license covering an increase in ERP, ant. height 607 feet.

WJMD(FM) Bethohda, Md.—Granted license covering installation of new trans. and new ant., and decrease in ant. height, and engineering changes.

KXI-FM Seattle, Wash.—Granted license covering installation of new trans. and new ant., and decrease in ant. height, and engineering changes.

KVGO-TV Missoula, Mont.—Granted mod. of license to reduce ERP to 15 kw. Action April 9.

WOOD-TV Grand Rapids, Mich.—Granted mod. of license to reduce ERP to 36 kw, and change type and type ant., and make engineering changes.

WWRD-TV Augusta, Ga.—Granted mod. of license to reduce ERP to 15 kw.

WZZM-TV Grand Rapids, Mich.—Granted CP to increase ERP to 50 kw, and make engineering changes.

WTWQ(TV) Terre Haute, Ind.—Granted mod. of license to change ERP to 175 kw, and make engineering changes.

KQBO-FM Coachella, Calif.—Granted mod. of license to increase ERP to 50 kw, change type and type ant., and make engineering changes.

WQFM Jacksonville, Fla.—Granted mod. of license to increase ERP to 36 kw, and make engineering changes.

KIMP-FM Mt. Pleasant, Tex.—Approved engineering technical, subsequent to Commissioner’s July 29, 1964 order in CP No. 5992, and to grant CP to increase ERP to 100 kw, and to make engineering changes.

Licenses deleted

2 Does not include seven licensed stations off air.

2 Includes three noncommercial stations operating on commercial channels.

Boxscore

WJJK-FM Anoka, Minn.—Granted CP to move ant.-trans. location (no change in site description); increase ERP to 60 kw, and make engineering changes.

WJUB(FM) Athens, Ala.—Granted CP to increase ERP to 50 kw, decrease ant. height to 256 feet, and install new trans. and ant.; condition.

WJZ-FM Joliet, Ill.—Granted license covering use of old main trans. as auxiliary at main trans. site.

WKRQ Green Bay, Wis.—Granted license covering use of old main trans. as auxiliary at main trans. site, with DA-1.


WQAM-FM Chicago, Ill.—Granted license covering use of old main trans. as auxiliary at main trans. site.

KWJQ-FM Nashville, Tenn.—Granted license covering installation of auxiliary nighttime trans.


KSHS-TV, N. D.—Granted change in daytime power for following: WJBS-AM, White Lake, Mich.; KCSV, Canton, Ohio; and KBZS, Detroit, Mich.

KQTS-FM Golden Valley, Minn., to May 15.

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WHY N Springfield, Mass.—Granted license covering installation of auxiliary trans.

WINA Charlottesville, Va.—Granted license covering installation of auxiliary trans. and delete remote control operation.

WWGC-FM Fort Lauderdale, Fla.—Granted license covering installation of auxiliary trans. and delete remote control operation.

WWK-FM New Orleans—Granted license covering installation of auxiliary trans., location of main trans. line, and change in auxiliary trans. location.

WWFC-FM Charlotte, N. C.—Granted license covering installation of auxiliary trans. and delete remote control operation.

WSOC-FM Charlotte, N. C.—Granted license covering installation of auxiliary trans. and delete remote control operation.

KBEK-San Jose, Calif.—Granted license covering installation of auxiliary trans. and delete remote control operation.

WMEH-FM Madison, Wis.—Granted license covering installation of auxiliary trans.

WCLD-Cleveland, Ohio—Granted license covering installation of auxiliary trans. and studio location.

KTEB-Idaho Falls, Idaho—Granted license covering installation of auxiliary trans. and studio location.

WBRY-Myrtle Beach, S. C.—Granted license covering changes in ant. system.

WBBX Chillicothe, Ohio—Licensed using antenna as auxiliary trans., at main trans. site.

WINN-Lexington, Minn.—Granted license covering installation of auxiliary trans. and remote control.

WKEL-Kewanee, Ill.—Granted license covering increase in nighttime power.

WPRS Paulsboro, N. J.—Granted license covering changes in ant. system.

WMVG-Middletown, Ga.—Licensed covering change in ant. trans. and studio location.

WRCF-FM Danville, Va.—Licensed covering change in ant. trans. and studio location.

WDJU-FM Des Moines, Iowa—Licensed covering change in ant. system.

WBOE-FM Charleston, W. Va.—Licensed covering change in ant. system.

WKDF-FM Richmond, Va.—Licensed covering change in ant. system.

WBUX-Doyleston, Pa., WDRN-FM, Nor- walk, Conn. and WBUX Broadcasting Co.— Granted license of license and change in name to Eastern Broadcasting Corp.

KG2XFZ, KG2XEL, KG2XEJ, KG2XFL, KG2XGA, KG2XHJ—Granted license to change call letters to WCGH, Greenwich, Conn.; specify remote control point: WIDD, Elizabethtown, Tenn.; WZBO, Crossville, Tenn.; and specify type trans.

KMBS-FM Seattle, Wash.—Licensed in ERP, height, and engineering changes.

KG2XEM—Licensed covering change in ant. trans. location.

KG2XEL—Licensed covering in ERP, height, installation of new trans. and changes in ant. trans. location and trans. power.

KG2XFL—Licensed covering change in ant. trans. location.

KG2XGA—Licensed covering change in ant. trans. location.

KG2XHJ—Licensed covering change in ant. trans. location.

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Help Wanted — Management

Ohio daytimer needs experienced station manager or man with background to accept full responsibility of manager. Box C-159, BROADCASTING.

FM station manager with Fazzar, brains, imagination; to concentrate on select promotion to build important property major market, Northeast area. Box C-162, BROADCASTING.

Need manager for small market station in Southwest Virginia near Virginia-Carolina line. Station has been on the air since 1951 and has some strong creative people. Husband and wife team preferred. Guar- anteed first-class bonus commission. Box D-16, BROADCASTING.

Expanding major market chain. Seeking aggressive sales manager and two salesmen with management ability. Excellent earnings. Send complete resume. Confidential. Box D-36, BROADCASTING.

Ambitious salesman for metropolitan station. Excellent opportunity for right man. Box D-5, BROADCASTING.

Salesman for WYCA-FM, Gloucester, Mass. Draw Box D-25, BROADCASTING.

Ohio AM-FM wants experienced salesman ready for management, organization expanding, send details, occupation, good salary and percentage. Box D-44, BROADCASTING.

Man or team—sell radio and TV promotions via telephone or calls on merchants—whichever is your best experience. Our promotions We pay expenses, guarantees, bonus. Over three months work, small chain, Midwest radio and TV. Box D-100, BROADCASTING.

Expanding major market chain. Seeking aggressive sales manager and two salesmen with management ability. Excellent earnings. Send complete resume. Confidential. Box D-36, BROADCASTING.

Salesman wanted by well established station in growing market. Sal- ary plus commission and fringe benefits. Send resume to General Manager, WYNY-AM-FM, Newton, N. J.

Announcers (Cont'd)

Announcer for quality small market South Carolina radio station; not a rock and roll. Good pay and working conditions for good announcer. Send tape and resume to box numbers below with good potential. Box D-34, BROADCASTING.

Radio announcer, announcers—salesmen, chief engineers, combo men. Good jobs on good stations at good pay for competent personnel. Send tape, resume when available, pay expected. Reply in confidence. South Carolina needs good people to work for; South Carolina is a good place to live. Bulletin BROADCASTING.

Established kiblaw in growing Texas market seeking mature, experienced announcer. No top job. 1ST Radio. Tape, resume. Box D-38, BROADCASTING.

Have immediate opening for a top 40 announcer and production man. Looking for a man with a man with ability to produce the number one 5,000 watt station in the south's fastest growing market. Top salary for the right man. Send tape, resume including photograph, etc., to Box D-120, BROADCASTING.

Pennsylvania station has immediate opening for experienced announcer with strong news background and able to produce a good evening show. 5 day week. Give salary expected, references and send tape in first correspondence. Box D-122, BROADCASTING.

Sports announcer with play-by-play experience for station. 30-40 hour week. Good working conditions and starting pay for a good announcer. Send tape and previous experience record. Box D-123, BROADCASTING.

Station in large Midwestern market needs good, able, and competent engineer- announcer. Good job with location, good salary, opportunity, production, for good music sound. Send resume, ability, and complete contact information letter. This job will be filled by May 1. Box D-140, BROADCASTING.

Announcer, good voice a must—anything else you do a plus. New expansion requires new people. We need you within 30 days. Full details and tape to KFBI, Longview, Texas.

Opportunity married staff announcer. Tape, Resume. KFRO, Longview, Texas.

Announcer needed immediately. Mature personality and delivery for AM-FM good music station. $60 to start. Knowledge of adult and popular music essential. Classical music or sports helpful. Fine opportunity for right man. Send resume, photo and complete contact letter. This will be filled by May 15. Box D-140, BROADCASTING.

Expressed interest from Geneva, Ohio, for new market station. Mail resume and list of references. Box D-17, BROADCASTING.

Announcer wanted, minimum one year of college, plus full time experience, in broadcasting. Box D-17, BROADCASTING.

Where are all the good radio announcers? Need mature, experienced staff announcer for adult format, very successful station. Send background, tape and photo to WDFD, Flint, Michigan.

DJs wanted! Experienced announcer ready to step up to program director and station management. Excellent opportunity in Midwest. Send resume. Box D-125, BROADCASTING.

To get the best salary, you need to be the best DJ around. Your voice will be heard in the biggest markets. Personnel needed immediately. Box D-127, BROADCASTING.

Full time summer vacation relief. Box D-131, BROADCASTING.

Technical

Maintenance and studio engineers, good background, excellent salary, job security, license, 40 hour week. Box D-99, BROADCASTING.

Chief engineer for new full time AM in major Ohio market. Experience necessary in construction, programming, and technical direction. Personnel. Box D-99, BROADCASTING.

Engineer — experienced with first class license. Specialty: Transmitters. Salary and company benefits. Send resume to Box D-39, BROADCASTING.

Classified Advertisements

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- ALL CLASSIFIED WANTED $2,000 minimum; display ads $2,500 minimum per inch.
- DISPLAY ads $25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS AND EMPLOYMENT AGEN- CIES advertising require display space. (26 X rate—$22.50, 52 X rate—$20.00 Display only).
- All other classifications, 35¢ per word—$4.00 minimum.
- No charge for blind box numbers. Send replies to: BOX NUMBERS FOR D-BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICATIONS: If tapes, films or packages larger than No. 10 envelope submitted, $1.00 charge for mailing (Forward remittance separately, please). All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. Broadcasting expressly reserves all liability or responsibility for their custody or return.
**Production—Programming, Others**

**Continued**

Fast growing 5 kw station expanding staff. Looking for top flight production manager/copywriter and a farm director... both should have proven track to earn maximum salary. Top salary if you measure up. Contact Ken Lippa, General Manager, 200 N. 25th Street, St. Louis, Missouri. Box D-17, BROADCASTING.

Experienced copywriter—versatile, strong on punch, quick on sales angles. Good voice, with ability to write. Send background, photo, and sample copy to WPDE, Box D-12, BROADCASTING.

Copywriters! Effective copy fast! Descriptive words, sales phrases, lead-in lines, tips. H. Fisher, 678 Medford, Patchogue, New York 11772.

**Situations Wanted—Management**

26 years experience in Radio-TV-FM. Presently managing. Will relocate in West for major market. Prefer medium market N.Y. state or adjacent. Resume. Box D-133, BROADCASTING.

An acknowledged top man experienced local, regional and national level. Ability to integrate and accomplish a matter of group of people. High sales and programming. Resume. Box D-73, BROADCASTING.

Broad background—education, experience, stability. Administration, sales, announcing, sports writing. Creativity that has earned national recognition and management in established and new stations. Currently managing, seeks desirable opportunity with Professional broadcast owner. My record of progressive has been almost irreplaceable. Box D-85, BROADCASTING.

Employed major market executive sales—administrative experience all levels. East—West coast, Midwest, others if seriously interested to meet with you. Box D-94, BROADCASTING.

Young broadcast veteran seeks management challenge. 13 years successful program and sales experience, including N.Y.C. major stations. Prefer medium market N.Y. state or adjacent. Box D-104, BROADCASTING.

Buy one! Get one free! Clip this coupon if you're interested in a top-notch man with dynamic management, sales, and programming to put your station on the map! Free concert頻, reception, banquet, Friday June 25th! Obviously, any guy who likes this is worth you looking into! Box D-105, BROADCASTING.

Asst. manager or program manager wanted. Current announcer, formerly Program Director. Presently in top 25. Exchange 16 years experience for opportunity to merge present talent with sales and management. College graduate, married. Consider all offers. Box D-113, BROADCASTING.

Best man, 14 years as sales manager. Forties—desires GM opportunity in New England. Total Knowledge—guaranteed improved billing plus sound—will rock and roll. Box D-124, BROADCASTING.

**Sales**

Frustrated small market manager not allowed to manage. Going broke on the psyche. Want medium market. $2500. Square one. No experience. Only hope is to come possibility for producer. Box D-112, BROADCASTING.

Young man, 22, single, 1 yr. experience in selling voice, news, sales, etc., for 1000 Top Third class license. Would prefer New York area, but willing to travel. Box D-146, BROADCASTING.
Situations Wanted—Technical

Chief engineer—experienced, construction—maintenance, directions—proofs—AM-FM to 90 kw, BROADCASTING.

Experienced, AM-FM, 1st phone, permanent or summer, Midwest or Southeast only. Box D-113, BROADCASTING.

Chief or transmitter engineer—TV broadcast in 35 years electronics following in part. 15 yrs broadcast, 10 yrs chief engineer AM-FM-D 2nd, W W M cart. Prefer Eastern states but will consider others. Salary open. Available April 1st. Box D-120, BROADCASTING.

Combe-Chicago area. First phone. Four yrs experience in news and engineering including college. Box D-138, BROADCASTING.

First phone—Chicago area. Four yrs experience including announce, comic, watch, studio or chief. Strong background, including college. Box D-137, BROADCASTING.

Beginner—Just got 1st phone. Want chance to break in market. Non-drinker, dependable, will work nights and will relocate. Box 3537, Savannah, Georgia.

Production—Programing, Others

If you are a quality minded good music broadcaster willing to pay a little more for an outstanding program director, write for a complete tape you will enjoy hearing. Box D-35, BROADCASTING.

Award Winning public affairs director. Write and produce prestige programs. Six years experience in news. College graduate. Administrative record and references. Box D-114, BROADCASTING.


Technical

Maintenance chief for Texas VHF. Must have superior technical qualifications. Box C-325, BROADCASTING.

Opportunity for qualified, reliable assistant chief engineer Southwest, VHF. Box C-328, BROADCASTING.

Growing Southwestern and Western Group of Radio-TV stations seeks director of Engineering. Engineering degree preferred. Salary open. Send references and experience. Box D-130, BROADCASTING.

Experienced transmitter technician, Permanent position, first phone license required. Midwest area. Box D-130, BROADCASTING.

Two engineers—first class tickets, TV experience, preferably with GE equipment. Will work Burbage, Chief Engineer, KLLB-TV, Lubbock, Texas.

Top pay to a top man—we need a good qualified engineer. We want a man looking for a home in Texas. In return, will offer many fringe benefits and top area position with complete resume to George Hillier, WVEK-TV, Norfolk, Va.

Experienced, dependable newsmen-photographer, proficient at news writing Southwestern station. Box C-324, BROADCASTING.

Experienced newsmen with good on-camera delivery. Texas VHF. Box C-324, BROADCASTING.

Experienced on-air news reporter for TV station in major Southern market. Send picture, state experience and qualifications. Box D-38, BROADCASTING.

Production—Programing, Others

Creative commercial continuity writer for Texas station. Box C-321, BROADCASTING.

Florida VHF station accepting applications for Production Manager, news director, Artistic Director, Chief Photographer, Public Relations Director. Brochures to Box D-100, BROADCASTING.

Large Eastern TV station is seeking top-flight television Meteorologist. Send photographs, qualifications, or resume and picture. Box D-119, BROADCASTING.

Producer-director. Leading Southern station with most modern production facilities has opening for creative director capable of switching in all phases live production. WTV, Atlanta, Georgia.

TELEVISION

Situations Wanted—Management

Extensive experience in major market TV: sales, production, programming. Seek management opportunity. Box D-52, BROADCASTING.

Sales

21V $2 1/2 years—currently selling to and for TV stations. Will relocate. Box D-86, BROADCASTING.

Class AA gal available for sales traffic position with Midwest station. Resume upon request. Box D-128, BROADCASTING.

TV Account Exec., 3 station Midwest metro market, seeking challenge and greater potential. Similar position with radio or TV station in top 30 markets. Top billing salesman same market for past 5 years. 9 yrs radio sales experience, hardworking family man, age 31, always hungry for more sales. Willing to gamble for opportunity. Box D-165, BROADCASTING.

Available immediately—Mature man, 20 years experience in AM, FM, TV, including sales, sales management & station management. Also operate regional rep. office. Past member of NAB Board. Available immediately. Top references also interested in replies from other industries associated with Broadcasting, Mr. Ken Carter, Alcaraar Hotel, Phone Vernon 1-8400, Cathedral & Reed Sts., Baltimore, Maryland.

Announcers

TV pro, with personable, sell-ability wants to make the move. Excellent commercials, humorous, weather, believable interviews. Radio-TV combinations considered. Box D-89, BROADCASTING.

NEWS

Newsmen: Strong photography and production. Best references. Seeking management-operational position. College degree. Married, Box C-254, BROADCASTING.

Top television reporter, writer, airman ready for move to major market. Box D-81, BROADCASTING.

Available for long term lease . . . Thoroughly experienced, working news director. Box D-131, BROADCASTING.


Situations Wanted—Announcers—(Cont'd)


Graduate of top announcing school in Atlanta, Ga., seeking first opportunity. Thoroughly trained, third class license. Give me the chance to prove my worth! John Beckwith, 44 14th St., NE, Atlanta, Georgia.

25 years experience. Now 40, Knowledge of promotion, sales, production, both radio and TV. Excellent references. (Current air show on Atlanta station). Married, stable. Prefer position as manager-program director or as manager-podcaster in medium market. (Thrive on active competition). Prefer SE. West out will go any where opportunity exists. Call area code 404-531-2743, Joe Martin.

Beginner—Just got first phone. Want chance to break in market. Non-drinker, dependable, will work nights and will relocate. Box 3537, Savannah, Ga.


Experienced, bright, sound, 3rd phone, will relocate. Box D-147, BROADCASTING.

Top 40—Beginning, talented, 3rd phone. East coast. Box D-149, BROADCASTING.

Nego dj-anouncer, newscaster, 3rd phone, endorsement. Operates tight board. Broadcast school graduate will relocate. Start immediate. Box D-150, BROADCASTING.

1st phone, 9 yrs experience all phases contemporary radio. Now program director-dj radio group. Married, responsible, proven ratings. Desire dj-production, medium-large market. Box D-154, BROADCASTING.

Music Director and d-j, I'll keep your top 40 the latest hits, no dead swirling show or you can fire me. Box D-168, BROADCASTING.

Young announcer/newscaster know R&B, jazz, old music. No prima dona, pout. Relocate anywhere immediately. Box D-150, BROADCASTING.


Recent graduate of top announcing school in Atlanta, Ga., seeking first opportunity. Will give me the chance to prove myself? Have third phone and operate tight console. Contact: Byron Holden, 2707 West Grace, Richmond, Va.

A recent graduate of broadcasting desires first opportunity in small town. Likes tight production in top forty or good listening. Contact: H. Mitchell, 2707 West Grace, Richmond, Virginia.

Former radio-television personality with B.A. degree, radio Arts and five years’ experience in promotion, successful country music program (known as Brother Bill)—characterization of traditional country music. Requires continuity with morning radio spot-in or very large Southern or Midwestern city. Good commercial and news voice. Knowledgeable serious music. 39, single, sober, conscientious. Best references. Conditions and location more important than salary. Tape available. Bill Clark, 353 Ludlow Ave., Apt. 32, Cincinnati, Ohio 45220.

Graduate of top announcing school in Atlanta seeking first job opportunity. Thoroughly trained, third class license. Give me the chance to prove my worth! John Beckwith, 44 14th St., NE, Atlanta, Georgia.

25 years experience. Now 40. Knowledge of promotion, sales, production, both radio and TV. Excellent references. (Current air show on Atlanta station). Married, stable. Prefer position as manager-program director or as manager-podcaster in medium market. (Thrive on active competition). Prefer SE. West out will go anywhere opportunity exists. Call area code 404-531-2743, Joe Martin.

Beginner—Just got first phone. Want chance to break in market. Non-drinker, dependable, will work nights and will relocate. Box 3537, Savannah, Ga.
**Production—Programming, Others**

Jr. artist-photographer, production background. Permanent position. Box D-51, BROADCASTING.

Producer-Director, six years radio-TV production background, 4½ as Producer-Director Studionet, Six-Five Starr. Native with network in N.Y.C. Will relocate for challenges. Married, 3, 4 years college. Resume, credits, references, Box D-144, BROADCASTING.

Let’s... get together. Experienced radio-TV copywriter looking for a new boss. Box C-20, BROADCASTING.


**WANTED TO BUY**

Equipment

Want 5-kw to 10 kw FM transmitter in good operating condition, in the Midwest. Prefer later model, will consider all. Box C-E, BROADCASTING.

*Urgent*—Want used 5-kw transmitter, mono or stereo, excellent condition only. Seoul, California, P.O. Box 130, Reno, Nevada.

Need 10 kw FM amplifier on West coast. Any condition considered. Box D-141, BROADCASTING.

Wanted: RCA TTS4 low band transmitter, but tubes & other microwave units also. Box D-138, BROADCASTING.

**FOR SALE**—Equipment

Television radio transmitters, monitors, tube and oscilloscope, audio equipment, AM-FM monitors. Electrofind, 440 Columbus Ave. N.Y.C.

Co-axial cable, Helix, Stroyflex, Spireline, etc. Also rigid and RG type stocks in stock. Material at surplus prices. Write for price list. S-W Electrical Cable Company, Willow & 34th Street, Oakland, Calif. Phone 413-332-3537.


New and reconditioned audio remote pickup equipment. Radiophone and Police tape test equipment, World Wide Company, Box 43, Weatherford, Texas. Phone 811-5172.


RCA type 5-1D, 5,000 watt broadcast transmitter. Operating condition. Spare tubes. Come and get it. $2,000 KPEJ, 603 S. Crestline, Spokane, Washington 5-5655.

Used Magnecon and Presto (800) recorders. Presto long play reproducers (PB-17F) and Directors (SN-28N). New Magnecon 746-8, 748-88 recorders and Tape-Athon long wave models at special prices. Get our listing. U.S. Recording Co., 1347 S. Wabash Ave., Chicago, Illinois 0002, Phone 202-543-2706.

One Presto model 66G disc recorder 33 and 78 rpm, 1-D cutting head, A83 amplifier, excellent condition—$1,000.00. One Gates STI01 spot tape machine, like new—$400.00. One Presto V-4 disc recorder with amplifier 1-C recording head—Make offer. Box D-128, BROADCASTING.


1 Collins audio console, 2 RCA turntables with automatic arm. Excellent operating condition. Low price on package. Call Fred Klimes, WASH Radio, Washington, 301-5424, ext. 2.

**FOR SALE**

Equipment—(Cont’d)

Brand new AMPX, 602 with plug in 454b preamp, case, used less than five hours. Warranty card and book. Cost $305.00. Will ship prepaid for $295.00. Also bonus of Brush headphones BA-200 series. Factor, Parts, Free. Box D-111, BROADCASTING.

Equipment updating leaves us with an excess of spare parts for the RCA TTU-B HF transmitter. Both new and used parts which include cavity parts, miles capacitors, resistors, relays, transformers, etc. Will sell either group. New valued at $1,400.00, ask $500.00. Used valued at $1,200.00. Both groups as a package for $1,500.00 fob Muncie, Indiana. Also have some other used equipment items on hand. Itemized list upon request. Pat Finnegan, WLDJ-TV, Muncie, Indiana.

150 or 450 mc remote pickup. 50 to 15 kc 20b. $500 complete including antennas. Box D-115, BROADCASTING.

For sale: ITA FM 10,000 B-10 kw transmitter, one line exclusive in your market. Contact Chief Engineer WTM, 533 West Trenton, N. J. Phone 699-655-6515.


Console, RCA 76-Cl. External power supply. Excellent operating condition. $575.00 fob Pittsburgh, Pa. Custom desk and two RCA 76-Cl turntables included if desired. Phone 412-281-5422.


**MISCELLANEOUS**

30,000 Professional Comedy Lines! Topical laugh service featuring daily comedy introductions. Free catalog, Orben Comedy Books, Atlantic Beach, N. Y.


Add 99¢ to your billing—our idea department has come up with weekly ideas for your use. Each issue contains 13 saleable ideas. $2.00 per week. Exclusive. The entire idea department

press outBrainstorm Box 675, Lubbock, Texas.

**DEEJAY MANUAL**—A collection of 41 comedy lines, bits, breaks, adlib thoughts. $3.00. Write for free "Broadcast Comedy Catalog" Show-Biz Comedy Service, 1725 E. 26th St., Brooklyn, N.Y. 11229

Peter Pan, Seeking air check for Maude Adams' Peter Pan WSAF New York 1909's (three parts); also Eva Le Gallienne's Peter Pan; also His Master's Voice recording, Forbes-Jones-Pickard Peter Pan. B.1117, B.1119, B.1119. Please contact Stuart Stern, 8661 Harold Way, Los Angeles, Calif.

**INSTRUCTIONS**

**FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Gran- tham School of Broadcasting, 50 Putnam Ave., Holyoke, Massachusetts. For free 5-page, 2-color brochure, Dept. Grantham Schools, 1500 N. Western Ave., Hollywood, Calif. 90067.

Be prepared. First class FCC license in six weeks. Two weeks theory and labora- tory training. Elkins Radio License School of New Orleans, 1139 Spring St. N., Atlanta, Georgia.

**INSTRUCTIONS—(Cont’d)**


**FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory. Three months G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.**

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation Twelve weeks intensive, practical training. Finest console equipment available. G.I. approved. Elkins School of Broadcasting, 2993 Inwood Road, Dallas 30, Texas.

Minneapolis now has Elkis's famous six week course in First Class FCC License preparation. 450 hours instruction and over 300 hours guided discussion at school. Reservations now being taken. Enroll now for classes beginning June 16, August 18 & October 26. For infor- mation, references and application write William B. Ogden Radio Operational Engi- neering School, 1115 West olive Ave., Burbank, California.

Elkins First Class Radio Telephone License in (5) weeks—guaranteed—complete tuition $155.00—Rooms $10.00 per week—Classes be- gin April 20-May 25-June 22 Aug. 3 & Sept. I. Call or write Radio Engineering Institute, 18 East Main Street in beautiful warm Sarasota, Florida.


America's pioneer, first in announcing since 1922, in all phases of Radio broadcasting 814 S. Clay St., Washington, D. C.

**RADIO—Help Wanted**

Management

Radio Station Assistant Manager

Sales Manager

Wanted: experienced men who get their kicks out of selling. We have openings in two of our important mar- kets for men who have experience in a radio or allied advertising sales. Must have proven record. Pay from $9,000 to $12,000 with bonus over-rides for man- aged school record and background. You will become associated with a chain of radio stations operating in the Southeast and Mid-South. Opportu- nities for station management in the right man. Give complete details.

Box D-138, BROADCASTING
WANTED

EXPERIENCED LOCAL TELEVISION OR RADIO SALESMAN

For leading television station in major up-state New York market.
Salary plus commission with complete benefit plan. Age no factor. All replies confidential. Send resume and salary requirements to:
Box D-59, BROADCASTING

LOOKING FOR EXTRA EARNINGS?

Now you can make extra money in your off-hours while helping aspiring youngsters enter the field of broadcasting. You work in conjunction with seven of the nation's most well-known broadcasters training and screening prospective students in your area. Send resume and tape to:
JOHN CAMERON SWAYZE
CAREER ACADEMY, School of Famous Broadcasters
827 North Jefferson Street
Milwaukee, Wisconsin 53202
See our ad on page 45.

SHARP PROGRAM DIRECTOR WANTED

If you have both modern and midle road experience, are bright, imaginative, a production whiz and can handle people... a Top 20 market major station on the West Coast has a position available immediately. Send complete information today to:
Box D-9, BROADCASTING

ATTENTION STATION MANAGERS...

Available immediately: DJs, Newsmen, Production men, Announcers. People with showmanship and imagination able to take over any task under any station format. Some first tickets, some third with endorse-ment. Well trained, experienced, professional broadcasters.
Southern California School of Radio
3911 Pacific Highway
San Diego, Calif.

ADDITIONAL ANNOUNCERS

for $25 a MONTH

For presentation tape and full details, write, wire phone, Tom Read
TWR Enterprise, Wutschop Hotel
Tacoa, Washington (206) 828-2141

IMMEDIATE OPENING

For on-the-air professional to join seven of the nation's leading broadcasters in helping aspiring youngsters enter the field of broadcasting. Send resume, tape and picture to:
JOHN CAMERON SWAYZE
CAREER ACADEMY, School of Famous Broadcasters
827 North Jefferson Street
Milwaukee, Wisconsin 53202
See ad on page 43.

TELEVISION NEWS

Help Wanted

TV NEWSMAN

Stockton, California

Immediate opening for man with radio or television experience. Must be capable of gathering, writing, and voicing news. Permanent position, excellent benefits. Apply in person or submit resume to:
PERSONNEL DEPARTMENT
McClatchy Broadcasting Company
21st and Q Streets
Sacramento, California

MISCELLANEOUS

FREE FREE FREE

A "big talk" program free to the first 100 stations who "Ask Jane Tann." A 15-minute daily big market show answering listener's questions about TV - movies - radio - fashions - records - sports - advertise - etc.
A powerful audience builder...pours for the asking. Write today:
RADIO PROGRAMMING, INC.
Room 819 - 43 East 42nd St.
New York, N. Y. 10017
MU 2-5568

5,000 WATT

Station featuring Country-Western and Gospel music will consider programming commercial Religious programs.
Box D-157, BROADCASTING

INSTRUCTIONS

SEVEN FAMOUS BROADCASTERS TEACH YOU THE SECRETS OF THEIR SUCCESS

JOHN CAMERON SWAYZE, FRAN ALLISON, EARL GILLESPIE, WESTBROOK VAN VORHIES, ULMER TURNER, HOWARD MILLER & ROBERT ST. JOHN have joined us at Career Academy to help teach you-in-depth-the techniques that led to their success. Free full color 32-page brochure and special recorded message explain training facilities and curriculum. Write for your copy today!

JOHN CAMERON SWAYZE
C/O CAREER ACADEMY
School of Famous Broadcasters
825 North Jefferson St.
Milwaukee, Wisconsin 53202

Other schools located in major cities throughout the nation. See our message on page 45.

BROADCASTING, April 12, 1965
WANTED TO BUY—Stations

Radio Station, CP, TV or CATV. Any size considered. Controlling interest of 51% or more. Possible retention of present management. Include financial report first letter.

Radio Station—Information Investments Corporation, Box D-100, BROADCASTING

WANTED TO BUY—FM ONLY STATION

NORTHEAST OR MID-ATLANTIC

Box C-163, BROADCASTING

FOR SALE—Equipment

TRAILER

For Remote Broadcasting
Like New. Used by WHDH Boston for A & P. Rents control set 32 ft. custom-made; air-conditioned; large glass showroom area; kitchen facilities; complete washroom. Cost $6000 new; can be purchased for fraction of original cost.

Write or Call for photo and details to:

MCCARTHY MOBILE OFFICE
241 Mystic Avenue, Medford, Mass.
Phone (617) 396-3500

FOR SALE—Stations

CALIFORNIA DAYTIMER

Low cost operation ideal for owner-operator. Asking price of $45,000 is about one and one-half times 1964 gross. $19,000 down and 10 years on balance.

Box D-161, BROADCASTING

MAJOR MARKET AM & FM Daytime AM and Class B FM licensed to and near large city. Good deal for aggressive owner/manager or operating team. Asking $75,000 total price plus long-term real estate lease-purchase option. Very low down payment and long-term payat to owner.

Box D-162, BROADCASTING

LA RUE & ASSOCIATES INC.
Media Brokers
654 MADISON AVENUE
NEW YORK CITY

HA 1-0818 TE 2-9362

To buy or sell Radio and/or TV properties contact:

PATT MCDONALD CO.
P. O. BOX 9266 — GL 3-8080
AUSTIN, TEXAS 78756

Tenn. single profitable 1300 terms
Pa. single profitable 1500
W. V. single profitable 2000
N. Y. single profitable 500
South TOP 50 days profitable 1500
M.V. metro VHF-TV 3500

buying and selling, check with

CHAPMAN COMPANY INC.
2045 PEACH TREE RD., ATLANTA, GA. 30306

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through April 5. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants for CATV franchises and sales of existing installations. Reports appear in alphabetical order by states.

Homewood, Ala.—The application of Southern TV Cable Corp. (M. M. Victory, Fort Walton, Fla., owner) has been tabled by the city council. As part of the settlement, Council wants more time to study the subject. Southern in effect received a non-exclusive franchise. Maximum monthly rates would be $25. The city would receive 10% of the gross receipts.

Porterville, Calif.—Trans-Video Corp., El (FOR THE RECORD) 83
of 84 and filed for to .5% all a Time-Life represented Stein, Having received from the Clinton remittance a tucky submitted whichever receive the city of San Francisco, California, Bakersfield, Calif., has been granted a franchise. The company is offering a minimum of nine signals at a monthly fee set to exceed $4 for the first 5 years. The company will guarantee $50,000 annually in franchise holder's monthly payments. Media, Pa.—TeleSystems Corp., Glenside, Pa., has applied for a franchise. The franchise charge would be $19.65 plus $4.95 monthly. The borough would receive 5% of the annual gross receipts by the company. The franchise is subject to modification with 3 years $5. The city emphasized that it cannot grant a franchise, and holds that franchise is subject to modification with 3 years $5. The city emphasized that it cannot grant a franchise, and holds that franchise is subject to modification with 3 years $5. The city emphasized that it cannot grant a franchise, and holds that
His 30 years of soft sell pack wallop (water conditioner), Wurlitzer and the Greenfield division of Eli Lilly & Co., plus local and regional accounts such as Allied Florists, Dean Foods and Bosch Brewing.

That first radio production job at JWT 30 years ago gave Mr. Gunn a keen appreciation of the value of a dollar for himself as well as for sponsors, he recalls. He earned $17 a week at first, two dollars less than his secretary. He was buying talent like the original Benny Goodman band at only $900 a week for a 13-week network show for Elgin National Watch Co. followed later by another 13 weeks of Kay Kyser.

"That kind of pay would shake up some of the young agency guys today," he laughs.

Radio's Reach - Noting radio's cost-per-thousand of less than a dollar compared to TV's CPM of three or four, Mr. Gunn feels radio is ideal to stretch a small budget and still reach a lot of people. Coupling economy with radio's ability to arouse the listener's powers of imagination is helping Kohler sell the "color" in its bathroom fixture and plumbing lines very effectively, he explains.

"We recently put Kohler on NBC's Monitor by building a show for them," he says, "a five-minute home-interest format called Hugh Downs at Home." On the air only a few weeks, the nationwide response has been immediate, Kohler sources report.

Television's sight, sound and demonstration factors are tremendous value to many products, Mr. Gunn observes, and a single minute spot can hit "more people as a captive audience than a full page in a national magazine costing the same amount of money."

With television's growing costs, however, Mr. Gunn believes agencies must face up to the greater creative responsibility centering on that minute commercial. "You must get attention," he says, "not only against competing product commercials but against all commercials."

Ratings Plus Good Sense - Ratings, he admits, will continue to be the essential evaluation of reach "because this is all that the industry provides." But the need for pinpointing the target audience and eliminating waste coverage will become even more important, he says, and while the tools to do this are not adequate, "common sense still lends aid in these cases."

The program framework for the commercials is part of this common sense approach, Mr. Gunn notes, and the local program image of a station, the talent and their acceptance are vital points along with the ratings. His six years as program director at WGN Chicago gave him insight on that side of the fence, Mr. Gunn relates.

Mr. Gunn's years of agency production work obviously make him no stranger to top talent. He recalls how much he learned about salesmanship working with Arthur Godfrey. "I still think he's right," Mr. Gunn contends, "because the folksy, honest, straightforward kind of sell goes the farthest."
EDITORIALS

Cutting it fine

COMMON sense, in our opinion, got a pretty close shave from the Supreme Court last week.

It is possible, though it certainly is not easy, to accept the conclusion of the majority opinion that Colgate's famed "sandpaper-test" shaving commercial for Rapid Shave cream, which for visual reasons used a Plexiglass mock-up instead of sandpaper, significantly "deceived" viewers by making them think they were seeing an actual demonstration proving a product claim. If we read the decision correctly, the practical effect is that Colgate could conduct the test privately, using sandpaper, but is barred from showing it—without a lot of disclaimers—because sandpaper would not look like sandpaper on the screen.

It is easier to follow the dissenting opinion of Justice Harlan, joined by Justice Stewart, that from the viewer's standpoint what is seen on the screen is more important than what is seen by the camera: "If the image he sees on the screen is accurate reproduction of what he would see with the naked eyes were the experiment performed before him with sandpaper in his home or in the studio, there can hardly be a misrepresentation in any legally significant sense. . . . On the court's analysis, an advertiser must achieve accuracy in the studio even though it results in an inaccurate image being projected on the home screen".

Agree with it or not, however, the court majority's decision must be accepted. Actually, we doubt that it will change TV advertising materially. It imposes restrictions that formerly were open to question, but as a matter of prudence agencies and advertisers have generally observed them ever since the Federal Trade Commission raised the question in this case four years ago.

The opinion also contains some reassurance for TV users. Specifically, it seems to preclude the broad ban on mock-ups that the FTC's original order, back in 1961, would have imposed. That order, as Chief Justice Warren noted in the opinion for the majority, was so broad as to be "potentially limitless, apparently . . . prohibiting the use of simulated props in all television commercials." Now advertisers have at least the assurance that "in commercials where the emphasis is on the seller's word, and not on the viewer's own perception [they], need not fear that an undisclosed use of props be prohibited."

In this respect the FTC may have lost a good deal more than it gained in the case's journey back and forth through the courts. Whether it did or not remains to be seen in FTC's future attitudes. Federal agencies are adept at construing court decisions to their own purposes, but we should like to think that the FTC's views on mock-ups have moderated since 1961. We hope, in any event, that the FTC will consult advertising agency and other experts—and see that mock-ups are often needed and are and can be used without "deceiving" anybody—before attempting to interpret the Supreme Court decision. The commission will deceive itself if it pretends not to need expert assistance—and self-deception is often the worst kind.

Invitation to informers

NEXT month a great change with an unlimited potential for mischief will hit broadcasters. On May 14 a new rule adopted quietly by the FCC becomes effective. It provides for "public inspection of some records of broadcast stations at their main studios or other accessible places in the communities they serve."

That is the innocuous language of the FCC's public notice released April 1. But the language of the formal report and order, released April 5, isn't so restrained. What the new order means is that any citizen—competitor, dogooder or even prankster—can inspect any station's applications filed with the FCC including (by reference) full financial information, salaries, dividends and other data, as well as program breakdowns, and related information.

The FCC announced the proposed rule more than two years ago. It dismissed out of hand all objections filed by stations and networks (except for a small concession on secondary records). It rejected arguments that public inspection meant intrusion upon the right of broadcasters to privacy; that it was unworkable or unduly burdensome and that only parties having a bona fide interest should have the inspection privilege.

The skillfully written opinion pinpoints precisely how local citizens can become FCC informers. After giving short shrift to the "invasion of privacy" contention, the order, drafted as a brief in justification of its action rather than as a finding, boldly states:

"Finally, as to the reason for keeping financial information in the file, we are of the opinion that if such information is kept locally, the commission might be aided by persons in the area who could bring to light financial information not apparent in the application."

Then, with amazing arrogance and deception, the report cites the discredited inquisition into local live programing in Omaha as one that "supports a requirement that financial information be kept on file together with programing information because of the direct relationship between the financial health of a station and its ability to present locally produced programs."

That can only be construed as an invitation to the public to complain to the FCC about stations that show a profit but do not present local programing that suits the whims of the complainers. It is a calculated effort to encourage local interests to do what the FCC found it couldn't do in direct efforts to control programing in the ruptured Chicago and Omaha proceedings.

Now what? It's too late to complain to the FCC. Whether it can be stopped by court action is for the lawyers to construe. The only sure relief is from Congress. The FCC no doubt will need more money to process the load of complaints that is sure to come from its mischievous invitation and its equally open bid to snatch direct control over programing life-blood of broadcasting. One time to counter-attack would be when the FCC asks Congress for more money.

"But you distinctly said, 'Get me a couple of bunnies for our Easter show!'"

Drawn for BROADCASTING by Sid Hix

BROADCASTING, April 12, 1965
Pâté costs more than liverwurst.
Bisque costs more than soup.
Stroganoff costs more than stew.
KPRC costs more than other Houston TV.
Life is short.
In television's early days, when sound effects often swelled noisily to drown out the drone of canned music, or vice versa, the television score had very little meaning as a musical art form. The stature of the television score today, however, is such that composers are frequently booked while the script is being written and consulted throughout the entire production. For a truly imaginative, inventive score adds incalculable dimension to all the elements of a television program. Funny people are suddenly funnier. Stormy nights are stormier. And the right polyphony under the right camera angle can often tell a story all its own. To touch the essence of the moment in sound requires a particular breed of musical genius. One such is Earle Hagen, a sensitive, genuinely creative artist whose joyous music is currently enriching some of television's happiest programs. We warmly applaud this prolific young writer as well as all the other versatile composers whose original scores for hundreds of television programs are licensed for public performance through BMI.

All the worlds of music for all of today's audience

Among Earle Hagen's memorable TV successes are:
Music for the Danny Thomas Show,
themes and original scores for the Andy Griffith Show,
The Dick Van Dyke Show and Gomer Pyle—USMC. Forthcoming: F.Spy.