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

The most successful animated series in the
entire history of network television,
is now available from
Screen Gems.
Hanna-Barbera's THE FLINTSTONES.
166 full-color half-hour episodes distributed by Screen Gems.
KRLD-TV is the name brand in the Dallas-Ft. Worth area and has been for many years. It is identified by the viewers in the nation’s 12th ranked television market with the best in entertainment and informational programming.

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

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

*ARB Market Report March 1966
Television Audience Estimates
MBS to be sold

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

Loevinger next?

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

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

Cries of alarm

Many TV stations and reps are steamed up over reports that American Research Bureau plans to add new dimension to its local-market reports, showing audience data for “marketing area” as well as for metro area and total area. Under marketing-area concept, each county is credited to market whose stations are watched most in that county. Opponents contend this favors big markets at expense of small, and that marketing-area data would almost certainly be used in buying and selling, figuring cost-per-thousand, etc. Protests are arising at same time ARB is undergoing drastic changes in top management (see story page 61).

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

Awaiting call

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

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

The pushovers

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

Man on the scene

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

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

The Marines landed in Albany 14 years ago, and set up the largest supply center in the East. Materials and equipment—from nuts and bolts to jeeps and tanks—for all Marine activities east of the Rockies are supplied by the Albany installation. The annual payroll is 16 million for the 3,600 military and civilian personnel at the Center—another industrial giant in southwest Georgia.

and WALB-TV

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

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

BROADCASTING, May 9, 1966
Space experts get bullish report on use of satellites for television and radio, but General O'Connell raises caution signal. Some see it as move to trim broadcast spectrum, particularly in UHF. See ... 

SPECTRUM SPACE NEAR END? ... 27

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

PEACE AND PLENTY ... 54

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

FCC VIRTUALLY ALONE ... 48

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

JUNE MARRIAGE ... 36

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

NETWORK RADIO '65 ... 30

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

40 YEARS LATER ... 69

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

CLEAR-CHANNEL WRANGLE ... 104

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

CAUTION FLAG ON ARMS ... 62

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

LATE NIGHT FEEDS ... 42

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

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Broadcasting THE BUSINESSMEN OF TELEVISION AND RADIO
Nothing's beyond your reach with Mutual's Bill Stern!

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

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

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

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

Robert G. Meyner, code administrator, notified members of new guidelines in notice dated May 5. Copy was sent to Senator Warren G. Magnuson (D-Wash.), chairman of Senate Commerce Committee, who has criticized code for permitting cigarette advertising in programs with large young people audiences.

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

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

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

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

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

It also states that members who have already bought time in programs banned under new guidelines should "make every possible reasonable effort to secure prompt termination or modification" of their contracts to avoid having their advertising in "offending positions."

Reynolds, Moore to testify

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

Steel to use TV for image

New $1 million campaign on television, involving sponsorship of network specials, announced today (May 9) by American Iron and Steel Institute, New York. Campaign also represents plum acquisition by Sullivan, Stauffer, Collwell & Bayles, New York, which was selected to handle TV budget after in-
Dr. Peter Langhoff, senior VP, Young & Rubicam, named president, American Research Bureau (see page 61).

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

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

William D. Shaw, VP of Golden West Broadcasters and general manager of ksgo San Francisco, will coordinate "plans and activities" of new rep firm with those of GWB-owned stations.

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

Richard Woollen, director of sales and programs for Desilu Sales Inc., Hollywood, since 1963, named VP in charge of programming for Metropolitan Broadcasting Television, division of Metromedia Inc. Mr. Woollen will operate out of New York, effective May 16. He formerly was VP of Times-Mirror Broadcasting Co. and program director of company-owned station kttv(TV) Los Angeles. He also was manager of Times-Mirror's national syndication division. Mr. Woollen joined kttv in 1952 as assistant program director and film director. Mr. Woollen replaces Jack Lynn, whose appointment as operational head of Trans-Lux also was announced last week.

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

For other personnel changes of the week see FATES & FORTUNES

Lee warns TV operators again on sexy pictures

FCC Commissioner Robert E. Lee renewed warning to broadcasters last week that they may be courting trouble in presenting on TV new crop of motion pictures that deal frankly with sex. Commissioner, speaking before Catholic men's group in Washington Friday (May 6), sounded theme he stated in speech in January, that speech is not as free on radio and television as it is in press (Broadcasting, Jan. 17).

Four-letter words and frank portrayals of sex, legally permissible in books, may run afoul of law when broadcast. Broadcasters could avoid risk to license, he said, by following guidelines on good taste in programming laid down in NAB's code.

Commissioner's message is being contrasted to that delivered by former FCC Chairman E. William Henry in speech before NAB convention, in March. Mr. Henry said broadcasters should be more daring in their use of medium, shouldn't shrink from exhibiting programming (Broadcasting, April 14).

Buys five NBC-TV specials

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

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

News specialists needed for TV, Scott reports

Television news excels in impact, reach and presentation of events as they happen but must improve its techniques and add specialized personnel, Walter D. Scott, NBC board chairman, said Friday (May 6) in talk at University of Missouri.

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

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

Bates buys AC&R Advertising

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

AC&R bills slightly more than $4 million, half of which is in TV-radio, while Bates has worldwide billing of more than $250 million. AC&R will be subsidiary of Bates but will operate autonomously. Al Chereskin and Steve Rose are president and executive vice president respectively of AC&R.
Starring such outstanding performers as: (top row, left to right) Frankie Avalon, Richard Burton, Leslie Caron, Jeff Chandler, Angie Dickinson; (second row) Troy Donahue, Greer Garson, Alec Guinness, Trevor Howard, Arthur Kennedy; (third row) Dean Martin, Diane McBain, David Niven, Steve Reeves, Debbie Reynolds; (fourth row) Cesar Romero, Rosalind Russell, Frank Sinatra, Robert Stack, Connie Stevens and many others.

WARNER BROS. TWO

another great selection of feature motion pictures for television

WILL SOON BE AVAILABLE

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

BROADCASTING, May 9, 1966
This girl is "That Girl"

Her name is Marlo Thomas. Her personality: delicious.

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

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

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

Scheduled for Thursday nights at 9:30—right after "Bewitched"—"That Girl" is just one in a brilliant series of new ABC television shows now in preparation for Fall '66.
A calendar of important meetings and events in the field of communications.

**MAY**

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

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

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


May 10—Joint meeting, Binghampton chapter and northeastern Pennsylvania chapter, Society of Broadcast Engineers, Binghamton, N.Y.

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

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

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

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

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


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

May 11-13—Annual NBC Radio-TV Affiliates Meeting marking 40th anniversary in radio-TV (see page 55), Hilton Hawaiian Village, Honolulu.

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

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

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

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


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

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


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


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

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

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

May 17—Annual meeting of stockholders of Foote, Cone & Belding to elect 10 directors...
That Special Factor Called "Reach"

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

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

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

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

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

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

*1,449' above average terrain.
**Station X: 1,792,700 hours per week; Station Y: 2,336,496 hours; WMT-TV: 4,478,700 hours.

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

WMT-TV
Cedar Rapids—Waterloo
CBS Television for Eastern Iowa

Represented by the Katz Agency
Affiliated with WMT-AM, WMT-FM; K-WMT, Fort Dodge
McHale's Navy
Mr. Ed
Munsters
Make Marketing Magic!
M-M-M-MCA
143 MIRTHFUL HALF-HOURS

70 MYSTICAL HALF-HOURS
KEO-LAND IS 582
HOME TOWNS

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

JOE FLOYD, President
KEOLAND TV - KEOLAND IS 582
801 TARDY
KEO-LAND IS 582

BROADCASTING, May 9, 1966

18 (DATEBOOK)
The most colorful Television Market in the nation...

**Dallas-Ft. Worth**

**THE IDEAL COLOR TEST MARKET!**
Among television markets with 4 or more stations, only in
the nation's 12th ranked TV market... Dallas-Ft. Worth...
are all the stations fully equipped for color — studio, film,
slide, video-tape and network.
Add to this a booming sale of color receivers in the area
and you have the market most ideally suited for your next
color test campaign.
burn University, Robert W. Sarnoff will receive an honorary doctor of fine arts degree and will deliver the commencement address, Topeka, Kan.

June 8—Annual spring-summer convention of the National Association of Broadcasters, St. Petersburg, Fla.

June 9—Annual spring-summer convention of the National Association of Broadcasters, St. Petersburg, Fla.

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Many things remain to be done before the first supersonic jet transport soars out over the Atlantic coast. But many things have already been done — like the lengthy research on the special fuels and lubricants required for supersonic flight. At nearly three times the speed of sound, the giant aircraft will generate tremendous heat, putting unusual stress on every part and product. Ready now, are new Humble heat-tolerant lubricants and a new jet fuel so stable that it can absorb excessive engine and cabin heat. These new developments are no accident but are the result of the happy combination of out-of-the-world imagination and down-to-earth capabilities that Humble brings together. From this combination come products that serve equally well for trips on the road or flights to the future.
Agency asks for briefing

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

Henry's service to ETV

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

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

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

Under his FCC chairmanship, he wasn't always whispering sweet nothings into the ears of ETV managers. He often chastized ETV broadcasters for not fully exploiting the potential of our service, even within the means at hand; but at least he made a genuine effort to use his high public office to arouse public interest in ETV from the doldrums to at least semi-apathey.

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

—Sheldon P. Siegel, WLVR(tv) Bethlehem, Pa.

It's Burnett country

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

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

Wants supermarket study

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

(NO reprints available, but a supply of tear sheets are enroute.)
This theology student learned about ghetto housing, crime rates, racial prejudice, unemployment, school dropouts and riots.

So did Grand Rapids.

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

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

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

Journalism like this is our specialty, and our responsibility as a group broadcaster.
Baseball on radio: it sells the Serta seller

Who ever heard of selling mattresses on baseball radio broadcasts? Well, that's what the Serta Mattress Co. of Chicago and Milwaukee has been doing for five years and strange as the idea may seem it has worked.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

SEYMOUR: SNORE.

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

SEYMOUR: SNORE.

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

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

MUSIC: (a la Yankee Doodle)

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

TAG: (Local dealer tie-ins.)

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

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

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

To further capitalize on our baseball sponsorship, Cub players make personal appearances at local dealer stores. These are the doors radio opens for you if you use the medium properly.

D. C. Hirsch Jr. has been president of Serta Mattress Co. of Chicago and Milwaukee since 1952. Mr. Hirsch also is vice president of the national franchising organization, Serta Associates. There are 40 local manufacturing firms that are members of the national group. Serta-Chicago itself supplies some 300 dealers in its twin-city area. Serta-Chicago earlier used television personalities for about four years but has concentrated on radio during the past eight years.
... and BEELINE RADIO KMJ is a proven way to reach this important market every year. KMJ is just one of four Beeline stations... the key to California's rich Inland Valley.

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

McCLATCHY BROADCASTING
THE KATZ AGENCY, INC. • NATIONAL REPRESENTATIVE

KMJ • Fresno  KFBK • Sacramento  KBEE • Modesto  KOH • Reno

BROADCASTING, May 9, 1966
WBTV has a 53% metro share of audience from 9 am to midnight, Sunday through Saturday.*

WBTV has 23 of the top 25 shows in total homes delivered.*
WBTV boasts a 63% metro share of audience in the 6:00-6:30 pm "Early Report" period, and pulls 86,000 more television homes than Charlotte Station 'B' during the same time period, Monday through Friday.*

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

BUY WBTV — THE NUMBER ONE STATION IN THE NATION'S 23rd LARGEST TELEVISION MARKET.**
Will spectrum traffic pinch TV?

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

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

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

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

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

Some of the futuristic looks at communications satellites:

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

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

- A direct satellite-to-home TV service, utilizing the upper end of the UHF television band, transmitting a single color TV channel covering an area of Boston to Washington with a 10-year life. Home receivers would be unmodified, except for the addition of a special antenna and booster amplifier, costing from $50 to $75. The satellite would operate on channel 69 (800 mc) with 12 kw power. Programs transmitted to the satellite would use channel 62 (758-764 mc) with 10 kw from a 28-foot parabola. The system, called VisTa, was presented by R. B. Marsten and S. Gubin, both of RCA Laboratories at Princeton, N. J.

- An educational TV service via a single satellite using 10 to 80 kw of effective radiated power furnishing six TV channels. Two channels for rural areas to be received at schoolhouse rooftop antennas (costing $250 to $10,000 each depending on the number ordered), and four channels to urban TV stations for rebroadcast to school receivers. Overall cost: equivalent to about $1 per person per year. Submitted by John W. Ludwig, Hughes Aircraft.

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

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

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

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

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

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

Although the bulk of his remarks was a comparison of the advantages and disadvantages of satellites, cables and high frequency radio for transoceanic communications, his audience definitely was left with the impression
WILL SPECTRUM TRAFFIC PINCH TV? continued

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

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

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

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

The Jansky & Bailey project, in cooperation with System Sciences Corp., Washington, will result in a determination of present and future uses of space satellite communications, the impact of space users on the spectrum, their effect on other services, and an evaluation of methods to overcome or avoid problems.

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

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

Not only is the prospective use of communications satellites for direct broadcasting to home receivers involved in this study, but undoubtedly also the pending move to use a domestic satellite permitting TV and radio networks to feed their affiliates with their programming, instead of using AT&T lines.

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

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

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

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

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

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

This spectrum area, like the ones
Satellite-to-home TV feasible in five to 10 years

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

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

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

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

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

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

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

BROADCASTING, May 9, 1966
channels for the exclusive use of translators might jeopardize the use of those channels for a wide range of diversified TV programming.

The Georgia State Board of Education again advanced its plan to reserve channels 70 to 75 for the commission’s proposed community TV stations and channels 76 to 83 for the exclusive use of educational stations. To reserve these channels for the exclusive use of translators would hinder the development of local outlets of self-expression and would seriously prejudice the efforts of the states to meet their educational TV needs, the state board said.

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

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

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**BROADCAST ADVERTISING**

**Network radio ’65: hits $67.9 million**

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

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

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

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

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

**TOP 100 NETWORK RADIO ADVERTISERS (BY BRANDS)**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Brand</th>
<th>Year 1965 est.</th>
<th>1964 est.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>General Motors</td>
<td>$5,570,000</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Buick cars</td>
<td>934,000</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Chevrolet cars</td>
<td>2,972,000</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Fisher body</td>
<td>587,000</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Frigidaire</td>
<td>275,000</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Guardian Maintenance</td>
<td>364,000</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Oldsmobile cars</td>
<td>572,000</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>United Motor Service</td>
<td>866,000</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>*Campbell Soup</td>
<td>3,544,000</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Campbell beans, soup &amp; V-8 juice</td>
<td>3,544,000</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Liggett &amp; Myers Tobacco</td>
<td>2,630,000</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Lark cigarettes</td>
<td>921,000</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>L &amp; M cigarettes</td>
<td>1,769,000</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>*Everhard Inc. Borax</td>
<td>2,282,000</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>Razor’s, blades &amp; shave cream</td>
<td>2,282,000</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>R. J. Reynolds Tobacco</td>
<td>2,230,000</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Camel cigarettes</td>
<td>692,000</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Salem cigarettes</td>
<td>334,000</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Winston cigarettes</td>
<td>1,294,000</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>*The Mennen Co.</td>
<td>2,170,000</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>Men’s toiletries</td>
<td>2,170,000</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Wm. Wrigley Jr.</td>
<td>2,086,000</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Wrigley gum</td>
<td>2,056,000</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Sterling Drag</td>
<td>1,768,000</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Bayer aspirin</td>
<td>1,154,000</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>Ironized yeast</td>
<td>171,000</td>
<td></td>
</tr>
<tr>
<td>27</td>
<td>Phillips milk of magnesia</td>
<td>474,000</td>
<td></td>
</tr>
<tr>
<td>28</td>
<td>Kent cigarettes</td>
<td>1,416,000</td>
<td></td>
</tr>
</tbody>
</table>

**Newport cigarettes est. expenditure**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Brand</th>
<th>Year 1965 est.</th>
<th>1964 est.</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>General Mills, Inc.</td>
<td>1,223,000</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>*Standard Brands Inc.</td>
<td>1,042,000</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>American Motors</td>
<td>1,029,000</td>
<td></td>
</tr>
<tr>
<td>13</td>
<td>Ford Motor</td>
<td>948,000</td>
<td></td>
</tr>
<tr>
<td>14</td>
<td>Mercury cars</td>
<td>832,000</td>
<td></td>
</tr>
<tr>
<td>15</td>
<td>*Chrysler Corp.</td>
<td>829,000</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>*Bristol-Myers</td>
<td>812,000</td>
<td></td>
</tr>
<tr>
<td>17</td>
<td>Bromo-Qin quine</td>
<td>89,000</td>
<td></td>
</tr>
<tr>
<td>18</td>
<td>Mint-Rub</td>
<td>89,000</td>
<td></td>
</tr>
<tr>
<td>19</td>
<td>Mom</td>
<td>92,000</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>No-Day</td>
<td>642,000</td>
<td></td>
</tr>
<tr>
<td>21</td>
<td>National Dairy Products (Kraft Div.)</td>
<td>900,000</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Kraft dinners</td>
<td>247,000</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Parkay margarine</td>
<td>653,000</td>
<td></td>
</tr>
<tr>
<td>24</td>
<td>Guardian Maintenance</td>
<td>364,000</td>
<td></td>
</tr>
<tr>
<td>25</td>
<td>Oldsmobile cars</td>
<td>572,000</td>
<td></td>
</tr>
<tr>
<td>26</td>
<td>United Motor Service</td>
<td>866,000</td>
<td></td>
</tr>
</tbody>
</table>

**Radio’s top brand expenditures in 1965 (estimated)**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Brand</th>
<th>Year 1965 est.</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Campbell foods</td>
<td>$3,544,000</td>
</tr>
<tr>
<td>2</td>
<td>Chevrolet cars</td>
<td>2,972,000</td>
</tr>
<tr>
<td>3</td>
<td>Schlitz shaving products</td>
<td>2,882,000</td>
</tr>
<tr>
<td>4</td>
<td>Menen men’s toiletries</td>
<td>2,170,000</td>
</tr>
<tr>
<td>5</td>
<td>Wrigley gum</td>
<td>2,058,000</td>
</tr>
<tr>
<td>6</td>
<td>L &amp; M cigarettes</td>
<td>1,709,000</td>
</tr>
<tr>
<td>7</td>
<td>Winston cigarettes</td>
<td>1,204,000</td>
</tr>
<tr>
<td>8</td>
<td>Bayer aspirin</td>
<td>1,154,000</td>
</tr>
<tr>
<td>9</td>
<td>Rambler cars</td>
<td>1,029,000</td>
</tr>
<tr>
<td>10</td>
<td>Kent cigarettes</td>
<td>990,000</td>
</tr>
</tbody>
</table>

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30
ARM IN ARM! Kim Novak and her husband, Richard Johnson, go arm in arm, as WSB-TV goes arm in arm with Atlanta. Like the stars, WSB-TV and Atlanta are a handsome couple. Put your spots on WSB-TV, Atlanta's first TOTAL COLOR station.
TV network billings for January-February

<table>
<thead>
<tr>
<th></th>
<th>1965</th>
<th>1966</th>
<th>% Chg.</th>
<th>1965</th>
<th>1966</th>
</tr>
</thead>
<tbody>
<tr>
<td>Daytime</td>
<td>$26,836.6</td>
<td>$29,485.9</td>
<td>+ 9.1</td>
<td>$25,883.7</td>
<td>$29,480.6</td>
</tr>
<tr>
<td>Mon.-Fri.</td>
<td>19,995.2</td>
<td>21,410.8</td>
<td>+ 7.1</td>
<td>42,012.0</td>
<td>46,577.3</td>
</tr>
<tr>
<td>Sat.-Sun.</td>
<td>8,641.4</td>
<td>7,055.1</td>
<td>- 18.0</td>
<td>15,971.7</td>
<td>23,303.3</td>
</tr>
<tr>
<td>Nighttime</td>
<td>71,365.8</td>
<td>70,546.8</td>
<td>+ 1.1</td>
<td>145,109.4</td>
<td>161,705.6</td>
</tr>
<tr>
<td>Total</td>
<td>95,142.0</td>
<td>109,203.7</td>
<td>+ 14.9</td>
<td>398,604.6</td>
<td>423,566.2</td>
</tr>
</tbody>
</table>

*January figures adjusted as of April 29, 1966.

GWB sets up its own rep firm

Golden West Broadcasters last week did the expected. It formed its own national-radio-sales-representative organization. The move replaces AM Radio Sales, the firm that had represented the station group for the last 14 years, with a new company called Major Market Radio. The rep's first clients are the four Golden West Broadcasters-owned stations, KMPC Los Angeles, KESP San Francisco, KEX Portland, Ore., and KVI Seattle.

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

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

Outside The Fold, Too

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

GWB's KTLA(TV) Los Angeles property was not affected by the formation of the new sales representative organization. It's handled by Peters, Griffin, Woodward Inc.
Ever wonder why we call KNBC Los Angeles "your community-minded station"?
These four Emmy Awards help tell why.

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

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

KNBC your community-minded station.
Alka-Seltzer tummies win another award

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

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

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

The festival attracted 1,581 entries from the United States and Canada from which 200 finalists were weeded. There were an additional 221 entries from countries around the world.

RAB picks 21 of radio's best ads

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

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

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

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

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

Ballantine adds malt liquor to list

Mr. Seaman

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

Triple Crown, aimed at the Negro market, will be available in 12-ounce, ring-pull cans and 12-ounce one-way bottles.

Advertising cost figures and market selection were not disclosed.

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

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

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

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

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

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

Business briefly...

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

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

Also in advertising...

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

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

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

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

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

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

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

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

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

WOOD-TV
Grand Rapids, Michigan
A June marriage for AFA, AAW?

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

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

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

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

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

UAA would not attempt to represent existing advertising and similar organizations, such as the American Association of Advertising Agencies, the Association of National Advertisers and the National Association of Broadcasters, "unless it is called upon to do so by the business involved," according to the resolution.

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

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

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

The Washington conference would be continued, and the UAA would have offices in Washington and on both the East and West Coasts. Eventually there would also be an office in the Central division. A president would be chosen to operate as full-time executive officer, with "an adequate paid staff."

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

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

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

Agency appointments . . .

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

Hugh Downs hits 'silliness' of many TV commercials

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

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

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

Specific examples came under Mr. Downs's fire: "A bite out of a hat may be funny, but not the 30th time you've seen it. White knights on white horses, salesmen with jars of instant coffee as the most important item in their luggage, and tor- nadoes in sinks, may at first encounter put a lush on the wagon, but the viewer deep down is saying: 'Come on, now!'"

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

Five advertising agencies, all in New York, and several admen also accepted top awards for ads in various media. Winners in three categories each were Young & Rubicam and Doyle Dane Bernbach. Gilbert Advertising Agency topped in two categories, with Delehanty, Kurnit & Geller and McCann-Erickson, taking one each.

Winners of the radio award: Gilbert Advertising; Gilbert's Harry Gittes, concept; for Guerlain Inc. Warren Pfaff of J. Walter Thompson, copy, for Pan Am Lou Dorcharme of Young & Rubicam; production, for Ballantine Beer. TV black-and-white winners: McCann-Erickson; McCann's Tony Parsi, concept and graphics, for Westinghouse, John Burghardt and Pat Steele, both of Young & Rubicam, copy, for Cluett Peabody International. Television color: Young & Rubicam; Y&R's Lear Levin and Mike Slosberg, concept and copy, respectively, for Goodyear. Stewart Greene and Dick Rich, both of Jack Tinker & Partners, for Alka-Seltzer graphics.
advertising campaign that will emphasize UTA's service to Tahiti, the Fiji Islands, New Caledonia and Australia.

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

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

QMI to get study of FM in home and autos

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

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

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

More muscle for code on derogatory radio ads

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

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

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

TV shows its wares to 4A's

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

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

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

Commercials for more than two dozen U. S. products and services were shown in a "Best of the 100 Best Television Commercials" display presented by Harry Wayne McMahan, advertising consultant. This session, a special TV showcase, also displayed a collection of foreign commercials of the last decade, as selected by Alfred M. Scott, J. Walter Thompson Co., New York.

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

One Voice, One Home • A nonvisual presentation feature of the weekend was a report by John W. Chancellor, former NBC newsman who now heads the Voice of America, on "The Intimate Giant"—his term for the Voice, a $30-million-a-year operation that, despite its size, seeks to operate throughout the world as "one American speaking to one home." This intimate approach, plus a policy of accuracy and full disclosure in reporting U. S. news, has made the Voice successful in gaining both audiences and credibility around the world, Mr. Chancellor reported. In Russia, he said, the VOA has been able to break the Soviet monopoly as a source of the news available to its people, and has forced the Russians to start a new magazine "to counter our efforts."

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

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

Kentucky court says no fine for WHAS-TV

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

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

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

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

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

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

Investigation? • The FCC's conten-

BROADCASTING, May 9, 1966
tion that the station should have investigated the backers of the committee brought this response from the judge: "A licensee dealing with an established and responsible advertising agency is not required to independently investigate the actual role of a political committee whose name is furnished by the agency to the licensee as the 'sponsor' of a political telecast. The use of such committees, desirable or undesirable as it may be, has long been countenanced by those in the federal and state governments having authority therefore..."

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

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

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

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

The agreement, announced last Oct. 19 in Chicago, calls for $6.1 million the first year and $6.5 million in 1968. This is 68% higher than NBC-TV's current contract of $250,000 for the All-Star game and $5.5 million for the World Series.

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

**TV ad discount hearing scheduled**

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

**C-P unifies spot buying**

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

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

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

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

**Phoenix firm goes in with Bozell & Jacobs**

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

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

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

**13 is lucky number for ABC-TV football**

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


**C-P accelerates TV buying as strike ends**

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

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

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

**Packaging bill may get committee action**

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

Numerous times in recent weeks the bill has been set aside for deliberation of other legislative matters, despite announcements by the committee that it would be acted on. The Commerce Committee has met in closed-door executive sessions on the average of three days a week since discussions on the
wmca turns people on.
Just ask Mr. Pants,
Suzuki Motorcycles
and 262 other sponsors
who advertise on the
Gary Stevens Show.

Gary Stevens turns on teen-agers. That's his job.
And it's one he's uniquely qualified for.
It hasn't been so long since
Gary was a teen-ager himself.
(He's only 25.) He talks teen-agers' language.
About dating and music and fads.
And they listen to what he says.
About motorcycles and clothes and almost
anything else that teen-agers dig.
Which is nice to know
if you want them to dig your product
before they dig someone else's.
bill were apparently completed, and early approval indicated by its original author, Senator Philip A. Hart (D-Mich.), the first week in April.

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

Despite overzealous optimism on the part of some members of the Commerce Committee, and even if the bill is reported out of the 89th Congress, the “Fair Packaging and Labeling Act” may face formidable obstacles in the Senate.

Gardner adopts new commission system

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

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

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

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

Sanforized aims radio campaign at teen-agers

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

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

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

Networks scheduled for small business hearing

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

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

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

Agency starts with $2.2 million billings

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

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

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

Spanish stations want special RAB division

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

In other business, members elected James E. Coyle, vice president and general manager of KALT San Gabriel, Calif., president of the organization.
Greatest Acceptance in the nation!

WCCO RADIO

In 1966 wins George Foster Peabody Award!

For life-saving public service in Minnesota's destructive blizzards, floods and tornadoes in 1965. "Through broadcast survival instructions and continuous alerts, hundreds of lives were saved." The third Peabody Award for WCCO Radio.

WCCO RADIO
Northwest's Only 50,000-Watt I.A. Clear-Channel Station

Minneapolis
St. Paul

Broadcasting, May 9, 1966
Late-night news feeds pondered

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

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

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

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

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

- One plan would feed existing film or tape of a top story not previously used, would show no CBS News correspondent on camera but might use one off-camera for bridges and voice-over, and would include no fresh remote feeds except for late-breaking stories of top importance on a basis of one a month. Estimated annual cost: $325,000. Approximate increase in network's charge to stations for Electronic News Recording Service (ENRS): 6% of class A hour rate.

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

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

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

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

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

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

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

Mr. Salant reminded his audience that this concept of selective, judgmental news coverage was not one that CBS has come upon suddenly or recently. He recalled that last July, when he was serving CBS as a vice president and special assistant to the president, he expressed serious reservations about simultaneous three network gavel-to-gavel coverage of political conventions during a talk before the Kentucky Democratic Central Executive Committee (BROADCASTING, July 26, 1965).

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

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

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

Minneapolis
St. Paul

NORTHEAST'S ONLY 50,000 WATT 1-A CLEAR CHANNEL STATION

REPRESENTED BY CBS RADIO SPOT SALES
time and how we should use it."

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

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

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

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

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

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

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

NBC-TV last week took the offensive against producer-director George Stevens in the battle over the movie "A Place in the Sun." Mr. Stevens directed the film and filed a $2 million damage suit last October to keep the television network from showing it. But NBC-TV presented the movie to its viewers on March 12 and last Tuesday (May 3) went into Los Angeles superior court and filed a notice of motion to dismiss the case. Among other things, the network charged that the court had no jurisdiction in the case and that Mr. Stevens's suit abridged the First Amendment of the Constitution by imposing on freedom of speech. Mr. Stevens and his attorneys, Slaff, Most & Rudman, agreed to submit a memorandum answering the dismissal motion by May 10. If the motion is denied the case will move to department one, the trial department, of the superior court on May 13 where a hearing date and trial judge will be determined. The chances are that the case will come up for trial the week of May 16.

**New fairness deadline**

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

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

**More speakers set for NAB radio clinics**

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

The day-and-a-half clinics then move to Houston (May 12-13), St. Louis (May 23-24), Minneapolis (May 26-27), Tarrytown, N. Y. (June 6-7), and Fort Lauderdale, Fla. (June 9-10). The new speakers, all for the Minneapolis and/or St. Louis sessions and their topics are:

- Modern music—Gene Taylor, WLS Chicago in both cities.
- Country music—Jerry Glaser, Country Music Association and WENO Madison, Tenn., in St. Louis; George Dubineth, WJJO Chicago in Minneapolis.
- Large-market news—Jim Bormann, WCCO Minneapolis in St. Louis.
- Small-market news—John H. Lemme, KLTU Little Falls, Minn., in Minneapolis.
- News and public service—John Hurlbut, WWMC Mount Carmel, Ill., in both cities.
- Other speakers for the St. Louis and Minneapolis clinics and the complete speaker roster for Portland and Houston had been announced earlier (Broadcasting, April 18).

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

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

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

**Freeman answers farm questions of four AM's**

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

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

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

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

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Distinguished Service in Journalism. For providing "a prime source of information needed by the public for its protection against disaster," WCCO Radio is the only station to ever win Peabody, duPont and Sigma Delta Chi Awards in the same year.

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NORTHWEST'S ONLY 50,000-WATT CLEAR CHANNEL STATION

MINNEAPOLIS St. Paul

Represented by CBS

BROADCASTING, May 9, 1966
The FCC has begun an inquiry that could result in a reduction of the rates that AT&T charges television-program originators who have less need for interconnection service than do the major television networks.

The inquiry grows out of a complaint filed by Sports Network Inc. against AT&T. SNI has asked the commission to find the rates it has been charged by AT&T unjust, unreasonable or unduly discriminatory. The commission last week designated the complaint for a hearing.

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

The hearing is to determine if the charges for such short-time use are "unjust, unreasonable or unduly discriminatory." The commission feels question has been raised as to whether AT&T's rates favor the major networks, which have traffic for AT&T a full eight hours a day.

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

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

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

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

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

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

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

Radio series sales . . .


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

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

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

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

FOI legislation expected to pass

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

The bill ($1160), as now constituted, creates a public records law guaranteeing greater access to government information by both the public and newsmen. The only exceptions to its clear-cut requirement to "make all records promptly available to any person," and to provide for the first time the redress of court action to enforce it, are those areas of sensitivity which would either trespass on the rights of individuals or be detrimental to the national interest and security.

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

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

Twice in the past four sessions of Congress the Senate has passed similar "public access" legislation, only to have it stall in the House until nullified by adjournment.
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WCCO RADIO
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WCCO RADIO, Minneapolis-St. Paul's only 50,000 Watt Clear Channel Station, delivers the largest share of audience of any station in any market in the nation. More listeners than all other Minneapolis-St. Paul stations combined.

Audience data based on Mediastat estimates; 32-count survey area, 5:00 AM - 12:00 Midnight, 7 days a week, Oct. - Nov. 1965, subject to qualifications which WCCO Radio will supply on request.
FCC is virtually alone on 50-50 plan

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The affiliates group, asserting the staff

Snobery towards TV gets kick in pants

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

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

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

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

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

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

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

Dr. Kay said the study had been done for a client who is a broadcast-er as part of a larger research project but said he was not at liberty to reveal the broadcasting company's identity.
dependent producers are meaningless more than 93% of all network's owned or proprietary control increased from about two-thirds of all prime time programming in 1957 to more than 93% in 1964.

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

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

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

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

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

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

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

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

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

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

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

Utt charges CBS's 'Rumor' with libel

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

Management group plans second cycle

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

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

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

The series is produced on tape at noncommercial WQED(TV) Pittsburgh. It is distributed from the AMA headquarters in New York at 135 West 50th Street.
York last week.

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

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

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

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

The trial is expected to last about a month.

'Static curtain' mars Vietnam radio news

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

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

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

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

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

Mexican upset about TV portrayals

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

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

In his letter, Mr. Gonzalez said:

"Quite a few Mexican and American citizens of this area [Los Angeles] have contacted this consulate general protesting against what a lady in Ventura calls 'the most insulting and ridiculing manner' in which Mexicans are portrayed in the Bob Hope Show released nationally over NBC on April 13, 1966. "We Mexicans resent, and resent this strongly, and we are becoming very much concerned over television's increasing tendency of presenting Mexico as a country of bandits and buffoons, usually dirty and unkempt."

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

Lewis wills money to Smoot, Birch Society

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

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

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

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

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

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Bennett Cerf  Eddie Albert  Jules Munshin  Vaughn Monroe  Dr. Benjamin Spock
Jim Nabors  Howard Keel  Hugh O'Brian  Harry Belafonte  Anna Maria Alberghetti

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no TV for dodd

ethics hearing

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

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

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

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

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

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

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

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

Program notes...

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

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

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

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

New series = The Art of Living, a series of 20 five-minute inspirational messages are now available for radio. Written by Wilfred A. Peterson, the series is available from Edward M. Miller and Associates Inc., Grand Rapids, Mich. 49502.

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


Film sales...

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

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


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

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


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


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

Volume 9 (Seven Arts): WJZ-TV Baltimore; WBRL-TV Peoria, Ill.; WLCV-TV Tampa, Fla.; WLAC-TV Nashville; WDIV-TV Duluth, Minn.; KPAC-TV Port Arthur, Tex.; KRED-TV El Paso, Tex., and WCIV (TV) Charleston, S. C.

The Addams Family (Filmways Syndication Sales): KBJV-TV Los Angeles and WOR-TV New York.
KTVI's Documentary "THE CORNER" has been Named Regional Winner of the Station Award by the NATIONAL ACADEMY TELEVISION ARTS AND SCIENCES

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

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

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

THE EXCITING NEW KTVI 2 ST. LOUIS ABC HR
The luncheon the most successful come. and plenty, with overtones of stations on hand, had an air of peace and plenty, with overtones of to come. Network officials called it one of the most successful affiliates conventions in CBS history.

Highlights of the closed meetings:

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

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

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

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

- The network took steps to evaluate and meet affiliate demand for late-night news feeds, and Richard S. Salant, president of CBS News, made it clear that the era of wall-to-wall coverage of major news events is over far as his division is concerned (see page 42).

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

In Charge • Mr. Reynolds, who took over as network president in February, kept a firm but apparently relaxed hand on the two-day proceedings, according to participants, introducing all the key speakers but dispensing with the usual detailed reports on such topics as research and promotion.

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

Messrs. Reynolds and Dann noted that, as compared to 19 specials presented by CBS-TV in 1964-65 and 37 this past season, the network has already committed for 26 in 1966-67, is in the process of arranging for further TV adaptations by such playwrights as Arthur Miller and Tennessee Williams, and expects to see at least 37 specials—possibly more—pre-empting regular network fare.

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

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

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

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

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

Future Hardware • In his appearance, Mr. Schneider called attention to a scientific revolution in the making and said the inevitable problems growing out of technological change would have first call on his own time. In addition to changes to come with the refinement of satellite broadcasting (see story, page 29) Mr. Schneider put considerable emphasis on the effects of eventual development of a consumer-priced home video-tape recorder. He thought it doubtful such machines would make a
significant impact on the broadcasting industry for at least several years, but he warned against underestimating their potential.

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

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

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

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

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

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

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

Mr. Lodge, vice president for affiliate relations and engineering, asked affiliates to do what they could to prevent their respective state legislatures from voting to stay on standard time next year. The hope is for a uniform nationwide changeover to daylight saving time.

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

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

Since January, when 35 minutes were turned over for local sale, monthly totals have decreased steadily; eight were released in February, two in March and none in April. According to Mr. Lodge, estimates by CBS-TV sales officials indicate affiliates ought not to count on many unsold minutes being available in the next several months.

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

Mr. Lodge asked affiliates if they were in favor of the network continuing to present Sunrise Semester and Summer Semester, programing that he said costs CBS-TV more than $250,000 yearly. A hand vote indicated overwhelmingly affiliate support for continuation of the educational programs.

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

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

He pointed out that the modified blackouts in NFL cities would mean more football on CB6-TV next year and he predicted increases in ratings for this coverage.

Mr. MacPhail said CBS had not bid on rights to Olympic Games coverage (acquired by ABC) because of commitments involving the NFL, the elections and other programs. But he stressed that this did not mean that CBS would not be bidding on future sport specials and sport series.

Reams wins Ohio nomination

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

Democrat Frazier Reams Jr., 36, vice president and partial owner of W TOL-AM-FM Toledo, Ohio, and until last year, of its affiliate WTOL-TV, won a landslide nomination for the house.
Howell sells 81% of his TV stations
PRICE TOPS $2 MILLION IN SALE OF THREE TV'S

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

Sold to XYZ Television Inc. for $2,092,000 were Mr. Howell's KREX-
AM-FM-TV (ch. 5) Grand Junction, KREY-TV (ch. 10) Montrose and KREY-
TV (ch. 6) Durango, all Colorado.
The buying group includes the Howell interests, which give up 81% interest to a group of Cincinnati investors under the name of Forestville Realty Corp. Forestville Realty is owned by James R. and William J. Williams, real estate developers, and

WJEJ's 10,000 Country Clubbers
don't fiddle around

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

They don't fiddle around when it comes to spending, either. Industrialized Grand Rapids is Western Michigan's top-earning, top-spending market. People around here make good money and they keep it moving.

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

Lawrence H. Kite, attorney, each owning 264% of XYZ Television; and Dr. J. Harry Dornheggen, physician and real estate investor, 20%.

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

Mr. Howell will have an 8.5% interest in the new ownership. Other Howell-group interests: Carl Q. Anderson, 3.9% of XYZ and $75,000 for his 49% interest in KREY-TV; Roy H. Adam-
son, business manager and treasurer of the Howell's Western Slope Broad-
casting Corp., 2.5%; Robert J. Mc-
Mahan, general manager of West-
ern Slope Broadcasting, 2.5%; Ruth G. Kendrick and Marlene J. Hoskin, daughters of Mr. Howell, 0.8% each. Mr. Howell who has been in poor health in recent years, also will receive $25,000 yearly consulting fees and $25,000 annually for an agreement not to compete for a period of 10 years.
The Montrose and Durango TV facilities are partial satellites of KREX-
TV, originating some local programs. Messrs. Howell, Anderson, Adamson, and McMahan are also the joint owners of Montrose Telecable Inc., a CATV system.

The second transfer of TV stations last week involved WBJA-TV Bingham-
ton, N.Y., and WEPA-TV Erie, Pa. Alfred E. Anscob and James E. Glee-
ley sold their 63.5% interest to a New York group for $33,000 and the assump-
tion of $636,000 in obligations.
The New York group consists of Gerald Arthur, publisher of a group of weekly newspapers on Long Island, N.Y.; Oliver Lazare, textile business, and J. J. L. Hessen, attorney. All three own WееE Rensselaer, N.Y.

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

Local regulation of CATV rates called for

AT&T has asked the FCC to re-
consider its decision to take from the states jurisdiction over the regulation of tariffs covering intrastate common-carrier service to community antenna television systems.
The commission last month ordered all communications common carriers servicing CATV's to file such tariffs with the commission rather than with state public utilities commissions (Broadcasting, April 11).
The commission based its decision
What do you think of our new color studio as a hole?

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

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

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

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

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

WFBM TV
INDIANAPOLIS

TIME LIFE
BROADCAST

REPRESENTED NATIONALLY BY THE KATZ AGENCY
on its holding that broadcast signals are interstate in character, regardless of whether or not they cross state lines. AT&T doesn't challenge the FCC's authority to regulate CATV's in their selection and use of broadcast signals. But it said the commission doesn't have the authority to require the filing of intrastate tariffs with the federal government. It also said the commission order runs counter to policy to leave economic aspects of CATV operations to state and local regulation.

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

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

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

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

McGrath hits FCC on CATV regulations

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

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

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

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

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

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

Irion charges 'ineptitude' in asking WKSB denial

FCC Hearing Examiner H. Gifford Irion last week recommended that the license renewal application of WKSB Milford, Del., be denied. In his initial decision Hearing Examiner Irion said the station had failed to establish that it is financially qualified, had admitted numerous technical violations, and had failed to answer correspondence and file necessary reports with the commission.

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

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

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

FM station born with black ink on its books

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

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

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

WCLM(FM) appeals case dismissal

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

The FCC revoked the station's license on the grounds that it failed to operate within the terms of its license, misrepresented and concealed facts and
In the $2 billion Tulsa market...

EVERYBODY WATCHES KVOO-TV

More than 50% of Oklahoma's annual retail sales are made in the coverage area of KVOO-TV, Tulsa's only complete color station. Live color programming, first run movies, and no triple spotting are just a few of the reasons more homes are swinging to KVOO-TV.
violated various technical rules (Broadcasting, Aug. 3, 1964). The station was originally cited for allegedly airing gambling information used by bookies, but this issue was not decided in the commission's final decision.

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

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

Examiner wants fine for Eaton’s WOOK

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

Examiner Schildhause concluded last week that the evidence in the hearing indicated that the station, owned by multiple station owner Richard Eaton, was guilty of violations in equipment, engineering performance and log-keeping. But he also said there was no evidence the violations resulted from design or lack of care on the part of management. And corrective action was taken after irregularities uncovered by commission inspectors were brought to Mr. Eaton’s attention, he said.

“By the process of citation and purification,” the examiner wrote, “the station appears to have been dragged into the modern era where equipment and other technical advances have simplified steady attachment to the fulfillment of operational obligations.”

Control • Another issue involved the amount of control that Mr. Eaton exercised over the station. Examiner Schildhause said that the hearing indicated that Mr. Eaton “is as well a committed broadcaster as investor.”

The commission, in the first use it made of the authority that had only recently been granted by Congress, imposed short-term renewals on WOOK and four other Eaton stations in 1961, on the ground that Mr. Eaton’s supervision had been inadequate.

Wook’s current renewal application, filed in 1962, was designated for hearing in January 1965, after a protracted review of the operations of WOOK and other Eaton stations (Broadcasting, Jan. 25, 1965).

The examiner, noting the time that has elapsed, said the “only tolerable choices are to take away the license or to renew on a regular basis.” He agreed with the Broadcast Bureau that non-renewal was not warranted, but he rejected a bureau recommendation that a one-year renewal be given.

Forfeiture Warranted • He said a forfeiture was in order—“not out of any sense of insisting upon a measure of flesh from this licensee but because there must emerge a bracing message from an inquiry as lengthy, costly and distracting as this has been over the years.” He said forfeiture of $7,500 is indicated. The maximum of $10,000, he said, would be a case of “overskill.”

Mr. Eaton owns 13 other AM, FM and TV stations, seven of which received commission sanctions in January 1965. The examiner noted that the commission affirmed a $5,000 forfeiture against WBNX New York, gave short-term license renewals for WANT Richmond, Va.; WINX Rockville, Md.; WFRN (FM) Washington; WILX-AM-FM Baltimore, and WJMO Cleveland Heights, Ohio. The remaining Eaton stations are WCUY (FM) Cleveland Heights, WOOK-TV Washington; WMUR-TV Manchester, N. H.; WTLF (TV) Baltimore; WJMY (TV) Allen Park-Detroit.

Changing hands

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

• KREX-AM-FM-TV Grand Junction, KREY-TV Montrose and KREE-TV Durango, all Colorado: Sold by Western Slope Broadcasting Corp. to XYZ Television Inc., for $2,092,000 (see page 56).

• WHYE Roanoke, Va.: Sold by Justin Dove, Homer Quann and others to Impact Radio Inc. for $169,000. Impact Radio is headed by Buford Epperison who has interests in WABX Selma, N. C., and WCFV Clifton Forge, Va. WHYE is a daytimer on 910 kc with 1 kw. Broker: Blackburn & Co.

• WQTM Latrobe, Pa.: Sold by John J. Stewart, Kenneth Chapin and Charles Rutledge to Fred A. Grewe Jr. for $75,000. Mr. Grewe is owner of WGIF Moundsville, W. Va. WQTM is 1kw daytimer on 1570 kc. Broker: Chapman Co.

• WHTA-TV Binghampton, N. Y., and WAPA-TV Erie, Pa.: Sold by Alfred E. Anscombe and James E. Greeley to Oliver Lazar, Gerald Arthur and J. J. L. Hessen, for $35,000 plus $656,000 in obligations (see page 56).

New TV stations

WDHO-TV Toledo, Ohio (ch. 24)
went on the air May 3. The station is authorized to operate with 275 kw visual, 55 kw aural, from a tower 1,466 feet above average terrain. Wdho-tv is owned by the D. H. Overmyer Communications Co., which owns watl-tv Atlanta, wand-tv Pittsburgh, wsco-tv Newport (Cincinnati), Ky., kbay-tv San Francisco and wdho-tv Rosenberg (Houston), Tex. Wdho-tv is the first of these stations on the air with the rest all being scheduled for air dates this year.

New president named for ARB

The American Research Bureau got a new president last week, lost its executive vice president, and there were rumors that George W. Dick, who remains as chairman, may not be with the national TV and radio research program ratings organization much longer.

Announced as the new president and chief executive officer of ARB is Dr. Peter Langhoff, senior vice president of Young & Rubicam, New York.

Rodney Erickson, executive vice president and director of marketing for ARB, resigned to join Kenyon & Eckhardt, New York as director of TV-radio programming.

Dr. Langhoff joined Y&R in 1946 as manager of the advertising agency's research department. He was made director of the department in 1947 and a vice president of the agency a year later. Since 1964 he has been a senior vice president. Before entering advertising, Dr. Langhoff was director of research services for the Veteran's Administration. His service with the government began in 1934 with the National Resources Board.

He was born in Peoria, Ill., and was graduated from the University of Illinois with a BS in engineering and a PhD in economics. He is chairman of the Advertising Research Foundation, was national director of the American Marketing Association from 1963 to 1965, president of the Market Research Council from 1961 to 1962, former chairman of the Committee on Research of the American Association of Advertising Agencies; has lectured at Columbia University in New York, and has advised the Department of Commerce, Department of Defense, and the Hoover Commission.

Mr. Erickson is assuming the duties formerly handled by James Bealle, who was transferred to Los Angeles as manager of the K&E office in that city. Mr. Bealle is succeeding William Gargon Jr., vice president and manager of K&E's Los Angeles office who is being shifted to New York to take up an assignment in the agency's communications services division.

Mr. Dick has been chairman-president of ARB and its chief executive officer as well. No mention was made in the announcement of Mr. Dick's future line of authority and functions but there are persistent reports that he plans to leave ARB.

Mr. Dick could not be reached last Thursday when the ARB board met to approve Dr. Langhoff's selection as president. A company spokesman would only say that Mr. Dick is remaining as chairman.

WOKK added to NBC list

Wokk Meridian, Miss., became NBC Radio's 205th affiliate on May 1. Wokk, formerly with ABC, and owned and operated by New South Broadcasting Corp., is on 1450 kc with 1 kw day, 25 w nights. ABC switched to wmosx, also Meridian, owned and operated by Lauderdale Broadcasting Inc., on 1010 kc with 10 kw day, 1 kw nights.

NAB schedules sessions

Next week will be a busy one for staff and committee members of the National Association of Broadcasters. Tuesday (May 17) will see the first meeting of the small-market radio committee. Raymond Plank, Wkla Ludington, Mich., newly elected radio board member, is chairman of the committee. On Wednesday, the Future of Broadcasting in America committee will meet to take up pay TV. Thursday will find the executive committee in session. And next Friday the building committee will continue its study of proposed designs for NAB's new headquarters building. The committee met last Thursday (May 5), saw six sketches at the architectural firm of Mills, Petticord & Mills of Washington, but wants to see more details.

EXCLUSIVE BROADCAST PROPERTIES!

ARIZONA—Fulltimer licensed to prosperous single station market. Equipment both plentiful and in excellent condition. Valuable real estate included. Priced at 1½ times gross plus real estate for a total of $175,000 with 29% down and the balance over ten years. Contact—John F. Hardesty in our San Francisco office.

ROCKY MOUNTAIN STATE—Daytimer—second station in multi-station major market of Colorado. This money maker has excellent growth pattern. Retail sales in excess of $100,000. Doing well absentee operated. Priced to sell quick at $165,000 on terms open to negotiation. Contact—George W. Moore in our Dallas office.

Hamilton Lands & Associates, Inc.

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RADIO-TV-CATV-NEWSPAPERS

America's Most Experienced Media Brokers
A caution flag on ARMS

NAB-RAB concerned that ‘confusion’ may arise during period of evaluation of report

Radio can be measured with reasonable accuracy and the All-Radio Methodology Study provides one of the yardsticks for future research. But the National Association of Broadcasters and the Radio Advertising Bureau, chief underwriters of the $325,000 ARMS study, said they are "concerned that confusion can arise during this period when the tremendous amount of information is still being digested." They urged that "all concerned exercise both patience and restraint in response to inevitable rumors, counter-rumors and occasional deliberate water-muddying expeditions."

Last week, Vincent Wasilewski, NAB president, and Miles David, RAB president, issued a joint status report on ARMS. The statement had been in the drafting stage for several weeks, ever since some agencies, stations and rating-service officials expressed confusion over the original report and what it was supposed to show (CLOSED CIRCUIT, April 11). The initial report had been given at the NAB convention in Chicago (BROADCASTING, April 4).

To clear up the confusion, the NAB-RAB statement noted that "one basic contribution of the study is that it provides clear evidence that radio can be measured ... by several methods." It added that: "Practical results can be achieved from ARMS findings. But the research firms should keep improving radio audience measurement."

40 Years Of Famine - The statement noted that ARMS came about because of the "relatively little methodology research work" of any scope that had been undertaken in the past 40 years. NAB-RAB were satisfied that the results "will be substantial and that it has accomplished as much as conceivably could have been undertaken in a single project." However, the statement added, that does not mean "there should not be methodology exploration in the future by private enterprises."

NAB-RAB noted that five research firms had already spent "as long as a day-and-a-half in sessions!" with Audits & Surveys, the firm that conducted the study. The five firms are the American Research Bureau, The Pulse Inc., Mediastat, C. E. Hooper and Sindlinger & Co.

"We believe," the statement said, "that some of the private companies may have come to the sessions on the ARMS study hoping to find ammunition for a rebuttal. We have been encouraged by the fact that by the time the sessions were concluded, the research firms thus far seen have apparently been impressed with the ARMS study, and anxious to take time to study the results in positive fashion."

No Cumes - Describing the study as a standard only, NAB-RAB said it cannot be used as an accurate commercial measurement method because it is "too costly and complex ... It is good as a checkpoint, but not realistic as a continuing measurement . . . [It] has no capability of providing cumulative audience measurements for even as long as a day. It's just a checkpoint of individual quarter-hour by quarter-hour levels and shares."

The complete ARMS report is due in about six weeks and will be followed by the Advertising Research Foundation's "independent evaluation." The statement doubted even the "thick completed report . . . will serve perfectly in communicating results. It will take many small meetings and seminars."

We will organize whatever program of such meetings is necessary to insure complete communication with advertisers, agencies, broadcasters and station representatives."

Bartell seeks CATV franchise in Brooklyn

Bartell Media Corp.'s recently established community antenna television subsidiary has made application to New York City for a CATV franchise in the
bought of Brooklyn.

Bartell Cable TV Systems, says it plans to use New York Telephone Co. equipment on a leaseback basis if it attains the grant.

Three other companies that have received New York City CATV franchises have chosen to install their systems independent of the phone company although they must use underground duct space owned by a New York Telephone subsidiary.

Melvin Bartell, president of the cable television subsidiary, says the company has another franchise and a development application pending, both on the East Coast, but Bartell has no antenna systems currently in operation.

The company intends to get into CATV on a nationwide basis according to Mr. Bartell.

Bartell Media Corp. publishes and distributes a number of consumer and trade magazines and books. Its broadcast division operates WADO New York, WOKY Milwaukee and KCBQ San Diego as well as two TV stations in the Netherlands Antilles, Telecuracao and Telearuba.

News growth whets sponsor interest

As television grows, so do news and public affairs programs, and advertisers "are increasingly recognizing the value of sponsoring such programming," Roy Danish, director of the Television Information Office made these observations last week at the Missouri Broadcasters Association meeting held in conjunction with Journalism Week at the University of Missouri.

The recent color boom, he noted, has also been responsible for getting all-channel sets in homes at a rapid rate, thus adding to the audience potential of the UHF stations. He said there are now about five million color sets in use, that this number will go up to eight million (15% of all families) by the end of 1967 and that by 1970 45% of all families will have color receivers.

Added to the monochrome all-channel sets, he added, "this brings the anticipated UHF total close to 80% by the end of the decade. And these forecasts are probably conservative."

For a newsmen, he said, the dimension of color added to the increasing number of UHF stations going on the air equals "a greatly expanded market for his skills" at the station level where "the increase in news prograning has been most marked."

Mr. Danish noted that news accounted for 25% of a station's locally
produced programing in mid-1964. A year later the figure had risen to 40%.

At the network level, he said news, "our primary fare in the most expensive element" in the budget. He estimated the three TV networks would spend $120 million on news and public affairs programing this year."

The TIO director said that it is not easy to separate the economic and journalistic forms of broadcast journalism. Television, particularly, he said, "involves expensive and not necessarily easily handled equipment. Cameras and remote units and the people required to handle them can run up a bill in a hurry. Properly used, they can enhance a story far more than words alone can do."

Vocal Minority - The dissatisfied articulate few were blamed for most of broadcasting's "serious long-range problems" by Paul Comstock, vice president for government affairs of the National Association of Broadcasters.

This minority, he said, is not happy with the "taste of the great majority of listeners and viewers" to whom radio and television are aimed. "Not content to allow true freedom of choice for the majority or to exercise for themselves that individual electicism that is the hallmark of the intellectual, such critics would use the power of government to influence programing," he charged.

Mr. Comstock said some of these critics would convert the advertiser-supported system of today to pay television and others would punish commercial broadcasting to support a TV system that would offer "more cultural programing for the cultivated few."

He also attacked opponents of the NAB voluntary codes, who would destroy the codes through strict government control over programs and commercials, while others would scrap the codes in favor of laissez faire.

The self-regulatory aspect of the codes was also covered by Howard H. Bell, director of the NAB Code Authority. Speaking to the students at a Journalism Week session, he said study of self-regulation that exists in business, industry and professional areas is "too often neglected in the process of learning the tools of the trade."

"This is surprising," he continued, "because the ability and freedom to function in your future chosen field may be governed as much by the prevailing attitudes and policies of regulation as by the skills you bring to the trade."

Radio's newly developing strengths in sales, research and creativity were cited by Maurie Webster, vice president, CBS Radio Sales, who predicted 1966 would be radio's "greatest year" for advertising. He said the medium has become a "far more attractive medium" to creative people than it was before.

The economy's need for radio-TV

Chrysler's Townsend cites challenges facing communications at opening of AWRT convention

The combination of mass production and mass communication, especially broadcasting, is largely responsible for the recent growth rate of the world economy, Lynn A. Townsend, president of Chrysler Corp., told the annual convention of the American Women in Radio and Television at Detroit last week. More than 400 women broadcasters were expected to attend the four-day session which ended yesterday (May 8).

Speaking at the opening banquet Thursday, Mr. Townsend said mass communication has been creating the desire of people in all parts of the world to live better. The enterprise has been researching, designing and mass-producing the products that mean better living. He felt that this partnership has been given a completely new dimension in recent decades as a result of widespread ownership of radios and television sets.

Mr. Townsend noted that the task of providing basic education and the desire for progress among the hundreds of millions of people in underdeveloped nations had seemed almost impossible in the past. "But in our time the rapid growth in the ownership of radios and TV sets has given us new hope," he said.

"It now seems clearly possible that with the help of such new technical developments as relay satellites, earth stations for receiving signals from the satellites and televising them locally and such further possibilities as the use of microwaves and lasers," he continued, "the world may have been provided with a technical shortcut to mass education."

More Important - Mark Foster, managing director of Theater Network Television, New York, who was to speak Friday, pointed out that the content of the new international communication is much more vital than the Buck Rogers hardware that now is making it possible.

All of today's communicators must learn to properly use these new media, he said, "because they can cause as much damage and as much hell as they can cause good." A better understanding of local mores will help us communicate much more effectively, he stressed.

Philip Lesly, head of his own Chicago public relations firm, also scheduled for Friday, cited new trends in public relations. One is new social and psychological factors that affect communications between groups, he explained, and another is the emerging principles and techniques of public relations affecting communication itself. He especially noted splintering of audiences in all mass media.

"I believe we are certain to experience an explosion of diversified interests facing the broadcast media or their substitutes very soon," Mr. Lesly said, suggesting that "this may be brought about by the proliferation of UHF stations, community antenna television, video-tape programing in the home, pay TV, or any combination of these."

Unopposed in Sunday's elections at AWRT were Julie Chase Fuller, WTAG Worcester, Mass. for president succeeding Dora Cossé, Dora-Clayton Agency, Atlanta; Krim Crawford Holzhauser, vice president of Goodwin Danenbaum-Littman & Wingfield Advertising, Houston, for president-elect, and Irene Mizwinsky, CBS Films, New York, for secretary-treasurer.

CBS Inc. makes annual gift to WNBT(TV)

CBS Inc. contributed $100,000 last week to the Educational Broadcasting Corp., owner and operator of WNB(TV) Newark, N.J.-New York, noncommercial TV station. CBS has made $100,000 gifts to WNB each year since 1963 and made a grant of $250,000 in 1961 toward the purchase of the station for educational use.

John W. Kiermaier, WNDT president, reported that the station has received more than $33,000 in pledges as a result of a fund-raising telethon presented April 25 and repeated on April 27. In addition, the station raised $20,000 on April 24 from a benefit stage performance that was the basis of the taped entertainment program carried on the telethon.

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Is TV too fat and happy?

Here comes the lean and hungry one.

We happen to think there’s nothing wrong with television that more television can’t cure.

Competition improves the breed. New stations make old stations a little nervous — and when they get nervous they get better.

Which is why Overmyer plans to launch new stations in six important markets this year — an unprecedented number. We’ve just opened our first in Toledo. Others will follow in Pittsburgh, Atlanta, San Francisco, Cincinnati, and the Houston area.

We hope to give the establishment a run for its money. And we’ll do everything in our power to encourage people to twirl that dial.

Including giving them good programs.

Overmyer Communications Company, 201 East 42nd Street, New York, N.Y. Represented by National Television Sales, Inc. Tel: 212 TN 7-1440

The Overmyer Group
Seven slated for duPonds

Annual awards to be officially conferred next week in Washington

Three radio stations, three television stations and veteran newsmen Cecil Brown will receive duPont awards next week at ceremonies in Washington. The selections were announced by professor O. W. Riegel of Washington and Lee University, which administers the Alfred I. duPont Awards Foundation.

The 1965 station winners for outstanding broadcasting in the public interest are: Wcco Minneapolis; WJVR New York noncommercial; WHCU Ithaca, N. Y.; WBFM-TV Chicago; WBFM-TV Indianapolis, and KTWO-TV Casper, Wyo.

Mr. Brown, who now delivers a daily commentary on KCTV (TV) Los Angeles noncommercial, received the news, commentary and public affairs award to an individual for his "stimulating and informative analyses [which] are in the finest tradition of public affairs broadcasting, and add a vigorous and effective voice to public discussion and understanding in a major metropolitan area." The citation also carries a $1,000 award.

WCCO was picked for its "support of cultural activity and civic progress." It was recognized for "the dedication of its resources, skills and air time to the protection of human life and property during the great tornadoes, blizzards and floods" of 1965.

The WJVR award to a noncommercial station, cites the station for "recalling to its listeners the power of radio to enrich experience and give delight" and for proving "the existence of audiences having intellectual curiosity, discrimination and taste." This presentation also carries a $1,000 award.

WHCU was selected as an "example of what a radio station in a relatively small city can do to serve its community well while remaining economically viable." Cited were such programs as Growth Potential Problems, Problems of the Elderly and The Doctor Speaks.

WBFM-TV received the TV station award for its "continuing commitment to the best interests" of its area. Single out were the station's Feedback surveys, the I See Chicago series, the Standpoint running editorial format and the WBBM TV Report series of documentary studies.

In winning the news, commentary and public affairs award, WBFM-TV was recognized for its "laudable concept of community service through its conscientious examination of local problems and needs, its support of an able news and public affairs staff of substantial size, and its evident desire to keep its viewers as fully informed as possible."

KTWO-TV was chosen for "performing for the citizens of its area and state a range of services ordinarily undertaken by a variety of agencies." Single out were its "leadership in the field of education" in supporting Casper College, use of TV for classroom instruction throughout Wyoming and cancellation of network shows to carry a daily TV kindergarten.

AMA gives one radio, two TV awards

The American Medical Association last week named WCBS New York as winner in the radio category of the AMA's medical journalism awards contest. The Chicago-based association said that WMAL-TV Washington and NBC were co-winners in television.

Three awards in print media were also made. Each first place winner will receive $1,000 cash and a plaque for journalism that contributes to better understanding of medicine and health.

WCCO earned its award for its Under Whose Wing? (WBFM-TV was selected for its Till We Meet Again. NBC was named for its Who Shall Live?

WGHQ honors humanitarian

At a cost of more than $6,000, WGHQ-AM-FM Kingston, N.Y., has given its third annual Human Relations Award dinner. Guest speaker was Senator Robert F. Kennedy (D-N.Y.). Award is given by the WGHQ stations to an individual who has worked toward improving human relations between various racial and social groups. This year's award was presented posthumously to Rabbi Herbert I. Bloom, and presented to his widow, Mrs. Anna Bloom. Establishment of two new awards were also announced at the April dinner: The Herbert I. Bloom Memorial Award and one in memory of Robert F. Browning, onetime news director for WGHQ. More than 800 people attended the dinner.

Ad Council TV impressions down

The Advertising Council, the communication and advertising industry's volunteer organization to promulgate promotional campaigns in the public interest, didn't have a happy year on television in 1965. Its campaigns received 10% less exposure on the networks last year than they did in the previous year. This is what Samuel Thurm, advertising vice president for Lever Bros. Co., told some 200 industry leaders at the Beverly Hills hotel last week. Mr. Thurm was presiding at the annual luncheon meeting of the council's Hollywood radio-TV committee.

He attributed the difficulty of getting Ad Council campaigns on television to competition from on-the-air promotion of the new-season shows. He added that indications were that the same intense competition would prevail this fall. Still, he noted that the council's public-service messages received up to 19 billion home impressions on radio and television last year.

Announcement also was made of the appointment of Herminio Travia, vice president and manager of the Los Angeles office of BBDO, as chairman of the Advertising Council's Hollywood radio-TV committee. He succeeds Walter Bunker, vice president of Young & Rubicam Inc., Los Angeles, who was honored at the luncheon on his retirement from the advertising business.

Drumbeats...

Arthritis award - Mac Marshall, news director of KGUN-TV Tucson, Ariz., last week won The Arthritis Foundation's annual Russell I. Cecil Award for the best radio-TV script on arthritis. Mr. Marshall's KGUN-TV documentary, "The Cripper," was chosen by Frank Corbin, of Burke & Corbin, New York, because of its "unusual depiction of the arthritis problem from the patient's viewpoint."

Contest flashes - KBOO Omaha is starting an "Instant Prize Information" service for its listeners. General Manager M. M. Fleischl said KBOO plans to monitor other local stations for major contest data and break into its own programing to relay the information.
CONGRATULATIONS, NBC!

The proud history of NBC parallels the history and progress of the broadcasting industry. WDSU's share in that imposing heritage dates back to 1923 when WDSU Radio began broadcasting. Today, we at WDSU highly prize our NBC Radio and Television affiliations, and look with confidence to an even greater future for NBC.

The little man above, paying tribute to General Sarnoff, represents the people of New Orleans and WDSU. He is the well-known creation of WDSU-TV Editorial Cartoonist John Chase. WDSU-TV is the nation's only station telecasting a daily editorial cartoon in color.

WDSU AM-FM-TV • NEW ORLEANS • JOHN BLAIR & BLAIR TELEVISION
Proud as Two Peacocks

Trailblazers in broadcasting and charter members of the NBC family, the WWJ Stations proudly hail the National Broadcasting Company for its 40 years of exceptional service to the American people.

Since 1926 in Radio and since 1948 in Television, we have been privileged to bring NBC's wide range of quality entertainment, news, sports and informational features to Detroit and southeastern Michigan.

That's why in 1966, as always, we're proud as two peacocks!

WWJ and WWJ-TV
40 years later—on Waikiki beach

NBC affiliates, and their wives, meet in Honolulu

at long last, looking back over a prosperous past

and ahead to promise of even more affluent future

Even so, the 1950 convention was described as being, with a few exceptions, "quite harmonious."

The chief exception centered on an NBC plan to tape audio highlights of its biggest television shows and sell them to their TV sponsors as a weekly radio program. Affiliates protested on the grounds that this would promote rising costs of television, particularly color. But it lacks the drama of the 1947 meeting when Neil McElroy, then vice president and general manager of Procter & Gamble, appeared before the affiliates and expressed "deep concern" about "the advancing cost of radio advertising"—and also warned against the "danger" in their tightening of commercial standards.

This week's, like 1948's at Sun Valley, will find an accent on television, but the formula will have changed a bit from the 4-to-1 ratio then suggested for television rates in relation to radio's.

The idea of NBC's soon having a television network of 20 to 30 affiliates, a vision advanced at the Sun Valley session, will seem as far-fetched this week as it did in 1948, but in the opposite direction. There is no big organizational overhaul now pending, as there was at the 1949 convention, where plans to split NBC into separate radio and television structures were announced. The 224 registered at that convention were

BROADCASTING, May 9, 1966

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assured that radio was “a better buy than ever before,” and getting bigger, but it was beginning to be recognized out loud that television would become a “serious” competitor in the future.

If there are plans to announce any radical new sales approaches this week, NBC has kept them quiet. At the 1950 convention there were new plans aplenty, all for radio. Aside from the TV audio highlights proposal that radio affiliates didn’t like, there were:

The “Tandem Plan,” in which six sponsors could rotate participations in five different nighttime radio network hours each week; a “Night and Day” plan, in which three advertisers could weave in and out of two daytime radio shows and one nighttime radio program, and a plan called “Sight and Sound,” in which three advertisers could buy rotating positions in one NBC-TV half-hour and one NBC Radio half-hour.

No Fight in Sight • There certainly is nothing in sight this week to match the stormy sessions of the 1951 convention at Boca Raton, Fla. At that meeting the affiliates, still mostly concerned with preserving their radio franchises, fought to stave off an NBC plan to “adjust” their radio network rates by a new formula that took local TV set penetration into account.

At Boca they willingly forsook the beaches and golf course for overtime sessions in which they also rejected what NBC called a “Guaranteed Advertising Attention Plan,” in which a network radio advertiser would be assured of getting 5.3 million advertising impressions a week for $2.75 per thousand.

Other conventions have had other issues, some large, some not. Almost by definition, affiliates always want more compensation and more time to sell for themselves, and if that is not true this week it will be a historic exception.

But there has been no sign that they intend to make an issue of it, or even bring it up formally.

All advance soundings suggest that the tone of this week’s meeting will most closely resemble the one held in 1949, which was described by both participants and neutrals as one of “unprecedented harmony.”

The holiday air, the warm sunshine, the island music and the plushness of the Hawaiian Village setting are not a combination to promote discord, and the program is in tune with the surroundings.

If any austerity is to be found this week, it is in the business agenda. All but the most fundamental requirements have been left out.

The only item on the schedule for opening day, Wednesday (May 11), is a reception starting at 6 p.m.

On Thursday there’s a 10 a.m. session at which the affiliates will be welcomed by NBC President Julian Goodman, hear addresses by Don Durgin, president of the NBC television network, and Stephen Labunski, president of the NBC radio network, and see a presentation on NBC’s past, present and future, including a look at NBC-TV’s 1966-67 schedule.

This will be followed by a luncheon with a major address by Walter D. Scott, NBC board chairman. Then the formal proceedings recess until Friday night, when all reconvene for the annual banquet and an entertainment program headed by Andy Williams.

That’s the schedule, and if old-timers have time to reminisce and

They were presidents and chairmen of the board at NBC


Lenox Lohr, president, Jan. 1, 1936, June 7, 1940.


Harry P. Davis, chairman of board, Oct. 8, 1926, Sept. 21, 1934.


BROADCASTING, May 9, 1966
WTRF-TV's Wheeling-Steubenville market

Where USA's NINTH COLOR MARKET Is!
philosophize, they can think back to how they got there.

How It All Began • One way they got there, a study of NBC history will show, was by having the network headed by men who were able to think ahead and very often were willing to sacrifice the short-term gain for the long-range advantage.

This willingness has been evidenced most obviously by the losses it took to get the radio network going, by its long and costly investment to get television moving, by its even longer fight and deeper investment in color TV, by its creation of “specials” and other new program forms and by “radical” departures such as pre-empting entertainment programs—and on two occasions an entire evening of entertainment—for special news studies.

NBC started as a radio network in 1926, but the think-ahead attribute had been demonstrated long before by General Sarnoff, the man who more than any other has dominated NBC's destiny, in his now-famous 1916 memo envisioning radio as a “music box” in the home.

There had been sporadic informal “networks” before 1926, in the sense that groups of stations would hook themselves together for specific events, but not until 8 p.m. on Nov. 15 of that year—technically, NBC's 40th-year celebration is a bit premature—did a network in today's sense come into being.

Big Splash • NBC's inaugural program was a four-hour spectacular—a word that had to wait 28 years to be invented as a TV program description—that featured songs by Mary Garden (introduced by Milton Cross), five orchestras, a brass band, Metropolitan Opera soloists, a light opera company, an oratorio society, comedians Weber and Fields, and Will Rogers, who was picked up from Independence, Mo.

The show was staged before a thousand invited guests in dinner dress in the Grand Ballroom of the old Waldorf Astoria hotel in New York, and Mer- lin Hall (Deac) Aylesworth, a western minister’s son who had been persua- seded to leave a top New York executive post to become NBC's first president, led it off with a five-minute speech.

The program was carried by 21 NBC charter affiliates (see page 96) and four others, wau Chicago, wskf Cincinnati, wdat Kansas City, Mo., and ksd St. Louis. The broadcast reached as far west as Kansas City, and in the absence of rating services it was estimated that close to half of the country's five million radio homes tuned in.

In ads announcing formation of NBC, RCA said frankly it had an ax to grind. In addition to the approximately five million homes that had radio sets, RCA estimated 21 million didn't, and these were all potential pur- chasers of its radios. It hoped to stir their interest by presenting “the best programs available for broadcasting in the United States,” plus “every event of national importance.”

A month and a half after the inaugural program, NBC had not one network going, but two. For convenience in drafting coverage maps, engineers named them the Red and the Blue, and the names stuck. Initially the Red Network had 25 affiliates, the Blue six. Weaf New York, now wnnbc, was the key station of the Red; wjz New York, now wabc, was the key for the Blue.

Cross-Country Broadcast • Jan. 1, 1927, the day the Blue was formed, was also notable for another event: the first coast-to-coast broadcast. Listeners throughout the country heard NBC's account as Stanford tied Alabama 7-7 in the Rose Bowl football game. But coast-to-coast service on a regular basis would not become economically feasible for two more years.

Some of present-day broadcasting's biggest advertiser names enrolled at NBC in 1927, including General Foods, Cities Service (Citgo), General Motors and Colgate-Palmolive-Peet, but it was not until September of that year that NBC brought out its first formal rate card.

The Red network offered a basic group of 15 cities for $3,770 per hour between 7 and 11 p.m. local time. The Blue offered nine cities for $2,800. Other cities and regional groups could be used to supplement either the basic Red or Blue. These included five stations of the NBC Pacific Coast Net- work, which had been formed April 11, 1927.

Advertisers who wanted to present their messages before 7 p.m. local time could get the same facilities for one-half the 7-11 p.m. prices. Agencies were granted 15% commission on net

Scott and Goodman top NBC executives

Executive control of NBC radiates out from Board Chairman Walter D. Scott and President Julian Goodman, who took their respective offices April 1 this year, on the resignation of Robert E. Kintner from the post of chairman.

When Mr. Kintner moved from the presidency to chairman on Jan. 1, Mr. Scott, who had been president of the television network, was named president and chief executive officer with the understanding that he would later become board chairman.

At the same time Mr. Goodman, then executive vice president of NBC News, was made NBC senior executive vice president, operations, and chief administrative officer, also with the understanding that in time he would take the president's title.

Mr. Goodman, who reports to Chairman Scott, has the five NBC operating division presidents reporting directly to him, as well as the heads of the staff divisions.
May 8, 1966

Mr. Stephen Labunski
President
NBC Radio Network
30 Rockefeller Plaza
New York, N.Y. 10020

Dear Steve,

CONGRATULATIONS!

Forty years ago, when our affiliation began, we thought we picked a winner.

WE DID!

Sincerely,

Alfred E. Burk

AEB:eh
We've been together for almost all forty of NBC's memorable years. And it's been a great association. Today, WTMJ radio and WTMJ-TV are among NBC's strongest affiliates. For example: in every time period, from 5 a.m. to 10 p.m., more people listen to WTMJ than to any other Milwaukee radio station.* What's more, NBC programs gain some of their highest ratings in Milwaukee on WTMJ-TV.

Needless to say, we're proud as a peacock to have been a part of NBC for all these years. We're looking forward to the next forty. *Frank N. Magid Assoc.

MILWAUKEE RESPONDS TO WTMJ/WTMJ-TV THE MILWAUKEE JOURNAL STATIONS

NBC in Milwaukee

WTMJ-TV is represented by HARRINGTON, RIGHTER & PARSONS — New York • Chicago • San Francisco • Atlanta • Boston • St. Louis • Los Angeles

WTMJ is represented by HENRY I. CHRISTAL CO. — New York • Chicago • Boston • Detroit • San Francisco • Atlanta • Los Angeles • St. Louis
In 1926, Governor John Trumbull broadcast from a moving aircraft to the WTIC audience to effect the first air-to-ground broadcast by a commercial radio station.

It is a far cry from the broadcast by Connecticut's "flying governor" to present day communications from astronauts hurtling through space at 17,500 miles per hour.

Still, some things don't change ... things like the strong tie between NBC and WTIC Radio for forty years.
time charges but were allowed nothing on program costs. "Lectures and educational talks" were not accepted for 7-11 p.m. programming except by special arrangement."

Coast-to-coast networking on a regular basis was inaugurated Dec. 23, 1928, with 58 stations in the lineup. More than a year earlier, in September 1927, a record had been set when NBC linked together 69 stations to carry the Gene Tunney-Jack Dempsey heavyweight title fight.

The late 1920's and early 1930's were the nestling years for what became the heavyweight title NBC linked together..."

40 YEARS LATER—ON WAIKIKI BEACH continued

Golden Age of radio programming. Rudy Vallee, Amos 'n' Andy and The Goldbergs started on NBC in 1929; Fred Allen made his bow in 1930 (as a guest star) the Metropolitan Opera broadcasts were added in 1931; Jack Benny, Ed Wynn, Jack Pearl and Groucho Marx came aboard in 1932; Bob Hope and Jimmy Durante in 1933, Bing Crosby and Fibber McGee & Molly in 1935. These and other contemporary big names, plus such predecessors as The Happiness Boys (Billy Jones and Ernie Hare), The Sweethearts of the Air (May Singhi Breen and Peter DeRose), Eddie Cantor and Al Jolson, who were stars before NBC started, helped make radio the nation's favorite for comedy and light entertainment.

Drama Introduced ♦ NBC did not overlook other program forms, however. On its second day of service, Nov. 16, 1926, the network launched its first dramatic series, Great Moments in History, and a second, Biblical Dramas, was added soon after. In 1930 NBC set up the Radio Guild as a dramatic unit; it became so successful that two other drama series were added: Standing Room Only presented radio adaptations of contemporary stage successes and Miniature Theater offered one-act plays by modern dramatists.

The Rise of the Goldbergs led to the daytime serial gold mine, whose most productive veins included Pepper Young's Family, Road of Life, Ma Perkins, Little Orphan Annie. When a Girl Marries, Portia Faces Life, One Man's Family, Stella Dallas and Young Widder Brown.

Although "lectures and educational talks" were not ordinarily acceptable for prime-time listening, informational programming was not overlooked—though it was hardly treated in today's style.

H. V. Kaltenborn had begun weekly broadcasts on WEAP in 1923, and the network in its inaugural year added Frederick W. Wile with weekly reports on Washington affairs. In 1928 James G. McDonald started a series of weekly reports on European news and Dr. Julius Klein started one on business conditions. A year later, Floyd Gibbons, with a roving assignment, and William Hard, assigned to London, became NBC's first foreign correspondents in a stable that later included, in those early years, Boake Carter, Dorothy Thompson, Cesar Saerchinger, Ernest K. Lindley, and Lowell Thomas, who is still going strong on another network, and Richard Harkness, who is still going strong on NBC.

The presidential nominating conventions of 1928, election returns and the inauguration of President Hoover in 1929 were covered, and among international programs presented was the opening session of the London Naval Treaty on Jan. 21, 1930. Two years later, on Jan. 20, 1932, reporter Floyd Gibbons and the leader of the Japanese military broadcast from the battlefields of Manchuria.

Broader Horizons ♦ Radio was getting around in other ways, too. Its mobility was dramatized on April Fool's Day in 1930 when NBC, broadcasting from the Bronx Zoo, made the first use of a mobile unit equipped for radio transmission. It had already carried pickups from, among other places, an airplane

NBC-TV largest operating division of NBC

The chain of command in NBC's largest operating division, NBC-TV, spreads down from the new network president, Don Durgin to vice presidents for programming, sales and general management. It was made a division on Aug. 3, 1953.

These are Mort Werner, who takes the newly created position of vice president in charge of programs and talent June 1; Robert L. Stone, vice president and general manager, and John M. Otter, sales vice president. Under Mr. Werner in the programming area is Grant Tinker, who becomes vice president in charge of programs June 1, and he, in turn, has four vice presidents reporting to him.

Herbert S. Schlosser, TV network programs, West Coast, who also takes office in June, handles the programming function from Hollywood coordinating efforts with officials in the East. Others reporting to program Vice President Tinker are William Storke, vice president, program administration, who is responsible for talent and production personnel coordination and whose advice is sought in program development; Herbert Rosenthal, vice president, program development, who examines and makes recommendations on all program ideas brought to NBC by suppliers, and David Tebet, vice president, talent relations, who is, in effect the company's talent agent, seeking new performers and coordinating their relations with the network.

Man with a Budget ♦ Robert Stone, vice president and general manager, one of the three VP's reporting to President Durgin, oversees budget control of the network and has a hand in agreements made by the company with suppliers and in technical operations. Working under Mr. Stone are two other vice presidents, Nicholas Gilles, in business affairs, approving network sales contracts and directing the network's financial planning and William Trevarthen, vice president operations and engineering, responsible for all network technical preparations such as ordering transmission lines and deployment of mobile equipment.

The network's sales Vice President, John M. Otter, has four other vice presidents reporting to him: Max E. Buck, vice president, eastern sales; Joseph Iaricci, vice president, sales administration; Charles Arby, vice president, general sales executive, and Angus Robinson, vice president, central sales, Chicago.
Even before the days of the Red and Blue networks, WSM Radio was pioneering in collaboration with NBC. This association has continued through more than 40 years of broadcasting.

WSM-TV brought viewers in this area the first television, the first NBC programming, via the longest cable in existence.

WSM Radio and Television, and NBC will continue to pioneer together through this fifth decade.

WSM Incorporated · Nashville, Tenn. National Life and Accident Company
A SALUTE

to General David Sarnoff, whose vision brought the National Broadcasting Company into being forty years ago. It has been our privilege to be affiliated with NBC for twenty-six of those forty years.

Many happy returns!

The WSJS Stations

WINSTON-SALEM / GREENSBORO / HIGH POINT
STAY UP FRONT WITH THE NBC OWNED STATIONS

WNBC-TV, AM/FM, NEW YORK  WRC-TV, AM/FM, WASHINGTON, D.C.  WJAS, AM/FM, PITTSBURGH
WKYC-TV, AM/FM, CLEVELAND  WMAQ-TV, AM/FM, CHICAGO  KNBR, AM/FM, SAN FRANCISCO  KNBC, LOS ANGELES
40 YEARS LATER—ON WAIIKII BEACH continued

(Feb. 22, 1929) and a parachute jumper as he floated to earth (Aug. 12, 1929).

Music was also high on NBC's program list, starting most notably with Dr. Walter Damrosch and the NBC Music Appreciation Hour in 1928. Education was given a prominent position; as early as 1927 weekly periods were set aside for courses in phonetics and French, and there were special lectures under professional auspices. The Eternal Light, The Catholic Hour and The National Radio Pulpit, were among the earliest religious programs. Women listeners were treated to a wide variety of programs on such subjects as meal-planning, health and child-raising, and the children were catered to from the beginning, starting with NBC Children's Hour in 1926.

Behind the scenes, work was well under way on the development of television. RCA and NBC got their first TV station construction permit April 4, 1928, opened experimental station W2XBS in New York on July 30, 1930, and started television transmissions from the Empire State Building Oct. 30, 1931.

How far television has come is suggested by the fact that W2XBS, the forerunner of today's all-electronic 525-line system, started with a 48-line mechanical scanning system.

Introduction of the kinescope in 1929 eliminated mechanical scanning at the receiving end of the circuit, and scanning lines were increased to 60. In 1933 the introduction of the iconoscope did away with mechanical scanning at the transmitting end and made the system all-electronic—a term that was to become a battle cry in the fight over color TV standards some 15 years later.

By the time TV transmissions started from the Empire State Building, scanning lines were up to 120 per frame. The total was extended to 240 in 1933, then went to 343 on June 29, 1936—when the first organized television tests between a transmitting station and in-home experimental receivers were commenced—and to 441 in 1937. The final boost to 525 came in FCC's adoption of commercial standards in 1941.

NBC's first 10 years, most of them spent under the presidency of Mr. Aylesworth, were a period of great strides in many directions. Program forms were developed that set the pattern for the Golden Age to come. Some of the brightest stars of radio's brightest years were brought into the medium. Technical advances were almost an every-day affair.

Sales kept pace. Early records show that in 1927, NBC's first full year, gross time sales came to almost $3.8 million. The next year they more than

**NBC Radio Network framework nationwide**

NBC Radio Network, one of the five NBC operating divisions is led by President Stephen B. Labunski. He joined the organization in 1965 as executive vice president in charge, coming from a managership at WMCA New York, and was made president last year when all NBC operating division heads were given presidential status.

Reporting to Mr. Labunski are sales director Lambert Beeuwkes and two vice presidents, Robert Wogan for programs and Marion Stephenson, in administration. Regional sales offices are managed by Gene Seehafer in New York, George Gallup in Chicago, Calvin Copsey on the Coast, and Paul Mensing in Detroit.

Miss Stephenson's administration division is split into three sections; one handling business affairs, one for sales service and traffic and one

**Mr. Labunski**

covering promotion and client service.
Nobody, but nobody, loves Huntley-Brinkley more than Cosmos Station viewers*

*IN COLUMBIA, MONTGOMERY AND TOLEDO

Our hat's off to NBC for news leadership and 35 years of network affiliation.
Announcing the National Broadcasting Company, Inc.

National radio broadcasting with better programs permanently assured by this important action of the Radio Corporation of America in the interest of the listening public

The Radio Corporation of America is the largest distributor of radio receiving sets in the world. It handles the entire output of this field of the Westinghouse and General Electric factories. It does not say this boastfully; it does not say it with apology. It says it for the purpose of making clear the fact that it is more largely instrumented, more ably staffed, if you please, in the best possible broadcasting in the United States than anyone else.

Radio for 26,000,000 Homes

To make for receiving sets of the future will be determined largely by the quantity and quality of the programs broadcast. We can quantity because they must be diversified enough so that none of them will appeal to all possible listeners.

We say quality because each program must be the best of its kind. If that ideal were to be reached, no home in the United States would find it without a radio receiving set.

Today the best available statistics indicate that 5,000,000 homes are equipped, and 21,000,000 homes remain to be supplied. Radio receiving sets of the best reproducible quality should be readily available for all, and we hope to make them cheap enough so that all may buy.

The day has gone by when the radio receiving set is a plaything. It must now be an instrument of service.

WEAF Purchased for $1,000,000

The Radio Corporation of America, therefore, is interested, just as the public is, in what the radio broadcasting stations are doing. It is interested, as the public is, in having them independent and free from discrimination.

Any use of radio transmission which causes the public to fear that the quality of the programs is not the highest, that the use of radio is not the broadest and best use in the public interest, that it is used for political advantage or selfish power, will be detrimental to the public interest in radio, and therefore in the Radio Corporation of America.

To insure, therefore, the development of this great service, the Radio Corporation of America has purchased for one million dollars station WEAF from the American Telephone and Telegraph Company, that company having decided to retire from the broadcasting business.

The Radio Corporation of America will assume active control of that station on November 15.

National Broadcasting Company Organized

The Radio Corporation of America has decided to incorporate that station, which has achieved such a deservedly high reputation for the quality and character of its programs, under the name of the National Broadcasting Company, Inc.

The Purpose of the New Company

The purpose of this company will be to provide the best program facilities for broadcasting in the United States.

The National Broadcasting Company will not only broadcast these programs through station WEAF, but it will make them available to other broadcasting stations through the country so far as it may be practicable to do so, and they may desire to take them.

It is hoped that arrangement may be made so that every need of national importance may be broadcast widely throughout the United States.

No Monopoly of the Air

The Radio Corporation of America is not in any sense seeking a monopoly of the air. That would be a liability rather than an asset. It is working, however, to provide a monopoly which will create a national distribution of programs, and a wider distribution of programs of the highest quality.

If other will engage in this, the Radio Corporation of America will continue their efforts, whether in cooperation or competition.

If other radio manufacturing companies, competitors of the Radio Corporation of America, wish to use the facilities of the National Broadcasting Company for the purpose of making a few 40,000 or the public, they must enter into agreement for the use of the air, just as such agreement has been entered into by the Radio Corporation of America.

The necessity of providing adequate broadcasting is apparent. The problem of finding the best means of doing it is yet unsolved.

The Radio Corporation of America is making this experiment in the interest of the art and the furtherance of the industry.

A Public Advisory Council

In order that the National Broadcasting Company may be advised as to the best type of program, that discrimination may be avoided, that the public may be assured that the broadcasting is being done in the fairest and best way, always allowing for human frailties and human imperfection, it has created an Advisory Council, composed of twelve members, to be chosen to represent a variety of public opinions, which will, from time to time, give its judgment and suggestion.

The members of this Council will be announced as soon as their acceptance shall have been obtained.

M. H. Aylesworth to be President

The President of the new National Broadcasting Company will be M. H. Aylesworth, for many years Managing Director of the National Electric Light Association. He will perform the executive and administrative duties of the corporation.

Mr. Aylesworth, while not himself identified with the radio industry in broadcasting, has had public experience as Chairman of the Colorado Public Utilities Commission, and, through his work with the association which represents the electrical industry, he has gained understanding of the technical problems which involve the present situation.

One of his major responsibilities will be to see that the programs of the National Broadcasting Company reflect enlightened public opinion, which recognizes itself by promptly the warning after error of some of its prejudices and judgment of the great play.

We have no hesitancy in recommending the National Broadcasting Company to the people of the United States.

It is well to tell the history of the company. It will make mistakes. If the public will make but few, and to the efficient of the company from time to time, we are confident that the new broadcasting company will be an improvement of great public service.

RADIO CORPORATION OF AMERICA

Owen D. Young, Chairman of the Board

James G. Harbord, President

When this ad appeared on September 13, 1926, there were many who thought that NBC's future was chancy and uncertain.

The courage displayed by the undertaking benefited the American public over the years and also the NBC affiliates, including KYW-TV, Philadelphia and WBZ-TV, Boston.

These GroupW stations take delight in honoring NBC on its 40th birthday.
A Brilliant Arrangement

a bouquet to NBC
on its fortieth anniversary
from the Norton Stations

WFIE-TV
Channel 14

WAVE-TV
Channel 3

WFRV-TV
Channel 5

...the only stations in each market with live, local color!
40 YEARS LATER—ON WAIKIKI BEACH continued

doubled, to $8.8 million, and then they moved up to $14.4 million in 1929, to $20.1 million in 1930 and $25.6 million in 1931.

Sales Curve • The depression held 1932's gain to less than $1 million, and in 1933 the total slid back to $21.5 million. But sales bounced back in 1934 to $27.8 million, and when Mr. Aylesworth left at the end of 1935 he could report gross annual sales of $31.1 million—almost a 900% gain in nine years.

That $31.1 million annual figure would program NBC's current prime-time television schedule for approximately one month.

Lenox Riley Lohr, a man of many talents who succeeded Mr. Aylesworth on Jan. 1, 1936, built on the structure that his predecessor had created.

New stars were added, among them Edgar Bergen and Charlie McCarthy, Kay Kyser with his College of Musical Knowledge, Fred Waring and The Pennsylvanians, and Fred Allen as a regular performer.

News coverage ranged to more and more distant points: the Pan American Peace Conference in South America and the Winter and Summer Olympics in Berlin in 1936, the coronation of King George VI in London in 1937 and that of Pope Pius XII in Rome in 1939; the Nazi coup in Austria in 1938 (when for 24 hours NBC was the only radio outlet from Vienna to the United States). Just before Britain's declaration of war on Germany, NBC became, on Aug. 29, 1939, the first network to send a war reporter to Europe (Hilmer R. Baukhage).

NBC's reputation for news coverage was also enhanced during this period by its reporting of the disastrous floods in the Ohio and Mississippi valleys in January 1937; by Herb Morrison's stirring eyewitness account of the crash of the dirigible Hindenburg at Lakehurst, N. J., on May 6 of that year, and by James Bowen's dramatic and exclusive eyewitness broadcast describing the sinking of the Germans' Graf Spee in Montevideo harbor on Dec. 17, 1939.

First Symphony • This was also the period when the NBC Symphony Orchestra was created, the first full-time major symphonic unit ever maintained by a U. S. broadcaster, and Arturo Toscanini was persuaded to return to America from Italy to conduct it in a series of concerts that opened on Christmas Day 1937.

Television also became a regular service during this period, inaugurated by NBC on April 30, 1939, with a telecast of President Roosevelt and other dignitaries at the opening of that year's New York World's Fair.

Thereafter the NBC record book is filled with television "firsts" among them: first baseball telecast (Princeton-Columbia, May 17, 1939); first fashion show telecast (also May 17); first American television relay over telephone wires; six-day bicycle race from Madison Square Garden (May 20, 1939); first professional boxing telecast (Lou Nova-Max Baer, June 1, 1939); first full-hour TV production ("The Pirates of Penzance," June 20, 1939); first full-hour television drama ("The Donovan Affair," by Owen Davis, June 29, 1939); first featured-film telecast in regular program service, ("The Heart of New York," July 5, 1939); first full-hour musical comedy telecast ("Topsy and Eva," starring the Duncan sisters, July 25, 1939); first tennis match telecast (eastern grass court championships from Rye, N. Y., Aug. 9, 1939); first episode of a film serial telecast ("The Lost Jungle," Aug. 23, 1939); first major league baseball telecast (Brooklyn Dodgers-Cincinnati Reds doubleheader at Brooklyn, Aug. 26, 1939); first original TV revue "As Others See Us," Sept. 19, 1939—and
Leadership is obvious...

...In television it's NBC
KRON-TV
Look for the "BIG" Black Tube for sharpest color pictures!

You'll find the "big" black tube in the luminance channel of the RCA TK-42 Color Camera. No other live color camera has this advantage. The "big" tube is a 4 1/2-inch image orthicon—same as in the deluxe TK-60 Monochrome camera. Because of a larger image, this tube adds greater sharpness to color pictures. It produces the detail for finest monochrome and full fidelity color.

This is the camera with all the wanted new features that contribute to the finest color reproduction ever offered: Superb, specular response to avoid reflected light "explosions." Highest sensitivity to the complete range of color... from vivid reds to coolest blues, assuring color fidelity. Self-correcting circuits permit operation for days without picture deterioration. Transistorization for top reliability. Modular design for highest performance and easy maintenance.

See the big, big difference in the TK-42 color system by RCA. See how the "big" black tube gives the selling touch to your color television pictures. Your RCA Broadcast Representative has full details. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.

RCA The Most Trusted Name in Television

You saw this great camera at the NAB... it's one of the RCA Matched Line.
Dere NBC,

We married up with you in 1931 when we was only 9 yeres old and we appreahate the happy 35 yeres with you since then.

We kant remember ENY time when we wassent No.1 station in our area, and you know how many times we bin the top NBC station in the U S in them ratings book things. Sum of our millionair farmer friends out here seez its becauz we got the "common tutch". Do you think weere common? When we ask PGW they just shake there head.

Your ever lovin

WDAY

PETERS, GRIFFIN, WOODWARD, INC., Exclusive National Representatives
It was also under President Lohr that the first NBC-TV “network” originated. That occurred Jan. 12, 1940, when FCC members, gathered in Schenectady, N. Y., viewed pictures from New York and rebroadcast through automatic radio relay across the upstate area—a distance of 130 miles. The first NBC-TV network thus consisted of WNBT(TV) New York (now WNBC-TV) and WRGB(TV) Schenectady.

Under Niles Trammell, a veteran radio man who combined salesmanship and showmanship and who succeeded Mr. Lohr as NBC president on July 12, 1940, television made its first big strides toward becoming a “national” service, and radio—whose gross time sales at NBC reached $50 million in 1940 and hit a peak of $69.7 million during his presidency—first began to feel the pinch of the new medium.

For the most part, however, television’s strides and its impact had to wait for the end of the war.

NBC had been granted FCC’s first commercial TV license in June 1941. It changed the call letters of W2XAS to WNBT and formally introduced commercial TV on July 1 of that year. Four advertisers—Bulova Watch, Lever Brothers, Sun Oil and Procter & Gamble—paid on a rate card calling for $60 an hour between 8:30 a.m. and 6 p.m., and twice that during the 6-11 p.m. period.

Wartime demands left little manpower or materials for television growth. Even before the war’s end, however, NBC projected the gradual evolution of a national TV network.

Truman Appearance • On Oct. 27, 1945, a three-station network of WNBT, WRGB and WPTZ(TV) Philadelphia carried an appearance by President Truman at a Navy Day celebration in New York’s Central Park—said to be the first TV network appearance by any U. S. President.

A four-city Atlantic Coast network was put in service on Feb. 12, 1946, linking New York, Philadelphia, Schenectady and Washington. This group carried a variety of NBC programs in 1946, including two bouts in which Joe Louis defended his heavyweight championship, an Army-Notre Dame football game in New York and the Army-Navy football game in Philadelphia.

Bristol-Myers sponsored the first network television series—a program of travel films presented under the title Geographically Speaking and carried on WNBT and WPTZ starting Oct. 27, 1946.

The first network TV sponsor, however, was Gillette. It underwrote coverage of the Joe Louis-Billy Conn fight that was carried on the four-city network on June 19, 1946, according to
NBC records.

WBAL-TV Baltimore joined NBC on May 1, 1948; WTVR-TV Richmond a month later, WBGZ-TV Boston on June 9, 1948, WNBK-TV New Haven, Conn. on Feb. 14, 1949.

Meanwhile, NBC's Midwest television network had been inaugurated on Sept. 20, 1948, consisting of WBNF-TV Buffalo, WSPD-TV Toledo, Ohio, WWJ-TV Detroit, WTMJ-TV Milwaukee and KSD-TV St. Louis.

NBC-owned WNBQ Chicago (now WMAQ-TV) and WNBK Cleveland (now WYKE-TV) joined the Midwest network Nov. 1, 1948. WNBW Washington (now WRC-TV) earlier had become the second NBC-owned station in the NBC-TV network on June 27, 1947.

The late 1940's brought a burst of new television programing. In 1947 the first daily newsreel was introduced, and that year also brought Kraft Television Theater the first World Series telecasts, Theater Guild and Howdy Doody.

NBC-TV's revenues that year were placed at about $100,000, as against more than $2 million in program expenditures.

The parade of new TV programing continued in 1948 with Kukla, Fran & Ollie, Toscarnini and the NBC Symphony. Voice of Firestone, Milton Berle and Texaco Star Theater and Philco Television Playhouse, plus Republican and Democratic conventions and election returns.

'Move Into TV' - Television was coming on strong, and radio affiliates were becoming concerned. They were advised by General Sarnoff in 1947 to move into television, and many of them did. But television was not then a key to Fort Knox; it was still an uncertain, chancey investment, and many affiliates chose to wait. By NBC's count, however, most of the early TV stations were established by NBC affiliates.

By late 1949, when Mr. Trammell moved up to the chairmanship of NBC and Joseph H. McConnell became president, NBC's television operations were still running in the red and radio time sales were beginning to slip. The latter totaled $64 million that year, down $5.5 million from the 1948 peak and the lowest they had been since 1944. In 1950 they were down to $61.4 million.

NBC had long since been required to dispose of the Blue Network, which was sold to Edward J. Noble in 1943 for $8 million and became ABC.

As the radio pinch grew tighter, NBC started a series of adjustments to keep its radio network in tune with radio's transition from a family medium to a personal medium. These adjustments began under President Trammell and were continued by Mr. McConnell and his successors.

Industry leaders met with National Broadcasting Co. officials in New York in October, 1941 to set up a program on broadcasting's place in national defense. Among those from the Blue Network with their affiliation at the time were (I to r) Samuel Rosenbaum, president WFL, Philadelphia; Elzev Roberts, publisher 'St. Louis Star Times,' operator of KXOK St. Louis; William Andrews, president WSM, Nashville, Tenn.; Harry C. Wilder, WSYR Syracuse; Frank Mullen, vice president and general manager of NBC; Harold Hough, WBAP Fort Worth and KTKO Oklahoma City; Henry P. Johnston, WSGN Birmingham; Niles Trammell, president NBC; Howard Lane, KFBB Sacramento, Calif., and Tracy C. McCracken, KFBC Cheyenne, Wyo.

In addition to the Tandum Plans and Guaranteed Advertising Attention Plans and other devices that enlivened early affiliates conventions, these included in time a severe cutback in network programing and realignment of program approach away from entertainment to heavy emphasis on news, sports, and public affairs.

"Monitor", the weekend program service that encompasses a broad combination of talk, music, news, comedy and sports, was launched in June 1955. "News on the Hour" has become a mainstay with its five-minute summaries day and night. "Emphasis," offering five-minute background reports and commentary, is on the air several times a day, and NBC's "Hotline" service makes special coverage of major events instantly available to the radio network.

Making a Profit - The upshot is that NBC Radio several years ago got out of the red into which all four radio

Responsibilities of Adams cover wide area

NBC has four staff divisions, the largest by far being headed by Senior Executive Vice President David C. Adams. His responsibilities cover a wide swath of company affairs from research to corporate information.

Mr. Adams has six vice presidents reporting directly to him: Thomas Knodle in station relations, Hugh Beville Jr., in planning, who was responsible for NBC's recent satellite broadcasting feasibility study; Thomas Ervin, vice president and general counsel; Thomas Coffin for research; Peter Kenney, who heads Washington liaison work, and Robert Kasimire for corporate information. The West Coast operation, another staff division, is headed by Thomas W. Sarnoff, staff executive vice president.

The other two staff divisions are headed by George Fuchs, vice president for personnel and Aaron Rubin, financial executive vice president.
We're PROUD as a

...since 1927
networks plunged in the early 1950's. It was the first of the networks to do so, and officials say that its basic radio philosophy—to give affiliates a service they cannot provide for themselves and to make it fit in with, rather than clash with, the stations' own programming—is bringing it considerably more than its proportionate share of the total four-network radio revenues.

While NBC officials were adjusting their radio network service, they also were expanding TV service. On Sept. 4, 1951, NBC-TV inaugurated regular coast-to-coast television with coverage of the signing of the Japanese peace treaty in San Francisco.

The year 1951 was historic for another event—NBC-TV showed its first operating profit. Up to that time, its cumulative operating losses had piled up to a total of $18 million, before taxes.

January 1952 brought another new program concept, the early-morning Today show, which in the years since has yielded NBC-TV an estimated $98.1 million in gross revenues. This was followed in 1954 by its nighttime counterpart, Tonight, which has added approximately $137.6 million in gross revenues to NBC's record. Affiliates also have gained uncounted millions from both shows, through the sale of local cut-ins.

Meanwhile, the battle of color television had been fought over a period of years in the late 1940's and early 1950's and was finally won by RCA-NBC with FCC's adoption of compatible—all-electronic—color standards on Dec. 17, 1953.

This set off another train of firsts—first color coverage of the Tournament of Roses parade, which was also the first west-to-east color transmission (Jan. 1, 1954), and the first network color series, The Marriage, starring Hume Cronyn and Jessica Tandy, also in 1954; first "spectacular" (a description later changed to "specials"), featuring Betty Hutton in Max Liebman's "Satin's and Spurs" in 1954; "Peter Pan," with Mary Martin and Cyril Ritchard in 1955, and the first color coverage of a World Series, also in 1955.

First in Color * For years, NBC-TV was the only network solidly in color. While the others held back, waiting for the number of color-equipped homes to build, NBC consistently increased the volume of its color programming. By the end of 1963, ten years after the FCC had set color standards, 70% of its nighttime schedule was in color.

This past season, when the long-awaited "color breakthrough" finally came and the other networks moved significantly into color, NBC became "the full color network," offering color in all but two of its prime-time shows—two that could not be presented in color because they depended on footage available only in black-and-white.

The approaching season will find all three networks deeply and perhaps totally committed, at night, to the color goal that NBC first set out for years

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**NBC News operation includes 850 people**

NBC News, with a staff of some 850 people, was made a division on Nov. 6, 1959. It is headed by division President William R. McAndrew. Four vice presidents answer to Mr. McAndrew, three of whom became VP's on Jan. 18 this year in conjunction with the move of news Executive Vice President Julian Goodman to the NBC presidency. The fourth is sports vice president Carl Lindemann Jr.

Vice President Reuven Frank is in charge of the daily hard news operation, foreign and domestic news correspondents, news film gathering and the operations of the New York newsroom, hub of the whole NBC News operation. Mr. Frank also has charge of regularly scheduled network news shows and the newscasts of NBC owned stations.

Donald Meaney, also a news vice president, is responsible for all special programing, actuality programs and instant specials plus live news including presidential addresses, convention and election coverage and presentations via satellite, in addition to the Today Show, Meet the Press and all other public affairs programing.

Joseph Klein, vice president for administration in the news division, oversees business operations, budgeting and personnel matters.

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**Owned stations and sales form one division**

The NBC Owned Stations division, which oversees both station operation and NBC Spot Sales was formed Jan. 11, 1950. It is directed by President Raymond W. Welpott.

In addition to station management and personnel this division's table of organization includes spot sales Vice President Richard H. Close, business affairs director, Robert E. Small; William S. Rubens, director of marketing services; George Lentz, operations director and a currently unfilled slot for a community antenna television director.

NBC owned stations staff includes marketing services director William Rubens; Alfred Ordover, research manager and George A. Hooper, manager sales development, advertising and promotion.

Reporting directly to division President Welpott are station managers Theodore Walworth, Arthur Watson, Joseph Goodfellow, Robert Howard and Robert Lemon as well as business affairs director Close.
WNEM TV
is the

carving aid
you need...

...to cut
a thick
slice of
Michigan's
sales-tested
market!

FLINT—SAGINAW
BAY CITY—PLUS ALL
EASTERN MICHIGAN
FIRMLY HELD BY ONE
HAND

CARVE YOUR SHARE
OF SUMMER AND FALL
SALES!

- A RICH AND
RESPONSIVE MARKET
...WORTHY OF YOUR
CONSIDERATION!

- PRIME
AVAILABILITIES!

- LOWEST COST
PER THOUSAND!

- See Your PETRY Man

James Gerity, Jr.
Michigan's
MASTER CHEF
of the 45th
National Market
Nonbroadcast matters under NBC Enterprises

The NBC Enterprises division which encompasses domestic program syndication and a number of company ventures not directly related to domestic broadcasting, was formed on Nov. 6, 1959. It is headed by President George A. Graham Jr. Among the activities of this division are syndication of NBC-TV programs abroad, construction of foreign television stations, merchandise licensing arrangements and Broadway production investment. General manager of the division is William J. Schmitt and at the same executive level are Morris Rittenberg who directs domestic enterprises, Gerald Adler, directing international enterprises and Harold Anderson, director of management services.

Reporting to Mr. Rittenberg in the domestic area of the division’s operations are Jaques Liebenguth, vice president for sales at NBC Films and merchandising manager Norman Lunefeld.

ago, and substantial increases in daytime color programming are in the works at all three networks, too.

In addition to television and radio network operations, one of the key factors contributing to the stature NBC enjoys today—and especially to its profit position—has been its ownership of stations.

At the outset NBC owned only WEAP New York (now WNBC), but it managed and operated WJZ New York (now WABC) and WRC Washington for RCA, and in 1931 bought them from RCA. (In 1943 WJZ was sold as part of the Blue Network.) It acquired WTMJ Cleveland (now WKVY) in 1930, KPO San Francisco (now KNBR) in 1931, WMAQ Chicago partly in 1931 and the rest in 1934, KOA Denver in 1941 (subsequently sold) and WJAS Pittsburgh in 1957.

When FM came along, NBC moved into that field, too. All six of its AM stations have FM counterparts, sharing the same base call letters but with the FM designation added.

In television, NBC has stations in four of its radio markets and also in Los Angeles. All five outlets are VHF stations.

WNBC-TV New York evolved from the original experimental W2XBS. WRC-TV Washington started as WNBW(TV) in 1947, WMAQ-TV Chicago (originally WNBQ) and WKY-TV Cleveland (originally WNBK) were founded in 1948 and KNBC(TV) Los Angeles was built in 1949.

Constant Growth * As radio grew and FM and television emerged and developed, NBC’s corporate structure kept pace and its business operations expanded into new fields. It now has about 4,000 employees and is organized into five operating divisions—Television Network, Radio Network, News, Owned Stations and Enterprises—and three staff areas, which are the Division of the Senior Executive Vice President, the Financial Division and Personnel (for details of the divisions, see separate stories).

A broadcasting complex of NBC’s magnitude, like television and radio in their magnitude, would have been unthinkable to all but the most visionary in 1926. In Honolulu this week, if an introspective mood strikes them, NBC and station officials alike can reflect that they’ve come—and helped bring an entire industry along with them—a lot farther than the distance to Hawaii.

It ought to make their 40th-anniversary celebration a real luau.

NBC signs Tommy Steele

NBC has announced that it has entered a long-term agreement with Tommy Steele, star of the Broadway musical “Half a Sixpence” to star in a number of musical-variety color TV specials on a one-a-year basis. Mr. Steele was represented by the William Morris Agency in negotiations with the network.

BROADCASTING, May 9, 1966
Pioneers WGY/WRGB—first in dramatic broadcasting

ALBANY, SCHENECTADY, TROY

Photographed above is Amelia Earhart in 1929 broadcasting to the Byrd Expedition in Antarctica (simultaneously aired on WGY and WGY's shortwave station).

In 1928, when all America was acclaiming the "Jazz Singer," WRGB aired the first television drama, "...William Somer- set Maugham's "The Queen's Messenger."

Today WGY and WRGB continue to offer programs of unusual variety to their audience. As the Albany, Schenectady, Troy area has grown so too has the WGY and WRGB audience. WGY and WRGB have kept pace with the vitality and dynamic growth that is being generated throughout the Northeastern New York and Western New England area.

WGY and WRGB are proud to be one of the first affiliates of NBC and wishes them many more years of successful broadcasting and leadership in the industry.

GENERAL ELECTRIC BROADCASTING CO.
Now celebrating 50 years of broadcasting

WGY-RADIO
810KC—50,000 WATTS
Represented by Henry I. Christal Company

WRGB-TELEVISION
CHANNEL 6
Represented by The Katz Agency, Inc.
21 affiliates first on NBC

Network lists ‘charter’ stations that went on with it Nov. 15, 1926

On Nov. 15, 1926, 21 radio stations stretching from the Atlantic Coast to the Mississippi river became charter affiliates of NBC. Four other Midwest stations carried portions of that initial four-hour program. WGN Chicago, WDAF Kansas City, Mo., each carried three hours of the inaugural show. KSD St. Louis carried two hours.

The 21 charter NBC members, their ownership since they went on the air, and their current affiliations follow:

WAZ Boston—The station began on Sept. 19, 1921, with 100 w in Springfield, Mass. It was founded and is still owned by Westinghouse. On Nov. 12, 1924, WAZ was moved to Boston when Westinghouse built a new station there. The Springfield outlet became WBSA and the two stations were synchronized on the same wavelength in 1927. WAZ is on 1030 kc with 50 kw. Present affiliation: NBC.

WEBI Boston—Founded by Edison Electrical Illuminating Co. on Sept. 29, 1924, it operated with 500 w on 860 kc. It was an affiliate of the NBC Red Network until 1936 when CBS leased the station from Edison. CBS purchased the station in 1942. WEBI is on 590 kc with 5 kw. Present affiliation: CBS.

WBOC Buffalo, N. Y.—Founded on May 22, 1922, the station was owned by subsidiaries of the Federal Telephone and Telegraph Co. until 1929, when it was purchased by Buffalo Broadcasting Corp., which also owned WMAK and WKBW there. It gave up WMAK in 1933. Ordered by the FCC to sell one of the remaining stations in 1946, it sold WOR to WGR Broadcasting Corp. for $750,000. The station was sold to WGR Corp. in 1954 for $1,450,000. WGR Corp. was reorganized as Transcontinent Television Corp. in 1956. Taft Broadcasting bought WOR from TTC in 1964. It is now on 550 kc with 5 kw. Present affiliation: NBC.

WKYC Cleveland—The Willard Storage Battery Co. put the station on the air on May 15, 1922, on 770 kc with 1 kw. The license was assigned to WTAM and WEAR in 1928 with both stations sharing the 1070 kc frequency. Power was increased to 50 kw in 1929. In 1930 the licensee name was changed to WTAM Inc. and the station was acquired by NBC later that year. In 1941 WTAM was assigned 1100 kc. The station was traded to Westinghouse by NBC in 1955 and operated as KYW until 1965, when, under FCC order, Westinghouse and NBC traded back. NBC took the new calls WKYC last year. It is now on 1100 kc with 50 kw. Present affiliation: NBC.

WWJ Detroit—Owned then and now by the Detroit Evening News, it went on the air on Aug. 20, 1920, as 8MI
Read is chairman of television affiliates

A. Louis Read, executive vice president and general manager of WDSU-TV New Orleans is chairman of the NBC-TV Affiliates Board of Delegates. Other officers on the board are Otto Brandt, vice president and general manager of KING-TV Seattle, vice chairman; Robert Ferguson, executive vice president and general manager of WTRF-TV Wheeling, W. Va., vice chairman; and George Comte, vice president and general manager of WTMJ-TV Milwaukee, secretary-treasurer.

Also on the affiliates board are W. Thomas Hamilton, vice president and general manager of WNDU-TV South Bend, Ind.; Ralph Jackson, vice president and general manager, WAVE-TV Louisville, Ky.; James Schiavone, general manager WWJ-TV Detroit; Willard Schroeder, president and general manager, WOOD-TV Grand Rapids, Mich., and Irving Waugh, vice president and general manager WSM-TV Nashville, Tenn.

with 20 kw. The calls were changed to WBL in 1921 and the power increased to 500 w. In late 1921, the calls WWJ were adopted. It is on 950 kc with 5 kw. Present affiliation: NBC.

WDBR Hartford, Conn.—When the station was founded by Franklin M. Doolittle in 1922 it was licensed to New Haven, Conn. The station moved to Hartford in 1930 and operated during the early thirties on 1330 kc with 2.5 kw day and 1 kw night. Richard D. Buckley and John B. Jaeger bought WDBR in 1959. It is now on 1360 kc with 5 kw. Present affiliation: none.

WTIC Hartford, Conn.—The station went on the air Feb. 10, 1925, owned by the Travelers Insurance Corp., which still owns it. It went to 50 kw on 1060 kc in 1929. It is now on 1080 kc with 50 kw. Present affiliation: NBC.

WISN Milwaukee—As WIAO, licensed to the Milwaukee School of Engineering, it went on the air in 1922. The calls were changed to WISO in 1924. In 1928 the Hearst Corp. bought the station and changed the calls to WISN. From 1927 to 1934 it shared time with WHAD (the original NBC affiliate in Milwaukee), owned by Marquette University. WHAD bought out WHAD in 1934. It now is on 1130 kc with 50 kw day, 10 kw night. Present affiliation: ABC.

WCCO Minneapolis—Founded by Cutting & Washington of Minneapolis, subsidiary of Cutting & Washington, radio set manufacturer. WLAG went on the air Sept. 4, 1922, with 500 w. It was sold in 1924 to Washburn-Crosby Co. (later to be part of General Mills), Minneapolis and Minneapolis-St. Paul civic interests and became WCCO. The civic interests later sold out. In 1928 it broke with NBC and became a CBS affiliate. CBS purchased one-third of the station in 1929 and became sole owner in 1932. Control of the station went to Midwest Radio-Television Inc. in 1952. CBS sold its remaining 47% to Minneapolis Star and Tribune Co. in 1954. It is on 830 kc with 50 kw. Present affiliation: CBS.

WABC New York—Founded Oct. 12, 1921 as WJZ Newark, N. J., by Westinghouse Electric, it was sold to RCA in 1926 and became the New York outlet for NBC’s Blue Network. In 1943, Edward J. Noble bought the station and it became the key for the American Broadcasting System, later ABC. American Broadcasting-Paramount Theaters purchased WJZ in 1953, a part of the merger of ABC and Paramount Theaters, and changed the calls to WABC. It is on 770 kc with 50 kw. Present affiliation: ABC.

WNBC New York—As WEAF with 500 kw, it went on the air Aug. 16, 1922, and was owned by AT&T. RCA bought
The stations that took part in first coast-to-coast telescast

On Sept. 4, 1951, NBC inaugurated its first coast-to-coast television service. Of the 52 affiliates that were on the network that day, 33 have remained under the same corporate ownership and 19 have changed hands.

Of the 33, 25 are still affiliated with NBC, seven are primarily affiliated with either ABC or CBS and one is an independent. Of the 19 that have been sold, eight are still NBC affiliates, 10 have primary affiliations with ABC or CBS and one has become an educational outlet.

These were the stations that NBC lists as affiliates for that historic first telescast:

- WOR-TV Amos-Des Moines, Iowa—Owned by Iowa State University of Science and Technology, it is on channel 5. It had been on channel 4. Present affiliation: ABC.
- WSB-TV Atlanta—Owned by Cox Broadcasting Corp., it is on channel 2. Present affiliation: NBC.
- WBAL-TV Baltimore—Owned by the Hearst Corp., it is on channel 11. Present affiliation: NBC.
- WNBF-TV Binghamton, N. Y.—Owned by Triangle Publications, it is on channel 12. WNBF-AM-TV was originally owned by Clark Associates and sold to Triangle for $3 million in 1955. Present affiliation: CBS.
- WVEC-TV Birmingham, Ala.—Owned by Taft Broadcasting Co., it is on channel 6. WVEC-AM-TV was sold by Birmingham Broadcasting Co. to Storer Broadcasting Co. for $2.4 million in 1953. Taft bought the stations from Storer in 1957 for $6,350,000. WVEC-TV had been on channel 4. Present affiliation: ABC, CBS.
- WTVY-TV Bloomington-Indianapolis—Owned by Sarkes Tarzian Inc., it is on channel 4. It had been on channel 10. Present affiliation: none.
- WBZ-TV Boston—Owned by Westinghouse Broadcasting, it is on channel 4. Present affiliation: NBC.
- WENY-TV Buffalo, N. Y.—Owned by the Buffalo Evening News Inc., it is on channel 4. Present affiliation: CBS.
- WMAG-TV Chicago—Owned by NBC, it is on channel 5. Former calls were WNBQ. Present affiliation: NBC.
- WLWT-TV Cincinnati—Owned by AVCO Broadcasting Corp., it is on channel 5. It has been on channel 4. Present affiliation: NBC.
- WKYC-TV Cleveland—Owned by NBC, it is on channel 3. Westinghouse got the station (then WRBK-TV) on channel 4) with WTAM-AM-FM and $3 million, in 1955 in trade for its KYSW-AM-FM and WPTZ-TV Philadelphia. The stations were traded back to NBC, under FCC order, in 1965 and the new calls were taken. Present affiliation: NBC.
- WLIR-TV Columbus—Owned by AVCO Broadcasting Corp., it is on channel 4. It has been on channel 3. Present affiliation: NBC.
- WOC-TV Davenport, Iowa—Owned by Palmer Broadcasting, it is on channel 6. It had been on channel 5. Present affiliation: NBC.
- WLWW-TV Dayton, Ohio—Owned by AVCO Broadcasting Corp., it is on channel 2. It had been on channel 6. Present affiliation: NBC, ABC.
- WWJ-TV Detroit—Owned by the Detroit News, it is on channel 4. Present affiliation: NBC.
- WDCU-TV Erie, Pa.—Owned by Dispatch Inc., it is on channel 12. Present affiliation: NBC.
- WGMN-TV Grand Rapids, Mich.—Owned by Time-Life Broadcast Inc., it is on channel 8. It had been on channel 7. As WLAV-TV the station was sold by Leonard A. Versluis to Harry Bitter and family for $1,382,086 in 1951. Time-Life bought WGMN-AM-TV, WTCN-AM-TV Minneapolis and WBFM-AM-TV Indianapolis from Bitter for $15,570,000 in 1957. Present affiliation: NBC.
- WFMV-TV Greensboro, N. C.—Owned by Norfolk-Portsmouth Newspapers Inc., it is on channel 2. It was purchased from original owners, Greensboro News Co., in 1964 for $17,164,875. Price included Greensboro News and Record newspapers. Present affiliation: CBS.
- WSZ-TV Huntington, W. Va.—Owned by Capital Cities Broadcasting Corp., it is on channel 3. It had been on channel 5. Founded by Huntington Publications, WSZ-AM-TV were sold to Goodwill Stations in 1961 for $6.1 million. Capital Cities purchased stations in 1964 for $15.1 million. Price included WJR-AM-FM Detroit. Present affiliation: NBC.
- WFBM-TV Indianapolis—Owned by Time-Life Broadcast Inc., it is on channel 6. WBFM-AM-TV were sold by original owner, Harry M. Bittner, interests, to Time-Life in 1957. Price of $15,570,000 included WOOD-AM-TV and WCON-AM-TV Grand Rapids, Mich., and WTCN-AM-TV Minneapolis. Present affiliation: NBC.
- WJXT-TV Jacksonville, Fla.—Owned by Post-Newsweek Stations, it is on channel 4. As WBFM-TV it was sold by Florida Broadcasting Co., original owner, to Post-Newsweek in 1953 for $2.47 million. Price included WBFM-AM-FM, which were sold off in 1958. Present affiliation: CBS.
- WJAC-TV Johnstown, Pa.—Owned by Johnstown Tribune Publishing Co., it is on channel 6. It had been on channel 13. Present affiliation: NBC, ABC.
- WKZQ-TV Kalamazoo, Mich.—Owned by Fetzer Broadcasting Co., it is on channel 3. Present affiliation: CBS.
- WGLT-TV Lancaster, Pa.—Owned by Steinman Stations, it is on channel 8. It had been on channel 4. Present affiliation: NBC.
- WDAF-TV Kansas City, Mo.—Owned by Taft Broadcasting Co., it is on channel 4. Taft bought WDAF-AM-FM-TV from Transcendent TV Corp. in 1964 for $26.9 million. Price included WGR-AM-FM-TV Buffalo, N. Y., and WNEP-TV Scranton/

the station in November 1926 for $1 million. The calls WNBC were adopted in 1946, changed to WJRC in 1954 and went back to WNBC in 1960. Currently licensed to NBC, it is on 660 kc with 50 kw. Present affiliation: NBC.

KYW Philadelphia — Westinghouse Electric put this station on the air in Chicago on Nov. 11, 1921. It went to 5 kw on 1000 kc in 1928. In 1934, Westinghouse moved the station to Philadelphia where it operated with 10 kw on 1020 kc. In 1955 Westinghouse and NBC traded stations and the KYW calls moved to Cleveland to represent a 50 kw on 1100 kc. In 1965, under FCC order, NBC and Westinghouse traded again and the calls went back to Phila-

delphia. It is now on 1060 kc with 50 kw. Present affiliation: none.

WFIL Philadelphia—Lit Brothers Co. founded WLIT in 1922. During the 20's it shared time with WPL, a 250 w owned by Strawbridge and Clothier Co. The stations merged into WFIL on 560 kc with 1 kw day, 500 w night in 1934 and were owned by Albert M. Green-

WJIM-TV Lansing, Mich.—Owned by Gross Telecasting, it is on channel 6. Present affiliation: CBS.

KNBC(TV) Los Angeles—Owned by NBC, it is on channel 4. Former call letters were KNBH(TV) and KRCR(TV). Present affiliation: NBC.

Wave-TV Louisville, Ky.—Owned by Norton family, it is on channel 3. It had been on channel 5. Present affiliation: NBC.

WMCT(TV) Memphis—Owned by Scripps-Howard Broadcasting, it is on channel 5. It had been on channel 4. Present affiliation: NBC.

WTMJ-TV Milwaukee—Owned by the Milwaukee Journal, it is on channel 4. It had been on channel 3. Present affiliation: NBC.

KSTP-TV St. Paul-Minneapolis—Owned by Hubbard Broadcasting Inc., it is on channel 5. Present affiliation: NBC.

WSMH-TV Nashville—Owned by National Life and Accident Insurance Co., it is on channel 4. Affiliation: NBC.

WNHC-TV New Haven, Conn.—Owned by Triangle Publications, it is on channel 8. It had been on channel 6. Triangle purchased WNHC-AM-FM-TV for $5.4 million from Elm City Broadcasting Corp., original owner, in 1956. Affiliation: ABC.

WNBC-TV New York—Owned by NBC, it is on channel 4. Former call letters were WKBT(TV) and WRCA-TV. Present affiliation: NBC.

WJAR-TV Providence, R. I.—Owned by the Outlet Co., it is on channel 10. It had been on channel 11. Present affiliation: NBC.

WTVR(TV) Richmond, Va.—Owned by Roy H. Park Broadcasting, it is on channel 6. Park bought station with WMBG and WOODFM for $5 million from Havens and Martin Inc., original owners, in 1965. Present affiliation: CBS.

WROC-TV Rochester, N. Y.—Owned by Rust Craft Broadcasting, it is on channel 8. It had been on channel 6. Rust Craft bought WROC-AM-FM-TV from Veterans Broadcasting Co. for $7 million in 1965. Veterans and WHEC Inc. bought the station from Transcontinental TV Corp. in 1961 for $6.5 million. TTC had purchased the outlet, founded as WHAM-TV, from the original owner, Stromberg-Carlson Co. for $5.6 million in 1956. Present affiliation: NBC.

KCPX-TV Salt Lake City—Owned by Screen Gems Broadcasting, it is on channel 4. KCPX-AM-FM-TV were sold by Columbia Pictures to Screen Gems for $2.4 million in 1963. Columbia bought stations from Intermountain Broadcasting & Television Corp. for $3.1 million in 1959. As KDLV-AM-FM-TV, original owner, S. S. Fox and associates, sold stations to Intermountain for $2.1 million in 1953. Present affiliation: ABC.

KMBV-TV San Diego—Owned by Midwest Television Inc., it is on channel 8. Midwest bought KMBV-AM-FM-TV from Transcontinental TV Corp. in 1964 for $10 million. TTC acquired stations plus KERO-TV Bakersfield, Calif., through merger with Marietta Broadcasting Inc. (Wrather-Petry) in 1959. Marietta took over stations from Wrather-Alvarez Broadcasting for $2.9 million for Mrs. Alvarez's 38.9% in 1959. Wrather-Alvarez had purchased KFBM stations from John A. Kennedy for $3 million. Mr. Kennedy bought stations from the original owner, Jack Gross, for $925,000 in 1951. Present affiliation: CBS.

KRON-TV San Francisco—Owned by the San Francisco Chronicle, it is on channel 4. Present affiliation: NBC.

WGBA(TV) Schenectady, N. Y.—Owned by General Electric, it is on channel 6. It had been on channel 4.

KSD-TV St. Louis—Owned by Pulitzer Publishing Co., it is on channel 5. Present affiliation: NBC.

WTVY-TV Syracuse, N. Y.—Owned by Newhouse Publishing Co., it is on channel 3. It had been on channel 5. Present affiliation: NBC.

WSPD-TV Toledo, Ohio—Owned by Storer Broadcasting Co., it is on channel 13. Present affiliation: ABC.

WVTU(TV) Utica, N. Y.—Owned by Paul Harron and others, it is on channel 2. It had been on channel 13. Mr. Harron purchased the station in 1958 for $4.1 million from Copper City Broadcasting Corp., original owner. Present affiliation: NBC, ABC.

WRC-TV Washington—Owned by NBC, it is on channel 4. Formerly it was WJW(TV). Present affiliation: NBC.

WHYY-TV Wilmington, Del.—Non-commercial station on channel 12. As WDEL-TV, on channel 7, it was founded by Steinman Stations in 1949 and sold to Paul Harron and associates for $3.7 million in 1955. The Harron group sold the outlet, then WPFR(TV), and WIGS-AM-FM Philadelphia to Storer Broadcasting in 1957. Storer turned in the license of then WAVE(TV) in 1959. WHYY-TV went on air in 1963. Present affiliation: NET.

Waldow interests. Triangle Publications, present owner, bought WSNL in 1946 for $1.9 million. It is now on 660 kc with 5 kw. Present network affiliation: ABC.

KDKA Pittsburgh—On the air Nov. 20, 1920, the station was originally called 8XK and was licensed to Dr. Frank Conrad. He transferred the station to Westinghouse, which still owns it, in 1924. By the late '20s, KDKA was broadcasting with 50 kw. KDKA is now on 1020 kc with 50 kw. Present affiliation: none.

WRNY Pittsburgh—As WCAE the station went on the air on May 4, 1922, licensed to Kaufmann & Baer Department Store. It was sold to Gimbel Brothers in 1926. In 1931 the Hearst Corp. purchased the outlet. The present calls, WRTY, were adopted in 1961. It is on 1290 kc with 5 kw. Present affiliation: none.

WSCH Portland, Me.—Founded July 12, 1925, it has been continually owned by Rines family interests. It is on 970 kc with 5 kw. Present affiliation: none.
$3 billion for RCA by '70?

That's prediction stockholders hear at annual meeting

RCA stockholders, meeting in New York last week, were offered predictions of growth, growth and more growth for their company with the possibility of sales breaking the $3 billion level by 1970.

A lengthy annual meeting was highlighted by:

- New emphasis on development of a consumer-priced color television tape recorder.
- Announcement of record sales and earnings during April pointed toward another record quarterly.
- A projection by NBC Board Chairman Walter Scott that sales for the RCA broadcasting subsidiary will exceed a half billion dollars this year.
- A projection that by 1970 spending for color equipment, programs and services, by the public, advertisers and broadcasters will have reached $7 billion annually.
- And an estimate that RCA will deliver over 650 color television cameras this year, representing sales of more than $45 million.

RCA's work on a color television tape recorder for the consumer market was mentioned twice at the meeting, once by President Robert Sarnoff, who said that prototype models have already been built that would outperform any such devices on the market today. This development work was also noted by Walter Watts, group executive vice president.

iIt was not the first time RCA's efforts in this area have been reported by the company—the project has been under way for 10 years—but it was unquestionably a new emphasis on this work, according to a company spokesman.

Color Too iPresident Sarnoff said RCA is convinced that a successful home TV tape recorder must have color capability as well as black and white. The RCA model under development, he said, would record programs off the air and also allow users to play tapes of special programming that they might rent or buy.

FINANCIAL REPORTS

RCA's factory dollar sales of home-entertainment products during the first quarter of 1966 ran 36% ahead of the same period last year, he reported.

Dr. Elmer Engstrom, chairman of RCA's executive committee, speaking on growth prospects in color television, noted a coming color market in Europe that he said should approach one million sets a year by 1970.

Dr. Engstrom also reported that RCA's pending merger with Random House (Broadcasting, Jan. 17) should be completed before the end of May.

Stockholders re-elected management's slate of 17 directors.

The record of RCA's growth

<table>
<thead>
<tr>
<th>Year</th>
<th>Net Sales</th>
<th>% of RCA Net Sales</th>
<th>Net Sales</th>
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<tbody>
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<td>1965</td>
<td>448,810,000</td>
<td>24.0</td>
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<td>439,884,000</td>
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<td>402,229,000</td>
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<td>379,197,000</td>
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<td>1961</td>
<td>340,891,000</td>
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<td>1,545,912,000</td>
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<td>329,682,000</td>
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<td>1,494,896,000</td>
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<td>323,253,000</td>
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<td>315,041,000</td>
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There are no available comparative figures for NBC previous to 1939.

Gross sales follow:

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<th>Year</th>
<th>Net Sales</th>
<th>% of RCA Net Sales</th>
<th>Net Sales</th>
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<td>1938</td>
<td>$41,462,679</td>
<td>1931</td>
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<td>38,651,286</td>
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<td>25,607,041</td>
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<td>1936</td>
<td>34,523,950</td>
<td>1931</td>
<td>20,088,987</td>
</tr>
<tr>
<td>1935</td>
<td>31,148,931</td>
<td>1929</td>
<td>14,369,382</td>
</tr>
<tr>
<td>1934</td>
<td>27,633,616</td>
<td>1928</td>
<td>8,780,333</td>
</tr>
<tr>
<td>1933</td>
<td>21,452,732</td>
<td>1927</td>
<td>3,760,010</td>
</tr>
</tbody>
</table>
Vapor cooled... only four tubes!

Introducing
GATES new
50 KW AM transmitter

Inside and out—this is the first really new 50KW in years... a breakthrough in engineering design utilizing vapor cooling and extensive transistor circuitry.

Advantages are truly remarkable:

Lowest tube cost of any 50KW transmitter with only four tubes. Lowest power consumption with only 81KW at 0% modulation. Newest solid-state design with all-transistor circuits up to RF driver and modulators. Quietest operating transmitter in its class with no large blowers. Surprisingly low initial cost.

Fantastic? Not to us. We'd be surprised if our equipment didn't give this kind of service.

Want to know more? Write today.

VP-50 AM transmitter:
Breakthrough in 50,000-watt design...
...quieter, cooler, better.
SEC's March report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors of other stockholders owning more than 10% of broadcasting or related companies in its Official Summary for March (all common stock unless otherwise indicated):

Barrett Media Corp.—Frederick A. Klein acquired 350 shares, giving total of 3,779.

Capital Cities Broadcasting Corp.—Jack W. Lee acquired 1,200 shares, giving total of 8,498.

CBS Inc.—Leon R. Brooks exercised option on 600 shares, giving total of 6,098.

Theodore F. Koop sold 350 shares, leaving 2,763. Leon Levy sold 1,000 shares, leaving 300,038, plus 2,480 held beneficially in trust account.

Cowles Communications—John L. Weinberg acquired 2,250 shares and sold 2,089 shares, leaving 16 on beneficially held Goldman Sachs & Co. trading account.

Filmways Inc.—Harold M. Austin exercised option on 4,000 shares, giving total of 4,000.

Grass Telecasting—Raymond W. Mottel acquired 1,000 shares and sold 963 shares, giving total of 418 on beneficially held Palm Webber Jackson & Curtis account.

Jarrod Corp.—Robert H. Battenweger sold 6,000 shares, leaving 4,600. Lee R. Zemnick sold 4,225 shares, leaving 250.

Metromedia Inc.—Marcus A. Austad sold 400 shares, leaving 14,250.

National Video Corp.—Harold Coie sold 6,000 shares, leaving 13,200.

Official Film Inc.—Louis C. Lerner acquired 2,000 shares, giving total of 50,000, plus 80,000 shares on beneficial account of Victoria Investment Co. and 25,000 shares on beneficially held Lerner & Co. investment account. Mr. Lerner also acquired 1,915 shares and sold 300 shares on beneficially held Lerner & Co. trading account, giving total of 49,915.

RCA—Ernest B. Weinlein exercised option on 5,097 shares, giving total of 15,097, plus 200 held beneficially with wife. Delbert L. Mills sold 6,000 shares, leaving 24,325.

Reeves Broadcasting—J. D. Hastings sold 6,000 shares, leaving 8,850.


Seven Arts Productions—Samuel H. Halins sold 4,000 shares, leaving 2,000.

Shorer Broadcasting—Alba C. Church exercised option on 4,000 shares, giving total of 7,000, plus 176 on beneficially held holding company account. Terry H. Lee exercised option on 10,000 shares, giving total of 14,500. Keith T. McKenney exercised option on 1,000 shares, giving total of 1,000. George B. Storzer acquired 5,000 shares, giving total of 5,000; he also owns beneficially or in trust 50,000 shares of common and 36,380 shares of Class B common as well as having other interests in additional Class B common stock. Following exercise of convertible subordinated debentures: Harry R. Lipson, $46,960; John J. MacKay, $25,500; James P. Storzer, $46,000; Francis W. Sullivan, $50,000; George Haggarty, $50,100.

N. Y. CATV discussed at Teleprompter meet

Teleprompter Corp. Chairman and President Irving B. Kahn last week forecast record first-quarter earnings for his company. He also predicted a profit gain for the full year even though Teleprompter will be paying taxes for the first time since 1956.

Mr. Kahn told shareholders at an annual meeting in New York that the company has just negotiated a $2 million loan from the Home Life Insurance Co. and Massachusetts Life Insurance Co. through the sale of 5% promissory notes due in 1978.

The money will be used primarily to finance further development of community antenna television systems. The notes are secured are installment payments of $250,000 starting in 1971.

Teleprompter hopes to begin community antenna service in New York City by the end of June. Although the company received authorization from the FCC a week earlier to experiment in New York with a new multi-channel microwave system developed by Hughes Aircraft Co. for CATV transmission, it is proceeding with installation of underground cable there. Mr. Kahn cautioned there is no guarantee the microwave system will be commercially practical or that the FCC would grant a license for such a system on a permanent basis.

Teleprompter is proceeding in New York with what it calls a cluster principle that would apparently be compatible with a conventional cable installation or the new microwave system, should it prove workable.

Initially small clusters of dwellings representing a variety of construction and selling problems will be outfitted for CATV reception. As these expand, the company hopes eventually to have a single contiguous system.

Chris-Craft earnings jump 45% in 1st quarter

Chris-Craft Industries Inc., Oakland, Calif., reported that first-quarter earnings for the firm were up 45% over 1965.

John G. Bannister, president, said that television revenues had been affected in the quarter by a general reduction in budgets for national spot advertisements and an increase in multiple-commercial programs which reduced advertisers' expenditures. He said he thought there are indications that the trend has been reversed and that national spot activity is increasing.

Chris-Craft owns television stations in Portland, Ore., Los Angeles and Minneapolis. The company also manufactures inboard, outboard and sail boats; inboard marine engines; produces foam rubber, fiber and fabric products for the automotive and apparel industries and has interests in oil and gas fields in 13 states.

For the three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Consolidated sales</th>
<th>Net earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1965</td>
<td>$0.21</td>
<td>17,910,000</td>
<td>738,872</td>
</tr>
<tr>
<td>1966</td>
<td>$0.29</td>
<td>17,069,973</td>
<td>738,872</td>
</tr>
</tbody>
</table>

First quarter income up at Crowell-Collier

Crowell-Collier and MacMillan Inc., New York, reported consolidated sales up 13% and net income up 24% in the first three months of 1966 over that period a year ago. Excluded from the report were operating results from KFWB Los Angeles and KEWB Oakland-San Francisco, both then under sale transfers (pending FCC approval) to Westinghouse Broadcasting Co. and Metromedia Inc., respectively (Broadcasting, April 19). Crowell-Collier owns KFWB Minneapolis-St. Paul.

For the three months ended March 31:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Sales and revenues</th>
<th>Net income</th>
<th>Shares outstanding as of March 31, 1966:</th>
</tr>
</thead>
<tbody>
<tr>
<td>1965</td>
<td>$0.28</td>
<td>20,703,000</td>
<td>2,154,000</td>
<td>3,702,000</td>
</tr>
<tr>
<td>1966</td>
<td>$0.33</td>
<td>21,681,000</td>
<td>1,782,000</td>
<td>3,702,000</td>
</tr>
</tbody>
</table>

*Adjusted for 4% stock dividend in December.

BROADCASTING, May 9, 1966

CATV's ONLY EXCLUSIVE AND PIONEER BROKER

Over $130,000,000 in Sales in Six Years

DANIELS & ASSOCIATES, INC.

2930 EAST THIRD AVENUE
DENVER, COLORADO 80206

(303) 388-5888

BROKERS — CONSULTANTS — APPRAISERS

102 (FINANCIAL REPORTS)
Storer first-quarter earnings set record

Storer Broadcasting Co., Miami, last week announced record first-quarter operating earnings and broadcast revenues for the period ended March 31. Net income after taxes showed an increase of $527,769, or 30.1%, compared to the same period in 1965, while the company also reported a 9.3% rise in revenues from its radio and television operations.

Operating earnings include first-quarter profits of Northeast Airlines Inc. to the extent of $381,643, reflecting Storer's ownership of 86.4% of the stock of the airline. Earnings figures also reflect a pre-tax loss of $169,897 by Storer Leasing Corp., a wholly owned subsidiary leasing jet aircraft to Northeast, and investment credits of $375,000 on equipment purchases by Storer Leasing.

For the quarter ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.35</td>
<td>$0.43</td>
</tr>
<tr>
<td>Revenues from radio and television operations</td>
<td>$11,798,256</td>
<td>$10,790,609</td>
</tr>
<tr>
<td>Net income after taxes</td>
<td>$2,379,453</td>
<td>$1,751,884</td>
</tr>
<tr>
<td>Non-recurring gain</td>
<td>$1,544,866</td>
<td>$1,298,866</td>
</tr>
<tr>
<td>Average common and class B common outstanding shares</td>
<td>4,139,577</td>
<td>4,074,532</td>
</tr>
</tbody>
</table>

Audio Devices sales surge in first quarter

Audio Devices Inc., New York, maker of magnetic tape products, has disclosed that its 1966 first quarter sales were 40% ahead of the same period last year. A major portion of the increase reportedly came from magnetic tape sales. Audio's new subsidiary, Stereo Devices, also was credited for its initial shipments of duplicated tape cartridges for automobile stereo players.

First quarter ended March 30:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.35</td>
<td>$0.24</td>
</tr>
<tr>
<td>Sales</td>
<td>$3,769,115</td>
<td>$2,677,827</td>
</tr>
<tr>
<td>Earnings</td>
<td>$335,375</td>
<td>$224,543</td>
</tr>
</tbody>
</table>

Financial notes . . .

- Taft Broadcasting Co., Cincinnati, has declared a quarterly dividend of 12½ cents a share payable on June 14 to stockholders of record May 16.
- Subscription Television Inc., which has not been active in California for more than a year, owes Los Angeles county $39,812 for 1965's property tax, according to Harold Kennedy, county counsel. Mr. Kennedy said he will seek permission from county supervisors to send a deputy to federal court in New York City to represent Los Angeles in an action to recover the funds in bankruptcy court. The taxes, reportedly, cover data processing equipment and electronic meter boxes.
- Memorex Corp., Santa Clara, Calif., maker of precision video tape, had net income for three months ended March 31 of $512,000, an 88% increase over the corresponding period a year earlier, it was revealed last week. Earnings per share were 51 cents compared with 28 cents in the first quarter of 1965. Net sales of $4,161,000 were 49% greater than the corresponding sales a year earlier.

Kaiser Broadcasting still in red ink

Edgar F. Kaiser, president of Kaiser Industries Corp., told the annual meeting of the firm last week that Kaiser Broadcasting is the only division or subsidiary of the company operating in the red. He said that the broadcasting subsidiary had sustained a loss in 1965, and that he expected another in 1966.

Last year Kaiser Broadcasting began operations at two UHF stations, WKBW (tv) Detroit, and WKBSTV (tv) Philadelphia, and plans to begin operation of a third UHF outlet in Los Angeles next month. Mr. Kaiser said that due to the initial expenses required in setting up its new stations, development costs and operating expenses are expected to exceed revenue at each of them for about two years.

For the quarter ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share*</td>
<td>$0.05</td>
<td>$0.05</td>
</tr>
<tr>
<td>Sales and revenues</td>
<td>$127,525,000</td>
<td>$121,105,000</td>
</tr>
<tr>
<td>Net income (loss)</td>
<td>$1,518,000</td>
<td>$(1,509,000)</td>
</tr>
<tr>
<td>Average common shares</td>
<td>22,000,000</td>
<td>22,000,000</td>
</tr>
</tbody>
</table>
*After preferred dividends

Gross up, net down in C-E-I-R's half

C-E-I-R Inc., Washington-based computer and research service, one of whose subsidiaries is American Research Bureau, had a 21% increase in gross income in the first half of fiscal 1966. Net income, however, was down for the period.

Part of the decline in net income was due, Dr. Herbert W. Robinson, chairman and chief executive officer, reported to stockholders last week, to heavy costs of new projects. Among them was $490,000 in investment during the six months in several new projects, including the initiation of ARB's radio audience measurement service.

First half cost also increased by $580,000 above the level one year ago due to "continuous and costly improvements" in the ARB television service since Oc-
Enron sales up 55% in fiscal year

Enron Inc., Silver Spring, Md., registered a 55% increase in net sales and a 29% increase in net income for the fiscal year ended Feb. 28. Robert J. McGeehan, president, indicated that all of the company's community antenna television systems were making progress, and said that by the end of fiscal 1967 Enron expected to have operating properties capable of producing three times the revenue producing potential available prior to April 1965 when the Boston Herald-Traveler Corp. and Entron began the firm's CATV development program. Herald-Traveler owns 51% of Entron. Mr. McGeehan stated that: "As a measure of our confidence, Entron has made commitments for manufacturing facilities which will enable us to double our equipment shipments in fiscal 1967."

For the year ended Feb. 28:

<table>
<thead>
<tr>
<th>Earnings per share</th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>$0.88</td>
<td>$0.58</td>
</tr>
<tr>
<td>Net sales</td>
<td>2,960,000</td>
<td>2,294,000</td>
</tr>
<tr>
<td>Income before taxes</td>
<td>502,000</td>
<td>338,000</td>
</tr>
<tr>
<td>Net income</td>
<td>207,000</td>
<td>181,000</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>845,002</td>
<td>283,653</td>
</tr>
</tbody>
</table>

Wometco gets new loan

Wometco Enterprises Inc., Miami-based diversified company with TV and radio holdings, has announced it is about to conclude an agreement with the Prudential Life Insurance Co. for a long-term loan of an additional $5 million. The loan, according to Mitchell Wolfson, president of the company, would be in addition to an existing $9 million loan from Prudential. The combined loans, Mr. Wolfson said, will mature in 1987, six years later than the initial one.

Trans-Lux reports minor rise

Trans-Lux Corp. has reported that net earnings in the first quarter of 1966 rose slightly over those of the corresponding quarter of 1965.

For the quarter ended March 31:

<table>
<thead>
<tr>
<th>Earnings per share</th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>$0.18</td>
<td>$0.18</td>
</tr>
<tr>
<td>Net earnings</td>
<td>129,819</td>
<td>118,615</td>
</tr>
</tbody>
</table>

United Artists sets record

United Artists Corp. reported last week that the company will achieve a new earnings record for a single quarter during the first three months of 1966. Board Chairman Robert S. Benjamin and President Arthur B. Krim estimated that net earnings will jump about $700,000 over the 1965 quarter.

For the first quarter ended March 31:

<table>
<thead>
<tr>
<th>Earnings per share</th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>$0.88</td>
<td>$0.72</td>
</tr>
<tr>
<td>Net earnings</td>
<td>3,796,000</td>
<td>3,042,000</td>
</tr>
</tbody>
</table>

Clear-channel wrangle flares

Report FCC might make decision on higher power brings protests

The controversy over higher power for clear-channel stations raged anew last week in the wake of reports indicating the FCC might be moving toward a decision on the question.

The member stations of the Association on Broadcast Standards were urged by association officials to inform Congress and the commission of their opposition "to any grant of superpower to clear-channel stations."

And the association's counsel, Andrew Haley, wrote the members of the commission to remind them of the association's opposition—and that of the "vast majority of the broadcasters in the United States"—to higher power for the clear-channel stations.

One of the first letters of opposition to higher power to reach the commission from Capitol Hill, and it arrived even before the association letter was dispatched, came from Senate majority leader Mike Mansfield (D-Mont.).

"The association, which is composed of some 100 stations, most of them class III regional outlets, has long opposed proposals for authorizing clear-channel stations to increase their power above the present 50-kw limit. Overwhelming Opposition. The association members were told in a letter from ABS Executive Director George Dietrich that only 12 stations, those on the unduplicated clear-channels, would be eligible for higher power. "The remaining 4,000 or more AM stations would face overwhelming opposition."

The association's concern was prompted by trade press reports that the commission staff had completed a two-year effort to draft technical criteria that might be used in determining which clear-channel stations should be authorized to operate on a test basis with up to 750 kw. The commission is scheduled to consider the matter on May 25.

Mr. Haley, in his letter to the commission, protested what he understood was the commission's intention to limit its consideration of higher power to engineering criteria. He said social and economic factors should also be considered.

But commission officials last week said these matters would very likely be considered before permanent authorizations were granted. The staff, they said, had merely supplied criteria for determining which stations could, operating with up to 750 kw, provide the best primary and secondary service to underserved areas in the West without causing interference to U. S. or foreign stations.

The staff listed six stations, all on unduplicated clear-channels, that might be able to meet the test: KSJ Salt Lake City; WHO Des Moines, Iowa; WSM Nashville; WWL New Orleans; WCCO Minneapolis, and WSM San Antonio, Tex.

The staff would not preclude the stations on the remaining for developmental unduplicated clears from applying
The big news is in color. So is the big money.

Is there a better way to show your concern for local events than by filming them in color? Is there a better way to increase your value to advertisers? Eastman lets you color the news profitably (and ethically) with a versatile new color film: Eastman Ektachrome EF Film, 7242 (Type B). Indoors or out, you'll find new Ektachrome Film ideal for news work. It's fast, exceptionally sharp and fine grained and has superb color rendition. And with Eastman's prepackaged chemistry and quality-control system, you'll find it most efficient to process your own news footage. For a demonstration of new Ektachrome Film on your own monitors, call your nearest Eastman representative. You'll see the profit in it.

Eastman Kodak Company
New York: 200 Park Avenue, 212-MU 7-7080
Chicago: 130 East Randolph Drive, 312-236-7234
Hollywood: 6677 Santa Monica Boulevard, 213-464-6131
Caught in the act

These doctors—a radiologist and a surgeon—are studying a routine chest x-ray taken of a patient hospitalized for a virus infection. Because of an x-ray examination by the radiologist—a physician specially trained in the use of x-ray—an important discovery was made. Through skillful interpretation of the x-ray film, the radiologist observed suspicious "coin" lesions—small, round growths that are usually considered danger signals. These lesions can be an early sign of lung cancer. This discovery was followed by immediate exploratory surgery to determine whether the lesions were benign or malignant. In this case, the lesions were benign, lung cancer was ruled out and the patient was released to the care of his personal physician. However, in countless other cases the early discovery of disease such as cancer, adds months, and even years, to a patient's productive, out-of-the-hospital life. And extra hospital beds are made available to a community. Discovering unsuspected disease in its early stages is just one of the responsibilities of the radiologist. As a physician specially trained in the use of x-ray he helps other specialists in every area of medicine. Helping the radiologist is General Electric—the Company that cares and continues to care by providing the medical profession with the finest, most advanced diagnostic and therapeutic x-ray equipment.

Progress Is Our Most Important Product

GENERAL ELECTRIC
for higher power also. These are WLW Cincinnati, KFL Los Angeles, WNBC New York, WSB Atlanta, WFAA-WBAP Fort Worth-Dallas, and WHAS Louisville.

Left open in the staff's report is the question of whether the commission should authorize one or more high-power test operations, if any. The staff does not make any recommendation on that point.

**Will It Fly?** - There were some indications last week that the higher-power project may not get off the ground, at least in the foreseeable future. Washington pressure on all government agencies to save money by eliminating low-priority items is great. And commission officials familiar with the higher-power program consider it expendable. One commissioner said he thought the chances "very good" that the matter would be dropped.

The commission, under considerable pressure from the clear-channel stations as well as members of Congress, launched its current study of higher power for the clear two years ago, at the same time that it began implementing its decision to duplicate 13 of the 25 clear-channel stations (Broadcasting, June 29, 1964).

Clear-channel stations say that the most efficient way of providing white areas with strong nighttime service is by allowing them to operate with power of up to 750 kw. Many engineers agree. But opposition to higher power within the industry is intense. And superpower opponents, like Mr. Haley, have argued that new technology, such as domestic communications satellites, could do a better job of serving underserved areas than high-powered land-based stations.

**Technical topics...**

**CATV aid** - Viking Industries, Hoboken, N. J., has introduced the "Programat 2400," an automatic program timer and switching device for community antenna television application. The unit, with a split-second synchronous driven motor, provides precise switching operations at predetermined intervals over a 24-hour period. It costs $225.

**Brochure available** - Memorex Corp., Sanata Clara, Calif., is making available a new eight-page brochure describing its precision broadcast video tape. The magnetic and physical properties of type 77V tape for broadcast television applications are detailed, as are the other prominent features.

**Big expansion** - Based on its belief that nighttime TV schedules will be 100% color in the 1966-67 season, De Luxe Laboratories Inc. is installing some $800,000 worth of additional color printing and developing equipment at its West Coast facilities in Hollywood. In addition, the company has invested about $200,000 to expand its New York operations. Further, in order to stay ahead of demand, De Luxe is projecting new equipment expenditures of equivalent amounts in the year ahead.

**Booming business** - Postproduction work on video-taped programs and commercials is booming, reports Acme Film and Videotape Laboratories, Hollywood, so the company has ordered two additional Ampex VR-2000 videotape recorders. The two new VTR's represent a capital investment of $230,000 and give Acme a total of eight recorders, including four high-band VR-2000's. The company specializes in tape-to-film transfers, tape-to-tape duplicating and 16 mm color and black-and-white developing and printing.

**Address change** - William B. Carr & Associates, Fort Worth, consulting engineers, has moved to a new address at the Walker Building, 4028 Daley, Fort Worth. The new number is (817) AT4-9311.

**NBC-NHK plan camera**

NBC is working with Nippon Hoso Kyokai (Japan Broadcasting Corp.) in Tokyo to develop a lightweight special purpose color-TV camera.

William H. Trevorthen, NBC vice president of operations and engineering, announced last week that a contract was signed inviting NBC to cooperate with NHK Technical Research Laboratories in the design and construction of the special camera.

**Harris-Intertype buys Automatic Tape Control**

The purchase of Automatic Tape Control Inc., Bloomington, Ind., by Harris-Intertype Corp., Quincy, Ill., will be announced today (May 9). ATC is one of the major firms in the field of automation equipment for radio stations. It manufactures automatic systems that permit both AM and FM stations to program music and announcements on an advanced basis which are then broadcast through cue signals on magnetic tape. The company was founded in 1959 and is owned principally by major stockholders of the Bloomington Daily Pantagraph and the Bloomington Broadcasting Corp., (WJBC-AM-FM), including the estate of the late Adlai Stevenson. Loring C. Merwin, publisher of the Daily Pantagraph, is president of ATC. Robert S. Johnson is general manager.

ATC will continue to manufacture its products in Bloomington under the management of Gates Radio Inc. Gates was purchased by Harris-Intertype in 1957 and manufactures AM and FM transmitters and other electronic communications equipment. Harris-Intertype, which also manufactures printing equipment, reported gross revenues of $102 million and net income after taxes of $7.3 million ($1.67 a share) for the nine months ended March 31. This compares to $89 million revenue and $5.9 million net ($1.36 a share) for the same period in 1965.

The price paid for ATC by Harris-Intertype was not disclosed.

**Improved camera resolution in next Nimbus**

The pictures from Nimbus C, the government's meteorological satellite to be launched May 13, will have the highest resolution from any television camera ever flown on weather satellites.

The 63-pound advanced vidicon camera subsystem (built by RCA) is similar to the camera system flown on Nimbus 1 and is scheduled for operation on future weather satellites. Pictures taken by the TV camera will have a resolution, at picture center, of about one-half mile.

The Nimbus C weather coverage will also mark the first time that ground stations, including broadcast stations, can receive live infrared pictures from the orbiting satellite through automatic picture transmission (APT). This is a slow scan method.

Three cameras, in fan-like array, make up the system. This arrangement produces a three-segment composite picture which can be stripped together to produce a mosaic photograph. Each three-strip picture covers an area of 800,000 square miles.

Each of the cameras covers a 37° field of view with the center camera pointing straight down. A timer in the spacecraft commands the cameras to take a three-picture set every 91 seconds, or more than 1,300 pictures daily.

The TV system contains a recorder capable of storing 192 pictures (two orbits) for later readout. The recorder, also built by RCA, contains 1,200 feet of tape.
Four oppose
WCIX-TV move-in

The application of WCIX-TV South Miami, Fla., to change its location to Miami and to change its antenna height ran into opposition in four petitions filed with the FCC last week.

Objectors were filed by the Association of Maximum Service Telecasters, WLWB-TV Miami, WORS-TV Miami and WPTV-TV West Palm Beach, Fla.

WORS-TV, which has been off the air since 1957, said that it had advised the commission in May 1965, that it would reactivate UHF channel 23 only if no new facilities or improvements in existing facilities are granted in the Miami area. It warned that if the WCIX-TV move-in is approved, it will not be able to reactivate the channel in the foreseeable future.

WLWB-TV asked the commission to designate the WCIX-TV application for hearing to determine if there has been an unauthorized transfer of control. WLWB-TV said that there have been numerous stock transactions and that the original 10 stockholders in WCIX-TV now own only 43.4% of the total stock in the corporation.

WLWB-TV also asked for a hearing on whether WCIX-TV may be relied upon to carry out its promises to construct the station. Since 1958 WCIX-TV has been consistently representing to the commission that it would construct a TV station on channel 6 but it has never initiated construction, according to WLWB-TV.

AMST filed objections to both the application of WCIX-TV and to that of WBBB-100-Orlando, Fla., for transmitter moves, both of which would result in short-spacing to the other according to AMST. The association said that the applications should be dismissed for failure to provide adequate reasons for waiver of the rules.

WPTV-TV asked that the WCIX-TV application be denied or designated for hearing because WPTV-TV has already filed an application with the commission to move its transmitter and antenna south toward Fort Lauderdale. If WCIX-TV also moves its transmitter, there will be adjacent channel interference, WPTV-TV said.

Consumer Electronics
Show planned for '67

The first Consumer Electronics Show, which its sponsors hope will be an annual event, is to be underwritten by the Electronics Industries Association, and to be held during the week of June 25-28, 1967 at the New York Hilton and Americana hotels. The second show also will be held in New York during the third week of June in 1968. The 1967 date coincides with the annual convention of the National Appliance and Radio-TV Dealers Association in New York.

The event is scheduled to be an annual showcase of consumer electronic products—monochrome and color TV receivers, radios, packaged and component phonographs, tape recorders and electronic organs. The exhibit is directed mainly at retailers, distributors and manufacturers. It will not be open to the public.

Chairman of the show committee of EIA's Consumer Products Division is John Meagher, GE. Other members: Fred Meyer, Arvin Industries; Lon Cantor, Harmon-Kardon (Jerrold); William Boedeker, Magnavox; Ralph Jones, Motorola; Jerry Solomon, Philco; Arnold Singer, Pilot Radio; William King, RCA; Howard Behren, Symphonic Electronics, and William Fortune, Westinghouse.

Culver City remodeling

Desilu Productions Inc.'s three studios are getting a $300,000 spring dress-up. The studios, two in Hollywood and one in Culver City, Calif., will be modernized in time for production of shows for the 1966-67 season. About $200,000 is being spent for improvements and renovations, while an additional $100,000 is for new studio equipment. For the last several years the three lots have been operating at more than 90% capacity. Desilu officials say they are now appraised at approximately $11 million, about double what they were worth in 1958.

INTERNATIONAL

Canadian radio's top advertisers

Canadian Brewerlies, Coca Cola and General Motors lead first

list of 100 biggest radio buyers

Radio accounted for 12.3% of all media expenditures in Canada last year, according to the Radio Sales Bureau and Elliott Research Corp., both Toronto.

In making the announcement last week, RSB and Elliott released for the first time in Canada a list of radio's top-100 advertisers.

Radio time charges in 1965 amounted to $29,024,345, it was said, while the total national advertiser outlay was $235,202,032.

The top-100 figures cover radio time charges but do not take account of production, agency commissions and other expenses.

The list:

1. Canadian Brewerlies Ltd. $1,173,559
2. Coca Cola Ltd. 1,084,282
3. General Motors Products of Canada Ltd. 501,595
4. Rothman of Pall Mall Canada Ltd. 905,958
5. Imperial Tobacco Co. 680,468
6. Wm. Wrigley Jr. Co. 601,978
7. Imperial Oil Ltd. 491,352
8. Colgate Palmolive Ltd. 425,025
9. Texaco Canada Ltd. 395,749
10. General Foods Ltd. 381,075
11. Sterling Drug Ltd. 366,518
12. Air Canada Aviation 352,339
13. John Labatt Ltd. 351,819
14. Government of Canada 345,536
15. St. Lawrence Sterch Co. Ltd. 334,211
16. Loblaw Grocery Co. Ltd. 325,167
17. B. Houde & Grothe Ltd. 313,889
18. Dominion Stores Ltd. 300,719
19. Ford Motor Co. of Canada Ltd. 298,948
20. Maple Leaf Mills Ltd. 283,983
21. Lever Bros. Ltd. 282,990
22. Robin Hood Flour Mills Ltd. 276,510
23. Molson Brewery Ltd. 268,565
24. American Motors of Canada Ltd. 253,924

25. Hydro Electric Power Commission of Ontario $252,973
26. Pepsi Cola Canada Ltd. 249,769
27. Faceli Co. Ltd. 240,468
28. Chesborough-Pond's (Canada) Ltd. 239,563
29. Canadian National Railway 235,969
30. Sun Oil Co. Ltd. 223,294
31. Salada Foods Ltd. 222,723
32. Seven-Up (Ontario) Ltd. 221,046
33. Nabisco Ltd. 219,258
34. Chrysler Canada Ltd. 218,504
35. Standard Brands Ltd. 211,891
36. Canada Dry Ltd. 210,767
37. Great Atlantic & Pacific Tea Co. Ltd. 206,600
38. Warner Lambert Canada Ltd. 203,632
39. Reckitt & Colman Canada Ltd. 196,333
40. Kellogg Co. of Canada Ltd. 195,801
41. Firestone Tire & Rubber Co. 190,664
42. BP Canada Ltd. 188,075
43. E. B. Eddy Co. 185,070
44. Benson & Hedges Canada Ltd. 181,425
45. British American Oil Co. Ltd. 181,225
46. Canadian Kodak Ltd. 170,906
47. Trans Canada Credit Corp. Ltd. 164,813
48. Swift Canadian Co. Ltd. 164,567
49. Canadian General Tire Ltd. 160,424
50. Hershey Chocolate Co. of Canada Ltd. 160,096
51. Kendall Co. (Canada) Ltd. 154,225
52. Canada Packers Ltd. 153,330

108 BROADCASTING, May 9, 1966
Yes, when rabies is a threat. And aside from the straight news angle, the news media often perform a vital public service by alerting the community to the presence of the rabid animal. Lederle Laboratories, too, has its special assignment in such a news break...delivering the antirabies serum.

Because the rabies virus works with astonishing speed in the victim's nervous system, antirabies serum must be given immediately. Supplies of the serum are on hand at strategically located depots throughout the country. And, if additional quantities are needed, the Pearl River headquarters is ready—night or day—to provide the serum as fast as planes can fly it. Like many other public service drugs, the serum involves long and costly processes. And because such drugs are used on comparatively rare occasions, their sale is seldom adequate to cover invested costs in research, development, manufacturing or distribution. As it is with the news media, however, public service is an integral part of the pharmaceutical prescription business.
90. Ontario government $ 76,277
91. Supertest Petroleum Corp. Ltd. 70,633
92. Oshawa Wholesale 70,424
93. Mother Parker's Tea & Coffee Ltd. 68,865
94. Sugar Information Inc. of Canada 67,935
95. Progressive Conservative Party of Canada 67,574
96. E. D. Smith & Sons Ltd. 65,486
97. Bell Telephone Co. of Canada 65,062
98. American Express 64,750
99. Plough Canada Ltd. 64,128
100. Canadian Acceptance Corp. 63,155

Mediation sought in ‘Seven Days’ case

Stuart Keate, publisher of the Vancouver Sun, has been asked by Canada’s Prime Minister Lester Pearson to resolve the national imbroglio swirling around the controversial public-affairs program This Hour Has Seven Days.

Last week the Canadian Commons Broadcasting Committee urged that Canadian Broadcasting Corp. producers and management consider Prime Minister Pearson’s offer to use federal offices as a means of averting a possible strike within the corporation. The committee is investigating the CBC’s dismissal of Patrick Watson and Laurier LaPierre, co-hosts of Seven Days.

Mr. Pearson said in the Commons last week that he would be willing to offer the “good offices” of the Canadian government to help settle the dispute provided that this action could be taken without interfering in any way.

Earlier Thomas Koch, president of the Toronto Producers’ Association, had announced that CBC producers would withdraw their services unless the CBC acted to remove the causes of the current dispute. The producers’ Association had also stated that it would accept the use of the prime minister’s offices and would suspend any strike deadlines provided that the CBC suspended its decision to remove the co-hosts of Seven Days. Certain members of the producers’ group have complained that they were not consulted before the CBC made its decision to dismiss Messrs. Watson and LaPierre.

They believe that the system will not function correctly unless there is full consultation between producers and management.

CBC President J. Alphonse Ouimet also revealed in a letter to the Commons Broadcasting Committee that he would “be pleased to meet at any time with the prime minister or any person or persons he may designate to discuss the situation and its resolution.”

The acceptance of Mr. Keate as mediator now focuses attention on his ability to unravel and resolve a situation that has numerous twists. Secretary of State Judy LaMarsh, who reports to the Canadian parliament on broadcasting affairs, said it is her understanding that Mr. Keate’s powers as mediator are wide enough to cover the reinstatement or removal of Seven Days’ co-hosts Watson and LaPierre, if he so orders. Miss LaMarsh said that Mr. Keate’s jurisdiction would also cover “the lower part of the iceberg,” a reference to other matters that have produced generally strained relations between CBC management and producers.

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Soble makes plans for Canadian network

Kenneth D. Soble, president and general manager of CCHC-TV Hamilton, Ont., has indirectly notified the Canadian TV Television Network of a prospective raid on its membership after the current CTV license expires on June 30, 1968.

Mr. Soble recently informed the Board of Broadcast Governors that he is beginning to organize support for a new national television network. He also plans to have an organizational report on his new network ready for presentation to the BBG at the first public hearing scheduled after Oct. 1, 1967.

Capital for the private network will come primarily from the resources of Mr. Soble and Maurice F. Strong, president of Power Corp. of Canada Ltd., Montreal. However, in a joint statement, the two men indicated that they would seek wide public support when they said: “It is our intention to visit distinguished Canadians all across this country with a view to interesting them in our proposed company—both financially and as members of the board.”

During his presentation to the BBG, Mr. Soble recalled that the board previously stipulated certain conditions by which a CTV affiliate could purchase the network. The conditions were (1) that network operations be studied at the first public hearing after Oct. 1, 1967, and (2) that any bid by the CTV Television Network for renewal of its license be heard at that time.

The BBG has also stated that it would consider applications from other parties interested in forming a new network.

Mr. Soble’s proposal, which was originally revealed at a special hearing in January on the CTV question, has been criticized by Gordon Keeble, CTV president. Mr. Keeble requested that Mr. Soble’s bid for permission to form a new network be denied because presently “he has nobody to talk to.”

Almost all Canadian TV stations are affiliated with either the Canadian Broadcasting Corp. or the CTV network, and a station is forbidden by regulation to be under contract to two networks at the same time.

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There’s A Lot of Listening

WAAC

Terre Haute has changed its listening habits...and WAAC did it! From sign on to sign off, WAAC delivers more minutes of news than the others combined...

Adults

PULSE: March 1965

<table>
<thead>
<tr>
<th>9:00 A.M. - 6:00 P.M.</th>
<th>WAAC</th>
<th>A</th>
<th>B</th>
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</thead>
<tbody>
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<td>9 A.M. - 12 Noon</td>
<td>5540</td>
<td>4920</td>
<td>1910</td>
</tr>
<tr>
<td>12 Noon - 3 P.M.</td>
<td>4120</td>
<td>2910</td>
<td>1500</td>
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<tr>
<td>3 P.M. - 6 P.M.</td>
<td>2840</td>
<td>3360</td>
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<td>per average</td>
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<td>3730</td>
<td>1520</td>
</tr>
</tbody>
</table>

**TERRE HAUTE, INDIANA**

4 County Metro Area

*** Not Reported

(INTERNATIONAL)
Then you can afford ATC automation right now!

It's a fact. ATC can automate your station for as little as $65.00 per week. In many cases, even less.

You can buy the equipment outright. Or finance it. Or lease it. And simply sell a few more spots a week to pay for it.

Whichever way you choose, one thing is certain. The benefits will completely overshadow the cost.

What benefits? Well, you'll free your announcers from purely mechanical control room work.

The Criterion tape cartridge unit. The ATC-55 multiple tape cartridge handler. Stereo and monaural tape sources. Even a unit that prints the official log automatically as the material is being broadcast.

Plus three different automation control systems: (1) by punch card, (2) by magnetic tape, (3) by a time/sequence device.

Automation needs vary from station to station. Our job is to prescribe the system that will best accomplish what you want and what the budget will allow.

All our people are broadcasters. They speak your language.

To hear them speak it, call 309-829-7006 or write for descriptive literature.

AUTOMATIC TAPE CONTROL INC.
1107 E. Croxton Avenue
Bloomington, Illinois
Compton buys interest in Caribbean agency

Compton Advertising Inc., New York, has bought a minority interest in Corbin Advertising Associates, an agency with offices in Jamaica, Barbados and Trinidad. Corbin's 1965 billings were $1,370,000.

The acquisition was made jointly with Compton's London partner, Garland-Compton Ltd. Compton has other international partners in Heidelberg, Germany; Brussels; Rome; Melbourne and Sydney, both Australia; Manila; Tokyo; San Juan, Puerto Rico; Santo Domingo, Dominican Republic, and Mexico City. Its U.S. branches are in Chicago; Toledo, Ohio; Los Angeles and San Francisco. Compton billings last year totaled $129 million.

International film sales...

*Hey, Landlord* (United Artists Television of Canada): CBC network.

*Nutcracker* (Seven Arts TV): ABC International, Chile.

*Man in Space* (Seven Arts TV): CFQC-TV Saskatoon and CKM-TV Prince Albert, both Saskatchewan; CFCL-TV Timmins, Ontario.

*The Professionals* (Seven Arts TV): CFQC-TV Saskatoon, Saskatchewan and CKX-TV Brandon, Manitoba.

*Beatles Big Night Out* (Seven Arts TV): CKX-TV Brandon, Manitoba; CFPL-TV London, CKPR-TV Port Arthur and CFCL-TV Timmins, all Ontario.

*Warner Bros. cartoon Library* (Seven Arts TV): CKOS-TV Yorkton and CHYF-TV Moose Jaw, both Saskatchewan; and CKPR-TV Port Arthur, Ontario.

*Popeye Cartoons* (Seven Arts TV): CFPL-TV London, Ontario and CHAB-TV Moose Jaw, Saskatchewan.


Abroad in brief...

**Made in Rome** = Selmur Productions, an ABC-TV production subsidiary, has reached an agreement with Carlo Ponti Productions to exchange feature film and TV properties. Involved initially in the deal are as many as five motion pictures and at least one television special. The features all will be produced by the Rome-based company. They will be released theatrically first to the international market and then shown on ABC-TV. In addition, Selmur and Ponti Productions may co-produce a TV special that would star Sophia Loren, wife of the principal in the Italian company.

**Made in Spain** = For the first time Spain may be the production center for a television series to be shown in the U.S. Mirisch-Rich TV Productions currently is surveying the Mediterranean country for locations and facilities that could be used for the production of *Rat Patrol*. The new series, scheduled for 1966-67, season on ABC-TV, deals with the North African desert campaign in World War II.

NC&K in Puerto Rico = Norman Craig & Kummel Inc., New York, reports its branch office NC&K de Puerto Rico in San Juan has been assigned three products from Dow Chemical Co., Midland, Mich. Now being introduced in that market: Handi-Wrap, Saran Wrap, and Dow oven cleaner. NC&K also handles Dow Chemical account in the U.S.

Clay-Cooper overseas rights = Charles Michelson Inc., New York, has been appointed to handle eastern hemisphere. African and British colonial area television distribution of the Cassius Clay-Henry Cooper heavyweight championship bout scheduled to be held in London on May 21. Kinescope films of the bout will be distributed to stations by Michelson.

Canadian sales help

ITC to record fortnight

Gross sales by Independent Television Corp. during the first two weeks of April reached a record of more than $3 million, according to Abe Mandell, president of the television programing company.

International sales accounted for more than $2 million of the two-week total, he said. Canada was responsible for more than $1 million with sales of *The Saint, Secret Agent, Thunderbirds* and *Seaway* in both the English-speaking and the French-speaking sectors.

Spearheading domestic activity were sales on *Seaway* to WNEW-TV New York, KTLA-TV Los Angeles, WPVI-TV Philadelphia, CKLW-TV Windsor, Ont.-Detroit, KGON-TV Denver and KVT (TV), Fort Worth, Tex. Mr. Mandell said *Secret Agent* also has been moving well and cited recent sales to WNEW-TV, KHJ-TV Los Angeles, WGN-TV Chicago, KGON and WPIL-TV.

AMCI antennas for TV and FM

- Omnidirectional TV and FM Transmitting Antennas
- Directional TV and FM Transmitting Antennas
- Tower-mounted TV and FM Transmitting Antennas
- Standby TV and FM Transmitting Antennas
- Diplexers
- Vestigial Sideband Filters
- Coaxial Switches and Transfer Panels
- Power Dividers and other Fittings
  Write for information and catalog.

AMCI Manufacturing Company
299 Atlantic Ave, Boston, Massachusetts

112 (INTERNATIONAL)
TELEVISION market area rankings, based on ARB county viewing and coverage patterns, will be presented every month in Spot Television Rates & Data starting with the July 1966 issue — to make this catalog more useful to buyers of TV time and therefore more valuable to sellers of TV time.

This material will be presented in three groupings, as follows:

1. **Marketing Areas** as defined by ARB — unduplicated counties credited to the one and only market whose home stations achieve, in total, the greatest share of viewing hours in each county as reported by ARB.

2. **Effective Areas** — defined by ARB as including counties in each marketing area plus those counties not credited to the marketing area, but in which at least one of the home stations of that market has achieved a level of 50% or more of the average daily total circulation. Effective Areas are not mutually exclusive areas. Therefore, a county may be assigned to several different Effective Areas.

3. **Viewing Areas** — which agree with ARB TV Market Report 98% survey areas effective during the March 1965 survey period. And data on **Standard Metropolitan Statistical Areas** in a new, consolidated table.

The summary rankings show number of households, percent of U. S. households and rank; television households and rank; percent of television penetration; consumer spendable income; total retail, food and drug sales, and passenger car registration.

There is an emerging trend toward the use of county statistics as the basis of television market determination. Agencies and national advertisers have naturally turned to Standard Rate & Data Service to provide these new bases for television market evaluation.

As always, SRDS has been sensitive to the needs of buyers of media and now presents these new data which, we are sure, are in the main stream of market/media selection practice — one more reason why your sponsored buying information in this media catalog will help buyers buy from you.
Health center going up—if you help!

Mental health centers are needed to fight mental illness. They are needed to prevent the tragic suffering of men, women and children who need care NOW... before it is too late.

One person in every 10 is in need of psychiatric help. 10% of school age children have emotional problems requiring treatment. 1/2 million children are seriously mentally ill. Help bring treatment to all in need of it.

Support Your Local Chapter of the National Association for Mental Health
Battery (and foot) powered. The nice thing about this model is that anywhere it can walk, climb, ride or crawl it can make 33 minutes of broadcast quality video and sound recording. We actually supply only the electronics. The biologic system is up to you, and it doesn't take a very sturdy one. The recording pack weighs only 23 pounds with a full load of tape and rechargeable batteries—sufficient for a full 33-minute recording with sound, plus 30 minutes of preview time, plus 60 minutes of standby. Actually, the recorder weighs only 11 pounds empty. Pretty small for a mechanism that makes broadcast-quality video recordings. You might even call it a breakthrough.

The camera head is intriguing, too. Weighs only 7 pounds and has a 1¼-inch active CRT viewfinder that lets you see exactly what the tape sees. Flick a switch and it's a A-scope for set-up. All the operational controls are on the camera head where they belong. There's a lot more to tell about—like the proprietary Westel Coniscan® recording system that makes all this possible—so why not write for our Westel® System brochure and get the whole story. We'll admit there are other video cruisers, but did you ever see one navigate ladders, catwalks, narrow alley tight corridors, airplane cockpits, ski lifts and such? And you can park ours on any chair.

For further information write: Westel Company, 298 Fuller Street, Redwood City, California 94063. WESTI

William Dwyer, account executive, Blair Radio, San Francisco, named manager of that office.

Edward A. Grossman, with KCMJ Palm Springs, Calif., appointed sales manager.

George B. Hagar, manager, John Blair & Co., San Francisco office, named general sales manager, KHON-TV Honolulu.

William C. Chadwick, account executive at WAVA-AM-FM Arlington, Va., named sales manager.

Mary Grace Hannon, supervisor of market research at LaRoche, McCaffrey and McCall, New York, appointed associate research director.

Fredrick W. Webber, media supervisor, named associate media director in St. Louis office of Gardner Advertising. Jack Shubert, Lee Zingale and Donald A. Stork named media supervisors.


Thomas E. Butterfield, media buyer for D'Arcy Advertising, Chicago, joins Alberto-Culver Co. there as assistant advertising manager.

Robert H. Crockford, product group manager with Purex Corp. Ltd., Lakewood, Calif., joins Schick Safety Razor Co., Culver City, Calif., as new products manager with specific responsibilities in marketing and advertising.


Robert W. Brokaw, account executive with BBDO, San Francisco, joins Adam Young, same city, as radio account executive.

Philip E. McDonald, national sales manager and marketing director of WPTV Albany, N. Y., appointed account executive for radio division of Broadcast Communication Group, New York.

Donald G. Merritt Jr., sales promotion and merchandising executive with KRON-TV San Francisco, named account executive.

Barry Z. Levine, formerly with Norman, Craig & Kummel, New York, appointed account executive for Kane, Light, Gladney Inc., that city.


David Cline, account executive with KTW Seattle, appointed to same position with KOL Seattle.

Herbert O. Vogt elected secretary-treasurer of D'Arcy Advertising, St. Louis. He joined agency in 1944.


Thomas Hollingshead, account executive, Peters, Griffin, Woodward, New York, named to New York sales staff, Metro TV Sales, division of Metromedia Inc.

Marty Harrison, with Advertising Time Sales, New York, appointed to television sales staff of Avery-Knodel Inc., that city.

Ken Mundie, free-lance animation artists, joins staff of FilmFair, Hollywood commercial production house, as animation director.

**MEDIA**

Frederick H. von Stade, general manager of WKYT-TV Lexington, Ky., joins WTVN-TV Columbus, Ohio, as general manager, succeeding Robert C. Wiegand (Broadcasting, May 2). Jack Remington, general manager of WKRC-AM-FM Cincinnati, succeeds Mr. von Stade.

Thomas R. Dargan, director of programming at KGW-TV Portland, Ore., named station manager of KING-TV Seattle.

Jack King, WQOS West Point, elected president of Mississippi Broadcasters Association. Others elected: Ernest Bowen, WELD Tupelo, VP, and Frank Sumrail, WAML Laurel, secretary-treasurer.

Earl Hickman, Williams and Douglas, Ariz., community antenna owner,
elected president of Arizona Community Television Association. Also elected: Jess W. Allen, Nogales, VP; Charles Wigutow, American Cable Television Inc., secretary-treasurer.

Carl Gainer, Richwood, W. Va., elected president of West Virginia and Mid-Atlantic Community Television Associations. Other officers elected: Gary Dent, Beckley, W. Va., VP; Bert Cousins, Fairmont, W. Va., secretary-treasurer.

Ed Mason, xxxxx Colby, elected president of Kansas Association of Radio Broadcasters. Dale McCoy, KAKE Wichita, elected VP.

James E. Draper, station manager of WMBI-AM-FM Chicago, named director of broadcasting for Moody Bible Institute, that city. He will be responsible for institute's stations: WMBI-AM-FM; WDLW East Moline, Ill., and WCRR(FM) Cleveland. Charles N. Christensen succeeds Mr. Draper.

Charles E. Gates and Ben H. Berentson, VP's and station managers respectively of WGN-AM-TV Chicago, named VP's and general managers of those stations. Purpose is to free Ward L. Gual, president of WGN Continental Broadcasting Co., from daily detail so he can concentrate on group's national expansion.

Homer K. Peterson, general manager of KALL Salt Lake City, named executive VP of A. L. Glasmann stations KALL; KGHL Billings, Mont., and KGEM Boise, Idaho. C. Bruce Miller, news director of KALL, succeeds Mr. Peterson.

Robert D. Hanna, formerly sales manager of KBOX-AM-FM Dallas, joins KPCN Grand Prairie, Tex., as executive VP.

Frank J. Lee, general manager of WMMN Fairmont, W. Va., elected VP and director of Broadcast Enterprises Inc., owner of WMMN.

James O. Thompson, general sales manager of KLOL Salt Lake City, appointed general manager of KCRN Reno.

Dale Rotz, retired lieutenant colonel in U. S. Air Force, named general manager of Hightower Telesystems, Newburgh, N. Y.

Rex Kalins, business manager of WTV(TV) now WAND(TV) Decatur, Ill., named business manager of WTTG(TV) Washington.


Ray Diaz, VP and general manager, WAAP Peoria, Ill., named radio-TV regional manager for Southeast area, NBC station relations, New York.

Charles DeVault, program manager of WVT(TV) Youngstown, Ohio, appointed to newly created post of assistant general manager.

Gail Blanke joins WCRS-TV New York, as manager of research and film library.

Sam Gilkey Jr., news director of WSCF Statesville, N. C., also appointed assistant manager.

F. Ben Hevel, program and operations manager for KTUL-TV Tulsa, Okla., joins WCP0-TV Cincinnati, as director of operations.

PROGRAMING

Lee Schulman, general manager, KING-TV Seattle, named director of programming of WBKB-TV Chicago, replacing Mort Rosenman. Mr. Rosenman becomes executive producer, succeeding Jerry Gregorius who will be in charge of production of new programs.

Jack Donahue, formerly general sales manager of KTLA(TV) Los Angeles, appointed western regional sales manager of Wolper Television Sales, Hollywood.

Charles H. Wasserman, with Van Prag Productions, Hollywood, elected VP and managing director of company's West Coast operation.

Paul Bogart, veteran free-lance television director, named producer of Hawk, Screen Gems' new one-hour detective-adventure series to start on ABC-TV in September.

Joseph D'Agosta, who has been casting for 20th Century-Fox TV, named casting director for Desilu Productions, Hollywood.


Edward F. Devenney, editorial director of WBIG-AM-FM Philadelphia, named public affairs director.


Steve Schenkel, associate program director, Benton & Bowles, New York, resigns to form Steve Schenkel Enterprises, TV programming and production organization.

Kenneth F. Yandle, production manager of KGW-TV Portland, Ore., named director of programming. Thomas E. Craven, staff director, succeeds Mr. Yandle.

Weldon Walker, news editor at WAVA-AM-FM Arlington, Va., named program director.

Robert Mayfield, news director of KPCC-AM-FM Pasadena, Calif., appointed program director.

Irene Ryan, production coordinator, Olas Corp., New York, moves to Cleveland to coordinate production and talent for Olas.

Steve Rickel, formerly with WISH-TV Indianapolis, named producer-director at WANE-TV Fort Wayne, Ind.

Bob O'Bradovich, director of make-up, NBC, New York, has resigned to free-lance. He is also working on book.

Steve Dickler, formerly with BBDO, New York, named account executive
at ABC Films, that city.

Jerry Golden, producer, MPO Productions, New York, named staff producer, Videotape Center, same city.

NEWS

Harris Lipez, general manager of WPZ Lock Haven, Pa., named president of Pennsylvania Associated Press Broadcasters Association. He succeeds Tom Bigler of WNEP-TV Scranton-Wilkes-Barre. Other officers elected: Lou Murray, WRTA Altoona, first VP; R. J. Morgan, WLK Wilkes-Barre, second VP; and Joseph Snyder, AP, Philadelphia, secretary-treasurer.

George A. Jaksa, newsman with WJRT-TV Flint, Mich., named news director.


Walter Arm, former deputy commissioner of community relations for New York City police department, joins WCBS-TV New York, as city editor.

FANFARE

Larry Wexler, assistant director of public information and advertising, WCBS New York, and producer-director of WCBS Radio Looks at Television series, named public relations manager, WMCA New York and Strauss Broadcasting Group.

Richard A. Feleppa, manager, advertising and promotion for WABC New York, appointed director of promotion, WQXR New York.

William H. Clarke, assistant promotion manager for KIRO-TV Seattle, named acting promotion manager of KING-AM-FM-TV there. Faye Grover, merchandising assistant for KING-AM-FM-TV, appointed assistant promotion manager of KING-AM-FM.

Elias Davis, staff writer with KNX Los Angeles, named director of on-air promotion for KHJ-TV Los Angeles.

Starr Smith, owner of Starr Smith Public Relations, Montgomery, Ala., appointed PR consultant to Alabama Broadcasters Association.

Charles Williams, with WEEI-AM-FM Boston, named associate director of information services.


Roy J. Carlson, new products manager, western division, Pepsi-Cola Co., New York, named director of public relations for eastern division.


EQUIPMENT & ENGINEERING

Irwin Ross, assistant chief engineer for WQXI-FM Philadelphia, named to new post of manager of studio engineering and operations for WQXI-AM-TV there.

Paul A. Garrison, VP of Technical Appliance Corp., Sherburne, N. Y., subsidiary of Jerrold Corp., elected president.

Thomas B. Erwin, director of public relations in EUE/Screen Gems, commercial and industrial film division of Screen Gems, appointed director of advertising, public relations and sales promotion for De Luxe Laboratories Inc. and its General Film Laboratories division.

Aurel G. Petrasek, manager, market development, RCA industrial tube and semiconductor division, Lancaster, Pa., appointed to newly created post of manager, market planning-microwave and power devices. James F. Cooper, formerly manager, sales, succeeds Mr. Petrasek. William A. Glaser, manager, market planning-industrial semiconductors, succeeds Mr. Cooper and John P. McCarthy, formerly administrator, market planning-industrial transistors, assumes Mr. Glaser's post.

DEATHS

Alex F. Osborn, 78, director and founder of BBDO, died May 5 in Roswell Park Memorial Institute, Buffalo, N. Y., after brief illness. Mr. Osborn, with Bruce Barton and late Roy S. Durstine formed Barton, Durstine & Osborn, Aug. 1, 1919. Agency merged in 1928 with George Batten Co. to form BBDO. Mr. Osborn, who maintained his headquarters at BBDO in Buffalo, traveling regularly to New York, was partner in BDO agency; served with BBDO as VP (1928-1939), executive VP and general manager (1939-1945), chairman of board (1945-1946) and vice chairman of board (1946-1957). He remained director until 1960, when he retired. His wife, Helen Coatesworth Osborn, and five children survive.

Henry Kastor Kahn, 63, chairman and founder of Kastor Foote Hilton & Atherton Inc., New York, died May 2 at his New York home of heart attack. Mr. Kahn's advertising career began in 1924 when he joined H. W. Kastor & Sons Advertising, Chicago, agency founded by his grandfather. He became president of Kastor in 1943. In 1945 Mr. Kahn resigned to start Kastor Farrell Chesley & Clifford, New York, predecessor of the present agency.

Clarence Wheeler, 89, broadcasting executive in Rochester, N. Y., area for 22 years, died April 28 at his home in Macedon, N. Y. Mr. Wheeler joined WHEC Rochester as WP in 1931 and retired in 1953 as VP of WHEC Inc., which also operates WHEC-TV there.

Jack Pyle, 46, radio personality at WPBA(FM) Philadelphia, died April 27 in Philadelphia. He is survived by his wife, Emily, daughter and two sons.

Christopher Lawrence, 46, announcer at CHFI-AM-FM Toronto, died April 25 in his apartment. Mr. Lawrence had been announcer for CFTO-TV Toronto, ABC in New York and Washington, and for ABC's North American service. He is survived by his wife, Ruth.
Station Authorizations, Applications

As compiled by Broadcasting, April 28 through May 4, 1966, based on filings, authorizations and other FCC actions.

Abbreviations: Ant. — antenna; CRT — cathode-ray tube; FM — frequency-modulated; H.F. — high frequency; MHz — megahertz; P.O. — post office; VHF — very-high frequency; W.R.G. — Western Radio Group; W.S.O. — wireless station manager; Y.M.C.A. — Young Men's Christian Association; Y.W.C.A. — Young Women's Christian Association; Z.B.P — Z'Brien-Brewer-Patterson.

New TV stations

Actions by FCC

Hartford, Conn.—Kappa TV Corp. Granted CP for new TV on UHF channel 21 (578-21 mc); ERP 200 kw watts. Ant. height above average terrain 588 ft., above ground 1167 ft. P.O. address: c/o Albert G. Thaw, Barnfield Rd., Rowayton, Conn. 96885. Estimated construction cost $376,600; first-year operating cost $17,450, studio location Turman, trans. location location not determined. Type trans. RCA TUF-47DH.

Littleton, N. H.—University of New Hampshire. UHF channel 49 (600-606 mc); ERP 25 kw watts; 58.9 kw. Ant. height above average terrain 1085 ft., above ground 241 ft. P.O. address: c/o Keith J. Nighbert, Winchester, N.H. Estimated construction cost $310,400; first-year operating cost $17,450, studio location Durham, trans. location location not determined. Type trans. RCA TUF-47DH.

Littleton, N. H.—University of New Hampshire, UHF channel 49 (600-606 mc); ERP 25 kw watts; 58.9 kw. Ant. height above average terrain 1085 ft., above ground 241 ft. P.O. address: c/o Keith J. Nighbert, Winchester, N.H. Estimated construction cost $310,400; first-year operating cost $17,450, studio location Durham, trans. location location not determined. Type trans. RCA TUF-47DH.

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New Technologies

alpha ch., TTU ERP CP New hours.

Temporary Night Set.

KiloKc. — kilocycles.

Tenne — tenne.

BROADCASTING, May 5, 1966
WOOW Knoxville, Tenn.—Granted acquisition of controlling interest in WWON to L. Miller Broadcasting Co. by George P. Moseley (29% before), (35% after). 32 stockholders own 36% before, none after, to Harvest Broadscat Corp. (none before, 10% after). Consideration $157,900. Action April 26.

WRTI Williamsen, Va.—Granted transfer of control of license corporation, Williamsen Broadcasting Inc., from Phil Beilborn, Lillian Beilborn, S. P. Goodman and Walter L. Dillingham (63% before, none after) to Harvest Broadcasting Corp. (none before, 10% after). Consideration $150,000. Action April 26.

WTHW Williamsen, Va.—Granted transfer of control of license corporation, Williamsen Broadcasting Inc., from Phil Beilborn, Lillian Beilborn, S. P. Goodman and Walter L. Dillingham (63% before, none after) to Harvest Broadcasting Corp. (none before, 10% after). Consideration $150,000. Action April 26.


KPLC-AM-FM Lake Charles, La.—Seeks assignment of license from Value Radio Inc. to Calcasieu Television and Radio Inc. Calcasieu Television is licensee of KPLC-AM-FM and KPLC-FM. Assignment is for legal convenience only. Action April 26.


WLOV-AM-FM Woodstock, Ga.—Seeks transfer of control of licensee Holiday Broadcast Corp., from Thomas Des Turner et al. (all stockholders) (100% before, none after) to Alfa5 Timmy Winegar (none after). Action April 26.


WJTC-AM-FM Billings, Mont.—Seeks assignment of license from Gateway Broadcasters Inc., by Irene Bambrick and John Irion, to Gateway Broadcasters Inc., by Irene Bambrick and John Irion. Action April 26.


change of operation of KEOS Flagstaff, Ariz., from Channel 2 to Channel 3. For failure to make required change of operation, to its station KEVO Tucson, Ariz. Action May 4.


## SUMMARY OF COMMERCIAL BROADCASTING
Compiled by BROADCASTING, May 4

<table>
<thead>
<tr>
<th>Lic.</th>
<th>ON AIR</th>
<th>CP'S</th>
<th>NOT ON AIR</th>
<th>TOTAL APPLICATIONS</th>
</tr>
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<tr>
<td>AM</td>
<td>4,044</td>
<td>23</td>
<td>375</td>
<td>381</td>
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<td>FM</td>
<td>1,449</td>
<td>52</td>
<td>208</td>
<td>222</td>
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<tr>
<td>TV/VHF</td>
<td>472</td>
<td>21</td>
<td>239</td>
<td>411</td>
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<tr>
<td>TV-UHF</td>
<td>50</td>
<td>30</td>
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### AUTHORIZED TELEVISION STATIONS
Compiled by BROADCASTING, May 4

<table>
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<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>515</td>
<td>196</td>
</tr>
<tr>
<td>Noncommercial</td>
<td>69</td>
<td>67</td>
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### COMMERCIAL STATION BOXSCORE
Compiled by FCC, March 31, 1966

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
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<td>45</td>
</tr>
<tr>
<td>2</td>
<td>1</td>
<td>0</td>
</tr>
</tbody>
</table>

1. Breakdown on UHF and VHF applications not available.
2. Includes three noncommercial stations operating on commercial channels.

CATV system in Toledo, Ohio, in violation of Sec. 74.1107 of rule, formalized rulings made on record of April 25 prehearing conference and (1) granted petitions by D. H. Overmyer and Storer Broadcasting Co. for leave to intervene and be parties to proceeding, and (2) dismissed Buckeye’s petition for reconsideration of that ruling (actions April 25). Pursuant to mandate in commission’s May 12, 1965, to extend hearing from May 18 to June 13 in proceeding on its application and that of Daniel Enterprises Inc. for new AM’s in Boardman and Warren, Ohio, respectively. Action April 25.

By Hearing Examiner Charles J. Federick


By Hearing Examiner Millard F. French

- Granted request by Chesapeake Engineering Equipment Service Inc. to extend time from April 29 to May 13 to file proposed findings and from May 13 to May 27 for replies in proceeding on its application and that of Erway Television Corp. for new TV’s to operate on channel 48 in Baltimore. Action April 29.

By Hearing Examiner Millard F. French

- In proceeding on AM’s and TV’s to Stoter Broadcasting Bureau to extend time to May 3 to file reply findings and conclusions in proceeding on application of Boca Broadcasting Inc. for TV’s in Pompano Beach, Fla. Action April 26.

By Hearing Examiner Waither W. Guenther

- In proceeding on applications of D. H. Overmyer Communications Co. and Maxwell Electronics Corp. for new TV’s to operate on channel 29 in Dallas, granted petition by Maxwell for leave to amend its application to reflect loan in amount of $460,000 from First National Bank in Dallas, under certain terms and conditions. Action May 3.


By Hearing Examiner Forest L. McLenning

- In proceeding on applications of the Trustee, Broadcast Co., granted petition by Service Electric Cable Co. for new AM’s in Smithfield, and Herbert News, both granted joint petition by Tidewater for extension to extend from April 25 to April 28 for date for exchange of exhibits, April 25 to May 5 to 10, to exchange of information, for new AM’s in Smithfield and Herbert News. Action April 25.

By Hearing Examiner Elizabeth C. Smith

- In proceeding on applications of The Edgefield-Saluda Radio Co., Granted motion by Broadcast Bureau for leave to amend its application to show current staff plan. Action April 25.

By Hearing Examiner Herbert Sharman

- In proceeding on AM applications of James A. Hunter, Mass., Granted motion by Broadcast Bureau for leave to amend its application to show current staff plan. Action April 25.

- In proceeding on applications of the Trustee, Broadcast Co., Granted motion by Broadcast Bureau for leave to amend its application to show current staff plan. Action April 25.

- In proceeding on applications of The Edgefield-Saluda Radio Co., Granted motion by Broadcast Bureau for leave to amend its application to show current staff plan. Action April 25.

- In proceeding on AM applications of James A. Hunter, Mass., Granted motion by Broadcast Bureau for leave to amend its application to show current staff plan. Action April 25.

### BROADCAST ACTIONS

**WGBG-FM Red Lion, Pa.—** Granted mod. of license to operate trans., by remote control.

**KEDC-FM Northridge, Calif.—** Granted CP to install new composite trans., new ERP 520 kw, ant. height 736 ft.

**WGTS-FM Takoma Park, Md.—** Granted to install new trans. for main station and increase ERP to 30 kw; ant. height 115 ft.

**WMFS-FM Manchester, Ga.—** Granted extension of completion date to Oct. 6.

### Actions of May 2

**KWOW Pemexa, Calif.—** Granted license covering change in antenna.

**WUJF Jackson, Miss.—** Granted license covering use of main daytime trans., as auxiliary height and to use main nighttime trans. as auxiliary daytime.

**WBOY Wheeling, W. Va.—** Granted license covering increase in daytime power, installment of new trans., for new AM.

**KREW Sunnyvale, Wash.—** Granted license covering use of former main trans. at main trans. location and new auxiliary trans.

**KOLT Scottsbluff, Neb.—** Granted license covering use of former main trans. (continued composite) at main trans. location and new auxiliary trans.

**WHFS-FM Hattiesburg, Miss.—** Granted extension of completion date to Oct. 1.

**KWKB-FM Kendal Green, Mass.—** Granted renewal of license for following main stations and coexisting auxiliaries: KFAC Los Angeles, *WHFS-FM Winchester, Mass.*

### Actions of April 29

**KMTV Omaha—** Granted CP to change trans. location, install new antenna, change type trans., aur. ERP to 20 kw, ant. height 1370 ft., and make changes in ant. structure.

**WJMY Myrtle Beach, S. C.—** Granted license covering use of main daytime trans., to relocate and change type trans. for new AM.

**WGTS-FM Takoma Park, Md.—** Granted to install new composite trans. for main station and increase ERP to 30 kw; ant. height 115 ft.

**KBOI-TV Boise, Idaho—** Granted CP to change type trans.

**WWTV Cadillac, Mich.—** Granted CP to install auxiliary sys. at main trans. and certain location.

**KFBZ-TV Cheyenne, Wyo.—** Granted CP to change type trans.

**KLAK Lake Charles, La.—** Granted CP to change trans. location, leave remote operation, make changes in ant. system.

**KLAK Lakeview, Colo.—** Granted CP to install auxiliary sys. at main trans. location.

(Continued on page 131)
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AM-FM-TV
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Los Angeles 25, California
213/478-7751

BROADCASTING, May 9, 1966
123

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BROADCASTING MAGAZINE
1735 DeSales St. N.W.
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CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only) (FINAL DEADLINE—MONDAY preceding publication date)

- SITUATIONS WANTED 25¢ per word—$2.00 minimum • HELP WANTED 50¢ per word—$2.00 minimum.
- DISPLAY ads $25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS AND EMPLOYMENT AGENCIES advertising require display space. (26 x rate—$22.50, 52 x rate—$40.00 Display only). 5" or over Billed R.O.S. rate.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D.C. 20036.

APPENDIX: If tapes, films or packages submitted, $1.00 charge each for handling (Forward remittance separately please) All transcripts, photos, etc., sent to box numbers are sent at sender’s risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Experienced RAB sales manager or ex- tremely successful promotional manager to train and direct sales force of five. Excellent salary, over-rides, bonuses, expenses, club membership. Ideal climate. California station. Box D-131, BROADCASTING.

Mississippi top market needs proven man- agement—Sales emphasis. Box E-58, BROADCASTING.

Immediate opening for manager at northern Ohio FM. Must know local and national market operations. Excellent opportu- nity for ambitious, young man. Send com- mons and salary requirements. Box E-61, BROADCASTING.

Assistant manager, strong in sales, for Chi- cago FM group. Salary range $18,000. Furnish photograph, education, work experience, salaries. Box E-67, BROADCASTING.

General Manager metropolitan market radio station, group operation. Must be strong in sales, and have sales management with outstanding sales record. All replies confidential. Send full information first, including present earnings. Box E-101, BROADCASTING.

Key North Carolina market daytimer, 5,000 watts, wants manager with proven record. Good salary with high incentive. Box E-127, BROADCASTING.

Branch studio manager, city of 8,000, mid- west. Sell, handle some news. If you can earn $50,000 the second year in this position, you're not our man. Box E-187, BROADCASTING.

Station manager wanted for new AM sta- tion. Need experienced man who is looking for station to build. Must be strong on sales or executive. Reply to J. K. Smith, Tilton Publications, Inc., Rocheleau, Ill.

Sales

Leading Florida station has opportunity for aggressive selling salesman. Must be creative and competitive. Box E-110, BROADCASTING.

Salesman with proven record. Unusual op- portunities for top salesman in large Mtn. market. Chance for advancement to sales manager excellent. Box E-113, BROADCASTING.

Five figure income for sales pro. Northeast. You could be our number one salesman. Good base of active accounts to start. Good draw against 15%. Send resume to Box E-149, BROADCASTING.

Sales manager to manage radio sales, and to spend a good long time with us. If you are a starter, we can offer you a permanent and challenging position, and a future looking for miracles. We’re looking for excellent character, ambition, and the ability to get things done. Huge station market with good living built in. Ohio. Reply Box E-151, BROADCASTING.

An FM. Sales outstanding. One persistent, competitive radio salesman? Can you take the hard knocks and still sell? Excellent opportunity for man with strong, serious, selling ability. Guaranteed with graduated commission scale. Top salesmen only. Be prepared. Only experienced radio salesman need apply. Supply billing and sales record with application. Box E-169, BROADCASTING.

Wanted. Experienced salesman. $500 guar- anteed plus commission. KSEN Shelby, Mont.

Sales—Cont’d

Salem wanted: Top station—top market—rich, growth area. New England FM (sterio). Room to grow and move into management. Prefer a man with experience, ambition and willing to work. Salary plus commis- sion. Send resume to Sales, WBMF, Station A. Meriden, Conn.


Regional salesman: Aggressive professional radius salesmen for WBBA, z1 station in Ham-Hub-Cover accounts from Pittsburgh to Philadelphia, Baltimore and Washington. Salary plus commis- sions, with many added benefits. Write selling letter, including resume and recent photo, to: Jon9, N.Y. Fm.

WTXM, Taylorville, Illinois is in need of experienced salesman. This vacancy is crea- ted due to station expansion and offers excellent opportunities for individual to move into already created top sales position. Guarantee plus commissions.


Announcers

Announcer—1st phone for all-nite show at Maryland’s high power AM-FM reaching Baltimore C. markets. Middle of the road format, network affiliate, excellent opportunity. Send résumé to Progressive sta- tion. Open. Rush tape, resume and salary requirements to Box D-159, BROADCASTING.

A good midwestern announcer wanted by high quality Missouri station. Salary up to $150 per week. Send resume and tape to Box D-183, BROADCASTING.

Announcer—1st phone, good progressive medium midwest market. Non-franchise top 40. Good salary, sports or sales available. Send resume & tape to Box D-319, BROADCASTING.

Ohio daytimer needs announcer with 3rd ticket. $60 for 40 hours, Box D-335, BROADCASTING.

Announcer or announcer-coplayer for ex- cellent small market radio station. Good pay, working conditions. Send tape. Box E-7, BROADCASTING.

Immediate opening for announcer-1st phone. Also announcer-salessman. Mid-Michigan daytimer in good market. Tape and resume. Box E-10, BROADCASTING.

Sports director for Michigan group-owned FM station, with potential opportunities in TV. Include resume, school play-by-play, and work in hunting-fishing-outdoor activities. Excellent opportunity for sports fan. Send resume, tape, photo to Box E-18, BROADCASTING.

Announcer, experienced with 3rd ticket. Jukebox success, well established operation. We are number one in our market in every survey. The pay is right. Pleasant working conditions and security. East coast. Box E-49, BROADCASTING.

Announcer with 1st phone for 5 kw Virginia station, strong country music format. Must have good resume and recent tape. For advancement to one of our markets. Box E-105, BROADCASTING.

For top rated Virginia good music station. Announce must be experienced and have pleasing air personality. Salary good with many added employee benefits for 40-hour week. Write giving age, details of work ex- perience, references to Box E-106, BROADCASTING.

Wyoming independent needs experienced an- nouncer. Sports news and middle of road music. After six phone 307-684-3659 or Box E-131, BROADCASTING.

Announcers and Newsmen: Immediate opening in expanding southwestern music and news station. Deejays send resume and tape of spot production, news pres- entation and deejay show: Newsmen send sample of news writing. Also opening for newscast and newscast presentation along with resume to Box E-169, BROADCASTING.

Morning show on expanding competitive eastern medium market. Must be young, hip, hip style and real personality. Program directing ex- perience helpful. For young riser. You’ll be with a winner and work with men who are tops in their craft. No beginners. Send air check and full details to Box E-178, BROADCASTING.

Southern California group looking for top adult morning man. Send resume, tape, sal- ary requirements. Each applicant will be carefully screened. Box E-179, BROADCASTING.

Montana middle of road station needs ex- panded announcer located in permanent position with solid broadcasting organiza- tion. Call if you have first phone. Call collect 406-285-7941. KOMQ Havre, Montana.

Announcer-newswoman with good diction wanted for Negro programed station. Send tape and profile to KPRL, 2214 East 22nd, Kansas City, Missouri.

Dominant central Washington 5 kw fulltimer looking for 1st phone. Experience first. Contact KSEM Moses Lake, 500-765-3441.

Have immediate opening for dj/announcer. Send resume to Jerry Castor, WCSI Columbus, Indiana.

Opening for morning man, capable of news, sports, sales. Send tape and resume, WDDY Gloucester, Virginia.
Suburban Chicago, combo, 1st-class pre- ferred. Strong 3rd-class engineering, finan- cing arrangements for 1st-class in Chi- cago school. Permanent. Send tape and back- ground details. WEAQ Evanston, Illino- is.

Immediate opening for announcer with third class ticket with broadcast endorsement. Phone WQGH Grayson, Ky. 606-474-3144.

Immediate opening for announcer, 1st class ticket, 6 WJAD. Phone WQGH 606-474-3144.


Early morning man. Six day, 40 hour week. Middle of the road format. Salary commen- surate with experience, 3rd class required. Send tape and resume to Program Director, WIMA Radio, Lima, Ohio.

Immediate opening for combo-man capable of running tight board with first phone in the picture. Interview contact WKER (201) 839-2400.

Combination engineer-announcer wanted; emphasis engineering, good hours, salary open. Radio Station WYGO, Canton, Ohio.

Modern format class-channel station in mid- west market. 500,000 looking for bright creative non-screamer announcer with 3rd phono license. Send resume, the ability to do replacement work and a chance to work full-time. If your ability is above average, and you de- sire to work for a station on the road to a top station, send resume and tape to WPKO Wheeling, West Virginia.

WEWE is now accepting applications for summer replacement personnel. All applicants should have a 1st class FCC license and be capable of announcing. Send resume and tape on first reply to Irv Leaing, WQTE Providence, R.I., or call 301-544- 6000.

Announcer with mature voice and first ticket chief preferred. Permanent. Permanent. Send resume and tape on first reply to WQKM, Litchfield, Ill. 217-556-3126. No collect calls.

Staff wanted for new fulltimer in Middle- burgh, Vermont. Beginners can train at WYIM, Brattleboro, Vt. to WLRN Madison, Maine. Immediate announcer openings here. 207-660-1240.

Combination engineer-announcer wanted; emphasis engineering, good hours, salary open. Radio Station WYGO, Canton, Ohio.

Engineer for 4½ months summer relief. Must have first class radio-telephone license. Contact WTAL Radio, Grand Blanc, Michi- gan. Phone 517-846-1629.

Needed immediately combination chief en- gineer announcer. Familiar with top 40 op- eration and directional antenna system. Pay commensurate with ability. Contact James C. Vernon, WGYO Radio, Corbin, Kentucky.

Immediate opening for engineer, 5 kwatt.
Phone 606-474-3144.

Chief for WQAD area AM & FM group station needed. Must be able to maintain own new equipment coming in. Salary open. Call Jim Luck (614) 686-3504.

Chief engineer suburban Chicago, Evanston, Ill. This job is located at tower site. 5 kw FM, 160-kw ERP, two multiplex sub channels. Salary to reflect experience and ability. Phone collect 312-680-8000, Mr. Adler or Mr. Wheeler.

**News**

**Dead**

3126. All othersExciting. Send resume and tape to Program Director, Box E-114, BROADCAST- ING.

**First class engineer for progressive AM-TV, FM operation. Experience des- ired but not essential. Excellent working conditions, fringe benefits. Job now available. Box E-111, BROADCASTING.

**Chief engineer capable maintain- ance 1 kw full in fine medium size market lower N. Y. Pleasant living area for married, sta- ble man. Complete resume and recent earn- ings to Box E-130, BROADCASTING.

**Production, maintenance, first phone for quality daytimer, N.Y.C. Suburb. Every- thing new. Box E-134, BROADCASTING.

**Wanted—Chief engineer, with 3rd class ticket, 5 kw, KLMR in Lamar, Colorado, also companion CATV and microwave system. Announcements in July wage. Require experienced engineer. Phone 303-336-2266 . . . Royce E. Willis.

**Chief engineer $150 per week depending on qualifications. We have good equipment and want to work with good people. Contact Bob Erickson, Manager, KOKK Keokuk, Iowa.

**Experienced engineer wanted for Negro programed station. Send resume and salary requirements to KFRS, 214 East 53rd, Kansas City, Missouri.

**Immediate opening—chief engineer with ex- perience, 5000 watt non-directional regional station, up-to-date equipment, large bene- fits. Call or write WSA-AM-FM, Box 97, Havre De Grace, Maryland. 301-950-6080.

**Northwestern Ohio AM-FM directional sta- tion needs chief engineer capable of strong on maintenance. Phone or write Chief Engineer at WCUF Radio, Inc., Akron, Ohio.


**The chief engineer at WRAP, Norfolk, Vir- ginia, is retiring under a company retire- ment plan. Must be very experienced. Send resume and tape to Box 221, 301-773-7127.

**Immediate opening for 40 hour vacation relief board operator, announcement, ist or B rear. Opportunity can lead to permanent position. WSBG, 312-MO 6-6000. Chicago, Illinois.

**Engineer for 4½ months summer relief. Must have first class radio-telephone license. Contact WTAL Radio, Grand Blanc, Michi- gan. Phone 517-846-1629.

**Immediate opening for engineer, 5 kwatt.
Phone 606-474-3144.

**Chief for WQAD area AM & FM group station needed. Must be able to maintain own new equipment coming in. Salary open. Call Jim Luck (614) 686-3504.

**Chief engineer suburban Chicago, Evanston, Ill. This job is located at tower site. 5 kw FM, 160-kw ERP, two multiplex sub channels. Salary to reflect experience and ability. Phone collect 312-680-8000, Mr. Adler or Mr. Wheeler.


**One of Ohio’s leading news stations needs knowledgeable newswoman. You will select. edit, read, and write news on the spot which backers him in our busy two-way radio, two-way radios, news, and off- air studio. Send resume to Ed McCoy, Station Manager.

**Announcer wanted and it’s a good job, some- body’s missing a fine opportunity. Pulse rates station tops in area by wide margin. Sta- tion 30 minutes away. Excellent fringe benefits. Also has affiliations with five CBS-TV sta- tions. Plenty of chances to advance. Let’s call or write Harry M. Thayer, WGHQ Kingston, New York.

**News—Combo local news, some board work, first phone license helpful but not essential. Opening June 1st, WLBN Lebanon, Kentucky. Area 502-692-1138. No collect calls.

**Top job for the man who loves news. WJMI Litchfield, Illinois has a reputation for excellence in local news earned over a period of many years. An opening now exists since our new news director entered politics. Send resume and tape.

**Due to expansion, Illinois daytimer seeking news director to gather, write and air local news. Good starting salary with advancement possibility. Send tape and resume to WTMY Tailorville, Illinois.

**News director for established News depart- ment. Wisconsin station needs writer and deliver. Full facilities to work with, including studio and control room. Excellent opportunity. Call manager, Code 715 832-1829.

**Start at the top as new director in aggressive growing local news oriented operation. Capacity for growth is yours. Send resume and tape to NFJ, Los Angeles, CA. A. Youngberg, Paso Robles, Calif. 605-336-1602.

**Production—Programing. Others

**Production manager excellence in both live and produced (selling copy), station promos, contests, merchandise, public rel- evations. California radio community orient- ed. Box D-130, BROADCASTING.

**Wanted: Fast producing revenue promo- tions, will look at all, but only consider credible and worthy ones. Box D-132, BROADCAST- ING.

**Program director wanted by major radio group in largest metropolitan markets— east-mid-west and west. Need two—talk, one- long form, one forty PD. All replies confidential. Send complete re- sumes to Box E-173, BROADCASTING.

**is creativity dead? 129,800 watt FM stereo facsimile with a chance to take over as program director. Great voice, superb ideas and top references required. Work with fine equipment and congenial, stimulating surroundings. This is an ex- citing permanent opportunity. Facility owned by well-known Christian service or- ganization genuinely interested in creative radio. Resume and samples of your work to Mad Butler, KGPM Seattle, Washington 98133.

**Copywriter—experienced. Good situation for writer who can produce strong copy. Top- saling firm needs expert to handle editorial. Set-up to grow to program director. Great voice, superb ideas and top references required. Work with fine equipment and congenial, stimulating surroundings. This is an ex- citing permanent opportunity. Facility owned by well-known Christian service or- ganization genuinely interested in creative radio. Resume and samples of your work to Mad Butler, KGPM Seattle, Washington 98133.

**Copywriter—experienced. Ability to create sales-producing copy for prestige Hartford— market radio station. Salary open. WRCN, Box 941, Hartford, Conn.

**Newsmen with both reporting and air abil- ity. Proven news ability. Must have excellent news, covering beat and any first class city and have clean character. Must be able to drive fast, 4-wheel-drive and portable tape machine and reduce news as quickly as Possible. News director. Let’s call or write Jim Setters, Box 458, Winfield, Kansas.**
**RADIO**

**Situations Wanted—Management**

General manager—now earning five figures in southern medium-large market. Six years at WHOB, Half-million dollar personal background. Previously program director and top announcer. Warm Climate. Box D-304, BROADCASTING.

$900-week is my price. The station I manage will be No. 1 in six months. If your station is not billing $25,000 a month in one year's time, resign. Eight years top metro programming and selling. Box E-19, BROADCASTING.

Successful manager will move to daytimer in market with strong competitive situation, age group, swimming, or consider situation other than manager. Box E-112, BROADCASTING.

Exceptionally experienced, heavily sales oriented general manager. Will train, lead, inspire, build outstanding sales force. Capable administrator. Married. 41, college. Box E-91, BROADCASTING.

General manager—businessman and radio manager, experienced in small station organization, administration, sales, production, and community relations. Box E-96, BROADCASTING.

Manager, metropolitan experience, available now due to program changes, 30 years radio, including Negro, top 20, and general. Age 46, married, family. Box E-109, BROADCASTING.

Successful sales manager seeks travelling job calling on southern broadcasters. Box E-141, BROADCASTING.

**Situations Wanted—Announcers**

Morn man!—Professional, witty, personable, use characters in small station. Looking to move-up permanently. Box D-208, BROADCASTING.

Boy Star available for employment/Top 40 Number one FM, DA. Prefer news. Box E-140, BROADCASTING.

Middle-road announcer, excellent knowledge, music, 6 years experience, currently employed, college graduate, veteran. Top board but non-screamer. Third endorsed. Min. $119. Box E-31, BROADCASTING.

Negro announcer/newscaster/dj. Recent graduate. Negotiating. No preference. Must be trained in all phases of broadcasting. Will relocate. Box E-36, BROADCASTING.

Expressed announcer, versatile, good voice, bright sound, family man. Will relocate. Box E-14, BROADCASTING.

DJ, Newman, fast pace, tight board, bass voice, top 40, available July. See August 1. Box E-78, BROADCASTING.

Combo-jock—Strong news, experienced. Big sound. Dedicated. Tight clean board. For tapes and resumes. Box E-92, BROADCASTING.

Personality announcer, good production, draft exempt, no beginner, sober & reliable. Prefer middle road or top 40. Box E-90, BROADCASTING.

**Announcers—(cont’d)**

Summer vacations filled? Two years college radio experience good experience with STATION. Summer phone. Third class. Anywhere in U.S. Box E-69, BROADCASTING.

Announcer—7 years experience. Married. 25 years old, $425 monthly. Box E-95, BROADCASTING.


DJ—News; endorsed 3rd; runs own board, young, with experience in Miami top 40 & discussion programs. Box E-172, BROADCASTING.

14 months on first top 40 job. PD now and fame. Wife keeps nagging to get out of small town. Sware I’d never marry nagging female. Alas! Need larger market to get her off her back. College grad. 1st, Box E-103, BROADCASTING.

Contemporary personality: Nine years. Great ratings. Top markets. Box E-104, BROADCASTING.

Experienced, bright, happy dj-announcer. Married. Authoritative Newscaster. Not prima donna or floater. Want to settle down. Box E-159, BROADCASTING.

Top 40 dj, limited experience, seeking position preferably near Michigan’s southern border. Novit. Will move with wife. Veteran, 22, 3rd phone, wanting to learn. Box E-112, BROADCASTING.

Beginner, format radio, fast-paced rock-jock, tight production; any format, military exempt. Box E-117, BROADCASTING.

Top ten market good music talent looking for all-night slot. AM, or FM stereo. Network and 50,000 watt experience. No hurry. Currently afternoon drive time at #1 station in market. Box E-152, BROADCASTING.

Experienced disc jockey, informative newscaster, not prima donna and a mature delivery. Box E-125, BROADCASTING.

Would an experienced middle road pro be an asset to your staff? I offer 16 years better music background, creative copy & production, & occasional humor. I seek a Class A group operation in which to develop further. First phone $700 min. Box E-1, BROADCASTING.

Sportscaster...experienced. Radio and TV. First phone. College graduate. Married. Box E-129, BROADCASTING.

Professional announcer first phone, five years experience looking for major market. Call George, Los Angeles, or Box E-132, BROADCASTING.

Light experience, third phone, some college, good voice. Box E-134, BROADCASTING.

My first ticket and I are looking. Box E-135, BROADCASTING.

Married country-music personality, six years commercial experience, looking for opportunity with modern country station. Currently employed and enjoying top ratings in major market. Looking for security and a chance for advancement. In return I will offer an air personality, well versed in the growing field or country music. Bx E-139, BROADCASTING.

Holy announcing!!! High camp personality for hire—any city. Top 40 only. Short on experience—strong on promotion—eager to work in highly-music directorship capabilities—college graduate—draft exempt—want small station experience—not floater, contact Bruce Wayne, Box E-145, BROADCASTING.

Pro announcer, versatile, stable, mature, college, top salary. Box E-156, BROADCASTING.

Ahmad to Zoot, Jazz is what I feel for. This talent is tired of the "out-crowd." If it means that I have to leave this 50,000 watt top fiver for something a little less it's ok by me. But, only top 50s need reply. Prefer West Coast, subite aproach. Reply Box E-159, BROADCASTING.

Major market southern Calif. FM announcer seeks opportunity with solid station. Will consider any location for the right offer. Box E-160, BROADCASTING.

Recent graduate of NYSAS know all phases of radio-confirming. Will offer best price. Box E-170, BROADCASTING.

Combo dj—authoritative newscaster. Experienced Negro. Will relocate, no floater. Box E-172, BROADCASTING.

Negro dj needs 1st break, 3rd class endorsed ready to travel. Strong voice, Box E-173, BROADCASTING.

1st phone, 8 years top 40 or C&W. Hall Ball, $55-640-1760 before 5 PM.


29 well-trained announcers available now. For tapes and resumes contact. Midwestern Broadcasting School, 229 South Wabash, Chicago, or phone WA 2-0112.

**Technical**

5 years experience in radio and TV. Desire maintenance in TV and radio, or small TV station. South or midwest preferred. Box E-84, BROADCASTING.

Engineer, 10 years extensive construction and operational experience as chief, AM and FM. Available June. Box E-148, BROADCASTING.

Chief engineer $135 per week. Seeks: good working conditions. AM. 2 year college, broadcast 10 years Chief engineer. Experienced in installation and available June. Box E-148, BROADCASTING.

Experienced radio-TV operating and maintenance engineer. Any location considered. Box E-150, BROADCASTING.

Experienced engineer—first phone—Installa- tion and maintenance. AM, FM Stereo. SCA- CATV directional or non-directional. Can take care of all your engineering problems. No announcing. Box E-163, BROADCASTING.

**News**

Florida stations: Experienced newsmen, now in midwest, wants to trade northern cold for southern comfort. Box E-29, BROADCASTING.

Newsmen: competitor, 2 years major market, wants better air opportunity in college town. $500 wk. Box E-119, BROADCASTING.

Correspondent for reports (culture, politics, etc.) about Stockholm, Sweden, and many other countries. Correspondent for reports (culture, politics, etc.) about Switzerland, the country of many international events. Swiss, 33, broadcast background, fluent English, French, German, Italian, under consideration for assignment with station. Box E-120, BROADCASTING.

Ambitious and experienced radio newsmen, college graduate. Seeks position with future, Box E-171, BROADCASTING.

**Classified**

BROADCASTING, May 9, 1968

126
HELP WANTED

Technical—(Con't)

Studio engineer—Permanent position, top scale. Require good maintenance background. Basic VHF-TV. No experience necessary. Box E-91, BROADCASTING.

Immediate opening: Studio engineer. Midwest affiliate, Toledo, Ohio. Highest pay, bonus plan, excellent insurance, retirement benefits. Send resume to: Dave H. Chase, WOKE,Broadcasting Center, 605 Brady Street, Toledo, Ohio.

One transmitter and two studio engineers with first class license and experience in VHF. Send complete resume, and salary requirement to George S. Driscoll, Vice President and Engineering manager, WOKX (TV), 1217 Clinton Avenue, South, Rochester, New York.

Studio engineer with first phone—permanent position. Contact Chief Engineer, WQAD-TV, 2000 Park 16th St., Moline, Illinois.

The University of Michigan has an immediate opening for a studio television engineer. Applicants should be experienced in installation, maintenance and operation of equipment. Excellent company and salary. College degree is desirable. Send resume to: Robert K. Kirch, Personnel Office, University of Michigan, 1200 Administration Bldg., Ann Arbor, Michigan. An equal opportunity employer.

NEWS

Midwestern UHF needs mature newscaster with ability to write, present, and shoot local news. Must have ability to edit newsfilm. Send audio tape, resume, recent photo and salary requirements with first letter. This is a good opportunity with an expanding UHF television station. Box E-29, BROADCASTING.

We are looking for a TV newscaster for the #1 news operation in one of the nation's top markets. Send complete resume to an experienced newscaster with distinctive delivery style and dynamic personality. He must be young in appearance with age 30-45 preferred. It is most important that he be an aggressive on-the-street hard news reporter who writes and delivers much of his own material. We are an equal opportunity employer. Send a complete resume, which will be held in strictest confidence, to Box E-32, BROADCASTING.

Wanted—Newsmen to organize and run news department. Must be able to handle all media—film, video, photo, copy. Salary, with pay, is not necessary but desirable. Send photo and complete resume to: W. H. Davis, Operations Manager, WHTN-TV, 625 Fourth Avenue, Huntington, W. Va. 25701.

Newsmen-reporter needed at once by medium market VHF station. Camera and air background preferred, but will consider radio or newspaper. Send complete resume—picture, audition tape, audio or VTR to: News Director, Box 470, Rockford, Ill. Marked Personal.

Midwest NBC affiliate wants experienced TV newsmen. On-Camera ability preferred, but not vital. Salary open. Send complete resume—picture, audition tape, audio or VTR to: News Director, Box 470, Rockford, I11. Marked Personal.

Production—Programing, Others

Medium market, network midwest. Require take charging background. Good commercial production and news. Please send resume of broadcast training and salary requirements to: General Manager, Box E-6, BROADCASTING.

Radio/TV writer to fill new broadcast position in bright Midwest city. Must be familiar with production techniques. Department sure broadcast experience preferable. 4A agency in major city. Send complete resume to: W. D. Wight, Greensboro, N. C.

Immediate opening 2 experienced directors, excellent opportunity to advance to production manager. Send complete resumes, first letter may be delayed, salary expected. ABC-TV affiliate located in southeast. Box E-133, BROADCASTING.

HELP WANTED

Technical—(Con't)

Production—Programing, Others

Continued

Present production-manager who may be ready for advancement; growing company with 5 year old TV and radio stations. Must be capable of supervising all program and production functions. Box E-139, BROADCASTING.

Production-manager—Florida ETV. Need person strong in production, able to work with others. Degree preferred. Total responsibility production, crew scheduling. Up to $8000. Send complete resume and photograph to: Joseph Latham, General Manager, Florida Educational Television Network, 1334 E-31st, Fort Lauderdale, Florida.

Film Director—"Take charge" man needed to set up complete film department. Must be experienced in editing, booking, purchasing equipment, etc. Needed immediately for new station in major eastern market. Excellent salary. Rush resume to Box E-166, BROADCASTING.

Film manager needed. Must have experience in all areas of film editing, and every phase of preparing shows and spots as of late phone—military complete—available immediately. Will relocate. Prefer southwest. Box E-75, BROADCASTING.

BROADCASTING.

Immediate opening for three experienced salesmen for ABC-TV southeastern affiliate. Excellent opportunity to make real money. Transportation furnished. Give all details and salary expected in first letter. Box E-151, BROADCASTING.

ABC-TV affiliate located in the southeast is looking for an experienced sales manager to take charge of its new sales staff. Must know regional accounts and know how to handle those sales force. Excellent opportunity for one who could work into top management. Must be looking for an opportunity to make money send all details in your first letter. Box E-154, BROADCASTING.

Salesman-TV—for major Ohio market VHF. Local TV sales experience, proven record of success and growth. Salary, commission, profit sharing. Well established station in expanding industrial city. Send complete job qualifications, experience, previous background but don't delay. Position open as of June 1, Box E-154, BROADCASTING.

Announcers

Where are the good, experienced radio announcers seeking to move into TV? We have the perfect opportunity. Send complete details, audio or video tape, and salary expected to Box D-127, BROADCASTING.

Production minded announcer to handle on-camera, off-camera, and work in production-directing. Excellent opportunity for growth and financial reward. Excellent reputation, national and local, to start with. Must be familiar with production techniques. Department sure broadcast experience preferable. 4A agency in major city. Send complete resume to: W. D. Wight, Greensboro, N. C.

Immediate requirement for experienced chief engineer at network VHF market TV station. Good salary, many benefits. Box A-310, BROADCASTING.

Experienced television technician for large northeast metropolitan station. Excellent salary. Box B-96, BROADCASTING.

Expanding south Florida VHF has opening for experienced studio maintenance engineer. VTR experience required. Some color preferred. Presently have film color, plans to add to all colors. Box D-205, BROADCASTING.

First class operator for TV studio/translator maintenance. Box E-24, BROADCASTING.

Immediate opening for three first class engineers with out experience in ABC-TV affiliate, and all information to salary expected. Southeast. Box E-152, BROADCASTING.

Experienced TV engineer for supervisory position. Sound technical background required. Box E-162, BROADCASTING.

Immediate openings for full time studio engineers. A. Lathrom, KTTV, Channel 11, POB 1188, San Jose, California.
NEWS—(Cont’d)

Seemed broadcast journalist, Specialist, politics and civil rights. Documentaries/ commentary/in-depth reporting. Will consider assigning broadcast-newspaper responsibilities. $15,000 minimum. Box E-144, BROADCASTING.

News director. Mature professional available. Top rated on-camera delivery, major market administration background, extensive experience in special events, public affairs and editorial programming. Box E-156, BROADCASTING.

June graduate, M. U. School of Journalism, TV-news major. Summer and stringer experience. Resume and sub-work sample available. Keitner Locke, 1505 Rosewood Drive, Jefferson City, Missouri.

Production—Programming, Others

TV Director seeks position with station in small to medium market. 4 years in all phases TV. Married. Box E-159, BROADCASTING.

Experienced editor quality TV supplement wants TV promotion work. Knowledge in phase of industry. Married, 28. Box E-164, BROADCASTING.

Film director, experienced in all phases of production & promotion. Desires position in major city. Military obligation completed. Resume upon request—call collect 1-458-2347 or write Box E-161, BROADCASTING.

WANTED TO BUY

Equipment

We need used 256, 500, 1 kW & 10 kW AM transmitters, no junk. Broadcast Electronics of the Zenith, 1314 Hurbide St., Laredo, Texas 78004.

Wanted: Complete TV studio equipment, including camera chain, console, projectors, sync generator and associated equipment. Also frequency modulation monitor, channel 13 and 400 ft. of 1¼" Helix jacketed coaxial. Box E-66, BROADCASTING.

Wanted: Self supporting 350' to 500' tower suitable for mounting of large microwave reflectors and dishes. Box E-62, BROADCASTING.

Equipment Wanted: UHF, transmitter 10 or 12 kw. Box E-151, BROADCASTING.

Wanted 500 watt AM transmitter and antennas. National TV, Modern TV, Andrew Costello, KIEV, Glendale, California.

Wanted: FCC approved one kw AM transmitter. Harold Sudbury, KLCN, Blytheville, Arkansas.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio, Electromet, 440 Columbus Ave. N.Y.C.

- coaxial cable—Helix, Stromoflex, Sporline, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. 94607.

For sale, RCA type TTU 1B UHF television transmitter. Immediate delivery. "as is" basis. Presently tuned to Channel 20. 6 weeks BROADCASTING if tuned to your channel and reconditioned. Box M-98, BROADCASTING.

Gates M-6144 dual limiter amplifier $450.00. Gates M-6143-1B limiter amplifier $310.00, and 90 second tape $550.00. Gates M-5138 "Bim- box" 2 channel remote amplifier $100.00. Gray viscomes damped arms (less cartridges) $2 each. WNCG. P.O. Box 526, North Charleston, S. C.


FOR SALE—Equipment

continued

Whatever your equipment needs . . . Check first with Bits and Pieces Supply Co., Box 3141, Bristol, Tennessee.

I want to trade a 20V Collins 1 kw AM transmitter to a 1 kw RCA FM transmitter. Box E-155, BROADCASTING.

A broadcasting trailer ideal as a second studio or a new station. Presently in operation. Could be purchased with or without equipment. Box E-147, BROADCASTING.

Audio equipment—Whatever your needs, check us first. New and used. Ampex, Altec, AKG, EV-Fairchild, Neumann, Linn, Harling. Box 414-T for equipment list. Box E-121, BROADCASTING.

Amplex 354, 2-track, remote, new custom console, $1,500; Magnecon M-90, 2-track, $800; Tapecaptor TC-1500 cartridge, $250; 301-656-5538.

FM ant., side-mount, 4 bay, RCA-BTA-4A, 84.5 mc. Chief engineer, WGBS, Miami, Florida.

Wanted: 500 or 1000 watt modulation transformer for old Gates 500-D transmitter that has been restored. Final impedence ratio is 15,000 to 10,000. (1.5:1). Have For Sale two Collins (ATC) F-190 cartridge machines, one record-amplifier, professional mixer, A-190 and switcher. Good working order. $600.00 cash. Box E-119, BROADCASTING.

RCA-20F spreader. No amplifier. Used. $125.00. Box E-116, BROADCASTING.

Video-tape recorder releasing master library, 3M-379, fresh burned, evaluated. No split or repair or replacement or refund if not satisfied $135 per hour. Write or wire, VIDEO SUPPLIERS, Box 94, Buena Park, Calif.

One 156 foot utility self-supporting tower—six years old, 4x5 made. FM antenna on ground in St. Louis—ready for delivery. CBSIE Woodland—1-121—St. Louis, Miss. 63128

Latest models Gates FM exciter and stereo generator and SCA generator, 18 months old and mint condition. Price $195.00. Contact Dexter Haymond, Radio KGGJ, Box 937, Bakersfield, California.


Field meter, 135W; GR 160A bridge, like new, $790 each. 301-656-5538.

RCA two-tower phaser, less capacitors, $500 FOB, Ripon, Wisconsin. Phone 414-748-5111.

MISCELLANEOUS

20,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc. $3.00—Write for free "Broadcast Comedy" catalog. Show-Bia Comedy Service, 1725 E. 29th Street, Brooklyn, N.Y. 11229.

DEJAY'S! 4,000 classified gag-lines, $4.00 Comedy catalogue. Free. Ed Orgin, 3034 Lentsy, North Hollywood, Calif. 91020.

Old rock 'n roll records wanted from 1952 to 1963. List price and expected price. Box E-68, BROADCASTING.

One liner Price war! Granny Applebee, 1202 H St., Washington, D. C. sends 200 modern and more! (i.e., 13" on tape). Airmall $5.55 to Lincoln Promotions, 551, Agard, Benton Harbor, Michigan.

Need story suggestions? Editorials, business, news topics? Get it fast. Write hard news. For details, News Features Associates, Post Office Box 14163, St. Louis, Mo.

INSTRUCTIONS

FCC license and A.S.E.E. degree programs, by home study and resident instruction. Resident FCC courses in Atlanta, Fort Worth, Dayton, D. C., Seattle, Wash., and Hollywood, Calif. Home study conducted from coast to coast. Write for descriptive material. Sept. 5-9, Grantham Schools, 1000 N. Western Ave., Hollywood, Calif.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Miami, 1158 Spring St., N. W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training as FCC First Class license with stand- ing theory and laboratory instruction. Elkins Radio License School of New Orleans, 831 St. Charles, New Orleans, Louisiana.


Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class license. 14 East Jackson St., Chicago 4, Illinois.

Learn Radio-TV announcing, programming, production, newscasting, technical concepts, sole operation, disc-jockeying and all phases of broadcasting. Training purposes in new commercial station, fully operated for training purposes by a private school. KRCB, Redwood City, Calif. Country's finest practice studios. Broadcasting Elec- tronics Institute, 2005 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Write to Elkins Radio License School, 4118 East Lake Street, Minneapolis, Minnesota.

Since 1948. Original course for FCC first phone operator license. 100 hours instruction and over 200 hours guided discussion at a check. Requirements required. Enrolling now for classes starting June 16, August 17, October 15. For infor- mation, references and reservation, write William S. Ogden Radio Operational Engineer- ing School 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1914. National Academy of Broadcasters, 415 H St. NW, Washington 1, D. C.

"IT'S RRI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Only $500. Broadcast Classes begin every 5 weeks in beautiful Sarasota, Fla. by the sea. January 5-Aug. 1—Sept. 5. Call or write Radio Engineer- ing Institute, 1338 Main St., Sarasota, Florida.

ANNOUNCING, PRODUCTION, first phone, all phases electronics. Thorough, intensive technical training. Methods and results proved many times. Free placement serv- ice, Allied Technical Schools, 207 Madison, Memphis, Tennessee.


F.C.C. First Phone—plus—350 hours theory & practical application. 6 weeks $545.40 additional 50 hours, on campus. License guaranteed. Orlando Technical College, 535 N. Magnolia, 415, Orlando, Florida.

F.C.C. First Phone in 6 weeks plus 300 hours theory and practical application. License guaranteed. Free placement service, Florid- a School of Electronics, 3010 Main St., Weirton, W. Va.

Air personnel: Stay on the job and study for 1st phone F.C.C. the sure way, 4¼ hour, 350 lessons, Pro-Flyer II, Ron Ballie School of Broadcast Electronics, 170 Denny Way, Seattle, 98109.
INSTRUCTIONS—(Cont'd)


See our display ad under instructions. Don Martin School of Radio & TV.

Announcing, programming, commercial production, veteran approved, Individual instruction—Broadcasting Institute, Box 691, New Orleans.

RADIO—Help Wanted

Sales

It's Time to Think of the Future

Are you managing or selling for a small radio station, a small television station, or a small newspaper? How long have you worked in a small market? How long since your last move? Have you come as far as you can in your field? Why not make a change?

Outdoor advertising is on the move. In the next 10 years, outdoor advertising will have the largest business increase of any media. Why don't you get in on the ground floor?

Send your complete resume, salary requirements, and a recent picture to:

Box E-123, BROADCASTING

Announcers—(cont'd)

DJ Opening!
AFTERNOON DRIVE
Personality Plus

Personality plus tight formatting, a great sense of humor, and a desire to be involved with your community—

—Can earn you upwards of $12,000 a year in one of America’s most desirable markets.

Please do not send tapes consisting only of music and commercials.

Box E-165, BROADCASTING

NEWS

RADIO NEWSMAN
KFBI, SACRAMENTO

50,000 watt CBS affiliate. Immediate opening for experienced newswoman who can gather, write, edit, and voice.

Permanent position, excellent employee benefits. Personal interview at own expense necessary. Apply in person or submit resume and audition to:

PERSONNEL DEPARTMENT
McCLATCHY BROADCASTING
21st & Q
Sacramento, California

Help Wanted

Production—Programming, Others

Internal Auditor

Opportunity for young man with 2-3 years public accounting experience, radio/TV preferred.

Area to be responsible: bookkeeping, systems, procedures and program budgeting. Send complete resume to:

David O. Taylor, Dir. Personnel
WGN Continental Broadcasting Co.,
2501 Bradley Place, Chicago, Ill.

WANTED IMMEDIATELY

by WIXY—1260, Cleveland

Strong night-time jock.

No beginners—ONLY PROS.

Send tape and resume Air Special to:

Gerry Spin
WIXY RADIO
3940 Euclid Ave.
Cleveland 15

Radio & TV

WANTED—BROADCAST ENGINEERS

Professional and Sub-professional

Consulting experience in AM, FM & TV application and/or field work including DA adjustment and AM, FM & TV field measurements.

TOP SALARIES—Communicate with qualifications

LIBERAL BENEFITS including educational program.

For interview, contact:

Gautney & Jones
930 Warner Building, Washington, D. C.
202-628-7757

Production—Programming, Others

Continued

RADIO PRODUCER

For Telephone Controversy—Talk Show in top 10 city. Must be dynamic, vital, take charge, self starter who is fascinated by ideas, controversy and the world around him.

Person selected will conceive program topics, line up guests, create features and commercials. Good salary and rewarding future for right man. Send details, resume, salary requirements and a letter about yourself and your ideas.

Box E-180, BROADCASTING

RADIO—Situations Wanted

Management

MANAGEMENT MATERIAL
Twenty years experience in Programming, Sales, Public Relations, in major markets. Interested only in growing group executive level or exceptional situation with top potential.

Box E-118, BROADCASTING

Announcers

NON-CONTROVERSIAL AUDIENCE PARTICIPATION TALK!

If your station is near the bottom of the ratings heap, and you're in a market of at least 250,000, I can increase ratings, sales, and audiences loyal! EXCELLENT EXPERIENCE AND REFERENCES!

Box E-108, BROADCASTING

Production—Programming, Others

A Note to Classical Music Producers and Stations:

It is advantageous, both artistically and economically — for good announcing, programming, and commentary, without the endless errors that end in the music as broadcast, live or by recording—to have on staff or consultation someone who actually combines a thorough professional background in:

All facets of announcing, commercials, news, interview; musical performance; musicology; languages (the six that are necessary): continuity writing; commentary. In short, every phase of classical broadcasting.

Box E-178, BROADCASTING

BROADCASTING, May 9, 1966
SITUATION WANTED

PROFESSIONAL DOCUMENTARY NEWSMAN
Achieved national recognition from local station level. Experienced and qualified in all phases of Documentary production (writing, filming, scoring, editing). Extensive color film experience. Wishes to relocate in another top market. Station must have, or be able to purchase top quality equipment. Quality production a must.
Box E-115, BROADCASTING

Production—Programming, Others

MAJOR MARKET RADIO PRODUCER
I am looking for the opportunity to make the transition from radio to TV production. If your television operation would consider employing a 30 year old college graduate with an impressive and varied background covering the past thirteen years, I'd like to hear from you.
Box E-59, BROADCASTING

MISCELLANEOUS

Broadcasters: Make $7,000 to $12,000 annually in your spare time!
Quality and enroll students for Columbia School of Broadcasting's famous audio-visual home study announcer training program. You interview qualified leads only. Recorded lessons with tape exchange development by network caliber instructors. Tomorrow's announcers are out in your audience today waiting for this training. If you are a broadcaster, write for details:
Mr. William B. Zorich, Vice President, Columbia School of Broadcasting
4444 Geary Boulevard
San Francisco 18, California

Accredited by California Department of Education. Not affiliated with CBS, Inc.

BROADC AST FIELD ENGINEERS

RCA
Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest.
RCA offers outstanding benefits, including liberal vacation, paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.
An Equal Opportunity Employer M/G
RADIO CORPORATION OF AMERICA

TV AUDIO SYSTEM ENGINEER

Experienced in TV systems facilities planning and installation. Positions open for systems design of large TV audio consoles.

Send resume to:
Ward Electronic Industries
142 Central Ave.
Clark, New Jersey 07066
Phone: (201) 392-3700

MISCELLANEOUS

INSTRUCTIONS
Your 1st Class Ticket in 6 weeks or less at America's Foremost
SCHOOL OF BROADCASTING the
DON MARTIN SCHOOL OF RADIO & TV Register now for June 13th or Aug.
1st Classes. For additional information call or write to:
DON MARTIN SCHOOL OF RADIO & TV
1633 N. Cherokee Ave.
Hollywood, Calif. 90028

BUSINESS OPPORTUNITY

$ DOLLARS $ Put your CASH back in your business.
Sell us your land & tower and we will lease it back to you. Long term leases arranged WRITE: TOWERS UNLIMITED 120 Flamingo Rd. Las Vegas, Nevada

EMPLOYMENT SERVICE

ANNOUNCERS—1ST NEWSMEN—ENGINEERS DJ'S—SALESMA NEN If you need a job, we have one for you! C.B.I. PLACEMENTS
1613 California St., Denver, Colo. 80202 Phone 303-292-3370

EMPLOYMENT SERVICE

MANY EMPLOYED PAY FEES POSITIONS

SEND TAPE & RESUME TODAY!

81 NEWS OPENINGS ( $7800.00 )

Radio TV

SEND TAPE & RESUME TODAY!

Name

Address

Salary required

135600.00

RADIO-TV EMPLOYMENT AGENCY

645 North Michigan Ave.
Chicago, Ill.
CALL: AC 312/337-7075

BROADCASTING, May 9, 1966

E 87, Broadcasting
FOR SALE—Stations

LaRue Media Brokers Inc.
654 MADISON AVENUE
NEW YORK, N. Y.
TE 2-9362

SACRAMENTO
No. 1 Nussak Susauche, Multiplex Muste, including established FM Radio Station—Offers under contract—Leading department stores, banks, City, County, State offices, shopping centers, etc. Over $260,000 in accounts receivable.

Andrew C. Bartelli
2001 Jat St.
Sacramento, California
Phone 267-6521

CENTRAL CALIFORNIA
1 KW AM—Good Growth Area
For $50,000 with 20,000,000 Principles only.

Box E-177, BROADCASTING

WANTS TO BUY—Stations

WANTS TO PLAY RADIO STATION
Anywhere East of the Mississippi. Price can go from 100,000 to 500,000. Must be in a growing market and making money. All information in strict confidence.

Write to:
Box E-174, BROADCASTING

HOLDING COMPANY SEEKS MERGER

For: Owners with Tax Problems—Estate or Other Problems—Owners Seeking Relief from Daily Management and Yet Want to Retain Equity or Who desire to obtain Capital Gains by "going public".

Our clients have the experienced management team and are seeking radio and UHF acquisitions for an exchange of stock. Their broadcasting holding company stock will allow you participation and group operation. Your key personnel can have a future with them.

Brokers protected.

Write Particulars:

Deramus & Johnston, Attorneys
1212 Bank for Savings Building
Birmingham, Alabama 35203
Phone 205-322-0616

BROADCASTING, May 9, 1966

(Continued from page 122)

KPF(A)FM Berkeley, Calif.—Granted CP to install new ant.

WKBN-FM Youngstown, Ohio—Granted CP to install composite trans.

WWTX-FM San Angelo, Texas—Granted CP to change transmitting equipment.

*WLOU Ponce, P. R.—Granted CP to request permit to install alternate main trans.

WAKO-TV Rhinelander, Wis.—Granted CP of CP to change type ant, make changes in ant, structure and decrease ant. height to 1,111.

WSLS-FM Roanoke, Va.—Granted SCA on subcarrier frequency of 67 kc.

KENR Houston—Granted extension of completion date to July 31.

Palmer Bros. of Des Moines, Iowa— Granted CP for new WFMF-AM-FM translator station on channel 32 and a broadcast program of WIOO—FM (channel 15) Des Moines.


Phone 267-6521

Charge of remote control operation for the following stations: KSPO Spokane, Wash., and KBICA (FM) Los An-

geles.

WPGA-AM-FM Perry, Ga.—Granted as-

signment of CP and license to Radio Perry Inc. (Gillreath and Lawall partnership).

WIZZ, WIZZ-FM, Streeter, Ill. Streeter Broadcasting Co—Granted CP to install trans. WIZZ, WIZZ-FM, Bement, III, WIZZ, Decatur, Ill. Prairiebroadcasters—Granted assignment of license doing business under license name 'Keith Coleman' for being selling its 10% interest in WRAM and WDD and 10% interest in WZZZ-AM to Stephen P. Bellinger and Joel W. Towner for $77,000.

KREZ-TV Durango, Colo.—Granted license for TV and change name.

Following stations were granted modified CP of license to reduce ERP: WCVO-TV-Minn., to 12.4 (main trans. & ant.), WMAQ-TV Chicago, to 15.8 kw. (main trans. & ant.), and WDD, New Albin, Tenn., to 60.3 kw.

Granted renewal of license for the following main station and co-pending auxiliary: WEVE Providence, R. I.

Granted WTVY, Columbus, Ohio, CP to install alternate main vis. amplifier.

Granted applications of following stations to reduce ERP: WAPL-TV Burlington, Ala., to 45.7 kw.; KREZ-TV Durango, Colo., to 2.5 kw.; WPTV North Pole, N. Y., to 0.7 kw.; and WORA-TV Maysage, P. R., to 20 kw.

Actions of April 28

WEXX-FM Easton, Pa.—Granted license covering change in ant. system, decrease in ERP and increase in ant. height.

KOAP—Portland, Ore.—Granted modified CP of CP to change ERP to 60.5 kw. vis. and 12 kw. ant., and change type trans. and type ant.; condition.

WRUL Selkirk, Mass.—Granted modified CP and license to change name to Radio New York World Wide Inc.


Following stations were granted extension of completion dates as shown: WHER-FM Canton, Ohio, to Oct. 25; KUKI-FM Kith, Calif., to Oct. 24; Bowman T. V. Booster Inc., Bowman, N. D., and KXCM Village of Niobrara, Niobrara, Neb.


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FOLLOWING

WFS-AM West Palm Beach, Fla.—Granted CP for new 1,000 kw. FM station on channel 94.

NET TV, Springfield, Ill.—Granted CP for new TV station on channel 37.

Cumulus sales, Inc.—Granted CP for new TV station on channel 37.

WGAU-AM-FM Lima, Ohio—Granted CP for new FM translators on channel 95.

*WBGR-FM Dubuque, Iowa, to May 15.

WOWN-AM Fujiado, Ind.—Granted CP for new 55 kw. FM station on channel 96.

WJMM-AM-FM So. Carolina—Granted CP for new TV station on channel 3.

WCHA-FM Sioux City, Iowa—Granted CP for new TV station on channel 3.

KIRO, Inc. Seattle, Wash.—Granted CP for new UHF TV station on channel 30.

KIWI-TV Boise, Idaho—Granted CP for new UHF TV station on channel 30.

KIWI-TV Boise, Idaho—Granted CP for new UHF TV station on channel 30, subject to condition. Action of April 27

Northern Indiana Owners, Inc., Kos- kome, Ind.—Granted CP for new UHF TV translator on channel 30 to rebroadcast program of WTA-P-FM (channel 31) Marion, Ind.; condition.

Actions of April 28

Long Valley—Glendale, Utah—Granted CP's for new UHF translators on channels 2 and 6.

Bakken—Great Falls, Mont.—Granted CP's for new UHF TV translators on channels 2 and 6.

WDQK—Cleveland, Ohio—Granted CP for new UHF TV station on channel 30.

KIWI-TV Boise, Idaho—Granted CP for new 55 kw. FM station on channel 96.

*WBGR-FM Dubuque, Iowa, to May 15.

WOWN-AM Fujiado, Ind.—Granted CP for new 55 kw. FM station on channel 96.

WJMM-AM-FM So. Carolina—Granted CP for new TV station on channel 37.

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KIWI-TV Boise, Idaho—Granted CP for new UHF TV station on channel 30, subject to condition.
COMMUNITY ANTENA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting through May 4. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

- Indicates franchise has been granted.
-ワイネ, アーク - アラバマ州電信局 Co. (Raymond O. Bale, Albert Hess and J. L. Shawer Jr., officers) has been awarded a 20-year franchise. The company will pay $100 a year to the city plus 25% of its annual gross receipts. The installation fee will be $15 and the monthly service charge $5. The company, represented by C. E. Gibson, Robert Longworth and William Menchy, will charge an installation fee of $25 and a monthly service charge of $5 to city viewers.

- Walnut Creek, Calif., General Electric Cablevision Corp., subsidiary of General Electric Co., has applied for a franchise. The company, represented by C. E. Gibson, Robert Longworth and William Menchy, will charge an installation fee of $25 and a monthly service charge of $5 to city viewers.

- Mariana, Fla., Milton Underwood, southern regional director, Communications Corp., has applied for a franchise.

- Pensacola, Fla., Florida Tele-Vue Cable Inc., has applied for a franchise. The city council will delay action on the proposal for a period of 90 days allowing time for written reports to be submitted by the city manager.

- Americus, Ga., Wingate Dykes and Robert Lashley, both Americus, Ga., and Tom Beggs, Americus, Ga., have received a franchise. The system plans to provide television and radio service to the city.

- Burlington, Kan., Kyle Moore, DeQueen, Ark., has applied for a franchise.

- Write, wire or phone, collect:

KAISSON-COX CORPORATION
P. O. Box 9728, Phoenix, Ariz. 85020
Phone (602) 944-4411
When you install Kaisson-Cox equipment, you never wonder what's new in CATV — you know!

132 (FOR THE RECORD)

BROADCASTING, May 9, 1966
DON'T ask Don Fedderson to explain his new TV series, Family Affair. He won't do it. He'd rather screen it than describe it. There's good reason for his reticence. For Family Affair, scheduled to start in September on CBS-TV, is a typical Don Fedderson production. This means that it has, to use the Yiddish vernacular, schmaltz. What's schmaltz? It's a full-bodiness, sentiment, and outpouring of the human predicament, a style that really can't be explained but has to be felt.

Not everybody appreciates schmaltz. Sophisticates have contempt for it. Tattooed men shun it. Beardless beatniks won't acknowledge it. And was-tusing teen-agers are afraid of it. But Ma and Pa Kettle and the Goldbergs and the Riclles and the places where father knows best and certainly all of the life-things-at-40 set lap it up.

That's what makes Don Fedderson successful. He takes a simple story line and sets it in a direct course for the funny bone. And if sometimes there's a sidetrack to the tear glands, that's a calculated diversion.

The other day when Mr. Fedderson was showing the pilot of his newest series, a young lady in the audience wept throughout the last 10 minutes of the half-hour program. It was no act. She was genuinely affected. It might not be up to even the Nielsen sample, but it's a good bet that the lady is representative of at least several thousand households in September where the tears will flow just as spontaneously.

If satire is what closes on Saturday night, Don Fedderson is convinced that gimmick shows will not last much longer. He won't go off chasing spies, or getting lost in space or entertaining genies from magic lamps. This is fool's gold, he feels, the kind that flashes in the pan.

Instead, he's looking for stories that will sustain, that are real, straightforward, that have an almost sound family appeal.

The Mark of Success = The Fedderson track record indicates he must be doing something right. He's had his share of winners. The Millionaire, for example, took the network hurdles nicely for six-and-a-half years and My Three Sons is pouting into its seventh prime-time season and it may be some lengths away from the stretch.

The Millionaire? My Three Sons? Some critics have claimed this is the pabulum of the inane. What kind of person is this Fedderson character? Some kind of corny sentimentalist?

"I'm no Sunday school teacher," the man in question says in a rare moment of self-appraisal. "There can be no quibbling with the evaluation. The man is thoroughly aware, tough, a professional.

Consider the box he was in with The Millionaire. Despite its long network run, the series lost $454,000. Faced with a deficit, the producer tied the show into a bundle and sold it to CBS-TV for an estimated $3 million.

Does It Again = And last fall, Mr. Fedderson performed somewhat the same feat. He sold My Three Sons, which was making the transition over from ABC-TV to CBS-TV, lock, stock and barrel, for a price that ranged from $8 million to $13 million, depending on who was making the estimate. Included in the deal was a firm contract that Mr. Fedderson produce the series.

Turning the tide of fortune takes a steady negotiating hand. Don Fedderson has the proper credentials. He's from a hardy breed, the independent film producers, a tribe whose limited numbers suggest that surely only the fittest survive.

Now in his early 50's, he has the look of a man who's seen the human comedy, not only in three dimensions, but in living color. He's been around the circuit a few times, yet his style is not that of a cynic.

Like most professionals, he avoids publicity. There's no sound of trumpets to herald a Fedderson production-in-the-making. He'd rather put up than puff up. He has the quietly competent manner of a city editor.

In truth, his background is from the newspaper field. He sold advertising for the now defunct San Francisco News, then jumped into radio as sales manager of KXSN in that same bay city. Before long he was running the station as general manager and also was in control of KMTR (changed to KLAC) Los Angeles. Both stations belonged to a group owned by the mercurial Mrs. Dorothy Schiff, publisher of the New York Post.

In 1948, he put KLAC-TV (now KCOP-TV) Los Angeles, one of the pioneer television stations in the country, on the air. By this time he was Mrs. Schiff's executive vice president, yet, in 1953, when he was making $75,000 a year, in what could be termed a dream job, Don Fedderson quit cold.

New Horizons = He was looking for new challenges so he formed his own organization, Don Fedderson Productions. After a fallow period of several months, he got the idea for The Millionaire while overhearing a conversation in a club car during a cross-country train trip. The series was the springboard for better things to come. He next took Liberace, whom he had first discovered and signed for KLAC-TV, and made him the star of a national television package. The Liberace program cost $12,500 a week to produce and eventually made $4 million.

This reaping of lush harvests is the result of painstaking planning, testing, of perfecting a concept before publicizing it. It's the work of a professional.

Ask Lawrence Welk. This TV perennial was supposed to be laughed off the networks years ago. But he's had a secret weapon. There's no credit line handed out among the champagne bubbles to prove it, but Don Fedderson is Lawrence Welk's TV consultant and packages his show.

Schmaltz adds a sweet smell of success

WEEK'S PROFILE

Don Fedderson-Pres. Don Fedderson Productions, Hollywood; b. April 16, 1913, Beresford, S.D.; Kansas City School of Law, 1933-34; announcer-reporter WHB Kansas City, 1935; promotion department 'Wichita (Kan.) Beacon', 1935; promotion work with the 'Wichita Eagle', 1936-39; advertising account executive, 'San Francisco News', 1939-41; sales manager, KXN San Francisco, 1941-43; general manager KYA San Francisco, 1943-50; general manager, KLTR Los Angeles, 1943-54 executive vice president-general manager, KLAC-TV Los Angeles and also for all broadcast properties owned and operated by Mrs. Dorothy Schiff, 1948-53; formed Don Fedderson Productions, 1954; sold his first TV package with Liberace as star, 1954; produced such series as 'The Millionaire,' 'The Betty White Show,' 'Lift With Elizabeth,' 'Who Do You Trust?', 'Date With the Angels,' 'Do You Trust Your Wife?', 'My Three Sons,' 1955-56; TV consultant and packager for 'Lawrence Welk Show,' 1955-64; m. Tido Minor, Kansas City, Oct. 30, 1935; children-Monya 28, Mike 25, Gregg 17, Darr 13, Dana 8; member Board of Hollywood Chamber of Commerce, Radio-TV Recording Artists Charities Inc., board of University of Southern California; hobbies-golf, work.
The heave ho

NOW that all the comments on the FCC's proposed 50-50 network rule are in hand and the commission has discovered it has no significant support, the really sticky question that the FCC is left with is this: How long must the taxpayers support a special FCC network-study staff?

The network-study boondoggle—and that is the only word, however trite, to describe it—has been going on nearly 11 years. It started in September 1955 when Roscoe Barrow, dean of law at Cincinnati University, was hired with a special staff to investigate network practices. Two years later the Barrow staff submitted a thick report advocating a number of restrictions on networks in station ownership, station representation, and option time. But the Barrow Report stated there had been no time for investigation of network programming and urged a continuation of the FCC inquiry into that field. The Barrow staff spent $221,000 in its two years of work.

In February 1959 the FCC took Dean Barrow's advice and created the still existing network-study staff which has four lawyers, two statistical clerks and a stenographer on full-time assignment at an annual budget of some $90,000. By simple arithmetic it can be calculated that a staff budgeted at $90,000 a year for more than seven years has cost the government something more than $630,000. That does not take into account expenses, which must have been considerable, for such things as travel and extensive hearings that have been held in such places as New York, Los Angeles and Washington.

Taxpayers are entitled to ask what they have bought with their money. The answer, which is unlikely to come from the FCC, is that they have bought a mountain of useless paper work, that might just as well be burned to save the filing space. The factual information in the network-study staff's reports is obsolete, the conclusions are unrealistic and the recommendations welcomed by nobody of consequence.

Not only that, there are strong arguments to support the belief that the FCC had no authority to get into network programming in the first place.

In all bureaucracies, face saving is the normal instinct when things go wrong, and the FCC is no exception. Among the network-study staffers there is certain to be a frenzied effort to salvage something of the 50-50 proposal if only to hang on to their jobs. The members of the commission itself, however, are under no similar incentive. They ought to vote, without delay, to abandon the whole silly proceeding—and at the same time eliminate the network-study staff. In these times of inflation there is no need for the FCC to be harboring its own WPA.

NBC's 40th

NBC is the first network in the history of the world to observe a 40th anniversary.

This week—six months ahead of schedule—the NBC affiliates and officials celebrate the event in the newest state. The convention in Honolulu is about as far away from the tumult in New York, Hollywood and Washington as one can go without a passport.

NBC has a lot to be proud of as it begins plowing the back 40. It was the pioneer, thanks to its man of vision, David Sarnoff, who blueprinted networking in 1922 and brought it to fruition in 1926. Today the same David Sarnoff, at 75 and with 60 years as a communicator, talks about global networks by satellite delivering programs to homes within a decade.

With all of its success, NBC first paid the penalty of the pioneer. RCA sired NBC to stimulate a market for radio receivers. It was years before NBC showed a profit, but RCA did in the sale of equipment. That pattern was to be duplicated, with far bigger chips, in the evolution of television and, within the past decade, of color TV. NBC and RCA are now reaping the harvest of their willingness to gamble hundreds of millions in research and experimentation.

The dwindling tribe of pioneers remember Owen D. Young, the first chairman of RCA, who gave young David Sarnoff encouragement and guidance. They remember Merlin Hall (Deac) Ayesthesia, NBC's first president, whose homegrown eloquence made senators weep. And Niles Trammell, now in retirement, the master salesman, who put the old Red and the Blue in the black.

The hundreds of thousands who earn their livelihoods in broadcasting and its kindred pursuits—broadcasters, manufacturers, engineers, advertisers, agencies, talent, journalists (including critics)—owe a salute and a "well done" to NBC for leading the way. So do nearly 200 million Americans.

Hidebound

WE congratulate this year's winners of the Pulitzer awards for journalistic enterprise and excellence.

The Los Angeles Times won its prize for coverage of the Watts riots. KTLA (TV) Los Angeles, via TV-equipped helicopter, provided instantaneous coverage of the plundering and bloodshed and fed footage to all three networks and many independent stations. It also provided guidance and intelligence for the local authorities that helped quell the rioting.

There were deserved awards for press coverage of the Vietnam war. Good as this was, could it possibly have compared with the TV closeups of the jungle warfare (much of the footage in color) brought to nationwide audiences by any one of the three networks?

The Pulitzer prizes in journalism are for the printed page. The rules do not qualify other journalism media.

Journalism today is not the journalism of the turn of the century. The measure of journalistic enterprise is its service to the public, not to a group of judges operating under archaic criteria. Isn't it about time they rewrote the Pulitzer Foundation's definition of journalism?
from

The Crystal Set

to

Color Television

It Has Been Our Privilege To Be A Member Of The NBC NETWORK FAMILY!

We Can Hardly Wait To See What The Next 40 Years Bring!

THE KPRC STATIONS IN HOUSTON, TEXAS
KSTP has been an NBC Radio affiliate for 38 years . . . and still is!

KSTP has been an NBC-TV affiliate for 18 years . . . and still is!

KSTP has been the Northwest's only total color TV station for 5 years . . . and still is!

Congratulations to NBC from KSTP which was your FIRST TELEVISION AFFILIATE . . . and still is!

Represented Nationally by Edward Petry & Co.