JULY 5, 1965 50 CENTS 34TH YEAR

# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO





COMPLETE INDEX PAGE 7



*"Experience breedeth art; lack of experience, chance."*

Ben Jonson, England's famed dramatist and poet, could well have been speaking of the television medium in this statement.

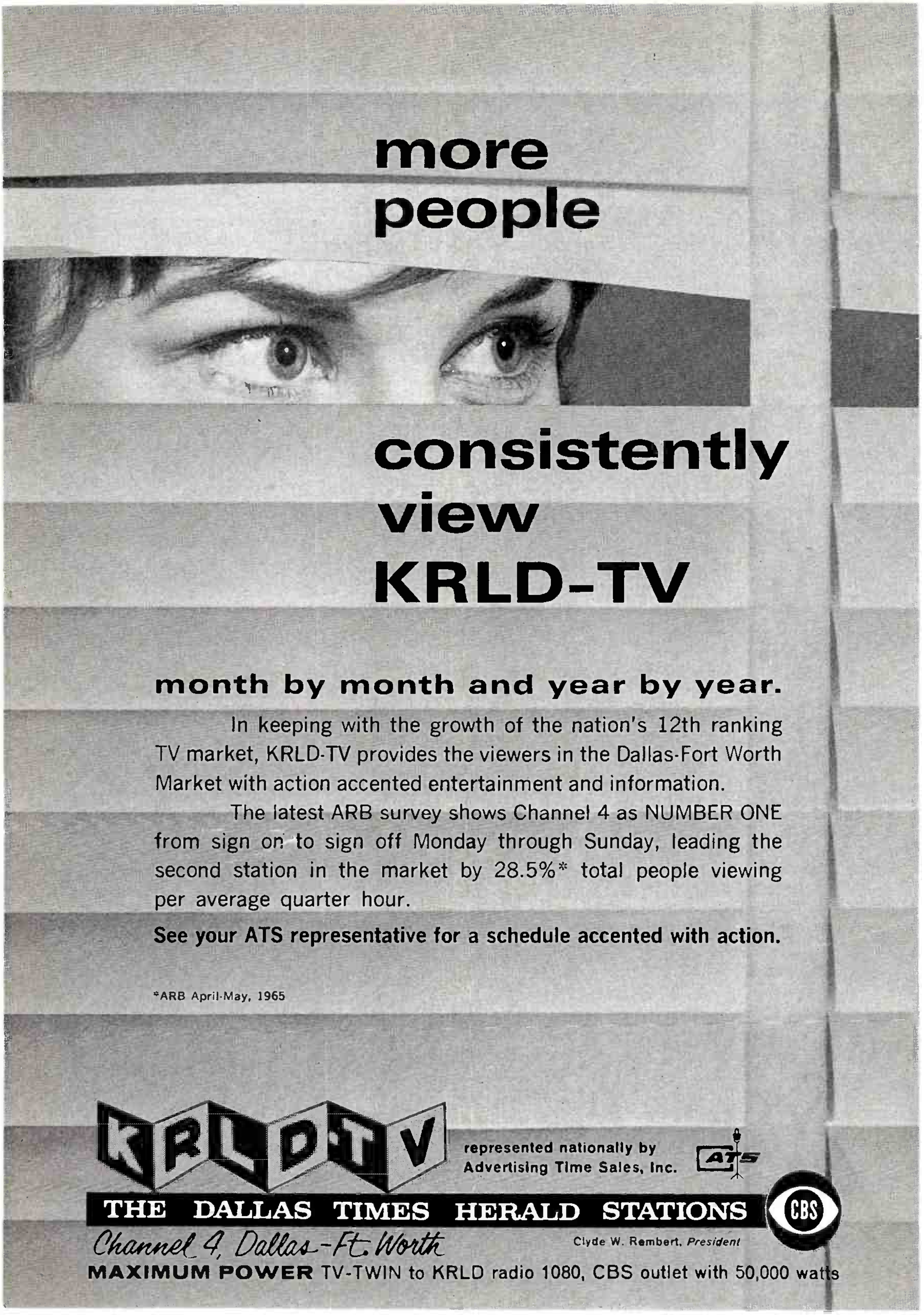
The kind of EXPERIENCE that produces true art and viewer loyalty distinguishes the Griffin-Leake stations.

GRIFFIN-LEAKE TV, INC.

KATV-7, LITTLE ROCK KTUL-TV-8, TULSA KWTV-9, OKLAHOMA CITY

GL TV, INC.

The Bettmann Archive


more people
consistently view KRLD-TV
month by month and year by year.
In keeping with the growth of the nation's 12th ranking TV market, KRLD-TV provides the viewers in the Dallas-Fort Worth Market with action accented entertainment and information.
The latest ARB survey shows Channel 4 as NUMBER ONE from sign on to sign off Monday through Sunday, leading the second station in the market by 28.5%* total people viewing per average quarter hour.
See your ATS representative for a schedule accented with action.
*ARB April-May, 1965
KRLD-TV
represented nationally by Advertising Time Sales, Inc.
ATS
THE DALLAS TIMES HERALD STATIONS
CBS
Channel 4, Dallas-Ft. Worth
Clyde W. Rembert, President
MAXIMUM POWER TV-TWIN to KRLD radio 1080, CBS outlet with 50,000 watts

# CLOSED CIRCUIT®

## Rules on ratings

Federal Trade Commission is about ready to issue new advisory on broadcast ratings and their use. New FTC policy will make clear that broadcasters or anyone else using ratings as basis of advertising claims must validate figures or face responsibility under deceptive advertising provisions of Trade Act.

*FTC report will also call on ratings services and broadcasters to use restraint in claims, announce that ratings are no more than estimates, avoid overstatement. Broadcasters will be warned to avoid hypoing ratings by beefing up programing during survey periods. FTC members gave report preliminary blessing two weeks ago, have obtained endorsement of it from FCC and House Commerce Committee staffers are awaiting similar endorsement from Senate Commerce Committee staff.*

## Raters' client

Television's top advertiser, Procter & Gamble, is reported to have asked its agencies to make careful study of both Nielsen and American Research Bureau services with view toward determining which will be retained. P&G agencies currently subscribe to Nielsen National Television Index for network data and to ARB for spot data. Agencies, which will forward reports to P&G in Cincinnati within next month, say this evaluation is conducted every two years when rating-service contracts expire. Both ARB and Nielsen have made presentations to keep or expand important P&G association.

## Wire-in ownerships

It's toss-up which way FCC will go on common ownership of CATV's and TV stations in same market. At least three members would allow it everywhere, but there's some sentiment for banning cross-ownership in top-50 markets, with FCC unanimous only in permitting small, marginal markets to have both as incentive for live TV. Rulemaking order may be upcoming this week which will establish interim policy.

*CATV owners are eyeing cross-ownership proceedings, together with FCC proposal to permit construction of low-power UHF stations, with considerable interest. They see low-power UHF as inexpensive means of getting around any ban government may impose on origination of programing by CATV's. They could originate programing on station, relay it on commonly owned CATV.*

## Freer air

Future of personal-product advertising on radio seems far from wide open despite removal of its categorical ban from National Association of Broadcasters' radio code (BROADCASTING, June 28). Order placed by Ted Bates agency on Mutual for Preparation H hemorrhoid treatment, (see page 26) is contingent on network's being able to provide 60% penetration of national audience. Network reportedly will poll affiliates. If it gets negative reaction from them, it will not carry Preparation H campaign.

*Feminine hygiene products appear less likely than hemorrhoid remedy to make it on radio—at least on network radio—though there have been reports of efforts in this direction. Top executive of New York agency that handles sanitary napkin account puts problem this way: "How do you talk about them without talking about them?"*

## Ready if able

Although there's been obvious slowdown in pace toward final grant of community antenna franchises in Manhattan, one recommended applicant is accelerating development of non-CATV cable service it already provides. Sterling Information Services, suggested by city franchise bureau as one of two likely operators, has without fuss been enlarging and improving its closed circuit Teleguide Information Service facilities which carry weather, shopping and theater information. In past three months it's added 10,000 TV set connections, now has 60,000. Company is emphasizing apartment-house connections now, rather than hotels, pointing to future CATV service with pickups of New York stations. Sterling is also replacing portions of its basic grid system with new aluminum cable designed for lower signal loss.

## Twice the TV

According to plans now in works, Polaroid Corp., Cambridge, Mass., will jump investment in TV in 1965 to approximately \$8 million as against \$4 million in 1964. Company is buying heavily on TV networks in both third and fourth quarters to bolster sales on recently introduced line of "Color-Pack" cameras and to launch its low-priced "Swinger" camera next fall. Heavy investment will be on NBC-TV with six prime-time shows already scheduled. Agency: Doyle Dane Bernbach, New York.

## 51W52

Aug. 1 is now likely date for CBS to complete move of its New York headquarters from 485 Madison Avenue to its new building at 51 West 52d Street, and it's something more than mere target date. Owners of 485 want building emptied by August so they can start renovating; CBS has options that will permit later partial occupancy if necessary, but it would have to pay extra. Last to go will be top-brass 20th floor (Board Chairman William S. Paley, President Frank Stanton, other top corporate executives), though it may be almost dead heat between 20th and 19th (CBS-TV network and CBS-TV stations divisions managements).

*Even if they're all out of 485 by Aug. 1, they aren't apt to be all in their places in new building. Thirty-fifth floor, which will correspond to 485's 20th as center of corporate authority, and several others aren't expected to be fully ready, so temporary offices will be set up in various parts of new building. Virtually all floors are at least partly occupied already; as of last Friday only 119 people remained at 485, out of 1,750 originally housed there.*

## Holding the phone

Pole-line contract renewals by CATV systems got attention of top brass of National Community Television Association last week with encouraging results. NCTA President Fred Ford, General Counsel Robert H. L'Heureaux, and Ben Conroy Jr., Uvalde, Tex., CATV operator and committee chairman met for two days in New York with AT&T and General Telephone executives with encouraging results. Cable operators had been told pole-line contracts won't be renewed in some cases and that rates would be boosted substantially in others. After last week's conferences, NCTA executives were optimistic about holding line.

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# WEEK IN BRIEF

Agency switches during first half of 1965 set six-month record. $116.1 million in radio-television billings move up and down advertising avenues. Shifts involved 46 clients. See . . .

**RESTLESS SIX MONTHS . . . 21**

Days of FCC writing letters about lack of local-live programs in prime time may be at end. Only Henry and Cox oppose renewal of four TV stations. Criterion now is performance vs. promise. See . . .

**LOCAL LIVE . . . 40**

NAB Code Authority sets out to establish guidelines for acceptance of personal product advertising on radio. Bell says amendment will mean more work, require more money. Will offer new code fee structure. See . . .

**BELL ON CODE . . . 26**

Members of European Broadcasting Union turn down appeal to boycott Early Bird. With one exception they vote to independently abstain from using communications satellite. Comsat rates hit hard. See . . .

**MORE PROTEST . . . 50**

1965 edition of Emmy nominations is released and CBS News remains on outs with NATAS procedures. Friendly still considers new system 'grab bag.' NBC-TV leads with 38 network nominations. See . . .

**EMMY'S TROUBLES . . . 48**

FCC sets new financial qualification policy for all radio and television applicants. Substitutes need for three months' backing with one-year requirement. Original plan was to help UHF record. See . . .

**3 MONTHS TO ONE YEAR . . . 30**

Office of Civil Defense will test new standards for alerting populace to emergencies via radio and TV. NIAC gives approval to two-tone system of activating receivers and keeping them on. See . . .

**NIAC ADOPTS STANDARDS . . . 53**

Three South Bend television stations unite to seek CATV franchises in Indiana as 'defense' mechanism to protect all-UHF market. Action taken when Mishawaka gives franchise to Community Teleception. See . . .

**U'S SEEK FRANCHISE . . . 36**

National Football League reported thinking about using two networks to show games with league taking in more TV money. Network reaction: ABC-TV likes idea; CBS-TV doesn't like it; NBC-TV has AFL. See . . .

**NFL GAZES AT GREEN . . . 41**

Rapid growth of color TV set sales will put consumer products at top of all electronics product groups for year. EIA convention told all-product sales should reach $16.9 billion in 65. See . . .

**COLOR SALES SPUR . . . 52**

## DEPARTMENTS




AMERICAN BUSINESS PRESS, INC.

PAID CIRCULATION COUNCIL, INC. PCC

AUDITED PAID CIRCULATION ABC

**Broadcasting**

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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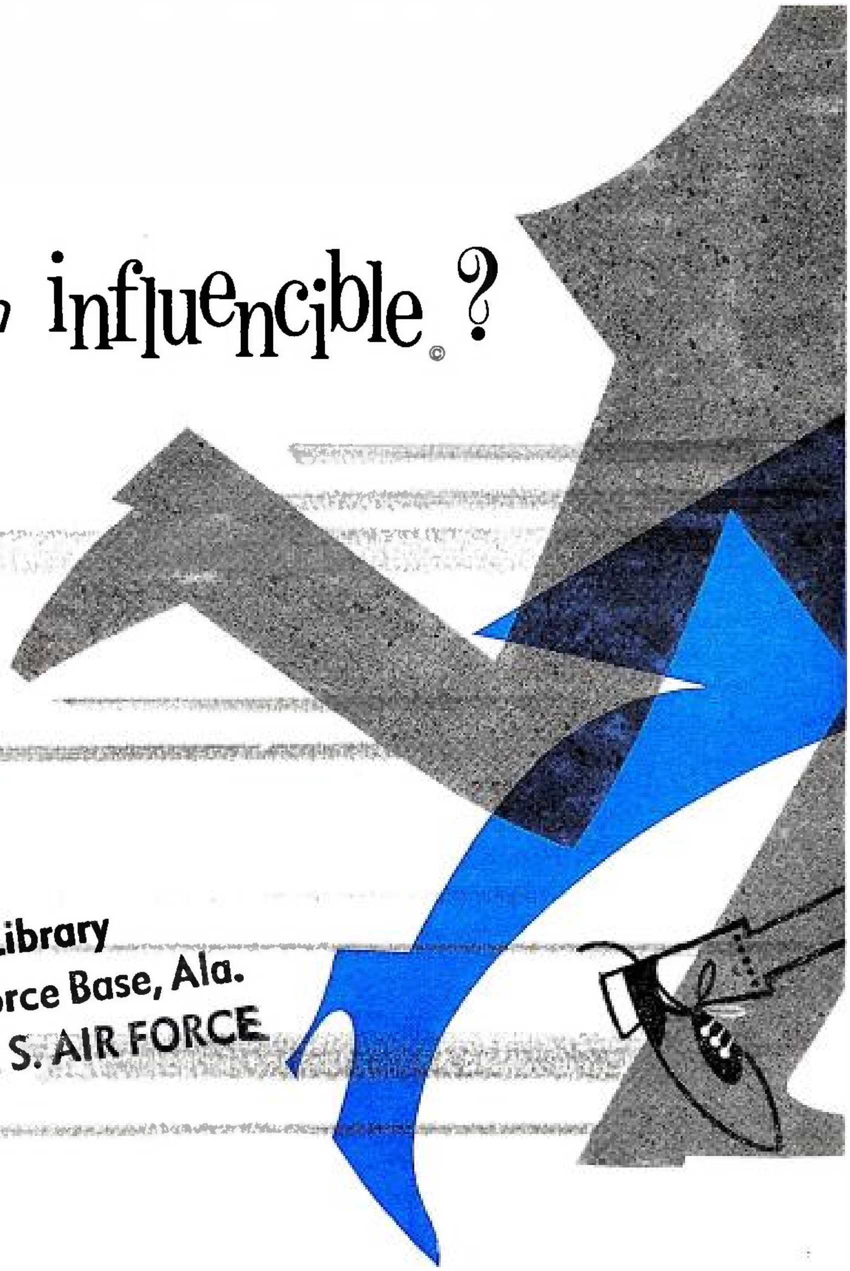
# What is an influencible©?





Part of the go-go crowd. The part that listens to Storz radio, then goes out and buys your product or service. The young moderns. The young marrieds. The crowd with shopping lists umpteen feet long, just waiting to be told their business is appreciated. So why not tell 'em? *Influence the influencibles.*© On a Storz station you talk to the most influenceable people so the word gets around faster because the go-go crowd responds.

**STORZ**

**WDGY** Minneapolis-St. Paul
(Blair)
**KXOK** St. Louis
(AM Sales)

**WHB** Kansas City
(Blair)
**WTIX** New Orleans
(Eastman)

**KOMA** Oklahoma City
(Blair)
**WQAM** Miami
(Blair)

# Guide on 'loud commercials' is almost ready

## NAB ASKS FOR DELAY PENDING ITS OWN STUDIES

FCC policy statement laying down six guidelines for broadcasters to follow to avoid "loud" commercials was nearing completion last week but National Association of Broadcasters on Friday (July 2) urged commission to delay release. Request came in letter from NAB President Vincent T. Wasilewski who requested meeting between NAB and FCC on matter.

NAB acted after special meeting of board members, staff, broadcast engineers and station and network officials, who studied advance copy of statement.

Several of those at meeting expressed view that commission statement was not based on sound engineering data. They also felt that commission should await results of NAB's study on broadcast "loudness" (see page 54).

Policy statement, capstone of two years' inquiry by FCC into "loud" commercials problem, was not formally approved by commission last week. But it was to be circulated among commissioners for final approval this week.

Statement acknowledges that loudness cannot be objectively measured but adds that "objectionably loud commercials are a substantial problem" and that their presentation is to be avoided.

Statement specifies six practices to be followed to accomplish this, and says "strict adherence" to them is expected. Six steps:

1. Reduce modulation below 85% on peaks of frequent recurrence if needed to avoid objectionable loudness. Commission would amend rules to permit reduction below present minimum of 85%.

2. Adopt control-room procedures to prevent loud commercials which result from such deficiencies as inaccurate reading of volume-unit meter or "excessive reliance on automatic gain control."

3. Guard against "excessive compression" which is "unquestionably undesirable and a major factor" in loudness. Appropriate maximum amount of compression is 6 db, at least in broadcasting pre-recorded commercials.

4. Take care in presentation of recorded material in which compression, filtering, "equalization," reverberation and other processing has been used, "resulting in an effect of excessive loudness" in such cases, licensee should reduce modulation below 85%.

5. Presentation of commercials delivered in "loud, rapid and strident manner" is to be avoided.

6. Such Contrast between "loudness of commercials" and soft music or dialogue is to be avoided. Maximum of 4 db increase over preceding program is recommended.

Statement says broadcasters should pre-screen commercials—"not only for damage, defects and completeness but for loudness."

## $25 million in billings affected in two mergers

Agency mergers were announced Friday (July 2) in New York and Chicago.

Mogul, Williams & Saylor, and Baker & Byrne, New York houses, are merging into Mogul, Baker, Byrne, Weiss with aggregate billing of $18 million. Addition of accounts of affiliated office in Los Angeles—Davis, Johnson, Mogul & Colombatto—gives new agency $21 million in billings, with about 47% in broadcast.

Merger is accompanied by Aug. 6 retirement of Emil Mogul, founder, chairman and chief executive of MW&S. President of MW&S, Sidney W. Weiss, is board chairman and chief executive of new agency, and Stephen Baker, head of Baker & Byrne, will be president.

Chicago merger brought Burton G. Feldman Inc. and C. Franklin Brown Inc. together under Feldman name with billings of more than $4 million. Burton Feldman continues as president and Franklin Brown becomes vice president in new structure.

## NBC-TV looking for 4-6 features from Leroy

NBC said Friday (July 2) it was negotiating with veteran Hollywood producer-director Mervyn Leroy to produce motion pictures specifically for NBC-TV prime-time showing. It's understood Mr. Leroy will supply four to six two-hour films per year, starting with 1966-67 season. NBC expects producer to have at least one finished script by early fall.

Other series projects reported by NBC-TV as in development for 1966-67 season are: *Stone Walls Do Not* and *My Brother's Keeper*, respectively, comedy and dramatic series with prison settings; two westerns, *The New People* and *The Secret;* outer-space comedy, *So This Is Venus;* World War I airplane adventure, *The Chicken and The Hawk*, and two adventure series, *The Commandos* and *Bodyguard.*

## Problems won't affect earnings says Rogers

Taft Broadcasting President Lawrence H. Rogers 2nd told New York Security Analysts that regulatory problems facing broadcasters are pressing —but not serious enough to have adverse effect on continued successful earnings reports of publicly held group broadcasters.

Mr. Rogers described regulatory situation as "neither better nor worse."

ABC proposal of domestic satellite might cut cost of interconnection for network affiliates by half, but he discounted future of direct satellite-to-home TV transmission as political impossibility.

FCC's proposal to limit group owners to no more than three TV's in top 50 markets he characterized as "transparent attempt" of FCC staff to create base for jumping to divestiture proposals.

He described FCC proposal to limit network ownership of programs to 50% of their prime-time shows as "bit of regulatory nonsense" that could have effect of helping group broadcasters financially while probably down-grading program quality. Sellers market enforced in program field, he said, might cause series producer to cheapen product since he will expect easier sale.

Mr. Rogers estimated first-quarter earnings for Taft would be up 20% and said he would be content with net earnings gain of 15% for full year. In past fiscal year, he said, Taft earnings came two-thirds from company's "old" stations and one-third from stations recently acquired.

## NAB and Knorr stations are back together again

Knorr Broadcasting Co., which resigned its radio stations from National Association of Broadcasters in May (BROADCASTING, May 24), last week put stations back in NAB fold.

Resignation of Knorr's WKNR-AM-FM Dearborn-Detroit, WKHM-AM-FM Jack-

more AT DEADLINE page 10

# WEEK'S HEADLINERS


Mr. Ritter


Mr. Shurick


Mr. Hunefield

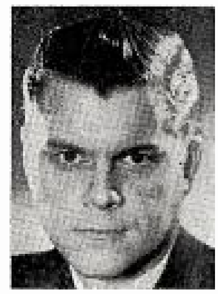
**Edward P. Shurick,** senior VP in charge of station relations and forward planning for H-R Television, TV station representation firm, named to new post of executive VP. **Alfred P. Ritter,** eastern TV sales manager, and **William G. Hunefield Jr.,** who moved from WDAU-TV Scranton, Pa. to Chicago TV sales manager for H-R July 1, elected VP's.


Dr. North

**Dr. Harper Q. North,** VP-research and development, TRW Inc., Redondo Beach, Calif., re-elected president of Electronics Industries Association. **James D. Secrest** re-elected executive VP and secretary of EIA while **Graham W. McGowan** re-elected general counsel. **J. A. Milling,** president of Sams Division of Howard W. Sams & Co., Indianapolis, again named EIA treasurer while **David R. Hull,** consultant and former VP of Raytheon Co., Lexington, Mass., named director of EIA engineering department.

**Leslie G. Arries Jr.,** operating director of Westinghouse Broadcasting's WBC Productions Inc. and WBC Program Sales Inc. since March, promoted to president, post that has been vacant. **Chet Collier,** former West Coast general manager of WBC Productions, who has been executive producer of *Merv Griffin Show* since its inception this spring, promoted to VP of WBC Productions with responsibilities broadened to encompass other programs as well. Mr. Arries, veteran station and network executive, joined WBC in June 1964 as general manager of KYW-TV Cleveland (since moved to Philadelphia).


Mr. Collier


Mr. Arries

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

son and WKFR-AM-FM Battle Creek, all Michigan, followed dispute over community antenna TV system in Jackson, Mich., between Knorr and Time-Life Broadcast Inc. Knorr had been granted CATV franchise and Time-Life signed lease with phone company to provide same service. Willard Schroeder, vice president of Time-Life's WOOD-AM-FM-TV Grand Rapids, Mich., who handled CATV negotiations, was chairman of NAB board at time. His term ended June 30.

Mr. Schroeder's activity had been termed conflict of interest by Walter Patterson, executive vice president of Knorr group. Resignation of stations was effective June 30 and agreement to rejoin NAB was effective July 1.

## Renew Black Hills relays

Black Hills Video Corp., which is seeking court review of FCC rules governing microwave-fed community antenna television systems, on Friday (July 2) won conditional renewal of seven common-carrier microwave stations that serve commonly-owned CATV's.

In renewing licenses, commission attached condition requiring Black Hills to transfer out of common-carrier service by Feb. 1, 1966.

Second condition requires Black Hills to require CATV's it serves to protect local television stations, by carrying their signals and refraining from duplicating their programs for 15 days before and after they carry them.

Black Hills had been unwilling to afford nonduplication protection. Along with parent, Midwest Video Corp., it has asked federal court of appeals in St. Louis to overturn FCC's CATV rules which require such protection (BROADCASTING, June 28).

## ABC says Gemini reports reached 73.1% of homes

While CBS-TV and NBC-TV were still in dispute over which won ratings race in Gemini 4 spaceflight coverage (see page 42), ABC-TV Friday (July 2) reported that analysis showed its own coverage reached 73.1% of all U. S. TV homes and that if one advertiser had sponsored it all, each home would have seen average of 8.1 of his commercials.

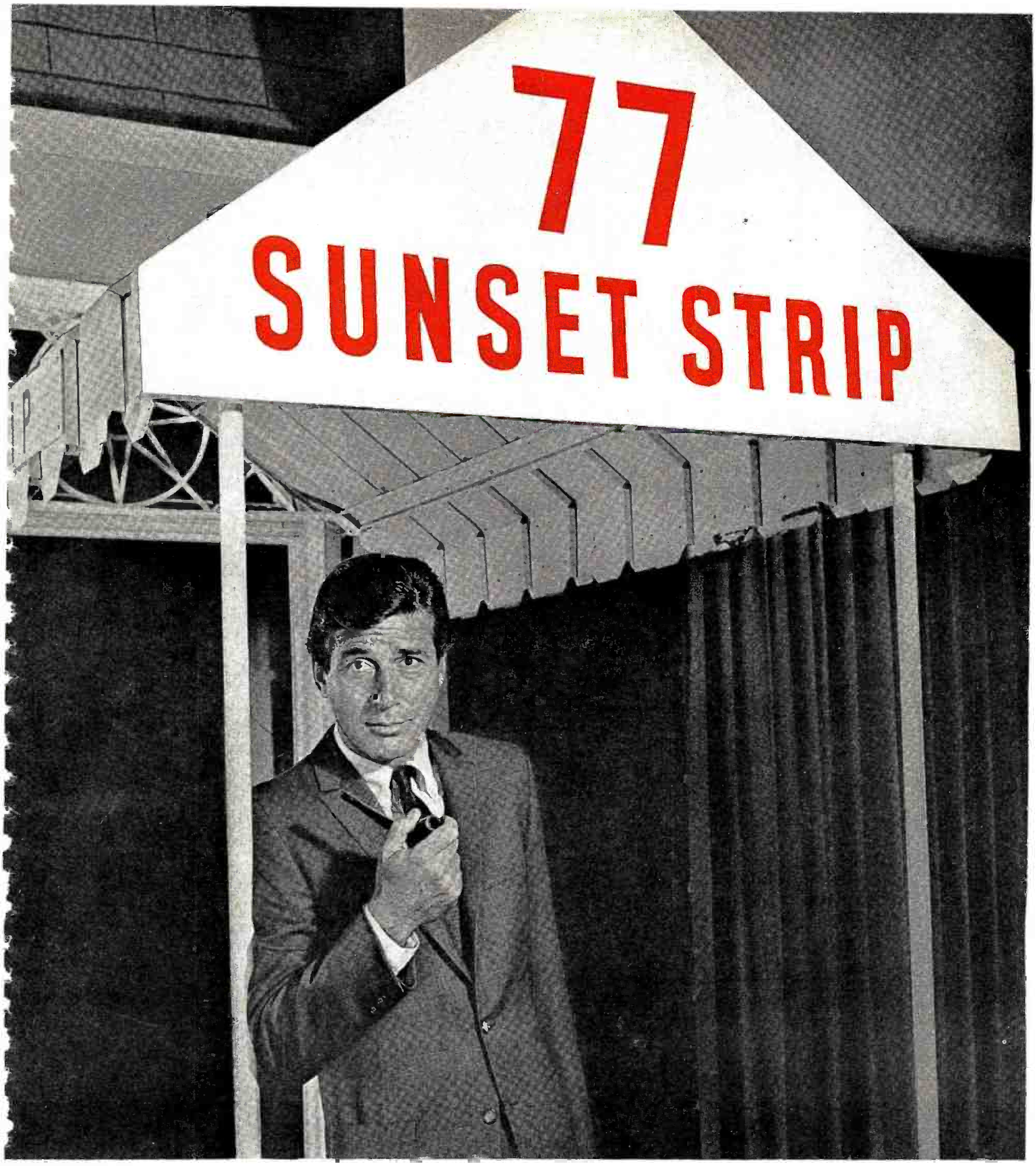
These figures, based on special Nielsen analysis of latest Nielsen national ratings, covered eight programs and 40 one-minute flight-progress reports on ABC-TV from June 2, night before launch, through June 6, but did not include splashdown June 7, which will be rated in next Nielsen report. Bristol-Myers sponsored ABC-TV's program coverage but not its one-minute reports.

## A-C plans toothpaste budget

New multi-million dollar budget for TV will break about September from Alberto-Culver Co., Melrose Park, Ill., for introduction nationally of children's toothpaste called "mighty white" and keyed to cartoon character of same name. BBDO, Chicago, is handling product which has scored high in West Coast tests past two years and captured "significant share of the toothpaste market." Commercials will be both animated and live on film with heavy buys in kid shows.

## Mutual signs seven into fold

Seven new affiliates including one FM, were signed by Mutual in June, network announced Friday (July 2). They are: WKDA Nashville, on 1240 kc with 1 kw day and 250 w night; WLYC Williamsport, Pa., on 1050 kc with 1 kw day; WFMB-FM Springfield, Ill., on 104.5 mc with 10.25 kw; WGHM Skowhegan, Me., on 1150 kc with 5 kw day; WKTJ Farmington, Me., on 1380 kc with 1 kw day; WKTQ South Paris, Me., on 1450 kc with 250 w, and WITH Baltimore, on 1230 kc with 1 kw day and 250 w night.




In major markets where 77 SUNSET STRIP runs five days a week in various afternoon and evening time periods—such as Albany-Schenectady-Troy, Louisville, Memphis, St. Louis, Syracuse, Tulsa—the mystery-adventure strip starring Efrem Zimbalist, Jr., Roger Smith and "Kookie" Byrnes averages

*26% more homes • 26% more men • 62% more women*

than programs in the same time period, same station, the previous year. *Source: ARB Reports, March 1964-65*

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

## DATEBOOK

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

■Indicates first or revised listing.

### JULY

**July 6**—House Commerce Committee hears testimony by FCC Chairman E. William Henry in the first day of hearings on a bill introduced by Representative Oren Harris (D-Ark.) to establish a federal boxing commission with power to prevent the broadcast of bouts influenced by bribery, collusion or racketeering. Washington.

**July 9-11**—American Women in Radio and Television educational foundation board of trustees meeting. Statler Hilton, Boston.

**July 9-11**—Ohio Associated Press Broadcasters Association semi-annual meeting. Imperial House South, Dayton.

**July 14**—New FCC deadline for filing comments on the joint petition for rulemaking by Zenith Radio Corp. and Teco Inc. requesting the commission to authorize nationwide subscription television. Reply comments are now due July 29.

**July 15**—New deadline for filing comments on the FCC's inquiry into the optimum frequency spacing between assignable frequencies in the land mobile radio service, and the feasibility of frequency sharing by television and the land mobile services. Former deadline was June 3.

**July 15-18**—American Federation of Television and Radio Artists national convention. Statler Hilton, Boston.

**July 18-20** — Annual meeting of Idaho Broadcasters Association. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters; FCC Commissioner Lee Loevinger; Theodore Koop, vice president, CBS, Washington; Justin Bradshaw, vice president, Broadcast Music Inc., New York. Downtowner, Boise.

**July 18-23**—Annual convention, National Community Television Association. Principal speakers will be Representative Oren Harris (D-Ark.), chairman of House Commerce Committee; Frederick W. Ford, president, NCTA; David M. Snow, president, National Education Sciences Corp.; Tom Currigan, mayor of Denver; John Love, governor of Colorado. Meetings on the following subjects are scheduled: technical, ratings, sales methods and promotions, financial, problems and solutions, legal and legislative. Annual business meeting and election of officers will take place July 21. Denver Hilton hotel, Denver.

■**July 19-20**—Annual summer meeting of New York State Broadcasters Association. Speakers include Stephen Dietz, executive vice president, Kenyon & Eckhardt, New York, and Arthur McCoy, president, Communications Ltd., Honolulu. The Otesaga, Cooperstown.

**July 20**—Deadline for comments on the FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for a new class of 10-kw community TV stations with a 300-foot antenna limitation.

**July 22-24**—Third annual Broadcast Editorial Conference sponsored by National Broadcast Editorial Conference and Northwestern University's Medill School of Journalism. Northwestern University and WBBM-TV, both Chicago.

■**July 26**—New FCC deadline for filing comments on Part I and paragraph 50 of Part II of the commission's notice of inquiry and proposed rulemaking, issued April 23, looking toward asserting jurisdiction and regulating non-microwave community antenna TV systems. Former filing date was July 9.

**July 29**—New FCC deadline for filing reply comments on the joint petition for rule-

making by Zenith Radio Corp. and Teco Inc. requesting the commission to authorize nationwide subscription television. The former deadline for replies was June 10.

### AUGUST

Aug. 2—New deadline for reply comments on the FCC's inquiry into the optimum frequency spacing between assignable frequencies in the land mobile radio service, and the feasibility of frequency sharing by television and the land mobile services. Former deadline was June 18.

Aug. 2—New deadline for comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. Former deadline was June 14.

Aug. 3 — New FCC deadline for reply comments relating to frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna TV systems. Former deadline was May 3.

■Aug. 4—Annual Georgia Association of Broadcasters TV Day. Speakers include Warren Bahr, executive vice president, Young & Rubicam, New York; William Bartholomay, board chairman, Atlanta Braves baseball team; Lee Franks, Georgia ETV director, and Marcus Bartlett, Cox Broadcasting, Atlanta. Riviera motel, Atlanta.

Aug. 5—Deadline for reply comments on the FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for a new class of 10-kw community TV stations with a 300-foot antenna limitation.

Aug. 6-7 — Summer convention of New Mexico Broadcasters Association. Roswell.

■Aug. 20—New deadline for comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50, 50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band.

■Aug. 20-22—Annual fall meeting and election of officers of West Virginia Broadcasters Association. Speakers include FCC Commissioner Robert E. Lee; Vincent T. Wasilewski, president, National Association of Broadcasters; John T. Murphy, president, Crosley Broadcasting Corp.; Don Mercer, vice president for station relations, NBC, and Lou Smith, vice president for television, Edward Petry & Co. Greenbrier, White Sulphur Springs.

Aug. 24-Sept. 4—National TV and Radio Show under the direction of the Industrial and Trade Fairs Ltd. will feature various types of broadcasting equipment. London.

Aug. 27-28—Fall meeting of Arkansas Broadcasters Association with election of officers. Coachman's Inn, Little Rock.

Aug. 31—New deadline for reply comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. Former deadline for reply comments was July 12.

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

### SEPTEMBER

Sept. 10-11—Annual fall meeting of Maine Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Bar Harbor Club, Bar Harbor.

■Indicates first or revised listing.

## OPEN MIKE®

### FM independence

EDITOR: After reading your special report, "FM's drag feet on program split" [BROADCASTING, June 21] I can only say that I'm not only disappointed in my fellow broadcasters, but also disturbed with their thinking regarding FM radio. Fifty-seven percent have asked for waivers from the duplication rule and most of the others who will comply are taking an easy way out.

Remember this, gentlemen . . . you're going to get out of FM exactly what you put into it. I might further add, that if FM is the drag that some of you indicate it is . . . why not turn in your licenses?—*Chris J. Stolfa, station director,* KMBC-FM *Kansas City, Mo.*

EDITOR: I think the AM-FM operators are missing a big bet in bucking against program splitting.

I understand why any operator wants to avoid in-the-red operation. But by applying constructive energy and ingenuity to the FM station, most owners in cities over 100,000 should be able to get into the black with reasonable promptness.

The tricks are:

1. Aim at a homogeneous minority group that is more valuable (per capita) than a mass audience.
2. Sell hard to advertisers who can especially benefit from the selected audience group.
3. Hold costs to a minimum.
4. Use automation to assure good production without having to bid in the open market for top-level air personnel.

We have owned WTCX(FM) St. Petersburg, Fla., for two years. (And) . . . we have finally got the cash operating outgo to match the cash revenue . . . still on a low level, to be sure. For example, during May our payroll for everything except sales was $2.32 per air hour.

Any owner of an AM as well as an FM should be able to work up a pattern of cost that will beat anything we can do, since we have no way to "borrow" voices or other talent from AM, nor do we have an AM station to help absorb overhead.—*Murray Carpenter, general manager,* WTCX(FM) *St. Petersburg, Fla.*

EDITOR: The article on AM and FM program split was indeed informative. . . . I was shocked, though, to see that

many of the larger stations with sister FM outlets are not furthering the cause of FM by hesitating to originate separate programing on these frequencies. —*Jim Walsh,* WAIV(FM) *Indianapolis.*

## Right in the pocket

EDITOR: . . . The write-up on AMF bowling (BROADCASTING, June 7) was very well handled.—*Carter L. Burgess, chairman, American Machinery & Foundry Company, New York.*

## BOOK NOTES

*"Somehow It Works," compiled by Chet Huntley, David Brinkley and other members of NBC's news staff. Doubleday & Co., 501 Franklin Avenue, Garden City, N. Y. 224 pp. $15.*

This book provides a candid portrait of the 1964 presidential election, with significant campaign statements by the candidates and highlights of the coverage provided during that time by NBC newsmen.

The book contains a prologue by David Brinkley, and an epilogue summarizing the developments of the election year by Chet Huntley. There are seven pages of election charts, providing results of all presidential, senatorial, gubernational and House elections, as well as an analysis of the presidential vote by various segments of the population.

The more than 100 original phtographs published in *Somehow It Works* were taken by David Hollander and Paul Seligman, who were commissioned by NBC to cover the full election year exclusively for this book.

*"Introduction to Mass Communications," by Edwin Emery, Phillip H. Ault and Warren K. Agee. Dodd, Mead & Co., New York. 434 pp. $6.*

The second edition of this comprehensive textbook, published June 15, is marked by its revisions and general updating. Included in this survey of the mass communication media—magazines, newspapers, radio, television and motion pictures—is a detailed historical review and a look at current problems and criticisms of the media. An example of the book's revision and updating is an extensive chapter on broadcast news up to and including radio and television's coverage of the shooting of Lee Harvey Oswald and the 1964 political conventions. The book also discusses groups associated with the media: news associations, syndicates, advertising agencies, advertising departments of companies, public relations firms and research groups.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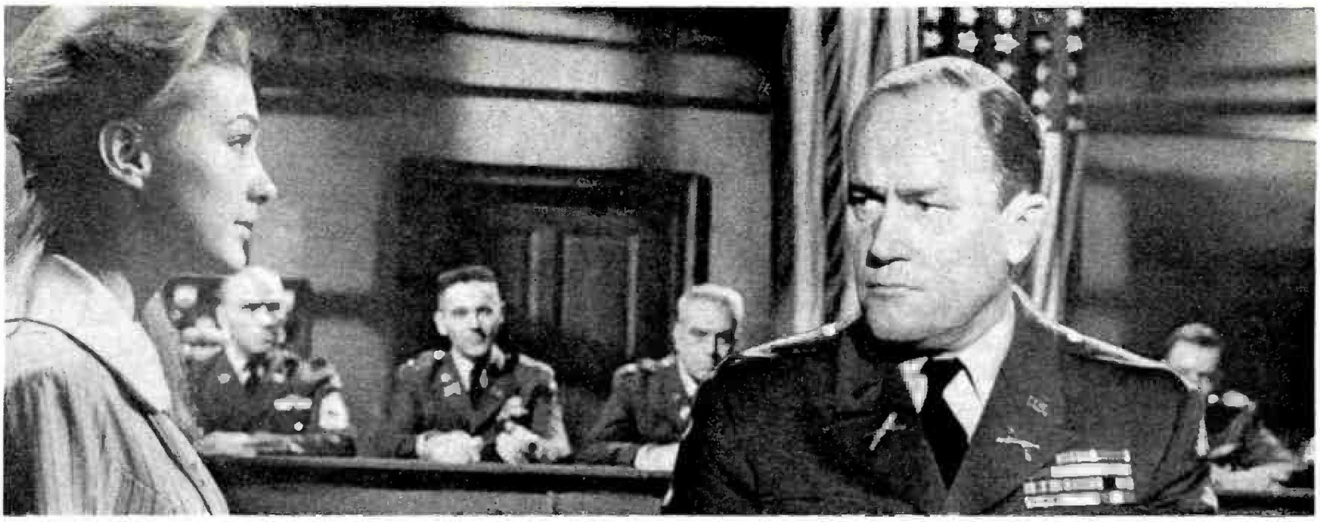

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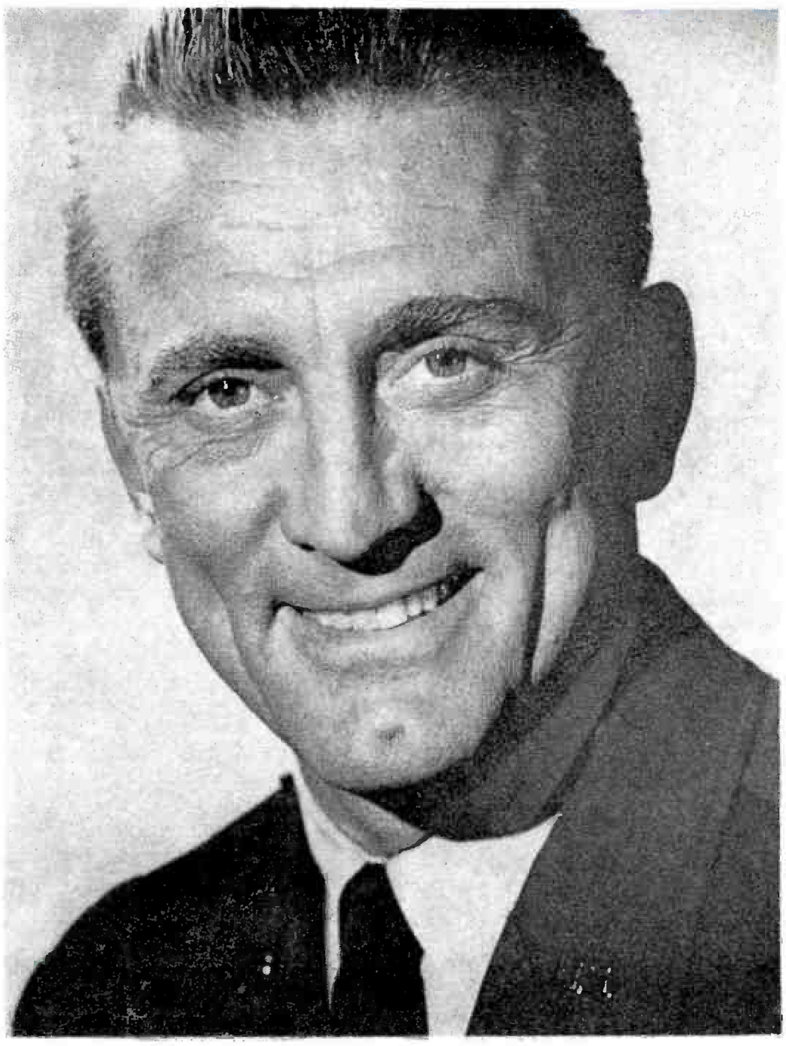

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# MONDAY MEMO from RICHARD S. PARKER, J. P. Stevens & Co., New York

## Stevens uses a real linebacker to back its line

In 1960 J. P. Stevens & Co., started selling for the first time on a promotional basis a men's and boys' slack fabric. In 1965 sales of this fabric increased 1,000%. The difference can be attributed largely to creative use of professional football and local television, and to a hard-hitting, two-fisted merchandising package built around what now has become one of the most successful men's wear marketing programs in the business.

Not unlike the powerful grid machines in the National Football League, our own success was founded on teamwork and professionalism. The idea of an NFL tie-in originated with E. V. (Bud) Treacy Jr., one-time college football player and all-time pro football fan who manages the Stevens slack fabric department. But the idea was translated into action with the strong backing of Stevens top management.

**Consumer Identity** ▪ A plan was developed, and objectives drawn up. At that point in time, five years ago, the Stevens company already was one of the world's largest fabric producers, with a distinguished corporate history tracing back to 1813. The Stevens name was respected in the trade, but there was virtually no consumer identity. The problem was multiplied by the fact that Stevens was—and is—a raw material supplier selling to many different clothing manufacturer customers.

How to help those customers sell slacks? How to promote our new fabric? How to work within the framework of Federal Trade Commission regulations in supporting those same customers? These were the basic marketing problems that needed solving.

We started out right, with a good product everyone believed in. Made from 70% Orlon acrylic and 30% wool worsted, we named the fabric "Consort." Fine craftsmanship, excellent shape retention and neat overall appearance were the qualities that were built into the product. These were qualities we could count on in the promotional selling plan we were about to start.

Next we came up with a pro football hero with his own brand name already known to millions across the nation, star linebacker Sam Huff of the Washington Redskins. His ability to derail enemy ball-carriers was becoming legendary, and he already had been featured in a television documentary describing *The Violent World of Sam Huff*.

Could he carve out a new career as a top Stevens salesman? Might he develop into a hard-driving promotional spokesman for Stevens in TV commercials and other advertising vehicles? Would he learn to be gentle with Stevens customers? We had lots of questions and very few answers.

**Good Salesman** ▪ But now we know that Sam, in fact, is just as handy with an attache case as he is with a football. When he isn't playing ball he's mopping up the textile league competition in his new nonviolent role as sales representative for Consort and roving ambassador for the overall firm. When he was traded from the New York Giants, the resulting headlines were turned into an unexpected publicity bonus and at that point the Consort promotion developed into the most talked-about fabric promotion in the soft goods industry.

The trade actually added luster to the Huff name, and Sam had a ready-made door-opener to chat about whenever he called on customers and prospects. And call on them he did, from one end of the country to the other (usually in the company of Bud Treacy and Bud's associate, Charlie Kelly). He traveled fully equipped with a lively flip chart and film presentation outlining plans for the coming season's NFL-Consort sales campaign, including a preview of the television commercials.

We had a good thing going. And we added to it with the help of local pro footballers such as Frank Gifford, Pete Retzlaff, Bill McPeak. TV commercials starring Huff, individually tailored for every Consort slack maker, and with local retail credits, were run on pre-game shows featuring Gifford and others in specific markets.

Ads also were scheduled in game programs and sports magazines, supporting the promotion with store listings and a consumer contest pegged on winning a free weekend at the Playoff Bowl as a guest of Huff.

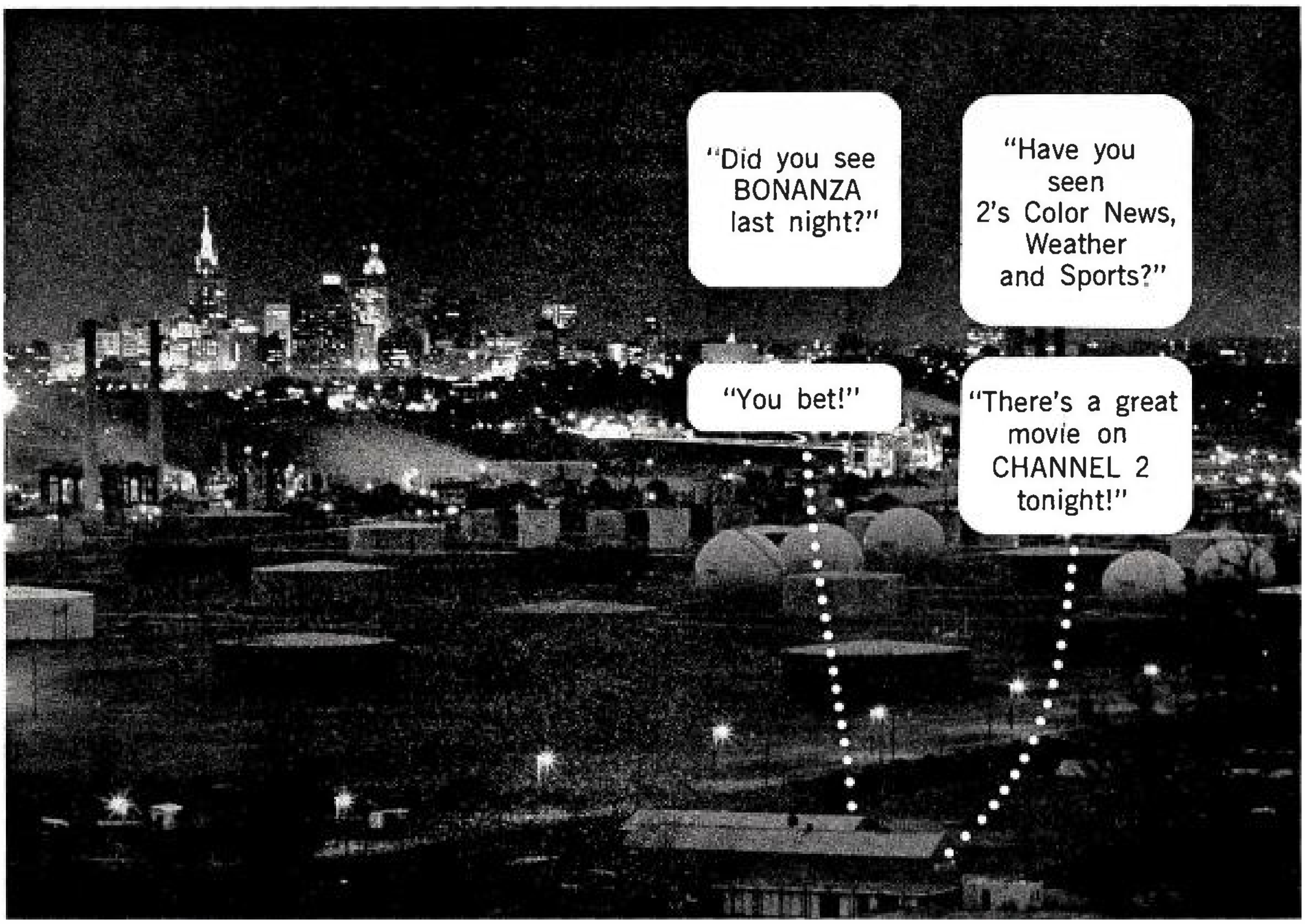
**More This Fall** ▪ This fall a similar plan will be in motion, but on a larger scale. Stevens will go on the air as sponsor or co-sponsor of pre-game programs in 26 major market areas. The Huff commercials—one each for 33 different apparel manufacturers—will feature men's slacks, boys' slacks, comfort stretch attire for men, and men's suits. These commercials were allocated to manufacturers in proportion to the size of their fabric purchases.

The promotion has now reached the stage where some of these shows actually were created just for Stevens. In certain markets, they just didn't exist before. All told, the pre-game announcements, plus spots purchased in other markets, bring the total TV exposure to 300 commercials.

Supporting the TV effort will be more than six million sample NFL schedules imprinted with both clothing manufacturer and store names and distributed at the retail level. Woven labels and hang tags, all with manufacturer names, are included in the overall package as are point-of-sale materials and print advertising, and another big contest for a free weekend at the Playoff Bowl with Huff.

Success, of course, breeds competition, and this fall other firms will be out with similar programs. And the airwaves may become slightly jammed with the heavy traffic in fabrics, fibers and footballers. But above all of these the standout will likely still be Sam Huff, the energetic, powerfully built young cloth salesman who started it all for J. P. Stevens in those "pioneering" days of 1960.

Richard S. Parker, who is in charge of advertising for all apparel fabrics at J. P. Stevens & Co. Inc., New York, began working for the firm in 1960 as a men's wear advertising coordinator. Prior to this, he was account executive at BBDO for DuPont, in synthetic fiber advertising with Eastman Chemical Products and with Spring Mills' "Spring-Maid." Currently, he is a director of Woolen Worsted of America and American Institute of Men's and Boys Wear.




Overlooking a giant oil refinery, Tulsa glistens in the dusk.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO
June 5, 1965, Vol. 69, No. 1

# Upheavals in radio-TV accounts

## Agency switching sets a record with $116.1 million of broadcast business moving, 74% of total billings which came to $156.7 million for half-year period

A record $156.7 million in advertising billing, some $116.1 million of it in television and radio, changed agencies—or was earmarked to change later this year—in the first six months of 1965.

Forty-six major advertising clients were involved in the shifts, which averaged more than $6 million in billings movement each week. In radio-TV billing alone the average was almost $4.5 million a week.

The previous first-half high mark was set a year ago, when 35 accounts with $139 million in billing, $91.2 million of it in radio-TV, changed agency affiliations.

**Nearly Three-Fourths** ▪ TV-radio budgets this year represented approximately 74% of the total billing shifted, as against 66% of the total for the first six months a year ago.

The 1965 computation includes the approximately $4.3 million Ralston-Purina account, mostly in TV-radio, which on the last day of the six-month period was reported due to move from Guild, Bascom & Bonfigli to a larger agency, although the new agency has not been selected (see page 23). The figures also include some changes in which the new agencies have been designated but have not yet taken over.

The top 10 broadcast accounts in changes reported during the first half spend about $67.7 million a year in television and radio. In the first six months of 1964 the comparable figure was $59.6 million.

The most dramatic account changes thus far this year have involved Alberto-Culver, representing approximately $22 million in total billings; American Motors Corp., about $16 million, and United Air Lines, about $11.6 million.

The harshest setback was suffered by Compton Advertising, which relinquished more than $19 million of Alberto-Culver billing. Compton has not acquired any sizeable accounts to date to cushion the A-C defection.

**American Motors Move** ▪ For Geyer, Morey, Ballard Inc., the transfer of the $16 million American Motors business to Benton & Bowles marked the termination of a 30-year relationship between the client and GMB and its predecessor agencies.

Another long-term association was ended when United Air Lines shifted its $11.6 million passenger account to the Leo Burnett Co. In the process, United snapped its 26-year tie with N. W. Ayer & Son.

In account shifts, there are winners and losers. By plucking American Motors' $16 million account, Benton & Bowles is currently the front-running agency in business acquisition, though the shift does not take place until the fall. B & B had no reportable account losses.

Burnett has been on a torrid new-account streak. It has added more than $19 million from Pillsbury and United Air Lines, but relinquished the $4 million Procter & Gamble Salvo business.

Doyle Dane Bernbach obtained an estimated $7.5 million through its acquisition of Pfizer ($3 million) and WTS Pharmaceuticals ($4.5 million). During the first half DDB had no significant account defections.

Papert, Koenig, Lois has forged ahead this year, gaining $13.5 million in billing from Hunt Foods, National Airlines and P & G's Salvo while losing the $4.5 million WTS Pharmaceuticals business and the $1 million Exquisite Form billing.

**Other Gainers** ▪ BBDO was one of the four agencies affected favorably by the Alberto-Culver change-over. BBDO was assigned an estimated $8 million in A-C billings and sustained no losses for the six-month period.

J. Walter Thompson Co., while losing a $2.5 million portion of the Alberto-Culver business, was appointed agency for $8 million of the A-C account, gaining about $5.5 million in the switch.

Young & Rubicam, in a period of give and take, lost two accounts (a $4 million portion of Hunt Foods and the $1.7 million Jell-O business), but gained billing by adding $11 million from Ballantine, Borden, International Salt and United Biscuit.

Foote, Cone & Belding has swelled its total by an approximate $7 million by acquiring a portion of Gallo Wines, Hills Brothers Coffee and Jell-O.

Among the agencies which plucked new accounts while maintaining their old lists were Knox Reeves, Cunningham & Walsh, Sullivan, Stauffer, Colwell & Bayles, Post-Keyes-Gardner, C. J. LaRoche, and Edward H. Weiss & Co.

On the losing side of the ledger, in addition to Compton, Ayer and Geyer,

### Pace of agency switches

The uncertain nature of agency-client relationship is underlined in a five-year compilation made by BROADCASTING of major TV-radio account switches from 1961 through 1965. The tabulation covers the first six-month activities for each year from Jan. 1 through June 30.

The compilation shows that 1962 and 1963 were quiet years with a dollar decline in advertiser-agency shifts from the 1961 level. The pace of account reassignments stepped up to a record dollar volume in 1964, which, in turn, was outstripped by the 1965 performance.

Estimated dollars (in millions) involved in account changes of advertisers active in TV-radio for the first six months ended June 30:

| | Total | TV-Radio Share |
|---|---|---|
| 1961 | $117.3 | $80 |
| 1962 | 80 | 50 |
| 1963 | 80 | 48.5 |
| 1964 | 139 | 91.2 |
| 1965 | 156.7 | 116.1 |

## These accounts moved to new agencies in first half of year

| ACCOUNT | TO | FROM | BILLINGS (in millions) TOTAL | RADIO-TV |
|---|---|---|---|---|
| Alberto-Culver | | | | |
| Rinse-Away | Campbell-Ewald | JWT | $ 2.5 | $ 2.3 |
| Alberto VO5 hair dressing, VO5 hair-spray, Bestabs | BBDO | Compton | 8.0 | 8.0 |
| Derma Fresh hand & complexion lotions, Alberto VO5 creme rinse | Knox Reeves | Compton | 3.0 | 3.0 |
| New Dawn, VO5 hair set lotion, Kleen Guard floor protector, beauty division | JWT | Compton | 8.5 | 8.5 |
| American Home Products | | | | |
| Boyle Midway Division: | | | | |
| Aero Shave | M-E | C&W | 1.0 | 0.8 |
| Easy Off window spray, Easy-Off aerosol spray and oven cleaner | C&W | Grey | 2.0 | 1.7 |
| Food Division: | | | | |
| Franklin Nuts, Jiffy Pop Popcorn | C&W | Grey | 0.8 | 0.4 |
| Gulden's mustards, G. Washington broth and seasoning | C&W | Manoff | 0.95 | 0.7 |
| American Motors | B&B | GMB | 16.0 | 11.0 |
| Bache & Co. | Y&R | SSC&B | 1.0 | 0.2 |

| ACCOUNT | TO | FROM | BILLINGS (in millions) TOTAL | RADIO-TV |
|---|---|---|---|---|
| P. Ballantine & Son | | | | |
| beer | Y&R | Esty | $6.0 | $5.5 |
| ale | SSC&B | Esty | 2.0 | 1.7 |
| Bayuk Cigars Inc. | Delmor Adv. | Modern Merch. | 4.0 | 3.2 |
| Beech-Nut Life Savers Inc. | | | | |
| Beech-Nut Coffee | LaRoche | Hoyt | 0.5 | 0.4 |
| Martinson Coffees | LaRoche | Grey | 0.4 | 0.3 |
| Tetley Tea | LaRoche | OBM | 1.9 | 1.5 |
| Borden | | | | |
| New Danish margarine | Y&R | NH&S | 1.5 | 1.0 |
| E. J. Brach & Sons | Meyerhoff | P-K-G | 1.0 | 0.3 |
| Bubble Up Corp. | Lennen & Newell | Campbell-Mithun | 1.0 | 0.7 |
| Caryl Richards Inc. | Sudler & Hennessey | Hockaday Associates | 1.4 | 1.1 |
| Chock Full O'Nuts Co. | Monroe Greenthal | Garfield | 2.0 | 1.2 |
| Corning Glass Works | Carl Ally | N. W. Ayer | 1.5 | 0.3 |
| Economics Laboratory | Warwick & Legler | West, Weir & Bartel | 1.0 | 0.75 |
| Exquisite Form Industries | Hockaday Associates | PKL | 1.0 | 0.6 |
| Florists Telegraph Delivery Association | P-K-G | Campbell-Ewald | 2.3 | 1.9 |
| E & J Gallo Winery (specialty wines) | FC&B | Carson/Roberts | 1.0 | 0.9 |
| General Cigar Co. | | | | |
| Corina cigars | NH&S | Weiss | 1.0 | 0.8 |

## UPHEAVALS IN RADIO-TV ACCOUNTS continued

Morey, Ballard were such agencies as the William Esty Co., McCann-Erickson, Kenyon & Eckhardt, Campbell-Mithun and Grey Advertising.

**Losers Fight Back** ▪ It must be pointed out that losses suffered by agencies sometimes are recouped by their old-line advertisers expanding their budgets or assigning them new products. Another noteworthy point is that the BROADCASTING study centered on broadcast-active accounts—and did not consider billing overwhelmingly in other media.

The United Air Lines decision to leave Ayer was the agency's sharpest loss. In addition, Ayer dropped an estimated $4.4 million of Hills Brothers (coffee) and $1.5 million of Corning Glassworks for a total loss of approximately $17 million in business. Ayer reported no new account acquisitions.

GMB, after losing the $16 million American Motors business, recouped slightly by gaining approximately $2 million in Mennen billings.

Esty's loss of the $8 million Ballantine account wound up a 10-year client-agency relationship. In addition, the agency lost $6 million with loss of Pfizer & Co. products, including Ben-Gay, which had been in the Esty fold for 32 years. Esty has not reported new accounts for the first half of the year.

Other substantial losers during the current period were McCann-Erickson, which dropped more than $4 million of Helene Curtis billing; Kenyon & Eckhardt, which surrendered the $5.5 million National Airlines account to PKL; Campbell-Mithun, which was deposed as agency for the $7.5 million Pillsbury business, and MacManus, John & Adams, which lost the $2.5 million United Biscuit account.

There are elements of consistency and inconsistency in the list. For example, Doyle Dane Bernbach, Burnett and BBDO were front-runners in new business for the first six months of 1964, as they are again this year. From another perspective, McCann-Erickson, Kenyon & Eckhardt and Compton were losing ground in accounts in mid-1964, as they are this year.

**Ups and Downs** ▪ To spotlight the element of inconsistency, Grey Advertising is perhaps a striking example. For the first six months of 1964, Grey was the "hottest agency in town." It had garnered an estimated $20 million in new business by July 1 last year. For the first half of 1965, on the other hand, Grey has had reported losses of the Ward Foods, American Home Products and Martinson's Coffee accounts, amounting to a total of approximately $4.7 million and has gained only the estimated $1.2 million budget of TransCaribbean Airways.

Meanwhile, Benton & Bowles and Young & Rubicam, which had lost substantial accounts in the first half of last year, have bounced back with new business during 1965 to place them in the "winners" column.

Account shifts seem to be contagious within categories. The first half of 1964 was spotlighted by significant agency realignments in the analgesic field. The first six months of 1965 could be called "jet-away" time in the air lines classification. Five air lines transferred more than $22 million in billing across advertising agency lines.

The king-sized move was United Air Lines' assignment of its $11.6 million account to Burnett from Ayer. Others included National Air Lines ($5.5 million) to PKL from K & E; Braniff International Airways ($3 million) from Creative Group Inc. to Jack Tinker & Partners; TransCaribbean Airways ($1.2 million) from Warwick & Legler to Grey, and Eastern Airlines

| ACCOUNT | TO | FROM | BILLINGS (in millions) TOTAL | RADIO-TV |
|---|---|---|---|---|
| General Development Corp. | Burnett | Marschalk | $2.0 | $0.5 |
| Helene Curtis Industries | | | | |
| Spray Net | Weiss | M-E | 3.8 | 3.5 |
| Suave line | F&S&R | M-E | 0.5 | 0.2 |
| Hill Bros. Coffee | FC&B | Ayer | 4.4 | 3.5 |
| Hollywood Brands | Krupnick & Assoc. | Grubb Assoc. | 3.0 | 2.9 |
| Hunt Foods Wesson oil and mayonnaise, Hunt pork and beans, Blue Plate line | PKL | Y&R | 4.0 | 2.5 |
| International Salt Co. | Y&R | BBDO | 1.0 | 0.9 |
| Jell-O pudding and pie fillings | FC&B | Y&R | 1.7 | 1.4 |
| Mennen Co. Speed Stick deodorant, Afta skin conditioner, Quinsana foot powder and penetrating foam, Mennen foot deodorant | GMB | Tatham-Laird | 2.0 | 1.8 |
| Mercedes-Benz | OBM | Campbell-Mithun | 1.0 | 0.2 |
| National Airlines | PKL | K&E | 5.5 | 2.0 |
| Noxzema Chemical Co. Shave cream, complexion lotion | Esty | D-F-S | 1.0 | 0.89 |
| Ozon Products | KM&G | Lampert | 1.0 | 0.55 |
| Charles Pfizer & Co. Paquins, Barbasol | DDB | Esty | 3.0 | 2.6 |

| ACCOUNT | TO | FROM | BILLINGS (in millions) TOTAL | RADIO-TV |
|---|---|---|---|---|
| Silk 'n Satin, Ben-Gay | LaRoche | Esty | $ 3.0 | $2.3 |
| Pillsbury flour | Burnett | Campbell-Mithun | 1.0 | 0.2 |
| refrigerated foods | Burnett | Campbell-Mithun | 6.5 | 4.5 |
| Procter & Gamble Salvo | PKL | Burnett | 4.0 | 3.9 |
| Purolator Products | George P. Clarke | JWT | 1.0 | 1.0 |
| Ralston Purina Chex ready-to-eat cereals, instant and hot Ralston, Ry-Krisp | (see story below) | Guild, Bascom & Bonfigli | 4.3 | 3.9 |
| Rayco Mfg. Co. | Gresh & Kramer | Mogul Williams & Saylor | 2.0 | 0.3 |
| Salada Foods Ltd. | Goodis, Goldberg, Soren | Carl Ally | 2.0 | 1.3 |
| Scott Paper Co. Soft-Weave | Ted Bates | JWT | 0.75 | 0.37 |
| Trans Caribbean Airways | Grey | W&L | 1.2 | 0.85 |
| United Airlines | Leo Burnett | N. W. Ayer | 11.6 | 5.0 |
| United Biscuit | Y&R | MacManus, John & Adams | 2.5 | 2.3 |
| Ward Foods | Manoff | Grey | 1.5 | 1.0 |
| Warner-Lambert Clorets | Ted Bates | F&S&R | 1.75 | 1.75 |
| WTS Pharmaceuticals Fresh deodorant, Allerest, Coldene | DDB | PKL | 4.5 | 4.0 |
| Yardley of London | Johnstone Inc. | Gardner | 2.0 | 1.2 |

($2 million in trade advertising and special promotions) from Gaynor & Ducas to Y & R. Neither Braniff nor this segment of the Eastern account is active in TV-radio, but there are indications that Braniff, with an expanded budget, will test television within the next few months.

The reason for the turbulence in agency-client relationships are not easy to assign. In some instances, where long-term association has been terminated, a switch could be attributed to a change in the top management of the client, a declining sales picture or simply to a desire to overhaul old concepts.

In the case of United Air Lines, which is based in Chicago, top company officials said a primary consideration was the need to have a Chicago-based agency. A question of product conflict sometimes is a factor, and on other occasions, the personalities of the agency and client collide.

Whatever the reasons for agency-client splits, 1965 has started out as the "year of the big switch." Whether it will end up that way remains to be seen. A year ago first-half changes were the biggest recorded up to that point in BROADCASTING'S twice-a-year tabulations. But the shuffle slowed somewhat in the second half, leaving the year's total—$200.6 million—still short of the $230 million reported in 1961, which remains the full-year record.

## Ralston planning $4.3 million move

As the first six months of 1965 ended last Wednesday (June 30), the Ralston Purina Co., St. Louis, announced it will move approximately $4.3 million of its billing from Guild, Bascom & Bonfigli, San Francisco, to a larger agency to be selected. An estimated $3.9 million of this billing with GB&B is in TV and radio.

The products involved are the company's Chex ready-to-eat cereals, instant and hot Ralston and Ry-Krisp. GB&B has handled these products since 1954 and will continue as agency for Ralston's Van Camp seafood division and its poultry products division.

Joseph B. Getlin, director of marketing for Ralston's grocery products division, said a change was dictated because of a need for a larger agency which can supply a variety of services that a medium-sized agency cannot provide.

Ralston Purina's only other U. S. agency, Gardner Advertising, St. Louis, will continue to handle the company's Chow division and Purina pet foods in the grocery products division. Mr. Getlin said "a small number of large agencies, including Gardner have been selected to make nonspeculative presentations" for the business leaving GB&B.

Ralston Purina at the same time announced that Stuart P. Erwin Jr., formerly director of media, had been named director of advertising of the grocery products division. Earlier, Mr. Erwin had been with Benton & Bowles and CBS-TV.

## Norelco plans CBS-TV pre-Christmas campaign

The North American Philips Corp., New York, will invest a "substantial part" of its $5.5 million 1965 advertising budget for Norelco electric shavers in participations on CBS-TV and also in spot TV during October, November and December.

On CBS-TV Norelco will participate in *Perry Mason, My Favorite Martian,* *The Jackie Gleason Show, Candid Camera, What's My Line, The Munsters, To Tell the Truth, Rawhide, Gunsmoke, The Steve Lawrence Show, Lost in Space, The Trials of O'Brien, Wild West,* and *Thursday Night Movies.* Norelco will also participate in National Football League games on CBS-TV. Saturation spot coverage is scheduled for 45 major markets.

North American Philips traditionally concentrates its advertising for Norelco in the three months preceding Christmas. C. J. La Roche, New York, is the agency.

## TWA explains strategy behind its comeback

The vital role enacted by advertising, including television and radio, in transferring Trans World Airlines from heavy losses into substantial profits in three years was described last week by Henry G. Riegner, TWA vice president of advertising and promotion.

He told the 61st annual convention of the Advertising Federation of America, held in Boston, that in 1961 TWA showed a loss of $27 million, while in 1964 TWA had profits in excess of $37 million. He attributed the changeover, in large part, to a shift in the company's advertising strategy, pointing out that "virtually nothing else had changed."

Mr. Riegner acknowledged that TWA had lagged behind other airlines in new equipment and up-to-date facilities. Nevertheless, TWA had managed to perform effectively in two areas: in the trans-Atlantic business and among people who had never flown before. TWA, according to Mr. Riegner, decided on this approach:

"Advertise only what we have for sale; if you can find an advantage, hit it hard, and in the meantime, we'll see to it that the product improves quickly from now on."

TWA, in 1962 and thereafter, aimed its advertising messages directly at the trans-Atlantic prospects and the new air traveler through inserts in consumer magazines supplemented by an expanded use of spot television and radio from coast to coast. (In 1964, TWA invested almost $1.9 million in spot radio, according to the Radio Advertising Bureau, and nearly $1 million in spot TV, according to the Television Bureau of Advertising). Approximately 35% of TWA's total budget is in broadcast.

Arthur E. Meyerhoff, president of Arthur Meyerhoff Associates, Chicago, told the AFA that the government should use advertising techniques to counteract what he called the "Russian cold war lead." He claimed that the U. S. State Department and the U. S. Information Agency persist in citing "only so-called news facts, often highly damaging to us."

The American TV Commercials Festival presented two of its Clio statuettes to the 3d and the 8th districts of AFA for arranging the most comprehensive schedule of showings to advertising and civic groups of the festival's reel of 1964 award winners. The 3d district covers North and South Carolina and Virginia, and the 8th, North and South Dakota, Minnesota and Wisconsin.

Dr. C. H. Sandage, professor and head of the department of advertising at the University of Illinois, was named winner of advertising's 1965 Gold Medal. The Gold Medal was sponsored jointly for the first time this year by the Advertising Federation of America, the Advertising Association of the West and *Printer's Ink*.

Myra Janco, president of Draper Daniels Inc., Chicago, was honored as AFA's "National Advertising Woman of the Year, 1965."


### PREVIEW: cooling off

A pulsating dance of native Tahitians at a jungle luau opens a color commercial for Polynesian Punch, and the action switches to visiting Americans as they cool heated excitement with "the punch with the kick in it," according to balladeer Leon Ribb, who does the voice-over. A final shot of the product concludes the spot being placed on New York TV stations by Venet Advertising of New York and Union, N. J.

## Magazine concept, not FCC plan needed—Cone

A plea for the magazine concept of advertising in television has been renewed in the July *Fortune* magazine by Fairfax M. Cone, chairman of the executive committee, Foote, Cone & Belding, Chicago.

He described as "a backward step" the FCC proposal to turn one-half of network prime-time programing over to agencies and advertisers. "The influence some advertisers and their agencies even now exert is largely responsible for the present sad state of affairs," Mr. Cone contended.

Deploring what he called mediocrity of entertainment programing and the failure of broadcasters to experiment in an effort to woo the segment of homes not regularly watching TV, Mr. Cone argued that the rotation of advertisers throughout the program schedule under the magazine concept would help remedy the problems. He felt that the trend to greater use of network participations approaches this goal.

Mr. Cone's principal thesis, however, is that what is bad for television is worse for advertising in general because advertising must bear the brunt of public criticism for what is disliked on the air.

Mr. Cone said advertisers who disparage their competition should be barred from the air. He also said TV advertising's greatest offense today is "the nonsense with which it is concerned." These "silly" exaggerations affect confidence far beyond the TV medium itself, he held.

## Rep. appointments . . .

- KONA-TV Honolulu: Blair Television, New York, effective July 15.
- WPTA(TV) Roanoke-Fort Wayne, Ind.: Metro TV Sales, New York.
- KUKA San Antonio, Tex.: Richard O'Connell Inc. New York.
- KWBB Wichita, Kan.: H-R Representatives Inc., New York.
- KLUB Salt Lake City: McGavren-Guild Co., New York.
- WFGM Fitchburg, Mass.: Spot Time Sales Inc., New York, as national representative. Eckels & Co. continues as New England representative.

# Speaking of Explosions!

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

Now with over two million people within a 75-mile radius, Charlotte's trade area is bigger than that of Indianapolis, Kansas City, Miami. When your advertising is on WSOC-TV you sell not only Charlotte—you sell the entire area. Ask us or H-R about packages, participations.

We'll spark explosive sales action for you in the Carolinas.

**Charlotte's WSOC-TV**

NBC-ABC affiliate/represented by H-R

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

# Bell sounds off on code

### NAB code director seeks new ad guidelines; finds financial aid is 'overdue'

NAB's Bell
Sees much work ahead

The decision of the National Association of Broadcasters radio board to remove a radio code ban on personal product advertising (BROADCASTING, June 28), is "philosophically right," but at the same time creates "a more difficult standard to enforce."

Howard H. Bell, director of the NAB Code Authority, last week began the job of finding out just what type of personal product advertising is on radio. In a memo to code subscribers last Wednesday (June 30), he called the action "imposition of a higher standard of care and good taste in radio advertising for all product categories of a sensitive nature, not just those previously banned under the radio code."

In an interview with BROADCASTING, Mr. Bell said the code office has already started to assemble commercial copy now on the air and is studying it. From that, he added, "we will determine how this copy will be affected by the new amendment and decide what areas need guidelines." Hemorrhoid preparations and feminine hygiene products, he said, may not be the only areas affected. The code director indicated copy for laxatives, certain skin preparations and hair removers may also fall under the new wording.

Mr. Bell said the standards will be "more difficult to enforce" in radio than they would be for television, for although the radio code has six times as many members as its TV counterpart, the radio code staff is smaller and has a more limited budget. In this area, he said the codes should be self-supporting and he will recommend ways of increasing code income to the finance committee.

The radio code budget for the current fiscal year is $126,008, which includes $17,925 in existing surplus. However, when March 31, 1966, rolls around, the radio code will be out of surplus.

An increase in code dues was recommended by the NAB finance committee at the summer meeting in Buck Hill Falls, Pa., last month (CLOSED CIRCUIT, June 28). Committee members said the code should be put on a pay-as-you-go basis, and the code director agrees.

**Controversy Over Ban** ▪ The whole issue of a product ban has been a stormy point among NAB code members for years. Many stations that are NAB members have refused to join the code, citing this ban as their prime reason. But lifting the ban won't create a membership bonanza within radio code ranks, Mr. Bell feels.

Although there may be some net gain in membership, he said there are other stations that feel just as strongly that the ban was proper, and some of these may resign. In other cases, stations that had cited the ban and its resultant loss of potential income as their reason for not joining, will find other reasons, he believes.

Mr. Bell said the code would try to "develop some guidelines in radio copy to give some idea of how the new policy will be implemented. We are trying to move as fast as possible to clear up for subscribers and agencies just what we are doing."

The ban on personal products has been in the radio code since 1961 and in the TV code since 1956. It had come under attack by stations who felt they were losing revenue and by a few agencies, chiefly Ted Bates & Co., New York, whose radio-TV budget for Preparation H, a hemorrhoid preparation, is reported to be about $300,000 a year (see adjacent box).

Mr. Bell felt that the new provision, replacing the outright ban with "emphasis on ethics and the canons of good taste" will not mean mass entry into radio by drug manufacturers whose products had previously been barred from code stations. In some areas, he predicted, the local moral climate will keep such commercials off the air.

**Financial Problems** ▪ The code director noted that the radio code has only two men and although there have been problems clearing copy in radio before, the new amendment opens an area where extra personnel and extra funds may he needed. He said the need for money "has existed almost since the radio code has had its own department" and that there has been "practically no increase in staff in the

## Preparation H buys Mutual campaign

Mutual is the first radio network to benefit financially by deletion of the personal products ban from the NAB's radio code. A $140,000 order for Preparation H, placed by the Ted Bates agency, was revealed last week.

Mutual President Robert Hurleigh, who had introduced the successful repeal motion at the radio board meeting a week earlier (BROADCASTING, June 28), confirmed the Preparation H (American Home Products hemorrhoid remedy) order, which is for a 52-week campaign starting Aug. 1.

It was believed that funds for the network campaign would be "new" money rather than reallocated dollars. Spot radio increases were also being considered for Preparation H, it was said, to cover stations which were previously forced to turn down Preparation H business in abiding by the code.

ABC Radio President Robert Pauley, who has said he doesn't believe entire categories of commercials should be banned, last week was reported to be pleased with adoption of the revised provisions.

A network spokesman said Mr. Pauley had not made up his mind whether to accept personal products business but that each case would he judged on its merits.

Arthur Hull Hayes, CBS Radio president, said his network would "continue to restrict this category of advertisers."

NBC said it is "aware of the code revision but plans no change in its policy at this time." This means it continues to adhere to the radio code's former personal product restrictions.

past four years."

Mr. Bell said the code concept of self-regulation "has become more than a phrase or definition and is now an integral part of the industry program of responsibility and activity in advertising and programing. It is being utilized now as more a means of raising standards than answering congressmen."

However, he added, "we haven't attached the importance to the code financially that we do in speeches. Financial support is coming, but it's overdue."

The code director said he will submit a report and recommendation to the finance committee and hopes the NAB joint board will "approve an increase" in radio and TV code dues at the January board meeting. He added that he didn't anticipate any increases going into effect before the start of the next fiscal year on April 1, 1967.

In a memo he sent to the executive committee prior to last January's board meeting, Mr. Bell said there was a need to increase the dues. However, the committee was reported as feeling the need was not immediate. The proposal was said to have provided for an additional $30,000 a year for radio and $85,000 yearly for television.

Although he didn't know exactly what would be recommended in the way of new rates, Mr. Bell said he probably would suggest setting a minimum and new maximum for radio and setting a higher maximum for television. He emphasized that any proposal would be "an equitable fee system, not putting a burden on any one class of stations."

At the present time there are radio stations that pay only 62 cents a month to the code. This is based on a fee scale calling for one-half the station's highest one-time minute rate. The current maximum for radio members is $216 yearly. The minimum and maximum for TV subscribers is now $300 and $1,200 yearly, respectively. The TV fees are based on yearly payment of the station's highest one-time hourly rate.

## Hill committee may check on ad discounts

The Senate Antitrust and Monopoly Subcommittee may look into advertising rate discounts, particularly as practiced by the TV networks, though such action is by no means assured.

Chief Counsel Jerry Cohen said last week that the subject is one of "about 14" under study at the staff level now. Which of those 14 will be chosen for hearings before the subcommittee, headed by Senator Philip A. Hart (D-Mich.), is anybody's guess. If a decision is made to proceed with the discount investigation, hearings could come in the fall, although "next year is just as good an estimate," a subcommittee spokesman said.

In the past, the FCC and Congress have received complaints from small advertisers who claim that volume rate discounts—estimated in some quarters to run as high as 66%—virtually close prime time to them.

# Radio's proof's in the payoff

### That's thrust of Blair presentation that says sales are best criterion

National advertisers and their agencies ought to judge radio's sales power the way local advertisers do—by the amount of goods it sells and the volume of store traffic it creates.

If they did that instead of relying primarily on formalized and standardized research that cannot yet measure radio's true reach, they would be buying a lot more radio than they do—and getting a lot more of the sales benefit that radio offers.

That is the message of a new presentation previewed for newsmen last week by Blair Radio, a division of John Blair & Co., station representative firm.

Sales are local, radio is local, and if radio didn't sell, local advertisers wouldn't constantly increase their investment in it, the presentation stresses.

It cites FCC figures showing that local advertisers' radio expenditures went from $275 million a year in 1955 to about $450 million in 1963, the latest year for which FCC figures are available, and projects the rate to about $500 million a year now—gains accomplished "in the face of stronger competition from all media than ever before."

The presentation, introduced by Blair Radio President Thomas C. Harrison and given by Vice President and Sales Manager Edward Whitley, blends analyses by Blair researchers and quotes by agency and broadcast executives to refute arguments that radio has made these gains because the number of radio stations has increased, or because local advertisers get lower rates, or because television costs too much or is all sold out.

Actually, the presentation notes, local radio sales in the top 30 markets, where there was no significant increase in the number of stations, gained 23% between 1961 and 1963 (as against a 9.5% in national radio sales in those markets), and in Blair-represented markets that do not have lower retail rates the local sales gain in the same span was even higher, 24.3%.

Local radio expenditures have been accounting for more and more of radio's total sales (from 52% in 1953 to 63% 10 years later), the presentation con-

## Insurance finds assurance in TV

Analytical studies of the 10 leading insurance advertisers in 1964 show a total expenditure of $20,574,400 in television, well in excess of their combined investments in magazines and newspapers.

In the study, conducted by the Television Bureau of Advertising Inc., results were reported "remarkable" by Albin Nelson, account executive, since two of the nation's top insurance advertisers were absent from TV: Metropolitan Life and New York Life.

1964
Top 10 insurance advertisers in three major media* during 1964

| | Total TV | Magazines | Newspapers | Combined Total | TV Share |
|---|---|---|---|---|---|
| Sears, Roebuck & Co. (Allstate Ins.) | $ 5,800,800 | $ 1,300,600 | $ 96,000 | $ 7,197,400 | 81% |
| Prudential Ins. Co. | 3,652,100 | 1,063,000 | 188,800 | 4,903,900 | 74% |
| State Farm Ins. | 3,359,900 | 994,400 | 126,100 | 4,480,400 | 75% |
| Metropolitan Life | —— | 2,767,600 | 894,800 | 3,662,400 | 0% |
| New York Life | —— | 2,177,300 | 944,300 | 3,121,600 | 0% |
| Inst. of Life Ins. | 2,108,200 | —— | 647,500 | 2,755,700 | 77% |
| Mutual of Omaha | 1,209,900 | 781,900 | 547,400 | 2,539,200 | 48% |
| Travelers Insurance | 1,449,000 | 973,900 | 73,400 | 2,496,300 | 58% |
| John Hancock Mutual | 1,865,100 | 459,500 | 75,100 | 2,399,700 | 78% |
| Nationwide Ins. | 1,129,500 | 489,300 | 568,100 | 2,186,900 | 52% |
| Totals | $20,574,400 | $11,004,500 | $4,161,500 | $35,740,500 | 58% |

*Sources: Network TV (net time & program costs): TVB/LNA-BAR: Spot TV (gross time): TVB/Rorabaugh: Magazines: P. I. B. Newspapers: Bureau of Advertising

## BAR estimates for 16 markets

Estimates of the dollar volume of nonnetwork television business on the air in 16 U. S. markets during the week ended June 11 are reported herewith as compiled by Broadcast Advertisers Reports. The estimates are based on monitoring, using discounted-rate formulas.

Numeral in parentheses immediately following the market name indicates the number of stations monitored. Dollar figures are for amounts received by stations, before commissions and are BAR's estimates of all national spot, regional and local business on the air during the week indicated.

Week ended June 11:

| | |
|---|---|
| Altoona, Pa. (2) | $ 98,919 |
| Cincinnati (3) | 254,731 |
| Columbus, Ohio (3) | 233,794 |
| Dayton, Ohio (2) | 160,909 |
| Flint, Mich. (2) | 91,961 |
| Fort Wayne, Ind. (3) | 63,074 |
| Kansas City, Mo. (3) | 281,796 |
| Minneapolis (4) | 297,375 |
| Omaha (3) | 129,763 |
| Pittsburgh (3) | 449,529 |
| Salt Lake City (3) | 91,481 |
| San Francisco (4) | 698,587 |
| South Bend, Ind. (3) | 47,322 |
| St. Louis (4) | 340,697 |
| Toledo, Ohio (2) | 111,869 |
| Washington (4) | 387,752 |

tinues, while local TV sales have accounted for less and less of TV's total (23% in 1953 to 18% in 1963). In addition, it points out, in leading markets local advertisers are putting approximately as much money into radio as into TV, and in some cases more.

A leave-behind booklet accompanying the presentation summarizes the highlights and also offers quotes from more than 50 local advertisers attesting to sales results achieved by using Blair-represented stations.

President Harrison said the presentation deliberately avoided "the standard box-car figures" on radio. He said Blair had conferred with "every important research company in the business" and was convinced that as yet "they cannot fully measure all of radio." Until they can, he added, "our focus will be on the end result of media research —sales success."

## Also in advertising . . .

**Dorrance moves** ▪ Dorrance & Co., advertising and promotion service, New York, has moved to new offices at 104 East 40th Street. New telephone number is Yukon 6-9353.

**Name change** ▪ Swan & Mason Advertising Inc. is changing its corporate name to Traco Advertising Inc. and retaining the same address, 1720 South Boulder, Tulsa, Okla.

**N. Y. sales office** ▪ WQMR Silver Spring, Md.-Washington on July 1 opened a New York sales office at 60 East 42d Street, according to President and General Manager Ed Winton who will continue to handle national sales for the station until the New York sales staff is completed. Spot Times Sales, which had been handling New York representation, will continue for WQMR in Detroit and Chicago.

## Without interest, the audience can disappear

Agencies and advertisers are just as interested as the broadcaster in the question of whether anyone is listening, Thomas D. Murray, vice president of Campbell-Ewald Co., Detroit, reminded the Florida Association of Broadcasters last week (also see page 37). But the challenge becomes more difficult as the consumer's "boredom" threshold increases, he said at the FAB's 30th annual meeting in Clearwater.

"While viewer verification surveys may let you promise so many viewers or listeners per dollar," he noted, "the promise may well be an empty one. Because you can't promise that they are really listening, you can't guarantee the attention—the minds of the audience."

People only hear and see what interests them, Mr. Murray said, and for this reason Campbell-Ewald has attempted to develop a philosophy based on "the importance of being interesting" to guide creation of commercials and ads. One inside joke used to stimulate agency writers, he recalled, is to make them come up with themes or headlines as catching as one that reads: "Seven signs your mate is having an affair."

Citing current copy-cat campaigns such as the "tiger" and "a go-go" themes as examples of advertising that put the consumer to sleep, Mr. Murray said better advertising must dare to use adventure, humor and human interest.

Examples of broadcast commercials he offered in this latter category were recent "OJ" spots for the Florida Citrus Commission, two "don't-switch-to-aluminum-cans" spots for National Steel and the series of Chevrolet new-car TV commercials shot atop a mountain pinnacle and on a rock in the ocean.

## Joint committee OK's cigarette labeling bill

House and Senate conferees agreed last week on a version of the cigarette labeling bill that should now sail smoothly into the statute books. Broadcasters can relax for four years—that's the length of time the Federal Trade Commission and other local or state authorities are forbidden to regulate cigarette advertising.

The four-year period is a compromise between a three-year ban in the Senate bill and a permanent prohibition passed by the House. During the four years, the FTC and the Department of Health, Education and Welfare will deliver to Congress periodic reports on the incidence of smoking and disease.

Other compromises included adoption of the House's $10,000 penalty for violations (as against $100,000 in the Senate bill), and a requirement that the warning "Caution: cigarette smoking may be hazardous to your health" be placed in a prominent location, rather than on "front or back of the pack" (Senate bill).

Final passage is expected in several weeks. In the meantime, the FTC has agreed to suspend rules requiring a somewhat stiffer warning on packages and in all advertising. The rules were to have gone into effect July 1.

Congressional action may come in the nick of time for the tobacco industry, which fears local steps in that direction. New York Governor Nelson Rockefeller last week signed into law a state measure requiring on packages the wording "Warning—Excessive use is dangerous to health." It is to take effect June 1, 1966, but will probably be preempted by the federal law.

## Business briefly . . .

**Sunray Oil Co.,** Tulsa, Okla., through Gardner Advertising, St. Louis, plans heavy broadcast use as part of a summer traffic-building campaign offering glassware sets at its service stations. Drive includes spot TV in 54 markets and spot radio in nearly 100 markets.

**General Mills,** for Wheaties, through Knox Reeves Advertising, both Minneapolis, will sponsor quarter-hour *All-Star Scouting Report* on NBC-TV July 13 (1:30-45 p.m. EDT) preceding All-Star baseball game. Program will be produced for NBC Sports by Tel Ra Productions, Philadelphia.

**The Bell System,** New York, through N. W. Ayer & Son, Philadelphia, has purchased alternate-week sponsorship of *Hank* (Friday, 8-8:30 p.m. EDT) and has renewed full sponsorship of *The Bell Telephone Hour* (Sunday, 6:30-7:30 p.m. EDT), both programs on NBC-TV and in color next fall.

# 3 months become a year for applicants

## FCC sets new financial qualification policy and extends it to include AM, FM, VHF and UHF

The day when an applicant for a radio or television station could prove his financial qualifications to the FCC by demonstrating an ability to build the station and keep it operating for three months without income has passed.

The commission last week superceded that rule-of-thumb, developed over the years, with a policy requiring applicants to demonstrate an ability to build and keep operating for a year. And, if the applicant proposes to meet fixed costs and operating expenses out of revenue during the first year, he will have to submit evidentiary proof to support his income estimates.

The policy grows out of a commission order, adopted unanimously, setting new financial issues for applicants in Buffalo, N. Y.; Cleveland, and Boston UHF proceedings. The commission had been expected to apply any decision it reached in the case to all applicants for UHF facilities. But it decided to apply it to all applications for new AM, FM and VHF television facilities, as well, to avoid discrimination.

**Modifies Ruling** ▪ The decision modified a ruling of a three-member panel of the commission, which had proposed requiring the applicants to project income over a three-year period and support their estimates with evidentiary proof (BROADCASTING, March 22).

The issue was originally raised by WEBR Inc. which is seeking channel 29, in Buffalo, and United Artists, which had been an applicant for channel 65 in Cleveland and channel 25 in Boston.

They noted that each of those markets has three network-affiliated VHF stations and, as a result, applicants for UHF outlets in them should be required to meet a stern test of survivability. They said UHF failures would hurt the cause of UHF development nationwide.

The panel, on a 2 to 1 vote, accepted this argument in setting the three-year test. The majority said the aim was to stimulate swift UHF development.

Ultravision Broadcasting Co., WEBR's competition in Buffalo, and Superior Broadcasting Corp., which is seeking the Cleveland channel, appealed to the commission. They said the panel's decision would impose an intolerable burden on them and would be an unwarranted departure from commission precedent.

**Commission Concern** ▪ The commission, in its decision, echoed the panel's concern about the likely effect of a round of UHF failures. But it also said that projection of estimated revenues for the first year "will suffice."

"The continued operation of the proposed station after the first year may

### FCC's Bartley waits for word from White House

FCC Commissioner Robert T. Bartley began serving on an interim basis at midnight Wednesday, June 30, as his term expired without an announcement from the White House regarding his reappointment.

Commissioner Bartley, 56, who has been a commissioner since 1952 and is second in seniority on the commission only to Rosel H. Hyde, is expected to be reappointed. An FBI check—a customary preliminary to reappointment—has been made on him. And he continues to serve until he or a successor is named and confirmed by the Senate.

However, the failure of President Johnson to act before the commissioner's term expired was a surprise. Commissioner Bartley, a fellow Texan, is the nephew of the late House Speaker Sam Rayburn, who had been the President's long-time mentor and friend. He was Speaker Rayburn's administrative assistant for four years before joining the commission. Commissioner Bartley himself is friendly with the Johnson family. Among those attending the ceremony in which he was first sworn in as a commissioner on March 6, 1952, was Senator Lyndon Johnson (BROADCASTING, March 10, 1952).

Commissioner Bartley was initially appointed by President Truman to complete the unexpired term of former Chairman Wayne Coy, which ended June 30, 1958. President Eisenhower reappointed him several months before the term expired.

Commissioner Bartley is the only member of the commission with actual broadcast experience. He was with the Yankee Network from 1939 to 1943, first as assistant to the president and then as vice president. He also served with the National Association of Broadcasters. In 1943 Mr. Bartley became its director of war activities, later its director of government relations. He also headed the FM department when FM Broadcasters Inc. was merged with the NAB. He had served as secretary-treasurer of FM Broadcasters Inc. while with the Yankee Network.

Commissioner Bartley, who arrived in Washington in 1931, is a former staff member of the House Commerce Committee and of the commission. Shortly after the FCC was created in 1934, he was named director of its then Telegraph Division. He remained there for three years before joining the Securities and Exchange Commission as a senior securities analyst.

As a commissioner, he has become known for his opposition to the growth of large broadcast groups. He generally opposes station sales to multiple owners or to newspaper owners. He was in the majority that approved the rulemaking proposing new curbs on television station ownership in the top 50 markets (BROADCASTING, June 28). He also voted for the rulemaking to limit or control network ownership of prime-time programing.

depend upon the licensee's ingenuity or business acumen, the attractiveness of its programing, or upon numerous other factors which are difficult to assess," the commission said.

It added that an applicant should be permitted to demonstrate an ability to meet all fixed charges and operating expenses during the first year by one of two ways:

Proof that funds are available without income.

"A convincing evidentiary showing that available funds will be supplemented by sufficient advertising or other revenue" to enable the applicant to meet obligations.

Since the three proceedings began Buffalo remains the only one being contested. UA dropped out of the Cleveland and Boston proceedings. Cleveland Telecasting Corp., Superior's only other competitor, also dropped out. The remaining applicant in Boston is Integrated Communications Systems Inc.

The commission gave the parties 60 days to amend their estimates of anticipated operating revenues and expenses for the first year. The examiner was authorized an additional 30 days in which to make the amendments.

In addition, the commission authorized the applicants to revise their applications regarding hours of broadcast or program content.

## Stockholders approve Lynchburg stations sale

Stockholders of WLVA-AM-TV Lynchburg, Va., last week voted to sell the stations to the *Washington Evening Star* for $1,250,000 (BROADCASTING, June 21).

The sale of the stations is subject to FCC approval, and follows the sale by the Star company of its controlling interest in WSVA-AM-FM-TV Harrisonburg, Va., for $1.8 million to James Gilmore, owner of KODE-AM-TV Joplin, Mo.; KGUN-TV Tucson, Ariz., and WEHT(TV) Evansville, Ind. (BROADCASTING, June 7).

WLVA stations are principally owned by Philip P. Allen, president and general manager, 25%, who will continue as a consultant; C. C. Allen, also 25%; WNOR-AM-FM Norfolk, Va. (Louis H. Peterson, president), 24.8%, plus others.

The Star owns WMAL-AM-FM-TV Washington, ABC affiliates in the Capital. Both WLVA-TV (channel 13) and WLVA (590 kc with 1 kw fulltime) are affiliated with ABC. WLVA-TV operates a channel 5 booster in Roanoke, Va.

# A sty gets into Loevinger's eye

### Tells 'TV Guide' that its pig-pen quote was unfortunate, unfair

FCC Commissioner Lee Loevinger, who has authored some of the more colorful language issued from the commission in recent years, protested to a mass-circulation magazine last week for associating him with a particularly gamey quote.

The quote, appearing as a headline on the cover of the July 3 *TV Guide:* "I've seen pig pens better run." It is taken from an article in the magazine dealing with the commissioner's well-known opposition to FCC regulation of television programing.

The cover headline on the magazine with a circulation of some 14 million appears to refer to the commission itself. But the comparison, as used in a headline with the article and in the text itself, is to the agency's Broadcast Bureau. In either case, the commissioner regards its use as "unfortunate."

He made this clear in a letter to the magazine, written last Tuesday (June 29), a day after advance copies of the article were distributed to news media.

Commissioner Loevinger has been a frequent critic of the Broadcast Bureau. But, he wrote *TV Guide*, "I do not recollect having" compared "the operating efficiency of the Broadcast Bureau and one of the functional units of a farm."

**No Insult Intended** ▪ "And surely. if I said anything like it, I was smiling," he added. "Even the courts have recognized that ostensible epithets and hyperbole are not insults if uttered facetiously and with a smile." The article, by Edith Efron, was based on an interview April 12.

He said the article dealt "competently" with his view that the constitutional guarantee of free speech limits commission authority to regulate programing. But he said the use of the quotation as a headline was "particularly unfortunate." He said it was "unfair" to Miss Efron, to him and to the Broadcast Bureau.

He said there are "genuine differences of opinion" on the issue discussed in the article, and added: "The headline . . . is irrelevant to the issue and grossly misleading as to the nature of the article. It seems to me that this effort to sensationalize has done a disservice to the view which I hold. . . ."

His view—that the commission should not intrude into broadcasters' programing decisions—has been made clear in a series of statements and speeches over the 24 months he has been a member of the commission. He makes it with considerable force in the article.

He is quoted as describing the commission's programing policy statement of 1960 as "legal nonsense" because of its assertion that, despite the limitations of the constitutional guarantee of free speech, a broadcaster's freedom to broadcast is not absolute. "It's absolute gibberish" Commissioner Loevinger said. "It implies that a phrase in the Communication Act of 1934 takes precedence over the Constitution. This is incredible nonsense."

He said former Chairman Newton N. Minow's views that the commission should elevate the level of programing "is legally and morally wrong." And those of his colleagues who follow the Minow philosophy, he said, are, in effect, attempting "to bring everyone into conformity with their ideas of morality. When you look at it clearly, it's breath-taking audacity."

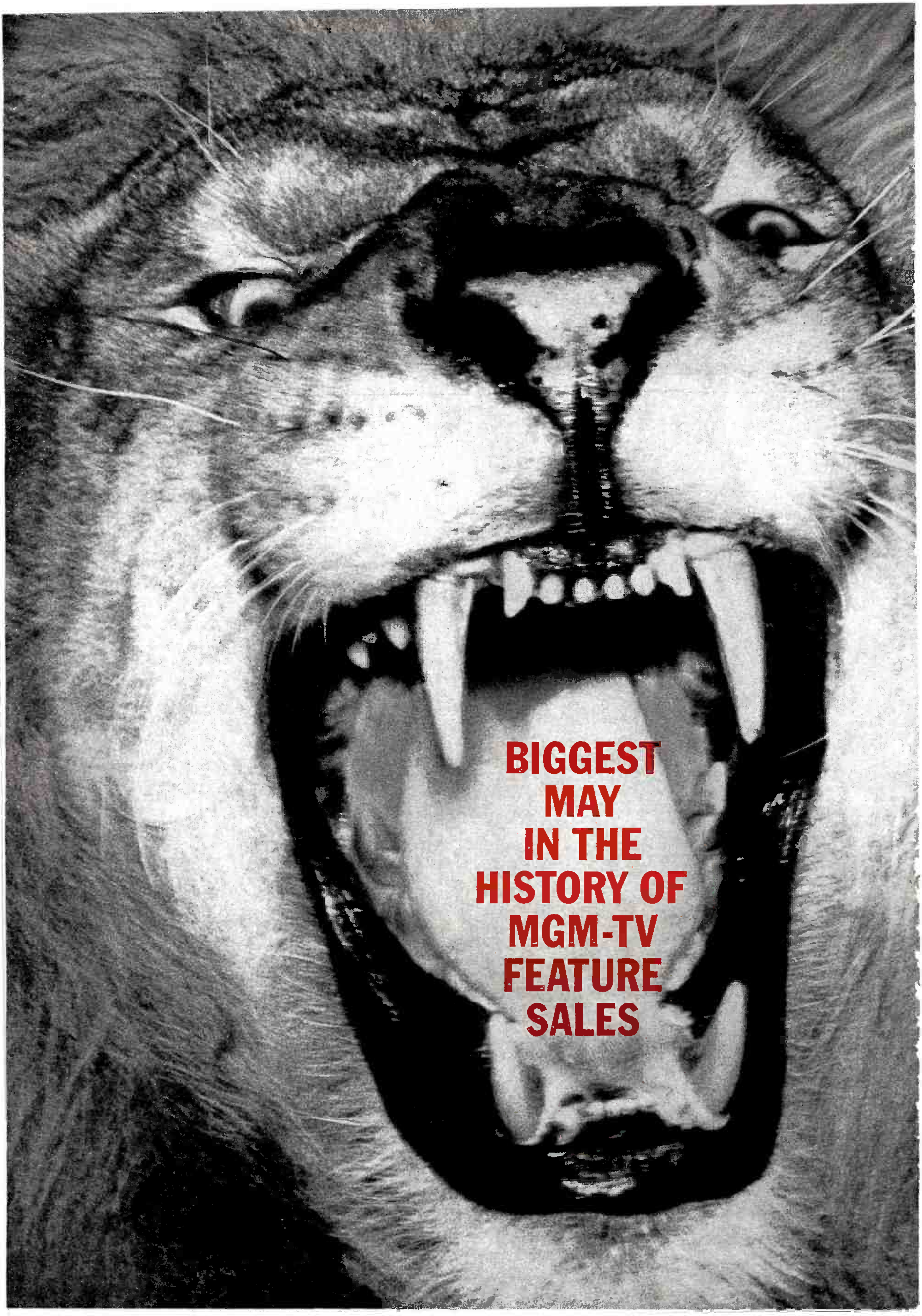
He even is critical of the commission's fairness doctrine—one aspect of commission policy he has supported in the past. His colleagues, he said, "have no right to impose their concept of fairness on the air waves."

## 4-year old moot ETV inquiry dropped by FCC

A four-year-old FCC proceeding, initiated to evaluate the possibility of allocating VHF channels for educational use in New York and Los Angeles, was terminated by the commission last week without any action taken.

In closing the case, which began in March 1961, the commission noted that subsequent developments have "mooted" the original intent of the proceeding. The New York metropolitan area, the FCC explained, now receives ETV programs from WNDT(TV) Newark, N. J., a VHF outlet on channel 13.

Also, with the advent of the 1962 all-channel receiver law, the commission added, the educational TV needs of Los Angeles can now be met by UHF stations. The California city presently has an ETV station on channel 28—KCET(TV)—and under the FCC's new UHF table of assignments, a second educational UHF has been reserved for that area.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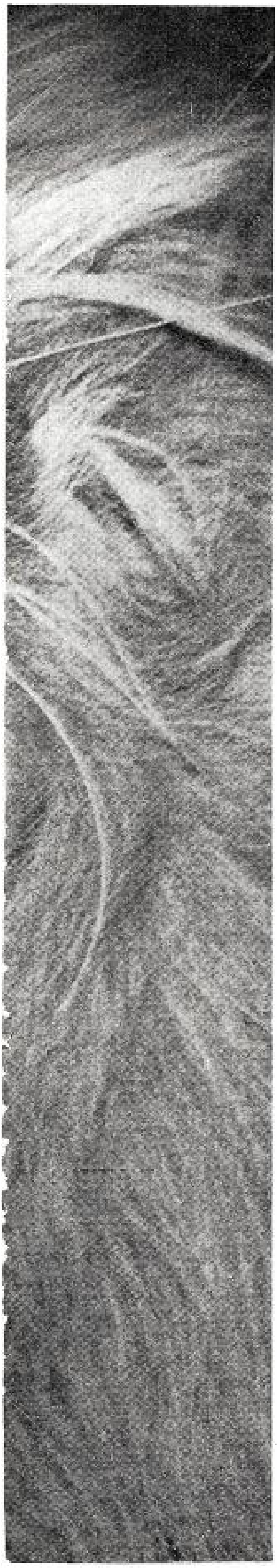

## Thanks to

**WAGA** ATLANTA

**WMTW** PORTLAND

**WTEN** ALBANY

**KVOS** BELLINGHAM

**WITI** MILWAUKEE

**WFBM** INDIANAPOLIS

**WOOD** GRAND RAPIDS

**WKZO** KALAMAZOO

**WNEM** BAY CITY

**WJZ** BALTIMORE

**WJW** CLEVELAND

**WMCT** MEMPHIS

**KENS** SAN ANTONIO

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## Texas TV's settle dispute; want renewals

Two Texas television stations, whose charges against each other of "fraudulent misrepresentations and lying" prompted the FCC to set their license renewal applications for hearing, have now conceded that each had been in error and have united in opposition to the commission's action.

The stations are KBMT(TV) Beaumont, an ABC affiliate on channel 12 which is seeking to relocate its transmitter to a more competitive location, and KPAC-TV Port Arthur, an NBC affiliate on channel 4 which has opposed the move.

The dispute stems from an audience survey KBMT made in August 1964 in connection with its application to move its transmitter in the direction of KPAC-TV's transmitter. The survey results being favorable, as well as other facets of KBMT's application, the commission granted the move last January, contrary to the wishes of KPAC-TV (BROADCASTING, Jan. 11).

The following month, however, a check survey made by KPAC-TV disclosed that at least five persons who were supposed to have been queried by KBMT, said they had never participated in the survey.

As a result, the commission two months ago designated both stations' renewal applications for hearing (BROADCASTING, May 10).

However, according to a petition filed jointly last week by KBMT and KPAC-TV, the stations urged the commission to rescind its hearing order and grant both renewals, as well as reaffirm KBMT's transmitter move.

The stations explained that they had both been in error in interpreting the survey results and that the conflicting answers given by the five persons simply resulted from an "honest mistake and faulty recollection."

## Murrow diplomacy center opens at Tufts in fall

The Edward R. Murrow Center of Public Diplomacy, created as a living memorial to the former newsman and director of the U. S. Information Agency, will open its doors in September, it was announced last Thursday (July 1). The center will be located at the Fletcher School of Law and Diplomacy of Tufts University, Medford, Mass.

Dean Edmund A. Gullion of Fletcher School said Mr. Murrow, who died of cancer in April (BROADCASTING, May 3), had been a consultant in planning the center. The dean said it had been hoped that Mr. Murrow would have headed the center, but now "we are looking for the best qualified person in the country to be director of the new center—a man as much like Edward R. Murrow as possible."

An advisory council formed to guide the center consists of: William H. Lawrence, ABC; Eric Sevareid, CBS; James B. Reston, *New York Times*; Edward P. Morgan, ABC; Erwin Canham, *Christian Science Monitor*; Howard K. Smith, ABC; Paul Porter, Washington attorney; Henry Brandon, *London Sunday Times*; Robert Manning, *Atlantic Monthly*; Don Wilson, Time-Life International; Mrs. Edward Murrow, and Walter Surrey, counsel.

## FCC sets hearing on WPTR license renewal

A corporation owned by the Schine theater interests is in danger of losing its license for WPTR Albany, N. Y., as a result of the chain's involvement in an antitrust suit.

The FCC last week designated the station's license renewal application for a hearing to determine whether and to what extent the conduct of the Schine Chain Theaters Inc., J. Myer Schine and Donald G. Schine adversely reflect on their qualifications as stockholders or officials of WPTR.

The hearing will also go into the question of whether there was an unauthorized transfer of control of the station and whether the licensee, Patroon Broadcasting Co., has the character qualifications to be a licensee.

The principal issue stems from an antitrust suit which the government prosecuted against the theater chain in the 1950's and which resulted in a consent decree. Under its terms, the theater group agreed to divest itself of some of its interests.

But the federal court which entered the decree subsequently fined the chain $75,000 for criminal contempt for violating the decree while at the same time attempting to give the impression it was complying with it.

## Changing hands

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

▪ KSOO-AM-TV Sioux Falls, S. D.: 70% interest sold by Morton H. Henkin, Harold W. Bangert and Tom Barnes to Gordon H. Ritz and Wheelock Whitney, for $770,000 (see page 38).

▪ WLLE Raleigh, N. C.: Sold by Ralph Baron and Edward Kemm to Wallace Hankin, for $225,000. Mr. Hankin had interest in WCUM-AM-FM Cumberland, Md. WLLE is 500 w daytimer on 570 kc. Broker: Blackburn & Co.

▪ KIOA Des Moines, Iowa: Sold by Gilbert C. Swanson, George A. Bolas and others to G. Laverne Flambo, Len Small, Burrell Small and others, for $620,000. Messrs. Flambo and Small own WQUA Moline, Ill., and Mr. Small owns *Kankakee* (Ill.) *Daily Journal*, WRRR Rockford; WKAN Kankakee; WIRL Peoria, all Illinois, and WIRE Indianapolis. KIOA broadcast fulltime with 10 kw day and 5 kw night on 940 kc. Broker: Norman & Norman, Des Moines.

**APPROVED** ▪ *The following transfer of station interest was approved by the FCC last week.* (For other commission activities see FOR THE RECORD, *page 67*).

▪ KSLY San Luis Obispo, Calif.: Sold by Reginald D. Streeter, John W. Borba and Sylvain Lassalette to Ben Wickham, for $112,500. Mr. Wickham is manager of station services for Television Information Office, New York. KSLY is fulltime on 1400 kc with 250 w.

## New TV stations

As of July 1 there were 121 television construction permits outstanding for stations not yet on the air. Of these 20 were commercial VHF's, 70 were commercial UHF's, 7 were educational VHF's and 24 were educational UHF's.

**WDCA-TV (ch. 20)** Washington, Capital Broadcasting Co., permittee, last Thursday (July 1) broke ground for its new facilities just outside Washington. FCC Commissioner Robert E. Lee participated in the ceremonies and brought the pen that late President John F. Kennedy used to sign the all-channel receiver bill. The pen and other items were enclosed in a time capsule. WDCA-TV plans to construct the first self-supporting candelabra-type TV tower designed for four individual TV antennas.

## Connecticut CATV case adjourned until Sept.

The cross-examination phase of community antenna television hearings being conducted by the Connecticut Public Utilities Commission was adjourned until September after a session on June 28.

During that hearing, Robert W. Bray, general manager of WHNB-TV, channel 30 New Britain-Hartford testified in his capacity as secretary of Connecticut Television, Inc., licensee of the station and applicant for a CATV franchise in some 26 Connecticut communities. John L. Collins, attorney for New Milford Cablevision Co., the only applicant for a franchise in the town of New Milford, said that he would attempt to be prepared for cross-examination on July 12. PUC Chairman Eugene S. Loughlin agreed to hold a hearing then.

Since the remaining dates in July hold some conflict for virtually all applicants and since the commission only conducts emergency hearings during August, the Connecticut hearings will probably resume Sept. 13, at which time officials of Connecticut Television will return to the stand.

**Test Promised** ▪ Robert L'Heureux, counsel for the National Community Television Association, predicted last week that Connecticut's CATV regulatory statutes would not stand up in court and intimated that the association would initiate a legal test.

The NCTA spokesman was a member of a panel on CATV regulation presented at the annual New England Conference of Public Utilities Commissioners at Chatham, Mass.

Other panelists were Commissioner Rosel H. Hyde of the FCC and Kenton E. Quint, president of the Somerset Telephone Co. of Maine, Connecticut PUC Chairman Eugene S. Loughlin was the moderator.

Commissioner Hyde stated that the FCC was not interested in jurisdiction over CATV rates but rather with the protection of local stations.

The opinion that telephone companies ought to be involved in CATV was expressed by Mr. Quint, who pointed out that their existing facilities —poles, lines, etc.—make them well equipped for the job.

### Stimulus of color

Color set owners not only tend to increase their viewing of color programs on color stations but they also watch more black-and-white programs on those same stations, according to a new research study released last week by WGN-TV Chicago. The WGN-TV study found that there now are 195,000 color set homes in the Greater Chicago area or 8% of the total. The study also found that 35% of all homes have two TV sets of any kind while 8% have three sets and 2% have four or more.

# Rival U's join up to enter CATV

## All three stations in South Bend-Elkhart form pool to compete for franchises against outside interest


Mr. Dille


Reverend Joyce


Mr. Schurz

Faced with applications by outsiders for community antenna franchises deep in the heart of their own market, the three UHF stations in South Bend-Elkhart, Ind., have banded together to establish their own CATV.

Valley Cablevision Corp, has been formed as a joint venture by the *South Bend Tribune* (WSBT-TV South Bend), Notre Dame University (WNDU-TV South Bend) and *Elkhart Truth* (WSJV [TV] Elkhart-South Bend) to apply for CATV in South Bend, Elkhart and Mishawaka, all Indiana.

John F. Dille Jr., who is president of the Communicana Group of Indiana, is chairman of Valley Cablevision. Mr. Dille is also chairman of the National Association of Broadcasters, having been elected at a special joint board meeting in May in Washington (BROADCASTING, May 17). He has a personal, minority interest in a CATV system in Lafayette, Ind. The Communicana Group consists of WSJV, WTRC-AM-FM Elkhart, WKJG-AM-TV Fort Wayne, as well as the *Elkhart Truth* and the *Mishawaka Times*.

Franklin D. Schurz of the *Tribune* is president of Valley Cablevision, and the Rev. Edmund C. Joyce of Notre Dame University is executive vice president.

**Invasion** ▪ The three TV stations joined forces soon after a CATV application was filed and given preliminary clearance for Mishawaka. The applicant is Community Teleception Inc., which holds a franchise for Mooresville, Ind., and has received clearance in Mishawaka from the board of public works subject to any objections raised at a public hearing July 12. It is also an applicant for community antenna system franchises in about 20 other Indiana communities, including South Bend and Elkhart.

In its Mishawaka application it proposes to construct a 12-channel system at a cost of $525,000, with charges of $14.90 for installation and $4.90 monthly. It plans to pay the city 3% of annual gross receipts.

Besides the three South Bend stations, it proposes also to bring in WKZO-TV Kalamazoo, Mich., five Chicago stations, the Midwest Program on Airborne Television Instruction (MPATI) and a weather signal. It offers to provide free service to schools, police and fire departments and the town government.

Community Teleception was formed early this year and is owned equally by Jerry Kunkel, program director of WATI Indianapolis; Bruce Storm, Bloomington, Ind., druggist and real estate operator; Murray J. Feiwell, Indianapolis attorney, and Jack Brinson, Indianapolis stock broker and securities dealer.

Mr. Kunkel has worked in the program field for WIBC Indianapolis; KONO San Antonio, Tex., and KBOX Dallas. He joined WATI, owned by Sarkes Tarzian, in January.

**Defense** ▪ The UHF operators in the South Bend-Elkhart area decided, Mr. Dille said last week, that the formation of a joint CATV company was necessary "in defense of an all-UHF market." Only recently have all three of the U's there begun to show healthy profits—after years of marginal or losing operation.

The joint UHF venture is still in the early stage, with incorporation taking place only last Thursday (July 1). Although the service is still tentative, Mr. Dille said that Valley Cablevision is considering offering all three local stations, WGN-TV Chicago, WKZO-TV, WTTW(TV) Chicago noncommercial, MPATI, one or both of Chicago's commercial U's, weather and FM background music.

WSBT-TV on channel 22 with CBS was the first TV station in the area, beginning operations in 1952. In 1954, WSJV came on on channel 28 with ABC and a year later WNDU-TV began operating on channel 16 with NBC.

# Towns accept bids for CATV franchises

In what could be the start of a trend in community antenna TV franchise activity three communities in Kentucky have offered 20-year franchises for sale.

In Russell (population, 1,400) the city council authorized the mayor to receive bids and report the results to the council. Two bids were submitted and the council awarded a franchise on June 14 to W. H. McKnight of W. H. McKnight TV Sales, Russell.

McKnight agreed to pay $2,500 for the franchise and 3% of the annual gross receipts or $1,000, whichever is higher. The other applicant was Multi-Channel Cable Co., Portsmouth, Ohio, a multiple CATV owner.

The other Kentucky communities are Flatwoods (population, 3,700) and Raceland (population, 1,100). As of two weeks ago neither had granted a franchise.

# CATV comment deadline is extended to July 26

The FCC, for the second time in three weeks, extended the deadline for submitting comments on its rulemaking proposal looking toward regulating the operations of nonmicrowave community antenna TV systems.

The latest request for a postponement was from the National Community Television Association, which asked for a month's delay. The NCTA request had been supported by Smith & Pepper, a Washington law firm, and Jerrold Electronics Corp., Philadelphia.

In granting the petitions, the commission extended from July 9 to July 26 the deadline for comments, and from Aug. 6 to Sept. 17 the reply deadline for Part I and paragraph 50 of Part II looking toward extending the requirements of its microwave CATV rules to all CATV operations. These sections are also concerned with generalized restrictions on CATV extension of TV signals.

At the same time, the comment deadline on Part II of the same rulemaking, dealing with programing origination, "leapfrogging" and the effect of CATV on UHF development, was extended from Aug. 27 to Sept. 27, with replies due by Nov. 29 in lieu of Oct. 25.

Last month the commission had granted a similar request for a delay by the National Association of Broadcasters (BROADCASTING, June 21). The NCTA request was submitted, however, the day the commission granted NAB's requested postponement.

A separate but closely related rulemaking, adopted by the commission three months ago, now gives the agency regulatory jurisdiction over CATV systems which employ FCC-licensed microwave facilities (BROADCASTING, April 26).

## Carlisle sees need for concessions in CATV

A feeling that broadcasters and CATV operators will eventually get together and find "equitable solutions" to the industry's "biggest, most controversial recent problem" was expressed last week by William Carlisle, vice president for station services, National Association of Broadcasters.

Speaking at the 30th annual convention of the Florida Association of Broadcasters in Clearwater, Tuesday (June 29), Mr. Carlisle said he had found leadership of the community antenna industry to be "thoughtful and reasonable men" and broadcasters, "acting through NAB, are neither unfair nor dangerously antagonistic to the growing cable industry."

The NAB executive maintained that both sides are going to have to make concessions and that within a few years CATV will "be an important, accepted and integral part of the American system of broadcast communications. This is as it should be and I think all broadcasters will do well to help assure that eventual outcome."

To reach this point, he said, broadcasters and CATV operators will have to face facts. Broadcasters, he said, will have to realize that most cable operators are "good enterpreneurs trying to make an honest buck by giving the people something the people want. CATV isn't going to go away, nor do we want it to since it is so frequently a help to the broadcaster and a service to the people."

However, he called attention to facts that CATV operators, who, until recently "have been free as the wind in their operations," must face. "The cable operator," Mr. Carlisle said, "has every right to expect and demand what the broadacster expects and demands."

He said most CATV operators share the goals and thus they have "much more in common with broadcasters than they have differences."

# ARB adds audience, market data

### Estimates on color set homes and color penetration will be included for each market; UHF figures promised

American Research Bureau's plans for the 1965-66 season include additional audience and market categories and a larger report size, according to Herb Kaufman, vice president of marketing services.

For the first time on a syndicated basis, the Beltsville, Md., rating firm will provide the estimated number of homes with color television sets and the color penetration percentage for the total survey area in every TV market report. Similar figures will be shown for homes with more than one TV set.

The estimated number of metro homes equipped to receive UHF and the penetration percentage will appear in selected market reports, and the control representation of CATV homes in the sample will be expanded from about 250 counties this season to 1,000 next season.

Expansion of the report size, says ARB, is required by inclusion of new male and female age breaks—total, 18-34, 35-49, 50+, and three new categories of viewing housewives: those with children under six, those living in a family of three or more persons, and those employed at least 30 hours a week.

The firm also announced plans to list approximately six categories of information on basic product usage among viewers in its semi-annual Television Audience Profile reports, issued for every television market.

## 11 on, 31 off radio code list

In the period April 15 to May 15, the National Association of Broadcasters radio code recorded 11 station additions and 31 station withdrawals.

Stations added: KCUB Tucson, Ariz.; KOCA Kilgore and KPLT Paris, both Texas; KPOR Quincy, Wash.; KRPL Moscow, Idaho; KUKI Ukiah, Calif.; WCOF Immokalee and WSBR Boca Raton, both Florida; WELK Charlottesville, Va.; WKRK Murphy, N. C., and WMWM Wilmington, Ohio.

Stations withdrawn: KBBW-AM-FM San Diego and KTOT Big Bear Lake, both California; KCAR Clarksville and KTAE Taylor, both Texas; KCFI Cedar Falls, Iowa; KEYR Terrytown and KRFS Superior, both Nebraska; KFCB Redfield and KRSD Rapid City, both South Dakota; KFSB Joplin and KLID Popular Bluff, both Missouri; KHOK Hoquiam, Wash.; KKIN Aitkin, Minn.; KTHS Berryville, Ark.; KTOK Oklahoma City; KXGN Glendive, Mont; WCLG Morgantown, WHAR Clarksburg and WSPZ Spencer, all West Virginia; WDMS-AM-FM Lynchburg and WHEO Stuart, both Virginia; WGTN Georgetown, S. C.; WHAL-AM-FM Shelbyville and WRKM Carthage, both Tennessee; WLAY-AM-FM Muscle Shoals, Ala.; WLRW(FM) Champaign, Ill.; WOKA Douglas and WPFE Eastman, both Georgia.

## Bell's CATV rates probed in New Jersey

The first hearing on telephone company rates for providing line facilities for community antenna systems—which may be the bellwether case—began last Thursday (July 1) before the New Jersey Public Utilities Commission.

The PUC opened a series of hearings in Trenton on the rates the Bell Telephone Co. of New Jersey proposes to charge for providing head-end equipment and the cables between the receiving antennas and the patrons' homes.

New Jersey Bell indicated in its opening presentations that it wants to become the middleman between CATV companies forming in central and southern New Jersey and their viewers.

**Phone Company Rates** ▪ Rates proposed:

Feeder cable, $25 for installation of cable over less than a quarter mile from the point where the signal is picked up, $16.50 for each quarter mile of cable inside the community and $24 for each quarter mile outside the distribution area.

Drops installed to the viewers homes, $15 at the time the system is inaugurated or $20 afterward. There would be a 40-cent monthly service charge.

Television outlet installation at the viewer's address, $10 at the time the system is initially installed and $15 to install later or reconnect. There would be a 35-cent monthly service charge.

Bell witnesses said the firm wants to get in on the ground floor of a growing business, noting that in the past 18 months pole attachments have increased from 5,000 to 16,000 in New Jersey.

The new rate schedule would not affect these attachments, it was said.

Walter E. Truet, Jersey Bell's inventory and cost engineer, said plans are being drawn for facilities in Bridgeton and Washington Township in South Jersey and Washington Borough in North Jersey.

Jersey Bell Solicitor Michael J. O'-Neil agreed to provide additional information at a future hearing on how the rates were developed.

The hearings opened before PUC Examiner Andrew V. Farley, who rejected moves for an adjournment by attorneys for the Federal Electric Co., also interested in cable leasing, and for the newly formed New Jersey Community Television Antenna Association. The attorneys said they had been retained only a few days before the hearing and were unprepared.

A bill now is before the New Jersey legislature to place CATV firms under the jurisdiction of the PUC.

## Newhouse buys Alabama CATV system

Newhouse Broadcasting Corp., already a group CATV owner, moved further into the community antenna field last week by purchasing Cablevision of Anniston, Anniston, Ala., for a price understood to be about $800,000.

The system, with 1,900 subscribers, delivers eight stations for an installation charge of $25 with a $4.95 monthly fee.

Newhouse had previously purchased CATV systems in Oneonta, Sidney, Delhi, Carthage and Ogdensburg, all New York, and is awaiting FCC approval on its purchase of Eastern Microwave Inc., Oneonta, which serves eastern and northeastern New York TV stations and CATV systems. (BROADCASTING, March 3).

## Meredith-Avco opens Florida CATV

Meredith-Avco Inc., with community antenna systems or franchises in more than 25 communities, this month opened its latest system, TV Cable Merritt Island, in Merritt Island, Fla., near the U. S. Air Force Missile Test Center.

Initial applications for the new system, served by 85 miles of coaxial cable, exceeded 1,300 with a potential in excess of 5,000.

Meredith-Avco is a joint venture of Meredith Publishing Co., a group station owner, Des Moines, Iowa, and Avco Corp., New York. Crosley Broadcasting Corp., Cincinnati, a group station owner, is a subsidiary of Avco.

# FCC approval asked for Sioux Falls sale

Majority ownership of KSOO-AM-TV Sioux Falls, S. D., has been acquired, subject to FCC approval, by Gordon H. Ritz, Minneapolis business and civic leader, and Wheelock Whitney, Minneapolis stock broker. Mr. Ritz, who will own 41.5%, at one time was vice president and general manager of WTCN-AM-TV Minneapolis when the stations were owned by Time-Life Broadcast Inc. Mr. Whitney, who is chairman of J. M. Dain & Co. brokerage firm, will own 28.5%. Consideration is $770,000 for the 70% interest; overall evaluation is $2 million for the stations, including obligations.

Mr. Ritz

Present stockholders Morton H. Henkin, Harold W. Bangert and Tom Barnes will remain as owners, with 10%, 15% and 5%, respectively. They now own 33⅓%, 26% and 27.6%, respectively. Mr. Henkin will continue as general manager. Mr. Barnes is a principal stockholder in KCMT(TV) Alexandria, KNMT(TV) Walker and KVOX Moorehead, all Minnesota.

**With Magazine** ▪ For the last six months, Mr. Ritz has been projects director of *Sports Illustrated*, published by Time Inc. He lived in Sioux Falls from 1951 to 1953 when he was sales supervisor for Congoleum-Nairn Inc. From 1954 to 1961 he was a salesman for *Time* Magazine and was branch manager in Minneapolis. He was an executive of the WTCN stations from 1961 to 1964 when Time-Life sold its Minneapolis stations to Chris Craft Industries for $3.9 million (BROADCASTING, Aug. 31, 1964).

A native of Minnesota, Mr. Ritz, 38, is a director of the Minneapolis Club, the Minnesota Theater Foundation, Imperial Capital Fund, Northwest Growth Fund. He is a member of the Yale Alumni Board. He served in the Royal Canadian Navy during World War II.

Mr. Whitney was the Republican candidate for the U. S. Senate in 1964.

Ksoo, founded in 1926, operates fulltime on 1140 kc with 10 kw days, 5 kw nights, with an ABC affiliation. Ksoo-TV began operating in 1960 on channel 13 and is affiliated with both NBC and ABC.

### Now its official

American Broadcasting - Paramount Theaters officially changed its name Friday (July 2) to American Broadcasting Companies Inc.

The name change had been approved at the company's annual meeting May 18. It's intended to reflect the corporation's heavy predominance in broadcasting areas vis a vis its theater operations.

## NCTA says CAR plan is discriminatory

The FCC was accused last week of unreasonable discrimination against the community antenna TV industry by proposing "extreme economic penalties and technical hardships" without reasonable justification.

The charge was leveled by the National Community Television Association in comments filed Thursday (July 1) on the commission's proposed rulemaking on the licensing of microwave facilities used to relay TV signals to CATV systems.

The rulemaking, issued a year ago, would create a new service, Community Antenna Relay (CAR), within which all microwave applications proposing relay service to CATV's would be assigned (BROADCASTING, June 1, 1964).

The theory behind the rulemaking, according to the commission, would be to separate into different services the numerous microwave applications for CATV relay from common carrier applications of the landline telephone and telegraph companies. Because of the delay experienced in processing microwave-CATV applications and the resulting backlog of common carrier applications for public communications facilities, the FCC feels that the services must be separated to correct the delay in processing the latter applications.

NCTA, which filed joint comments with the National Association of Microwave Common Carriers, urged the commission to terminate the proceeding without adopting any new rules.

# Media reports . . .

**All night** ▪ WDHA Dover, N. J., will operate on a 24-hour schedule until Sept. 6 to provide additional service for the local summer resort area. From midnight to 7 a.m. the station is presenting a stereo classical music program, *Music from Midnight*.

**New addition** ▪ KWAB-TV Big Spring,

Tex., until recently a satellite of KLBK-TV Lubbock, Tex., has become a member of CBS-TV's Extended Market Plan of small-market affiliates. KWAB-TV, channel 4, is owned and operated by Grayson Enterprises Inc., Lubbock, which also owns KLBK-TV. Twenty-four stations are in the EMP group.

**New affiliate** ▪ XHGC-TV Mexico City has replaced XHTV(TV), that city, as a CBS-TV affiliate. The channel 5 station is owned and operated by Television Gonzales Camarena, S. A., Edificio Televicentro, Avenida Chapultepec 18, Mexico City.

**Sister call letters** ▪ WCNY-TV Carthage-Watertown, N. Y., yesterday (July 4) changed its call letters to WWNY-TV to match its sister station, WWNY Watertown.

## Quick work reactivates flood-struck KDKO

KDKO Littleton, Colo., one of the Denver area stations knocked off the air during the June 16 flood and storm (BROADCASTING, June 21) returned to the air exactly 48 hours after its three towers, transmitter building and all associated equipment were washed away. David M. Segal, president of KDKO, last week said that an emergency transmitter was furnished by KTLN Denver and consulting engineer Bob Blanchard of Denver returned KDKO to the air at 7:10 p.m., June 18.

KDAB Arvada, Colo., according to a Washington representative for the station, returned to the air briefly on June 18 with a temporary 250-w transmitter. However, it burned out, silencing the station for several days until another temporary 5-kw transmitter was acquired, he said.

## ABC buys part interest in ice show

MSG-ABC Productions Inc., New York, a partnership of ABC and Madison Square Garden Corp. (BROADCASTING, Nov. 16, 1964), has purchased an 80% interest in two American and two European productions of Holiday on Ice Shows, its owners announced last week. The remaining 20% interest has been retained by Morris Chalfen, show's producer and MSG-ABC president.

The 21st edition of Holiday on Ice will make its debut Sept. 1 at Madison Square Garden.

During the 1965-66 season it is scheduled to appear at Los Angeles, San Francisco, Miami Beach, Baltimore, Milwaukee, Toronto, Mexico City and 25 other cities.

## ETV groups say CATV is 'threat' to them

The National Association of Educational Broadcasters reminded the FCC last week that the "threat" of community antenna TV "is just as real and potentially damaging" to educational TV as it is to commercial broadcasting.

However, the NAEB noted, educational stations generally favor CATV development as another tool to attract additional viewers, additional schools, and hopefully more support.

The association's views were expressed last week in comments filed on the commission's rulemaking proposal looking toward regulating nonmicrowave-fed CATV systems. The deadline for comments on the proposal, however, has been delayed until July 26 (see page 36). Also submitting comments on the same rulemaking was National Educational Television (NET).

Both educational groups urged the commission to proceed slowly with its plans to regulate CATV. In addition, they stressed that the carriage provisions of the proposed rules are as beneficial in many instances to ETV stations as they are to commercial stations.

However, both NAEB and NET urged the commission to reconsider and amend that part of its proposal which provides simultaneous non-duplication protection for commercial operations, but not for educational facilities.

The groups pointed out that there have already been instances where the introduction and duplication of ETV signals from a distant community have adversely affected a local ETV outlet.

Where individuals, organizations and school districts may obtain adequate ETV service from CATV, they added, there is less likelihood that these individuals and organizations will lend full support, both financial and program to a local station.

The two groups urged the commission to consider providing nonduplication protection for ETV stations for as long as 20 weeks because of the mode of program distribution between their various affiliated stations.

NET, in addition, recommended that the proposed rules include a provision which will prohibit the use of any commercial announcement on a CATV channel within 30 minutes before and after the distribution of a program of an educational station.

NET said the adjacency of such commercials would adversely affect its arrangements for program acquisition and clearances with unions, copyright associations and others.

# Local live: At last it's dead

## A firm FCC majority votes to quit pressuring TV stations into prime-time local production—but Henry isn't giving up his and Cox's fight

The FCC last week sheathed a weapon that has been useful in prodding broadcasters to present more local-live programing in prime time—the letter of inquiry to license renewal applicants who have presented less local-live programing than government officials think they should.

Instead, the commission will place new stress on broadcasters' obligation to perform as promised.

The controversial issue was decided—at least for the forseeable future—when the commission voted 5 to 2 to renew the licenses of four television stations whose applications had been held up because of the stations' apparent paucity of local-live programing, other than news, weather and sports, in prime time.

Chairman E. William Henry and Commissioner Kenneth A. Cox were the minority. The decision of the commission's newest member, James J. Wadsworth, to vote for renewal indicated that Messrs. Henry and Cox are isolated on the issue, without hope of winning a majority to the view that broadcasters should be required to explain a lack of prime-time, local-live programing.

Accordingly, the chairman instructed the staff not to submit any further local-live, prime-time programing issues for commission consideration unless a promise-versus-performance question is involved. The staff has been submitting applications showing what it considered an inadequate amount of so-called 6-11 p.m. local-live programing.

**Wadsworth View** ▪ Commissioner Wadsworth had expressed concern about government pressure on programing decisions, and said the commission should refrain from dealing with such matters unless a promise-versus-performance question is raised.

But Commissioner Lee Loevinger carried the burden of the argument in favor of renewal without a letter, stating his position that commission inquiries into programing raise the constitutional issue of free speech.

Commissioner Cox, who argued the case for letters of inquiry later frankly said that letters should be used to induce broadcasters to present more local-live programing. Licensees may have a plausible reason for not presenting such material, he said after the meeting. "But if they don't, they should do more."

"I don't know why people pussyfoot around on this," he said. "If we don't believe licensees should do more local live, we shouldn't write letters."

Following the vote, Chairman Henry

Chairman Henry
Shares the dissenting view

sought to caution broadcasters about reading too much into it. He said he thinks there is "still a consensus at the commission that broadcasters have a responsibility for presenting local-live programing and that this is an area where it's appropriate for the government to examine—in terms of promise versus performance."

**Limited Action** ▪ He also said the action is limited to questions about local-live programing in prime time, other than news, weather and sports. "What happens in cases outside of that category is a matter for speculation," he said.

He suggested, as extreme examples of cases in which the commission might act, stations that carry no local-live at all, or that carry little or no local news. He noted that at least one of the stations whose renewal applications were considered last week carried more than 12% local-live in nonprime time.

The chairman also suggested that broadcasters themselves would stress the importance of local programing if direct satellite-to-home television — which is technically feasible—threatened to become a reality.

In that event, he said, what other programing would justify continued use of scarce frequency space by local stations? He predicted that the National Association of Broadcasters would urge a limitation on the use of satellite-to-home service to protect stations and the "local service" they provide.

The commission in past years has sent a number of letters to renewal applicants on the 6-11 p.m. question. In some cases, the broadcasters explained apparent deficiencies to the commission's satisfaction. In others, they scheduled more local-live programing in prime time.

**Staff Letters** ▪ At one time, the commission staff sent letters on its own responsibility. But this was stopped after a controversy developed over charges that the staff was attempting to dictate programing (BROADCASTING, Dec. 3, 1962). Later the practice was revived, with the commission taking a more direct hand.

However, the flow of 6-11 p.m. letters largely ceased about two years ago, after former Chairman Newton N. Minow left the commission and Commissioner Loevinger took his place and led a determined fight against the practice.

The four stations whose programing records were under review last week are KHOL-TV Kearney, Neb.; KARD-TV Wichita, Kan., and KVOO-TV Tulsa, Okla., all of whose renewal periods ended June 1, and WTVO-TV Rockford, Ill., whose renewal period ended Dec. 1, 1964.

KHOL-TV, KARD-TV and KVOO-TV scheduled no local-live programing in prime time other than news, weather and sports, but said they had a policy of pre-empting network programs for local presentations. However, the FCC staff said, in the past license period, in prime time, KHOL-TV carried one hour of local-live; KARD-TV one and one-half hours; and KVOO-TV, one hour and 20 minutes. The staff said WTVO-TV had no pre-emption policy and scheduled only 45 minutes of local-live programing weekly in nonprime time.

## Film sales . . .

*Jungle Girl* (Banner Films): WNEW-TV New York.

*Tarzan Features* (Banner Films): WTHI-TV Terre Haute, Ind.

*The Big Bands* (20th Century-Fox TV): WCSC-TV Charleston, S. C.; WTVT(TV) Tampa, Fla.; WNYS-TV Syracuse, N. Y., and WAPA-TV San Juan, P. R.

*It's a Wonderful World, The American Civil War* and *Magic Room* (Trans-Lux): WDCN-TV Nashville.

*Auto Races* package (Triangle): WSUN-TV St. Petersburg-Tampa, Fla.; WLWD(TV) Dayton, Ohio, and WOI-TV Ames-Des Moines, Iowa.

*Ruby Gentry* and *Duel in the Sun* (National Telefilm Associates): KOLO-TV Reno.

*Matter of Who* (National Telefilm Associates): WABC-TV New York.

*Open End* (National Telefilm Associates): KRMA-TV Denver, and WZZM-TV Grand Rapids, Mich.

*Cardinal* (National Telefilm Associates): WFRV(TV) Green Bay, Wis.

*Color Fox Features* (National Telefilm Associates): WFRV(TV) Green Bay, Wis.; KGMB-TV Honolulu; KUTV (TV) Salt Lake City; WSPA-TV Spartanburg, S. C., and WCEE(TV) Freeport-Rockford, Ill.

*Top Rank* (National Telefilm Associates): WFRV(TV) Green Bay, Wis.; KGMB-TV Honolulu; KUTV(TV) Salt Lake City; WSPA-TV Spartanburg, S. C., and KMBC-TV Kansas City, Mo.

*Storybook Magic* (National Telefilm Associates): KGMB-TV Honolulu; WSPA-TV Spartanburg, S. C.; WCEE(TV) Freeport-Rockford, Ill., and KGW-TV Portland, Ore.

*Majesta Color* (National Telefilm Associates): WSPA-TV Spartanburg, S. C.; KOLO-TV Reno, and WBIR-TV Knoxville, Tenn.

*Horror Five* (National Telefilm Associates): KOLO-TV Reno, and WBIR-TV Knoxville, Tenn.

# NFL gazes at green pastures

### Only ABC-TV sees network splitting as 'workable'; CBS-TV is not enthusiastic

The National Football League, which now makes $14.1 million a year from television for its regular season games, revealed last week that its thinking about increasing that amount by splitting television coverage of its games among two networks in the future. The idea was made public on Monday (June 28), and on Wednesday the league awarded a franchise for $9 million to Atlanta.

An Atlanta franchise in the American Football League, which had been awarded to Cox Broadcasting Corp. for $7.5 million (BROADCASTING, June 14), went by the boards, when the NFL also came up with a contract to the new Atlanta stadium.

The NFL's two-year $28.2 million contract with CBS-TV expires with the 1965 season. First reactions last week to the split-network idea indicated the only network which would take to the plan enthusiastically would be ABC-TV.

CBS-TV, which now carries the games, obviously would prefer to retain the exclusivity it now enjoys with the NFL franchise. NBC-TV, which will be pumping at least $36 million into the American Football League for game rights over the next five years, would presumably be hesitant to promote the competitive league.

Under the suggested change two networks might each carry a game in the league's 14 Sunday afternoon playing dates. At present there are 17 broadcast dates during the regular NFL season.

An NFL spokesman, questioned last week about a two-network plan for 1966, said "there has been thinking along these lines," but added that no definite package had been worked out.

**Some Talk** ▪ League Commissioner Pete Rozelle has discussed the idea with ABC-TV's sports program division. Roone Arledge, vice president of ABC-TV Sports Programs, told BROADCASTING last week it seemed "a very workable proposal" and that it is being explored.

Last year CBS-TV carried doubleheaders on five of the 14 Sunday afternoons making a total of 22 national games and it plans to do the same this year. Thus the two-network plan would add nine nationally telecast games to the present 22.

Implementation of consecutive-game coverage by two networks would result in heightened interleague competition for football audience by increasing the amount of simultaneous AFL and NFL coverage.

A CBS-TV spokesman spoke skeptically about the two-network plan, pointing out that it might put CBS in the position of providing promotion and publicity of the NFL for a competing network.

In recent years the NFL television contract has been awarded through closed bidding but it was observed by both league and network representatives last week that the new proposal might lead to negotiated contracts. The further possibility was suggested that one network might want to pick up both ends of a twin package.

# NCAA favors no timeouts for TV

The television committee of the National Collegiate Athletic Association last week voted to support a resolution of the Big 10 conference that would eliminate any network-induced timeouts in collegiate football games this year (BROADCASTING, May 24).

Meeting in White Sulphur Springs, W. Va., last Wednesday and Thursday, the committee felt that new substitution rules that go into effect this fall will provide enough commercial breaks and that arbitrary pauses in play, called by the networks, will not be needed. NBC-TV is now in the second year of its two-year $13 million agreement with the NCAA.

The committee, which met in hopes of trying to firm up its next network television plan, heard Southern Conference Commissioner Lloyd Jordan urge a continuation of the present plan that put at least four new schools in the TV schedule each year, and heard Robert James, Mid-America Conference commissioner call for an increase in the number of regional games.

Although the NCAA has signed two-year network contracts in recent years, the committee has been given authority to look toward a three or four-year agreement. Final arrangements for the next package plan will be made at the committee's next meeting, July 27-28 in New York.

# The GOP loses its cool

## Republican senators don't dig Murray the K in CBS special, 'It's What's Happening, Baby!'

A 90-minute rock 'n' roll show telecast by CBS-TV for the U. S. Office of Economic Opportunity closed to mixed reviews last Monday (June 28). The OEO liked it, and prominent Republican senators didn't.

"Immoral," "degrading," "shameful," "lousy," and "double lousy," said the GOP solons, with feeling.

The program, *It's What's Happening, Baby!*, featured disk jockey Murray (The K) Kaufman, various rock 'n' roll groups, lots of teen-agers, and the frug, watusi, jerk, etc., punctuated with appeals to join the Job Corps. CBS-TV paid for it, Murray Kaufman ran it, and the OEO "sponsored" it.

Senator Gordon Allott (R-Colo.), one of those whose attitude seemed to fit Senator Everett Dirksen's (R-Ill.) description of "almost incandescent," called the show "one of the most shameful and disgraceful exhibitions I have ever witnessed in the U.S."

He went on to say, on the Senate floor, that it was "tuned to the lowest beatnik type of appeal," and "insulted and degraded" the intelligence of the people. He objected particularly to appeals for advice phrased: "Tell us how to spend our money" and "Tell us what you want."

**More Blasts** ▪ Even the FCC came under fire. Senator Allott said: "I cannot blame the particular broadcasting company, because there are in effect many foolish rules by the Federal Communications Commission. Since 1961—for the past five years—the FCC has had a concept that the commission with advice of a few eggheads could decide in its great wisdom the kind of programs the American people 'needed', and that the commission knew better what the American people needed than the people themselves knew. They seem to feel there must be broadcasted a certain amount of so-called public service programs that have no appeal to any taste except the lowest. The program was a failure. . . ."

Holmes Brown, OEO director of public affairs, didn't agree. He said that to reach a mass audience of young people—particularly poor ones—it's necessary to use a medium they understand. In this case, rock 'n' roll was the medium. He suggested the trouble was that GOP congressmen don't appreciate rock 'n' roll like teen-agers do.

A CBS spokesman said "a little over 100" telephone calls were received during the show, and he estimated that more objected to the program than praised it. However, CBS said almost as many people watched the 9:30-11 p.m. special as were tuned to the other two networks combined. (According to Mr. Brown, there were 16 million viewers at the start, and 18 million at the end.)

The Democratic National Committee had no comment beyond: "It's none of our affair."

# Ratings still up in the air for Gemini flight

Dispute over who won the ratings on coverage of the Gemini 4 spaceflight continued last week. National Arbitrons had given CBS-TV an edge, the Nielsen multi-network-area reports had showed NBC-TV ahead, and then the Nielsen

## Ike offers floor-clearing ground rules for conventions

Republican National Chairman Ray C. Bliss said last week he would propose a special committee to study suggestions by former President Eisenhower that future national conventions be made more telegenic.

Addressing the Republican National Committee in Washington, Mr. Eisenhower had urged that:

- Press, radio and TV newsmen, and alternate delegates be banned from the floor.
- Demonstrations be limited to five minutes.
- The number of delegates be limited to 1,070—twice the size of the electoral college.
- The proceedings be run by a chairman with "dictatorial powers," aided by sergeants-at-arms with previous military experience and at least six-feet, four-inches tall.


Ike at Chicago Convention: He wants no more of this.

He said conventions are "a picture of confusion, of noise, of impossible deportment, of indifference toward the subjects that are being discussed from the platform," and that "most of the United States is horrified by what it sees about these conventions."

And future conventions, he noted, will be televised to the rest of the world by means of communications satellites.

Other National Committee members, who preferred to remain anonymous, were less enthusiastic than Mr. Bliss. Said one of a more business-like convention: "Our Nielsen rating would drop to zero if we did that." Another observed that if newsmen were banished from the floor, delegates would follow, "swarming into the press section and the television network news booths to get publicity."

The Democrats have had similar proposals, a spokesman for their national committee admitted, but haven't begun to consider arrangements for the next convention yet. "When we do," he said, "all of the suggestions on hand will be examined."

national ratings had put NBC-TV on top for coverage of the first day of the four-day flight (BROADCASTING, June 28).

Last week CBS-TV researchers, analyzing the national Nielsens, said the report showed CBS-TV ahead with a 9.1 rating to NBC-TV's 8.9 and ABC-TV's 3.1 for all flight periods covered by all three networks. Dispute isn't all over yet, however: The Nielsen report didn't cover the flight's final day, which was won by CBS-TV in the Arbitrons but whose ratings by Nielsen must await the next national report.

## Everybody's in the act for ratings special

FCC Chairman E. William Henry, Representatives Oren Harris (D-Ark.) and John Moss (D-Calif.) have been added to the roster of participants in a one-hour *CBS Reports* program, "The Rating Game," on CBS-TV next Monday night (July 12, 10-11 p.m. EDT).

Participants in the taped program, in production for a year and a half and scheduled a number of times before but pre-empted for more timely *CBS Reports* presentations, include Representative Harris whose House Commerce subcommittee investigated rating service in 1963-64; former FCC Chairman Newton Minow; Representative Moss, a member of the committee in the ratings investigation, and Robert E. Richardson, associate counsel for the committee during the period.

Other participants include Thomas W. Moore, president of ABC-TV; John A. Schneider, president of CBS-TV; Sylvester J. (Pat) Weaver, president of Subscription Television Inc.; A. C. Nielsen Sr., A. C. Nielsen Co., and George W. Dick, president of American Research Bureau.

Donald H. McGannon, president of Westinghouse Broadcasting Co., will take part as chairman of the Broadcast Rating Council. Gerald M. Loeb, stock analyst with E. F. Hutton & Co., will evaluate the influence of ratings on broadcast stocks, and Louis Harris of the research firm bearing his name, and Burns Roper of the Elmo Roper research organization will report on public attitudes toward programing.

Others interviewed for the show include Mark Goodson of the Goodson-Todman Productions, President Joyce C. Hall of Hallmark Cards, President Robert Stuart of Quaker Oats, Doug Smith of Lennen & Newell, entertainer Steve Allen, Dr. Herbert Arkin of the College of the City of New York, Dick Doan of the *New York Herald-Tribune* and columnist Hal Humphrey.

The program was produced and written by Joseph Wershba.

## More ask extra time before AM-FM split

NBC, which had sought temporary blanket exemption from the new program nonduplication requirement for AM-FM stations for its five owned FM stations, asked last week that in the event the FCC denies its request, the effectiveness of the rule be advanced five months from the date the FCC announces its decision. Effective date now is Oct. 15. The additional time, NBC noted, would be necessary for it to install the new equipment required.

The rule, adopted last July, will prohibit any FM station from duplicating more than 50% of the programing of a commonly owned AM outlet in cities of 100,000 population or more (BROADCASTING, July 6, 1964).

Also last week, the Post-Newsweek Stations asked the commission for a one-year temporary exemption for WTOP-AM-FM Washington to complete a special study on the FM programing needs of the area. The company has pending a request for a three-year exemption for the stations.

## Subcommittee passes bill with TV limitations

A bill outlawing televising of professional football games on Friday nights and Saturdays in areas where high school teams are playing a game was passed from the Antitrust and Monopoly Subcommittee to the parent Senate Judiciary Committee last week.

The Professional Team Sports bill (S 950) also extends to professional basketball, football and hockey the same freedom of operation under federal antitrust laws presently enjoyed by baseball. Exemptions include player drafts, the reserve clause, territorial rights and the right of the commissioner of each sport to control conditions for the good of the game.

However, the four leading sports would come under the antitrust laws for the first time insofar as their business operations are concerned. During the course of hearings last February on the CBS purchase of the New York Yankees, Subcommittee Chairman Philip A. Hart (D-Mich.) commented:

"I have a very clear impression after these four days of hearings. It is that baseball belongs under the antitrust laws. There is no question now, I think, that the purchase by a major league baseball club does open the possibility for anticompetitive behavior."

The ban on televising professional football games that compete with high

# What's in back

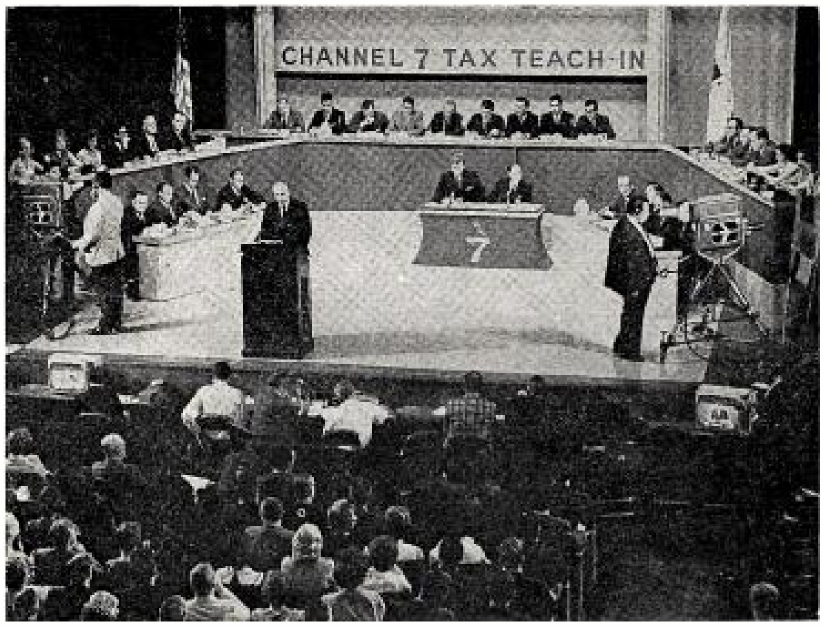
## Prime time cleared for 'Tax Teach-in'

WNAC-TV Boston pre-empted two hours of prime time June 24 and presented a "Tax Teach-In" to acquaint viewers with details of two pending Massachusetts tax plans and let them join experts in questioning the plans' advocates.

Republican Governor John A. Volpe and his experts outlined his sales and income tax proposal, and Democratic Senate President Maurice A. Donahue and associates presented a plan favored by the majority of the state legislature taxation committee. The session was held at Northeastern University and included questions from the audience in the auditorium, from college and university economists on hand, from newsmen and, by telephone, from viewers.

William M. McCormick (at podium in photo below), vice president and general manager of WNAC-TV, an RKO General station, said in opening the program that he hoped it would help lead to "a tax bill that will be fair to all."

More than 350 telephone calls were received during the program, carried at 7:30-9:30 p.m. and described by WNAC-TV as "the nation's first tax teach-in." The station also presented ballots in ads placed in all Boston newspapers on that day so that viewers might register their preferences. Some 2,500 ballots had been received within 24 hours after the program.




school football games, offered as an amendment by Senator Everett Dirksen (R-Ill.), is one of the few respects in which this bill differs from a similar one that died in the Senate last year. It is an extension of a like provision applicable to college games.

The subcommittee also reported out a bill creating a boxing commissioner to operate under the Justice Department. He would have broad investigatory powers and control managers, matchmakers, promoters and fighters on a national scale.

Tuesday (July 6) the House Commerce Committee begins hearings on similar bills to regulate boxing. One of them, introduced by Chairman Oren Harris (D-Ark.) would create a three-member federal boxing commission with power to prevent interstate transmission or televising of matches which it determines are affected by bribery, collusion or other improper practices. FCC Chairman E. William Henry will be a lead-off witness.

## FOI Committee meets July 7

The National Association of Broadcasters Freedom of Information Committee will meet in Washington Wednesday (July 7). Items on the agenda include a review of the U. S. Supreme Court's decision reversing Billie Sol Estes's fraud conviction, a report of state association FOI projects and reports of FOI committees of other broadcaster groups.

## Calif. firm to explore NAB sound project

A California engineering consultant firm has been retained at $1,500 a month to study five areas of a systems concept for the National Association of Broadcasters Encyclopedia of Recorded Sound Project.

Harry L. Bryant & Associates, La Canada, Calif., will make monthly reports to the project committee and at the end of the year will submit a summary that may be included in a master report, which may ultimately be presented to a foundation in hopes of gaining financial backing for the NAB project.

The Bryant firm will make a study of:

The best methods for recording material, whether on tape, disk or other means; the most dependable methods of storage and life expectancy of collected material; the most practical and useful methods of search retrieval with telephone dialing and using the sound encyclopedia as the directory; costs involved and the area needed for the recording system and production plant; estimated cost for the continued operation of the project.

The cataloging and preservation project, adopted by NAB in 1964, calls for: indexing all sources of recorded and available sound, a master plan to insure coverage of all important areas of sound and comprehensive coverage of all fields of importance to broadcasters today, and development of an NAB collection of sounds.

Attending the committee meeting, held during the NAB's summer board meetings last month, were: Carlton Brown, WTVL Waterville, Me., chairman; John F. Box Jr., WIL St. Louis; Loyd Sigmon, Golden West Broadcasters, Los Angeles; George W. (Bud) Armstrong, WHB Kansas City, Mo.; Ted Malone, Ted Malone Productions, New York, who is director of the feasibility study, and Sherril Taylor, NAB vice president for radio.

## ABC grants awarded to seven for TV studies

Seven fellowships were conferred on young playwrights by ABC for an intense TV playwriting course at Yale University School of Drama, New Haven, Conn., it was announced last week by Yale's acting Dean Edward C. Cole.

Under a one-year study program, initiated last spring by ABC and the Yale Drama School, ABC gave Yale a $76,000 grant, allowing each fellow a $5,000 stipend.

The grant program permits recipients to study this fall term under David Davidson, TV-radio writer, and Kay Arthur, drama faculty member. Those selected for the TV course are: Richard E. Burwell (Cleveland), Dan Scott Potter (Tuttle, Okla.), Joseph K. Caldwell (Milwaukee), William Branch (New Haven), William W. Hillier (Princeton, N. J.), Timothy J. Kelly (Saugus, Mass.) and Ralph S. Arzoomanian (Cranston, R. I.).

## ABC syndicates first radio documentaries

*The Eagle and The Bear*, a 13-week series of 25-minute documentaries tracing the history of the cold war through the voices of historic figures, is being produced by ABC Radio News and will be offered for sale to stations in September by ABC Radio's Special Program Features Service as ABC's entry into syndication of radio documentaries.

Sales prices have not yet been established, but spokesmen said charges would be nominal.

In another ABC Radio development, it was reported that the network's *Theater Five*, a series of weekday 25-minute dramatic programs also distributed by ABC Radio's Special Program Features Service, has taken a summer production hiatus following the completion of 260 episodes. It has not been determined by ABC whether *Theater Five* production will be resumed in the fall. The program is now carried by more than 90 stations.

## Defendant's consent now needed for Colo. pickup

The Colorado Supreme Court last week reversed its longstanding practice of allowing TV cameras, as well as radio microphones and still photographers in state courtrooms. Colorado is one of two states which permitted cameras during trials at the discretion of trial judges. Texas is the other state.

The Colorado court's action which permits cameras and microphones only if the defendant consents, was obviously prompted by the U. S. Supreme Court ruling in the Billie Sol Estes case. By a 5-4 vote, the Supreme Court last month ruled that Estes had not received a fair trail in state court where he was tried and convicted of swindling

(BROADCASTING, June 14).

Chief Justice Edward Pringle, in announcing the Colorado amendments to the state's canons of judicial ethics, noted that it was made "solely for the purpose of avoiding expensive retrials of criminal cases and the delays in ultimate justice which are caused thereby."

Indicating that the changes were not made of its own volition, the court added: "We make the change without reference to our own views on the subject." It also noted: "Nothing in this statement shall be construed as a requirement that persons who have already been tried under the old rule must be granted a rehearing."

Texas Attorney General Waggoner Carr said last week that cameras in Texas courts will be "a rarity" as a result of the Estes decision.

## Radio series sales . . .

*July 4, 1776* (Woroner Productions): WDZ Decatur, WIOK Bloomington, WIZZ Streator, WSMI Litchfield, WTAX Springfield, WRRR Rockford and WRAM Monmouth, all Illinois; KIMA Yakima, KUJ Walla Walla and KEPR Pasco, all Washington; KARM Fresno, Calif.; WBAL Baltimore; KIMO Boise, KTFI Twin Falls and KID Idaho Falls, all Idaho; WBEC Pittsfield, Mass.; KXGI Fort Madison, and KSMN Mason City, both Iowa.

*Tips on Tots* (Woroner Productions): WTCA Plymouth, Ind.; WNNR Beckley, W. Va.; WNOR Norfolk, Va.

*Close-Up* (Woroner Productions): WDAE Tampa, Fla.; WAUB Auburn, N. Y.; WERE Cleveland, and WWHY Huntington, W. Va.

*The First Christmas* (Woroner Productions): WDZ Decatur, WIZZ Streator, WSMI Litchfield, WERR Rockford and WRAM Monmouth, all Illinois; KIMA Yakima, KUJ Walla Walla and KEPR Pasco, all Washington; KSMN Mason City and KXGI Fort Madison, both Iowa; KIMO Boise, KTFI Twin Falls and KID Idaho Falls, all Idaho; WCMI Ashland, Ky.; WBEC Pittsfield, Mass.; WIMA Lima, Ohio; KEED Eugene, Ore., and WNDU South Bend, Ind.

*Yesterday's Newspaper* (Vignette Productions): WJOI Florence, Ala.

*Sportsman's Corner* (Vignette Productions): WHJB Greenburg, Pa.

Audio Program Service (Triangle): KWNS Pratt, Kan.; WTAS-FM Crete, Ill., and WBLR Batesburg, S. C.

## Trans-Lux expands its TV horizons

Trans-Lux Television Corp. plans to enter television production for network showing and will accelerate its activities in the program syndication field, Richard Carlton, vice president and general sales manager, announced last week.

Mr. Pik

Mr. Carlton also revealed that Robert Pik, formerly president of Regent Pictures Inc., has been named director of operations for Trans-Lux Television and will be responsible for the development of network and syndication TV properties. Mr. Carlton said that Trans-Lux "is taking advantage of anticipated network openings for a greater number of independently produced shows in the 1966-67 season."

Mr. Pik currently is involved in preproduction meetings for an adult adventure series in color and two animated children's programs and is pre-

## FANFARE

# Emmy's still having troubles

### CBS News conspicuously missing from academy's new nominees for awards

Television's Emmy award nominees, chosen under a new system aimed at maximum objectivity and at honoring "excellence" without regard to categories, were announced last week. But continued nonparticipation in the award program by a major network entity, CBS News, still left a shadow over the restructured Emmy.

CBS News was not represented once in the list of nominated programs and individuals. NBC programs accounted for 48 of the 76 network nominations.

Creation of a new method of nomination and final selection by the National Academy of Television Arts & Sciences followed an uproar last year when the Emmy program was repudiated by CBS News, CBS-TV and eventually ABC-TV (BROADCASTING. Nov. 16, Nov. 2, 1964).

Under the old system, nominations were made in 27 categories with only one winner possible in each. Although the list of categories was lengthy, this method had been criticized because it put unrelated program types in competition with each other. Now any number of awards is possible within four broadly defined areas.

The former method of final selection of Emmy winners by vote of the academy's general membership has been cast aside in favor of balloting by "selected and highly qualified members." This change was instituted to prevent block voting motivated by network allegiance.

**Friendly Unmoved** ▪ NBC and ABC TV networks and news divisions have endorsed the new selection system as well as CBS-TV, though CBS News still stands opposed to it. CBS News President Fred Friendly indicated last week that he has not changed his mind about the revised award structure since it was first announced last October. At that time Mr. Friendly referred to the provisions for selecting winners in the area of news and information as "vague, contradictory, and in general undisciplined" and "a grab bag out of which the academy blindly hopes it can pluck the right awards."

According to CBS News, it was asked by the academy to submit prints for screening by selection committees which might have led to the nomination of nine programs and six individuals. CBS News refused to offer the prints for screening and says it was then informed by the academy this would prevent any CBS News efforts from being nominated, which was the result.

Peter Cott, executive director of NATAS, explaining the academy stand last week, said viewing of potential nominations by award committees is "an integral part of the selection structure" and could not be sacrificed to accommodate the CBS News position.

**NBC Has Most** ▪ Irrespective of CBS News' absence from the list of nominees, NBC was clearly ahead in terms of the number of programs and individual performers nominated for Emmy awards.

In the area of individual achievement in entertainment programs NBC received 26 nominations; CBS, 12 and ABC, three. For program achievement, nine NBC programs are possible Emmy winners and two ABC programs were included.

In the news, public affairs, documentary and sports area three NBC programs and one ABC program were named and individual achievements in this field are represented by contributions in 10 NBC programs and five ABC shows.

Conceivably all nominees could be Emmy winners since they are not comparing a total of six pilot films for syndication in 1965-66. Mr. Pik was vice president and producer with Flamingo Films before reactivating Regent Pictures, a distribution company, in 1961.

## Program notes . . .

**Detective series** ▪ Steven Hill Productions, a division of Screen Gems, New York, in association with writer-producer-director Herb Leder, has obtained exclusive TV rights to all stories and other material published by Macfadden-Bartell, New York, in its *Official Detective, Master Detective* and *True Detective* magazines. The properties will be used as source material for a new TV series to be co-produced by Messrs. Hill and Leder, with Mr. Hill in a starring role. In addition Steven Hill Productions has sold to Screen Gems *The Masqueraders,* a proposed TV series based on the activities of the New York police.

**New opening** ▪ Chicago Sound Studios, 4849 North Western Avenue, Chicago, has opened as a fully equipped professional facility for the broadcast and recording fields. James Rhodes is manager and Malcolm Chisholm, formerly with Universal Recording, there, and United Recording in Hollywood, is chief engineer.

**Upcoming** ▪ The American Bar Association, Chicago, has announced a new series of five-minute radio programs, *The Living Law,* to show the application of law to situations in everyday life. It will be made available to stations in August through local bar associations.

**TV rep** ▪ An agreement has been signed by Frank Sinatra and Sinatra Enterprises for that firm to be represented exclusively in TV by John F. Duggan Enterprises.

**Local color** ▪ MCA TV Ltd., New York, has announced color production beginning this fall of *The Lloyd Thaxton Show,* now seen in 81 markets.

**All the games** ▪ WGN-TV Chicago has signed the Chicago Blackhawks professional hockey team for live coverage of all 35 road games during 1965-66 season, and the Stanley Cup playoffs, if the team makes them. This marks the first time all the Blackhawks' road games will be shown. At the end of the 1964-65 season the team took its games off free TV and put them on closed-circuit systems.

**New series** ▪ A first-run color syndicated series, *The Faces of Man,* is being placed into syndication Tuesday (July 6) by CBS Films. The 80 half-hour programs, produced in Europe, Asia, the Middle East and the Antarctic by CO-CO Television Productions, will be narrated by MacDonald Carey. It will be available in early October.

**Long distance talk** ▪ Triangle's WFIL Philadelphia has begun morning and afternoon talk programing which uses long-distance telephone as the medium for people-hunt and information-hunt formats. Known as *Morning Line* (6:30-10 a.m.) and *Afternoon Line* (4-6 p.m.), the programs include announcer phone calls across oceans, across the country or across town with such diverse objectives as learning why the stock exchanges quote prices in eights or how to cure hiccoughs. The shows are also said to include serious and controversial discussions.

**Spain today** ▪ Westinghouse Broadcasting Co. radio stations are presenting a 10-part news series on Spain (*Franco Spain: Europe's Gilt-Edged Question Mark*), prepared by London correspondent Jerry Landay, for broadcast either in one-day segments, half-hour programs, or over a 10-day period with repeated segments each day.

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peting against one another but against a standard of "excellence."

Presentation of the Emmy awards will be made on the Emmy telecast on NBC-TV Sept. 12 (10-11:30 p.m. EDT) —the night before all three TV networks start their new season schedules.

## Radio code mailing offers some Hope

A series of 11 spots, featuring Bob Hope, was sent to National Association of Broadcasters radio code members last week. The disk, with spots running 4 to 19 seconds, is the first in a planned series of personality promotion records for code subscribers.

Mr. Hope, who was recipient of the NAB's Distinguished Service Award in 1963, was described by Vincent Wasilewski, NAB president, and Howard Bell, code director, as one "whose generosity and sense of service to his own industry has made this record possible." In their cover letter to code subscribers, they added, that the "record will help fill the important need of informing your local public of the objectives of the radio code."

One of the 10-second spots goes: "This is Bob 'Radio Code' Hope. This station is a code station. For you that

## Brennan to do Storer 'Freedom' series

Storer Broadcasting Co., in cooperation with the Freedoms Foundation at Valley Forge, Pa. has produced its fifth group of *Voices of Freedom* series. The group, which was scheduled to begin this past weekend on the seven Storer stations, consists of 26-one minute capsule radio programs.

The programs, which are offered free to radio and television stations in the past have been carried by more than 600 stations. They include material chosen by the Freedoms Foundation from entries submitted for awards and from writing of famous Americans.

This year's series features Walter Brennan and was produced by William J. Wheatley, program manager of WIBG Philadelphia with Bill Thompson, operations manager at KGBS Los Angeles in charge of taping.

With Mr. Brennan (c) are Stanton P. Kettler (l) executive vice president, and George B. Storer Jr., president of Storer Broadcasting Co.

means higher programing and advertising standards. Support the station that supports the radio code."

The spots were recorded at Mr. Hope's home studio in North Hollywood, Calif. His fee was donated to the United Cerebral Palsy Foundation.

### KRON-TV award winner

Winner of the Advertising Association of the West's Robert E. Mangan Award for public service campaign in 1964 was won by KRON-TV San Francisco, for its use of one-minute video spots featuring 10 actual high school dropouts. The announcement was made last week at the Annual AAW convention in Honolulu along with awards for other radio and television categories (BROADCASTING, June 28). Second and third place went to print ads.

## INTERNATIONAL

# The rising protests against Comsat rates

### RESENTMENT OVERSEAS STOPS SHORT OF BOYCOTT

A chorus of protests against the rates being established for use of the Early Bird communications satellite developed at the 16th session of the European Broadcasting Union in Venice, Italy, last week, but the critics stopped short of approving a boycott.

EBU President Johannes Broeksz of NRU, the Netherlands broadcasting service, reportedly asked union members to support a boycott of the Communications Satellite Corp. facility until European governments agree to discuss their rates for its use.

Representatives of the three U. S. television networks and of West German TV networks were said to have taken the position that they could not join a boycott but otherwise pledged their support to the fee-lowering objective.

A vote on a resolution to "independently" abstain from using Early Bird until the European government post offices discuss their charges received the support of broadcasters from all countries represented at the meeting except U. S. and German representatives.

American broadcasting officials at the meeting were James T. Larkin, director of business affairs for ABC International Television; George Graham, vice president in charge of NBC's Enterprises Division, and Merle Jones, president of CBS Television Stations Division.

**All Rates Hit** ▪ Rates already established by Comsat came under fire along with those reportedly being planned by the European postal authorities.

Discontent of U. S. broadcasters was pointed up again in a message delivered to the international session for American Broadcasting Companies President Leonard H. Goldenson. He charged Comsat and its international partners with publicizing a "threshold of true international television," then blocking the threshold with prohibitive rates. Mr. Goldenson said the minimum charge period of 30 minutes for the satellite is "grossly excessive."

He asked for a joint conference of American and European authorities to "re-examine" their rate proposals and suggested this meeting be followed by a session with broadcasters to determine if their proposals are "economical and suitable."

Network news departments have continued to use the Early Bird satellite but sparingly.

**Still Free** ▪ Meanwhile, following protests by the international carriers at the FCC's decision to permit television networks to deal directly with Comsat on a temporary basis, Comsat asked and the FCC approved a continuance of the free service by Early Bird by Comsat until July 8.

The carriers—AT&T, ITT Worldwide, Western Union International and RCA Communications—objected strenuously to the commission's decision to permit the TV networks to deal directly with Comsat, even temporarily. The commission could have, they said, permitted all the carriers to serve the TV networks on a temporary basis without raising "serious new issues."

Although the no-charge policy for TV will continue for another week, Comsat has asked the television networks, it's understood, not to ask for satellite circuits except for major news stories.

Other highlights of the Comsat week, which saw commercial telephone and telegraph service begin June 28:

▪ The protests against Comsat's alleged high rates for TV service, filed by all three of the TV networks, has been made part of a hearing before an FCC examiner. It is, however, well down on the list of issues; priority has been given to certain sections of the Comsat tariffs which the FCC suspended. These cover charges, practices, classifications, in connection with leasing of voice grade channels by Comsat to common carriers.

▪ An application to be considered as an authorized entity was filed by the International Educational Broadcasting Corp. (a subsidiary of the Mormon Church) which is the licensee of WRUL New York, a commercial shortwave international broadcast station.

▪ Comsat has asked the FCC for permission to assemble a third Early Bird which could be used as a backup for a second Early Bird, already assembled and planned for station over the Atlantic Ocean as a supplement for the first Early Bird, or as a first Early Bird over the Pacific Ocean. Early Bird II may be launched late this year, or early next year.

## Early Bird carries Kraft overseas broadcast

The Kraft Foods Co. and its agency, the J. Walter Thompson Co., claimed a number of television "firsts" last week when Kraft bought time for a 30-minute TV program relayed via the Early Bird satellite to Switzerland.

The closed-circuit program traveled last Tuesday (June 29) from New York to Burgenstock, Switzerland, where Kraft was terminating its annual International Management Conference. The telecast, headlined by Perry Como, was said to be the first commercial use of Early Bird, the first transmission of a TV commercial from the U. S. to Europe and the first staging of an international business conference in this medium.

The program, arranged by JWT, originated in a studio of the Sports Network Inc. in New York.

The program consisted of several songs by Mr. Como; the showing of four 20-second Kraft commercials in English, French, German and Italian, and talks by Norman Strouse, board chairman of JWT, and J. Huber Wetenhall, president of National Dairy Products Corp., of which Kraft Foods is a division.

# To what lengths must a cable manufacturer go to prove his product is better?

## As long as the distance between your amplifiers-even up to one-half mile continuous lengths.

When Times Wire and Cable decided to build a CATV cable to outdistance any other in length and performance, we really went all the way: We built a cable that can span the entire distance between your amplifiers.

However, it's not just that Times JT-1000 CATV cable is longer that makes it better. It's also continuous. It's seamless for the entire length. And it's aluminum. Put them all together and you have *continuous seamless aluminum tube sheath CATV cable* in lengths up to ½ mile long—a feat nobody else has yet been able to match!

Here's what these new longer lengths mean to your CATV operations:

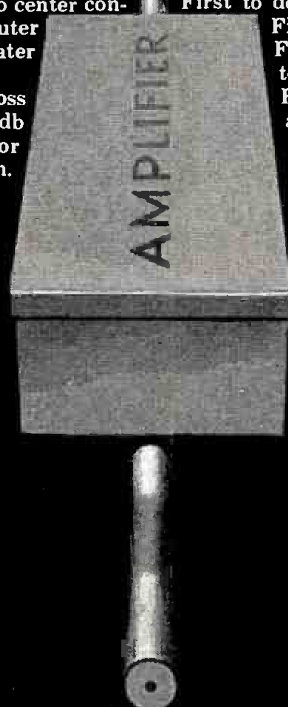
- **Easily saves you 10% installation and shipping costs.** Longer lengths mean fewer splices—8% saved. Another example: Only 1 reel needed for 2,500 feet of cable instead of 1 reel for each 1,000 feet—another 2% saved.
- **Times seamless cable is waterproof.** Puncture it, splice it, apply as many pressure taps as you like. Water vapor and/or water can't travel in Times self-sealing solid sheath cable. Complete dielectric adhesion to center conductor and complete compression seal to outer conductor eliminate longitudinal vapor or water paths.
- **Times cable gives you minimum return loss guarantee.** Your choice of guaranteed 26 db or 30 db minimum return loss—a must for minimum ghosting, true color reproduction.
- **Increases profit by decreasing splices and scrap.** Fewer splices mean less material wasted (fewer tailings), less maintenance needed, too. Less maintenance means less labor cost and more profit.

And don't forget: long after so-called economy cable has been replaced (it starts deteriorating the day you install it), Times continuous seamless aluminum tube sheath CATV cable will still be a top performer, keeping pace with your system's planned potential.

There you have it: the longer the cable, the fewer the splices, the lower the maintenance, the better the performance... and the higher the profits. Times did it all, with its new longer CATV cable... and we're shipping it right now!

***Presenting the Times Family of Firsts— The Standards of the CATV Industry...***

First to design a long-life cable specifically for CATV.
First with foam dielectric cables for CATV.
First with cable that made all-band CATV systems economically feasible.
First to offer 26 db minimum return loss guarantee for CATV.
First again with ½ mile lengths of seamless aluminum sheath CATV cable.

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# Color sales spur all electronics

### EIA told product sales will total $16.9 billion with consumer group climbing an estimated 13% in 1965

Consumer electronic products, spurred by the accelerating sales of color television, will show the biggest growth rate of all product categories this year, according to data reported last week in Chicago before the annual convention of the Electronic Industries Association.

With factory sales of all electronic products expected to hit a record high of $16.9 billion, up 4.7% over 1964, the consumer product group will jump 13% this year to a high of $3.35 billion, it was disclosed in the annual report of EIA's president, Dr. Harper Q. North, vice president for research and development of TRW Inc. Dr. North also was elected EIA president for a second year.

"With the excise tax off, color television sales this fall and winter apparently will be limited only by the number of color tubes available," Dr. North said. "Even so," he noted, "more than two million are expected to be shipped by manufacturers compared with 1.4 million in 1964."

The EIA board Thursday voted to inform the Senate Commerce Committee that industry is just as concerned as the FCC about the growing problem of spurious radiation interference to communication and believes "realistic" regulation is needed. The EIA, however, will ask the committee to delay action on the proposed FCC sponsored bill (S1015) pending cooperative efforts of industry with the FCC to explore alternative methods to achieve the same results.

**Has Authority** ▪ The FCC already has authority to control radiation by devices using the radio spectrum. Its proposed new legislation would extend such control to include all electrical products, meaning even electric blankets and toothbrushes, and the point of enforcement would be shifted from the user to the manufacturer, the EIA explained.

The consumer products division last week also spent considerable time on the international battle over color TV engineering standards, especially in view of reports of French attempts to give transmitters and home receivers to Argentina for free trial of its color system (Secam) there. The move puts U. S. business into a political war with a foreign government, it was noted, and perhaps some form of aid by the U. S. government might be needed to meet the challenge and save the export market potential.

The division recommended that the EIA board appoint a top management committee from industry to work with government on the educational problems involved in answering such threats as the French propaganda move.

The consumer products division also met Thursday with manufacturers from the magnetic recording products field concerning plans to implement the recently approved merger of the Magnetic Recording Industries Association into the EIA. The former MRIA members will comprise a new magnetic tape equipment subdivision of the consumer products group and some 30 U. S. firms are eligible to join this unit. Besides audio tape makers the unit also will cover home video recorder manufacturers.

In view of the dealer reaction to the radio-TV and phonograph manufacturing exhibits at the 64th annual National Music Show held last week in Chicago concurrent with the EIA convention for the first time, the EIA said it will participate in the music show again next year in cooperation with its original sponsor, the National Association of Music Merchants. There was a record attendance of over 16,000 at the music show with some 7,000 products displayed by over 360 firms from 20 countries.

## EIA set sale figures for 1st quarter

The sale of black-and-white TV sets to distributors by manufacturers for the first three months of the year has slipped slightly, although total sales and production of monochrome and color TV continues up.

Sales and production of radio, however, climbed during the first quarter of the year compared to the same period last year.

Color TV production for the three months totaled 502,857, compared to the 1964 quarter's 286,227. Production of FM sets also went up: 693,560 for the period this year compared to 391,936 for the same quarter last year.

Sales and production for the first 1965 quarter, as reported by the Electronic Industries Association:

| Period | Television (Monochrome) | Television (Color) | Radio (Total) | Radio (With FM) |
|---|---|---|---|---|
| SALES | | | | |
| Jan.-March 1965 | 1.904,302 | ........ | 2,641,069* | ........ |
| Jan.-March 1964 | 1,920,363 | ........ | 1,978,911 | ........ |
| PRODUCTION | | | | |
| Jan.-March 1965 | 2,089,041 | 502,857 | 5,833,492** | 693,560 |
| Jan.-March 1964 | 2,074,172 | 286,227 | 4,420,255 | 391,936 |

*Excludes auto radios.
**Includes auto radios amounting to 2,594,722 in 1965 quarter compared to 2,088,811 in 1964 three months.

## Arkansans oppose CATV grade B curbs

Although admitting that some form of regulation is needed for community antenna TV systems, the Arkansas Broadcasters Association has gone on record opposing protection of grade B signals carried on a CATV system.

The 10-member ABA board voted unanimously in favor of a resolution expressing its concern over the FCC's proposed regulations of CATV. The resolution noted that the proposed carriage requirements "will have the effect of prohibiting the reception and distribution of signals from the capital city [Little Rock] of our state in the more remote areas of the state. Instead the CATV operators will be required to receive distant signals of out-of-state stations. This will deprive many Arkansas residents of satisfactory coverage of news and other matters of statewide concern broadcast only over Arkansas stations."

Robert Wheeler, KHOZ-AM-FM Harrison, president of the ABA, said there was no opposition to protecting co-located or grade A signals, but the blanket protection of grade B's would be troublesome in Arkansas where Missouri, Oklahoma, Texas, Mississippi, Tennessee or Louisiana signals would have to be protected before stations within the state.

Mr. Wheeler said he is part owner of four CATV systems in Arkansas, but that no other board member has any CATV interests. He said the board prefers congressional legislation to FCC regulation in this field.

## Sony to import VHF sets for monitoring

The FCC last week waived its all-channel TV set rules for Sony Corp. of America to permit the Japanese-based electronics manufacturer to import up to 3,000 VHF-only five-inch TV receivers which had been ordered by an unidentified TV network.

A condition of the waiver, according to the commission, is that the network use the VHF sets only as video monitors, as proposed, subject to no resale to the public, and other conditions. Also, that the sound producing capabilities of the receivers be removed prior to leaving Japan.

The all-channel law requires that all TV sets manufactured for interstate commerce in the U. S. after April 30, 1964, or imported after that date, be capable of receiving all 83 channels in the VHF and UHF bands.

## DeLuxe Labs prepares for color increase

With an eye to the problems that film processors may have in handling the tide of color work in the fall (CLOSED CIRCUIT, May 31), DeLuxe Laboratories has ordered $250,000 worth of color printing and development equipment.

In making the announcement, G. Carleton Hunt, president of the processing firm that has plants in New York, Hollywood, Chicago and Toronto, said that DeLuxe was tooling up "well beyond the known fall requirements. We expect the coming TV season to show a much more rapid increase in the use of color than is reflected in the present fall schedules."

More than 80% of the new equipment will be installed at the company's two Hollywood plants, General Film Laboratories and DeLuxe Western Avenue. A subsidiary of 20th Century-Fox, DeLuxe purchased General Film Laboratories in late 1964.

# New way to warn of attacks

## Alerting system, to be tested by Office of Civil Defense will turn radio-TV receivers on and keep them on

Another step has been taken to establish a public alerting system, in case of nuclear attack, using home radio and television receivers.

Mr. DeWitt

Transmitting standards for triggering AM, FM and TV sets were adopted last week by the National Industry Advisory Committee, an FCC - sponsored group representing all segments of the communications and broadcasting industries.

The standards—a "two-tone, latching" system—will be tested soon in cooperation with the Office of Civil Defense. The standards were the result of studies made by a NIAC working group headed by John A. DeWitt, WSM-AM-TV Nashville.

Under the proposed alerting system, broadcast stations will transmit the two tones (still to be chosen) which will trigger AM, FM and TV sets by closing the circuit between the set chassis and the loudspeaker. A two-tone system was recommended, it was explained, to overcome the possibility that a receiver might be triggered accidentally by a single tone.

Under the latching system, the tones turn on a receiver and are then withdrawn from the broadcast. The set remains on thereafter, which has brought up one drawback: what happens in homes where residents are away for a considerable length of time? An educational program will be necessary, it is believed, to instruct people to disconnect their radio or TV sets when they are gone for a considerable period.

Among other items discussed at the two-day NIAC meeting in Washington last week:

- During a discussion on the adoption of a campaign to educate the public about the Emergency Broadcast System (EBS), a barrier was discovered. This is the regulation which forbids an EBS station to identify itself as such. When the EBS was organized in 1964, this prohibition was imposed to prevent EBS stations from gaining any commercial advantage by publicizing their participation in the program. A committee was named to look into this problem; it consists of Lee Otis, CBS; Arthur Barriault, NIAC; Cecil Sansbury, WHP Harrisburg, Pa., and Russell Tornabene, NBC.

- Plans for the operation of state emergency broadcast systems were accepted on an interim basis from state industry advisory committees. NIAC also called on the FCC to refuse any plan calling for nighttime operation of a daytime station until after an engineering study by the commission's Office of Emergency Communications.

- Programing priorities for emergencies were changed to reverse state and local programing positions. As before, presidential messages take priority number one; then state, local and finally national and regional programing and news.

- The Office of Civil Defense, a unit within the Department of the Army, reported that by June 30, 658 standard broadcast stations had fallout protection. This program is underwritten by the Office of Civil Defense through the U. S. Army's Corps of Engineers, and also includes standby generators for emergency use, and communications equipment to maintain circuits with local and state OCD operating centers.

- A working group was established to look into the possible use of EBS to warn the public of floods, hurricanes, tornadoes or other disasters. Lester G. Spencer, WKBV Richmond, Ind., was named chairman of this group.

- Coordination with Canada's Department of Transport has resulted in approval of plans for 385 standard broadcast stations which will operate in a manner differing from their authorized operation, including night operation by daytime stations or changes in directional patterns. Canadian officials also said that as that country's emergency broadcast system develops, the U. S. may be asked to concur to an increase in nighttime facilities of certain key Canadian emergency stations.

## Technical topics . . .

**On the job** ▪ The Log Watch, designed to remind station personnel that meter readings must be taken, is available from The Log Watch, Box 508, Pocahontas, Ark. The unit, which lists for

$69.50, features a light and/or alarm switch, and reset button. Once it is set, it operates in 30-minute cycles around the clock.

**More color** ▪ By January 1967, all four Scripps-Howard Broadcasting Co. TV stations will be equipped with RCA color facilities, Jack R. Howard, president, announced last week. This month, WCPO-TV Cincinnati will begin its color operations for films and slides. The other Scripps-Howard Group stations to be supplied with full color are: WEWS (TV) Cleveland, WMCT(TV) Memphis, and WPTV(TV) West Palm Beach, Fla.

**Color boost** ▪ WHDH-TV Boston, under a $570,000 equipment contract with RCA, New York, will change from three-tube color cameras to seven four-tube color units: four TK-42 live and three TK-27 color film cameras. Other equipment changes in the RCA contract include upgrading of two TR-22 TV tape recorders to high-band color operation, and addition of one TK-22 monochrome film camera chain.

**Quality check** ▪ The Eastman Kodak Co., Rochester, N. Y., has available a kit for checking the quality of processing of 16 mm Eastman Tri-X reversal film. The kit includes a roll of black-and-white Tri-X film and a properly processed control strip. A length of film from the roll is run through the processing machine and the results are then compared with the control strip.

**CATV cable substitute** ▪ Kaiser Aerospace & Electronics, Phoenix, is producing a newly designed coaxial line simulator for the testing and alignment of signal amplifiers along CATV lines. The two models of the pen-sized unit can be substituted respectively for 20-25 db of 75 ohm coax at channel 13 with smooth response throughout the 50-250 mc range.

**Audio console** ▪ Rust Corp. of America, Cambridge, Mass., has made available a solid-state audio console, AC8A-2S, which handles AM, FM and FM multiplex channels, accepting up to 24 separate audio sources in broadcast operations. All transistors in the circuits are made from silicon planar types.

**New alarm facilities** ▪ Hughey & Phillips Inc. has announced its complete new line of tower obstruction lighting control and lamp failure alarm units. New and exclusive alarm facilities to minimize any potential liabilities due to air hazards are incorporated in the units, according to the company. Bulletin HPS-181 with complete descriptions is available from Hughey & Phillips at 3050 North California Street, Burbank, Calif. 91503.

# MPATI denied UHF petition

### Air school service told it can ask regular channels elsewhere in spectrum

The FCC last week formally denied the petition of the Midwest Program for Airborne Television Instruction Inc. for authority to operate its air-to-ground educational system on six UHF channels on a regular basis.

But it said it would accept MPATI applications for regular operation on six channels in the instructional fixed service (2500-2690 mc).

The commission also authorized MPATI to continue its experimental operation on channels 72 and 76 until the end of the 1969-70 school year to amortize present equipment.

The decision was foreshadowed May 13, when the commission announced it had instructed its staff to draft an order denying the MPATI petition (BROADCASTING, May 17).

The commission decision was taken on a 6-1 vote with Commissioners Rosel H. Hyde, Lee Loevinger, Robert T. Bartley, Robert E. Lee and James J. Wadsworth in the majority and Chairman E. William Henry concurring in the result. Commissioner Kenneth A. Cox dissented.

The commission said it had "reluctantly" decided to deny MPATI's application for regular operation on channels 72, 74, 76, 78, 80 and 82. It said MPATI has provided "quality instructional material at relatively small cost" to the schools it serves in six Midwest states.

**Determining Factor** ▪ But the controlling factor in the commission's decision was "efficient utilization of the frequency spectrum." The commission said that "the impact of deleting six channels from the UHF band can be substantial. Over one-fifth of the technically available UHF assignments in the area would be lost if MPATI were given channels in this band."

The commission said it had determined that MPATI operation in the 2500-2690 mc/s band is technically feasible. "On balance, therefore, although the costs are higher and the inauguration of additional service would be delayed, provision should be made in this band for MPATI operation in the Midwest area in order to preserve the valuable UHF television frequencies for ground-based service."

The commission acknowledged that the MPATI airborne transmitters are not "fixed" in the "usual sense of the term," but said they could be covered by the rules. The commission noted that the transmitters are operated while the D-C6 carrying them is flying a "holding pattern" over a fixed location "and this corresponds closely enough to the concept of the fixed service."

"The rules governing the instructional TV fixed service place no absolute limit on power and antenna height," the commission added. The plane circles at 23,000 feet over Montpelier, Ind.

The airborne service, begun by Purdue University in 1959, is owned and managed by the 1,800 schools and colleges it serves in Illinois, Indiana, Kentucky, Michigan, Ohio and Wisconsin.

The commission was lavish in its praise of the MPATI service. It said MPATI has served many schools which could not otherwise afford educational television and has contributed significantly to the development of cooperative instructional techniques.

## NAB preparing for loudness tests

A series of audio level tests, in an attempt to find an answer to the problem of loud or unbalanced commercials, will be conducted during July by the Weaver Recording Co., Harrisonburg, Va., under National Association of Broadcasters auspices.

An NAB engineering subcommittee met in Harrisonburg last week to set the criteria for the tests. Among the areas to be studied are effects of compression, various equalizations, different degrees of reverberation and clipping on recordings made for on-air use (BROADCASTING, May 31).

Vincent T. Wasilewski, NAB president, said last week that another engineering subcommittee will be named to set standards for a new VU meter. One new model has been submitted to the association's Engineering Advisory Committee for consideration.

## RCA expands color capacity

RCA Broadcast & Communications Products Division, with reported $20 million backlog of orders for new four-tube color-TV cameras, has announced plans for expanding its Camden, N. J., production facilities.

Two weeks ago RCA had revealed its $50 million expansion program to raise output of color-TV receiving tubes at its Indiana and Pennsylvania plants (BROADCASTING, June 21). RCA expects to ship more than 225 live and film color cameras before 1965 is over. The new live color units cost approximately $70,000.

# ON THE NETWORKS THIS SUMMER

*Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: (C), color; sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships; cont., continued. All times Eastern. Showsheets are published in the first issue in each quarter.*

## SUNDAY MORNING

### 10 a.m.-Noon

ABC-TV 10-11 No network sevice: 11-11:30 *Beany & Cecil*, part.; 11:30-12 *Bullwinkle*, part, (10-10:30 *Annie Oakley*, part; 10:30-11 *Beany & Cecil*, part.; 11-11:30 *Bullwinkle*, part; 11:30-12 *Discovery*, part—all start 9/26).

CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.; 11-11:30 *Camera Three*, sust.; 11:30-12 No network service.

NBC-TV No network service.

## SUNDAY AFTERNOON-EVENING

### Noon-1 p.m.

ABC-TV 12-12:30 *Discovery*, part; 12:30-1 No network service.

CBS-TV 12-12:30 No network service; 12:30-1 *Face the Nation*, sust.

NBC-TV No network service.

### 1-2 p.m.

ABC-TV 1-1:30 No network service; 1:30-2 *Issues and Answers*, sust.

CBS-TV 1-5 *CBS Summer Sports Series*. part.

NBC-TV 1-1:30 No network service; 1:30-2 Religious programs & public affairs, part.

### 2-5 p.m.

ABC-TV 2-4 No network service; (4-4:30 *Range Riders*, part.; 4:30-5 *Topper Cartoon Festival*—both start 9/26)

CBS-TV *CBS Summer Sports*, cont.

NBC-TV 2-3 No network service; 3-4 *Sunday*, part.; 4-5 No network service.

### 5-6 p.m.

ABC-TV No network service.

CBS-TV 5-5:30 *Zoorama*, part; 5:30-6 *Amateur Hour*, J. B. Williams.

NBC-TV No network service.

### 6-7 p.m.

ABC-TV No network service.

CBS-TV 6-6:30 *Twentieth Century*, Prudential; 6:30-7 *World War I*, part.

NBC-TV 6-6:30 *Meet the Press* (C), co-op part.; 6:30-7:30 *NBC Sports in Action*, part.

### 7-8 p.m.

ABC-TV 7-7:30 No network service; 7:30-8:30 *Wagon Train*, part. (*Voyage to the Bottom of the Sea* [C], part—starts 9/19).

CBS-TV 7-7:30 *Lassie*, part.; 7:30-8 *My Favorite Martian* (C), Kellogg, Toni.

NBC-TV 7-7:30 *NBC Sports in Action* cont.; 7:30-8:30 *Walt Disney's Wonderful World of Color* (C), Eastman Kodak, Ford, RCA.

### 8-9 p.m.

ABC-TV 8-8:30 *Wagon Train*, cont.; 8:30-9 *Broadside*, part. (*The FBI Story* [C], Ford, Alcoa, American Tobacco—starts 9/19).

CBS-TV *Ed Sullivan*, Pillsbury, P. Lorillard, Whitehall, Lever (Rem. Rand, Burlington Mills—start 9/19).

NBC-TV 8-8:30 *Walt Disney*, cont.; 8:30-9 *Buckskin*, P&G (*Branded* [C], P&G—starts 9/20).

### 9-10 p.m.

ABC-TV 9-11 *Sunday Night Movie* (C). part.

CBS-TV *Twilight Zone*, part.; (*Perry Mason*, part.—starts 9/19).

NBC-TV *Bonanza* (C), Chevrolet.

### 10-11 p.m.

ABC-TV *Sunday Night Movie*, cont.

CBS-TV 10-10:30 *Candid Camera* part.; 10:30-11 *What's My Line*, part.

NBC-TV *The Rogues*, part. (*The Wackiest Ship in the Army* [C], part—starts 9/19).

### 11-11:15 p.m.

ABC-TV *Bob Young with the News*, part.

CBS-TV *CBS News with Harry Reasoner*, Whitehall, Carter.

NBC-TV No network service.

## MONDAY-FRIDAY

### 7-10 a.m.

ABC-TV No network service.

CBS-TV 7-8 No network service; 8-9 *Captain Kangaroo*, part.; 9-10 No network service.

NBC-TV 7-9 *Today*, part.; 9-10 No network service.

### 10-11 a.m.

ABC-TV No network service.

CBS-TV 10-10:30 *CBS News with Mike Wallace*, part.; 10:30-11 *I Love Lucy*, part.

NBC-TV 10-10:25 *Truth or Consequences* (C), part.; 10:25-10:30 *NBC News Morning Report*, Gen. Mills, Bristol-Myers; 10:30-10:55 *What's This Song*, part.; 10:55-11 *News Morning Report*, Gen. Foods, Leeming.

### 11 a.m.-Noon

ABC-TV 11-11:30 No network service; 11:30-12 *Price Is Right*, part.

CBS-TV 11-11:30 *Andy of Mayberry*, part.; 11:30-12 *The McCoys*, part.

NBC-TV 11-11:30 *Concentration*, part.; 11:30-12 *Jeopardy* (C), part.

### Noon-1 p.m.

ABC-TV 12-12:30 *Donna Reed Show*, part.; 12:30-1 *Father Knows Best*, part.

CBS-TV 12-12:25 *Love of Life*, part.; 12:25-12:30 *News*, part.; 12:30-12:45 *Search for Tomorrow*, P&G; 12:45-1 *Guiding Light*, P&G.

NBC-TV 12-12:30 *Call My Bluff* (C), part.; 12:30-12:55 *I'll Bet* (C), part.; 12:55-1 *News*, Gen. Mills.

### 1-2 p.m.

ABC-TV 1-1:30 *Rebus*, part.; 1:30-2 No network service.

CBS-TV 1-1:30 *Sunrise Semester*, sust.; 1:30-2 *As the World Turns*, P&G, part.

NBC-TV 1-1:30 No network service; 1:30-1:55 *Let's Make a Deal* (C), part.; 1:55-2 *News*, Clairol.

### 2-3 p.m.

ABC-TV 2-2:30 *Where the Action Is*, part.; 2:30-2:55 *Flame in the Wind*, part.; 2:55-3 *News with the Woman's Touch*.

CBS-TV 2-2:30 *Password*, part.; 2:30-3 *Art Linkletters House Party*, part.

## Specials in July, August and September

ABC-TV

July 31: 11 a.m.—noon.
*U. S.—Russian Track Meet*, Goodyear, Hughes Aircraft.
Aug. 1: 11 a.m.—noon.
*U. S.—Russian Track Meet* (see July 31).
Aug. 1: 5-6 p.m.
*Thunderbird Golf Tournament*, Ford.
Aug. 6: 10 p.m.—conclusion.
*1965 College All-Star Game*, Allstate, Pabst, Goodyear, Gillette, R. J. Reynolds, Humble.
Aug. 10: TBA
*GT-5*
Aug. 14. 5-6:30 p.m.
*PGA Championship*, Goodyear, R. J. Reynolds, Texaco, Miller Brewing.
Aug. 15: 4-6 p.m.
*PGA Championship* (see Aug. 14).
Aug. 29: 4-6 p.m.
*American Golf Classic.*
Sept. 7-8 p.m.
*Hercules*, Cracker Jack, Norwich Pharm., Shulton.

CBS-TV

July 24: 10-11:30 p.m.
*Miss Universe Beauty Pageant.*

NBC-TV

July 13: 1:45-4:30 p.m.
*All-Star Baseball Game* (C), Gillette, Chrysler.
Aug. 8: 2 p.m.—conclusion.
*AFL Exhibition Football.*
Aug. 13: 10-11 p.m.
*International Beauty Pageant*, Colgate.
Aug. 15: 3:30 p.m.—conclusion.
*AFL Exhibition Football.*
Aug. 21: 2 p.m.—conclusion.
*AFL Exhibition Football.*
Aug. 22: 4:30—conclusion.
*AFL Exhibition Football.*
Sept. 7: 7:30—11 p.m.
*American White Paper*, Eastern Air Lines.
Sept. 12: 7:30-8:30 p.m.
*Ringling Bros.—Barnum & Bailey Circus.*
Sept. 12: 10-11:30 p.m.
*Emmy Awards*, Libby, Wolverine.

NBC-TV 2-2:30 *Moment of Truth*, part.; 2:30-3 *The Doctors*, Colgate-Palmolive, part.

### 3-4 p.m.

ABC-TV 3-3:30 *General Hospital*, part.; 3:30-4 *The Young Marrieds*, part.
CBS-TV 3-3:25 *To Tell the Truth*, part.; 3:25-3:30 *CBS News with Douglas Edwards*, American Home, Gen. Mills; 3:30-4 *Edge of Night*, P&G, part.
NBC-TV 3-3:30 *Another World*, 3:30-4 *You Don't Say* (C), part.

### 4-5 p.m.

ABC-TV *Trailmaster*, part.
CBS-TV 4-4:30 *The Secret Storm*, part.; 4:30-5 *The Jack Benny Daytime Show*, part.
NBC-TV 4-4:25 *Match Game*, part.; 4:25-4:30 *News*, Gen. Mills; 4:30-5 No network service.

### 5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:10 *News*, sust.; 5:10-6 No network service.
NBC-TV No network service.

### 6-7:30 p.m.

ABC-TV 6-6:45 No network service. 6:45-7 *Peter Jennings with the News*, part.
CBS-TV 6-6:30 No network service; 6:30-7 *CBS News with Walter Cronkite* (1st feed), part.; 7-7:30 *CBS News with Walter Cronkite* (2d feed), part.
NBC-TV 6-6:30 No network service; 6:30-7 *Huntley-Brinkley Report* (1st feed), part.; 7-7:30 *Huntley-Brinkley Report* (2nd feed), part.

### 11 p.m.-1 a.m.

ABC-TV 11-11:15 No network service; 11:15 p.m.-1 a.m. *ABC Nightlife*, part.
CBS-TV No network service.
NBC-TV 11-11:15 No network service; 11:15 p.m.-1 a.m. *Tonight* (C), part.

## MONDAY EVENING

### 7:30-9 p.m.

ABC-TV 7:30-8:30 *Voyage to the Bottom of the Sea*, part.; 8:30-9 *No Time for Sergeants*, L&M; Schick Safety Razor, (7:30-8:30 *Twelve O'Clock High*, part.; 8:30-9 *The Legend of Jesse James*, part.-both start 9/13)
CBS-TV 7:30-8 *To Tell the Truth*, Am. Home, R. J. Reynolds; 8-8:30 *I've Got a Secret*. Gen. Foods, Toni; 8:30-9 *Summer Playhouse*, Gen. Foods. (8:30-9 *The Lucy Show* [C], Gen. Foods—starts 9/13).
NBC-TV 7:30-8 *Karen*, part.; 8-9 *The Man from U.N.C.L.E.*, part. (7:30-8 *Hullabaloo*, part; 8-8:30 *The John Forsythe Show* [C], Colgate; 8:30-9 *Dr. Kildare I* [C], part.—all start 9/13)

### 9-10 p.m.

ABC-TV 9-9:30 *Wendy and Me*, part. (9-9:30 *Shenandoah*, part.—starts 9/13) 9:30-10 *Farmer's Daughter*, L&M, Clairol (Johnson & Johnson eff. 9/13)
CBS-TV 9-9:30 *Glynis*, Gen. Foods. Lever; 9:30-10 *Danny Thomas Show*. Gen. Foods. (9-9:30 *Andy Griffith*. Gen. Foods; 9:30-10 *Hazel* [C], P & G, Philip Morris—both start 9/13)
NBC-TV *Winters Specials* (C), part. (*Andy Williams/Perry Como Specials* [C], Kraft —starts 9/13)

### 10-11 p.m.

ABC-TV *Ben Casey*, part.
CBS-TV *CBS News Programs*. part. (*Steve Lawrence* [C], part.—starts 9/13).
NBC-TV *Alfred Hitchcock*, part. (*Run for Your Life* [C], part.—starts 9/13).

## TUESDAY EVENING

### 7:30-9 p.m.

ABC-TV 7:30-8:30 *Combat*, part.; 8:30-9 *McHale's Navy*, R. J. Reynolds, Kellogg.
CBS-TV 7:30-8 No network service; 8-8:30 *Joey Bishop*, part.; (7:30-8:30 *Rawhide*, part—starts 9/14) 8:30-9:30 *Hollywood Talent Scouts*, Alberto-Culver, Lever, Philip Morris, Whitehall; (8:30-9:30 *Red Skelton Hour* [C], Amer. Home, Philip Morris, Alberto-Culver, Reynolds Metals—starts 9/14).
NBC-TV 7:30-8:30 *Mr. Novak*, part.; 8:30-9 *Moment of Fear*, part. (7:30-8 *My Mother the Car* [C], part.; 8-8:30 *Please Don't Eat the Daisies* [C], Lever, Speidel, Libby, 8:30-9 *Dr. Kildare II* [C], part—all start 9/14).

### 9-10 p.m.

ABC-TV 9-9:30 *The Tycoon*, part.; (9-9:30 *F Troop*, R. J. Reynolds, B-M, Quaker Oats —starts 9/14). 9:30-10 *Peyton Place*, part.
CBS-TV 9-9:30 *Hollywood Talent Scouts*, cont.; (9-9:30 *Red Skelton Hour*, cont.—starts—9/14); 9:30-10 *Petticoat Junction*, P G.
NBC-TV *Cloak of Mystery*, part. (9-11 *Tuesday Night at the Movies* [C], part—starts 9/14).

### 10-11 p.m.

ABC-TV *The Fugitive*, part.
CBS-TV *The Doctors & The Nurses*, part (*CBS Reports*, part.—starts 9/14).
NBC-TV *Hullabaloo* (C), part.; (*Tuesday Night at the Movies*, cont.—starts 9/14).

## WEDNESDAY EVENING

### 7:30-9 p.m.

ABC-TV 7:30-8 *Ozzie & Harriet*, Am. Gas. C-P, part.; 8-8:30 *The Patty Duke Show*, Gen. Mills, Breck, Sterling Drug; 8:30-9:30 *Shindig*, part. (8:30-9 *Gidget* [C], Armstrong, Menley James, Campbell Soup—starts 9/15).
CBS-TV 7:30-8 *Mr. Ed*, part.; 8-8:30 *My Living Doll*, part.; (7:30-8:30 *Lost in Space*, part.—starts 9/15), 8:30-9 *Beverly Hillbillies* (C), Kellogg, R. J. Reynolds.
NBC-TV *The Virginian* (C), part.

### 9-10 p.m.

ABC-TV 9-9:30 *Shindig*, cont.; 9:30-10:30 *Burke's Law*, part. (*The Big Valley* [C], part—starts 9/15).
CBS-TV 9-9:30 *Dick Van Dyke Show*, Lorillard, P&G; 9:30-10 *Our Private World*, P&G, (9-9:30 *Eddie Albert Show*, P&G. Gen. Foods; 9:30-10 *Dick Van Dyke Show*, Lorillard, P&G—both start 9/15).
NBC-TV 9-11 *Wednesday Night at the Movies*, part. (*Bob Hope Chrysler Theater* [C], Chrysler—starts 9/15).

### 10-11 p.m.

ABC-TV 10-10:30 *Burke's Law*, cont.; 10:30-11 *ABC Scope*, sust. (*Amos Burke Secret Agent* [C], part.—starts 9/15).
CBS-TV *Lucy-Desi Comedy Hour*, part; (*Danny Kaye* [C], part,—starts 9/15).
NBC-TV *Wednesday Movies*, cont. (*I Spy* [C], part.—starts 9/15).

## THURSDAY EVENING

### 7:30-9 p.m.

ABC-TV 7:30-8 *Jonny Quest* (C), part.; (7:30-8 *Shindig I*, part.—starts 9/16); 8-8:30 *The Donna Reed Show*, Singer, Campbell; 8:30-9 *My Three Sons*, Hunt Foods, Quaker Oats, part. (8:30-9 *O. K. Crackerby!*, B-M, Quaker Oats—starts 9/16).
CBS-TV 7:30-8 *The Munsters*, part.; 8-9 *Perry Mason*, P&G, Am. Tobacco, Sterling, Clairol; (8-8:30 *Gilligan's Island* [C], part.; 8:30-9 *My Three Sons* [C], Toni, Hunt—both start 9/16).
NBC-TV 7:30-8:30 *Daniel Boone* (C), part.; 8:30-9:30 *Dr. Kildare*, part. (8:30-9:30 *Laredo* [C], part.—starts 9/15.)

### 9-10 p.m.

ABC-TV 9-9:30 *Bewitched*, Chevrolet, Quaker Oats; 9:30-10 *Peyton Place*, part.
CBS-TV 9-9:30 *Password*, R. J. Reynolds, Bristol-Myers; 9:30-10 *Celebrity Game*, Reynolds Metals, Amer. Tobacco; (*Thursday Night Movies* [C], part—starts 9/16).
NBC-TV 9-9:30 *Dr. Kildare*, cont.; 9:30-10 *Hazel* (C), Ford, Lever; (9-9:30 *Laredo*, cont.; 9:30-10 *Mona McClusky* [C], part. —both start 9/16).

### 10-11 p.m.

ABC-TV *Jimmy Dean*, part.; (*The Long Hot Summer* [C], part—starts 9/16).
CBS-TV *The Defenders*, part.; (*Thursday Night Movies*, cont.—starts 9/16).
NBC-TV *Kraft Suspense Theater* (C), Kraft; (*Dean Martin* [C], part.—starts 9/16).

## FRIDAY EVENING

### 7:30-9 p.m.

ABC-TV 7:30-8 *Flintstones* (C), Best Foods, Welch, part.; 8-8:30 *FDR*, part.; (8-8:30 *Tammy* [C], part.—starts 9/17). 8:30-9 *Addams Family*, part.
CBS-TV 7:30-8:30 *Rawhide*, part.; 8:30-9 *Cara Williams Show*, part; (7:30-8:30 *The Wild West*, part; 8:30-9 *Hogan's Heroes* [C], Philip Morris, Gen. Foods—both start 9/17).
NBC-TV 7:30-8:30 *International Showtime*, part.; 8:30-9:30 *Bob Hope's Chrysler Theater* (C), Chrysler.; (7:30-8 *Camp Runamuck* [C], part.; 8-8:30 *Hank*, Bel Tel & part.; 8:30-9:30 *Convoy*, part.—all start 9/17).

### 9-10 p.m.

ABC-TV 9-9:30 *Valentine's Day*, part.; (9-9:30 *Honey West* [C], part—starts 9/17); 9:30-10 *Peyton Place III*, part.
CBS-TV 9-9:30 *Our Private World*, part; 9:30-10 *Vacation Playhouse*, Gen. Foods; (9-9:30 *Gomer Pyle, USMC*, Gen. Foods; 9:30-10 *Smothers Brothers*, Alberto-Culver, Amer. Tobacco—both start 9/17).
NBC-TV 9-9:30 *Bob Hope*, cont.; 9:30-10 *Jack Benny*, Miles, State Farm; (9-9:30 *Convoy*, cont.; 9:30-10 *Mister Roberts* [C] Lever, L&M—both start 9/17).

### 10-11 p.m.

ABC-TV *12 O'Clock High*, part.; (*Jimmy Dean*, part.—starts 9/17).
CBS-TV *Slattery's People*, part.
NBC-TV *Jack Paar* (C), part.; (*The Man from U.N.C.L.E.* [C], part.—starts 9/17).

## SATURDAY

### 8-10 a.m.

**ABC-TV** No network service.

**CBS-TV** 8-9 *Mr. Mayor*, part.; 9-9:30 *The Alvin Show*, part.; 9:30-10 *Tennessee Tuxedo*, DeLuxe, Gen. Mills.

**NBC-TV** 8-9 No network service; 9-9:30 *Topcat*, part.; 9:30-10 *The Hector Heathcote Show* (C), part.

### 10-11 a.m.

**ABC-TV** No network service; (10-10:30 *Shenanigans*, Milton Bradley; 10:30-11 *Beatles*, Quaker Oats, A. C. Gilbert—both start 9/25).

**CBS-TV** 10-10:30 *Quick Draw McGraw*, Mattel, Kellogg; 10:30-11 *Mighty Mouse*, part.

**NBC-TV** 10-10:30 *Underdog* (C), part.; 10:30-11 *Fireball XL-5* part.

### 11 a.m.-Noon

**ABC-TV** 11-11:30 *The New Casper Cartoon Show* (C) part.; 11:30-12 *Porky Pig* (C), part.

**CBS-TV** 11-11:30 *Linus the Lionhearted*, Gen. Foods; 11:30-12 *Jetsons*, part.

**NBC-TV** 11-11:30 *Dennis the Menace*, part.; 11:30-12 *Fury*, part.

### Noon-1 p.m.

**ABC-TV** 12-12:30 *Bugs Bunny*, part.; 12:30-1 *Hoppity Hooper*, DeLuxe, Gen. Mills.

**CBS-TV** 12-12:30 *Sky King*, Nabisco; 12:30-1 *My Friend Flicka*, DeLuxe.

**NBC-TV** No network service.

### 1-2 p.m.

**ABC-TV** *American Bandstand*, part.

**CBS-TV** 1-1:30 *I Love Lucy*, part.; 1:30-1:45 *CBS Saturday News*, Westinghouse; 1:45-4 *CBS Summer Sport Series*, part.

**NBC-TV** No network service.

### 2-5 p.m.

**ABC-TV** *Baseball*, part.

**CBS-TV** 2-4 *CBS Summer Sports*, con.; 4-6 No network service.

**NBC-TV** No network service.

### 5-7:30 p.m.

**ABC-TV** 5-6:30 *ABC's Wide World of Sports*, part.; 6:30-7:30 No network service.

**CBS-TV** No network service.

**NBC-TV** 5-5:45 No network service; 5:45-6 *Sportsman's Holiday*, G-E; 6-6:45 No network service; 6:45-7 *NBC News Saturday Report*; 7-7:30 No network service.

### 7:30-9 p.m.

**ABC-TV** 7:30-8:30 *The King Family*, part.; 7:30-8 *Shindig II*, part; 8-8:30 *King Family*, part—both start 9/18); 8:30-9:30 *The Lawrence Welk Show*, part.

**CBS-TV** 7:30-8:30 *The Al Hirt Show*, part; 8:30-9 *Gilligan's Island*, Philip Morris, P&G; (7:30-8:30 *Jackie Gleason's American Scene Magazine*, Philip Morris, Ralston; 8:30-9:30 *(Trials of O'Brien*, part—both start 9/18).

**NBC-TV** 7:30-8 *Flipper* (C), Mattel; 8-8:30 *Kentucky Jones*, Timex; 8:30-9 *Mr. Magoo* (C), Libby; (8-8:30 *I Dream of Jeannie*, part; 8:30-9 *Get Smart!* [C)], Lever, R. J. Reynolds—both start 9/18).

### 9-10 p.m.

**ABC-TV** 9-9:30 *The Lawrence Welk Show*, cont.; 9:30-10:30 *Hollywood Palace*, part.

**CBS-TV** *Secret Agent*, part.; (9-9:30 *Trials of O'Brien*, cont; 9:30-10 *The Loner*, Philip Morris. P&G—both start 9/18).

**NBC-TV** 9-11 *Saturday Night at the Movies* (C), part.

### 10-11 p.m.

**ABC-TV** 10-10:30 *Hollywood Palace*, cont.; 10:30-11 No network service; (10:30-11 *ABC Scope*, sust.—starts 9/18).

**CBS-TV** *Gunsmoke*, part.

**NBC-TV** *Movies*, cont.

### 11 p.m.-1 a.m.

**ABC-TV** 11-11:15 *Bob Young with the News*, part.; 11:15-1 No network service.

**CBS-TV** No network service.

**NBC-TV** 11-11:15 No network service; 11:15-1 *Tonight Show* (C), part.

## Sports specials series set

Four Star Television and Art Lieberman Productions Inc. will produce a group of sports film specials for network television, it was announced last week by Thomas McDermott, president of Four Star. The programs will incorporate new production and stock film footage of outstanding sports events. Currently in production by Lieberman is *Football, the Great Years*, which will be narrated by Frank Leahy, former Notre Dame coach.

## Request made to SEC for 2 major stock sales

Communications Industries Inc., Dallas, last week asked the Securities and Exchange Commission to register 100,000 shares of common stock to be offered for sale by present stockholders. The selling stockholders are Jerry S. Stover, corporate president, and Thomas J. McMullin, board chairman, who are each planning to sell 10,000 shares while Electro-Science Investors Inc. is selling 80,000 shares.

After the sale Mr. Stover will retain 101,216 shares, Mr. McMullin will retain 58,386 and Electro-Science will keep 22,268 shares. Electro-Science had acquired 83,334 shares through conversion of $100,000 in 5% convertible bonds last March.

Subsidiaries of Communications Industries design, manufacture and sell, among other things, UHF and VHF transmitters, receiving antennas and amplifiers along with microwave antennas, and remote control devices.

Reeves Broadcasting Corp., New York, also requested that the SEC register 150,000 shares of common stock to be offered for sale. The selling stockholders are General Radionics Corp.; Premier Investing Corp., owned by Richard Weininger, company director, and Ocean Freighting & Brokerage Corp., T. J. Stevenson, vice president, is also a member of the Reeves board of directors. Each is offering 50,000 shares for sale.

Reeves Broadcasting is a group broadcaster with sound recording and video-tape subsidiaries, and community antenna television systems. Hazard E. Reeves, board chairman owns 39% of Reeves Broadcasting. Last year Reeves gross operating revenue consisted of 49.6% from broadcasting, 44.1% from sound studios, 4.1% from CATV, and 2.2% from real estate ventures.

## Polaris sells back its KVPD agency

The sale of Klau-Van Pietersom-Dunlap Inc., Milwaukee advertising agency, to a number of its top executives and other employes was announced last week by the Polaris Corp., a holding company there which also has radio-TV station interests.

Polaris acquired the agency about three years ago and sells it back to its former owners headed by Raymond F. Gomber, president of KVPD. The price was not disclosed. Polaris continues as a client of KVPD.

F. S. Cornell, Polaris president, said the move is in line with the company's efforts to consolidate its financial position and the funds will be reinvested in the group's radio-TV stations as well as its warehousing properties and leasing operations. The Polaris stations: WTVW(TV) Evansville, Ind.; KTHI-TV Grand Forks and KCND-TV Pembina, both North Dakota; KXOA-AM-FM Sacramento and KPLS Santa Rosa, both California, and WKYW Louisville, Ky.

## Dye filing at SEC charges CBS wrongdoings

Medias Unlimited Inc. has filed with the Securities and Exchange Commission the booklet it mailed on June 24 to prospective participants in its attempt to take over control of CBS (BROADCASTING, June 28). The booklet, an SEC staff member said, is a revised version of one filed earlier this year (BROADCASTING, Feb. 22).

The group is headed by David W. Dye, Lubbock, Tex., businessman, who said he plans to gain control of CBS through solicitation of proxies. The June 24 mailing of 10,000 letters containing the purpose and plans of MUI was Mr. Dye's first step in the attempt to gain control.

The SEC said last Friday that it can neither approve nor disapprove Mr. Dye's plan since he has not yet begun to solicit proxy rights.

In the booklet, MUI cites testimony from Senate hearings on crime and violence on TV, adding that CBS-TV has exhibited too much crime, horror, brutality, sadism and sex.

MUI says in the booklet that CBS had allowed two pro-Castro agents to write and broadcast news over CBS radio and TV concerning Cuba and Castro. These two men, MUI added, founded and became the first national directors of the Fair Play for Cuba Committee.

The booklet quotes material published by the National Association for Better Radio and Television entitled "TV for the Family" which states that the *Jackie Gleason Show* is objectionable, specifically pointing out Mr. Gleason's tea cup and "show off" smoking habits.

Violence, prostitution and Kitty's establishment caused NAFBRAT to deem *Gunsmoke* objectionable, the MUI says.

Concluding, MUI asks for donations and the names of two people for nomination to the board of directors of CBS. Finally MUI says that no national medium would care to be the victim of a "full scale assault of MUI. This fact alone should enable us to attain many of our goals and purposes."

CBS said it will stand on a statement made two weeks ago that charges are untrue.

## Storer gets more time to buy Northeast

Storer Broadcasting Co., which acquired a 30-day option to acquire what could be 80% ownership of Northeast Airlines (BROADCASTING, June 7) has mutually arranged with Louis J. Hector, trustee for Hughes Tool Co. interests in the airline, for an extension of the option "for a short period of time."

At the time Storer announced that it had taken the option, it said the purchase was contingent on "an orderly and prompt adjustment of Northeast's debt." This is understood to be in the neighborhood of $40 million.

It was reported last week that substantial progress has been made in obtaining commitments for the necessary adjustment. The extension option was agreed upon to afford further opportunity for completion of this program, it was reported.

Storer plans to acquire 55% of Northeast's stock by purchasing 973,226 shares now held by Hughes Tool Co. for $6.30 a share. This totals $6.1 million. Storer also plans to buy $9.5 million worth of convertible debentures from Hughes, bringing total ownership to the 80% level.

## Older client spending cited in PKL growth

Papert, Koenig, Lois, New York, reports a net income increase of 26.2% for the first six months of 1965.

PKL said much of its growth in the first half of the year could be attributed to increased expenditures by older clients.

Six months ended May 31:

| | 1965 | 1964 |
|---|---|---|
| Earnings per share | $0.376 | $0.305 |
| Gross billings | 16,875,432 | 13,414,467 |
| Commissions and fees | 2,598,746 | 2,020,623 |
| Net income | 297,316 | 235,624 |

## BROADCAST ADVERTISING


Mr. Fondren


Mr. Thurm


Mr. Macdonald

**Lee Fondren,** station manager and director of sales, KLZ Denver, elected last week as chairman of Advertising Federation of America for 1965-66. Other officers elected are: **Sam Thurm,** VP, advertising, Lever Bros. Co., New York, and **Donald Macdonald,** director of advertising, Dow Jones & Co., New York, as vice chairmen; **Florence W. Goldin,** VP, Grey Advertising, New York, as secretary, and **Joseph Beech Jr.,** manager creative services, Procter & Gamble Co.. Cincinnati, as treasurer.

**Santo Crupi,** manager of Boston office; **Prem M. Kapur,** assistant eastern TV sales manager, and **Eugene Malone,** salesman and assistant sales manager for western stations, both New York; **Don Peterson,** manager of Des Moines, Iowa, office and **Bernard (Red) Slavin,** radio salesman in Chicago office, all named to H-R Representatives' and H-R Televisions' H-R Key Man Stock Participation Plan. Employe-stockholders of H-R now number 27.

**Rudolph C. Docterman,** art director at Clinton E. Frank, Chicago, named to similar post at Young & Rubicam, that city.

**V. T. (Pat) Finch,** in sales department of Hazel Bishop Inc., New York, named general sales manager. Mr. Finch previously served as general sales manager of Pepsodent division of Lever Bros. and as divisional sales manager of Procter & Gamble for 14 years.

**C. Haines Finnell,** director of marketing, Union Oil Co. of California, elected chairman of board of The Chalmers Co., Los Angeles advertising agency. He is also major stockholder in new agency, formed by **William A. Chalmers,** president and chief executive officer.

**Edward E. Everett,** VP of Life Insurance Co. of Carolina, joins local sales staff of WITN-TV Washington, N. C., as account executive.

**Robert Tore,** with Daniel & Charles and McCann-Erickson, both New York, named art director at Smith/Greenland Co., that city.

**Carroll R. Layman,** formerly with George Ray Hudson Advertising and Harrington, Righter & Parsons, both Chicago, joins W. B. Doner & Co., there, in new position of director of client services.

**George R. Zimbelman** joins Leo Burnett Co., Chicago, as copy supervisor, and **John W. Lanigan** and **Paul R. Pavlinek** join agency as account executives. Mr. Zimbelman earlier was TV creative director at Campbell-Mithun, Minneapolis. Mr. Lanigan was with Kitchens of Sara Lee and Mr. Pavlinek was advertising director of Norge Sales Corp.

**Roy E. Bishop** joins creative staff of Waldie & Briggs, Chicago, as copywriter. He was with Biddle Co., Bloomington, Ill.

**Irving J. Rosenbloom,** who has resigned as board chairman of Rosenbloom/Elias & Associates, Chicago, joins Arthur Meyerhoff Associates, there, as senior VP and member of plans board.

**David K. Robson,** formerly with McCann-Erickson, Chicago, joins Earle Ludgin & Co., there, as account executive. **Barbara Strong,** previously with Tobias & Olendorf, joins Ludgin as radio-TV traffic manager.


Dr. Starr

**Dr. Henry H. Starr,** management supervisor on Alberto-Culver account at J. Walter Thompson, Chicago, elected VP. Dr. Starr previously was VP in charge of account planning at Leo Burnett Co., that city.

**Rea Brown,** VP at Geer, DuBois & Co., New York, named creative director.

**John R. Stuart,** VP of Idea Research & Development Corp., named national sales manager of KERO-TV Bakersfield, Calif.

**Edward Merdinger** and **Michael Vigil,** senior market research analysts with Warner-Lambert Pharmaceutical Co., New York, named project directors in research department at Foote, Cone & Belding, that city. Mr. Merdinger will work on General Foods account; Mr. Vigil has been assigned to Clairol account. **George Friedman,** account executive at Young & Rubicam, there, joins FC&B as account executive for

Clairol. **Roger Gaylord,** media supervisor at Erwin Wasey, Los Angeles, for six years, named media supervisor at FC&B, San Francisco.


Mr. Young


Mr. Bowen

**John S. Bowen** and **Robert F. Young,** VP's and management supervisors, elected senior VP's of Benton & Bowles, New York. Mr. Bowen is responsible for Procter & Gamble toilet goods account area; Mr. Young is in charge of Instant Maxwell House and Gaines—General Foods products.

**Alan B. Miller Jr.,** on agency planning staff, elected VP of Geyer, Morey, Ballard Inc., New York.

**Paul L. Allen** joins Clinton E. Frank Inc., Chicago, as media buyer. He had been with MacFarland Aveyard & Co. for 11 years.

**Louis Van Leeuwen,** research analyst at ABC Spot Sales, New York, named supervisor of sales development at WCBS-TV New York.

**Mike James,** TV group sales manager, New York; **Keith Lewis,** TV salesman and director, Chicago, and **Lloyd McGovern,** director and manager, San Francisco, elected VP's of Edward Petry & Co. Mr. Lewis was also named to head TV sales in Chicago branch. **Louis A. Smith,** VP and director, named general manager of Chicago office.

**William T. Crowell,** VP of automobile insurance sales with National Insurance Underwriters, St. Louis, named account executive at KTVI(TV), that city.

**William Johnson,** art director at Guild, Bascom & Bonfigli Inc., San Francisco, named art director at Cancilla, Gore & Knapp, that city.

**John J. Humphrey Jr.,** account executive at Ketchum, MacLeod & Grove Inc., Pittsburgh, named account supervisor.

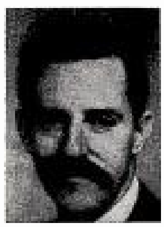
**Paul Skillman,** assistant to president of Purex Corp., with marketing responsibilities, named director of sales promotion for firm's grocery products group. **P. J. DeMuth,** director of brand management for Purex, named to staff of senior VP of grocery products as planning specialist in marketing operations. **R. H. Crockford,** manager of brand copy, media and packaging, named advertising manager of grocery products, and **Willard Savoy,** assistant brand manager, named advertising manager for special products.

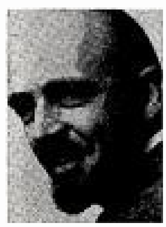
**Gordon Rigsby,** director of *Jonathan Winters Specials* for NBC-TV, joins Video Pictures Inc., New York, commercial-producing firm, as director.

**Ted Okon,** senior commercial producer at Ogilvy, Benson & Mather, New York, named VP in charge of all divisions of Van Praag Productions Inc., commercial producers, that city.

**Rogers Brackmann,** formerly with Compton Advertising, Chicago, joins Needham, Harper & Steers, there, as merchandising supervisor.

**Paul LaGasse,** manager of Detroit office of McGavren-Guild Co., named midwest sales manager of WPAT-AM-FM Paterson, N. J., with offices in that city. Mr. LaGasse will work with H-R Representatives Inc., which continues to be station's national sales representative. His offices will be in Fisher building.


Mr. Rogers


Mr. Ward

**Warren Rogers** and **Harry Ward,** both art supervisors at Compton Advertising Inc., New York, named VP's of agency.

**Larry G. Kingen,** sales service coordinator of WOR-TV New York, named account executive. **Sara J. Corpening,** assistant to sales service coordinator, replaces Mr. Kingen.

**Erwin Rosner,** general sales manager of WPEN-AM-FM Philadelphia, named general sales manager of WKYC Cleveland.

**George B. Reichart,** VP for advertising at General Cigar Co., New York, named director of marketing. **Ralph Armstrong,** marketing manager of firm, named assistant director of marketing and advertising.

**Linda Lange,** media buyer at Coleman-Parr Inc., Beverly Hills, Calif., joins West, Weir & Bartel in similar capacity, that city.

**Paul Repetto,** with N. W. Ayer & Son, Philadelphia, joins Wade Advertising, Chicago, as account executive on Dow Corning Corp. account.

**W. M. Trazenfeld,** copy chief at The Bresnick Co., New York, named copy supervisor at Geyer, Morey, Ballard Inc., that city.

**E. P. (Pat) Simoni,** assistant field manager for Chrysler-Imperial dealers at Young & Rubicam's Detroit office, named field manager of Benton & Bowles' office, that city.


Mr. Bell


Mr. Wilbur

**Robert Bell,** VP of Chicago office of Bernard Howard & Co., radio-TV representatives, named senior VP and national sales manager with offices in New York. **Harry Wilbur,** executive director of KSOL San Francisco, replaces Mr. Bell as Chicago manager.

**Robert E. Small,** manager of financial operations, broadcast and communications division for RCA, named director of business affairs for NBC-owned stations and NBC Spot Sales division of NBC, New York.


Mr. Bandman

**Donald A. Bandman,** account supervisor, elected VP at Ted Bates & Co., New York. Mr. Bandman joined agency in 1962 as account executive after serving as brand manager at Beecham Products Inc., Clifton, N. J.

**William P. Hessian Jr.,** assistant sales manager at KPIX(TV) San Francisco, named sales manager at WDAU(TV) Scranton-Wilkes Barre, Pa.

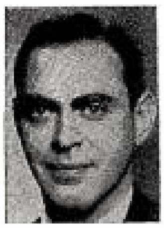
**Kal Phillips,** director of radio-TV at J. Walter Thompson, Los Angeles, named VP-creative director at Atherton-Privett Inc., Beverly Hills, Calif., advertising agency.


Mr. Freeman

**Ralph Freeman,** creative director at Weightman Inc., Philadelphia, named executive VP. Mr. Freeman previously served at Ted Bates, New York, in creative services.

**Robert D. Dunning,** associate managing art director of N. W. Ayer & Son, Philadelphia, elected VP. **David K. Akamine,** freelance artist in Honolulu, joins Ayer's office in that city as artist. **John J. Winter,** in copy department of North Advertising, Chicago, joins Ayer, that city, as copywriter.

**Robert L. Parkin,** head of advertising and sales promotion for Enjay Chemical Co., division of Humble Oil and Refining Co., named account executive at Tatham-Laird & Kudner Inc., New York.



Mr. Steinberg

**Jack Steinberg,** director of public relations for Cunningham & Walsh Inc., New York, named VP. Mr. Steinberg joined agency in 1955 as public relations writer, became account executive and was named assistant director in 1963. Last year he was appointed director of agency's public relations department.

**Peter Owen,** account executive at Geyer, Morey, Ballard Inc., Chicago, named to similar post at Edward H. Weiss & Co., that city.

**Larry Matlock,** salesman at KWG Stockton, Calif., named local sales manager of station.

Mr. Wayne

Mr. Haggarty

Mr. Levenstein

**Edward W. Haggarty,** account supervisor; **Earle H. Levenstein,** copy supervisor, and **Joel Wayne,** art supervisor, all named VP's at Grey Advertising, New York.

**E. James Hodgett,** account executive with New York office of Television Advertising Representatives, named assistant sales manager of WJZ-TV Baltimore, succeeding **John Rohrbach,** named WBZ-TV Boston, sales manager.

**Gus Parmet,** formerly in sales at WTEV(TV) Providence, R. I.-New Bedford, Mass., named account executive at Fitzgerald-Toole & Co., advertising and public relations agency in that city.

**Stanley S. Furness,** VP of Kane & Light Advertising, New York, joins Al Paul Lefton Co., that city, as VP-marketing director.

**Richard Wayne,** advertising and sales promotion director at Jens Risom Design Inc., New York, named to copy staff of Geer, DuBois & Co., advertising agency in that city.

**Mark Hurd,** account executive at KFRC San Francisco, named to similar post at KCBS, that city.

**Cornelius A. O'Leary,** special consultant for consumer accounts in areas of promotion and copywriting at several upper New York state agencies, named supervisor of radio and television production for Barlow/Johnson Inc., Syracuse and Albany, both New York.

**John W. Mowbray,** account executive at KIRO-AM-FM Seattle, named account executive at KIRO-TV, that city.

**Philip Wood,** account executive at Lennen & Newell, San Francisco, named account executive at Hoefer, Dieterich & Brown Inc., that city.

**William A. Queen,** New England manager of Adam Young Inc., Boston, has organized William A. Queen Inc., station representative for New England area stations. He will continue to represent Adam Young there.

**Alex Kroll,** copywriter at Young & Rubicam Inc., New York, named copy supervisor. **Dana Blackmar, Louis R. DiJoseph, Anthony F. Isidore, Eli Kramer, Gerald Miller** and **Jack F. Worth** have been named Y&R creative supervisors.

**Frank Cantino,** in sales department of Atamian Ford, Boston, joins WEEI-AM-FM and CBS Radio, that city, as account executive.

**Frank McManus,** with Doyle Dane Bernbach, New York, for nine years, named account executive at Daniel & Charles Inc., that city.

**John LaGuardia,** salesman with KXOA and KGMS, both Sacramento, Calif., named account executive at KXTV(TV), that city.

**Larry Dundon,** time salesman in California, named sales representative at KDFM(FM) Walnut Creek, Calif.

## THE MEDIA

**Ted Carlsen,** station manager of KWG Stockton, Calif., named general manager, succeeding **Roland B. Vaile,** who died in automobile accident June 12 (BROADCASTING, June 21).

**Stanton Frankle,** assistant to ABC VP in charge of financial control, named director of administration for ABC Sports, New York.

Mr. Campbell

**John P. Campbell,** general manager of cable operations, Cox Cablevision Co., division of Cox Broadcasting Corp., Atlanta, named VP. Mr. Campbell formerly was eastern regional manager of H & B American Corp.

**Ernie Latessa,** director of sales at WLBR Lebanon, Pa., named VP and general manager of WFEC Harrisburg, Pa.

**Vincent D'Acuti,** WJOY Burlington, elected president of Vermont Association of Broadcasters. Others elected: **Frank McCormack,** WHWB Rutland, VP; **James Canto,** WSKI Montpelier, secretary, and **Alan Noyes,** WSNO Barre, treasurer.

**Arthur D. Sakelson,** for three years president and general manager of FM Group Sales, New York, named general manager of WDHF(FM) Chicago, independent outlet now owned by comedian **Bob Newhart** and talent agent **Frank J. Hogan.**

**Joseph Herold,** general manager of KGMB-AM-TV Honolulu, resigns effective Aug. 31. He will be replaced by **Cecil Heftel,** part owner of licensee.

**Brian E. Loughran,** national sales manager of KXOA Sacramento, Calif., named general manager.

**Rod Smith** has resigned as controller of KHJ-AM-FM-TV Los Angeles, post he assumed in February. Future plans have not been announced, nor has successor been named.

**James R. Melinder,** assistant business manager of KDKA-AM-FM-TV Pittsburgh, named business manager of WJZ-TV

Baltimore, succeeding **Earl Higgins,** named business manager of KYW-AM-FM-TV Philadelphia.

**John E. Himes,** acting station manager of KDFM(FM) Walnut Creek, Calif., named station manager/program manager.

**John W. Murray,** operator of his own public relations agency and film production company, New York, named manager of special projects at WCBS-TV, that city.

**Lorraine Abraham,** head researcher for ABC Radio news and coordinator for *Flair Reports,* named manager of library services at WCBS-TV, both New York.

**Max Kiltz,** assistant to chief accountant of Securities and Exchange Commission, Washington, named assistant controller of Wometco Enterprises Inc., Miami.

## PROGRAMING

**Joe Dowling** joins King Features Syndicate as business manager of TV department in New York.

**Charles H. Powell,** announcer for WKJG-AM-FM-TV Fort Wayne, Ind., named program manager, succeeding **Karl William Hudson,** named manager of WDBN(FM) Barberton, Ohio.


Miss Valente

**Renee Valente,** with international division of Screen Gems Inc., working in development of new programs for production abroad, named eastern production representative for Screen Gems with offices in New York.

**Gene Rockwell,** director of public affairs at WHAG Halfway, Md., named program director.

**Frank Paris,** associate producer, story editor and writer for past six years on *Gunsmoke,* signed by Qualis Productions to produce hour long continuing western drama, *Hardin,* being produced for network airing.

**Wesley Ruggles Jr.** named associate producer on Wolper Productions' *The Incredible James Bond,* hour special for NBC-TV Nov. 26.

**Gil Henry,** producer at KHOW Denver, named producer at KLAC Los Angeles.

**Robert J. Galvin,** manager of film, video tape and kinescope operations at NBC-TV, named manager of studio-field technical operations. **John B. Rogers,** manager of studio-field technical operations, NBC-TV, named manager of video tape, film and kinescope operations, both New York.

**Fred Sayles,** director of daytime programing at WNJU-TV Linden-Newark, N. J., named program director.

**John Guedel, Ted Post** and **Guy della-Cioppa** re-elected president, first and second VP's of Hollywood chapter of National Academy of Television Arts and Sciences. **Serge Krizman** was elected secretary and **George Giroux** was chosen treasurer. Elected to second two-year terms on board of trustees: Mr. Guedel, **Marvin Aubrey Davis, Walter Grauman** and Mr. Post. Newly elected trustee is Mr. Krizman.

**Robert C. Benecke,** formerly with WLW-WLWT(TV) Cincinnati as performer, joins WMAL-AM-FM-TV Washington, in similar capacity.

### Howze leaves Hill


Mr. Howze

**Charles P. Howze Jr.** resigns as chief counsel, Special Subcommittee on Investigations of House Commerce Committee, to take post of assistant general counsel, U. S. Information Agency. Mr. Howze joined subcommittee staff in 1959 (then known as Special Subcommittee on Legislative Oversight), participated in investigations of quiz show rigging, payola and ratings. He came to subcommittee from Boston law firm of Warner, Stackpole, Stetson & Bradlee.

**Dick Christenson,** operations manager of WUHF(TV) Milwaukee, named program manager of WCEE-TV Freeport-Rockford, Ill.

**Jack Underwood,** public affairs director and assistant program director at WOWO Fort Wayne, Ind., named program director, succeeding **Calvin A. Bollwinkel,** named operations and program manager of KYW-AM-FM Philadelphia.

**Gene Roper,** national program director for five RKO General stations with headquarters in New York, named program director of CKLW-TV Windsor, Ont.-Detroit, also RKO station, replacing **Thomas J. Sutton,** who resigned.

**Nick Menist,** formerly in production department of WINS New York, joins WPTX Lexington Park, Md., as disk jockey.

**Dick Williams,** chief announcer at KGNC-TV Amarillo, Tex., joins WMCT (TV) Memphis, as staff announcer.


Mr. Klauber

**Donald Klauber,** VP and national sales manager, Seven Arts Associated, promoted to executive VP and general sales manager and will assume responsibility for all feature film sales of company for TV in United States and Canada (BROADCASTING, June 21).

**Jack Fitzgerald,** business manager of ABC Sports, New York, named director of operations.

## NEWS

**Herman Kogan,** assistant to executive editor of *Chicago Daily News,* joins Field Communications Corp., that city, as assistant general manager of news and newspapers. Mr. Kogan will be responsible for maintenance of liaison between *Sun-Times, Daily News* and Field Communications, permittee of WFLD(TV) in that city.

**Robert Bauder,** news editor at WGR-TV Buffalo, N. Y., and **Robert Hager,** political reporter at WBTV(TV) Charlotte, N. C., join news staff of WRC-AM-FM-TV Washington.

**Mike Ross,** news director of WTPA-TV Harrisburg, elected president of UPI Broadcasters Association of Pennsylvania. **Joel Albert,** news director of WFIL-TV Philadelphia, was elected VP.

**Paul E. Bateman,** cameraman at KAIT-TV Jonesboro, Ark., joins WMCT (TV) Memphis, as news cameraman.

**Keith A. Pape,** former general manager of WFIB, University of Cincinnati noncommercial station, named news editor of WDBJ Roanoke, Va.

**Thomas W. McCoy,** news director of WECL Eau Claire, Wis., joins news staff of WLUK-TV Milwaukee.

**Ted Baughn,** with news staff of WRGB (TV) Schenectady, joins news staff of WTEN(TV) Vail Mills-Albany, both New York.

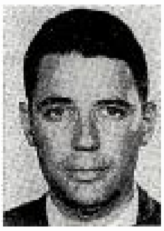
**Rebecca Crimm,** with news staff of WMVR Sidney, Ohio, named reporter at WLWT(TV) Cincinnati. **Gene Patch,** photographer at WCIA-TV Champaign, Ill., and **Dick Cheverton,** graduate of Northwestern University, Evanston, Ill., join WLWT as cameramen.

**Wayne Ashworth,** with WTSP Salisbury, elected president of Broadcasters Association of North Carolina. **Roy Hardee,** with WNCT-TV Greenville, named VP for television, and **Keith Hundley,** with WPTF Raleigh, elected VP for radio.

**L. R. (Bob) Baker,** newscaster at KXLY Spokane, Wash., named news director. **Ron Bair,** newscaster at station, named morning news editor.

**Lee Gordon,** announcer-newscaster at KDFM(FM) Walnut Creek, Calif., named news editor.

**Peter Herford,** midwest bureau manager of CBS News, Chicago, named European producer, Paris. **Dan Bloom,** CBS News producer and writer in New York, succeeds Mr. Herford.



Mr. Westin

**Av Westin,** executive producer with CBS News, named executive producer of CBS News special events and election units, with responsibility of supervising coverage of conventions, elections, space flights, presidential trips abroad and other major events requiring sustained planning and on-air coverage. **Bill Eames,** assistant director of TV news for CBS News, was named director of election unit. He and **Robert Wussler,** who continues as director of special events unit, report to Mr. Westin, who reports to **Bill Leonard,** CBS News VP.

**L. P. Yale,** chief of Associated Press bureau at Boston, transfers to New Haven as chief of bureau for Connecticut. He is succeeded at Boston by **Jack Simms,** now chief of bureau at Louisville, Ky., while **Dorman E. Cordell** moves from chief at New Haven to chief at Louisville.

## FANFARE

**Gay S. Warren,** in promotional activities at Nieman-Marcus Department Store, Dallas, named to KLZ-AM-FM Denver promotion staff.

**Robert DeSantis,** with Community Service Society, New York, as associate in public relations, named senior press representative at WCBS-TV, that city.

**Helene Heigh, Bob Rhodes** and **Henry von Morpurgo** have formed HRV and Associates, new public relations firm, at 8440 Sunset Blvd., Hollywood, Calif. Miss Heigh and Mr. Rhodes have had their own individual public relations organizations; Mr. von Morpurgo is chairman of Piedmont-Pacific Enterprises, sales promotion firm.

**John McClure,** graduate of Creighton University, Omaha, joins KETV(TV), that city, as assistant promotion manager.

**Stanley Cowan,** public relations director for First Charter Financial Corp., Los Angeles, joins Rogers & Cowan, Los Angeles public relations firm, to handle financial accounts. He and **Warren Cowan,** company principal, are not related. **Dick Israel,** who has worked in both TV and personality divisions of R & C, placed in charge of corporate and product accounts.

**James Sirmans,** account executive at Rogers & Cowan, New York, joins press information staff of CBS-TV.

## EQUIPMENT & ENGINEERING

**Gordon L. Ness,** marketing manager for Fairchild Instrumentation—West, named director of marketing for entire division including company's plants in Clifton, N. J., and Palo Alto, Calif.

**William J. Monroe,** sales engineer with Dresser HST, Garland, Tex., and earlier with Communication Accessories Co., Lee's Summit, Mo., joins Collins Radio Co. as broadcast representative for Washington, Oregon, Idaho, Montana and Wyoming with headquarters in Seattle.

**Dr. Gerhard E. Weibel,** for past year with Zenith Radio Corp., Chicago, and formerly with General Telephone and Electronics Laboratories, promoted to assistant director of research at Zenith.

**Charles L. Alden,** merchandising manager of 3M Co.'s Magnetic Products Division, St. Paul, named advertising and sales promotion manager. Mr. Alden joined 3M in 1951.

**Jerry Hastings,** special projects manager of CATV Systems Division of Jerrold Corp., Philadelphia, named manager of division.

**Guy D. Chichester,** former administrative assistant for National Apparel Manufacturers Association, named assistant manager of marketing services for Electronic Industries Association, Washington.

**James F. Collins,** former engineering consultant on microwave facilities for Southwest CATV Inc., Houston, announces opening of Pete Collins Co., 285 Milwaukee St., Denver, for engineering and construction of community antenna systems.

**Sheldon Williams,** personnel director of Blonder-Tongue Laboratories Inc., Newark, N. J., named VP.

**E. G. Wilson,** engineer and announcer at KDFM(FM) Walnut Creek, Calif., named chief engineer.

## ALLIED FIELDS

Mr. Hoeck

**Roger K. Hoeck,** formerly sales manager for Bob Dore Associates, joins American Research Bureau as assistant manager for radio sales. **Rupert R. Ridgeway,** ARB VP-operations, has been given overall responsibility for firm's Arbitron instantaneous electronic TV audience measurement service in New York, and **Charles C. Hartman** has been named acting manager to implement projects under development for some time. Mr. Hartman was assistant to technical director and project director for special studies at ARB's headquarters in Beltsville, Md., before transfer to New York.

**E. L. Wickersham,** systems and procedures manager for Shasta Beverages, San Francisco, named director of systems and data processing for Audience Studies Inc., New York ratings firm.

**William A. Roberts,** formerly senior partner of Washington law firm of Roberts & McInnis, has opened own office at 1740 N St., N. W., Washington. Phone 737-4252. Associated with Mr. Roberts is **Julian P. Freret,** also formerly of Roberts & McInnis. New Washington law firm of McInnis, Wilson, Munson & Woods has opened at 1735 K St., N. W. Phone: 223-4646. **Charles P. McInnis** is former senior partner of Roberts & McInnis; **Warren Woods** is former senior partner of Wilson, Woods & Villalon. Also partner is **Everett D. Johnston,** formerly associated with Roberts & McInnis. Associated with new firm is **Jon F. Hollengreen** who will specialize with Messrs. Woods and Johnston in communications practice.

## Wasilewski names six standing committees of NAB

Appointments to six standing committees were made last week by **Vincent Wasilewski**, president of National Association of Broadcasters.

Convention: **Grover C. Cobb**, KVGB Great Bend, Kan., and **Robert W. Ferguson**, WTRF-TV Wheeling, W. Va., co-chairman (Messrs. Cobb and Ferguson are vice chairmen of NAB's radio and TV boards, respectively); **Edward Allen Jr.**, WDOR Sturgeon Bay, Wis.; **George W. (Bud) Armstrong**, WHB Kansas City, Mo.; **Richard D. Dudley**, WSAU Wausau, Wis.; **Frank Gaither**, WSB Atlanta; **Julian F. Haas**, KAGH Crossett, Ark.; **Harold R. Krelstein**, WMPS-FM Memphis; **Carl E. Lee**, WKZO-TV Kalamazoo, Mich.; **Glenn Marshall Jr.**, WJXT(TV) Jacksonville, Fla.; **John T. Murphy**, Crosley Broadcasting Corp., Cincinnati; **Loyd C. Sigmon**, Golden West Broadcasters, Los Angeles, and **Charles H. Tower**, Corinthian Broadcasting Corp., New York.

By-laws: **Joseph E. Baudino**, Westinghouse Broadcasting Co., Washington, chairman; **Otto P. Brandt**, KING-TV Seattle; **John R. Henzel**, WHDL Olean, N. Y.; **Daniel W. Kops**, WAVZ New Haven, Conn., and **Cecil Woodland**, WEJL Scranton, Pa.

General Fund Finance: **John F. Lemme**, KLTF Little Falls, Minn., and **Mr. Marshall**, co-chairmen; **Mr. Baudino; Mr. Lee; Ben Sanders**, KICD Spencer, Iowa, and **Ben Strouse**, WWDC-FM Washington. **John F. Dille Jr.**, Communicana Group, Elkhart, Ind. (joint board chairman); **Mike Shapiro**, WFAA-TV Dallas (TV board chairman), and **Jack W. Lee**, WSAZ Huntington, W. Va. (radio board chairman) are ex officio members.

Membership: **Mr. Dudley** and **Joseph S. Sinclair**, Outlet Co., Providence, R. I., co-chairmen; **James R. Curtis**, KFRO Longview, Tex.; **Everett L. Dillard**, WASH(FM) Washington; **Harold Essex**, WSJS Winston-Salem, N. C.; **Gordon Gray**, WKTV(TV) Utica, N. Y.; **Dwight W. Martin**, WDSU-TV New Orleans; **David H. Morris**, KNUZ Houston; **Charles C. Smith**, WDEC Americus, Ga.; **Donald A. Thurston**, WMNB North Adams, Mass., and **Gene Trace**, WBBW Youngstown, Ohio.

NAB-RAB Liaison: **John F. Box Jr.**, WIL St. Louis; **Arthur Hull Hayes**, CBS Radio, New York; **Mr. Gaither; Robert F. Hurleigh**, MBS, New York; **Mr. Krelstein; Robert R. Pauley**, ABC Radio, New York, and **Lester M. Smith**, KJR Seattle. (**Mr. Wasilewski** also serves on committee.)

Radio Public Relations: **Mr. Box**, chairman; **Mr. Essex; Mr. Haas, Mr. Henzel; Rex G. Howell**, KREX Grand Junction, Colo.; **Mr. Sigmon; Lester G. Spencer**, WKBV Richmond, Ind., and **Hugh E. Turner**, KTIM San Rafael, Calif.

### INTERNATIONAL

**Anthony Davies** joins Charles Barker and Sons Ltd., London, as media research manager. He was previously media research executive with G. S. Royds Ltd., that city.

**Ken Mosley** joins Wilson Advertising Ltd., Manchester, England, as assistant art director. He was previously art group head at Arks Advertising Ltd., Dublin, Ireland.

**Brian Jones** joins Smith-Warden Ltd., London, as copy supervisor. He was copy group head at S. H. Benson Ltd., that city.

**Peter Rivers** appointed art group head at Smith-Warden Ltd., London. He was previously art director with McCann-Erickson Ltd., that city.

**Roger Mavity** joins Robert Sharp and Partners Ltd., London, as account executive. Mr. Mavity was previously with Erwin Wasey Ltd., that city.

**Ian Cohen** appointed senior account supervisor at Muse, Gallagher, Jones and Smail Ltd., London. Before this he was account group head with Crane Advertisng, Norman, Craig and Kummel Ltd., that city.

**Joe Sacco** joins Papert, Koenig, Lois Ltd., London, as joint managing director and creative director. Mr. Sacco was previously senior VP and copy chief of Norman, Craig and Kummel Inc., New York.

**Geoffrey C. Naylor** joins Martech Consultants Ltd., London, as senior marketing consultant. Mr. Naylor was director of Dunkley and Friedlander Ltd., that city, for three years.

**Bert de Vos** appointed to board of Masius. Wynne-Williams Ltd., London, as director of marketing research. Since 1963 he has been director of Applied Social Science Center and Statistical Research Unit at Keele University, Stafforshire, England.

**Robert Morgan** appointed associate director of McCann-Erickson Advertising Ltd., London. He was previously group media planner with agency.

**Ronald Bamberg** appointed research manager of Associated Television Ltd., London. He was previously ATV Midlands research executive. Mr. Bamberg joined company in 1963 from Smith and Nephew Ltd., that city, where he was head of statistics and market research.

**A. J. Hopps**, manager of CFRN Edmonton, Alberta, elected president of Western Association of Broadcasters. succeeding **Bill Stovin**, CKOM Saskatoon, Sask. Directors elected were: **Cam Perry**, CFGP Grande Prairie, Alberta; **Ron Skinner**, CKOS-TV Yorkton, Sask.; **Jack M. Davidson**, CJAY-TV Winnipeg, Man., and **Stuart Craig**, CKX Brandon, Man. **Gordon Carter**, CFCN Calgary, Alberta, will represent WAB on national Canadian Association of Broadcasters board of directors, succeeding **Don Hartford**, who has moved to CFRB Toronto.

**Gordon F. Henderson** elected president of CKOY Ottawa, Ont., and **F. Wallis White** as VP.

**James O'Rourke**, sales manager of CFCB Corner Brook, Newfoundland, named station manager and sales manager, **W. Squires** named program director of CFCB.

**Gerry Rafelman** named radio-TV director of Muter, Culiner, Frankfurter & Gould Ltd., Toronto agency, succeeding **Eddie Gould,** who becomes general manager and continues as executive VP.

**Paul Choinard,** sales representative of CKAC Montreal, at Toronto, named sales representative of Byles-Gibb & Associates Ltd., station representative firm, Montreal. CKAC is now represented by Byles-Gibb organization.

## DEATHS

**Don MacKinnon,** 31, disk jockey at KFWB Los Angeles, died of injuries sustained in automobile accident June 24 near Los Angeles. He had worked for KLAC and KABC, both Los Angeles, prior to joining KFWB. He is survived by his wife, Esther, and four children by previous marriage.

**Dr. O. Philip Wolfson,** 73, brother of Mitchell Wolfson, president of Wometco Enterprises Inc., Miami, died June 25 in New York. Dr. Wolfson joined Wometco in 1949 and served in executive capacities in several divisions of company. Dr. Wolfson is also survived by his wife. Nora. daughter, son and his sister.

## George Frey dies at 58

Mr. Frey

**George H. Frey,** 58, former NBC VP in charge of television network sales and subsequently VP of Sullivan, Stauffer, Colwell & Bayles, died of heart ailment last Monday (June 28) at Overlook hospital in Summit, N. J.

Mr. Frey worked on virtually all network accounts and was credited with introducing number of leading advertisers, including Kraft Foods and Lever Brothers, to their first use of broadcast media on large scale. He had started in radio in 1924 with WEAF (now WNBC) New York and remained with station after its purchase in 1926 by RCA, NBC's parent company.

From his start as NBC salesman in 1929 he rose to TV network sales VP in 1954. In 1956 he became VP in charge of network operations for SSC&B. He left agency in 1962 but remained active as consultant. He also was on board of WJIM-AM-TV Lansing, Mich.

Mr. Frey is survived by son, Robert, of Chatham, N. J., and daughter, Sara Ellen, of San Francisco, and three grandchildren. Funeral was held Wednesday in Madison, N. J.

**Peter A. Ambro,** 46, broadcast news writer for Associated Press in New York for 18 years, died June 23 in that city. Mr. Ambro previously had served as script writer for Universal Programs Inc., that city and as news editor at WNEW, there. He is survived by his wife, Henrietta, also with AP in New York, daughter and son.

**Arthur Lubo,** 59, VP of Empire Broadcasting Corp., producer of program services, New York, and with company for past 27 years in various positions, died June 27 following heart attack aboard his boat near his home at Douglaston, Long Island, N. Y. He is survived by his wife, Jane Martin, hostess of *The Good Life,* radio program syndicated by Executive Council of Episcopal Church, and daughter.

# FOR THE RECORD

## STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 24 through June 30 and based on filings, authorizations and other actions of the FCC during that period.

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

**Abbreviations:** Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

### New TV stations

ACTION BY FCC

San Diego—Jack O. Gross Broadcasting Co. Granted CP for new TV on UHF channel 51 (692-698 mc); ERP 87.6 kw vis., 22 kw aur. Ant. height above average terrain 1,928.8 feet, above ground 189 feet. P. O. address c/o Jack O. Gross, 2810 Talbot Street, San Diego. Estimated construction cost $445,871; first year operating cost $274,836; revenue $292,000. Studio location San Diego, trans. location 12.5 miles east of San Diego in San Miguel mountains. Geographic coordinates 32° 41′ 48″ north latitude, 116° 56′ 08″ west longitude. Type trans. RCA TTU-10A, type ant. RCA TFU-30J. Legal counsel Krieger & Jorgenson, Washington; consulting engineer Jay E. Tapp, Long Beach, Calif. Principal: Jack O. Gross. Action June 23.

APPLICATIONS

Melbourne, Fla.—Custom Electronics Inc. UHF channel 31 (572-578 mc); ERP 20.1 kw vis., 4 kw aur. Ant. height above average terrain 411 feet, above ground 420 feet. P.O. address Box 1839, Melbourne. Estimated construction cost $139,950; first year operating cost $185,000; revenue $239,000. Studio location Melbourne, trans. location six miles west of Palm Bay, Fla. Geographic coordinates 28° 02′ 07″ north latitude, 80° 41′ 00″ west longitude. Type trans. GE TT-20A, type ant. GE TY-25C. Consulting engineer Custom Electronics Inc. Principals: Stuart M. Campbell (71.4%) and James A. Thomas (28.6%). Ann. June 11.

West Monroe, La.—Howard E. Griffith. UHF channel 39 (620-626 mc); ERP 20.9 kw vis., 4.18 kw aur. Ant. height above average terrain 628 feet, above ground 663 feet. P.O. address Box 486, West Monroe. Estimated construction cost $20,000; first year operating cost $100,000; revenue $125,000. Studio and trans. locations both West Monroe. Geographic coordinates 32° 30′ 21″ north latitude, 92° 08′ 54″ west longitude. Type trans. Federal FTL-20B, type ant. Federal WA-25-39. Legal counsel Kirkland, Ellis, Hodson; Chaffetz & Masters, Washington. Mr. Griffith owns KUZN West Monroe, and KTLD Tallulah, La., and also has 49%

## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 30

| | ON AIR Lic. | ON AIR CP's | NOT ON AIR CP's | TOTAL APPLICATIONS for new stations |
|---|---|---|---|---|
| AM | 4,037 | 38 | 70 | 451 |
| FM | 1,329 | 14 | 238 | 293 |
| TV | 551[1] | 42 | 113 | 209 |

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 30

| | VHF | UHF | TV |
|---|---|---|---|
| Commercial | 509[2] | 165 | 674 |
| Noncommercial | 59 | 56 | 115 |

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30, 1965

| | AM | FM | TV |
|---|---|---|---|
| Licensed (all on air) | 3,991 | 1,285 | 558 |
| CP's on air (new stations) | 25 | 35 | 27 |
| CP's not on air (new stations) | 72 | 210 | 85 |
| Total authorized stations | 4,088 | 1,530 | 670 |
| Applications for new stations (not in hearing) | 202 | 178 | 79 |
| Applications for new stations (in hearing) | 76 | 50 | 61 |
| Total applications for new stations | 278 | 228 | 140 |
| Applications for major changes (not in hearing) | 201 | 49 | 17 |
| Applications for major changes (in hearing) | 31 | 3 | 20 |
| Total applications for major changes | 232 | 52 | 37 |
| Licenses deleted | 3 | 0 | 2 |
| CP's deleted | 0 | 0 | 1 |

[1] Does not include seven licensed stations off air.
[2] Includes three noncommercial stations operating on commercial channels.

interest in KFAZ-TV Monroe. La. Ann. June 22.

*Alliance, Neb. — Nebraska Educational Television Commission. VHF channel 13 (210-216 mc); ERP 316 kw vis., 63.2 kw aur. Ant. height above average terrain 1,536 feet. above ground 1,496 feet. P.O. address c/o Jack McBride 12th and R Streets, Lincoln. Neb. Estimated construction cost $547,327; first year operating cost $59,130. Studio location Lincoln, trans. location Angora, Neb. Geographic coordinates 41° 50′ 24″ north latitude, 103° 03′ 18″ west longitude. Type trans. RCA TT-25DH, type ant. RCA TW-18A-13P. Legal counsel Dow, Lohnes & Albertson; consulting engineer Jansky and Bailey, both Washington. Principal: state commission, Steven N. Watkins, chairman. Ann. June 21.

Akron, Ohio—Aben E. Johnson Jr. UHF channel 61 (752-758 mc); 26.10 kw vis., 14 kw aur. Ant. height above average terrain 445 feet, above ground 388 feet. P.O. address 635 Hillcrest Drive, Bloomfield Hills, Mich. Estimated construction cost $280,624; first year operating cost $135,000; revenue $140,-000. Studio and trans. locations both Tallmadge, Ohio. Geographic coordinates 41° 06′ 37″ north latitude, 81° 25′ 48″ west longitude. Type trans. RCA TTU-2B, type ant. RCA TFU-30J. Legal counsel Lauren Colby. Washington; consulting engineer E. Harold Munn Jr., Coldwater, Mich. Principal: Aben E. Johnson Jr. Mr. Johnson has applications pending for new TV facilities in Pontiac, Mich., and Hammond, Ind. Ann. June 11.

*Wilkes-Barre, Pa.—Northeastern Pennsylvania Educational Television Association. UHF channel 64 (770-776 mc); ERP 396 kw vis., 39.6 kw aur. Ant. height above average terrain 1,290 feet, above ground 234 feet. P.O. address 81 North Washington Street. Wilkes-Barre. Estimated construction cost $582,320; first year operating cost $150,000. Studio location Scranton, Pa., trans. location Wilkes-Barre. Geographic coordinates of ant. 41° 10′ 56″ north latitude, 75° 52′ 25″ west longitude. Type trans. GE-34A, type ant. GE TY-25F. Consulting engineer Creutz and Snowberger, Washington. Principal: board of trustees, Dr. Richard F. McNichols, superintendent of schools for Scranton, president. Ann. June 24.

## Existing TV stations

ACTIONS BY FCC

KIFI-TV, Idaho Falls, Idaho — Granted waiver of sec. 73.652(a) of rules to permit identification as Idaho Falls-Pocatello. Action June 30.

KCET(TV) Los Angeles — Waived, with conditions, sec. 73.651(c) of rules to permit ETV (channel 28) to accompany vis. transmission of test patterns or identification slide with aural music during scheduled breaks in its in-school programing schedule. Action June 30.

## New AM stations

ACTION BY FCC

Annville-Cleona, Pa.—E. Theodore Mallyck and William E. Allaun Jr., d/b as A-C Broadcasters. Granted CP for new AM on 1510 kc, 5 kw, D. P.O. address Gingrich Road, North Cornwall Township, Annville, Cleona. Estimated construction cost $30,000; first year operating cost $54.000: revenue $58.000. Action June 22.

APPLICATIONS

Ozark, Ark.—Ozark Broadcasting Inc. 1540 kc, 500 w, D. P.O. address 301 West Market Street, Ozark. Estimated construction cost $14,675; first year operating cost $36,000; revenue $32,500. Principals: Jim Vardman, Albert M. Haberer, Jack D. Paul, Jack Yates, T. C. Vaughn (each 16.67%), McHarley Anderson and Weaver Whitson (each 8.3%). Principals have business interests in Ozark. Ann. June 15.

Garden City, Ga.—Paul Fred Woods and C. F. Watkins d/b as Woods and Watkins. 1520 kc, 1 kw, D. P.O. address Box 1837, Savannah, Ga. Estimated construction cost $19,699; first year operating cost $31,454; revenue $46,381. Mr. Woods has 25% interest in mobile home sales. Ann. June 23.

Lancaster, Ky.—South C. Bevins tr/as Lancaster Broadcasters. 1280 kc, 1 kw, D. P.O. address Box 26, Pineville, Ky. Estimated construction cost $29,150; first year operating cost $32,000; revenue $36,000. Mr. Bevins owns WMLF Pineville. Ann. June 22.

Orleans, Mass. — Seashore Broadcasting Inc, 1170 kc, 1 kw, D. P.O. address Monument Road, Orleans. Estimated construction cost $47,990; first year operating cost $56,000; revenue $60,000. Principals: Ralph B. Hunter (30%), Brooks B. Thayer (2%), Igo W. Toabe (1%), Joshua A. Nickerson (5%) and others. Mr. Hunter was radio and TV station consultant. Mr. Toabe is attorney. Other stockholders have business interests in and around Orleans. Ann. June 21.

Tioga, N. D.—Tioga Broadcasting Corp. 1420 kc, 1 kw, D. P.O. address Tioga. Estimated construction cost $19,389; first year operating cost $20,280; revenue $29,120. Principals: Pius Hornstein (70%), Olaf M. Thompson and Max R. Campbell (each 15%. Mr. Hornstein owns *Tioga Tribune* and weekly *Raykota*. Messrs. Thompson and Campbell own radio service firm. Ann. June 8.

Sallisaw, Okla.—Little Dixie Radio Inc. 1510 kc, 1 kw, 5 kw CH, D. P.O. address Box 780, McAlester, Okla. Estimated construction cost $17,379; first year operating cost $24,000; revenue $27,500. Principals: Gene Stripe (79%), Francis D. Stripe (20.99%) and Frank D. McSherry (0.01%). Messrs. Stripe and McSherry are attorneys. Francis D. Stripe is manager of KNED McAlester. Little Dixie Radio owns KNED. Ann. June 11.

Woodruff, S. C.—S, J. Workman. 1510 kc, 1 kw, 250 w CH, D. P.O. address Highway 101, Woodruff. Estimated construction cost $33,315; first year operating cost $39,000; revenue $40,000. Mr. Woodruff is peach grower and owns motion picture theaters. Ann. June 14.

Hondo, Tex.—Medina Broadcasting Co, 1060 kc, 500 w, D. P.O. address Box 271. Uvalde, Tex. Estimated construction cost $30,000; first year operating cost $24,000; revenue $36,000. Principal: B. J. Conroy Jr. Mr. Conroy has 51% interest in Uvalde Television Cable Corp., owns Uvalde Wired Music Co., and has 22.5% interest in Effingham TV Cable Co., Effingham, Ill. Ann. June 11.

## Existing AM stations

ACTIONS BY FCC

■ By order, in proceeding on application of Noble Broadcasting Corp. for renewal of license of WILD Boston, commission permitted each party at July 9 oral argument on Broadcast Bureau's exceptions to initial decision to, in course of argument and within time alloted therefore, address itself to Bureau's motion to strike certain material set forth in applicant's opposition pleading. Action June 29.

WACR Columbus. Miss.—Granted renewal of license. Action June 30.

## New FM stations

ACTIONS BY FCC

Selma, Ala.—Talton Broadcasting Co. Granted CP for new FM on 100.1 mc, channel 261, 3 kw. Ant. height above average terrain 123.25 feet. P.O. address Box 1055, Selma. Estimated construction cost $9,763; first year operating cost $5,700; revenue $13,000. Principals: Julius E. Talton, president, and others. Talton Broadcasting owns WHBB Selma. Action June 17.

Bishop, Calif.—Southeastern Sierra Broadcasting Corp. Granted CP for new FM on 100.7 mc, channel 264, 14.1 kw vertical and horizontal. Ant. height above average terrain minus 948 feet. P.O. address Box 757, Bishop. Estimated construction cost $24,361; first year operating cost $12,000; revenue $12,000. Principals: Royal S. Deming (60%) and Elwayne L. Clement (40%). Southeastern Sierra is licensee of WIBS Bishop. Action June 25.

Dublin, Ga.—C. Theodore Kirby tr/as Laurens County Broadcasting Co. Granted CP for new FM on 92.7 mc, channel 224A, 3 kw. Ant. height above average terrain 220 feet. P.O. address Box 967, Dublin. Estimated construction cost $9,400; first year operating cost $1,200; revenue $1,200. Principal: C. Theodore Kirby (100%). Laurens County Broadcasting is licensee of WXLI Dublin. Action June 25.

Griffin, Ga.—Radio Station WKEU. Granted CP for new FM on 97.7 mc, channel 249A, 3 kw. Ant. height above average terrain 300 feet. P.O. address Box 1001, Griffin. Estimated construction cost $11,461; first year operating cost $3,600; revenue $4,000. Principals: A. W. Marshall Jr. (84%), William F. Westmoreland (11%) and Evelyn H. Marshall (5%). Permittee owns WKEU Griffin. Action June 21.

Monroe, La.—Monroe Broadcasters Inc. Granted CP for new FM on 106.1 mc, channel 291, 30 kw. Ant. height above average terrain 192.3 feet. P.O. address Box 1345, Monroe. Estimated construction cost $11,668; first year operating cost $25,140; revenue $30,000. Principals: Sellers Aycock Jr., J. Bolling Jones, Roy A. Kelly, Edd L. Routt. Oliver H. Vreeland (each 14%) and Aycock Inc. (30%) Aycock Inc. is owned by Messrs. Aycock, Routt and others. Aycock Inc. is licensee of KRIH Rayville, La. Action June 29.

Marietta, Ohio—William G. Wells and R.

Sanford Guyer d/b as Marietta Broadcasting Co. Granted CP for new FM on 94.3 mc, channel 232A, 3 kw. Ant height above average terrain minus 14 feet. P.O. address Box 594, Marietta. Estimated construction cost $12,200; first year operating cost $4,800; revenue $4,800. Marietta Broadcasting is licensee of WMOA Marietta. Action June 23.

Arecibo, P. R.—Caribbean Broadcasting Corp. Granted CP for new FM on 107.3 mc, channel 297, 25 kw. Ant. height above average terrain 25 feet. P.O. address c/o Radio Station WCMN Arecibo. Estimated construction cost $28,790; first year operating cost $12,000; revenue $20,000. Principals: A. Esteva Vidal (31.93%), Juan F. Piza Sallcrup (11.2%), Jose Victor Oliver (6.72%), Marie Lefranc Pla (6.72%), Aristides Santoni (5.04%) and others. Caribbean is licensee of WCMN Arecibo. Action June 30.

Jamestown, Tenn.—Fentress County Broadcasting Co. Granted CP for new FM on 100 mc, channel 261A, 1.8 kw. Ant. height above average terrain 368 feet. P.O. address Box 700, Jamestown. Estimated construction cost $22,035; first year operating cost $13,320; revenue $14,380. Principals: R. Gene Cravens and Denton E. Burden (each 50%). Mr. Craven has 50% interest in WLET-AM-FM Toccoa, Ga. Action June 30.

Menomonee Falls, Wis.—Falls Broadcasting Corp. Granted CP for new FM on 98.3 mc, channel 252, 3 kw. Ant. height above average terrain 300 feet. P.O. address Box 216, Menomonee Falls. Estimated construction cost $39,221; first year operating cost $33,000; revenue $35,000. Principals: Harold D. Nichol, Kenneth E. Mayer and Ronald F. Amann (each 33⅓%). Action June 29.

Neenah-Menasha, Wis. — WNAM Inc. Granted CP for new FM on 99.3 mc, channel 257, 3 kw. Ant. height above average terrain 260 feet. P.O. address Box 707, Neenah. Estimated construction cost $26,294; first year operating cost $12,000; revenue $12,000. Applicant is licensee of WNAM Neenah-Menasha. Action June 30.

### APPLICATIONS

Carrollton, Ala.—P. M. Johnston, R. E. Hook and Carl Sauceman d/b as Pickens County Broadcasters. 94.1 mc, channel 231, 27.7 kw. Ant. height above average terrain 205.2 feet. P.O. address Box 309, Aliceville, Ala. Estimated construction cost $37,904; first year operating cost $12,200; revenue $15,000. Mr. Hook owns 75% of WRES-AM-FM Russellville, Ky.; 44% of WRAG Carrollton, Ala.; 70% of WMGO Canton, Miss.; 38% of WDAL Meridian, Miss.; 68% of WKIZ Key West, Fla.; 50% of WELZ Belzoni, Miss., and 55% of WMAG-AM-FM Forrest, Miss. Mr. Sauceman has 8% interest in WDAL and 10% interest in WRAG. Ann. June 23.

Idaho Falls, Idaho—Beney Corp. 92.5 mc, channel 223, 35.5 kw. Ant. height above average terrain 97 feet. P.O. address Box 1896, Idaho Falls. Estimated construction cost $34,165; first year operating cost $31,-200; revenue $30,000. Principals: George A. Freund, Orval Hansen, Eldon L. Lowder, Bona Roe Mason, Stearns S. Tucker and others. Beney Corp. owns KTEE Idaho Falls. Ann. June 8.

West Terre Haute, Ind.—Walter R. Stough. 105.5 mc, channel 288A, 3 kw. Ant. height above average terrain 300 feet. P.O. address Box 147, West Terre Haute. Estimated construction cost $17,890; first year operating cost $12,900; revenue $15,000. Mr. Stough is news director of WVTS West Terre Haute. Ann. June 18.

Iowa Falls, Iowa—Iowa Falls Broadcasting Corp. 95.3 mc, channel 237, 3 kw. Ant. height above average terrain 57.5 feet. P.O. address 308½ Stevens, Iowa Falls. Estimated construction cost $10,285; first year operating cost $12,000; revenue $15,000. Principals: Hugh A. Preston (50%), Dwight M. Brown and John P. Whitesell (each 25%). Iowa Falls Broadcasting owns KIFG Iowa Falls. Ann. June 23.

Cheboygan, Mich.—Straits Broadcasting Inc. 105.1 mc, channel 286, 27 kw. Ant. height above average terrain 90 feet. P.O. address 1356 Mackinaw Avenue, Cheboygan. Estimated construction cost $12,900; first year operating cost $4,800; revenue $8,000. Principal: Richard E. Hunt. (100%). Mr. Hunt owns WCBY Cheboygan. Ann. June 14.

Tulsa, Okla.—Southwestern Sales Corp. 98.5 mc, channel 253, 100 kw. Ant. height above average terrain 439.5 feet. P.O. address Box 1349, Tulsa. Estimated construction cost $66,000; first year operating cost $60,000; revenue $36,000. Principals: Mrs. Harold C. Stuart (75%) and Mrs. Carolyn S. Buford (25%). Southwestern Sales owns KVOO Tulsa, and has 38.9% interest in Central Plains Enterprises Inc., licensee of KVOO-TV Tulsa. Ann. June 18.

## Ownership changes

### ACTIONS BY FCC

KSRF(FM) Santa Monica, Calif.—Granted assignment of license from Pacific Ocean Broadcasting Inc., owned by Pacific Seaboard Land Co. (80%) and Santa Monica Broadcasting Inc. (20%) before, to Santa Monica Broadcasting Inc. (100%) after. Santa Monica Broadcasting is owned by George A. Baron (90%) and C. D. Funk (10%). Consideration $135,000. Mr. Baron had 20% interest in Pacific Ocean Broadcasting. Action June 25.

KPUB Pueblo, Colo.—Granted assignment of license from Donald W. Reynolds Jr., to Quixote Broadcasting Inc., owned by Mr. Reynolds. No financial consideration, transaction of incorporation. Action June 25.

WIXX Oakland Park, Fla.—Granted assignment of license from Albert S. Tedesco tr/as Broward County Broadcasting to Broward County Broadcasting Co., owned by Mr. Tedesco (85%) and Patricia W. Tedesco (15%). No financial consideration, transaction of incorporation. Action June 25.

WKOS Ocala, Fla.—Granted assignment of license from WKOS Inc., owned by Robert L. Gilliam (100%), to Greater Ocala Broadcasting Corp., owned by O. W. Myers, John E. Jenkins Jr., Edward E. Gurney and Flem J. Evans (each 25%). Consideration $70,000. Mr. Myers is vice president and general manager of WHTN-TV Huntington, W. Va. Mr. Jenkins is attorney. Mr. Gurney is trans. supervisor of WHTN-TV. Mr. Evans is radio consultant. Action June 23.

WPEO Peoria, Ill.—Granted assignment of license from Radio One Corp., owned by J. W. O'Connor and F. H. Babcock (each 50%). to Wister Broadcasting Inc., owned by Charles F. Wister (60%), Peter Williamson (30%) and G. Harris Frazier Jr. (10%). Consideration $170,000. Mr. Wister is associated with WCAU-TV Philadelphia in sales capacity. Action June 22.

WFOR-AM-FM Hattiesburg, Miss.—Granted assignment of license from Newforte Inc., owned by Jerry A. Fortenberry (91.4%), Sebe Dale Jr. (5.8%) and others, to J. W. Furr. Consideration $47,500 assumption of liabilities. Mr. Furr owns WMBC Macon, Miss., and is currently seeking transfer of WMPA Aberdeen, Miss. Action June 25.

WSET Glen Falls, N. Y.—Granted transfer of control of licensee corporation, Olean Broadcasting Corp., from Haut Cookie Shops Inc., controlled by Edward A. Haut, to Harry V. Barker (100%). Consideration $175,000 and assumption of $85,824.06 liabilities. Mr. Barker is general manager of WSET Action June 25.

WKTE King, N. C.—Granted acquisition of negative control of licensee corporation, Stokes County Broadcasting Co., from Radford N. Butler (29.2% before), to Radford N. and Jane Butler (50% jointly). Consideration not disclosed. Action June 17.

KLOG Kelso, Wash.—Granted transfer of control of licensee corporation, K-L Broadcasters Inc., from C. V. McIntyre, Ralph J. Forsberg and Ella Zutz, to Jess S. and Barbara M. Holman (100% jointly after). Consideration $50,000. Mr. Holman is manager of KLOG. Action June 23.

WDLB-AM-FM Marshfield, Wis.—Granted assignment of license from Clarkwood Broadcasting Corp., owned by Judith S. Scofield (50%), Hartley L. and Margery S. Samuels (each 25%), to Nathan L. and Robert W. Goetz d/b as WDLB Broadcasting Co. Consideration $203,250 and $30,000 covenant not to compete. Messrs. Goetz own WFAW-AM-FM Fort Atkinson, Wis., and KMAQ Maquoketa, Iowa. Action June 23.

### APPLICATIONS

KXO El Centro, Calif.—Seeks assignment of license from Radio Active Inc., owned by William J. Ewing (27.9%), Marco Hanan (57%), Chap Rollins and others, to KXO Inc., owned by same individuals with same percentages. Ann. June 18.

KHSJ-AM-FM Hemet, Calif.—Seeks assignment of license from Robert T. Griffin Paul O. Sprague and Robert T. Griffin d/b as Ramona Broadcasting Co., to Ramona Broadcasting Co., owned by Frances K. Hughes (25%), Bonnie Jean Newsome, as custodian for Carol Anne Newsome and Robin Louise Newsome (each 25%) and Garet H. Huges (25%). Consideration $100,-000. Ann. June 23.

KCOY-TV Santa Maria, Calif.—Seeks assignment of license from Mili Acquistapace (29.03%), James H. Ranger (29.03%), Burns Rick (29.03%) and Marion A. Smith (12.9%) d/b as Central Coast Television, to Mili Acquistapace (19.22% after), Adolf C. Pedotti (20% after), Helen L. Pedotti (25% after), James H. Ranger (19.25% after), Burns Rick (6.53% after) and Marion A. Smith (10% after). Consideration $28,000 for 45% interest. Ann. June 15.

KZIX Fort Collins, Colo.—Seeks assignment of license from Horsetooth Broadcasting Co., owned by Pea Ridge Broadcasters Inc. which is owned by Leslie P. Ware (98%) and Ruth A. Ware (2%), to Poudre Valley Broadcasting Inc., owned by Lewis Pearce (23%), Carole Pearce (1%), J. R. Bellatti (30%), Louise Crosnoe Bellatti (22%), Clee Fitzgerald (6%), Jennie L. Fitzgerald (6%) and Winfrey D. Houston (12%). Consideration $153,750. Mr. Bellatti has approximately 50% interest in Stillwater Publishing Co., Stillwater, Okla. and is general manager of KSPI Stillwater; Mr. Pearce is manager of KSPI; Mr. Houston is attorney and has 5% interest in KUSH Cushing, Okla., and Mr. Fitzgerald is attorney for KSPI. Ann. June 25.

WLBE Silver Lake, Fla.—Seeks transfer of control of licensee corporation, WLBE Inc., from Paul A. and Sally H. Husebo (each 50% before, none after), to D. Richard Mead Jr. (16.67% after), Edwin Mead (25% after), Arthur Dennis Pepin (25% after), Harold James Sharp (25% after) and Robert E. Warfield Jr. (8.33% after). Consideration $190,000. Mr. Pepin has 33⅓% interest in WPRY Perry, Fla., and 33⅓% interest in applicant seeking CP for new UHF-TV in Gainesville, Fla. Mr. Sharp is sales manager of WLBE. Ann. June 23.

WCIU-TV Chicago—Seeks acquisition of positive control of licensee corporation, Weigel Broadcasting Co., by Jay J. G. Schatz, Howard Arvey, William Randall, Louis E. Corrington Jr. and Anthony G. Angelos, through issuance of stock by licensee corporation. Group has agreed to lend licensee $500,000 in exchange for warrants to purchase 50,000 shares of Weigel Broadcasting stock. Licensee corporation has had difficulty operating UHF facility. Ann. June 14.

KASI Ames, Iowa—Seeks transfer of control of license corporation, KASI Iowa Inc., from Dale Cowle, Robert A. Dettman, G. Laverne Flambo, W. John Grandy, Harry S. Hyett and Odin S. Ramsland (100% as group), to Ames Broadcasting Co., owned by Dale Cowle (100%). Consideration $26,400. Mr. Cowle is general manager of KBIZ Ottumwa, Iowa. Ann. June 15.

KBTO El Dorado, Kan.—Seeks assignment of license from Eva G. Tedrick, acting as executrix of estate of O. A. Tedrick and trustee d/b as El Dorado Broadcasting Co., to El Dorado Broadcasting Inc., owned by same individuals. No financial consideration. transaction of incorporation. Ann. June 18.

WVUE (TV) New Orleans—Seeks assignment of CP from New Orleans Television Corp., owned by Screen Gems Broadcasting of Louisiana Inc., to Screen Gems Broadcasting of Louisiana Inc., owned by Screen Gems Inc. Ann. June 21.

WREB Holyoke, Mass.—Seeks assignment of license from Don Hancock Broadcasting Inc., owned by Donald T. Hancock (99.8%), Russell Davenport (0.1%) and Donald T. Hancock Jr. (0.1%), to Algonquin Broadcasting Corp., owned by Donald H. Kingsley, Paul R. Romeo, Frank Thome, Richard H. Hallet, Gregory J. Montalbano, Robert A. Belmonte, Joseph J. Alfano Jr. and Arthur L. Ahlman (each 12½%). Consideration $198,000. Mr. Alfano and Mr. Kingsley are sales representatives for WKOX-AM-FM Framingham, Mass. Ann. June 25.

WFFF Columbia, Miss.—Seeks assignment of license from Fortenberry Enterprises, owned by Jerry A. and William L. Fortenberry (each 50%), to Haddox Enterprises Inc., owned by Lester Haddox (100%). Consideration $75,000. Mr. Haddox owns gas appliance sales and service firm. Ann. June 15.

WMGO Canton, Miss.—Seeks assignment of license from Madison County Broadcasting Inc., owned by R. E. Hook (70%) and Lucille Hook (30%), to Canton Broadcasting Inc., owned by American Public Life Insurance Co. (55%), Richard O. Rush, Charles C. Rush and R. James Loflin Jr. (each 15%). Consideration $62,000. Richard O. Rush is president and principal stockholder of American Life. Charles C. Rush is also associated with insurance company. Mr. Loflin is general manager of WMGO. Messrs. Rush and American Life are stockholders in applicant for new TV facility in Jackson, Miss. Ann. June 15.

KGHM Brookfield, Mo.—Seeks assignment of license from Ira J. Williams tr/as Green Hills Broadcasting Co., to George P. Williams tr/as Green Hills Broadcasting Co. No financial consideration. Mr. G. P. Williams is son of I. J. Williams. Mr. G. P. Williams is general manager of KGHM, general manger and publisher of Marceline Publishing Co., publisher of weekly newspaper and has 11.5% interest in and is general manager of Brookfield Publishing Co., publisher of daily newspaper in Brookfield. Ann. June 11.

WEEE Rensselaer, N. Y.—Seeks assignment of license from Fairview Broadcasters Co., owned by Harry L. Golden (40%), Homer G. Davis (10%), Leonard Briskman (12.5%), Leonard Weiss (12%) and others, to Mercury Media Inc., owned by Gerald T. Arthur, Wilson B. Stringer and Jules J. L. Hessen (each 33⅓%). Mr. Arthur has 37.5% interest in WBIC Islip, N. Y., and has 37.5% interest in Sunrise Press Inc., publisher of weekly newspapers in Long Island, N. Y. Mr. Stringer is general manager and has 37.5% interest in WBIC. Mr. Hessen is attorney. Ann. June 11.

WPHB Philipsburg, Pa.—Seeks assignment of license from Rev. William Emert tr/as Moshannon Valley Broadcasting Co., to Rev. Emert and Dorothy E. Emert d/b as Moshannon Valley Broadcasting Co. No financial consideration. Ann. June 11.

WNAX Yankton, S. D.—Seeks assignment of license from Peoples Broadcasting Corp., Herbert E. Evans, president, to Areawide Communications Inc., owned by Red Owl Stores Inc. (100%). Consideration $1,445,000. Red Owl Stores owns KRSI-AM-FM St. Louis Park, Minn., through subsidiary Radio Suburbia Inc. which is also applicant for new AM in Superior, Wis. Ann. June 23.

KOPY Alice, Tex.—Seeks assignment of license from Norman Building Corp. owned by Robert N. Aylin (100%) to KOPY Inc., owned by W. E. Dyche Jr., Tom E. Foster, Tolbert Foster and Edgar B. Younger (each 25%). Consideration $210,000. Tolbert Foster has 34% interest in KDET Center, Tex., and 20% interest in KREO Indio, Calif. Foster is president of KDET and has 20% interest in KREO. Messrs. Dyche and Younger each have 20% interest in KREO. Ann. June 25.

KFTV Paris, Tex.—Seeks transfer of control of licensee corporation, Lamar Broadcasting Co., from Dorothy M. Hendrix, executrix of estate of James F. Hendrix, to Dorothy M. Hendrix (0.4% before, 48.8% after). No financial consideration. Ann. June 11.

WENZ Highland Springs, Va.—Seeks assignment of license from Henrico Radio Corp., owned by Kenneth L. Wood (100%), to Robert H. Pratt, receiver. No financial consideration. Ann. June 23.

KUTI Yakima, Wash.—Seeks transfer of control of license corporation, Yakima Valley Radio Inc., from H. G. Wells Jr., David McKay and Wells Fargo Bank, as executor of estate of Hubert Q. Joucken, to KUTI Communications Inc., owned by C. Loal Smith, Clarence Jensen (each 25.5%), Ralph W. G. Wyckoff Jr. (24%), Roderick D. Walter, Helen L. Walter (each 12%) and Karl F. Kimmel (1%). Consideration $108,268. R. D. Walter has 12.5% interest in KBBR North Bend, Ore., and Mr. Wyckoff is attorney. Others have business interests in North Bend. Ann. June 18.

## ETV fund grants

Following grants for educational television have been announced by Department of Health, Education and Welfare:

■ St. John, Ind.—St. John School Township of Lake County. $102,043 to activate channel 66 in St. John; total project cost $204,086.

■ Cincinnati — Greater Cincinnati Television Educational Foundation. $68,923 to expand facilities of channel 48; total project cost $91,898.

■ Lincoln, Neb.—Nebraska Educational Television Commission. $219,881 to activate channel 9 in North Platte, Neb.; total project cost $439,762.

## Hearing cases

### INITIAL DECISION

■ Hearing Examiner Basil P. Cooper issued initial decision looking toward granting application of South Norfolk Broadcasting Co. for new daytime AM on 1600 kc, 1 kw, in Chesapeake, Va.; conditioned to no pre-sunrise operation with daytime facilities pending decision in Doc. 14419. Action June 29.

### DESIGNATED FOR HEARING

Victor Management Inc., Little Rock, Ark., and Jacksonville Broadcasting Inc., Jacksonville, Ark.—Designated for consolidated hearing applications for new FM on channel 239 (95.7 mc)—Victor Management with ERP 26.4 kw, ant. height 297.5 feet, and Jacksonville Broadcasting with ERP 25 kw, ant. height 200 feet. Action June 30.

### OTHER ACTIONS

■ By memorandum opinion and order, commission granted request by Florence Broadcasting Inc., and waived sec. 73.207(a) of minimum mileage separation requirements to permit acceptance for filing of application for new class C FM on channel 297 (107.3 mc), ERP 25 kw, ant. height 170 feet, in Florence, Ala.; and denied opposition by Lebanon Broadcasting Inc. (WCOR-FM), Lebanon, Tenn. Action June 30.

■ Commission waived sec. 73.37(a) of overlap rules and accepted for filing application of Beaverhead Broadcasting Co. for new AM on 1240 kc, 250 w-N, 1 kw-LS, in Dillon, Mont. Action June 30.

■ Commission waived sec. 1.569 of rules to permit acceptance for filing of application by Brownsville Radio Inc. for new daytime AM on 1130 kc. 1 kw, in Brownsville, Pa. Action June 30.

■ By report and order, the commission amended sec. 73.207 of rules concerning minimum spacings for FM's to provide IF (intermediate frequency) interference protection. Adopted rule is the same as proposed April 2. It establishes following "taboo" distances between classes of FM's on channels removed 10.6 or 10.8 mc from each other (53 or 54 channels): C to C, 30 miles; C to B, 25 miles; C to A, 20 miles; B to B, 15 miles; B to A, 10 miles, and A to A, 5 miles. It applies to both commercial and noncommercial FM's (except 10-watt educationals). No change is made in any existing assignment. Commissioner Cox dissented. Action June 30.

■ By order, commission denied application by Bigbee Broadcasting Co. for review of May 6 action by review board setting aside examiners Feb. 3 action which (1) granted petition by Bigbee to extent of dismissing, but with prejudice, application for new AM in Demopolis, Ala.; (2) approved modified agreement by Bigbee and Demopolis Broadcasting Co. (WXAL), Demopolis, whereby latter would reimburse Bigbee amount not in excess of $5,000 for out-of-pocket expenses; and (3) which terminated proceeding in Doc. 14832. Commissioner Cox not participating; Commissioner Wadsworth absent. Action June 30.

■ By order in Boston, TV channel 25 proceeding, commission dismissed as moot petition of Oct. 15, 1964, by United Artists Broadcasting Inc. for waiver of minimum mileage separation rule in connection with application which, at request, was dismissed May 28. Action June 30.

■ By memorandum opinion and order, commission granted petitions of Ultravision Broadcasting Co. and Superior Broadcasting Corp. to extent of modifying financial issues in Buffalo, Cleveland, Boston UHF television proceedings to require evidentiary proof in support of estimated revenues only if applicant will depend upon income to meet fixed cost and operating expenses during first year period. Parties were granted 60 days to amend estimates of anticipated operating revenues and expenses for first year, and examiner was authorized additional 30 days in which to make amendments. Parties were also authorized to revise proposals as to hours of broadcast or program content if they so desire. Further, commission vacated order which stayed proceedings insofar as they relate to financial issues. Commission panel's memorandum opinion and order of March 12 had enlarged financial issues. Commission held that adopted new financial standards will hereafter be applied to all applications for commercial broadcast facilities whether AM, FM or TV (UHF and VHF). Action June 30.

■ By supplement number 2 to fourth report and order in Doc. 14229, commission amended revised table of assignments as follows:

Asbury Park, N. J., restored channel 58; Trenton, N. J., substituted channel *81 for *57; Hempstead, N. J., substituted channel *49 (from Stamford, Conn.) for channel *53 in previous assignment table, and Hickory, N. C., assigned channel 20. Retention of channel 58 in Asbury Park, replacement of channel 53 with channel 49 as educational reservation at Hempstead, and assignment of channel 20 at Hickory are predicated

upon assurances that they will be promptly placed into use. Failure to do so may result in deletion or replacement of assignments to provide flexibility in making assignments in places where they will be promptly used. Action June 30.

■ By supplement number 3 to the fourth report and order in Doc. 14229, commission corrected errors in revised table of assignments as follows: Sacramento, Calif., substituted channel 39 for 56; Harlingen, Tex., substituted channel *44 for *17, and Charlotte Amalie, V. I., substituted channel 43 for 34. Action June 30.

■ By order commission terminated inquiry initiated March 29, 1961 into possibility of allocating VHF television channels in New York and Los Angeles for noncommercial use. Proceeding was mooted by subsequent developments. New York metropolitan area now receives educational programs from WNDT(TV) on channel 13, Newark, N. J. With benefit of 1962 all-channel receiver law, ETV needs of Los Angeles can now be met by UHF's. One such station (KCET) has been authorized and UHF table of assignments, as revised June 4 last, reserves second UHF channel for that area. Action June 30.

■ Commission granted request by Communications Satellite Corp. to extend time from June 23 to July 2 to file reply comments to petitions for reconsideration in matter of amendment of part 25 of rules with respect to ownership and operation of initial earth stations in U.S. for use in connection with proposed global commercial communication-satellite system, and specified July 9 for comments to be filed in response to replies. Action June 23.

## Routine roundup

### ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order in proceeding on applications of Sergio Martinez Caraballo and Caribbean Broadcasting Corp. for new FM in Arecibo, P. R., in Doc. 15930-1, granted applicants' joint petition for approval of agreement whereby Caraballo's application would be dismissed; dismissed latter's application; and granted Caribbean's application for new FM on channel 297 (107.3 mc). Action June 30.

■ In proceeding on AM applications of Emerald Broadcasting Corp. (KPIR), Eugene, Pendleton Broadcasting Co. (KUMA), Pendleton, both Oregon, and Hi-Desert Broadcasting Corp. (KDHI), Twenty-Nine Palms, Calif., in Doc. 15998 et al., granted motion by KUMA to further extend to July 15 time to file responsive pleadings to petition by Columbia Broadcasting System Inc. to enlarge issues. Action June 30.

■ In proceeding on AM applications of Community Radio of Saratoga Springs New York Inc. and A. M. Broadcasters of Saratoga Springs Inc., Saratoga Springs, N. Y., in Doc. 15587-8, granted joint petition to extend time to July 15 to file exceptions to initial decision, or, if petition seeking approval of agreement for settlement of case is filed before latter date, until 15 days after board shall have acted upon petition. Action June 29.

■ In proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan) and Mid-Ocean Broadcasting Corp., San Juan, P. R., in Doc. 14977, 14979, on own motion, denied petition by Mid-Ocean for reconsideration or rehearing of board's June 1 action which remanded proceeding to examiner. Action June 29.

■ By memorandum opinion and order denied petition by WCOV Inc., (WCOV-TV, channel 20), Montgomery, Ala., to enlarge issues in proceeding on application of Selma Television Inc., to increase ERP, ant. height, and change trans. site of WSLA-TV, channel 8, Selma. Action June 24.

■ Scheduled oral argument for July 22 in following AM proceedings: Indian River Broadcasting Co. (WIRA), Fort Pierce, Fla.; and Meredith Colon Johnston (WECP), Carthage, and William Howard Cole (WHOC), Philadelphia, Miss. Action June 24.

■ By memorandum opinion and order in proceeding on applications of Gross Broadcasting Co. and California Western University of San Diego for new UHF TV in San Diego, on joint request by applicants for approval of agreement (1) dismissed California Western's application, and (2) granted Gross application for new TV on channel 51 in San Diego; condition. Member Nelson not participating. Action June 23.

■ By memorandum opinion and order in proceeding on applications of 5 KW Inc. and Marietta Broadcasting Co. for new FM in Marietta, Ohio, on joint request by applicants for approval of agreement (1) dismissed 5 KW application, and (2) granted Marietta's application for new FM on channel 232 (94.3 mc). Action June 23.

■ Members Berkemeyer, Slone and Kessler, latter dissenting in part and issuing statement, adopted decision denying application of Saul M. Miller for new daytime AM on 1510 kc, 250 w, in Kutztown, Pa., and competing application of A-C Broadcasters for new daytime AM on same frequency with 5 kw, DA, in Annville-Cleona, Pa.; also dismissed petition by Miller to reopen record for supplemental financial showing. Oct. 16, 1964 initial decision looked toward granting application of A-C Broadcasters and denying Miller. Action June 22.

### ACTIONS ON MOTIONS

#### By commission

■ By order, commission extended time for filing comments in Doc. 15971, which pertains to rule making and inquiry about CATV systems. Extension, responsive to petitions by National Community Television Association Inc., Jerrold Electronics Corp., and law firm of Smith and Pepper is as follows: For part I and par. 50—from July 9 to July 26 for initial comments, and from Aug. 6 to Sept. 17 for reply comments; for part II—from Aug. 27 to Sept. 27 for initial comments, and from Oct. 25 to Nov. 29 for reply comments. Action June 30.

■ Commission granted request by National Association of Broadcasters to extent of further extending time from July 14 to Aug. 20 to file comments and from July 26 to Aug. 31 for replies in matter of proposed new field strength curves for FM's and TV's in Doc 16004. Action June 25.

#### By Chief Hearing Examiner James D. Cunningham

■ Chief Hearing Examiner James D. Cunningham designated Hearing Examiner Arthur A. Gladstone to preside at hearings in Doc. 16070 regarding rates, terms and conditions of tariff schedules filed by Communications Satellite Corp. to cover satellite services to common carriers. Further ordered prehearing conference commencing at 10:30 A.M. July 1, at which time presiding examiner will specify date for hearings on suspended portions of tariffs. Pursuant to commission direction for expedited procedure, upon completion of hearings on suspended portions and prompt certification of record to commission, hearings on remaining portions will be held at date to be later specified by presiding examiner. Action June 24.

#### By Hearing Examiner Basil P. Cooper

■ Scheduled further prehearing conference for July 13 in proceeding on AM applications of Nebraska Rural Radio Association (KRVN), Lexington, and Town & Farm Inc. (KMMJ), Grand Island, both Nebraska. Action June 28.

■ Pursuant to agreements reached at June 23 prehearing conference in proceeding on application of Downriver Broadcasting Association, for new AM in Napoleon, Ohio, changed certain procedural dates which had been approved by examiner's April 14 order and rescheduled June 28 hearing for July 28. Action June 23.

#### By Hearing Examiner Charles J. Frederick

■ Granted petition by La Fiesta Broadcasting Co. to extend time from June 28 to July 12 to file reply findings in proceeding on application and that of Mid-Cities Broadcasting Corp. for new AM in Lubbock, Tex. Action June 23.

■ In proceeding on applications of Morgan Broadcasting Co. and Dick Broadcasting Inc., of Tennessee for new FM in Knoxville, Tenn., granted petition by Dick Broadcasting to cancel all procedural dates heretofore scheduled, and in lieu of July 7 hearing further prehearing conference will be held on that date. Action June 23.

#### By Hearing Examiner Millard F. French

■ Formalized, by order, agreements and rulings made at June 28 prehearing conference in proceeding on AM applications of Webster County Broadcasting Co., Europa, and Holmes Broadcasting Co. (WXTN), Lexington, both Mississippi, and among other things, continued July 19 hearing to October 12. Action June 28.

■ In proceeding on AM applications of Dennis A. and Willard D. Sleighter (WWDS), Everett, and Beacon Broadcasting Concern, Martinsburg, Pa., in Doc. 15942-3, upon request of Sleighters and with consent of other parties, rescheduled for June 29 date for final exchange of exhibits, July 6 for notification of witnesses, and continued June 29 hearing to July 12. Action June 25.

■ Set aside all presently scheduled procedural dates and stayed further proceedings pending further order of hearing examiner in proceeding on applications of Erway Television Corp. and Chesapeake Engineering Placement Service Inc., for new TV on channel 72 in Baltimore. Action June 23.

#### By Hearing Examiner Arthur A. Gladstone

■ On own motion, made various corrections to April 28 transcript of prehearing conference in proceeding on applications of Associated Television Corp. and Capitol City Television Co. for new TV channel 23 in St. Paul. Action June 24.

#### By Hearing Examiner Walther W. Guenther

■ Pursuant to review board's June 8 memorandum opinion and order, scheduled hearing conference for July 8 in proceeding on AM applications of Copper Country Broadcasting Co. (WMPL), Hancock, and Upper Michigan Broadcasting Co. (WHDF), Houghton, both Michigan. Action June 28.

#### By Hearing Examiner H. Gifford Irion

■ In proceeding on application of Kent-Sussex Broadcasting Co. for renewal of license of WKSB Milford, Del., granted applicant's petition for acceptance of late appearance. Action June 28.

#### By Hearing Examiner David I. Kraushaar

■ Pursuant to agreements reached at prehearing conference in proceeding on FM applications of Century Broadcasting Corp. (KSHE) and Apollo Radio Corp., St. Louis, scheduled Sept. 1 for exchange of exhibits, and postponed hearing to Sept. 20. Action June 28.

#### By Hearing Examiner Forest L. McClenning

By separate actions in 1110 kc, Pasadena, Calif., area proceeding in Doc. 15752 et al., (1) denied motion for continuance, as supplemented, by Orange Radio Inc. and (2) dismissed request by Pacific Fine Music Inc. for hearing conference. Action June 23.

#### By Hearing Examiner Chester F. Naumowicz Jr.

■ Granted petition by Ypsilanti Broadcasting Co. (WYSI), Ypsilanti, Mich., to dismiss AM application, and terminated proceeding. Action June 29.

■ In proceeding on applications for Symphony Network Association Inc. and Chapman Radio and Television Co. for new TV on channel 54 in Fairfield and Homewood, Ala., respectively, in Doc. 15460-1, dismissed petition by Birmingham Television Corp. (WBMG), Birmingham, Ala., applicant to change operation from channel 42 to channel 21, to intervene as right as party applicant. Action June 29.

**BROADCAST ACTIONS**
**by Broadcast Bureau**
**Actions of June 29**

**K05CG, K13FR, K09GA Straight, Hardesty and Optima, rural area south of Guymon, and Guymon, Okla.**—Granted licenses covering changes in VHF-TV translators.

**K07EB Pinos Altos, Fierro, Hanover and Santa Rita, Arenas, Arenas Valley and Hurley, Silver City and north surburban area of Silver City, N. M.**—Granted license covering changes for VHF-TV translator.

**WACB Kittanning, Pa.**—Waived sec. 73.30(a) of rules, and granted mod. of license to extent of permitting relocation of main studio beyond corporate limits of Kittanning, at Kittanning Highlands; Kittanning identification to be continued.

**KPLX(FM) San Jose, Calif.**—Granted CP to replace expired permit for new FM.

**WVNA-FM Tuscumbia, Ala.**—Granted CP to change ant.-trans. location to Sheffield-Tuscumbia; increase ant. height to 275 feet, and change type ant.; remote control permitted; conditions.

**WAAP Peoria, Ill.**—Granted CP to replace expired permit to change ant.-trans. location, install new trans., and make changes in ground system.

**WBPZ-FM Lock Haven, Pa.**—Granted mod. of CP to change type trans. and type ant., decrease ant. height to 255 feet, and make engineering changes.

**WNIK-FM Arecibo, P. R.**—Granted mod. of CP to change type trans. and type ant., redescribe ant.-trans. and studio location, and make changes in ant. supporting structure.

**KPLX(FM) San Jose, Calif.**—Granted mod. of CP to change ant.-trans. location, change studio location (site to be determined); change type trans. and type ant.; decrease ERP to 14.5 kw; increase ant. height to 330 feet, and make engineering changes; remote control permitted.

**WJML(FM) Petoskey, Mich.** — Granted mod. of CP to change ant.-trans. location to northeast of city limits of Harbor Springs, change type trans. and type ant., increase ERP to 28 kw, and decrease ant. height to 820 feet; remote control permitted.

■ Granted renewal of licenses of following main stations and co-pending auxiliaries;: KKJO St. Joseph, Mo.; WKLK Cloquet, Minn.

■ Granted licenses for following VHF-TV translators: K13GS, Central California Communications Corp., Carmel Valley Village, Calif.; K03CL, K09GX, Yampa Valley TV Association Inc., Steamboat Springs, Colo.; K08EY, K10FB, Jackson county, Walden, Rand, Coalmont and Cowdrey, Colo.; K11CI, Madison TV Association Inc., Madison Valley, Bear Creek Valley, Varney area and Ennis, Mont.; K06DR, Carbon county, Spring Glen, Price and rural Emery county, Utah; K08EW, Meeker Area Television Association, Buford, Colo.; K03CK, Moffat county, Craig, Colo.; K13GH, Tru-Vue Television Association, Thale, Five Mile Creek, White Sulphur Springs, Ft. Logan, Mont.; K03CI, Packwood Community TV Broadcasters Inc., Packwood, Wash.; K13GQ, Northern Television Inc., Wildwood, Alaska; K05CO, Smokey Valley Television District, Smokey Valley, Nev.; K12EV, Hoopa Valley Chamber of Commerce, Hoopa, Calif., and K09GS, K11AY, K13BB, Carlin TV District, Carlin, Nev.

**Actions of June 28**

**WMEX Boston**—Granted license covering installation of alternate main trans. at main trans. site.

**WPGC-FM Morningside, Md.**—Granted license covering installation of alternate main trans.

**WPGC-AM-FM Morningside, Md.**—Waived secs. 73.30(a) and 73.210(a) of rules, and granted mod. of licenses to extent of permitting relocation of main studios beyond corporate limits of Morningside near Bladensburg; Morningside identification to be continued.

**WYNX Smyrna, Ga.**—Remote control permitted.

**K09FW Willits, Calif.**—Granted CP to change type trans. for VHF-TV translator.

**K07GS Burwell, Neb.**—Granted CP to change frequency to channel 7 for VHF-TV translator.

**WKBS(TV) Burlington, N. J.** — Granted mod. of CP to change ERP to 708 kw vis., and 141 kw aur.; type trans. and type ant.; (minor change in location and coordinates); increase ant. height to 1100 feet, and change studio location to Philadelphia; conditions and without prejudice to such further action as commission may deem appropriate as result of pending criminal antitrust suit of *U.S. v. Kaiser Aluminum & Chemical Sales Inc.*, Criminal Case No. 21241, U.S. District Court for Eastern District of Pennsylvania, filed Oct. 31, 1962, and without prejudice to such further action as commission may deem appropriate as result of criminal anti-trust suit of *U.S. v. Kaiser Steel Corp.*, et al., Criminal Case No. 33339, U.S. District Court for Southern District of California Central Division, filed March 10, 1964; also granted extension of completion date to Dec. 28.

**WLCY-TV Largo, Fla.**—Granted mod. of CP's to change name to WLCY-TV Inc.

■ Granted renewal of licenses of following main and co-pending auxiliaries: WPGC-AM-FM Morningside, Md.; WMEX Boston.

**Actions of June 25**

**WTCM-FM Traverse City, Mich.**—Granted SCA on sub-carrier frequency of 67 kc.

**WFOR Hattiesburg, Miss.**—Granted renewal of license of AM.

**K70CI Columbus, N. D.**—Granted renewal of license of UHF-TV translator.

**WALZ-FM Jacksonville, Fla.**—Granted license for FM and specify type trans. and type. ant.

**WCRF(FM) Cleveland**—Granted license covering installation of new ant., decrease in ant. height and increase in ERP.

**WBLC Lenoir City, Tenn.**—Granted mod. of CP to change name to Alvin B. Corum, tr/as Loudon County Broadcasting Co.

**WFIL-FM Philadelphia**—Granted mod. of CP to redescribe ant.-trans. location, change type ant., and make changes in ant. system.

■ Following were granted extensions of completion dates as shown: WGPA Bethlehem, Pa., to Sept. 6; WCNC Elizabeth City, N. C., to Aug. 10; WAIR Winston-Salem, N. C., to Sept. 10; WALM Albion, Mich., to Sept. 1; KWJJ Portland, Ore., to Oct. 31; KBUY Amarillo, Tex., to Sept. 1; WNUS-FM Chicago, to Dec. 30; KVEG-FM Las Vegas, to Jan. 4, 1966; WOYE-FM Mayaguez, P. R., to Dec. 15; WFPG-FM Atlantic City, to July 15; KVIL-FM Highland Park-Dallas, Tex., to Jan. 31, 1966; KPLC-FM Lake Charles, La., to Dec. 23; KRST(FM) Albuquerque, N. M., to Jan. 1, 1966, and KEFC(FM) Waco, Tex., to Aug. 1.

**Actions of June 24**

**K09FW Willits, Calif.**—Granted renewal of license for VHF-TV translator.

**KHCD(TV) Santa Rosa, Calif.**—Granted mod. of CP to change trans. and studio location; ERP 5.01 kw vis., and 1 kw aur.; conditions.

**WKOZ-FM Kosciusko, Miss.** — Granted mod. of CP to change type trans. and type ant., make changes in ant. system, and decrease ant. height to 165 feet.

**KCKN-FM Kansas City, Kan.**—Rescinded action of June 7 which granted license covering increase in ERP and ant. height.

■ Granted renewal of licenses of the following main and co-pending auxiliaries: KPAS Banning, Calif.; KAWL York, Neb.; KIHN Hugo, Okla.; WRAJ-FM Anna, Ill.; WSRW-FM Hillsboro, Ohio.

■ Granted licenses for following FM's: WBNT-FM Oneida, Tenn.; WLBB-FM Carrollton, Ga.; KESM-FM El Dorado Springs, Mo.; KBTC-FM Houston, Mo., and specify type trans.

**KCMS Manitou Springs, Colo.**—Granted license covering increase in power and installation of new trans.

**KMBC-FM Kansas City, Mo.**—Granted license covering installation of new trans. and ant., increase in ERP and change in ant. height.

**WSRW-FM Hillsboro, Ohio**—Granted license covering increase in ERP and installation of new trans.

**WAGY-FM Forest City, N. C.**—Granted license covering installation of new ant., changes in ant. system and increase in ERP and ant. height.

**KMAX(FM) Sierra Madre, Calif.**—Granted license covering installation of new trans. and ant., and increase in ERP; condition.

**WRAJ-FM Anna, Ill.**—Granted licenses covering change in ant.-trans. location, remote control operation, installation of new trans. and ant., increase in ERP and ant. height and use of old trans. as auxiliary ant. at main ant.-trans. location.

**KDTH Dubuque, Iowa**—Granted mod. of license to change name to Telegraph-Herald Inc.

**KTAT Frederick, Okla.**—Remote control permitted.

**WCMB-FM Harrisburg, Pa.**—Granted CP to replace expired permit for new FM.

**Actions of June 23**

**KLOG Kelso, Wash.**—Granted renewal of license of AM.

**KOFM(FM) Oklahoma City**—Granted SCA on sub-carrier frequency of 67 kc.

**WFLA-FM Tampa, Fla.**—Granted license covering change in type trans.

**KCVR-FM Lodi, Calif.**—Granted license covering installation of new trans., and increase in ERP; specify type trans.

■ Remote control permitted for following: KLIF Dallas, while using non-DA (alternate main and auxiliary transmitters); WKLW-FM Grand Rapids, Mich.

**WTAX-FM Springfield, Ill.**—Granted license covering an increase in ERP and ant. height, and installation of new ant. and new trans.; specify type trans.

**WVNO-FM Mansfield, Ohio**—Granted license covering increase in ERP; specify ERP as 41.310 kw, and redescribe ant.-trans. and studio location.

**KOKL Okmulgee, Okla.**—Granted mod. of license to change studio location and remote control point.

**WPLK Rockmart, Ga.**—Granted CP to change ant.-trans. and main studio location.

**WIFI(FM) Philadelphia**—Granted CP to install new ants. and make engineering changes; ant. height 420 feet.

**WAVQ(FM) Atlanta**—Granted CP to install new transmission line, and redescribe ant.-trans. and studio location and remote control point as Avondale Estates; conditions.

**K78AD Ukiah, Calif.**—Granted CP to replace expired permit to make changes in UHF-TV translator.

**KBIM Roswell, N. M.**—Granted mod. of CP to change ant.-trans. location and make changes in DA system; conditions.

■ Granted licenses for following FM's: WJSM Martinsburg, Pa.; WJBI Cincinnati; WLBJ-FM Bowling Green, Ky.; WROM-FM Rome, Ga.; WSWN-FM Belle Glade, Fla.; WFTW-FM Fort Walton Beach, Fla., and delete remote control operation.

■ Granted renewal of licenses of following TV translators: K06CO, K10EE, Moapa Valley TV Maintenance District, Overton and Moapa, Nev.; K04AC, Pelton Telecasters, Gateway and Mud Springs, Ore.; W70AE, W80AD, Valley TV Cooperative Inc., Moorefield, W. Va.

**Actions of June 22**

■ Granted CP's for following new VHF-TV translators: Springville Chamber of Commerce, on channel 4, Springville, Calif., to rebroadcast programs of KLYD-TV (channel 17) Bakersfield, Calif.; Boise Valley Broadcasters Inc., on channel 11, Council, Idaho, KBOI-TV (ch. 2) Boise, Idaho; Keyes Television Association, on channel 5, Keyes and U.S. Bureau of Mines Helium Plant, Okla., KGNC-TV (ch. 4) Amarillo, Tex.; Zuni Tribe TV, on channels 9 and 11, Zuni Pueblo, N. M., KOAT-TV (channel 7) and KOB-TV (ch. 4) Albuquerque, N. M.

**Republic Township, Republic, Mich.** — Granted CP for new VHF-TV translator on channel 9, to rebroadcast programs of WLUK-TV (ch. 11) Green Bay, Wis.

**Actions of June 21**

■ Granted CP for new VHF-TV translator to Gettysburg TV Booster Club, on channel 7, Gettysburg, S. D., to rebroadcast programs of KFYR-TV (ch. 5) Bismarck, N. D.

**Mt. Washington TV Inc. Lewiston, New Auburn and Auburn, Me.**—Granted CP for new VHF-TV translator on channel 3, to rebroadcast programs of WMTW-TV (ch. 8) Poland Spring, Me.

■ Remote control permitted for following: KLAV Las Vegas, KSRA Salmon, Idaho.

**Moapa Valley TV Overton and Moapa, Nev.**—Granted CP for new VHF-TV translator on channel 3, to rebroadcast programs of KLAS-TV (ch. 8), Las Vegas.

## New call letters requested

■ WLLI Brookneal, Va.—Lester L. Williams. Requests WODI.

■ Fargo, N. D.—North Dakota State University. Requests KDSU.

■ KYW-AM-FM-TV Cleveland—National Broadcasting Co. Requests WKYC-AM-FM-TV.

■ Canton, Ohio—Janson Industries. Requests WJAN.

*Continued on page 80*

# 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 30¢ 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—$20.00 Display only).**
- **All other classifications, 35¢ per word—*$4.00 minimum.***
- **No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.**

APPLICANTS: If tapes, films or packages submitted, $1.00 charge for handling (Forward remittance separately, please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

## RADIO

### Help Wanted

#### Management

Station manager for small market station in deep south. Good earnings and growth for real producer who is good at management and sales of 5 kw established operation. Reply Box G-44, BROADCASTING.

#### Sales

Sales manager for major market. Specialized programed station. Excellent earnings. Box F-195, BROADCASTING.

Sky is the limit for aggressive, young and creative salesman seeking permanent position. One of midwests fastests growing small market stations needs sales manager with proof of performance. Liberal benefits. Box G-5, BROADCASTING.

Baltimore. Experienced salesman with proven field record. Select situation leading to management with multiple group. Box G-40, BROADCASTING.

Experienced announcer-salesman with solid credit background. Adult music station. Good job for the right man. Send resume to KHIT. Denny Bldg., Walla Walla, Washington.

Experienced radio salesman to become sales manager of 5 kw AM, going fulltime, and adding 50 kw FM. Outstanding facility, with trained sales staff, to supervise. $7,500 base plus commission. Send full resume, references and photo to Don Knowles—WDEA radio—Ellsworth, Maine.

Fast unprecedented growth necessitates expanding sales personnel. Outstanding opportunity for two experienced salesmen at Class A Metropolitan daytimer. Two wide open sales markets, both capable of delivering $200,000 minimum. For interview phone WKER, 201-839-2400.

Aggressive 25 to 35 year old, 2-year minimum, experienced time salesman qualified and now employed and ready to move into the good money area with 5,000 watt independent 24-hour-a-day operation. Number one station in area pop-standard music format. You can move into five-figure earnings fast. Apply in person or write WKMI AM/FM, Kalamazoo. Position opens up in two weeks. Strict confidence respected. Box 911.

#### Announcers

Announcer wanted by established kilowatt Illinois station, not Chicago. Will pay excellent salary plus generous side benefits for versatile, creative announcer. Permanent future with pay increases, best working conditions, ideal community. Only highest quality showmanship will do. Fine opportunity for man who can follow tight format, use right balance of adult and modern music, do good air selling job. Please send tape, resume, references to Box F-193, BROADCASTING.

The man we want not only does a fine morning show himself but knows music, can handle a staff and do an equally job as pd. If you think this fits you, there's a place for you with a top-rated middle-of-the-road station in an important market in the middle west. Tell us all about yourself, what you think you're worth and whom we call to find out more about you. Box F-230, BROADCASTING.

#### Announcers—(Cont'd)

Morning man needed by dominant C&W station in medium-sized market, Gulf South. Good working conditions in excellent market. Send resume, tape and references to Box F-225, BROADCASTING.

We're not a rocker but we do play the less obnoxious top 40 tunes once in a while. Mostly we're middle of the road and we want a dj who knows music well enough to tell the difference and use both with good judgement. Good salary and added benefits. Send your whole story to Box F-231, BROADCASTING.

We want a top music man for afternoon drive time shift on a station that doesn't rock but still gets top ratings. You must know music; you must be a good air salesman. If you think you qualify, write us the details at Box F-232, BROADCASTING.

C&W disc jockey for major market—a radio pro. No hayseed. Rich, big, friendly sound. Box F-234, BROADCASTING.

Immediate opening for announcer-salesman with 1st ticket. 5000 network affiliate in Rocky Mountain west. Sportman's paradise. Salary open. Send resume and tape to Box F-237, BROADCASTING.

Wanted: Announcer-dj versatile top forty dj for night shift at top 1000 watt Ohio station must have good news and commercial delivery. Send tape photo and resume to Box F-246, BROADCASTING.

Opening for 1st phone announcer at northwest vacation area, middle of road station. Full details and references 1st letter. Box F-287, BROADCASTING.

Dallas station—middle of road format has opening for top notch announcer with bright mature delivery. Send tape, picture, resume, references. Box G-1. BROADCASTING.

Albany-Schenectady-Troy. Immediate opening for ambitious experienced newsman at good music, CBS affiliation upper state New York. Mornings. Tape and resume to Box G-9, BROADCASTING.

1st phone, "top 40"—immediate opening! Will consider beginner—send air check, resume first letter. Box G-41, BROADCASTING.

Immediate opening for experienced announcer in northeast. Box G-42, Broadcasting.

C&W morning man. Bright, tight and fast paced. Number one rated station into west coast market. Must know country music. Ideal living location. Send tape, including hard and soft sell commercials, and news. Salary exceeds $170.00 weekly. Send complete resume, references and photo. Box G-46, BROADCASTING.

Immediate opening for announcer with first phone. Good working conditions in an Illinois community 100 miles from Chicago. Only those interested in a permanent position need apply. Give complete information in first letter. Also needed combo news man, with at least one year experience. Right person could soon become news director. Box G-48, BROADCASTING.

Play-by-play sports announcer—this can be in combination with sales or with a first class ticket. Salary plus commission or straight salary. AM-FM, 25.000 watt daytimer. KRVN. Lexington, Nebraska.

#### Announcers—(Cont'd)

Announcer/engineer wanted for KMRS. Morris, Minnesota.

WAGE, Leesburg, Virginia, needs announcer for morning shift plus some spot production. Good pay for right man with endorsed third phone. Must have minimum three years experience. Send tape, resume and references to WAGE, Box 891, Leesburg or Phone 703-777-4747. Congenial working conditions. Middle road format.

One million market drive time jock, fast paced, original humorous approach. First phone helps. Send tape, resume and picture 1st letter to Larry Vance. WALT Radio, Tampa, Florida.

Wanted immediately: Bright, experienced, stable "top-flight" announcer for top station. Should have a good production and sports play-by-play experience. First Class ticket desirable, third class a must. Send aircheck, resume right now or call for audition. Salary based on experience Jack R. Gennaro, WFHR, Wisconsin Rapids, Wis.

Chicago's fine arts station seeks staff announcer. Must have excellent knowledge of classical music and pronunciation, and a pleasant, unaffected delivery. Send non-returnable tape and resume to Mr. Robinson, WFMT, 221 N. La Salle St., Chicago.

5000 watt fulltime AM & FM needs announcer with 1st class ticket, Call collect Mr. Howard or Mr. Lindsay, WKNE, Keene, New Hampshire. 352-9230.

Announcer-first class preferred, with dedicated home-style approach for sacred and good music station. Salary plus comm. Call 201-827-6566, WLVP, Franklin, New Jersey.

#### Technical

B.S.E.E.—1st phone-AM experience, energetic young engineer looking for staff position with progressive TV and/or AM-FM station located near major university. Send for resume. Box F-90, BROADCASTING.

Chief Engineer—Progressive group of growing stations on east coast. Need young ambitious 1st class engineer to take over one of stations. Must be sharp on maintenance, transmitter work, studio equipment, creative projects. Administrative ability helpful. Challenge and advancement makes this an unlimited opportunity. Excellent salary. Only applicants with good experience and background need apply. Send complete resume, photo, salary requirements in first letter to: Box F-235, BROADCASTING.

1st class engineer. Transmitter duty. 5 kw directional experience. Resume & photo to: Box G-13, BROADCASTING.

Chief engineer, expert on maintenance and repairs for Illinois daytime and FM. The man selected will take over full responsibility. Send full information in first letter. Only those interested in a permanent position need apply. Extra benefits. Box G-47, BROADCASTING.

Engineer-announcer—combination man, first phone, announcing. 25.000 watt regional station, KRVN, Lexington, Nebraska. A town of 6,600 population. Salary depends on experience and qualifications. Will have to stand part time transmitter watch.

## Technical—(Cont'd)

**KVOE, Emporia, Kansas needs chief engineer** for 1000/250 full time station in two college towns of 18,000. Some announcing required. Good equipment and good people to work with. Background must be clean. Send resume, requirements, tape. Ed McKernan, KVOE, Emporia, Kansas.

**Chief Engineer for radio station KLWW.** Cedar Rapids, Iowa. Need experienced man capable of complete responsibility for both studio and transmitter maintenance. Contact E. M. Tink, V. Pres. Engineering-KWWL-TV, Waterloo, Iowa.

**Needed by September 1st, chief engineer** for WJBC, WJBC-FM and SCA. Modern equipment and transmitters. No announcing. Need man that wants and is willing to take responsibility. Must have experience and is looking for permanent position, fine Midwestern community. Write, T.R. Ives, WJBC, Bloomington Illinois, and include resume.

**Chief engineer-announcer—strong** maintenance background for 1 kw daytime. Excellent equipment, solid operation, pleasant living area. Prefer family man. Write or contact Jim Armstrong, WLSV, Wellsville, N. Y.

**Immediate opening—chief engineer-announcer.** Announcing duties light but must have good voice. Airmail training, experience, picture, WMIK, Middlesboro, Ky.

**Wanted: Soundman for motion picture** studio. Electronics background. Prefer experience in recording, mixing, editing. Will train right man. Complete resume, Barton Film Co., 4853 Waller St., Jacksonville, Fla.

## NEWS

**Announcer with good voice for news delivery** and production work. Must be dependable for a station that's well established, located in the heart of Michigan. Must have third class ticket, with endorsement. Write Box F-254, BROADCASTING.

**If you haven't really got it, don't read this.** One of the country's fine small market radio stations continues to expand. Our staff of 20 needs an additional newsman and another sales man. This area station enjoys high prestige, high income in single station market. Many benefits, including prestige in the community; experienced management; beautiful studios; great equipment; including 4 station owned news cruisers; good rate card, This is not just another radio station. Investigate KWIX. Then let us investigate you. Somewhere there must be some professional broadcasters who want to join a professional radio station. Dale Low, KWIX. Moberly, Missouri.

**News man to join three-man news staff of** station with quality responsible local and area news coverage. Will gather, write, edit and air news. Rush tape, writing sample and resume. WSOY, Decatur, Illinois.

## Production—Programing, Others

**"Scenic Designer—immediate need for creative** man in nation's 2nd market. Should be experienced in color TV production. Expanding staff to meet heavy schedule of live programing. Salary: open." Box F-153, BROADCASTING.

**Wanted: Writer/producer (male or female)** for midwest radio station. Send full details, experience or educational qualifications. Great opportunity for talented person who wants to work. Box F-258, BROADCASTING.

**Copywriter-announcer. We've got a program** on a New York Metropolitan area FM network which we feel only a talented imaginative copywriter can do. It's a unique music show and a plain old announcer just won't do. If you can write we want you. Salary negotiable, excellent potential. Send complete resume, copy samples, salary requirement and tape if you have one. Box F-295, BROADCASTING.

**Immediate. Experienced Radio-TV copywriter-production.** Handle department. Contact clients. Paid vacation. Hospital benefits. Salary open. Adv. Agency, Albany, N. Y. area. Rush resume and photo. Box G-45, BROADCASTING.

## Production—Programing, Continued

**"Top 40 PD—growing California market,** 30th in nation, if you're experienced, versatile, successful and bright on the air, ready for moveup send background tape references and make yourself available for personal interview. All replies confidential. Salary open plus extras. Contact: Bob Sovelman, KLIV Radio Box 995, San Jose, Calif. Phone 293-8030."

**Halftime graduate news assistant—University** station can take graduate work. Contact WSUI, University of Iowa, Iowa City.

## Situations Wanted—Management

**Manager, general or sales.** Serious, sober, reliable. Experienced all phases. Strong sales, promotion, programing, merchandising. Excellent references. Proven success getting into high gear against stiff competition. You set policy, I'll gurantee results. Ready now. Box F-256, BROADCASTING.

**Successful operations manager at leading** Canadian AM-FM station. Sixteen years experience in all phases of management, production, programing. Box G-24, BROADCASTING.

**Currently employed talk jock and salesman.** Looking for move into management. Background in announcing-sales-traffic-copy-production. Relocate to any point. Age 32, Single, college, write Box G-26, BROADCASTING.

**Experienced stable manager looking for** right station in right town. Box G-31. BROADCASTING.

**11-yr. veteran seeks managerial position in** small to med. upper midwest market. 30, college grad, family man. Outstanding performer, all phases. Very impressive sales record. Ast. Mgr. ready for management. Excellent references. Box G-50, BROADCASTING.

**Partner-manager arrangement sought by** successful young (26) five figure AM salesman. Creative sales-programing, my special field. Extra interest in troubled stations. Ken Stephens, KTOP, Topeka, Kansas.

## Sales

**Creative salesman . . . with extensive background** in sales, announcing and management. Family man. Box F-222, BROADCASTING.

**Attention Southeast!** Sales manager with announcing & play-by-play experience. Excellent character. Box G-38, BROADCASTING.

## Announcers

**Negro announcer,** DJ, experienced, college. Tapes, resume available. Box F-243, BROADCASTING.

**Long Island, Conn., New Jersey—(NYC** area): Part time combo—age 20—first phone—1 year engineering in N.Y.C.—tape on request—Box F-147, BROADCASTING.

**Top 40 dj,** sharp production, hard working personality. Box F-263, BROADCASTING.

**Experienced D.J. announcer-authoritative** news, no floater. Will relocate, 3rd FCC. Box F-276, BROADCASTING.

**Versatile, female announcer/newscaster with** varied background seeks position on radio of TV station. Box G-2, BROADCASTING.

**Wants Michigan-Five years experience, dj,** news, some play-by-play. Box G-7, BROADCASTING.

**Great voice, great production, good news.** 1st phone, married versatile, looking profitable future. Box G-10, BROADCASTING.

**Does everybody love a lover?** Then help! Wish to relocate near girl in Washington, D.C. 12 years with same station! 3rd class endorsed. Could double, triple as program, music director, news, continuity, rewrite, Goal—all night good music and jazz host. Box G-17, BROADCASTING.

**Experienced sportscaster looking for larger** sports market. Made life-long study of sports. Presently sports and program director. Box G-18, BROADCASTING.

## Announcers—(Cont'd)

**Light, good all around experience.** Third. college, imaginative, good worker. Box G-19, BROADCASTING.

**Pro announcer-dj.** Last five years morning personality great medium market station. Want major market prestige station. Family. B.A. Radio-TV speech. Box G-25, BROADCASTING.

**Available immediately.** Six year pro, in majors including top ratings at major 50 kw. Desire top market who is looking for a strong afternoon jock with strong ability in news and production. Can "cut-the-mustard" in any market. Box G-27, BROADCASTING.

**Sportscaster—staff—12 years present position**—radio and TV play-by-play major sports. Box G-49, BROADCASTING.

**Competition killer—"The Mojo-Man,"** Box 25, Rt. #1, Burgettstown, Penna.—1-304-723-2410.

**DJ and music director.** 1 year experience in both fields. Good contacts in music business. Prefers location in the South. Call 901 397-5316. Phil Germano.

## News

**Houston area—young, ambitious, experienced,** married newsman with 1st phone looking for step up into ambitious news department. Some production. Wish to work and learn. Box G-8, BROADCASTING.

**Newsman seeks writing announcing experience** in medium size market in San Francisco Bay area. Box G-14, BROADCASTING.

## Production—Programing, Others

**Quality music programing,** good music background. 1st phone. Box F-179, BROADCASTING.

**Top producer.** Director, ready for production manager or directorship larger market. Currently employed leading market. Excellent references my employer knows of this ad. Box F-261, BROADCASTING.

**College graduate, authoritive sports director** with good qualifications and references seeks relocation. Ex-athlete, informative, sports-minded but versatile. Strong on play-by-play, interviews, writing. Presently employed in heavy sports locale. Ready for advancement. Married family man. Midwest preferred, but will listen to any other interesting offers. Tape. Resume. References. Box F-290, BROADCASTING.

**Contemporary format specialist!!!** Seven years experience. College graduate. Totally familiar with all areas of broadcast endeavor. Currently program director major mid-west area. Great tape, impressive resume, excellent references. Seeking P.M. shift top 30 market with opportunity to advance within. Dedicated to business. Energy unlimited, Box G-4, BROADCASTING.

**Attention. . . California and Arizona stations.** Ten years experience in all phases of programing. Currently music director of 50 kilowatt, top 40. Top ratings for last 3 years. Program director of 10 kilowatt same city for 2 years. Strong consideration to station with growth potential. Desire medium to major market. Box G-32, BROADCASTING.

**Top forty man with program & music** director experience. Prefers South. No drifter. Tight board. Box G-35, BROADCASTING.

## TELEVISION—Help Wanted

### Management

**Having just received a construction permit** from FCC for a new UHF Television station, we are looking for an experienced and competent manager to direct this facility. Located in Northeastern Ohio it will cover a population of approximately one half million covering three cities where there are no other local television stations. Send resume and picture to Box F-93, BROADCASTING.

## TELEVISION

### Help Wanted

### Management—(Cont'd)

**Business manager**—controller wanted for midwest TV station. Complete responsibility for all internal systems, reporting, operating statements, books of account, payroll, payables, receivables, purchasing. Job requires shirt-sleeve worker who can take charge and who will do much of the detail himself. Looking for mature, management-wise person who can supervise two others. Permanent position; liberal benefits. All replies in strict confidence. Send resume and salary requirements to Box F-257, BROADCASTING.

**General manager**, experienced all phases radio & television, multiple/ownership with network affiliations, located in progressive community with excellent schools, medium midwest market. Send resume, pic & salary requirements to Box G-33, BROADCASTING.

### Help Wanted—Sales

**New UHF station** opening fall '65 in major market. Excellent opportunity to get in on ground floor of fulltime commercial station. Need experienced, dedicated man who will work long hours and produce top sales. Must be able to create and annetiate. Salary plus high commission. Send complete resume and picture to Box F-248, BROADCASTING.

### Announcers

**Excellent opportunity** for right man on announcing staff of progressive midwestern television station. Contact Box F-251, BROADCASTING.

### Technical

**Chief engineer for Eastern VHF** with multiple station ownership has immediate opening. Should have knowledge of all phases of technical operation. Excellent opportunity for future. Send details including experience and background. Box D-313, BROADCASTING.

**Chief engineer**: immediate opening in Northeast. Should have knowledge of all phases of technical operation and administrative experience. Excellent opportunity for future. Send details including experience, background, references and salary requirements. Reply Box F-245, BROADCASTING.

**Transmitter engineer** also studio engineer TD. Experienced broadcasters preferred. Clean operation in sunny, healthful, air conditioned Yuma, Arizona. Telephone collect 602-782-47111 Art Vogt, Chief engineer, KIVA-TV.

**The University of Tennessee** needs a 1st phone engineer for work primarily in their expanding CCTV operation. Applicant must be experienced VTR maintenance and operation. BS degree and experience in FM transmitter maintenance desirable. Position has good advancement possibilities and opportunity for increasing education. Generous University employee benefits. Beginning salary $6500.00 yr. Send resume to Department of Broadcasting, U.T., Knoxville, Tennessee.

### News

**Major midwestern television station** has opening for aggressive news man experienced at gathering, writing, and reporting news on television and radio. Position demands maturity and experience. Excellent opportunity. Send video and/or audio tape with resume. Box E-409, BROADCASTING.

### Production Programing & Others

**TV studio supervisor**, to supervise studio production crews in major-eastern station. Mature person with thorough knowledge of TV production skills & personality, judgment and leadership qualities suitable for supervising others. Write experience, education, required salary to Box F-249, BROADCASTING.

### Production—Programing, Others Continued

**Need film and tape room director.** Must be expert in film editing. Salary $135 per week. Write Box G-43, BROADCASTING.

**Continuity director** who can make copy sell, write at once. Send photo, copy samples, resume and salary requirement to Michael D. McKinnon, KIII-TV. P.O. Box 6159, Corpus Christi, Texas.

**Experienced director** for live programs and commercial work. Send resume to: Production Department, WECT-TV, 205 West Shipyard Blvd., Wilmington, North Carolina 28401.

**Director-announcer**—Immediate opening for experienced, creative, commercially oriented person equally at home in front, or behind camera. Salary based on experience and ability. Send resume, picture, or tape, and salary requirements to Wes Potter, Production Manager, WTVO, Box 470, Rockford, Illinois.

## TELEVISION—Situations Wanted

### Management

**General manager** thoroughly experienced in all phases: administration, sales, promotion, programing and production. Known nationally as aggressive, dynamic industry leader and fierce competitor. 11 years television. 13 years radio. Just turned forty. Tripled billings in year, doubling value of one station, quadrupled value of another. Just sold interest in my stations. Qualified to take charge, produce prestige and profits anywhere. Box D-21, BROADCASTING.

### Sales

**Need TV salesman** or announcer? Do both, and play-by-play. Want move to larger station. Employed over 5 yrs. Same station, small market. Presently manager. College graduate, married, 29. Like to work. Box F-271, BROADCASTING.

**Looking for TV sales** or management position with opportunity for continued advancement in solid organization. Ten years TV experience includes: Producer-director, production director, promotion manager, administrative coordinator. B.S., M.S. (radio-TV) degrees. Married. All references excellent. Box G-3, BROADCASTING.

### Announcers

**Network calibre** announcer-personality. Commercials; weather; interviews; audience. Major groups. Comes on very strong. Video tape available. Box F-176, BROADCASTING.

**Television announcer.** Excellent background and experience. Young family man. Cartoonist, kids host. Only stable, mature TV operations need apply for resume & VTR. Prefer East. Box F-286, BROADCASTING.

### Technical

**Broadcast engineer** desires overseas position in broadcast construction and/or operation. Excellent references including FM chief experience. Three years college. Box G-15, BROADCASTING.

**Experienced EE eng.** desires position as chief or assistant only. 13 years directly in radio and television. Heavy on construction; Xmtr., studio, microwave. Knowledge video tape; no experience. Working knowledge transistor devices. Presently employed. Box G-30. BROADCASTING.

**First phone engineer** with one year in broadcasting, desire opportunity in television operations. Midwest. Box G-51, BROADCASTING.

### News

**Alert newsman**. . . 6 years experience, past two as on-scene and on-camera reporter for top television-radio news operation in Midwest. Producer-editor-narrator of television documentaries and special shows. Experienced in film-editing and planning news coverage. B.A. University of Missouri, MA Northwestern. Seeks news-spot in comparable market with similiar responsibility. Tapes available. Box G-20, BROADCASTING.

### News—(Cont'd)

**Broadcast journalist-Radio/TV.** Mature, experienced, award-winning. Top-rated major markets. Editorials documentaries. Want solid news-minded management. Box G-34, BROADCASTING.

### Production—Programing, Others

**A writer with wit**, an announcer with polish and director with imagination. All for a 5-cent stamp. Box F-264, BROADCASTING.

**Creative position** for imaginative photographer. Artist. Production background. Box G-21, BROADCASTING.

**College grad.**, radio-TV degree desires entry into TV production. Family, military service completed. Box G-22, BROADCASTING.

**Available immediately**-continuity/promotion manager. 10 years experience, all phases of radio-TV. Material on request. Box G-28, BROADCASTING.

## WANTED TO BUY—Equipment

**RCA TK-41** Color camera in good condition. Reply Box G-37, BROADCASTING.

**Gates M-5235** turntable pre-amp, W-E 106A pgrm. amp. State condition, price, delivery, WDCJ, Riverton Tower, Jacksonville, Florida, 32211, RA 5-2400.

## FOR SALE—Equipment

**Television radio transmitters**, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

**Co-axial cable.** Heliax, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material at surplus prices. Write for price list. S-W Electrical Cable Company, Willow & 24th Street, Oakland, Calif. Phone 415-832-3527.

**New and reconditioned** aural remote pickup equipment and Fire and Police receivers—World Wide Company, Box 43, Weatherford, Texas. Phone 817-594-5172.

**Used equipment for sale:** Gates MBC-20 multiplex exciter and SCA generator. Two Ampex 450 tape playback machines, automatic reversal. W.E. 1126-c limiting amplifier. W.E. 110A limiting amplifier. Gates M-4809 remote control equipment. Will accept best offer. WRFM, 41-30 58th St., N. Y., N.Y. 11377. Phone DEfender 5-1051 code (212).

**Last three Bolex H-16** cameras. Slightly used with gurantee. Each $199.00. Box F-220, BROADCASTING.

**Have 300' Truscon** self supporting tower, Can be extended to 400 if necessary. In excellent condition. 40 pound windload. Priced reasonably. Available immediately. Wyeth Assocs., 3935 S. Uptop Ave., Minneapolis. 55410. Walnut 6-4057.

**Weather radar system**, all accessories, factory reconditioned. Can demonstrate. Cost new over $35,000. Sell $1,000. Will quickly pay for itself. Easy to install. WAXU Box 759. Lexington, Ky. 254-8888.

**Audio equipment**—Ampex, Altec, Fairchild, Langevin, Newmann etc. Trades. New and used. Get our list. Audio Distributors, Inc., 2342 S. Division, Grand Rapids, Michigan.

**Commercial Crystal** and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders; regrinding, repair etc. BC-604 crystals; also service on AM monitors and H-P 355B FM Monitors. Nationwide unsolicited testimonials praise our products and fast service. Eidson Electric Company, Box 96, Temple, Texas.

**The complete source** of used Radio-TV broadcast equipment. . . Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

**Andrew 1302** antenna tuned to 99.3 mc. Available July 15. KFMN, Abilene, Texas.

**One color film camera**, RCA type TK 26A, with shading amplifier. Cantact John Adams. D.E., KFDX-TV Box 2040, Phone 692-4530. Wichita Falls, Texas. 76370.

## FOR SALE

### Equipment—(Cont'd)

Model WX2C Field intensity meter WIBC, 2835 N. Illinois, Indianapolis, Ind.

Ampex portables-brand new-PR-10-1 $940.00, PR-10-2 $1120.00, 602-1 $560.00. Southwestern, Box 17435, Dallas, Texas.

Auricon Cine SOF camera. Tripod, lenses, Futura Film Service, Box 9343, Austin 17, Texas.

## MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Need help? 3,000 Super dooper, Hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221. Steiner St., San Francisco.

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. $2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of dj comedy lines. bits, breaks, adlibs, thoughts. . . . $5.00. Write for free "Broadcast Comedy" Catalog Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N. Y. 11229.

Gags galore for deejays! Catalogue free. Ed Orrin, 8034 Gentry, N. Hollywood, Calif.

The "Walt Johnson Mobile Report" sweeps the nation! This hilarious feature uses your name, call-letters and city streets. It's wild! Inexpensive, too! Free sample. Weird Productions, Box 5215, San Diego, Calif.

For sale: Five thousand monaural twelve-inch record albums; good condition; popular, classical; mixed lables, artists. Library index files included. Make offer. Box F-228, BROADCASTING.

## INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers, G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwooo Road, Dallas. Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35. Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

## INSTRUCTIONS—(Cont'd)

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting August 18 & October 20. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition $295.00—Rooms $10.00 per week—Classes begin Aug. 3, Sept. 7 & Oct. 12. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service, Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd. N. Y. OX 5-9245.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW. Washington 1, D. C.

First phone through tape recorded instruction or in six week resident class starting July 7. Bob Johnson Audio-Visual License Training, 1201 Ninth, Manhattan Beach, Calif.

Disk Jockey! Taped, home instruction! Fisher, 678 Medford, Patchogue, New York. 11772.

## RADIO

### Help Wanted

### Management

**MIDWEST GROUP**

of AM stations looking for qualified manager to supervise and work with individual station PD's. Experience essential. Salary open. Give the full story in a letter to:

Box F-229, BROADCASTING

### Announcers

**WANTED: MORNING MAN**

Are you an experienced personality with a proven track record in major-medium market contemporary radio? Is your show top rated in your market? Are you mature, creative, hard working, reliable? This major eastern station is interested in you! Rush tape, resume, ratings, references, photo to:

*Box F-180, BROADCASTING*

WANTED: Announcer. . . .

Send resume and tape to:

WARE Radio, Ware, Massachusetts

### Announcers—(Cont'd)

**NEWSMAN**

Metropolitan New York area station with excellent news reputation seeks aggressive, experienced writer-reporter. Rapid advancement for man with administrative potential. Send air check resume, photo, salary requirements to:

*Box G-36, BROADCASTING*

**WANTED**

Outstanding

**MAN or TEAM**

for

Top Morning Traffic Show

on

one of

Nation's Finest 50 kw's

Tapes and Information

to

Box G-29, BROADCASTING

### Production—Programing, Others

**PROMOTION COPYWRITERS**

Caterpillar Tractor Co. has openings at its headquarters in Peoria, Illinois, for experienced promotion copywriters.

Creative assignments in Company Parts Sales and Service promotion programs. Responsible for idea development and final copy preparation of direct mail literature—promotion bulletins — audio films — sales kits — scripts and meeting guides—point of purchase displays.

Prefer bachelor's degree in Journalism or English with 1-5 years radio-TV, newspaper, or magazine copywriting experience.

*Salary commensurate with ability.*

SUBMIT RESUME IN CONFIDENCE TO:

R. C. Colbert
Technical and Professional Employment,
Box Q-1
Caterpillar Tractor Co.
Peoria, Illinois

An Equal Opportunity Employer

### Production—Programing, Others

#### Continued

**PRODUCER-DIRECTOR**

Major East Coast station. Must be experienced and ready to give continued top-flight performance. Excellent opportunity for really creative director.

**Box G-6, BROADCASTING**

### Help Wanted

#### News

**WANTED**

Newsman for Negro programed radio station in major market. Must have a flair for developing local news stories. Call evenings, 7-10 P.M. E.D.T., area code 301-365-1934, Mr. Myers.

### Situations Wanted—Announcers

**ATTENTION STATION MANAGERS . . .**

Available immediately: DJs, Newsmen, Production men, Announcers. People with showmanship and imagination able to take over any task under any station format. Some first tickets, some third with endorsement. Well trained, experienced, professional broadcasters.

Southern California School of Radio
3911 Pacific Highway
San Diego 10, Calif.

### TELEVISION—Help Wanted

#### Technical

**TELEVISION ENGINEERS**

Several openings for high calibre engineers experienced in all phases of studio operation. Primary capability in operations but must be competent in maintenance. Excellent opportunity to join a growing independent TV production studio in Washington, D. C. area. Send resume to:

***Box F-223, BROADCASTING***

**EXPERIENCED TELEVISION ENGINEER**

Major midwest university has immediate opening for competent television engineer. Minimum of 5 years experience with all phases of television operation and maintenance required. Excellent opportunity. Send resume including salary requirements to:

***Box G-12, BROADCASTING***

### TELEVISION—Help Wanted

#### Technical—(Cont'd)

**TELEVISION TECHNICIANS**

Technicians with First Class Licenses needed in Philadelphia. Experience in studio work and maintenance required. Here is an opportunity to join a rapidly expanding major group. Send Replies to:

WKBS-TV 48—Personnel Director
Kaiser Broadcasting Corp.
3201 S. 26th St.
Philadelphia, Pa. 19145

**KAISER BROADCASTING**

An Equal Opportunity Employer

#### News

**— WANTED —**

News writer who also can handle assignments with 16mm movie camera. No air work required, but experience in writing and filming is desirable. Please send resume, photo, and samples of writing in first letter . . . to . . .

**News Director**
**WHTN, 625 Fourth Avenue**
**Huntington, West Virginia**

### Situations Wanted

#### Management

**TV EXEC**

16 years experience all phases of TV (Sales, Prog., Film, Prod., Legal, Labor, Admin., etc.). Seeks responsible, demanding & remunerative position in Station Management or as Prod/Film Exec. Foreign Rep. Free to travel and relocate.

**Box G-11, BROADCASTING**

### BUSINESS OPPORTUNITIES

**FOR THE MAN WHO WANTS TO BUY A RADIO STATION—BUT HASN'T!**

Here is a unique opportunity to buy a business which has all the assets of radio station ownership, without as large an initial investment or monthly operating expenses! The profit potential is tremendous; your scope of operation is unlimited; and you're the boss! You, can net more and invest less than in buying a radio station.

For Details, write
R. P. Research—P. O. Box 1593
San Antonio, Texas

### EMPLOYMENT SERVICE

**JOB HUNTERS**

Let an experienced broadcaster move you up to a better, higher paying job in radio or TV. Immediate openings nationwide for, (top flight professionals), all broadcast positions including management. Many of our job listings are from major market stations, willing to pay a top salary for a good man. Write for application.

**NATIONWIDE BROADCAST SERVICES**
**925 Federal Blvd., Denver 4, Colorado**
**Phone 303-292-0996**

Station Inquiries For Personnel Invited.

**BROADCASTERS**

Place your future confidentially in our hands. We have positions nationwide for qualified broadcasters.

**C.B.I. Placements**
707 Colo. Bldg. Denver Colo. 80202
phone (303) 292-3730
Private broadcast # (303) 534-6810

### WANTED TO BUY—Stations

**SMALL GROUP INTERESTED** in acquiring another AM facility. Will consider any station in any market. Contact:

**JIM BONNETTE**
**BOX 66**
**PERRYSBURG, OHIO**

### INSTRUCTIONS

**F.C.C. 1st PHONE LICENSE IN TWO MONTHS**

NEXT CLASS STARTING SEPT 1st

*(Tuition $400.00)*

**DON MARTIN SCHOOL OF RADIO & TV**

1653 No. Cherokee • Hollywood 28, Cal. • HO. 2-3281

*ESTABLISHED 1937*

**MAKE YOUR RESERVATION NOW — CLASS IS LIMITED**

FINEST LIVING ACCOMMODATIONS AVAILABLE NEARBY AT SPECIAL STUDENT RATES

## WANTED TO BUY—Stations

**Continued**

### STATION WANTED

Expanding midwestern chain interested in additional AM station in upper midwest. All replies confidential. Cash or terms. Reply to Hart Cardozo, W-1069 First National Bank Building, St. Paul, Minnesota.

### Want To Retire?

If you own a Radio Station, and would like to retire on a gradual basis, let's get together. I offer you experience, capital, and a desire to succeed. Please write to:
Box G-39, BROADCASTING

## FOR SALE—Stations

### CATV SYSTEM

**Sound investment**

Operating data available at time of inspection.

**Principals only.**
Box G-16, BROADCASTING

### SAN FRANCISCO BAY AREA FM (Class B) FOR SALE

$200,000 Total Price 29% down
10 years payout
HOGAN, FELDMAN INC.
4404 Riverside Drive
Burbank, Calif.
AC 213 VI 9-3201

CALIF. Fulltimer showing excess of $20,000 net corporate profit—$300,000—29% down. WEST COAST: Growth area—$125,000—$35,000 down excellent terms on balance. Exclusive.
Charles Cowling & Associates
P. O. Box 1496 Hollywood 28, Calif.
Phone HO 2-1133

# WSUN - WSUN - TV

St. Petersburg, Florida

# FOR SALE

Final specifications are now available. Sealed bids will be received until September 8, 1965. Specifications may be obtained upon payment of Fifty Dollars ($50). Address the Purchasing Agent, City of St. Petersburg, Florida.

To buy or sell Radio and/or TV properties contact:

**PATT McDONALD CO.**
**P. O. BOX 9266 - GL 3-8080**
**AUSTIN, TEXAS 78756**

## FOR SALE—Stations

**Continued**

# Northeast UHF

Fully equipped; well-established in large market. 1,500,000 homes potential.
Box G-23, Broadcasting

WEST—Grossing $18,000 monthly. Netting $8,000. Priced at $250,000 on terms.

La Rue Media Brokers Inc.
654 MADISON AVENUE
NEW YORK, N. Y.
HA 1-0818 TE 2-9362

| | | | | |
|---|---|---|---|---|
| Ala. | single | daytime | $ 65M | terms |
| Me. | single | fulltime | 100M | terms |
| East | monopoly | fulltime | 600M | 29% |
| Gulf | medium | power | 125M | 29% |
| S. E. | metro | AM & FM | 225M | terms |

*buying and selling, check with*
CHAPMAN COMPANY INC.
2045 PEACHTREE RD., ATLANTA, GA. 30309

## FOR SALE—Stations

**Continued**

### STATIONS FOR SALE

1. EAST COAST. Exclusive. $100,000. Terms to be agreed upon.
2. SOUTHWEST. Major market. Gross $10,000 a month. Open to offer.

JACK L. STOLL & ASSOCIATES
6381 Hollywood Blvd.
Los Angeles 28, California

## FOR SALE

**Equipment**

### BANK REPOSSESSION . . .

of new radio station and broadcasting equipment. Will sell as package for highest bid or as individual units at highest bids. Big savings on all merchandise—Bank is only interested in recovering the amount of outstanding balance of loan. Items included in sale will be mailed upon written request. Too numerous to list here. Terms cash.

Contact: CHARDON SAVINGS BANK, 100 Center Street, Chardon, O., MR. McDONALD or MR. JOHNSON. Telephone (216) AV 6-6111.

# YOUR HANDY CLASSIFIED AD ORDER FORM

ISSUE DATE(s)____________

☐ TF (until forbid)

RATES

☐ Situations Wanted— 25¢ per word—$2.00 minimum (PAYMENTS IN ADVANCE)

☐ Help Wanted— 30¢ per word—$2.00 minimum

☐ Display ads $25.00 per inch—STATIONS FOR SALE, WANTED TO BUY, EMPLOYMENT SERVICE & BROKERS advertising require display space.

☐ 1" ☐ 2" ☐ 3" ☐ 4" 5" or over Billed at R.O.B. rate.

☐ All other classifications 35¢ per word—$4.00 minimum

Attach ad copy to classified form
(No charge for blind box number)

Indicate whether Radio or TV ☐ Radio ☐ TV

HELP WANTED
☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

SITUATIONS WANTED
☐ management
☐ sales
☐ announcers
☐ technical
☐ production-programming

FOR SALE
☐ equipment ☐ stations

WANTED TO BUY
☐ stations
☐ equipment

ADDITIONAL CATEGORIES
☐ Instructions
☐ Business Opportunity
☐ Miscellaneous

BROADCASTING MAGAZINE, 1735 DeSales St., N.W., Washington 6, D. C.

NAME ____________

COMPANY ____________

ADDRESS ____________

Remittance enclosed $ 7-5-65

*Continued from page 73*

# COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through June 30. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations. Reports appear in alphabetical order by states. ■ Indicates a franchise has been granted.

**Atwater, Calif.**—Cable TV Service Inc. (Allen T. Gilland, San Jose, Calif., president) said it plans to lease distribution facilities from the Pacific Telephone Co. and therefore does not need a local franchise. Cable TV is 50% owned by Trans-Video Corp., El Cajon, Calif., and 50% by Standard Radio and TV Co., which operates KNTV (TV) San Jose.

**Oceanside, Calif.**—Coaxial System Engineering, Harbor City, Calif., and Miller and Frost Inc., Anaheim, Calif., have applied for franchises. A previous applicant is Electronics Discount Center, Oceanside. City council has appointed a special committee to study the proposals.

**San Diego county, Calif.**—County supervisors have approved a procedure for licensing CATV's in the unincorporated areas of the county. After the first five years of operation companies will pay the county 2% of their annual gross receipts. Applications are pending from: Tele-Video Inc., International Cable Television Corp., Co-Axial Systems Engineering Co. and Vision Cable Inc.

**Tulare, Calif.**—Cable TV Service Inc. (Allan T. Gilland, San Jose, Calif., president) has applied for a franchise. Subscriber costs would be $6.95 for installation and $4.95 monthly. See Atwater, Calif.

**Daytona Beach, Fla.**—Florida TV Cable Inc., Ormond Beach, Fla. (represented by attorney Thomas Cobb), has been selected from among eight applicants to receive a franchise. The company will receive the franchise if suitable terms can be worked out and if the voters then approve the choice in a referendum.

**Orlando, Fla.**—Applications are pending from Jerrold Electronics Corp., Philadelphia, a multiple CATV owner; South Georgia Natural Gas Co.; Multi-Channel Cable Co., Portsmouth, Ohio; Five Beaches Cable TV Inc., Cocoa Beach, Fla.; Central Florida Cable TV; Mid-Florida TV Corp. (WFTV [TV] Orlando); WESH-TV Daytona Beach-Orlando; WDBO-TV Orlando; TV Cable Co. of Florida KIS Inc. (WKIS Orlando); General Cablevision Inc., Winter Park, Fla., and Martin Andersen (publisher of the Orlando Daily Newspapers Inc.)

**Benton, Ill.**—Robert Blondi, Benton, and John Manion Jr., Mt. Vernon, Ill., have jointly applied for a franchise. A second proposal has been received from Lampley Electronics Inc., Benton, represented by Roy E. Loman, vice president. John Marion Jr. currently owns Mt. Vernon Cable TV Inc., 1306 Broadway, Mt. Vernon.

**Rantoul, Ill.**—Eastern Illinois Telephone Co. has applied for a franchise. A previous application by Balaban Co., Chicago, was denied approximately a year ago.

**Bloomfield, Ind.**—Cable TV Inc., Sullivan and Robinson, Ill., was denied a franchise by the town board. No reasons were cited for the refusal. A second application for franchise was submitted by All-Channel Cable Vision Inc. (Phil Dickens, president). All-Channel is associated with Telemation Systems Inc., Evansville, Ind., with application for franchise in Bloomington, Ind.

■**Mishawaka, Ind.**—Community Teleception Inc., 500 Union Federal building, Indianapolis (Bruce Storm, Bloomington, Ind., president), has been granted a franchise by the board of public works subject to any objections raised at a public hearing July 12. The city will receive 3% of the annual gross receipts. Subscriber costs will be $14.90 for installation and $4.90 monthly. The estimated cost of the system is $525,000. Free service will be provided to schools, the police and fire departments, and the city hall. The following stations will be carried: WNDU-TV and WSBT-TV, both South Bend, Ind.; WSJV(TV) South Bend-Elkhart, Ind.; WKZO-TV Kalamazoo-Grand Rapids, Mich.; five Chicago stations; MPATI (airborne educational station), and a weather signal. Community Teleception is now constructing a system in Mooresville, Ind., and has applications in 22 other Indiana cities and towns.

**Pipestone, Minn.**—Minnesota All-Channel Cablevision Inc., Alexandria, Minn., a subsidiary of Central Minnesota TV Co. (KCMT [TV] Alexandria), and Mid-Continent Broadcasting Co., a group station owner (Joe Floyd, Sioux Falls, S. D., president), have applied for franchises. Mid-Continent would charge a maximum of $25 for installation and a maximum of $6 monthly. It would provide free service to all schools and up to four public buildings. In addition to the TV signals both companies would provide a 24-hour weather service and a channel of FM music.

**Carthage, Mo.**—Council gave first reading to an application for a 25-year franchise from George and Ruth Kolpin, owners and managers of Carthage Broadcasting Co. (KDMO Carthage). Mrs. Kolpin estimated the cost of the proposed system at $200,000. Subscriber costs would be $19-25 for installation and $5 monthly.

**St. Joseph, Mo.**—Tom Matthews, regional manager of Mid-States Broadcasting Corp. (KFEQ St. Joseph) and general manager of KFEQ-TV St. Joseph, has applied for a franchise. Previous applicants are St. Joseph Cablevision (a joint venture of Alliance Amusement Co., Chicago, and Jerrold Electronics Corp., Philadelphia) and the *St. Joseph Gazette and News Press.*

■**Sedalia, Mo.**—Sedalia Cable TV Inc., Iola, Kan. (Larry D. Hudson, president), has been granted a franchise. The city will receive 10% of the annual gross receipts with a guarantee of $5,000 yearly. Subscriber costs will be $4.50 monthly with no charge for installation. The other applicants were United Video Systems Inc., Kansas City, Mo.; Total Television of Sedalia Inc., a subsidiary of Vumore Co., Oaklahoma City; Meredith-Avco Inc., Omaha, and Commonwealth Sedalia CATV Inc.

**Springfield, Mo.**—Alliance Amusement Co., Chicago (represented by attorney Arch Skelton), and Jerrold Electronics Corp., Philadelphia, have jointly applied for a franchise. Iola Cable TV Corp., Iola, Kan. (Larry D. Hudson, president), a multiple CATV owner, has also applied for a franchise. The Alliance-Jerrold system would bring in signals from Springfield, Joplin, Jefferson City, Kansas City and St. Louis, all Missouri. Subscriber costs would be about $18.75-$20 for installation and about $5 monthly. The Iola firm would charge about $10 for installation and $4.95 monthly.

**Cozad, Neb.**—Meredith-Avco Inc., Omaha, a multiple CATV owner, has applied for a 15-year franchise. In addition to TV signals the system would provide FM music and a time-weather signal. Subscriber costs would be less than $25 for installation and about $5 monthly.

**Cooperstown, N. Y.**—Chenor Communications Inc., a subsidiary of Chenango and Unadilla Telephone Corp., Norwich, N. Y., has purchased Cooperstown Video Inc., serving Cooperstown and Milford, N. Y. Chenor Communications, which recently purchased WMCR Oneida, N. Y., holds CATV's in Oxford, Franklin and New Berlin, all New York. Sterling Higley, president of the firm, has interest in Valley Video Inc., Norwich. No change in service rates to the Cooperstown and Milford systems is planned.

■**New York Mills, N. Y.**—Antenna Vision, Ilion, N. Y., has been granted a franchise. Antenna Vision currently operates systems serving Ilion, Frankfort, Mohawk and Little Falls, all New York. The firm plans to charge no installation fee. Cable Antenna Television, Utica, N. Y., was denied a franchise.

**Phoenix, N. Y.**—Oswego County Independent Telephone Co., represented by William Tumbridge, and Newchannels Co. (subsidiary of Newhouse Broadcasting Co. [WSYR-AM-FM-TV Syracuse, N. Y.]) have submitted applications for franchise.

■**Sanford, N. C.**—Lee Cablevision Corp. (represented by attorney Lowry Betts) has been granted a franchise. Subscriber costs will be a maximum of $25 for installation and $5 monthly. The aldermen left open the question of a 5% gross receipts tax.

**Bucyrus, Ohio**—Meredith-Avco Inc., Omaha, has applied for a 15-year franchise. Estimated subscriber fees are $20 for installation plus $4.95 monthly. A remittance of 3% of annual gross revenue will go to the city.

**Cleveland** — Westinghouse Broadcasting Co., (formerly KYW-AM-FM-TV Cleveland) has announced it is no longer seeking franchises in northeastern Ohio following the transfer of operations to Philadelphia (BROADCASTING, June 14). Westinghouse through KYW had applied for franchises in numerous Ohio communities.

■**Sidney, Ohio**—Sidney Cable Television Co., represented by Don Wheeler, has been awarded a franchise. Sidney Cable is a subsidiary of Logan Cable Television Co., held by principals of WOHP Bellefontaine, Ohio. Firms denied are Multi-Channel TV Cable Co., Portsmouth, Ohio; Sidney Cable TV Corp. (subsidiary of Plains Television Corp. [WICD(TV) Danville, WICS(TV) Springfield, and WCHU(TV) Champaign, all Illinois], and Direct Channels Inc., Stowe, Ohio.

■**Atoka, Okla.**—John Thompson has been granted a 25-year non-exclusive franchise. The city will receive 2% of the annual gross receipts.

**Salem, Ore.**—City council has decided to wait until the FCC has acted on CATV before considering the request of Carl O. Fisher, president and general manager of KUGN-AM-FM Eugene, Ore., for a franchise.

■**Clarion, Pa.**—Centre Video Corp., Box 824, State College, Pa., has been awarded a franchise. Centre Video (James T. Palmer, president) holds systems in State College and Bellefonte, both Pennsylvania.

■**East Norriton, Pa.**—Telesystems Corp., Glenside, Pa., a multiple CATV owner, has been awarded a nonexclusive franchise. Telesystems operates CATV's in Georgia, Massachusetts, Michigan, Indiana, Texas, New York, Vermont and Pennsylvania. Philadelphia Community TV Co., represented by Benjamin Quigg, has also applied for the franchise.

■**Ridley, Pa.** — Delaware County Cable Television Co. has been awarded a franchise. Subscriber costs are set at $10 for installation plus $5 monthly. The firm has agreed to remit to the city 5% of annual gross revenue.

■**Rock Hill, S. C.**—Catawba Services Inc. has been granted a franchise. Other applicants were Cosmos Cable Corp., subsidiary of Cosmos Broadcasting Corp., and Melvin Roberts, York, S. C.

**Seneca, S. C.**—J. A. Gallimore, Seneca, has applied for a franchise.

**Clinton, Tenn.**—An application has been received from James Stair of WYSH Clinton.

■**Kilgore, Tex.**—Palmer Media Group and Associates, Camden, Ark. (represented by David P. Mooney) has been granted a 15-year franchise. Construction must begin within nine months. TV signals will be brought in from Dallas, Fort Worth, Texarkana, and Tyler, all Texas, and Shreveport, La. A weather signal and background music will also be provided. Palmer Media owns the Camden News Publishing Co. (*Camden News*), KTAL-TV and KCMC-AM-FM, both Texarkana, Tex.-Shreveport, La. and KAMD Camden.

■**Mt. Jackson, Va.**—Council has granted Shenandoah Telephone Co. the right to use its poles to bring CATV to Mt. Jackson. The telephone company is currently conducting a feasibility study.

**Woodstock, Va.**—The request of Shenandoah Telephone Co. to use its present utility franchise to bring CATV to Woodstock has been turned down.

**Martinsburg, W. Va.**—A firm headed by Buford Saville, Cumberland, Md., and Cablevision of Fredericksburg Inc. (Gary Lindsay, Fredericksburg, Va., manager) have combined to apply for a franchise. A second request has been received from the Margold Co., headed by C. Leslie Golliday, owner of WEPM Martinsburg. The first proposal calls for fees of $9.95 for installation and $4.50 monthly. The city would receive 2½-3½% of the annual gross receipts depending on the number of subscribers.

# Constancy in a fickle business

As a MAN who never intended to get into advertising William Steers is so inextricably wound up in the business it's safe to assume he never intends to disentangle himself.

His part in the agency and media field is now so complete that this small voice of protest at entry sounds something like "we didn't mean to go to sea" after an ocean voyage by raft.

"When you get to my age (58) everybody's making you chairman of their board." This is how he refers to the way he's arrived in the advertising community. It's a somewhat modest way of acknowledging title to three board chairmanships.

He's not only chairman of the Needham, Harper & Steers agency; but also of the American Association of Advertising Agencies and the National Better Business Bureau. In addition, he's executive committee chairman of the National Outdoor Advertising Bureau and a board member of the Audit Bureau of Circulations. He was voted to the AAAA position last April at the association's annual meeting.

When Mr. Steers put himself on the job market in 1930 after earning a degree in economics at Dartmouth, "industry wasn't looking for collage graduates or any other kind of graduates," he remembers.

**Constancy** ▪ In agency parlance he "came up through media," but he also moved into account work. And in a field where allegiance of employe to firm is, of necessity, often as fickle as that of account to agency, he has a record of remarkable constancy. In fact. though he's served agencies of three different names, in a sense he's never really moved.

His switch to Doherty, Clifford & Shenfield in 1944 followed 14 years with the Pedlar & Ryan agency. This was at the founding of DC&S and he. along with four other executives of Pedlar & Ryan, made up the founding nucleus of the new organization.

By 1952 his own name was a part of the agency title as it became Doherty, Clifford, Steers & Shenfield. Mr. Steers led the negotiations last year which resulted in the merger of DCSS with Needham, Louis & Brorby. That's the extent of Mr. Steers's switching, and it isn't much switching at all.

**Growing with Radio** ▪ Mr. Steers worked on a Procter & Gamble account at Pedlar & Ryan and describes a good part of his experience as "growing up with radio." It was at a time when space departments were beginning to be known as media departments.

Measuring radio's circulation in the early days he compares to measuring print readership before the Audit Bureau of Circulations. The most effective tool available was a seed offering, he says. If agencies didn't believe the station engineers and their coverage maps, recalls Mr. Steers, they could double-check listenership to P&G's *Ma Perkins* with the mail response to offers of flower seeds made during the program.

As an advertising industry ambassador with portfolio, Mr. Steers' pronouncements are taken with considerable reverence by others in the agency business. Last week, sitting in his office, he put forth this maxim as a guiding principle in advertising and for that matter in all competitive areas: "It's human nature to retreat to the measurable statistic." It's done in schools and colleges with grades and in radio-TV with ratings and in all business, including media, with cost efficiency indexes, he said.

**Compensation Plan** ▪ Mr. Steers relates this rule to the possible results of switching from a commission to a fee system of agency compensation, a subject on which he's expansive.

He maintains the commission system gives the agency a degree of independence it needs to do a creative job. Given two variables as the basis for choosing an agency—quality of advertising and cost—"they're all going to run to the size of the fee as the measurable statistic," he says. And he thinks the current prevalence of account switching might be compounded as a result. The commission-vs.-fee argument is a subject of some AAAA discussion and Mr. Steers leaves little doubt about where he stands.

He views the FCC's network program control proposal as a "somewhat dictatorial policy of (FCC Chairman) Henry," but thinks discussion of the plan is a good thing. "There has been abuse in the area of network control of programing," he states, but he also suggests that a 50% limitation on ownership of prime-time shows isn't the answer. "The networks should listen to advertisers on programing," Mr. Steers believes, and thinks "something good is coming out of this."

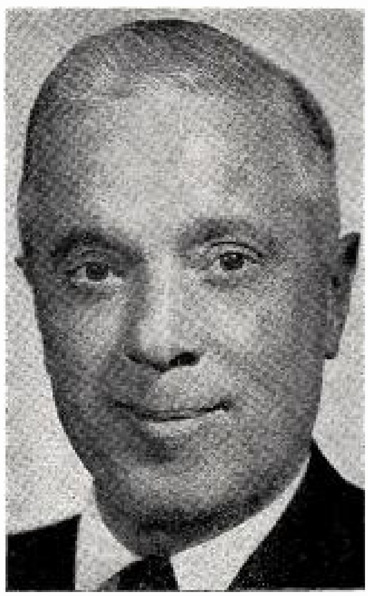
As for an AAAA position on the program proposal Mr. Steers suggests there won't be any and he doesn't think the association ought to take a collective stand on the issue.

**Key Figure** ▪ In a company-written biography Mr. Steers is described as a "key figure in client contact." His appraisal of the comment is that "it's the obvious compliment" for somebody with a background in media.

The merger which brought together Doherty, Clifford, Steers & Shenfield and Needham, Louis & Brorby was a natural move, according to Mr. Steers. It was essentially a union of organizations which were both being hit by heavy attrition of first-generation management through retirement. The merger gave the new agency, Needham, Harper & Steers, a strengthened top management and brought only minimum problems of product conflict." They (NL&B) came to us (DCSS) and proposed the union," says Mr. Steers, "and we thought it sounded like a good idea. They were strong in foods and we were heavy in drugs and soft goods."

The only account resigned during the merger was DCSS's Borden's Danish margarine. It was dropped so that NH&S could retain NL&B's Kraft Foods' Parkay and Miracle spreads. And Board Chairman Steers emerged with an agency biling an estimated $82 million a year.

## WEEK'S PROFILE



**William Edward Steers**—Chairman of board, Needham, Harper & Steers, New York; b. Oct. 26, 1906, New York City: Pawling School, 1926; Dartmouth College, 1930, BA; Pedlar & Ryan, New York, research, media, director of media, account executive, Procter & Gamble, 1944; Doherty, Clifford & Shenfield, media and research director; agency became Doherty, Clifford, Steers & Shenfield, 1952; DCSS VP; secretary; executive VP; president, 1956; board chairman, Needham, Harper & Steers and director of New York office; American Association of Advertising Agencies, media relations committee, 1953-1962, committee chairman, 1960; AAAA board chairman, 1965; chairman of board, National Better Business Bureau; chairman of executive committee, National Outdoor Advertising Bureau; board member, Audit Bureau of Circulations; m. Hannah Leo, 1933; children—Suzanne, 28; William E. Jr., 23. Michael, 20; hobbies—fishing, golf.

## A world watching

IT would be to the advantage of both major political parties to heed, in general, the suggestion by former President Eisenhower that the quadrennial nominating conventions need reform. The suggestion acquires special impact when considered with the probability that future conventions will be put on worldwide display by TV relayed by satellites.

Not all of Mr. Eisenhower's proposals seem politically realistic or journalistically wise. To reduce the number of delegates, as he urged, would be to risk a loss of campaign money and support from those who were excluded. To ban reporters and cameramen from the convention floor would be to deny them access to legitimate news sources.

Yet there is much to be said for Mr. Eisenhower's basic objection that conventions are disorderly and unnecessarily prolonged by meaningless events and delays. It is up to the parties themselves to correct those defects. Perhaps the knowledge that television coverage will now be extended to foreign lands will encourage the politicians to think about the image of American politics that they will be conveying.

It is in the nominating convention that the first step is taken toward the making of a President who is ultimately to deal with all the other nations of the world. To foreigners unfamiliar with the show-business part of American politics, a first exposure through television coverage of a political convention could be an awkward introduction to the American chief of state.

## A way out for ETV

IN recent weeks WNDT(TV), New York's "noncommercial" educational television station, has received three donations that confirm what has been apparent for some time: The nation's educational television system must be put on a realistic economic base if it is ever to amount to anything.

The three donations came from CBS ($100,000), WPIX (TV) New York ($50,000) and the Shell Oil Co. ($36,000). and all three exemplify what is wrong with the current financing of educational TV throughout the country.

Altogether commercial broadcasters have put nearly $2 million into WNDT since the station was purchased several years ago from former owners who operated it as a commercial outlet. If $2 million happens to be a relatively small price to pay for the retirement of a VHF channel from commercial competition in the nation's largest market, that fact ought not to obscure the less selfish motivations that have induced the commercial survivors to keep writing substantial checks payable to the cultural experiment of WNDT. Among commercial broadcasters there are those with a genuine desire to see ETV develop into a second force that can broaden the total programing spectrum.

The latest donation from Shell Oil also represents a combination of public spirit and self interest. Shell's money is to be spent to produce on WNDT a nightly 15-minute newscast for which Shell will be given air credit. Shell can thus take satisfaction in making a contribution to a "noncommercial" educational enterprise while taking advertising benefits from its public association with a hard-news show that, to the average viewer, must seem little different from the hard-news shows that appear at other times on the New York stations that are admittedly commercial. It hardly needs to be added that Shell is buying prime-time advertising on WNDT at a fraction of the cost of similar time on any of the six commercial V's in New York. The new Shell donation follows one of $60,000 that bought two five-minute newscasts per night for 26 weeks.

What is happening on WNDT has happened on educational stations throughout the country. Broadcasters in many cities have donated equipment and money to help put and keep ETV's on the air. Commercial interests have been persuaded to underwrite program ventures in exchange for air credit. Both sources will be put under intensified pressure to enlarge their contributions as ETV stations proliferate and as their cumulative need for money expands.

Here and there are ETV stations that have found consistent supplies of funds from charities and public donations, but as a national system ETV is still broke. As long as it remains in that condition, its fiscal policies will be shaped by desperation and its programing will be erratic. Far from becoming a second force in American television, it will be no force at all. It will serve only to neutralize however many channels it occupies.

ETV must find a new source of support. It has seemed to us for some time that one new source ETV ought seriously to test is pay TV. If ETV is to be justified as a public service that is worth the reservation of more than one-third of all the television station assignments in the nation, it must be given the chance to prove itself worthy of public support. In some form of pay TV that chance would be provided.

## Manhunt

THE Radio Advertising Bureau, for the fourth time in its 15 years of hard selling, is in quest of a new president. With a budget of about $1 million and a going organization. RAB should now be moving into a new golden era in tempo with the burgeoning economy and the wider acceptance of radio as a national. all-encompassing medium.

For nearly a decade Kevin Sweeney was the talented president who got the essential job done for the RAB. He was succeeded by another super-salesman in the person of Edmund Bunker, now with Foote, Cone & Belding.

Since Mr. Bunker's departure a few weeks ago, Miles David has been interim head of RAB as its executive vice president and general manager. Mr. David, as administrative vice president, was a right-hand bower for Mr. Sweeney. He was the same for Mr. Bunker.

The National Association of Broadcasters had a manhunt on last year, after the resignation of LeRoy Collins. After an intensive search. the decision was made to promote from within, and Vincent T. Wasilewski was moved into the presidency. The result has been optimum.

Miles David is the RAB's Vince Wasilewski. Most RAB members, we believe. would like to see a merit promotion from within.

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