

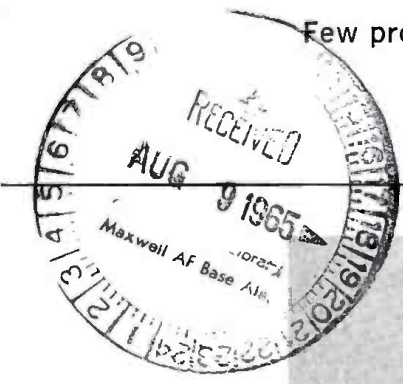
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

FCC reports TV revenue at \$1.8 billion for '64. p27
Did killing option time weaken stations? p36
Two-year study sees dark future for pay TV. p46
Few production problems expected in big switch to color. p54

COMPLETE INDEX PAGE 7

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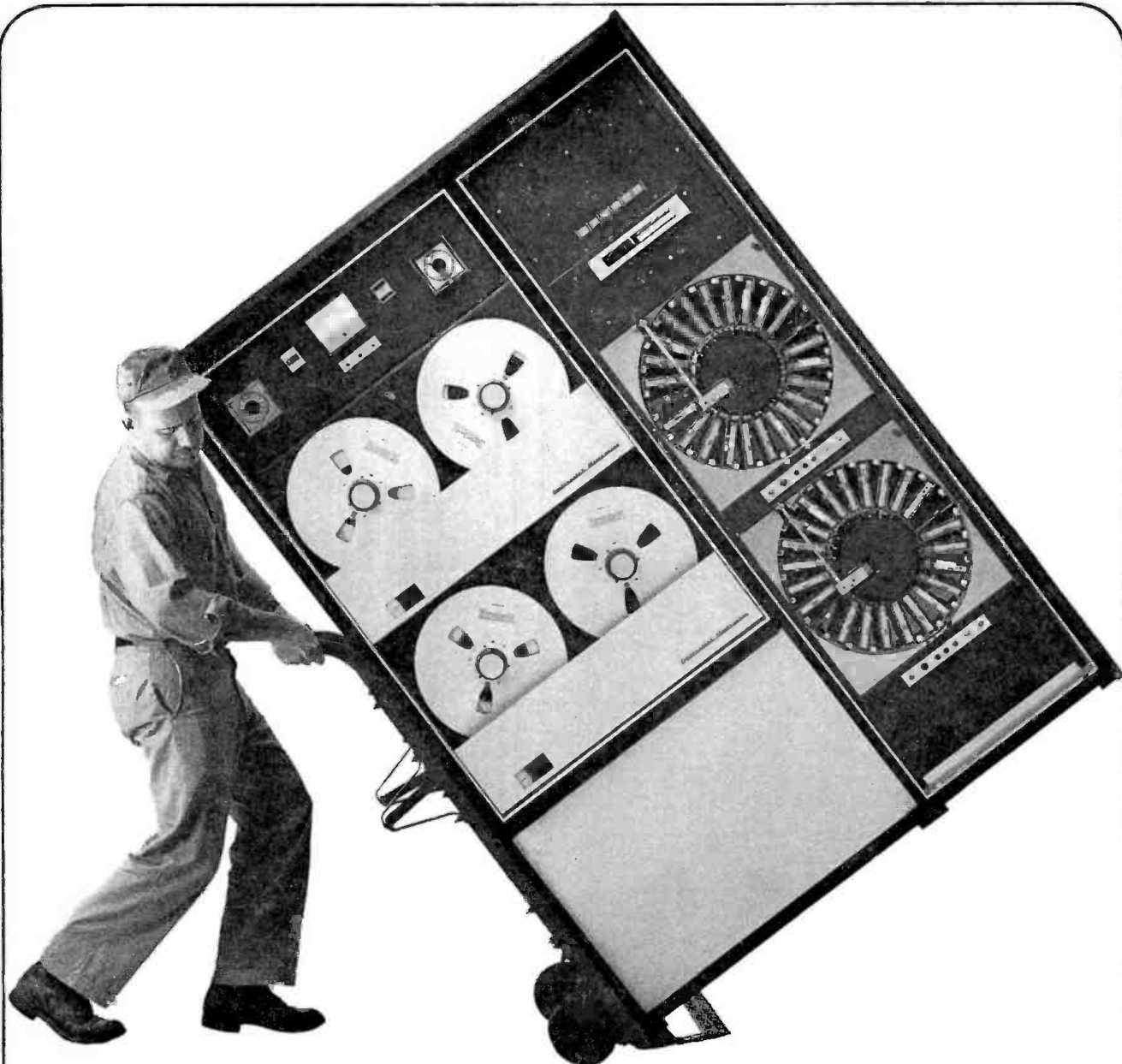
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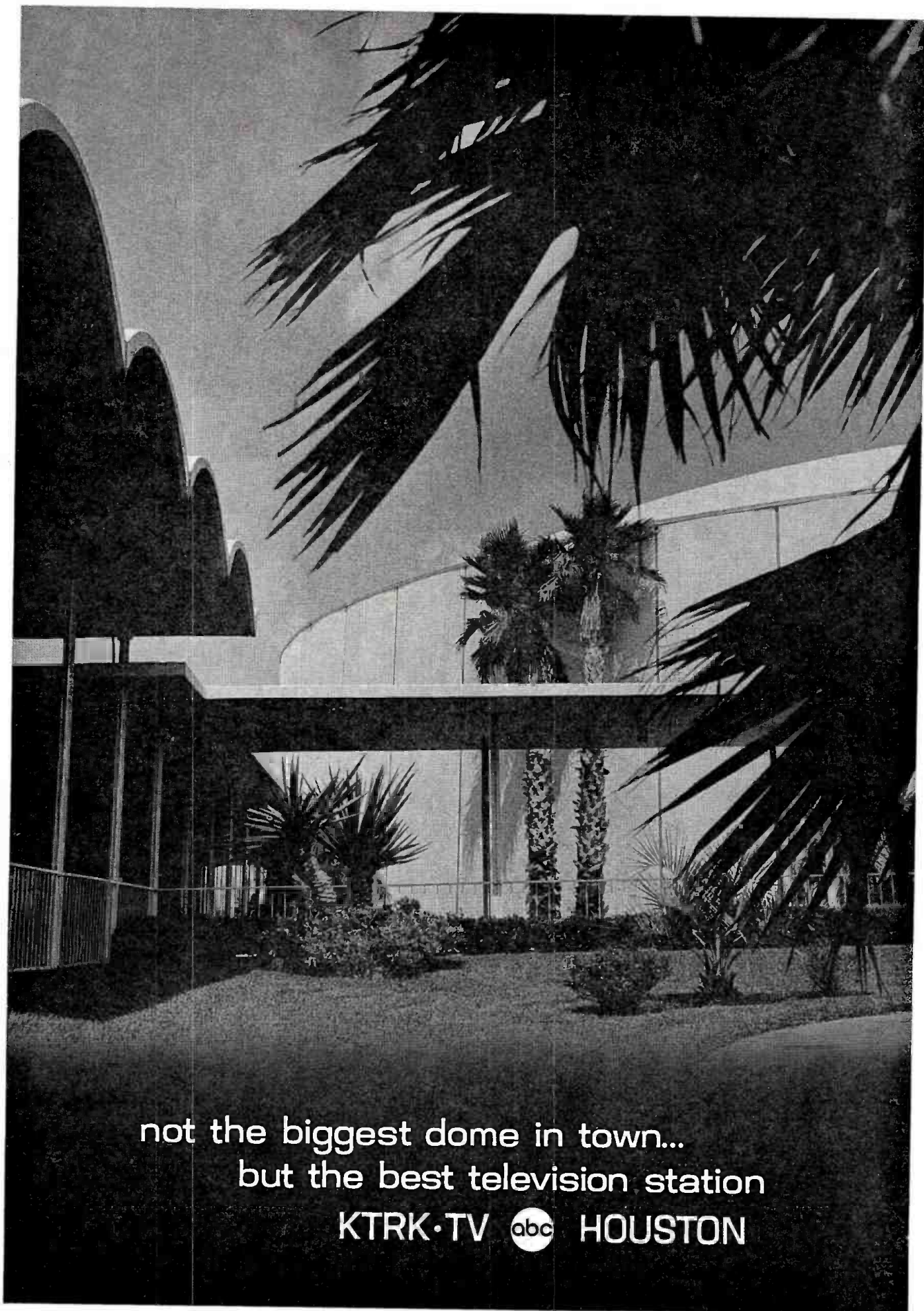
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KTRK-TV  HOUSTON

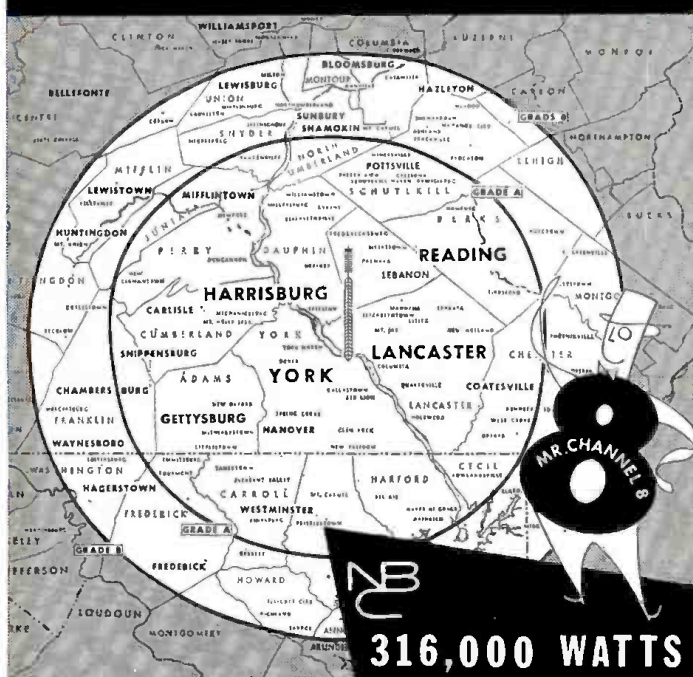
This fall, NBC nighttime programs 96% in color. All 28 carried by WGAL-TV. Typical example: *The Virginian*.

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Color programs deliver 80% more audiences in color-set homes than in black-and-white homes. Color pioneer Channel 8 is the only completely equipped color TV outlet in central Pennsylvania. This market ranks among the leaders in color-set penetration in its coverage area. Color, the most dramatic means of reaching your market and presenting your products, is on WGAL-TV daytime, nighttime, practically all the time. Enliven your sales picture in this booming, buying area.

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Steinman Television Stations • Clair McCollough, Pres.
WGAL-TV Lancaster, Pa. • KOAT-TV Albuquerque, N. M. • KVQA-TV Tucson, Ariz.

The new Walter Jenkins

Walter Jenkins, former chief aide to President Lyndon B. Johnson, is on verge of becoming Texas CATV proprietor. He has arranged to acquire system at Eagle Pass (1,200 subscribers; 1,500 potential) for approximately \$400,000 from Telesystems Inc., Glenside, Pa., through Denver broker, Bill Daniels. It's understood he also is negotiating for acquisition of another system and microwave relay in Southwest. Mr. Jenkins, now living in Austin as business consultant, holds 3.9% interest in Texas Broadcasting Co., TV-radio group owner controlled by Johnson family with stock in trust during President's incumbency.

Mr. Jenkins, who resigned his White House post last October under pressure, attended convention of National Community Television Association in Denver, July 18-23. Negotiations for acquisitions were begun there.

New football network

Plans to set up "Metronet" system of special radio networks for coverage of National Football League games in 1966 are being pushed by Metro-media's Metropolitan Broadcasting Radio Division, whose WNEW New York is veteran outlet for New York Giants coverage, and whose WCBM Baltimore takes over Baltimore Colts play-by-play this year. John V. B. Sullivan, division's president, presented detailed plan to team owners at NFL meeting in April, has followed up with individual teams since, and hopes to have number of radio franchises set long before 1966 season opens. Negotiations are with individual teams because NFL bylaws do not permit league commissioner to make package deals in radio as he can in TV.

Faster TV news

There's been talk of beefing up—and speeding up—UPI Newsfilm Inc.'s service for TV stations through ownership participation by several leading broadcasters. Representatives of Metro-media, Time-Life Broadcast, WGN Inc. and RKO General met with UPI officials late in July, reportedly on UPI's initiative, and another session may be held this week.

Participants say several ideas have been discussed but that basic objective is to expand UPI Newsfilm's operation to make it competitive with newsfilm services offered to stations by all three networks. Delivery, now by airplane, would be by cable, either through

CLOSED CIRCUIT[®]

AT&T or through Sports Network, which also has participated in some discussions. Some participants think broader program service might eventually evolve, but talk thus far has centered on news.

Longer license terms

Last hasn't been head of project of FCC Commissioner Robert E. Lee to extend broadcast station license terms from three to five years. Congressional interest has been aroused, and Mr. Lee's office has sent background information (including opposing views) to Hill upon request.

Lee proposal was formally put before commission at meeting last June 30 when he initially urged that all references to broadcast license tenure in Communications Act be eliminated, leaving terms to discretion of FCC. This died for want of second. Subsequent proposal to increase span from three to five years was seconded by Commissioner Rosel H. Hyde but voted down 5-2.

Race between raters

Competition between American Research Bureau and A. C. Nielsen Co. in local-market TV audience ratings is apt to get tougher and tougher, in view of some agency and station sales authorities. Not only Procter & Gamble's agencies (see page 42) but also number of others are reported reviewing both services to decide whether to switch or stay with one they have. These are said to include some using Nielsen's local service, some using ARB's. One reason for reviews of both services: increases in Demographic data they'll be offering this fall (see page 9).

Collectors' items

With ambitious Hollywood Museum project for motion picture and broadcast arts on dead center pending financial and operative review, movement has begun in New York for possible establishment of museum of radio-TV arts to be housed in one of pavilions at World's Fair which closes in October. Spanish Pavilion, it's understood, has been offered, premised upon land being dedicated by city as historical and educational site, under public parks program. Stirring up preliminary activity is John Porterfield,

New York broadcast consultant.

Fate of Hollywood Museum is in doubt. County Board of Supervisors is out of funds pending investigation by committee headed by Bart Lytton, West Coast savings and loan company leader. Sol Lesser, museum president, is on spot but guess is nothing will happen until museum board is able to convene sometime this fall.

Wiring the world

International expansion is on minds of some U. S. CATV operators. Jerrold Electronics soon will announce appointment of Sidney Brandt as general manager of new international division, with headquarters in New York. Assignment is to survey and develop manufacturing, installation and operation of systems abroad. Jerrold has had limited development in Canada and in Latin America and probably will exploit Latin American market initially. Mr. Brandt had been general manager of Jerrold's Pilot Division.

Also considering expansion in Europe is Jack Kent Cooke, of Beverly Hills, Calif., whose American Cable Co. has jumped into forefront of domestic cable systems ownership. Mr. Cooke, former Canadian publisher and broadcaster, feels European market is ripe for CATV development. At convention of National Community Television Association in Denver last month, Mr. Cooke reportedly completed negotiations for five additional U. S. cable systems with 13,000 connections, for about \$3 million. These would bring American Cable's holdings to 22 systems with 80,000 connections, representing a total investment of \$23 million.

Hyde to Europe

Announcement should be made this week of appointment of FCC Commissioner Rosel H. Hyde as vice chairman of American delegation to plenipotentiary conference of International Telecommunications Union in Montreux, Switzerland, beginning Sept. 14 and expected to run until early November. Chairman of delegation is retired career ambassador, Julius C. Holmes; vice chairman, C. W. Loeber, chief, Telecommunications Division, State Department; others on delegation are William Watkins, assistant chief engineer, and Marion Woodward, chief, International Division, FCC.



This is Corinthian College. It gives scholarships every year.

It has five campuses, one in each of the Corinthian markets. On the Houston campus this summer, Joseph Dominick, Jr. (far right) is learning television news first hand from experienced "faculty" members of the KHOU-TV news department.

During the school year Dominick is an outstanding student majoring in broadcasting at the University of Illinois. This summer he's spending six weeks in Houston intensively studying every phase of commercial broadcasting.

Each year, three such opportunities are

provided by the Corinthian Summer Scholarship program for the best of those who are working toward a career in broadcasting. The Joseph Dominicks will help provide the leadership for American broadcasting tomorrow.

Yes, we are proud of Corinthian College. It may not be as well known as Harvard or as big as Ohio State, but it's selective (only three students per year), free (\$400 scholarship and all expenses for all students) and has the lowest student-teacher ratio in the country (better than 1:70). Represented by H-R

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WEEK IN BRIEF

For television, 1964 was another record year in sales and profits, according to FCC report. \$1.8 billion in revenue is expected to be surpassed during 1965. Color TV growth called help in lifting figures. See . . .

TV TIME: UP IN '64 . . . 27

For coming season only one major change is evident and it is not causing too many problems—just more time, more space, more care, more light and more money. It's color across-the-board. See . . .

BIG SWITCH . . . 54

Oxtoby-Smith study of pay television finds there aren't enough viewers who want such service to make it profitable. Says no system has come near level needed to keep pay TV's fiscal head above water. See . . .

GLOOMY EVALUATION . . . 46

What's half-million dollars more or less? In FCC's case it's less. Senate-House conferees approve budget just shade under \$17 million. \$7,000 increase is \$502,000 less than requested. See . . .

MERE HIKE . . . 67

Makers of items that fill grocery baskets like TV and TVB figures show that top 50 advertisers of items sold in supermarkets put 75% of budgets in TV. P&G, spending leaders, had 92.7% of budget in television. See . . .

TV IS TOPS . . . 42

Station Representatives Association has some concern that FCC 1963 ruling on network option time may have produced some reverse results and weakened stations' position. Plans new look at its own proposal. See . . .

ARE STATIONS WEAKENED . . . 36

Somebody goofed and AMST says it was Joint Technical Advisory Committee in JTAC's filing for land mobile users to get chunk of TV spectrum. AMST says JTAC had grossly erroneous conclusions. See . . .

SHARING IMPOSSIBLE . . . 65

Rules are out for orderly procedures for newsmen to follow on big stories. Joint media committee says organization and media pool will alleviate many problems of Dallas-type situations. See . . .

HANDLE STAMPEDE . . . 56

Aural successes should lead others to try medium, RAB feels, as it releases long-play album of winning radio commercials. Want agencies, advertisers, stations to hear how it can be done. See . . .

PLUGS CREATIVITY . . . 70

Participation by FCC commissioners; discussions of CATV, UHF, color, TV editorializing, radio code, radio license renewal form and broadcasters' role in '66 elections all on NAB fall conference agenda. See . . .

NAB PLANS CONFERENCES . . . 50

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Broadcasting

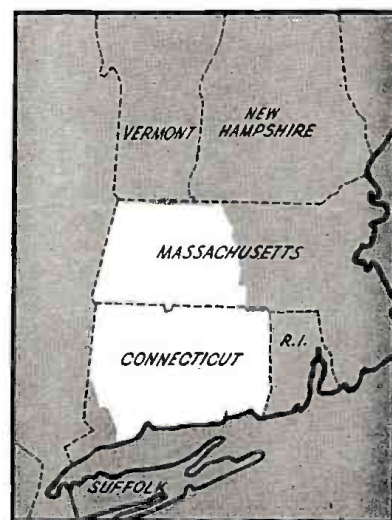
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Business as usual during alterations

American Research Bureau announced major revision of its New York Arbitron electronic rating sample last week, with minor changes in coverage area while work is in progress.

Firm originally considered shutting down Arbitrons for month or so, then discarded that idea in favor of two-stage approach.

Sample has been temporarily contracted from about 330 homes in present 17-county area to same 25-mile radius (from 5th Avenue and 50th Street in Manhattan) that firm used when Arbitron service began in late 1950's.

While old coverage is in effect, ARB statisticians will rework sample in larger, outer area, where, they feel, most growth and demographic change are taking place. This phase is scheduled to be completed Sept. 15, then revision of central area will be started. Target date for whole project is June, 1966.

ARB says about 86% of sample homes in 17-county region are contained within original 25-mile circle, and that all necessary statistical adjustments will be made to avoid interruption in service or change in reliability factors.

Decision to revise sample without discontinuing service was made at suggestion of network executives, who probably had early debut of new season in mind, during New York meeting with George W. Dick, ARB president, and rating firm's demographic experts.

Running change caused last week's Arbitron report (out today, Aug. 9) to be split about 50-50 between 17-county figures and information based on smaller area, requiring careful explanation to avoid trouble with Federal Trade Commission's ratings watchdogs. Subsequent Arbitron reports will be based entirely on smaller sample until Sept. 15, according to Beltsville, Md., firm.

Screen Actors Guild calls for boycott

Screen Actors Guild board Friday (Aug. 6) called on membership to join in nationwide boycott of products made by companies advertising on KPOL Los Angeles as aid to American Federation of Television and Radio Artists, now in its 19th week of strike against KPOL.

In unprecedented move, guild's board

sent letters to SAG's 16,000 members accusing KPOL of "deliberately trying to destroy the union shop." Letter warned: "If KPOL is successful in its efforts to eliminate the union, other guilds and unions in this area may be affected" and urged members to join consumer boycott of KPOL sponsors as "only effective economic action against this unfair broadcasting station. Whenever you buy products or patronize a KPOL sponsor, your dollars are crossing the AFTRA picket line."

Await CATV grant in Kern county

Community antenna group and three UHF-TV stations in Bakersfield, Calif., expect next week to hear decision of Kern county board of supervisors on franchise for CATV there.

CATV group is Trans-Video Corp., which already holds permit for city of Bakersfield. Competing is applicant composed of three Bakersfield TV stations plus local businessmen.

At stake is potential 35,000 homes in area outside central city.

Considered prime laboratory for what may happen to UHF stations when CATV comes in, both groups fought bitter battle last year for city franchise. This was granted in February to Trans-Video company, which has begun construction of \$1 million, 200-mile CATV

installation to feed city's potential 20,000 homes.

At hearing before Kern county supervisors Aug. 3, Kern Cable and Trans-Video bids were opened. Kern Cable, which contains TV stations among its shareholders, offered cash payment to county of \$100,000, with \$4.75 monthly charge for service. Trans-Video, with whom J. P. Maguire, vice president of Continental Telephone Co., Bakersfield, and owner of CATV system in Taft, Calif., is associated, offered \$1,000 cash payment, with charge of \$4.50 per month to subscribers. Both applicants offered payment of 2% of gross receipts to county.

For Bakersfield proper, Trans-Video plans to offer 12 channels; seven VHF and two UHF Los Angeles stations plus three local UHF stations. Trans-Video has promised simultaneous duplication protection to Bakersfield stations.

Deintermixed Market ■ What makes Bakersfield, and Kern county, notable is that area was deintermixed by FCC in 1963. At that time KERO-TV was moved from channel 10 to channel 23. Other Bakersfield stations: KBAK-TV on channel 29, and KLYD-TV on channel 17. All networks are carried.

Trans-Video, organized about three years ago, is 20% owned by Cox Broadcasting Corp. Lee Druckman, former Jerrold regional sales manager, is president. It operates two systems: in El Cajon, and in San Diego area, and holds franchise for Porterville as well as Bakersfield, all in California.

NSI to increase data in local market surveys

A. C. Nielsen Co. is expanding its local market TV audience measurement service, effective in October, it was revealed Friday.

Under overall title of *Viewers in Profile*, service will be continuation of NSI pocket piece reports and "greatly enlarged catalog of demographic information," according to George E. Blechta, vice president and manager of Nielsen Station Index.

New type of data to be included: station circulation summaries and viewer age breaks. Color TV set ownership and CATV viewing information will continue on all-market basis, Mr. Blechta said.

Rates for new service reportedly will run 30% or more above those for current NSI and, since it's change of service, negotiations of new contracts will be necessary.

Like, man, it rocks

KLZ-FM Denver has been cut loose from KLZ-AM to counter-program other FM's in community which either duplicate programming of companion AM's or play good music. For four hours each day (4-8 p.m.) KLZ-AM will broadcast rock 'n' roll show with Bill Gardner as disk jockey. At other times it will continue to duplicate KLZ-AM's programming which emphasizes middle-of-road music and talk.

Separate FM four-hour strip was started late last week. Lee Fondren, KLZ-AM-FM manager, explained Top-40 format was chosen because "the audience that likes contemporary music was unserved by FM in Denver."

WEEK'S HEADLINERS

Payson Hall, former executive VP of Meredith Publishing Co. and president of Meredith's Broadcast division, who joined McCall Corp., New York, in April as VP in printing division (BROADCASTING, April 12), has joined King Broadcasting Co., Seattle, as VP for finance and planning. King owns KING-AM-FM-TV Seattle; KREM-AM-FM-TV Spokane, Wash.; KGW-AM-TV Portland, Ore., and *Seattle* magazine. Mr. Hall, 50, had been with Meredith since 1947, serving as assistant controller, controller and treasurer before elected executive VP. He had served three terms on National Association of Broadcasters TV board, and had been secretary and treasurer of Television Bureau of Advertising.



Mr. Moore

Donald J. Moore, VP at Sullivan, Stauffer, Colwell & Bayles Inc., New York, with major responsibility for Lever Brothers account, elected senior VP. Mr. Moore joined SSC&B in 1956 in merchandising department; was made VP in 1957 and transferred to account section: was given special assignment of developing new marketing department in 1962, and in 1964 returned to account section with Lever assignment.

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

NBC's Lemon and Watson named vice presidents

Robert Lemon, recently designated head of NBC's WMAQ-AM-FM-TV Chicago, and Arthur A. Watson, general manager of NBC's WKYC-AM-FM-TV Cleveland, elected vice president and general manager of their respective operations. Mr. Watson's election is effective immediately; Mr. Lemon's, when he succeeds retiring Lloyd C. Yoder Sept. 1.

Mr. Lemon, WMAQ-TV station manager since 1959, started in radio in 1948 as sales manager of WTTs Bloomington, Ind., joined WTTV-TV Bloomington in 1949 and became station manager in 1952, moved to NBC in 1957, serving in Philadelphia and Chicago. Mr. Watson started with NBC in New York as operations analyst in 1956, three years later became business manager of WRCV-AM-TV Philadelphia (then owned by NBC). He was named general manager of those stations last January, took similar post at WKYC-AM-FM-TV in June when NBC and Westinghouse exchanged Philadelphia and Cleveland stations.

House committee weighs federal boxing rules

House bill to regulate boxing through on-air closed-circuit TV or radio coverage probably will emerge from Commerce Committee this week with minor changes, according to committee experts (BROADCASTING, July 12).

Major problem of committee in executive session was what to do about bouts staged outside U. S. and shown here.

Three-member federal boxing commission, proposed in legislation introduced by Representative Oren Harris (D-Ark.), could not investigate foreign match or impose licensing requirements on foreign promoters, fighters, or managers.

Solution is expected to be language permitting ban on transmission of matches found to have been moved (or staged) outside U. S. specifically for purpose of avoiding regulations. Other foreign bouts would be exempt.

Committee will go over new language tomorrow (Aug. 10).

Teleprompter revenues up

Gross and net revenues of Teleprompter Corp., New York, rose slightly during first six months of 1965 over comparable period of 1964.

Irving B. Kahn, chairman and president, noted that profits rose despite increase of almost 20% in depreciation and amortization.

For six months ended June 30:

	1965	1964
Earned per share	\$0.25	\$0.24
Gross revenues	2,587,940	2,295,218
Net earnings	182,380	180,489
Common shares outstanding	744,300	737,609

Study EBS use for disasters

Changing name of Emergency Broadcasting System to Disaster Broadcasting System and study of state, regional and local requirements for such network have been suggested at first meeting of special committee of National Industry Advisory Committee in Indianapolis. Twelve-member working group's recommendations must go to full NIAC for approval.

Plan would call for using existing EBS stations as backbone of new DBS. Group is trying to find practical uses

for warning system, which was originally devised as national war alerting network. Move to operate during state, local and regional emergencies would serve to keep interest up and give system practical use, it is felt.

Lester Spencer, WKBV-AM-FM Richmond, Ind., is chairman.

STV supports Zenith, Teco bid for pay TV

Subscription TV Inc., former wired-pay-TV operator in Los Angeles and San Francisco, told FCC Friday that its short-lived California experience shows that people with "minority but intense interests" can profit from subscription television.

Supporting request by Zenith Radio Corp. and Teco Inc. to FCC that proceedings be instituted to establish nationwide commercial pay-TV service (BROADCASTING, July 19), Sylvester L. (Pat) Weaver, STV president, said that pay TV can provide programs that are economically unfeasible for commercial or educational TV stations.

He said that STV had found during its operation in California that 50% of audience watched motion pictures, 25% sports and 25% cultural, educational and special events.

He added that he thought pay TV could be financial supplement to UHF stations.

STV ceased its service after it was ruled illegal in state referendum in last year's elections (BROADCASTING, Nov. 9, 1964). Last May state superior court ruled that referendum was unconstitutional (BROADCASTING, May 24).

Copyright hearing rescheduled

Senate Judiciary Subcommittee hearing on copyright revision, originally scheduled for Aug. 4 and 5 and cancelled, has been rescheduled for Aug. 18, 19. Hearing will be held in room 3302, 10 a.m., New Senate Office Building.

National Association of Broadcasters has been scheduled to testify before House copyright group Aug. 18. NAB is only major broadcasting industry group desiring to appear that has not yet done so (see page 58).

Asks denial of St. Louis bids

WKJG Fort Wayne, Ind., on 1380 kc with 5 kw, last Friday asked FCC to deny all applications for 1380 kc, now occupied by kwk St. Louis, which is to go silent in September.

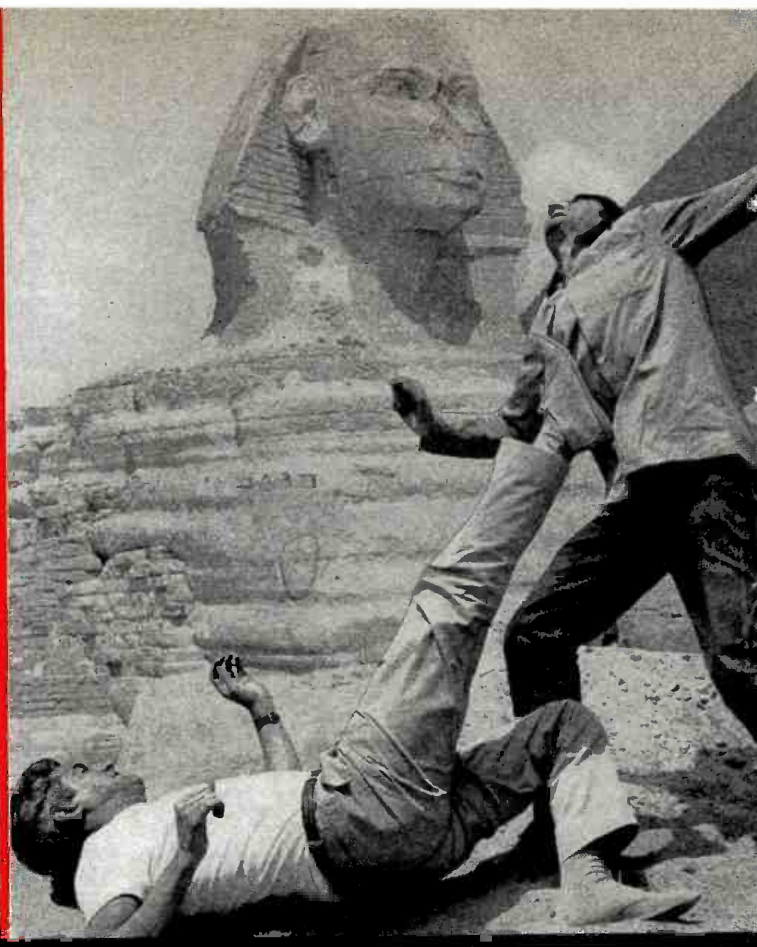
Station said that applicants for kwk, both permanent and interim, would impose limits to WKJG service area 50% greater than those now existing.

People who listen to WIL- St. Louis KBOX- Dallas owe more money than just about anybody

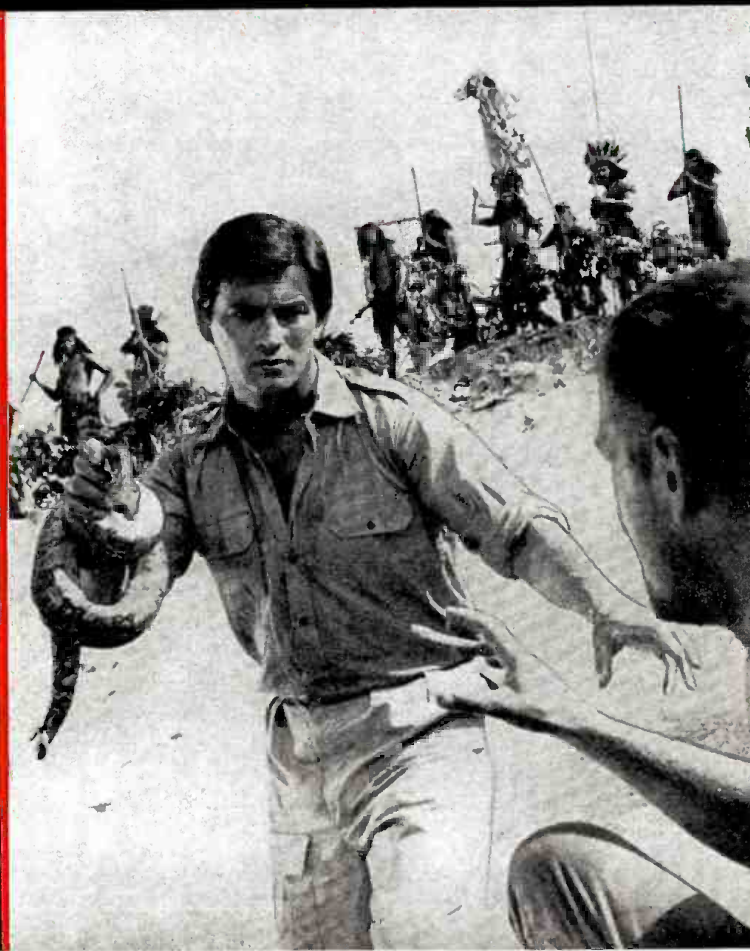
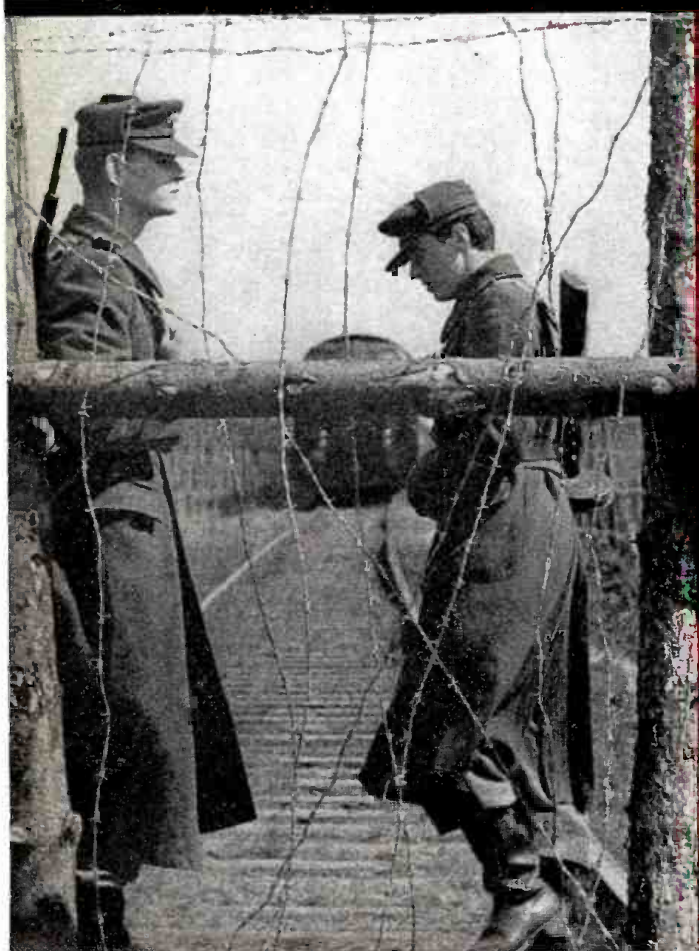
How did WIL in St. Louis
and KBOX in Dallas
get to be the stations
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Easy.
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Action Central News at
25 and 55 after the hour.
Sports, weather and mobile
news 24 hours a day.

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James Bond-type thrillers, sweeping jungle spectacles,
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TITLE	RUNNING TIME	RELEASE DATE	COLOR OR B&W
RIVER OF EVIL	86 MINUTES	1964	COLOR
GOLDEN GODDESS OF RIO BENI	93 MINUTES	1965	COLOR
MARK OF THE TORTOISE	92 MINUTES	1964	B&W
SECRET OF THE SPHINX	95 MINUTES	1964	COLOR
BREAKTHROUGH	82 MINUTES	1963	B&W
VOYAGE TO DANGER	81 MINUTES	1962	COLOR
MELODY OF HATE	88 MINUTES	1962	B&W
ROCAMBOLE	106 MINUTES	1962	COLOR
TERROR CALLS AT NIGHT	90 MINUTES	1962	B&W
VENDETTA AT SORRENTO	100 MINUTES	1963	COLOR
LOVE AND LARCENY	94 MINUTES	1962	B&W
THE LAST CHARGE	85 MINUTES	1964	COLOR
13 DAYS TO DIE	100 MINUTES	1965	COLOR



Daytime, nighttime, anytime—TWILIGHT ZONE delivers! Take early evening. Seen at 7:30 pm in Mountain Time markets during its CBS run, the series scored a huge hit with youngsters... who comprised almost one-third of its total audience. Want a program series with wide family appeal at practically any hour of the day or night? You can't beat TWILIGHT ZONE. Order it today from CBS FILMS

Based on ARB estimates, subject to qualifications which CBS Films will supply on request.



DATEBOOK

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

●Indicates first or revised listing.

AUGUST

Aug. 20—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. 24-27—Western Electronic Show and Convention. Cow Palace, San Francisco.

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. 26-27—Association of National Advertisers Cooperative Advertising Committee holds workshop on co-op advertising. Speakers include Walter Singer, vice president, marketing, Bobbie Brooks Inc.; Frank Molloy, copy group director, N. W. Ayer & Son; William Bond, advertising manager, J. L. Hudson Co.; James T. LeCompte, vice president, Stewart, Dougall & Associates Inc.; E. B. Weiss, vice president, Doyle Dane Bernbach (luncheon speaker Aug. 26); Edward Crimmins, The Advertising Checking Bureau; Arthur Schwartz, advertising manager, Bulova Watch Co.; John Bunbury, advertising manager, Wolverine Shoe & Tanning Corp., and Gilbert Weil, ANA's general counsel (luncheon speaker, Aug. 27). Sheraton-Tenney Inn (LaGuardia airport), New York.

Aug. 27-29—Fall meeting of Arkansas Broadcasters Association with election of officers. Speakers include Charles Stone, manager, National Association of Broadcasters Radio Code. Coachman's Inn, Little Rock.

Aug. 30-Sept. 1—Institute of Electrical and Electronics Engineers annual international antenna and propagation symposium. Sheraton Park, Washington. (For advance reservations write 1965 AP Symposium, P. O. Box 6, Riverdale, Md. 20840.)

Aug. 31—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.

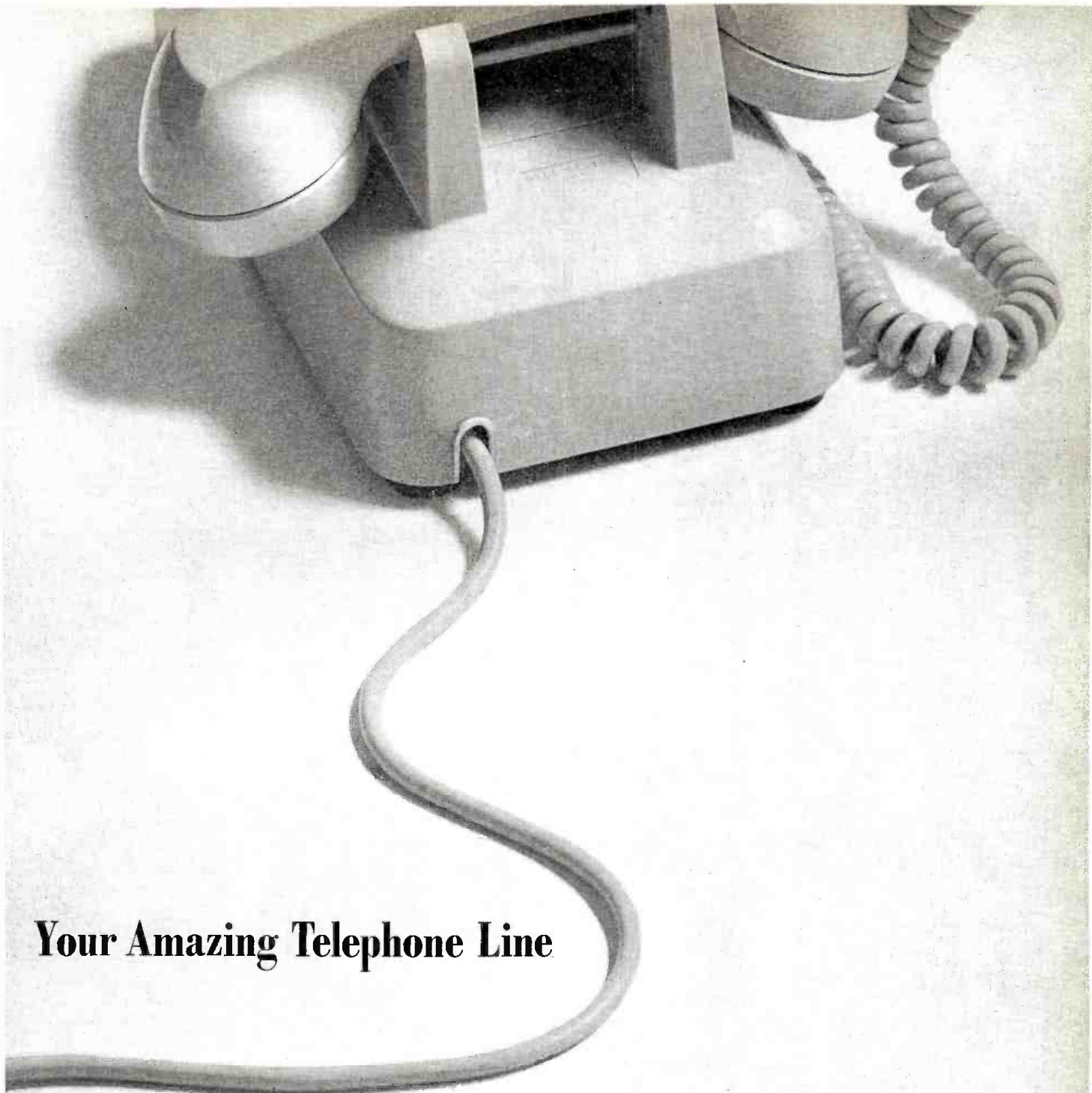
SEPTEMBER

Sept. 1—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.

Sept. 1-3—Fall conference of American Marketing Association. Mayflower hotel, Washington.

Sept. 10-11—Annual fall meeting of Maine Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters; FCC Commissioner Kenneth A. Cox; H. Taylor (Bud) Vaden, president, Broadcasters Pro-

BROADCASTING, August 9, 1965



Your Amazing Telephone Line

Because it can carry your voice so well, we've learned it's good for a lot of other uses, too!

Telephone lines carry both the deep tones of men and the lighter tones of women with fidelity. This is why you can always recognize a familiar voice over the phone.

Your telephone's wide tonal range offers other communications possibilities as well.

One of these is a portable unit which a doctor can use to transmit an on-the-spot electrocardiogram of the heart

from a patient's home phone. The "E-K-G" signals are converted to tones which are sent over the phone line to a hospital for study by a specialist. The diagnosis can then be telephoned back to the doctor.

Another probability is that someday you may pay bills by phone. You will simply insert special plastic cards into a telephone set that dials automatically, and then detail the dollars and cents by pushing numbered Touch-Tone® buttons. In this way you will ring your bank's computer, identify your account with a code number, and tell the com-

puter whom to pay and how much. Your bank will do the rest.

In fact, the things your phone can do for you, just by basically being a phone, are still not fully explored.

Its ability to transmit the tones essential to such data communications as the "E-K-G" and the bill payment suggests many remarkable new uses for your telephone line.

Our engineers are working on them. As its future unfolds, day by day, your telephone line will surely become more *personally yours* than it is even now . . . one of your most useful aids.



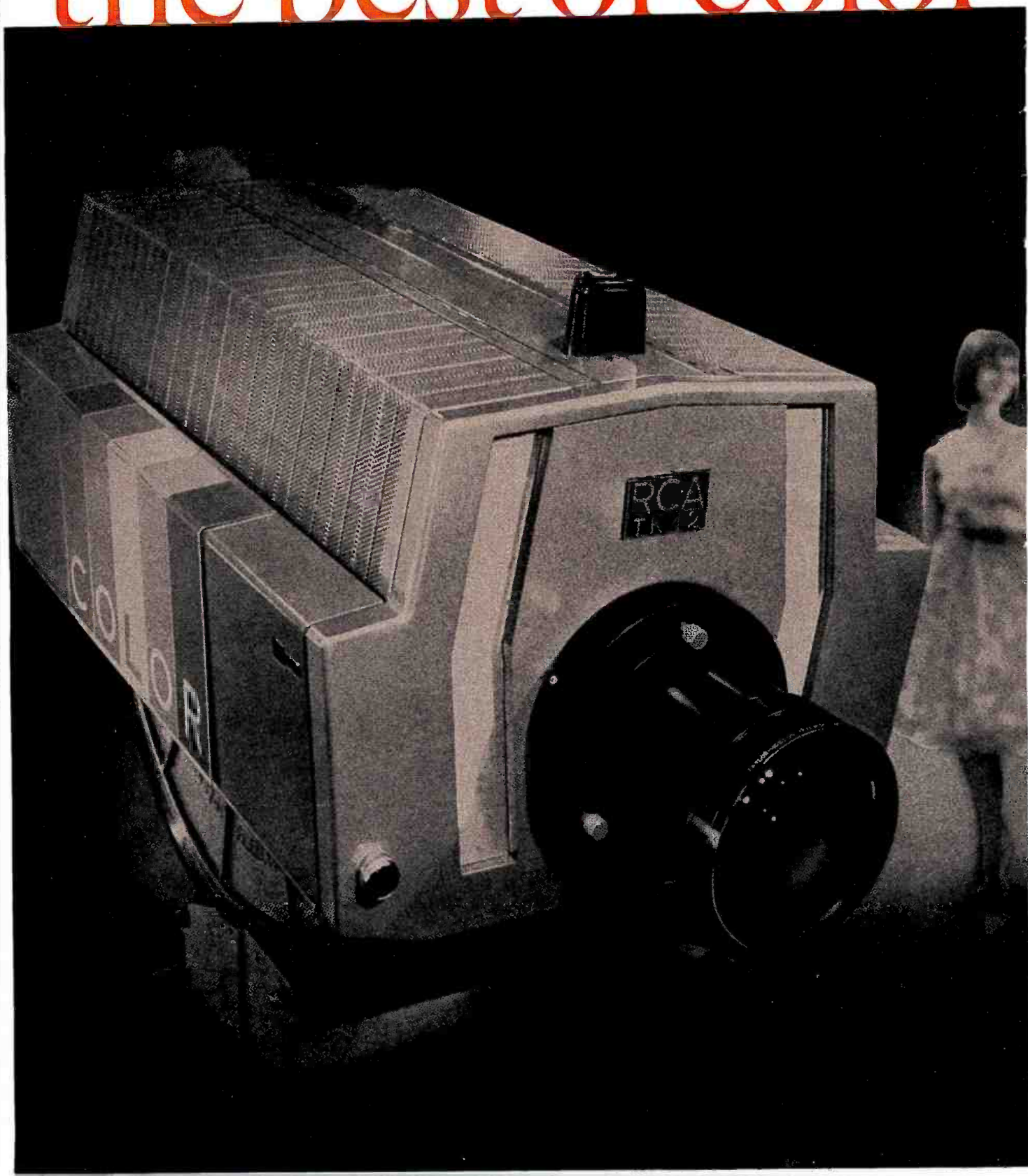
Bell System

American Telephone and Telegraph
and Associated Companies



A COMPLETELY NEW CONCEPT IN COLOR TV CAMERAS

the best of color



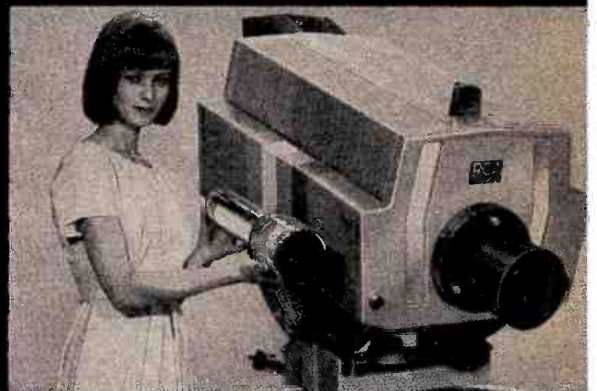
starts with black!

*Like the black plate in four-color printing,
this radically new camera uses a
"black tube" to produce perfect color pictures*

Ask any printer and he'll tell you that four-color printing needs a black plate to supply "snap" to the color picture. For the same reason, the TK-42 color camera has a separate luminance (black) tube added to the red, green and blue (color) tubes. Result: Finest detail and superior color pictures.

Everything about this great new camera contributes to the finest, most reliable color reproduction ever provided. Stabilized circuitry permits it to operate for long periods without adjustment. Completely transistorized, plug-in modules provide highest performance and reliability. Big 4½-inch image orthicon tube in luminance channel provides high quality monochrome pictures, as well as highest quality color pictures.

The separate luminance principle has been proved by more than 5 years of intensive engineering, product research and field testing. Several models have been demonstrated at three NAB Conventions. In 1962, broadcasters registered their choices regarding the separate luminance principle, as well as other features. The result is the TK-42... a new standard of color picture quality!



This 4½-inch image orthicon (black tube) is used in the separate luminance channel to sharpen the color picture and to assure a high-quality monochrome picture.



Transistorized modules afford easy servicing, are more reliable, and provide highest performance.

Call your RCA Representative
for the complete story. Or write
RCA Broadcast and Television Equipment,
Building 15-5, Camden, N. J.



The Most Trusted Name in Television

Mack and Myer
for Hire
Starring
Mickey DEEMS and Joey FAYE

DELIVERS

59%

SHARE OF CHILDREN VIEWERS IN SPRINGFIELD, MASS.

ARD (MARCH 1965) WHYN-TV

TRANS-LUX
TELEVISION CORPORATION
625 Madison Avenue, N.Y. • Plaza 1-3110
CHICAGO • HOLLYWOOD
Trans-Lux Television International Corporation
Zurich, Switzerland

RADIO 1320
WILS
ANSING
5,000 WATTS / 24 HOURS A DAY
No. 1 MID-MICHIGAN RADIO STATION



LANSING
MICHIGAN

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

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

VENARD, TORBET & MC CONNELL

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

NAB CONFERENCE SCHEDULE

Dates and places for the National Association of Broadcasters fall regional meetings:

- Oct. 14-15—Brown hotel, Louisville, Ky.
- Oct. 18-19—Marriott motor hotel, Atlanta.
- Oct. 21-22—Lord Baltimore hotel, Baltimore.
- Oct. 25-26—Statler Hilton, Boston.
- Nov. 11-12—Sheraton-Chicago, Chicago.
- Nov. 15-16—Brown Palace, Denver.
- Nov. 18-19—Davenport hotel, Spokane, Wash.
- Nov. 22-23—Westward Ho hotel, Phoenix.

motion Association. Bar Harbor Club, Bar Harbor.

Sept. 10-12 — American Women in Radio and Television, second annual Western Area Conference. San Francisco.

Sept. 11 — Special conference of Montana Broadcasters Association on music licensing. Participants include Herman Finkelstein, counsel for American Society of Composers, Authors & Publishers; Sydney Kaye, board chairman of Broadcast Music Inc., and Jim Myers, SESAC. Glacier Park Lodge, East Glacier.

Sept. 12—17th annual Emmy Awards presentation and dinner. New York Hilton and Hollywood Palladium, and awards presentation on NBC-TV, 10-11:30 p.m. EDT.

Sept. 12-13—Meeting of New York State Associated Press Broadcasters Association. Glens Falls on Lake George.

Sept. 14-Nov. 17 — International Telecommunications Union ninth Plenipotentiary Conference in hundred-year existence. ITU elects secretary-general and deputy secretary-general, decides general policy and revises the ITU convention—Union's basic charter. Montreux, Switzerland.

Sept. 15-16—12th annual CBS Radio Affiliates Association convention. New York Hilton hotel.

Sept. 15-18—Annual summer meeting of Michigan Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Hidden Valley, Gaylord.

Sept. 17—FCC deadline for filing reply 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 nonmicrowave community antenna TV systems. Former filing date was Aug. 6.

Sept. 19-21—Annual fall meeting and election of officers of Louisiana and Mississippi Association of Broadcasters. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters, and William Carlisle, vice president for station relations, NAB. Fontainebleau motor hotel. New Orleans.

Sept. 19-21—Annual fall meeting and election of officers of Nebraska Broadcasters Association. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Blackstone hotel, Omaha.

Sept. 20—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.

Sept. 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.

Sept. 21-23 — Fifth annual conference of Institute of Broadcasting Financial Management. Hotel Continental, Los Angeles.

Sept. 22-24 — Military Electronics Conference, sponsored by the Military Electronics Group, Institute of Electrical and Electronic Engineers. Washington Hilton hotel, Washington.

Sept. 22-24 — Annual fall conference of Tennessee Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Andrew Jackson hotel, Nashville.

Sept. 23-24—Annual fall meeting of Minnesota Broadcasters Association. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters. Radisson hotel, Minneapolis.

Sept. 23-25—Annual broadcast symposium. professional group on broadcasting, Institute of Electrical & Electronic Engineers. Willard hotel, Washington.

Sept. 24-25—Annual fall meeting of Utah Broadcasters Association. Park City.

Sept. 27—FCC deadline for filing comments on Part II of its notice of inquiry and proposed rulemaking, issued April 23, looking toward regulating nonmicrowave community antenna TV systems. Among other areas of concern, Part II deals with (1) effect on development of independent (nonnetwork) UHF stations (2) generalized restrictions on CATV extensions of station signals (3) "leapfrogging" and (4) program origination or alteration by CATV, pay TV and combined CATV-pay TV-TV operations.

Sept. 30—FCC's deadline for reply comments on proposed rulemaking looking toward adoption of procedures for establishing antenna farm areas to accommodate growing number of tall broadcast antenna towers, while protecting air safety.

OCTOBER

Oct. 1—Deadline for comments on FCC's proposed rulemaking limiting to three number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets.

Oct. 4-5—Society of Broadcast Engineers national convention. Lewiston, Mont.

Oct. 4-5—Annual convention and election of officers of New Jersey Broadcasters Association. Governor Morris hotel, Morristown.

Oct. 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.

Oct. 5 — Advertising Research Foundation 11th annual conference. Waldorf-Astoria hotel, New York.

Oct. 9-10—Fall conference and board meeting of Florida Association of Broadcasters. Silver Springs.

Oct. 10-12—Annual fall meeting and election of officers of North Carolina Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Grove Park Inn, Asheville.

Oct. 11-15 — Annual fall convention and exhibit of professional equipment of Audio

■Indicates first or revised listing.

NAB MANAGEMENT CONFERENCES

Sept. 8-9—Northland inn, Detroit.
Sept. 22-23 — Fontainebleau motor hotel, New Orleans.

Sept. 29-30—Hilton inn, Atlanta.
Oct. 4-5 — Westchester Country Club, New York.

Oct. 11-12—Pheasant Run lodge, Chicago.

Oct. 14-15 — Hyatt House, San Francisco.



color us ^{*}99%

***99% COLOR 6 PM-MIDNIGHT Mon. thru Fri.**

Color is the big word today! And, in the \$2½ billion Tulsa market, KVOO-TV is THE color station. With heavy network color programming scheduled for this fall, plus our own film, tape and live color facilities, KVOO-TV is ready to offer the rich Tulsa market an almost steady diet of color television.

KVOO 2 TV
TULSA, OKLAHOMA

NB
C

Represented by  *The Original Station Representative*

CBS FOR THE QUAD-CITIES

WHBF STATIONS

RADIO & TELEVISION

ARE

THE QUAD-CITIES'

HIT

CHECK LATEST PULSE ARB NSI

STATIONS

IN

ILLINOIS-IOWA'S

NO. 2

According to Sales Management

MARKET



ONLY CHICAGO IS LARGER!

CBS leadership plus strong local programming combine to keep WHBF Radio and Television audience's coming back to the Quad-Cities' Favorites! Check ARB, NSI and Pulse, then see Avery-Knodel; in Minneapolis see Harry Hyett.

HOTTEST IN THE QUAD-CITIES

WHBF STATIONS

RADIO & TELEVISION

Engineering Society, Barbizon-Plaza hotel, New York.

Oct. 13-14—Central region convention of American Association of Advertising Agencies. Continental Plaza hotel, Chicago.

■Oct. 13-14—Annual fall meeting and election of officers of Kentucky Broadcasters Association. Louisville.

■Oct. 13-15—Annual fall meeting and election of officers of Indiana Broadcasters Association. Sheraton, French Lick.

Oct. 14-15—International Film & TV Festival of New York. Americana hotel, New York.

Oct. 14-23—Twelfth annual meeting of MIFED, Milano International Film, TV Film and Documentary Market, including first presentation of TV Pearl awards for best feature or serialized film and best short film produced for TV in 1964-65. During meeting MIFED is sponsoring EXCOT, Congress and Exhibition on World Progress in Electronics for Cinema, TV and Associated Industries.

Oct. 15—Effective date of FCC's new AM-FM nonduplication rule which prohibits any FM station from duplicating more than 50% of programming of commonly owned AM station in cities of 100,000 population or more. Former effective date was Aug. 1.

Oct. 15-17—American Federation of Advertising fifth district convention. Sheraton Cleveland, Cleveland.

■Oct. 17-19—Annual meeting and election of officers of North Dakota Broadcasters Association. Grand Forks.

Oct. 19-23—Annual convention of Radio Television News Directors Association. Tides hotel, St. Petersburg, Fla.

OPEN MIKE®

Sorry, no extras here...

EDITOR: The June 21 issue contained the findings of a study conducted to determine viewer recall levels in various TV commercial situations. This study was conducted among Chicago housewives by Needham, Harper & Steers...

We would appreciate receiving a copy of the complete report including the research method(s) used in the experimental design.—*Richard W. Nagy, market research analyst, Warner-Lambert Pharmaceutical Co., Morris Plains, N.J.*

(Mr. Nagy has been directed to the agency, Needham, Harper & Steers, for a copy.)

For a small fee

EDITOR: We appreciate the publicity given our new booklet *Careers in Radio and Television* in the July 19 issue... Unfortunately we are not able to distribute the booklet free, but have put a price tag of 25¢ per copy on it.—*Lester G. Benz, executive secretary, Quill and Scroll, School of Journalism, State University of Iowa, Iowa City, Iowa.*

(News release, from Department of Mass Communications, Arizona State University, did not mention the nominal charge of 25 cents.)

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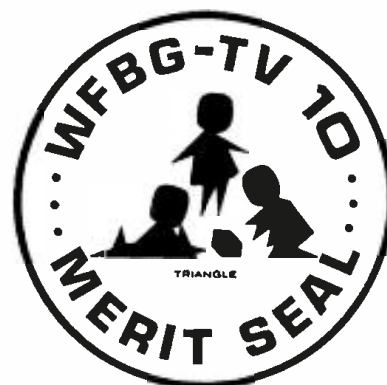
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*Reg. U. S. Patent Office
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BROADCASTING, August 9, 1965



TRIANGLE TOY AWARDS

Triangle Television Stations announce the creation of an awards program for toy advertisers, with the establishment of Triangle Merit Seal toy awards. Each of the six Triangle Television Stations will select and recognize those toys which are advertised on one or more of the Stations and which excel in the areas of safety, construction, economic and

play value.

Toys awarded the Triangle Station Merit Seal will be identified as such on the air. Special merchandising aids will be made available to the manufacturer and distributor by the Triangle Stations.

For further information, contact any one of the Triangle Television Station managers.



Operated by Radio and Television Div. / Triangle Publications, Inc. / 4100 City Line Avenue, Philadelphia, Pa. 19131
WFIL-AM • FM • TV, Philadelphia, Pa. / **WNBF-AM • FM • TV**, Binghamton, N.Y. / **WFBG-AM • FM • TV**, Altoona-Johnstown, Pa.
WNHC-AM • FM • TV, Hartford-New Haven, Conn. / **WLYH-TV**, Lancaster-Lebanon, Pa. / **KFRE-AM • FM • TV**, Fresno, Cal.
 Triangle National Sales Offices: New York / Los Angeles / Baltimore
 BROADCASTING, August 9, 1965

Money: The most popular and difficult product to market

On the surface, my marketing problem is simple. My product is the most popular in the world: money. It doesn't require new packaging; no research and development department suggests product modifications or improvement. It is in constant and universal demand. It doesn't spoil, wear out or become obsolete. And nobody ever has enough of it.

Beneath this glittering and green exterior, there lurks a monster of laws, regulations, consumer attitudes, false images and well-meaning critics that make this marketing problem complex and frustrating. It's so exasperating, in fact, that Seaboard's large and continuous use of radio and television is the media's best testimonial, considering the circumstances.

Regulations ■ Let's review just a few of these circumstances: First of all, personal loan companies such as Seaboard are regulated by state government bodies in any state in which they have branches. Since Seaboard now has more than 900 branches in 47 states, plus Australia and Canada, we are subject to the state regulations passed by the legislatures and administered by either a corporation commissioner, a banking department or a small loan commissioner—in each of the 47 states.

Seaboard is proud to operate under state regulation. The amount we can loan, the interest rates, the forms we use, are set by law. And so is what we can say in our advertising. Not only what we can say, but in many cases, the way in which we say it. In some states, there is no limit to the amount of money a customer may borrow from us. In others, the limit may be as low as \$300. This, of course, affects our advertising message.

More Regulations ■ Some states require that we identify this limit. Others do not. One state insists that all commercials contain a repayment legend—in words precisely established by law: "A loan of \$100 will cost \$17 when promptly repaid in 12 consecutive payments of \$9.75 each."

In another state we cannot say "cannot," nor can we say "can." But we may say "may." Now we have no objection to the word "may." But there are times when "may" can't do what "can" may. Another state cost us a substantial sum insisting that we re-make some television commercials to add "Inc." after the standard logo, Seaboard Finance Co.

A handful of states require that we

submit our advertising copy for advance approval. Here we get into the matter of language, personal interpretation, likes and dislikes. Imagine the poor copywriter at the agency who has succeeded in pleasing his copy chief, his plans board, his account supervisor and the client, only to have the copy rejected or mauled by a state official.

Station Problems ■ Despite these problems, Seaboard last year aired some 125,000 commercials on approximately 360 radio stations throughout the U.S. This logistical triumph had to overcome many other ambushes—most of them made by the broadcast industry itself. For example, a local station salesman offered the same package of spots to the local Seaboard manager at the rate of \$4 a spot, while the representative in Los Angeles had already negotiated a rate of \$12 a spot.

In many cities, local station managers or salesmen have undermined the confidence of the local Seaboard manager in his headquarters operation by promising "similar" spot packages at a fraction of the cost now charged Seaboard. In nearly every instance, the package offered locally is an R.O.S. (run of schedule) package in contrast to the peak traffic times negotiated by the agency. And the Seaboard office manager, a young man trained in finance and accounting, doesn't know R.O.S. from X.Y.Z. I consider this unwise selling by radio.

By and large, Seaboard has had excellent cooperation from radio stations in merchandising our spot purchases to merchants who might refer business to Seaboard, in preaching the gospel of radio to field personnel and in developing market data for our agency, Foote, Cone & Belding, Los Angeles. And we have had good cooperation from the

representatives, most of whom understand our business and our problems, and who frequently come up with opportunities ideal for us.

Oh, there are a few we hear from only when a station president or manager is in town and who want us to give an hour on short notice. And there are another few who apply undue pressure at the local branch level.

Why Radio? ■ But with all these, radio remains our single largest investment, and it probably will continue to be. Why? The Seaboard philosophy of advertising goes something like this: A man who needs money is like a man who needs a cure.

You don't read a personal loan ad in the newspaper unless you need money, any more than you read a baldness ad before your hair starts falling out. This limits the readership of any Seaboard newspaper ad, although it is a very responsive readership and newspaper is important to us for short-term gains.

But at one time or another, almost all of us are in need of Seaboard's service and Seaboard's product, money. So we need a medium that carries advertising which cannot be ignored, which will precondition or presell people.

People do listen to radio commercials and do see television commercials whether they are actively interested in the product or not. As they say, these commercials intrude, because most listeners or viewers will not make the effort to tune them out. If the commercials are impressive or good, they intrude favorably, leaving a favorable impression on the listener or viewer. Then, when he needs Seaboard's service and product, he will be more inclined to seek our address in a directory or to respond to current commercials.



James P. Felton left a vice president's berth at Foote, Cone & Belding, Los Angeles, nearly four years ago to join Seaboard Finance Co. as vice president and director of advertising-public relations, his present position. During his 13 years with FC&B, Mr. Felton worked on such accounts as Sunkist, Lockheed, Ford, Purex and Union Oil and supervised the Smokey Bear forest fire prevention campaign. Earlier, he had been a reporter-writer-editor for a number of West Coast newspapers.



THE SOUND OF NEW HAVEN GETS THROUGH TO THE HEART OF THE MARKET.

WELI / 960 KC / 5 0 0 0 WATTS

NATIONAL: H-R REPRESENTATIVES, INC. / BOSTON: ECKELS & COMPANY

Film sales . . .

The Soupy Sales Show, initial sales of 260 half-hour taped episodes (Screen Gems): KTTV (TV) Los Angeles; WTVN (TV) Columbus, Ohio; WVUE (TV) New Orleans; KCPX-TV Salt Lake City; WTEV (TV) New Bedford, Mass.-Providence, R. I., and WDAU-TV Scranton-Wilkes-Barre, Pa.

Of Lands and Seas (Olas Corp): WLWI (TV) Indianapolis; WLWT (TV) Cincinnati; KHJ-TV Los Angeles; KHQ-TV Spokane, Wash., and WFAA-TV Dallas-Fort Worth.

Passport 7 (Olas Corp): WABC-TV New York.

New Hope Auto Show (Triangle): WSUN-TV St. Petersburg, Fla.; KVKM-TV Monahans-Odessa, Tex., and KAAR (TV) San Diego.

Jump to Glory (Triangle): KCRA-TV Sacramento, Calif.; KVKM-TV Monahans-Odessa, Tex., and KAAR (TV) San Diego.

A Christmas Carol (Seven Arts): WBOY-TV Clarksburg, WHTN-TV Huntington, WTAP-TV Parkersburg, all West Virginia; KPHO-TV Phoenix; KTSM-TV El Paso, and KAAR (TV) San Diego.

Open End (National Telefilm Associates): WQED (TV) Pittsburgh and

WGBH-TV Boston.

Majesta Color (National Telefilm Associates): WZZM-TV Grand Rapids, Mich.

Ruby Gentry and *Duel in the Sun* (National Telefilm Associates): WJRT (TV) Flint, Mich.; KRGV-TV Weslaco-Harlingen, Tex.; WCEE (TV) Freeport-Rockford, Ill.

Conciliator (National Telefilm Associates): WZZM-TV Grand Rapids, Mich.

Best of Probe (National Telefilm Associates): WZZM-TV Grand Rapids, Mich.

Matter of Who (National Telefilm Associates): WDSU-TV New Orleans.

Storybook Magic (National Telefilm Associates): WTTV (TV) Bloomington-Indianapolis, Ind.

Europa 33 (Roberts & Barry): WABC-TV New York; WBKB (TV) Chicago; WXYZ-TV Detroit; KABC-TV Los Angeles; WWL-TV New Orleans; WFIL-TV Philadelphia; KLAS-TV Las Vegas; KFRE-TV Fresno, Calif.; WLYH-TV Lebanon, WBSA-TV York and WHP-TV Harrisburg, all Pennsylvania.

Follow the Sun (20th Century-Fox TV): CRFN-TV Edmonton, Alberta; Tele-Metropole (for five French Cana-

dian markets).

Hong Kong (20th Century-Fox TV): Tele-Metropole, French Canada stations.

Big Night Out (Seven-Arts TV): WSB-TV Atlanta; WBTV (TV) Charlotte, N. C.; KVAL-TV Eugene, Ore.; KYNO (TV) Fresno, Calif.; WISC-TV Madison, Wis.; WCKT (TV) Miami; WISN-TV Milwaukee; WOW-TV Omaha; KOLO-TV Reno; WREX-TV Rockford, Ill.; KSL-TV Salt Lake City; KNTV (TV) San Jose, Calif.; WHO-TV Des Moines, Iowa; WNEP-TV Scranton, Pa.; WNYS-TV Syracuse, N. Y.; KTVH (TV) Wichita, Kan.; KIMA-TV Yakima, Wash.; WYTV (TV) Youngstown, Ohio, and Dayton, Ohio and Columbus, Ohio (via Leo Blum Co. Agency), and Kansas City, Mo. (via Winus-Brandon Advertising Agency).

International film sales . . .

Adventures in Paradise (20th Century-Fox TV): CJAY-TV Winnipeg, Man.; CKPG-TV Prince George, B. C.

United Artists Television reports that five of its programs being carried on U. S. TV networks in 1965-66 have been sold for presentation in Canada. They are *O.K. Crackerby!* and *The Fugitive* to the CBC; *Patty Duke* to the



CTV Network and *Gilligan's Island* and *Mona McCluskey* to the Canadian UPP stations.

Bus Stop (20th Century-Fox TV): Tele-Luxembourg.

Margie (20th Century-Fox TV): Holland, nts; sas-10 Adelaide, Australia.

Adventures in Paradise (20th Century-Fox TV): Schweizer Fernsehen; grv-9 Melbourne, Australia.

Follow the Sun (20th Century-Fox TV): Telefis Eireann, Ireland; sas-10 Adelaide, Australia.

Hong Kong (20th Century-Fox TV): ABC-TV; Scottish Television, Scotland; RTN-8 Lismore and bcv-9 Bendigo, both Australia.

Dobie Gillis, My Friend Flicka, Five Fingers (20th Century-Fox TV): SAS-10 Adelaide, Australia.

Gilligan's Island, Man and the Challenge, Case of the Dangerous Robin (United Artists TV International): Degato Co., for Germany's commercial TV.

Romper Room (Fremantle International): SAS-10 Adelaide, Australia.

Debbie Drake Show (Banner Films): CBC station, Edmonton, Alberta.

Bold Journey (Banner Films): 1st Network, Germany; Nigeria, Television

Service, Lagos; ORTF, France; CBC stations in Vancouver, Winnipeg, Edmonton, Ottawa and Calgary.

The Big World of Little Adam (Banner Films): Australian Broadcasting Commission.

Lost in Space (20th Century-Fox TV): Zuriguel Asociados, C.A., Venezuela.

The Legend of Jesse James, The Long, Hot Summer (20th Century-Fox TV): Corporacion Venezolana, Venezuela.

The Loner (20th Century-Fox TV): Producciones Venezolanas, Venezuela.

The Legend of Jesse James, The Long Hot Summer, Peyton Place, 12 O'Clock High and Voyage to the Bottom of the Sea (20th Century-Fox TV): Television Corp. Ltd. and General Television Pty. Ltd., both Australia.

Lost in Space, The Loner and Daniel Boone (20th Century-Fox TV): Austrama Pty. Ltd. and United Telecasters Ltd., both Australia.

Radio series sales . . .

Miss America Pageant Reports (Ken Gaughran Productions): KBLU Yuma, Ariz., and wdoe Dunkirk, N. Y.

Leo Durocher . . . Sports (Sight & Sound Library): Kwk St. Louis; KJOY Stockton, Calif.; WULA Eufaula, Ala.; WRAD Radford, Va.; KDBS Alexandria, La.; WJOB Hammond, Ind.; KSCJ Sioux City, Iowa; WGCD Chester, S. C.; KVOP Plainview, Tex., and WEIM Fitchburg, Mass.

The Shadow (Charles Michelson): KDAN Eureka, Calif.; KIMA Yakima, KOFE Pullman, both Washington; KSNM Pocatello, Idaho, and KWSL Grand Junction, Colo.

The Green Hornet (Charles Michelson): KOFE Pullman, Wash.; KWSL Grand Junction, and KSNO Aspen, both Colorado.

Jacoby on Bridge (Enterprise Broadcast Features): WMC Memphis, Tenn.

Sportscene (Enterprise Broadcast Features): WWYN Erie, Pa.

This Is Living (Enterprise Broadcast Features): WAQI Astabula, Ohio.

Agribusiness (Enterprise Broadcast Features): WNCO Ashland, Ohio.

Gardener's Notebook (Enterprise Broadcast Features): WELW Willoughby, Ohio.

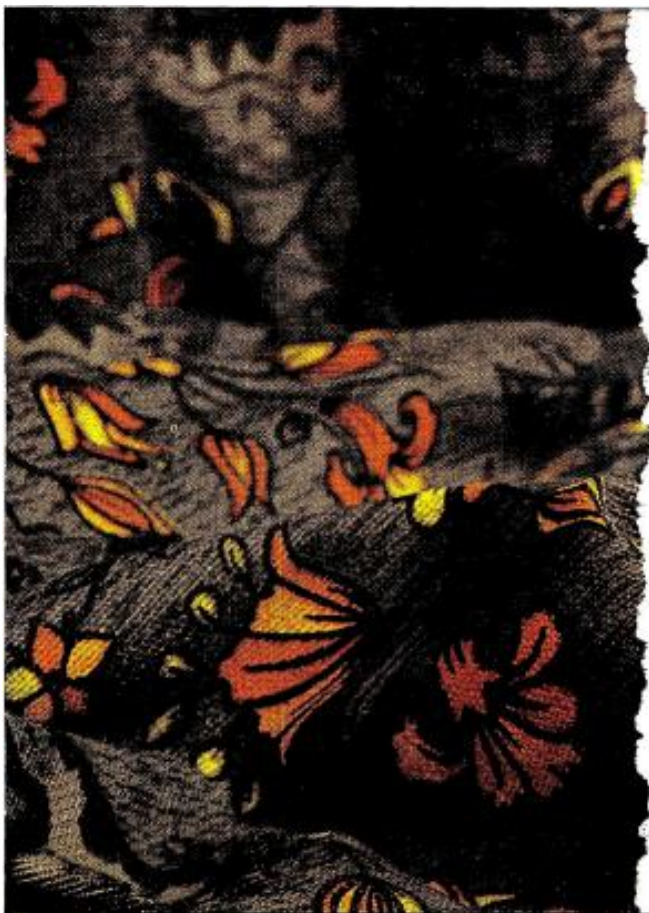
If you had the Quality touch

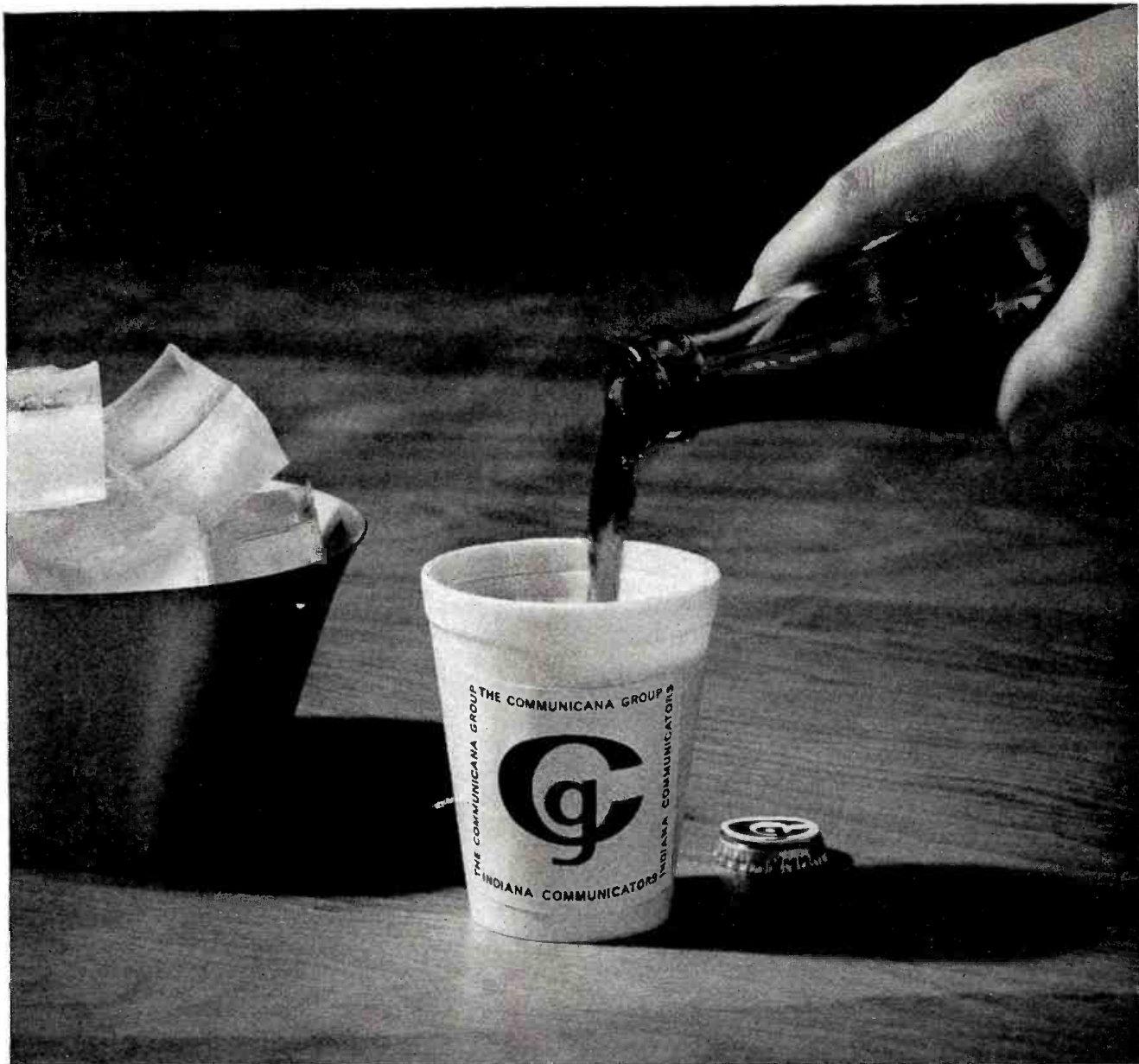
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The Mishawaka Times (Morn.); The Elkhart Truth (Eve.)

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TV time: up in '64, higher in '65

Television continues to climb as FCC figures for 1964

hit another peak at \$1.8 billion in revenue and survey

by BROADCASTING promises that gain will continue in 1965

Television was given a look back last week at a record sales year—and a look ahead at what seemed sure to be another one.

The backward look was provided by the FCC in the release of its official financial report on television broadcasting in 1964.

The FCC figures showed TV's total time sales in 1964 climbed approximately 11% above the 1963 record, reaching \$1,549,300,000. Total broadcast revenues for 1964 were \$1.8 billion, up 12.3% over 1963. Network, spot and local sales all set new records in contributing to the advance.

The forward look to what appeared certain to be even higher sales in 1965 was provided by TV sales authorities, network officials and leading station representation firms. Canvassed by BROADCASTING, they predicted virtually without exception—that 1964's sales records would be broken when 1965's results are added up.

A forecast by the Television Bureau of Advertising proved to be remarkably close to a consensus of the network officials and station representatives. TVB's estimates, prepared by Harvey Spiegel, vice president and research director, anticipated total time sales of \$1,663,600,000 in 1965, a gain of more than 7% over 1964.

The TVB 1965 estimates broke down this way:

- Network time sales up 4% to about \$585.3 million.
- Spot up 9% to \$751.6 million.
- Local business up 10% to \$326.7 million.

The estimates by TVB and other sales experts were based on business volume this year to date, sales already on the books for the fall and in some cases through December, and the general buying climate evident among advertisers and agencies.

Not only have the networks approached their sold-out point earlier than usual, it was noted, but spot buying has been moving sharply (after a period in which some soft spots were

detected very early in the year), with July and August spot business seemingly ahead of its usual pace and with spot campaign planning for fall off to a faster start.

Although there were no full-year 1965 estimates for the networks individually, informed but unofficial sources estimated that as a group they reached the midyear point with total

What happened to TV's dollars in 1964?

TV Networks	15 Network-owned stations	560 Other stations
INCOME	INCOME	INCOME
\$1,009,900,000 100%	\$255,800,000 100%	\$1,004,900,000 100%
Network time sales	Network time sales	Network time sales
\$562,800,000 55.7%	\$36,700,000 14.3%	\$177,800,000 17.7%
Program & talent sales	National-regional spot	National-regional spot
\$409,200,000 40.5%	\$162,800,000 63.6%	\$526,700,000 52.4%
Sundry other sources	Local advertising	Local advertising
\$37,900,000 3.8%	\$47,600,000 18.6%	\$249,400,000 24.8%
	Program & talent sales	Program & talent sales
	\$3,000,000 1.2%	\$9,700,000 1.0%
	Sundry other sources	Sundry other sources
	\$5,700,000 2.2%	\$41,300,000 4.1%
OUTGO & PROFIT	OUTGO & PROFIT	OUTGO & PROFIT
\$1,009,940,000 100%	\$255,838,000 100%	1,005,005,000 100%
Paid to owned stations	Agency & rep comm.	Agency & rep comm.
\$36,700,000 3.6%	\$39,600,000 15.5%	\$140,400,000 14.0%
Paid to affiliates	Technical expense	Technical expense
\$177,200,000 17.5%	\$17,582,000 6.9%	\$96,213,000 9.6%
Agency commissions	Program expense	Program expense
\$83,500,000 8.3%	\$65,855,000 25.7%	\$249,263,000 24.8%
Technical expense	Selling expense	Selling expense
\$7,614,000 3.7%	\$14,754,000 5.8%	\$72,715,000 7.2%
Program expense	General & administrative	General & administrative
\$542,208,000 53.7%	\$21,747,000 8.5%	\$187,314,000 18.6%
Selling expense	Profit before federal tax	Profit before federal tax
\$24,300,000 2.4%	\$96,300,000 37.6%	\$259,100,000 25.8%
General & administrative		
\$48,218,000 4.8%		
Profit before federal tax		
\$60,200,000 6.0%		

Source for all figures—FCC financial reports for 1964. Totals of income and outgo & profit do not precisely balance because of rounding.

sales about 4% ahead of those for the same period a year ago.

These sources estimated that ABC-TV business for the first six months this year was probably up about 8%; that NBC-TV's was approximately 6% ahead and that CBS-TV's was approximately the same as at the midway point in 1964.

Rep's Views ■ A selective sampling of leading representatives most frequently mentioned 10 to 12% as the range of spot business increase they expected 1965 to bring. At the extremes, a few thought that the gain may be as low as 5% while several said it might be as high as 15%.

Many representatives felt that the virtually sold-out network position

this fall would work to the clear advantage of spot, with advertisers unable to find what they want in network turning more heavily to spot instead. There was speculation that this spill-over effect would bring noticeable benefits not only to major-market stations but to medium-sized markets as well.

A number of representatives said the spill-over had already added to spot volume and that the outlook was even more promising through the rest of 1965.

The growth of color TV was seen by several representatives as a further boost for 1965 sales. Color programming, they noted, is taking hold in a substantial and steadily increasing number of

markets and should translate into expanded TV spending by color-conscious advertisers at both the spot and local levels.

The only string attached to the overwhelmingly optimistic forecasts was the assumption that the national economy will remain healthy. The forecasters thought there was little reason to expect that it will go sour but emphasized that if signs of distress should appear the outlook for television—as for advertising media generally—could be subject to revision. Station reps also stressed that, although the total outlook was good, some stations—as is always the case—would not share in the gains or would not share as extensively as most.

Official figures confirm '64 predictions

NETWORK O&O'S PROFIT 37%; OTHER STATIONS A MORE MODEST 25%

Television's upward climb in revenues and profits continued undiminished in 1964, with total broadcast revenues reaching \$1.8 billion (over \$2 billion counting other income), and total income before federal income taxes reaching 415.6 million. This was 12.3% up in revenues and 21.1% in income.

In time sales alone, the three television networks, their 15 owned-and-operated stations and 560 independent TV stations took in \$1.55 billion. This was 11.1% up over 1963's time sales total of \$1.395 billion.

Other highlights of the 1964 television year, as reported last week by the FCC and based on these figures:

■ Profitability of network owned-and-operated stations reached new heights; their profits before income tax reached 37.6% of revenues, up from 36.8% in 1963. And the 560 nonnetwork owned stations reported their profits at 25.8% of revenues, up from 23% in 1963. This is based on all income.

■ The top TV cities in the country, all with \$20 million or more in revenues, are (in alphabetical order): Boston, Chicago, Cleveland, Detroit, Los Angeles, New York, Philadelphia, Pittsburgh. New York was tops again with \$105.2 million in TV revenues for its stations.

Of the total \$1.8 billion revenues to TV in 1964, \$712.5 million went to networks, plus another \$216.2 million to their 15 owned-and-operated stations. The 560 other independent stations took in a total of \$864.6 million, up 11.3%.

Indies up 25% ■ Of the \$415.6 million in profits before federal income taxes, the networks showed a profit of \$60.2 million, up 6.7%; the 15 owned-

and-operated network stations a profit of \$96.3 million, up 20.8%, and the 560 other stations, \$259.1 million, up 25.2%.

In the time sales category, networks accounted for \$563.4 million, 36% of total time sales; national spot, \$689.5 million, 45%, and local advertising \$297.0 million (19%).

Interestingly, network time sales were 45% of total time sales from 1954 to

1958; it's been sliding downward in percentages of the total since to the present 36% figure. On the other hand, national spot in 1954 was 33% but has risen steadily to its present peak 45%. Local sales started at 22% of total time sales in 1954 and has slid 3 points to its present 19% which it reached in 1958. It has remained constant at that figure since then except for one-point drops in 1961 and 1963.

Television income before federal income tax has continued to climb over the past decade; although two slumps occurred, one in 1957, when it touched \$160 million, down from the previous year's \$189.6 million, and again in 1961, when it touched \$237 million, down from the 1960 peak of \$244.1 million. In the last four years, however, income has maintained a regular annual increase.

The percentage increase in revenues for UHF stations nudged out VHF outlets; of the 560 independent, nonnetwork-owned TV stations, 468 V's had total revenues of \$820.3 million in 1964, up 11.2%; the 92 UHF stations took in \$44.3 million, up 13.3%.

In income, UHF stations zoomed up a thousandfold; the 92 UHF's had profits before federal income tax of \$2.7 million, a 1,250% increase over income in 1963. The income of the 468 VHF stations totaled \$256.4 million, up 24%.

Reporting a black-ink year were more than eight out of 10 VHF stations and more than two-thirds of the UHF stations. In the VHF spectrum, 391 reported profits; in the UHF band, 53 reported profits.

Reporting profits of \$3 million or more were 28 VHF stations, with 43 V's reporting profits between \$1.5 mil-

On the nose again

BROADCASTING Magazine's bulls-eye on 1964 television time sales estimates, published in its Feb. 22 issue, was verified last week when the FCC issued its official report on TV finances for last year.

In three instances, BROADCASTING's estimates were within less than 1% of the official totals; in one instance the magazine's calculation was within less than 3% of the FCC's total.

The figures (BROADCASTING's appraisal first, then the FCC's official count): total time sales, \$1,553.0 million—\$1,549.9 million, a difference of 0.2%; network time sales, \$562.1 million—\$562.8 million, difference of 0.1%; national spot, \$685 million—\$689.5 million, difference, 0.7%; local advertising, \$305.85 million—\$297.0 million, difference, 2.9%.

All time sales are after frequency deductions and promotional discounts but before commissions to agencies and sales representatives.

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Gulf does. They consistently pump sales into the nation's eighth market (and Gulf's home town) by buying WIIC exclusively. But you don't have to live here to spot the best spot buy. Check avails with General Sales Manager Roger Rice or your Petry-TV man.



WIIC-TV PITTSBURGH

BASIC NBC TELEVISION AFFILIATE



Cox Broadcasting Corporation stations: WIIC, Pittsburgh; WSB AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WIOD AM-FM, Miami; KTVU, San Francisco-Oakland.

Individual market revenue for 1964 compared with 1963

Markets	No. Sta- tions Re- port- ing	Total 1964 Re- venues ² (000)	Total 1964 Ex- penses (000)	Total 1964 In- come ³ (000)	Network		Gain or Loss (000)	Spot ¹		Gain or Loss (000)	Local ¹		Gain or Loss (000)
					1964 (000)	1963 (000)		1964 (000)	1963 (000)		1964 (000)	1963 (000)	
Albany-Schenectady-Troy, N. Y.	3	\$ 7,370	\$ 4,877	\$ 2,493	\$1,839	\$1,680	\$ 159	\$4,965	\$4,507	\$458	\$1,569	\$1,385	\$ 184
Albuquerque, N. M.	3	2,943	2,813	130	665	611	54	1,023	794	229	1,606	1,421	185
Amarillo, Tex.	3	2,424	2,281	143	558	526	32	814	615	199	1,163	1,158	5
Atlanta	3	10,250	6,400	3,850	1,868	1,859	9	6,436	5,582	854	3,601	3,036	565
Bakersfield, Calif.	3	1,989	2,137	(148)	439	436	3	758	830	(72)	916	962	(46)
Baltimore	3	12,772	8,844	3,928	2,391	2,260	131	8,977	8,451	526	3,171	2,868	303
Beaumont-Port Arthur, Tex.	3	2,180	1,845	335	619	612	7	953	849	104	897	750	147
Binghamton, N. Y.	3	2,594	1,950	645	877	819	58	1,215	1,298	(83)	775	779	(4)
Boston	4	28,467	12,952	15,516	4,366	4,147	219	22,456	19,531	2,925	6,778	5,655	1,123
Buffalo-Niagara Falls, N. Y.	3	13,995	8,279	5,716	2,785	2,745	40	10,618	8,785	1,833	3,119	3,213	(94)
Cedar Rapids-Waterloo, Iowa	3	3,420	2,456	964	997	957	40	1,999	1,566	433	782	611	171
Charleston-Oak Hill-Huntington, W. Va.-Ashland, Ky.	4	5,621	4,017	1,605	1,984	1,888	96	2,545	2,365	180	1,496	1,245	251
Charleston, S. C.	3	2,102	1,734	368	793	783	10	527	494	33	863	873	(10)
Chattanooga	3	2,533	2,212	321	786	745	41	1,208	954	254	738	681	57
Chicago	5	61,968	37,169	24,799	6,993	6,786	207	48,635	38,079	10,556	12,012	12,864	(825)
Cincinnati	3	12,098	6,970	5,129	2,570	2,468	102	7,458	6,199	1,259	2,606	2,411	195
Cleveland	3	22,737	11,060	11,678	3,687	3,333	354	15,896	14,863	1,033	5,211	4,653	558
Colorado Springs-Pueblo, Colo.	3	1,769	1,656	113	462	365	97	705	576	129	784	739	45
Columbia, S. C.	3	2,260	1,565	695	575	529	46	1,259	879	380	673	763	(90)
Columbus, Ohio	3	10,460	6,401	4,058	1,743	1,694	49	6,745	6,063	682	2,996	2,527	479
Corpus Christi, Tex.	3	1,708	1,649	60	480	**	**	816	**	**	584	**	**
Dallas-Fort Worth	4	16,115	10,337	5,777	2,553	2,509	44	10,166	7,985	2,181	5,283	4,181	1,102
Davenport, Iowa-Rock Island-Moline, Ill.	3	4,168	3,745	423	1,568	1,362	206	2,324	2,319	5	703	402	301
Denver	4	9,180	6,231	2,948	1,400	1,335	65	5,540	5,034	506	3,035	2,672	363
Des Moines-Ames, Iowa	3	4,454	3,278	1,176	1,164	1,147	17	2,661	2,531	130	1,194	1,003	191
Detroit	3	25,096	13,042	12,054	4,751	4,554	197	15,712	13,910	1,802	8,242	5,423	2,819
El Paso	3	2,343	2,165	178	510	498	12	907	795	112	1,079	996	83
Evansville, Ind.	3	2,819	2,077	742	798	754	44	1,227	985	242	992	833	159
Fargo-Valley City, N. D.	3	2,319	2,461	142	750	**	**	860	**	**	756	**	**
Flint-Saginaw-Bay City, Mich.	3	4,389	3,304	1,085	1,148	1,067	81	2,790	2,263	527	1,073	890	183
Fort Wayne, Ind.	3	3,059	2,250	809	356	838	(482)	1,578	1,414	164	902	767	135
Fresno-Hanford-Visalia, Calif.	6	3,923	3,832	92	903	883	20	2,431	2,194	237	1,249	1,244	5
Grand Rapids-Kalamazoo, Mich.	3	8,269	4,607	3,662	2,109	2,078	31	5,288	4,740	548	1,220	945	275
Green Bay, Wis.	3	3,433	2,767	665	1,073	1,033	40	1,696	1,430	266	859	735	124
Greensboro-High Point-Winston-Salem, N. C.	3	4,679	3,283	1,396	1,378	1,193	185	2,553	2,616	(63)	1,305	898	407
Greenville-Washington, N. C.	3	2,552	2,233	320	829	739	90	1,073	1,001	72	762	621	141
Greenville-Spartanburg, S. C.-Asheville, N. C.	4	3,946	2,882	1,065	1,090	1,006	84	2,317	2,031	286	898	771	127
Harrisburg-Lancaster-York-Lebanon, Pa.	5	5,174	3,849	1,326	1,631	1,420	211	2,997	3,053	(56)	1,351	1,231	120
Hartford-New Haven-Britain-Waterbury, Conn.	4	11,676	6,900	4,776	2,210	2,047	163	9,730	8,501	1,229	1,525	1,340	185
Honolulu	4	4,175	3,996	178	560	510	50	1,187	1,112	75	2,711	2,537	174
Houston-Galveston, Tex.	3	11,970	6,983	4,987	2,081	2,028	53	8,840	7,553	1,287	2,806	2,358	448
Huntsville-Decatur, Ala.	3	739	791	(52)	129	**	**	228	**	**	437	**	**
Indianapolis-Bloomington, Ind.	4	13,357	8,114	5,243	2,118	2,188	(70)	8,577	7,489	1,088	3,621	2,737	884
Johnstown-Altoona, Pa.	3	3,844	2,262	1,582	1,515	1,427	88	1,941	2,067	126	662	616	46
Kansas City, Mo.	3	11,157	6,650	4,507	2,212	2,159	53	8,461	6,899	562	2,121	2,442	(321)
Knoxville, Tenn.	3	3,362	2,133	1,229	1,005	938	67	1,578	1,321	257	1,119	930	189
Las Vegas-Henderson, Nev.	3	2,125	2,028	97	176	147	29	333	279	54	1,513	1,368	145
Lincoln-Hastings-Kearney, Neb.	4	2,987	2,229	759	886	739	147	1,254	886	368	1,033	870	163
Little Rock, Ark.	3	3,201	2,424	777	832	846	(14)	1,355	1,081	274	1,197	896	301
Los Angeles	9	72,458	50,610	21,848	7,138	6,845	393	56,365	36,164	20,201	22,919	20,989	1,930
Louisville, Ky.	3	6,446	3,573	2,872	1,665	1,543	122	4,051	4,103	(52)	1,556	1,209	347

lion and \$3 million, and 31 between \$1 million and \$1.5 million. Twenty-four VHF facilities reported profits of less than \$25,000.

In the UHF band, 10 stations reported profits in the \$200,000 to \$400,000 area, the highest in the field.

Reporting losses during 1964 were

92 stations—67 V's and 25 U's. Eight V's and four U's reported losses of less than \$10,000; one VHF station reported the greatest loss, in the \$400,000 and over range.

Revenue-Profits Ratio ■ The relationship between total revenues and profits was pointed up in the FCC's tables: Of

the 24 VHF stations reporting revenues of \$8 million or more in 1964, 22 had profits of \$3 million or more, one between \$1 million and \$1.5 million and one in the \$400,000-\$600,000 region. None had losses. And, of the 36 VHF stations reporting revenues of \$2 to \$3 million, only one reported a loss; in

Markets	No. Stations Reporting	Total 1964 Revenues ¹ (000)	Total 1964 Expenses (000)	Total 1964 Income ¹ (000)	Network		Gain or Loss (000)	Spot ⁴		Gain or Loss (000)	Local ¹		Gain or Loss (000)
					1964 (000)	1963 (000)		1964 (000)	1963 (000)		1964 (000)	1963 (000)	
Madison, Wis.	3	\$ 2,656	\$ 1,631	\$ 1,025	\$ 666	\$ 635	\$ 31	\$1,548	\$1,429	\$ 119	\$ 672	\$ 570	\$ 102
Memphis	3	6,497	4,162	2,334	1,790	1,800	(10)	3,983	3,657	326	1,414	1,169	245
Miami	3	12,950	8,088	4,862	1,810	1,786	24	8,624	7,329	1,295	3,448	2,998	450
Milwaukee	4	12,005	7,935	4,070	2,225	2,150	75	8,000	7,771	229	3,667	2,958	709
Minneapolis-St. Paul	4	15,489	11,212	4,277	2,529	2,506	23	8,278	7,320	958	5,182	4,243	939
Mobile, Ala.-Pensacola, Fla.	3	3,087	2,292	795	831	800	31	1,532	1,442	90	952	857	95
Montgomery, Ala.	3	1,979	1,457	522	577	**	**	941	**	**	656	**	**
Nashville	3	6,107	4,576	1,531	1,436	1,429	7	2,947	2,631	316	2,408	1,987	421
New Orleans	3	8,269	6,159	2,110	1,691	1,604	87	4,735	4,485	250	3,138	2,698	440
New York	6	105,228	61,882	43,347	13,553	12,741	812	82,273	74,184	8,089	21,198	17,258	3,940
Norfolk-Portsmouth-Newport-News-Hampton, Va.	3	5,496	4,269	1,227	1,547	1,489	58	2,693	2,378	315	1,864	1,761	103
Odesa-Midland-Monahans, Tex.	3	1,829	1,611	218	390	**	**	725	**	**	755	**	**
Oklahoma City-Enid, Okla.	3	7,227	5,147	2,080	1,609	1,514	95	4,692	4,045	647	1,491	1,139	352
Omaha	3	5,686	4,796	890	1,532	1,456	76	3,022	3,132	(110)	1,622	1,007	615
Orlando-Daytona Beach, Fla.	3	3,978	2,920	1,059	993	911	82	1,917	1,626	291	1,431	1,223	208
Paducah, Ky.-Cape Girardeau, Mo.-Harrisburg, Ill.	3	2,442	1,759	683	885	818	67	1,365	1,178	187	371	323	48
Peoria, Ill.	3	2,935	2,456	479	841	814	27	1,411	1,368	43	1,000	764	236
Philadelphia	3	34,681	18,861	15,820	5,997	5,880	117	29,145	25,113	4,032	5,680	5,957	(277)
Phoenix-Mesa, Ariz.	4	6,407	5,223	1,184	949	877	72	3,451	2,760	691	2,668	2,592	76
Pittsburgh	3	21,735	11,360	10,375	3,799	3,470	329	15,933	14,352	581	5,282	4,413	869
Portland-Poland Springs, Me.	3	3,584	3,198	386	1,063	980	83	1,813	1,721	92	1,043	932	111
Portland, Ore.	4	9,267	6,950	2,316	1,882	1,779	103	5,822	5,267	555	2,746	2,071	675
Providence, R. I.	3	7,755	5,675	2,080	2,058	1,968	90	5,390	5,427	(37)	1,571	1,203	368
Richmond-Petersburg, Va.	3	3,902	2,868	1,035	1,115	1,102	13	1,402	1,424	(22)	1,199	1,065	134
Roanoke-Lynchburg, Va.	3	3,064	2,529	534	1,030	1,011	19	1,236	1,251	(15)	1,050	881	169
Rochester, N. Y.	3	5,315	4,321	993	1,462	1,487	25	2,826	2,606	220	1,683	1,391	292
Rochester-Austin, Min.-Mason City, Iowa	3	1,834	1,327	508	619	593	26	679	613	66	610	598	12
Sacramento-Stockton, Calif.	3	8,986	6,462	2,525	1,507	1,356	151	6,730	5,598	132	2,475	2,132	343
Salt Lake City-Ogden-Provo, Utah	3	5,117	4,290	827	1,065	977	88	2,479	1,919	560	1,963	1,798	165
San Antonio, Tex.	4	5,582	4,456	1,126	1,258	1,216	42	3,058	2,626	432	2,133	1,787	346
San Francisco-Oakland	4	30,796	16,000	14,796	3,980	3,855	125	21,305	16,799	4,506	9,650	7,760	1,890
Seattle-Tacoma	5	11,926	9,648	2,278	2,025	1,982	43	8,180	6,874	1,306	2,884	2,532	352
Shreveport, La.-Texarkana, Tex.	3	3,463	3,153	310	1,000	949	51	1,746	1,563	183	1,172	1,098	74
South Bend-Elkhart, Ind.	3	2,405	2,050	354	722	626	96	1,033	903	130	699	587	112
Spokane, Wash.	3	3,589	3,087	502	926	889	37	2,331	2,009	322	940	868	72
Springfield-Decatur-Champaign-Urbana-Danville, Ill.	5	4,811	3,221	1,590	1,224	1,184	40	2,496	2,258	238	1,553	1,293	260
St. Louis	4	15,756	11,016	4,739	2,874	2,778	96	11,907	10,232	1,675	3,520	3,221	299
Syracuse, N. Y.	3	6,875	4,683	2,192	1,703	1,664	39	4,951	4,505	446	1,294	1,098	196
Tampa-St. Petersburg, Fla.	3	7,393	4,647	2,746	1,495	1,380	115	4,964	4,494	470	2,160	1,747	413
Tucson, Ariz.	3	2,239	2,296	(57)	415	385	30	819	672	147	1,276	1,162	114
Tulsa, Okla.	3	5,304	3,809	1,495	1,236	1,230	6	3,147	2,703	444	1,448	1,198	250
Washington	5	17,771	12,862	4,908	2,732	2,659	73	12,687	10,893	1,794	3,295	2,421	874
Wichita Falls, Tex.-Lawton, Okla.	3	2,333	1,797	536	563	**	**	794	**	**	991	**	**
Wichita-Hutchinson, Kan.	3	4,896	4,014	882	1,286	1,224	62	2,470	2,084	386	1,591	1,318	273
Wilkes Barre-Scranton, Pa.	3	3,693	3,088	515	1,095	1,027	68	1,698	1,496	202	1,075	907	168
San Juan-Caguas, P. R.	4	5,591	4,421	1,170	236	667	(431)	3,803	1,117	2,686	784	480	304
Youngstown, Ohio	3	2,414	1,906	508	729	**	**	1,199	**	**	659	**	**
TOTAL 102 Markets	345	\$ 917,331	\$601,877	\$315,454	\$167,464			\$616,204			\$242,826		
Markets less than 3 stations													
TOTAL 171	230	\$ 163,467	\$123,566	\$ 39,902	\$ 47,027			\$ 73,303			\$ 54,161		
TOTAL 273 Markets	575	\$1,080,798	\$725,442	\$355,356	\$214,491			\$689,507			\$296,987		

¹ Before commissions to agencies, representatives and others.

² Total revenues consist of total time sale less commission plus talent and program sales.

³ Before Federal income tax.

Note: () denotes loss.

⁴ Does not include data for station in Hartford conducting pay-TV experiment.

⁵ Data withheld to maintain confidentiality of individual station figures.

**Comparable data not available for 1963.

the \$100,000 to \$200,000 range.

There were 14 UHF stations that had revenues in the \$1 million to \$2 million range and all reported profits—eight in the \$200,000 to \$300,000 area, three in the \$100,000 to \$200,000 range, two in the \$50,000 to \$100,000 group, and one less than \$50,000.

Of the six UHF stations taking in revenues of \$800,000 to \$1 million, four were profitable and two reported losses, both in the \$100,000 to \$200,000 classification.

Programs Top Expense ■ In the expenses breakdown, programming was still by far the largest item of outgo. The

three networks, their 15 owned-and-operated stations and the 560 independent stations spent \$857.3 million on programming. Other total figures in expenses: \$257.3 million for general and administrative, \$151.4 million for technical, and \$111.77 million for selling. Total expenses for all television broad-

casting were almost \$1.4 billion, with the three networks spending over half a billion dollars in the programing field alone, \$542.2 million to be exact.

But for the average station the major expense was salaries and wages, followed by film. Of the 534 stations reporting expense items, the average total expense was \$1.35 million, broken down, in descending order, as follows: \$499,104 for salaries and wages; \$217,393 for film; \$101,014 for depreciation, and \$49,751 for talent.

This order of average expenses was true for both VHF and UHF stations, although in UHF film expenses and depreciation were more nearly balanced. The average UHF station spent \$53,628 on film, and \$52,181 on depreciation.

Median Profits, Losses - The median profit of the 391 VHF stations reporting profits was \$1.4 million; of the 53 UHF's \$596,459.

The median loss of the 67 VHF's reporting red ink was \$343,109; of the 25 U's, \$251,184.

Payment to proprietors, partners and stockholders, other than dividends or other payments from surplus, continues to be a substantial item. There were 328 TV stations making payments of \$12.3 million to owners in 1964. This compares to 325 stations making \$11.4

BROADCAST EXPENSES OF 3 NETWORKS AND 575 TV STATIONS IN 1964 (In thousands of dollars)

Type of expenses	Networks	15 network owned-and- operated TV stations	560 other TV stations	Total 3 networks and 575 TV stations
Technical	\$ 37,614	\$ 17,582	\$ 96,213	\$ 151,409
Program	542,208	65,855	249,263	857,326
Selling	24,300	14,754	72,715	111,769
General and administrative	48,218	21,747	187,314	257,279
Total broadcast expenses	\$652,340	\$119,938	\$605,505	\$1,377,783

PRINCIPAL EXPENSE ITEMS OF TV STATIONS WITH TIME SALES OF \$25,000 OR MORE CLASSIFIED BY VOLUME OF REVENUES

(Stations operating full year 1964 only)

Broadcast Revenues	No. of stations	AVERAGE PER STATION REPORTING					Deprecia- tion
		Total expenses	Salaries and wages	Film	Talent		
\$7,500,000 and over	31	\$6,881,224	\$2,055,737	\$1,688,757	\$366,752		\$193,292
5,000,000 - 7,500,000	12	3,504,059	1,326,585	586,326	131,774		240,089
4,000,000 - 5,000,000	20	2,586,931	1,035,749	361,837	98,589		160,004
3,000,000 - 4,000,000	43	2,214,827	903,298	322,769	73,568		152,910
2,000,000 - 3,000,000	36	1,664,002	618,113	231,726	39,894		152,178
1,500,000 - 2,000,000	46	1,279,165	497,219	153,774	25,671		126,574
1,000,000 - 1,500,000	79	1,006,492	404,001	99,453	15,995		115,903
800,000 - 1,000,000	47	752,917	308,060	62,399	15,223		95,133
700,000 - 800,000	30	616,024	255,869	46,918	11,812		83,570
600,000 - 700,000	31	573,350	236,161	51,582	9,648		67,410
500,000 - 600,000	28	545,017	225,226	48,533	10,911		60,163
400,000 - 500,000	27	411,504	169,529	25,157	7,111		59,060
300,000 - 400,000	26	318,476	132,383	19,845	5,218		34,092
200,000 - 300,000	35	256,717	109,939	16,857	5,227		24,596
100,000 - 200,000	27	194,109	77,020	22,274	6,955		28,780
Under 100,000	16	90,870	41,735	5,790	1,654		9,276
Total	534	\$1,351,682	\$ 499,104	\$ 217,393	\$ 49,751		\$101,014
VHF	458	\$1,490,767	\$ 544,481	\$ 243,959	\$ 55,727		\$109,279
UHF	76	\$ 524,400	\$ 229,203	\$ 53,628	\$ 12,146		\$ 52,181

Note: Not all stations reported all expense items.

RELATIONSHIP OF STATION LOSSES TO REPORTED PAYMENTS TO PROPRIETORS, PARTNERS AND STOCKHOLDERS, AND TO REPORTED DEPRECIATION EXPENSE, 1964

1. Total number of stations reporting losses	106	
a. Total amount of losses		\$8,933,173
2. Number of losing stations which reported payments to proprietors, etc.	47	
a. Total amount of payments to proprietors, etc.		893,379
3. Number of losing stations which reported depreciation expense	99	
a. Total amount of depreciation expense		8,439,999
4. Number of stations reporting a loss which was less than:		
a. The amount reported paid to proprietors, etc. and also the amount of depreciation expense reported ¹	6	
b. The amount reported paid to proprietors, etc.	2	
c. The amount of depreciation expense reported	33	
d. The combined total of the amount reported paid to proprietors, etc. and the amount of depreciation expense reported	3	

¹An example of this category is where the loss reported was \$10,000, the amount reported paid to proprietors, etc. was \$15,000 and the amount of depreciation expense reported was \$25,000.

BROADCAST FINANCIAL DATA OF 3 NATIONAL TELEVISION NETWORKS AND 575 TV STATIONS, 1964 (In Millions of Dollars)

Item	Networks	15 owned and operated TV stations	560 other TV stations	Total 3 networks and 575 stations
A. Revenues from the sale of time:				
1. Network time sales:				
a. Sale of network time to advertisers	\$562.8			
2. Deductions from network's revenue from sale of time to advertisers:				
a. Paid to owned and operated stations	36.7			
b. Paid to affiliated stations	177.2			
Total participation by others (excluding commissions) in revenue from sale of network time	213.9			
3. Total retentions from sale of network time	348.9	\$ 36.7	\$177.8 ¹	\$ 563.4
4. Non-network time sales:				
a. National and regional advertisers		162.8	526.7	689.5
b. Local advertisers		47.6	249.4	297.0
Total non-network time sales		210.4	776.1	986.5
5. Total time sales	348.9	247.1	953.9	1,549.9
6. Deduct—Commissions to agencies, representatives, etc.	83.5	39.6	140.4	263.5
7. Net time sales	265.4	207.5	813.5	1,286.4
B. Revenues from incidental broadcast activities:				
a. Talent and programs	409.2	3.0	9.7	421.9
b. Sundry broadcast revenues	37.9	5.7	41.3	84.9
Total incidental broadcast activities	447.1	8.7	51.0	506.8
Total Broadcast Revenues	712.5	216.2	864.6	1,793.3
C. Total broadcast expenses	652.3	119.9	605.5	1,377.7
D. Broadcast income (before Federal income tax)	\$ 60.2	\$ 96.3	\$259.1	\$ 415.6

¹Total retentions from sale of network time of \$177.8 million by 560 other TV stations includes revenues received from miscellaneous TV networks in addition to receipts from the 3 national TV networks.

WREC-TV MEMPHIS GOES TO COLOR!

Effective September 12 Memphis' No. 1 television station (first by all surveys) offers complete color film, color tape, and color slide facilities . . . for ad-
facilities in the great fall lineup of CBS color shows . . . and in top-rated local shows... including the WREC-TV prime time "FRIDAY NIGHT MOVIE" (8:30 to 10:00 pm) with first-run color features from the MCA-Universal Group #02 package! See your Katz man now!

WREC-TV 
CHANNEL 3 MEMPHIS

An operation of Cowles Magazines and Broadcasting, Inc.
Affiliated with CBS. Represented by the Katz Agency.

NUMBER OF UHF TELEVISION STATIONS REPORTING PROFIT OR LOSS BY VOLUME OF TOTAL BROADCAST REVENUES, 1964
(Stations operating full year only)

Revenues of:	Total number of stations reporting	Number of stations reporting profits	Number of stations reporting profits of:				Number of stations reporting losses	Number of stations reporting losses of:			
			\$200,000 to 300,000	\$100,000 to 200,000	\$50,000 to 100,000	Less than \$50,000		Less than \$50,000	\$50,000 to 100,000	\$100,000 to 200,000	\$200,000 to 400,000 and over
\$1,000,000 - 2,000,000	14	14	8	3	2	1					
800,000 - 1,000,000	6	4	1		2	1	2			2	
600,000 - 800,000	10	8	1	4	1	2	2	2			
400,000 - 600,000	13	10		2	3	5	3	3			
200,000 - 400,000	18	10			4	6	8	2	3	3	
100,000 - 200,000	9	4				4	5	2	1	2	
Less than 100,000	8	3				3	5	2	2	1	

BROADCAST REVENUES, EXPENSES AND INCOME OF TELEVISION NETWORKS AND STATIONS, 1963-1964

(In millions of dollars)

	1964	1963	% Change 1963-1964
BROADCAST REVENUES			
3 networks (including 15 owned-and-operated stations)	\$ 928.7	\$ 820.3	13.2%
560 other stations:			
468 VHF	820.3	737.8	11.2
92 UHF	44.3	39.1	13.3
Subtotal	864.6	776.9	11.3
Industry total	\$1,793.3	\$1,597.2	12.3%
BROADCAST EXPENSES			
3 networks (including 15 owned-and-operated stations)	\$ 772.2	\$ 684.1	12.9%

560 other stations:

468 VHF	563.9	531.0	6.2
92 UHF	41.6	38.9	6.9
Subtotal	605.5	569.9	6.2
Industry total	\$1,377.7	\$1,254.0	9.9%

BROADCAST INCOME

(before federal income tax)

3 networks (including 15 owned-and-operated stations)	\$ 156.5	\$ 136.2	14.9%
560 other stations:			
468 VHF	256.4	206.8	24.0
92 UHF	2.7	.2	1,250.0
Subtotal	259.1	207.0	25.2
Industry total	\$ 415.6	\$ 343.2	21.1%

Note: Data are for 3 networks and 565 stations in 1963, and 3 networks and 575 stations in 1964.

MEDIAN REVENUES OF PROFITABLE AND UNPROFITABLE STATIONS BY TV MARKETS GROUPED BY NUMBER OF STATIONS IN MARKET AND BY VOLUME OF MARKET REVENUES, 1964
(Stations operating full year only)

TV markets (Ranked by descending volume of revenues in each group)	Total number of stations reporting Total VHF UHF			No. of VHF stations	Stations reporting profits			Stations reporting losses			Median revenues of UHF stations
					Median revenues of VHF stations	No. of UHF stations	Median revenues of UHF stations	No. of VHF stations	Median revenues of VHF stations	No. of UHF stations	
TOTAL ALL MARKETS	536	458	78	391	\$1,412,030	53	\$596,459	67	\$343,109	25	\$251,184
Markets with four or more TV stations											
Total 24 markets	109	88	21	80	3,708,515	11	729,798	8	579,807	10	199,097
Markets with three TV stations											
1st to 25th	72	70	2	69	3,619,442	2	1	1	1	0	0
26th to 50th	76	67	9	59	1,419,436	9	1,079,331	8	961,478	0	0
51st to 77th	76	52	24	40	839,178	16	558,872	12	423,624	8	307,853
Total 77 markets	224	189	35	168	1,793,307	27	775,918	21	764,842	8	307,853
Markets with two TV stations											
1st to 25th	50	46	4	45	1,144,655	2	1	1	1	2	1
26th to 50th	50	46	4	33	644,652	4	695,282	13	389,098	0	0
51st to 56th	11	9	2	4	327,892	1	1	5	161,439	1	1
Total 56 markets	111	101	10	82	848,791	7	794,104	19	324,131	3	489,152
Markets with one TV station											
1st to 25th	25	25	0	25	765,637	0	0	0	0	0	0
26th to 50th	25	22	3	20	435,649	3	454,430	2	1	0	0
51st to 75th	25	19	6	11	213,433	4	235,645	8	220,996	2	1
76th to 92nd	17	14	3	5	86,413	1	1	9	74,246	2	1
Total 92 markets	92	80	12	61	458,960	8	250,691	19	146,925	4	247,355

¹Figures not shown for fewer than 3 stations.

million in such payments in 1963.

Of the 106 stations which reported losses in 1964, (totaling \$8.9 million), 47 reported payments to owners, with total payments totaling \$898,379. Also, 99 of these stations reported depreciation expenses, with the total amounting to \$8.4 million.

Six stations reported a loss which was less than the amount paid to proprietors and partners. Some 38 reported a loss less than the amount of depreciation

expense reported and three had a loss less than the amount of depreciation plus that paid to proprietors and partners.

The original investment in tangible broadcast property paid out by the 575 stations was \$780.78 million, with the depreciated value at \$393 million.

Total employment in broadcast television in 1964 reached a new high; 45,744 people were employed, with 39,785 fulltime.

PAYMENTS TO PROPRIETORS, PARTNERS, OR STOCKHOLDERS IN 1964

Payments of	Number	Amount
\$200,000 - 300,000	5	\$ 1,203,390
150,000 - 199,999	7	1,215,835
100,000 - 149,999	14	1,645,369
75,000 - 99,999	17	1,435,373
50,000 - 74,999	33	2,054,845
25,000 - 49,999	76	2,821,223
15,000 - 24,999	48	947,402
10,000 - 14,999	48	576,314
5,000 - 9,999	41	315,858
Under 5,000	39	88,958
Total	328	\$12,304,567

Seven Arts Television *presents...*

*a show business legend,
one of the great women of the world.
A singer, dancer, actress,
playwright, painter, art collector,
novelist, lecturer and author
of a best-selling autobiography
that inspired a
Broadway musical hit.
She's the inimitable
GYPSY ROSE LEE!*



GYPSY



NOW ON THE AIR		MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
SAN FRANCISCO	KGO-TV	8:30 am	8:30 am	8:30 am	8:30 am	8:30 am
LOS ANGELES	KABC-TV	8:30 am	8:30 am	8:30 am	8:30 am	8:30 am
CHICAGO	WBKB	12:30 pm	12:30 pm	12:30 pm	12:30 pm	12:30 pm

Gypsy headlines a lively half-hour talkfest that splashes the waters of women's interest in all directions. The GYPSY ROSE LEE SHOW has the kind of celebrity guest list that stimulates and maintains a special excitement. Among those talking with Gypsy in the next couple of weeks are: Victor Buono, Corinne Calvet, Diahann Carroll, Phyllis Diller, Arthur Fiedler, Robert Goulet, June Havoc, Robert Q. Lewis, Sheree North, John Raitt and Pernell Roberts.



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Did killing option time weaken stations?

Griffin tells SRA meeting that FCC's action on matter may not be achieving its purpose

A possibility that the network-option-time issue may be reopened was advanced last week as the Station Representatives Association held its 18th annual meeting in New York.

SRA President Lloyd Griffin, of Peters, Griffin, Woodward, told the association in his annual report that some SRA members felt that the FCC's elimination of network option time "may not be achieving its purpose."

In the view of these members, he said: "The individual stations' bargaining position with the network for station time does not seem to have been improved" by the FCC action, which went into effect in 1963.

"I have instructed the [SRA] legal committee," he said, "to review the 'Station Reserved Time' proposal that SRA made to the FCC in 1959 and in light of the experience of the past six years to determine whether or not there may be need for updating or modernizing our stand on that proposition. At any rate, we should be prepared in case our opinion is sought by our station clients or any other forces in the industry, as has happened in the past."

Complicated Formula ■ The 1959 Station Reserved Time plan proposed an intricate give-and-take formula for determining which periods would be used for network programing and which would be reserved for local programing and sale.

Among those who feel that removal of option-time has hurt rather than improved the stations' bargaining position in relation to the networks, the reasoning usually follows these lines:

Since television has grown to the point where there are enough affiliates for all three networks in most major markets, removal of the option-time restrictions has deprived stations of what some reps call a "weapon for self-defense." The restrictions had specified that networks could require affiliates to clear network programing for no more than three, later two-and-a-half, hours in each day-part, and while these were in effect stations could cite them as a basis for not clearing more time.

Since the restrictions have been removed, according to this point of view,

stations have no legal basis to fall back on and accordingly risk the loss of their affiliations if they fail to grant whatever clearances the networks may insist on.

This reasoning contends that, consequently, affiliates find themselves actually clearing more network programing now than they did before the FCC eliminated option time altogether, so that the FCC action, ostensibly taken to give affiliates more control, has in practice produced the opposite result.

Apart from this issue, Mr. Griffin paid tribute to the networks and their contributions to the nation's cultural,



entertainment and economic life.

FCC Program Plan ■ He said that SRA members were divided on whether the association should take a position on the FCC's proposal to curtail network control of programs.

"While the board has taken no official action on this—and the legal committee continues to explore the matter—I can report," he said, "that we generally felt that network program ownership is a concern of the networks and their affiliates. Further, we tend to believe that we should confine our interests to matters regarding the sale of broadcast time, and that it may not be appropriate for us to express a group opinion on an issue that does not relate

directly to our area of interest."

Mr. Griffin made clear, however, that option time, and the consequences of FCC's eliminating it, is obviously an area of legitimate concern to reps.

"Here," he said, "is a matter that can very directly affect the sale of station time . . . an issue that affects our station clients . . . our own companies . . . and most certainly all the advertisers—both large and small—who are served by spot broadcasting. They should be assured of a place in which to sell their goods and services."

Small vs. Large ■ The extent to which small as well as large advertisers are involved in spot broadcasting was pointed up in another section of President Griffin's report. He cited estimates that both network and spot-TV billings exceeded \$1 billion in 1964 and pointed out that whereas 355 advertisers accounted for the network spending (time and programing), the number in national and regional spot was 2,611.

"Approximately 50% of the national spot-TV advertisers spent less than \$20,000 in our medium in 1964," he added. In radio, he said, 297 advertisers were in network and about 2,000 in national and regional spot.

These figures, he said, "further emphasize the importance of spot broadcasting as a market-place for advertisers both large and small."

Current indications, Mr. Griffin said, indicate that 1965 sales "will run somewhat ahead of 1964 in most markets for both radio and spot television" (see page 27).

"The purpose of SRA is direct and clear," he said, "we promote and sell spot broadcasting—radio and television—market by market. We believe that the strength of the American broadcasting industry depends upon the strength of the individual stations—and we have been formed to help maintain and increase the strength of the individual stations for which we work. We recognize our responsibility as the independent voice of spot broadcasting."

Committees Report ■ Activities of SRA committees during the past year were summarized by their chairmen, and Mr. Griffin also noted that SRA is represented on the Broadcast Rating Council and has become part of a new committee formed by the American Association of Advertising Agencies to standardize the format of radio and television rate-card information.

He also disclosed a new SRA insignia (see cut), developed through a committee headed by Peggy Stone, of Stone Representatives Inc., for use by SRA members as a symbol of "superior representation service" and of SRA as "The independent voice of spot broadcasting." The insignia carries the phrase "independent representation—to

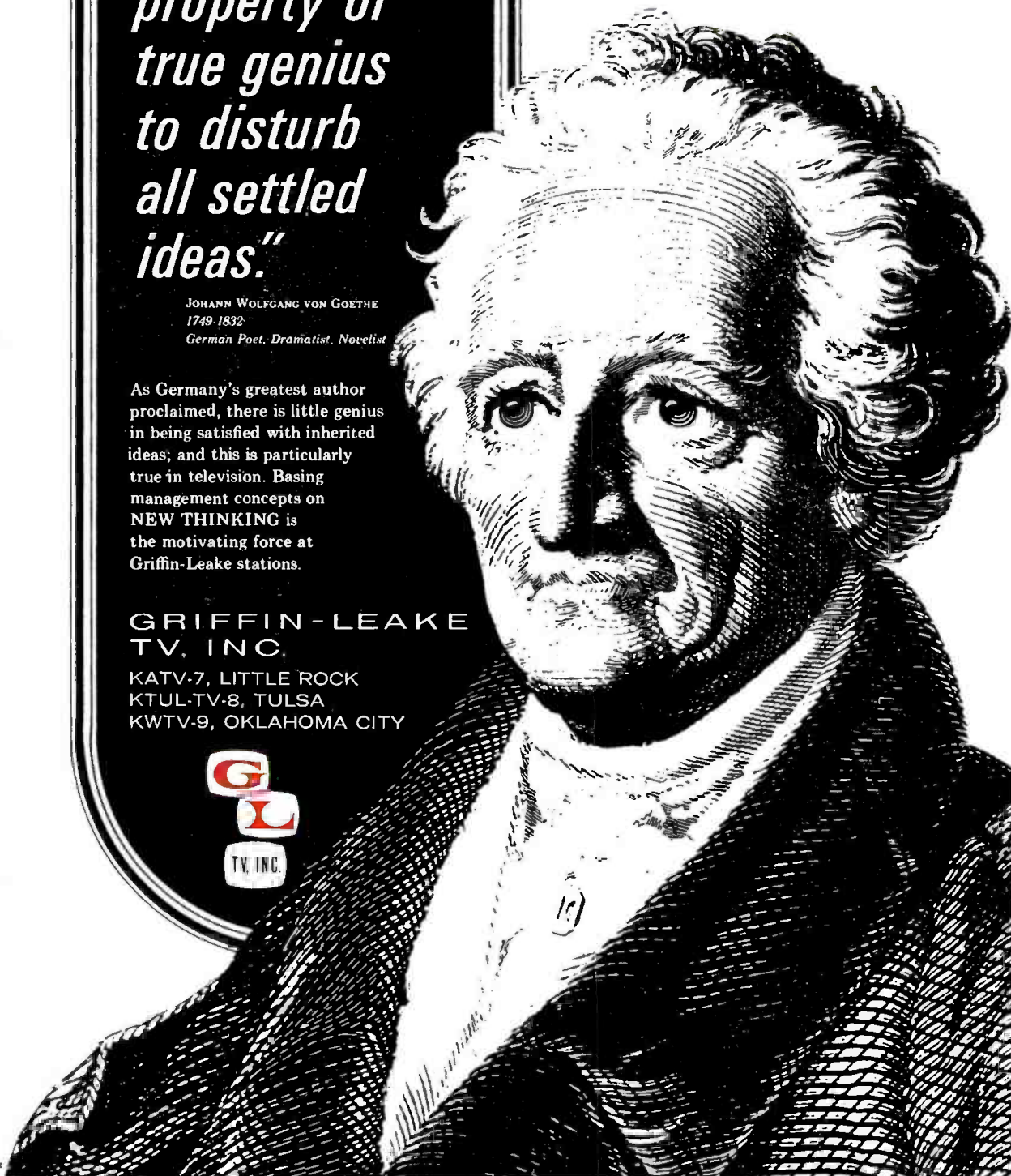
*"It is the
property of
true genius
to disturb
all settled
ideas."*

JOHANN WOLFGANG VON GOETHE
1749-1832
German Poet, Dramatist, Novelist

As Germany's greatest author proclaimed, there is little genius in being satisfied with inherited ideas; and this is particularly true in television. Basing management concepts on **NEW THINKING** is the motivating force at Griffin-Leake stations.

**GRIFFIN-LEAKE
TV, INC.**

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



strengthen the individual station."

Highlights of SRA activities during the past year included the "radio to sell radio" on-air campaign using five Stan Freberg spots, which have been carried by 1,370 radio stations including practically all major stations in the top 30 markets; development of a new "spot TV guide" for agencies and stations in collaboration with the AAAA; development of speech material on spot broadcasting and cooperation with universities in supplying speakers and project assistance; a study of computers in advertising and media, and work with the Advertising Data Processing Association and other media groups in study of standardization and compatibility of computer codes.

Hastings Baker, who became SRA executive director last fall, was commended for the way "he has addressed himself to his manifold tasks with energy and enthusiasm." SRA officers were re-elected (see page 73).

Role of computers in advertising grows

The increasing importance of computers and the data they produce was stressed by Warren Bahr, of Young & Rubicam, and William R. Wyatt, of

A. C. Nielsen Co., in speeches at the Georgia Association of Broadcasters TV day in Atlanta last Wednesday (Aug. 4).

Mr. Bahr, senior vice president and director of media relations and planning, said computers at Y&R are used initially to analyze sales, demographic and marketing data on a geographical and sales area basis. For TV specifically, they are used to provide a rapid evaluation of a proposed purchase in terms of reach and frequency, audience profiles, metro area coverage and cost efficiencies by target group.

Mr. Wyatt, Nielsen vice president and national sales manager of Nielsen Station Index, cited the increased need for computerized processing techniques to meet growing advertiser demand. These demands are primarily among national and regional accounts now, he noted, but in markets the size of Atlanta, large local clients will be making them in years ahead.

Also speaking to the 130 delegates from seven states were Marcus Bartlett, vice president of Cox Broadcasting Corp., and Robert McKinsey, president of Atlanta Telemeter Inc., which is controlled by Jack M. Rice who is also an applicant for channel 46 in Atlanta.

Mr. Bartlett said that two years ago there was only one community antenna TV system operating in Georgia and

Zenith plans TV campaign

Zenith Sales Corp., Chicago, announced the largest fall advertising campaign in the company's history last Thursday (Aug. 5). The \$5 million-plus drive includes major TV buys on all three networks along with newspapers and magazines. All TV commercials will be in color and will promote Zenith's new color sets and other radio-TV products.

Zenith claimed it will be the first set maker to use all three networks at the same time. Placing through Foote, Cone & Belding, Chicago, Zenith will use NBC-TV's *The Virginian* and *The Man from U.N.C.L.E.*, ABC-TV's *Hollywood Palace* and *Twelve O'Clock High* and CBS-TV's *Thursday Night Movies* and *The Jackie Gleason Show* weekly from Sept. 13 to Dec. 11.

today there are 13 systems serving 13,000 residents; eight systems are under construction; six are being engineered and 13 have been granted franchises but have gone no further.

Mr. McKinsey said projections show there will be 239,000 Atlanta area sets that will be able to get UHF by September 1966; 332,000 by September 1967 and close to 100% saturation by 1969. He added that Atlanta Telemeter was awaiting the outcome of court proceedings in California on the status of Subscription Television Inc. before the Atlanta system does anything. He indicated that if STV's right to do business is upheld by the California courts, the Telemeter systems will move rapidly to activate their operations.

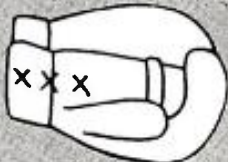
Business briefly . . .

Paper Mate Co., Chicago, this month and next is using a heavy TV network and broadcast spot schedule for a back-to-school campaign for its pen products. Besides CBS-TV participations, firm is using TV spot in 50 markets and radio in 60 markets. Agency is Foote, Cone & Belding, Chicago.

The Fisher Body division of General Motors, Warren, Mich., through Tatham-Laird & Kudner, New York, for the third consecutive year will co-sponsor CBS Radio's *Lowell Thomas and the News* (Mon.-Fri., 6:45-6:55 p.m. EDT). New contract, for 52 weeks, starts Aug. 30.

General Foods Corp., White Plains, N. Y., through Young & Rubicam, New York, will sponsor *An Evening with Carol Channing or How to Watch Tele-*

in Boxing . . .



it's Marquess
of Queensberry

in TV and Radio . . .

**IT'S
BROADCASTING
YEARBOOK!**

In the squared circles of prizefighting, the 8th Marquess of Queensberry gets credit for establishing authoritative standards upon which today's rules of boxing are based. More competitive than anything this 19th Century Englishman ever knew, however, is our business of broadcast advertising. To enter the ring of television or radio, you have to know what you're doing—or else. That's why so many busy people look to **BROADCASTING YEARBOOK** as the authoritative standard for latest facts about these twin media (and keep

looking, all year 'round, whenever they need information). The 1966 **BROADCASTING YEARBOOK** soon goes to press, packing a power-punch of data between its covers that will serve the needs of over 20,000 subscribers in broadcast advertising. If you have some facts of your own for them, your message will enjoy a guaranteed gate of profitable attention month after month. There's still time before the first round bell: deadline for proofs, Sept. 21; final deadline Oct. 1. Call or wire collect to reserve space.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W.
Washington, D. C. 20036

Major cigarette makers increased TV budgets 14% in 1964

The big six cigarette companies put almost eight out of every 10 of their 1964 advertising dollars into television, the Television Bureau of Advertising reported last week.

Their combined television expenditures for cigarette products alone during the year reached \$171,576,300, a gain of 14% over 1963. Their investments in magazines totaled \$31,399,700 and in newspapers \$18,286,100, according to the TVB report.

The extent of their radio advertising was not indicated.

Four of the six companies increased their TV spending: American Tobacco by 45%, Reynolds Tobacco by 23%, Brown & Williamson by 19% and Philip Morris by 5%. The television spending of Liggett & Myers and P. Lorillard slipped below 1963 levels by 8% and 5%, respectively.

Warren Morton, TVB account executive for tobacco products, named these as the most heavily advertised cigarette brands on television in 1964: Reynolds' Winston (\$15,320,450) and Salem (\$14,456,450); American Tobacco's Pall Mall (\$12,174,800) and Tareyton (\$10,621,580); Liggett & Myers' L&M Filter Tip (\$10,414,180); P. Lorillard's Kent (\$10,217,060), and Philip Mor-

ris' Marlboro (\$8,753,360).

The following TVB compilations show the big six companies' individual 1964 investments in three major

media and their distribution of television dollars between spot and network, plus comparisons of 1964 and 1963 TV spending:

How network and spot shared the cigarette TV budget in 1963 and 1964

Company	1964 Spot TV	1964 Network	1964 Total TV	1963 Total TV	% Chg.
American Tobacco	\$ 8,783,900	\$ 26,954,900	\$ 35,738,800	\$ 24,679,900	+45%
Brown & Williamson	5,108,500	18,976,300	24,084,800	20,178,200	+19
Liggett & Myers	5,631,500	15,486,200	21,117,700	22,914,300	- 8
P. Lorillard	5,611,900	17,037,800	22,649,700	23,940,500	- 5
Philip Morris	3,178,200	20,716,400	23,894,600	22,862,700	+ 5
R. J. Reynolds	16,056,100	28,034,600	44,090,700	35,708,200	+23
	\$44,370,100	\$127,206,200	\$171,576,300	\$150,283,800	+14%

Sources: Spot TV-(gross time) TVB/N. C. Rorabaugh; Network TV-(net time & program costs) TVB/LNA-BAR.

Among men who know tobacco best, it was TV 3 to 1

Company	Total TV	Magazines	Newspapers	Total Media	TV Share
R. J. Reynolds	\$ 44,090,700	\$ 7,909,100	\$ 7,107,700	\$ 59,107,500	75%
American Tobacco	35,738,800	6,822,500	4,484,900	47,046,200	76
Brown & Williamson	24,084,800	2,642,500	1,207,700	27,935,000	86
Philip Morris	23,894,600	2,161,100	1,096,800	27,152,500	88
P. Lorillard	22,649,700	5,474,800	1,746,400	29,870,900	76
Liggett & Myers	21,117,700	6,389,700	2,642,600	30,150,000	70
	\$171,576,300	\$31,399,700	\$18,286,100	\$221,262,100	78%

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

vision *Without Being Plugged In*, a CBS-TV color special scheduled for Friday, Feb. 18, 1966 (8:30-9:30 p.m. EST). George Burns and David McCallum will be program guests.

American Airlines through Doyle Dane Bernbach, New York, will sponsor a one-hour special, *New York, New York*, starring Gene Kelly, to be broadcast in color on CBS-TV Feb. 14, 1966, 10-11 p.m. Program was packaged by Miradero II Productions, with Miradero's president, Bob Wells, as producer.

Samsonite Corp., Denver, through Grey Advertising Inc., New York, will begin an extensive print and TV advertising campaign during the next six months with one feature being a participation on NBC-TV's *Today* show each day beginning Nov. 22 through the end of the year.

Chesebrough-Pond's Inc., through J. Walter Thompson Co., both New York, will participate this season in NBC-TV's *The Wackiest Ship in the Army* and *Convoy*.

The Florist's Telegraph Delivery Asso-

ciation, Detroit, through Post-Keys-Gardner, Chicago, will sponsor "*America the Beautiful*", a special NBC-TV color program on the deterioration of the country's natural resources and its urban and suburban blight, narrated by Chet Huntley, and scheduled for Sunday, Oct. 3 (6:30-7:30 p.m. EST).

The General Conference of the Seventh Day Adventist Church, through Milton Carson Co., both Los Angeles, will sponsor *The Voice of Prophecy* (Sundays, 10-10:30 p.m., NYT) on Mutual for the 24th consecutive year.

Rep. appointments . . .

■ KBLU-TV Yuma, Ariz.: Eastman TV Inc., New York.

■ WOAH Miami: Vic Piano Associates Inc., New York.

■ KSPO Spokane, Wash.: Advertising Time Sales Inc., New York.

■ KHER Santa Maria, Calif.: J. A. Lucas Co. Inc. (JALCO), Los Angeles.

■ KNOE-TV Monroe, La. National Television Sales Inc., New York.

■ WBRB Mount Clemens and WERB Garden City, both Michigan; WNYR (formerly WRVM) Rochester, N. Y.; KSIR Wichita, Kan., and KOOO Omaha: Venard, Torbet & McConnell Inc., New York.

■ WMTW-FM Portland, Me.: Harold H. Segal & Co., Boston, as New England regional representative.

Katz appoints Mathes

The Katz Agency Inc. last week appointed J. M. Mathes Inc., New York, as its advertising agency and announced it will undertake the "most extensive advertising effort" in its history, starting in early 1966.

The Katz campaign will illustrate "the unique values" of spot TV and radio and will emphasize the company's "approach to creative media selling," according to Kenneth P. Donnellon, director of advertising and public relations. He said the Katz effort "will reach marketing executives among both advertisers and agencies as well as opinion leaders in all areas of the business."

Wolper's 'March of Time' White House Film Coup

By Richard K. Doan
TV and Radio Editor

President Johnson's seeming partiality for non-network producers in special TV programming involving the White House was demonstrated again over the week-end with disclosure that David L. Wolper, an independent Hollywood documentarian, is filming a "March of Time" hour depicting "Seven Days in the Life of the President."

Most network news executives, mindful of the necessity of maintaining good working relations with the White House, were guarded in their reaction to the news of the Wolper coup. But privately some of them expressed dismay. "What," one asked, "has Wolper got that we haven't got?"

Wolper himself, reached at his Hollywood office, was not especially helpful. "We just made our pitch, and got it," he contended. He said the idea originated in his own shop and was conveyed to White House staffers about six weeks ago. He observed that the "March of Time" series is being produced in cooperation with Time Inc.

Shooting was started about four weeks ago and the "major filming" has been completed, he reported. It's all "hand-held stuff"—candid photography done with small cameras and no special lights or sound equipment. There is "some sound, but not much," Wolper said. Most of the shooting was done inside the White House, although Mr. Johnson was trailed once to his Texas ranch.

The completed program will be syndicated, along with seven other "March of Time" specials, to individual stations. "Seven Days in the

Life of the President" will be released in October. Wolper said he believed about 75 stations will carry the programs. On a network, the programs might be seen over 150 to 200 stations.

In New York, Los Angeles and a number of other cities, the series will be carried on Metromedia stations. Metromedia owns Wolper Productions.

The producer said the series had been offered last spring to all three networks "and was turned down by all three."

Wolper has fought a running battle with the networks for years to get them to carry his documentaries. ABC carries a few. His forthcoming "The Making of the President 1964," however, will be syndicated to individual stations.

Wolper said the White House had made no demand, or even request, for approval of the film footage. "Whatever we shot we are free to use," he said.

One network official called the project "a slap in the face at the networks," saying his chain had been after Mr. Johnson for permission to do such a program "since the day he walked in."

The White House did invite ABC John Secondari, producer of the "Saga of Western Man" series, to do a special involving Mrs. Johnson on the subject of beautification of Washington. The program will be shown next November.

Earlier, however, the White House gave a nod to Westinghouse Broadcasting to turn out a 30-minute TV special on "Paintings in the White House: A Close-Up," with an introduction by Mrs. Johnson. The program was syndicated.

THE MARCH OF TIME
EIGHT OUTSTANDING ONE-
HOUR TELEVISION SPECIALS

**HAVE YOU
LOCKED THEM UP
FOR YOUR
MARKET?**

TV is tops at supermarkets

50 leading advertisers

of items sold there put

75% of ad budgets in TV

The top-50 advertisers of items sold in supermarkets put three-fourths of their advertising money into television in 1964, while spreading the remaining 25% among six other measured media, the Television Bureau of Advertising said in a report being issued today (Aug. 9).

Dick Noll, TVB account executive, reported that the top 50's combined media investment came to \$1,588,865,000 of which TV received \$1,194,202,000, or 75.2%. He said that TV's share of the total in 1964 rose \$91.6 million, or 9.3%, even though more media were measured in 1964 than 1963. Expenditures counted in 1964 included those in radio (network and spot) and outdoor advertising, in addition to television, magazines, newspapers, farm publications and business publications.

"The rapid sprouting of supermarkets across the nation since World War II coincided with television's growth," Mr. Noll said. "As more advertisers each

year became television users, supermarkets grew in both numbers and size as customers demanded an increasing variety of TV-advertised products. Television's fast reach among all consumers expedited the introduction of thousands of new brands because results could be checked daily at check-out counters.

The range of reliance on television among the 1964 top 50 was from 37.6% of Seven-Up's budget to 95.9% of S. C. Johnson & Son's. Six companies put more than 90% of their totals in TV, and 17 put more than 80%.

The following is TVB's compilation of top-50 spending in the supermarket-item field, with network-TV figures including net time and program costs as compiled by LNA-BAR and with the spot-TV figures based on time-cost estimates gathered by N. C. Rorabaugh Co.:

Company	1964 TV investment (\$000)	TV share of total budget (%)
1. Procter & Gamble	\$148,784	92.7
2. General Foods	70,875	83.2
3. Bristol-Myers	61,520	75.6
4. R. J. Reynolds Tobacco	46,450	62.7
5. American Home Products	59,422	84.0
6. Colgate-Palmolive	59,209	84.4
7. Lever Bros.	58,365	86.9
8. American Tobacco	37,636	66.6
9. Coca-Cola	30,482	62.1
10. General Mills	34,165	77.8
11. P. Lorillard	24,174	65.6
12. Alberto-Culver	33,966	95.4
13. Campbell Soup	18,546	52.3
14. Gillette	33,258	94.2
15. Kellogg	27,208	77.1
16. Philip Morris	31,020	89.0
17. Liggett & Myers	23,058	67.0
18. National Dairy	14,932	44.3
19. Warner-Lambert	25,570	77.8
20. Brown & Williamson	25,291	85.8
21. Sterling Drug	20,631	70.7
22. Wm. Wrigley Jr.	22,414	82.5
23. Miles Laboratories	22,054	88.7
24. Pepsi-Cola	14,651	59.7
25. Standard Brands	11,641	49.0
26. Corn Products	11,131	49.6
27. National Biscuit	16,002	74.6
28. Ralston Purina	15,555	82.4
29. Pillsbury	13,760	73.8
30. Quaker Oats	11,670	63.9
31. Borden	8,175	48.6
32. Armour	8,173	51.8
33. Block Drug	14,149	91.1
34. Nestle	9,852	65.7
35. Scott Paper	7,050	50.2
36. J. B. Williams	12,634	95.8
37. Royal Crown Cola	7,630	58.5
38. General Cigar	8,060	61.8
39. S. C. Johnson & Son	12,394	95.9
40. Chesebrough-Pond's	9,195	72.7
41. Kimberly Clark	5,152	40.7
42. Continental Baking	10,171	82.8
43. Carnation	8,770	73.0
44. Beech-Nut Life Savers	9,397	81.2
45. Mars	8,415	73.5
46. Hunt Foods	4,332	38.4
47. Seven-Up	4,158	37.6
48. Richardson-Merrell	7,890	71.7
49. Noxzema Chemical	8,462	76.9
50. Johnson & Johnson	6,703	62.2

Sources: Bureau of Advertising, ANPA; Publishers Information Bureau; Farm Publication Reports; Associated Business Publications; Television Bureau of Advertising (LNA-BAR for network TV; N. C. Rorabaugh for spot TV); Radio Advertising Bureau; outdoor advertising industry sources.

Commercials in production...

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

Mel Blanc Associates Inc., Taft Building, Hollywood & Vine, Hollywood 90028.

Carling Brewing Co., Cleveland (Heidelberg Beer); ten for radio, humorous. Agency: Baker-Stimson Advertising, Seattle. Jerry Wolfe, account executive. Approximate cost: \$10,000.

Anheuser-Busch, St. Louis (Budweiser); six 60's for radio, musical with copy; Noel Blanc, production manager. Agency: D'Arcy Advertising, St. Louis. Joe Tanski, account executive. Approximate cost: \$10,000.

Tanner Motor Livery Ltd., Los Angeles (Avis Rent-a-Car); four 60's for radio, humorous. Noel Blanc, production manager. Agency: Cooke & Levitt, Los Angeles. Ed Brandt, account executive. Approximate cost: \$8,000.

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

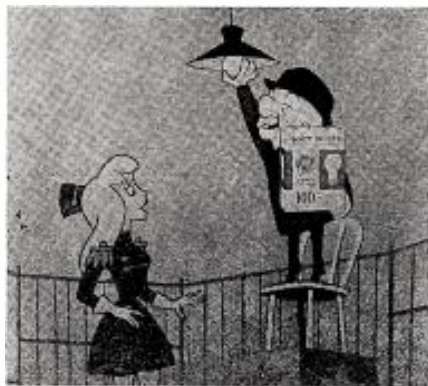
Lever Bros., New York (All); one 60 for TV, music score. Charles Barclay, production manager. Agency: Sullivan, Stauffer, Colwell & Bayles, N. Y. Nick Pellegrino, agency producer.

Mid-America Videotape Productions, 2501 West Bradley Place, Chicago 60618.

Royal Crown Cola Co., Columbus, Ga. (Royal Crown); one 60, one 20 for TV, on tape. Bud Ellingwood, director. Agency: D'Arcy Advertising, Atlanta. William Rapp, agency producer.

Duquesne Brewing Co., Pittsburgh (Duquesne Beer); three 60's for TV on tape. Bill Lotzer, director. Agency: Vic Maitland & Associates, Pittsburgh. William Burge, agency producer.

Phillips Petroleum Co., Bartlesville, Okla. (gas); six 60's for TV, on tape, color. Dale Juhlin, director. Agency: J. Walter Thompson, New York. Arnold Chase, agency producer.



For the seventh consecutive year Mr. Magoo will sell bulbs for General Electric, this year using 60-second and 1D commercials. The ads were produced by UPA, Hollywood, for GE's agency, BBDO, Cleveland, and have a circus theme. They will run in 200 markets Sept. 16-Oct. 30.

Compton chooses NSI

Compton Advertising, one of the agencies handling Procter & Gamble products, was reported last week as having signed for the A. C. Nielsen Co.'s local-market ratings reports, starting this fall. Compton, which has never subscribed to the Nielsen Station Index (NSI) reports before, is the first P&G agency to have made a choice since P&G asked all its agencies some weeks ago to make a careful study of both Nielsen and American Research Bureau services with a view toward determining which will be retained (CLOSED CIRCUIT, July 5).

P&G agencies currently subscribe to Nielsen Television Index (NTI) for network data and to ARB for spot data, and the review request was described as a routine procedure followed every two years when rating-service contracts expire.

What
will make your
number one
TV buy
in Providence
...even more
number 1 ? *

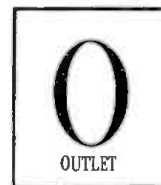


COLOR

Beginning Sunday, September 12 . . . at no extra cost . . . you can get that extra impact of color in the Providence Market. WJAR-TV will offer you complete color tape, color film and color slide facilities. Availabilities in prime-time movies, peak-rated syndicated properties . . . adjacencies to NBC full color. Hear the big Providence story from your Petry representative. Providence is . . . southeastern Massachusetts, eastern Connecticut and all Rhode Island. People in television say Providence is **WJAR-TV**

*ARB — March, 1965 — Audience measurement data of all media are estimates only, subject to the defects and limitations of source material and methods.

WJAR TV 10



© OUTLET 1965

L.A. Negro market called prosperous

The Los Angeles Negro market is far from a depressed, under-privileged market, according to a survey dated June 1965, conducted by Salespower Inc. for KGFJ Los Angeles, Negro-programmed station, covering Los Angeles county with its approximately 750,000 Negro residents. The average family size is 4.7 persons, the average family income is \$6,886.50, with 93% of the families having one or more members employed and 43% having two members employed fulltime.

Of the men, 29% are classed as skilled labor, 22% are government employees, with 12% in the professional category. The women are 27% clerical, 18% skilled labor, 16% government employees, and 9% professional.

Nearly half (46%) of the Los Angeles Negro families own their homes, with 22% of the dwellings valued at \$30,000 or more and another 28% between \$20,000 and \$30,000. The homes are 100% equipped with radios and 80% have more than one set. Listening averaged six hours a day, a little more on weekdays, a little less weekends. TV sets are in 89% of the homes, with average daily viewing of 2 hours, 45 minutes. Newspaper subscribers or readers are found in 24% of the families.

Agency appointments . . .

■ Chrysler Corp., Detroit, named Young & Rubicam, Detroit as agency for the U. S. and Canadian advertising for Simca passenger cars. The account bills an estimated \$1 million, of which approximately \$600,000 is in TV-radio. Chrysler owns a 69% interest in Simca Automobiles, S. A., of France. Young & Rubicam, which handles advertising for the Chrysler and Imperial accounts, replaces Richard N. Meltzer Advertising, Detroit, as agency.

■ North American Van Lines, Fort Wayne, Ind., names Bonsib Inc., there, as agency for its national account which bills in excess of \$500,000. E. H. Russell & Co., Chicago, has been handling it.

■ Eldon Industries, toy manufacturers, appoints J. M. Sachs & Co., Beverly Hills, Calif. to handle its advertising. Major part of the advertising budget, estimated at approximately \$500,000, will go for spot television with children's magazines and toy trade publications also to be used.

■ The Indiana Sesquicentennial Commission has named Caldwell, Larkin & Sidener-Van Riper Inc., Indianapolis,

to handle the national promotion of that state's commemoration of its 150th birthday of statehood in 1966.

■ Squire for Men (hair pieces for men), Los Angeles, has appointed Asher/Gould Advertising, that city. Media emphasis will continue in spot TV, including Los Angeles stations and plans for San Francisco, Fresno, Bakersfield and San Diego, all California; New York and Atlanta. According to the agency, the advertiser expects to go into an additional ten markets within the next year.

Bates sends letter on loud commercials

Ted Bates & Co., a major agency with a reputation for the hard sell, has taken steps to deal with a problem that the FCC contends has not been met by any concerted industrywide effort—that of loud commercials.

In a mailing to radio and television stations throughout the country, the agency said it supports the commission's opposition to excessively loud commercials.

It asked stations to inform it if any of its own commercials should be found to have loud audio tracks. Bates said it maintains strict controls to prevent loud commercials but that "occasionally one will escape our discipline."

Copies of the agency's letter were also sent to the FCC and the Federal Trade Commission.

Radio-TV tourist ads about 10% of budget

Radio and TV last year got \$460,250 in state advertising to attract tourist and resort business, or about 10% of a \$6.5 million outlay made by the 50 states in the country.

According to a survey disclosed last week by Travel Research International, New York, TV amounted to \$381,250, or 6% of the total. This expenditure, however, came from only three states—North Carolina, Florida and Oregon. Five states—Florida, Oregon, Michigan, Pennsylvania and Virginia—accounted for the spot radio investment, but that total came to only \$79,000, or approximately 1% of the total outlay of all the states.

The report said the 50 states combined invested a total of about 14 cents per car-owning family in the country to advertise their respective scenic spots, recreational facilities and historic shrines.

SAN DIEGO...



BEAUTIFUL VIEW AND ZOO.
AND CBS TOO.

San Diego is a great vacation town. But the time-buyer looking for a great place to put a tv ad, would do better to



That is, if you're willing to settle for a smaller zoo, but a much bigger CBS audience.

Sioux Falls ranks higher, in tv homes reached among CBS affiliates, than San Diego. Higher than Syracuse, Albany too. Sioux Falls is a 98-county market. KELO-LAND TV, with three transmitters operating as one station, gives you simultaneous coverage of it all.

KELOLAND
CBS ABC
KELO-TV • KDLO-TV • KPLO-TV (Interconnected)



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

Market comparisons cited are based upon ARB '64 Television Management Analysis, 6:30-10 p.m. Mon. thru Sun., submitted as statistical estimates, not precise measurements.

A gloomy evaluation of pay TV

Two-year study concludes there is not sufficient public demand to make a subscription-TV system profitable

A two-year study of pay television in operation has concluded that there probably isn't enough public demand to make any pay-TV system profitable.

The report, being released today (Aug. 9) by the marketing research firm of Oxtoby-Smith, New York, is one of the bleakest appraisals that pay TV has been given publicly.

Dr. Joseph Smith, president of Oxtoby-Smith, offered this summary of the study's implications:

"Unless there is a major breakthrough in engineering or program development, pay TV is simply not a viable enterprise. Part of this is due to the fact that despite the often expressed desire that typical subscribers would like to escape from the cultural 'wasteland' of present television, that view is a myth. Viewers want good entertainment, but they do not, in any meaningful numbers, expect cultural reformation from free or pay TV. Further,

they are not really dissatisfied with free-TV programming or commercial interruptions."

The Angel ■ CBS reportedly financed the study, which covered Paramount's International Telemeter operations in Etobicoke, Ont. (on wire); RKO General-Phonevision's continuing tests in Hartford, Conn. (on air), and Subscription Television Inc.'s operations last year in Los Angeles and San Francisco (on wire).

The report reached conclusions that seemed diametrically opposed to those reportedly reached in a Stanford Research Institute study two years ago. Details of the SRI study were never made public, but reports circulating widely at the time said it concluded that pay TV showed promise of becoming a major communications force by the early 1970's (CLOSED CIRCUIT, July 29, 1963). The Oxtoby-Smith conclusion also disagreed with those made

public by Zenith, owner of the Phonevision system, last March (see box this page).

Presumably by accident, the Oxtoby-Smith report's release coincided with the announcement that RKO General had taken options that would permit it to expand its Phonevision pay-TV operations into five additional cities (see box next page).

Here is Oxtoby-Smith's summary of the "broader aspects" of its findings:

- "The level of subscriber penetration and expenditure requisite for a viable pay-TV system does not seem to be realizable. None of the pay-TV systems studied has approached the required levels and none has shown any promise of doing so.

- "The expectation of a ready market for 'cultural' programming has not materialized. Ratings for educational and cultural programs and even for available stage plays have been low. The major sources of income for pay TV have been sports and Hollywood movies.

- "There appears to be a ceiling on expenditure [by subscribers]. Weekly expenditures tended to be consistent despite great variation in the program offerings." Viewing once a week or, in fewer cases, twice a week, "is most typical, among those subscribers who watch at all. Quite evidently, pay TV is an occasional entertainment and must compete with other subscriber interests.

- "Three factors are closely related to subscription to pay TV: (1) dissatisfaction with the entertainment on regular television; (2) high family income (subscription is substantially higher among families earning \$10,000 or more), and (3) a life style of activity and ownership of innovative products.

- "The climate of consumer opinion [toward pay TV] was not hostile," except probably in California during the public campaign against pay TV there last summer and fall. Generally, "most people living in the wired area did not feel that pay TV would take away programs they used to watch free.

- "The inherent appeal of pay TV is inhibited by a fear of its cost. Those

How opinions on pay TV vary

The opinion of Oxtoby-Smith, New York research firm, that pay TV in its present form is not a "viable enterprise," is directly opposite to Zenith Radio Corp.'s conclusions based on its three-year on-air pay-TV test in Hartford, Conn. Zenith's opinion was set forth when it asked the FCC to approve a nationwide pay-TV system (BROADCASTING, March 15).

The Oxtoby-Smith study, which does not differentiate between wired and on-air pay systems, cites estimates of levels of penetration and spending necessary to support pay TV as 33% in New York City and expenditures of \$150 from each subscribing home, and 50% penetration with \$175 per home on the West Coast.

Zenith said its on-air system could break even in a market of 200,000 with 10% (20,000) of the homes paying an average of \$65 yearly.

Zenith has noted that during the first 92 weeks of the Hartford test 85.6% of the subscribers had incomes of less than \$10,000. The O-S study reports that in Hartford, "subscription was substantially higher among families with incomes over \$10,000..."

O-S noted that first-run movies were eagerly awaited by pay-TV subscribers, and a "significant minority" was unhappy about the limited number available. Zenith admits there was difficulty in acquiring first-run films but believes the problem would disappear in a nationwide pay-TV system.

The Oxtoby-Smith study finds that pay TV "is an occasional entertainment and must compete with other subscriber interests." Zenith has claimed that subscribers averaged two hours a week watching pay-TV programs during the first two years of the Hartford test.

who have decided against subscribing, and even some subscribers, are concerned about the prospect of excessive costs. These people may be transferring their addictive experience with regular television to pay TV.

▪ "Subscribers want to pay only for what they watch. One of the major reasons for cancelling subscription to pay TV in Hartford and Etobicoke was the necessity of paying a service charge. Subscribers felt that there were not enough programs worth watching to warrant such a charge. Subscribers in Los Angeles also resented the idea of a service charge.

▪ "Program availabilities are a major problem. Although a variety of programs have been offered to subscribers, the *feeling* among subscribers is that pay TV has not offered a sufficient array of program choice. At the same time, subscribers are rather vague about the kinds of programs they would like to see.

▪ "Pay TV can be many products. Given a few mass-appeal products (like movies and sports), it would be possible for pay TV to offer programs for minority audiences such as opera buffs, drama devotees, balletomanes, concert lovers, children, ethnic groups and the like. These minority programs would not get large ratings, but the audience could be adequate for the programming costs involved were a mass audience appeal available as a nucleus product."

Falling Short ▪ The report noted that there had been various estimates of the levels of penetration and spending necessary to support pay TV. For New York City one estimate was 33% penetration with expenditures averaging \$150 a year for each subscribing home. On the West Coast, it was noted, STV estimated 50% penetration and \$175 per home would be needed.

"None of the pay-TV systems studied has achieved anything like these reportedly 'minimum' levels," the report asserted, offering this tabulation:

Operation	Penetration	Average annual expenditure
Etobicoke 1962	45 %	\$ 33 without fee
Etobicoke 1964	12 %	\$ 65 with fee
Hartford 1963	3.5%	\$100 with fee
Los Angeles 1964	31 %	\$ 60 without fee
San Francisco 1964	20 %	\$ 61 without fee

"The Hartford and Etobicoke estimates of annual expenditures may overstate actual expenditures since the figures are based on viewing habits during the winter," the report continued. "It is very likely that summer viewing in these cities was lighter. . . .

"Similarly the Los Angeles and San Francisco estimates are based on viewing during the late summer and fall, when baseball was a significant part of

viewing. It is possible that winter viewing would have declined due to the absence of a comparable sports attraction, the decreasing 'novelty' effect of pay TV, and the competition of regular television programs."

Matter of Costs ▪ Based on interviews with subscribers, Oxtoby-Smith said that if STV—which waived the weekly service charge—had instituted the charge, a "substantial" number would probably have cancelled. The interviews indicated, the report said, that in this case the penetration for Los Angeles would have dropped to 20% and the average annual expenditure would have risen to about \$65 which, with the \$52 service charge, would have made the annual expenditure about \$117 per home.

"Thus," the report said, "even within the confines of an apparently 'ideal' pay-TV community (the wired area in Los Angeles), and with the most conservative estimate of the effect of the service charge on subscription, penetration and expenditure fail to meet economic requirements."

In a follow-up study of consumer response in Los Angeles the surveyors found that when subscribers were asked to compare their actual experience with their earlier expectations of pay TV, 38% gave "exclusively favorable comments," 30% were "exclusively unfavorable," 23% were "both favorable

and unfavorable" and 9% were "mainly indifferent."

Irritation with TV commercials did not seem to play a major role in getting people to subscribe, the report said, but the absence of commercials was frequently mentioned as a "pleasant surprise." So, too, was the improved reception on pay TV.

The pay-TV shows themselves were not important elements in subscriber gratification. The report said:

"When asked which programs they were looking forward to, for example, two out of three subscribers had mentioner plays, shows, musicals, Broadway. After two months of [pay-TV] service only 4% of the subscribers volunteered that the plays on pay TV provided gratification.

"Similarly, before broadcasting began, 6 out of 10 male subscribers indicated they were looking forward to the sports programs, half of them citing baseball in particular. After a summer of Dodger games, only one out of five male subscribers volunteered a favorable comment about pay-TV sports.

"Movies had been eagerly awaited and were, in fact, cited as a source of pleasure by subscribers. However . . . movies were a major disappointment on pay TV, a significant minority being quite unhappy about the limited number of first-run films available.

"In short, the pleasures provided by

RKO General adds five pay-TV options

RKO General Inc., which has been conducting a pay-television operation in Hartford, Conn., is taking steps toward possible expansion of the system to New York, New Haven, Philadelphia, Washington and San Francisco.

The company is announcing today (Aug. 9) that it has obtained options to the Zenith Radio Corp.'s Phonevision system, which is being used in Hartford, for the five additional markets. The exercise of these franchise rights, it was said, will depend upon further results of the Hartford operation and FCC approval.

RKO General Phonevision Co., a subsidiary of RKO General, has been operating WHCT(TV) Hartford as an experimental subscription-TV station for the past three years.

John B. Poor, president of RKO General, said the company feels that subscription TV and commercial television can co-exist and for this reason has obtained its option rights for



Mr. Poor

these markets "to insure our position toward such time as the FCC may approve extended subscription-TV operations."

pay TV did not match the expectations."

Disappointments ■ The "most notable" disappointment Oxtoby-Smith found was pay TV's failure to provide first-run movies. But the firm also found disappointment in "general quality" of programs and a feeling that there was too much repetition, even though "objective" study showed "a rather vast array of program materials." There were "very few" complaints about the sports programs, but ratings for the baseball games declined later in the season when the Dodgers fell so far back in the National League race that they had little if any chance to move back into contention.

Except for first-run movies and Broadway plays, the report continued, it was "difficult to learn from subscribers what kinds of programs they would like to have added to pay television."

The typical pay-TV family was said to have an income of more than \$10,000; at least one member of the family had been to college; there were two children; the family members were "joiners," liked to be among the first to try new products, and spent more time away from home—at night clubs, movies, etc.—than the average non-

subscriber.

Although the service charge had been waived, the study found, one out of four subscribers complained about pay-TV costs. Among nonsubscribers, "the major reason for not subscribing is the fear of excessive costs."

"Some luxuries eventually become necessities," the report concluded. "But it seems highly unlikely that pay TV can overcome one obstacle in shedding its luxury image. That obstacle is the medium that got to the consumer first: free TV. Since pay TV is widely regarded as 'convenient home entertainment,' it must distinguish itself from its competition, regular television, by finding entertainment not available on regular television."

Company's History ■ Oxtoby-Smith research firm was formed in 1956. Among its clients are International Business Machines Corp., United Air Lines, Lever Brothers, Continental Can Co., and National Biscuit Co.

President Smith, who has headed the firm since 1958, is Ph.D. from the University of Iowa and was associated with the Rand Corp. before joining in formation of Oxtoby-Smith.

Before that Mr. Smith was with the National Research Council.

Changing hands

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

■ **KARK-AM-FM-TV** Little Rock, Ark.: Sold by Madeline M. Barton and sons to John C. Mullins (KBTR and KBTV[TV] Denver) for \$3.75 million (see page 49).

■ **WENZ** Highland Springs (Richmond), Va.: Sold by Robert Pratt, receiver for Henrico Radio Corp., to Ralph J. Baron for \$132,500. Mr. Baron is half owner of WILA Danville, Va., and of WILE Raleigh, N. C. Sale of the latter is pending FCC approval. WENZ, which has been temporarily off the air, operates fulltime on 1450 kc with 250 w. Mr. Baron was represented by Blackburn & Co.

■ **KIQS** Willows, Calif.: Sold by Vernon Hatfield, William Ward and Walter Stewart to Robert C. Rose of Colorado Springs for \$65,000. Mr. Rose is currently with KRDO-TV Colorado Springs and formerly was with KLMR Lamar, Colo. KIQS is a daytime station on 1560 kc with 250 w. Sale was handled by Edwin Tornberg & Co.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 77).*

■ **WOLF** Syracuse, N. Y.: 51% sold by Ellis Erdman and associates to John S. Riggs and group for \$300,000. Mr. Riggs owns WELM Elmira, N. Y. Mr. Erdman and his wife retain 49% of WOLF and own WTKO and WEIV(FM) Ithaca, WMIV(FM) South Bristol Township, WBIV(FM) Wethersfield Township and WJIV(FM) Cherry Valley, all New York. The FM stations are being sold by Mr. Erdman to Chener Communications Inc. and are pending FCC approval to the sale. WOLF operates fulltime on 1490 kc with 1 kw day and 250 w night.

COMMUNITY TELEVISION

■ **La Grande, Baker and Union** all Oregon: Sold by Fred Goddard and Lee Stoner and others to Oregon CATV Inc. for reported \$1 million total. Oregon CATV Inc. is principally owned by the pension trust of Textron Inc., Providence, R. I., and marks its first move into the CATV field. The Oregon CATV system serves nearly 6,000 subscribers. Broker was Daniels & Associates.

■ **Shawnee, Kan.:** Systems Inc., a CATV engineering, construction and management firm headed by Vernon W. Wible, has been bought by National Teline Corp., Waltham, Mass. Payment was in cash, but price was undisclosed. Mr. Wible becomes executive vice president of Systems Inc., with Gerald E.

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Marnell, chief systems engineer, and Ray Phares, superintendent of construction. Systems Inc. has applied for Baxter Springs, Columbus and Galena, Kan. National Teline holds franchises for eight CATV systems, including Paragould, Ark., and Caruthersville-Hayti, Mo., which are under construction. National Teline was formed last April, and is headed by William K. Headley, who formerly was sales vice president of Spencer-Kennedy Laboratories.

New TV stations

As of August 5 there were 126 television construction permits outstanding for stations not yet on the air. Of these 19 were commercial VHF's, 75 were commercial UHF's, 8 were educational VHF's and 24 permittees were educational UHF's.

Examiner suggests goahead for Todd, Timm

Hearing Examiner Charles J. Fredrick last week recommended that the FCC allow two broadcasters to continue operation of their three AM's and grant an application for a fourth in Jacksonville, Fla.

The decision affects C. N. Todd, 51% owner of WTIF Tifton, Ga., and remaining stockholder B. F. J. Timm who also owns WDMG Douglas, Ga.; WMEN Tallahassee, Fla., and has an application for a new AM in Jacksonville.

Action against Messrs. Todd and Timm began Sept. 30, 1963, when the FCC issued a show cause order for the revocation of WTIF's license (BROADCASTING, Sept. 30, 1963). The commission later consolidated Mr. Timm's WDMG, WMEN and the Jacksonville application. The commission charged the broadcasters with willful and repeated misrepresentations, an unauthorized transfer of control of WTIF from Mr. Todd to Mr. Timm, filing a strike application, and misconduct and uncompetitive practices.

The FCC later added the question of whether Mr. Timm was fit in character and fit financially to be a licensee.

The examiner stated that he had requested evidence or proof to substantiate the charges against the broadcasters but that the response to the request was "disappointing."

The Broadcast Bureau in April had recommended revocation of WTIF's license, denial of license renewal for WDMG and WMEN, and denial of Mr. Timm's Jacksonville AM application (BROADCASTING, April 12).

Mullins buying Little Rock outlets

The sale of KARK-AM-FM-TV Little Rock., Ark., to John C. Mullins, owner of KBTR and KBTV(TV) Denver, for \$3.75 million was announced last week.

Mr. Mullins, sole owner of the Denver stations, also owns Mullins Outdoor Advertising Co. and Bannock Realty Co., both Denver, and John Mullins Enterprises, Tulsa.

He entered broadcasting in 1949 with an interest in KPHO-TV with Rex Schepp, later gained control by buying out Mr. Schepp's interest. In 1952, Mr. Mullins sold KPHO-TV. In 1955 he bought 50% interest in the Denver stations. The other 50% was first owned by Nashville insurance man Frank Leu, later by Webb & Knapp (William Zeckendorf). In 1961, Mr. Mullins bought out the Zeckendorf interest for \$2.4 million.

In 1959, Mr. Mullins, in association with Mr. Zeckendorf attempted to buy the Outlet Co., Providence, R. I., department store, which at that time owned only WJAR-AM-FM-TV Providence. Sale of stock by trustees was stopped when J. S. Sinclair, principal stockholder, secured a court injunction

that prevented the sale.

Sellers of the Little Rock stations are Mrs. Madeline M. Barton and T. K. and Clark N. Barton. T. K. Barton is president of Arkansas Radio & Equipment Co., licensee of the stations.

KARK, founded in 1928, operates full-time on 920 kc with 5 kw; KARK-FM began operating in 1961 and is on 103.7 mc with 22.5 kw. KARK-TV, which went on the air in 1954, is on channel 4. All are affiliated with NBC.

CATV microwave seeks dismissal of complaint

An applicant for a microwave relay system, seeking to serve two CATV systems in Hudson and Catskill, N. Y., last week asked the FCC to dismiss a complaint by Capital Cities Broadcasting Co., group broadcast owner and licensee of WTEN(TV) Vail Mills (Albany-Schenectady-Troy area) in New York.

Capital Cities, in asking the FCC to deny the microwave application of Mid-Hudson Cablevision Inc., claimed that CATV systems in its surrounding areas would fragmentize its audience, impose a hardship on prospective UHF stations in the area, and would be a

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A rival for WOOK

An application for a radio station in Bowie, Md., 20 miles north of Washington, has been incorporated in the renewal hearing already designated for WOOK Washington. Bowie Broadcasting Corp. is asking for 1340 kc fulltime with 250 w. WOOK now has this same facility, but is operating under a construction permit for 1 kw daytime and 250 w nights.

WOOK's renewal application had been set for hearing earlier this year on alleged engineering violations. Bowie originally filed its application in October last year, but it was refused by the FCC last February on the ground it violated overlap standards with WEBB Baltimore and WHAT Philadelphia.

The commission acted last week to accept the Bowie application—with Commissioner Rosel H. Hyde dissenting—after Bowie claimed that the overlap violations would be no greater than already imposed by WOOK in Philadelphia and in other areas.

stepping stone to pay TV.

In its reply last week, Mid-Hudson contended that WTEN serves nearly a million people, while the two CATV's serve a population of less than 20,000; that WTEN would be carried on the CATV's and would be protected from duplication under current FCC regulations.

Also, Mid-Hudson said, its CATV's are outside the grade B contour of the proposed channel 35 in the Albany-Schenectady-Troy area, and the only way the UHF will get into Hudson and Catskill is through CATV. Therefore, Mid-Hudson maintained, its proposal would aid UHF. It also denied Capital Cities allegations that CATV is a first step toward pay TV.

Capital Cities also has objected to applications filed by Eastern Microwave Inc., seeking microwave relay facilities to serve CATV's in nine communities with a population of more than 225,000—approximately 22% of the population in WTEN's grade A contour, according to its calculations.

FCC lawyers in FCBA?

The Federal Communications Bar Association is considering amending its by-laws to open membership to FCC lawyers and to other attorneys specializing in communications who work for government agencies. The subject

is under consideration by the FCBA's Constitution and By-Laws Committee, which is headed by Aloysius B. McCabe, and is being supported by J. Roger Wollenberg, present president of the organization, and Thomas W. Wilson, immediate past president of the FCBA.

Jefferson Standard plans expansion

Jefferson Standard Broadcasting Co., Charlotte, N. C., has announced a half-million dollar expansion program. This will be the second expansion in 18 months, bringing the total spent to \$1 million, according to Charles H. Crutchfield, president and general manager of the system.

Part of the money will be used to construct a new wing which will house a television studio, offices, a conference room and technical equipment. The facilities will also be used by WBT-AM-FM and WBT-TV, all Charlotte.

Jefferson Productions, in operation for two years, will also be purchasing the latest in studio cameras, audio and video facilities, and special effects equipment. The company already has complete remote facilities enabling it to produce commercials and programs anywhere in the country, besides providing technical equipment and personnel for network coverage of political, sports and space events.

An appraisal of diary measurements

The major steps taken over the past 20 years leading to the development of a personal diary method of estimating radio and television audiences is described in a 32-page booklet scheduled for release this week by RKO General Broadcasting National Sales.

Titled "An Introduction to Personal Diary Audience Measurements," the booklet is the latest in RGB/NS's continuing "Target: The Consumer" research series. It was prepared by Frank Boehm, director of research and sales planning.

The study summarizes changes in radio listening habits over the past 20 years and suggests changes that may be in the offing for TV. The study goes on to describe the personal diary technique of estimating audiences, and suggests possibilities for application of this technique in evaluating combined television-radio advertising schedules.

NAB makes plans for fall conferences

Community antenna television, the broadcaster's role in the 1966 election, and questions-and-answers with FCC commissioners will be the highlights of the National Association of Broadcasters' eight regional conferences this fall.

The basic agenda for the day-and-a-half meetings calls for joint sessions at the two morning meetings, and separate radio and TV sessions on the first afternoon. In addition, members of Congress and government officials will speak at the first-day luncheons.

Six of the seven FCC commissioners will take part in the conferences with Chairman E. William Henry appearing at the concluding session in Phoenix, Nov. 23. Commissioner Kenneth A. Cox will take part in the Oct. 25-26 session in Boston and Nov. 18-19 conference in Spokane, Wash. Commissioner Robert E. Lee will participate in the Baltimore meeting, Oct. 21-22 and the Chicago session on Nov. 11-12.

Commissioner Robert Bartley will appear at the Atlanta meeting, Oct. 18-19; Commissioner Lee Loevinger at the Denver session, Nov. 15-16, and Commissioner James Wadsworth at the opening conference in Louisville, Ky., Oct. 14-15.

Commissioner Rosel Hyde will be out of the country during the conferences.

A report by NAB President Vincent Wasilewski will lead off each conference. Other items on the first morning agenda are:

- A presentation by the government-affairs department to help broadcasters plan for the role they can play in electing the next Congress.

- A presentation on NAB's position on CATV by William Carlisle, vice president for station services. This will be followed by broadcasters asking questions of Mr. Wasilewski; Douglas A. Anello, general counsel, and two broadcasters espousing different viewpoints.

In addition to the commissioners' participation, the second morning's joint session will feature a report by John F. Dille Jr., Communicana Group of Indiana, NAB board chairman; a presentation of the NAB Code Authority's new promotional film, "The People vs. Dr. Buzzard," and a roundtable discussion among staff members and conference delegates.

The television session will feature:

- "Transition to color—challenges for every department"; a discussion of technical and nontechnical problems in converting to color origination. Speakers will be selected by the NAB Engineering Advisory Committee.

- A new presentation of the Televi-

First Choice in Detroit for Fall: WWJ-TV Programs with Proven Impact



LIVING

9-10 AM MONDAY-FRIDAY—Bright morning show features Carol Duvall, Ed Allen, and Lorene Babcock with entertainment, exercise, and advice.



GEORGE PIERROT

5-6 PM MONDAY-SATURDAY—Famous world-traveller hosts explorers, adventurers, globe-trotters. Fabulous trips to fascinating places. **COLOR.**



AT THE ZOO

7-7:30 PM SATURDAY—Light-hearted visits to Detroit Zoo catch animals and people unawares. Popular Sonny Eliot's witty comments, amusing monkeyshines.



BOZO THE CLOWN

4-5 PM MONDAY-FRIDAY; also 9:30-11 AM SUNDAY—Favorite TV fare of Detroit youngsters. Cartoons, games, stories, win attention. **COLOR.**

ALL THIS...PLUS NBC, TOO! Adding to the proven impact of WWJ-TV's local live features are the big-audience winners on NBC, the Full Color Network. Fifteen exciting new programs join what is already television's outstanding entertainment lineup—with practically all evening programs in color. Definitely, WWJ-TV is your *strongest buy in the Detroit market.*

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BROADCASTING, August 9, 1965

Another uniform time bill introduced

Twelve congressmen followed the lead of Representative Donald M. Fraser (D-Minn.) in calling for federal legislation to establish the beginning and end of daylight saving time, a form of standardization that could save the broadcasting industry \$2 million a year in scheduling problems and network tape-delayed transmissions.

There are now 15 bills on the subject before the House Commerce Committee, including S1404, a similar measure passed by the Senate last June. Most of them are patterned along the lines of S1404, which would not force anyone to adopt

fast time, but would require that it begin on the last Sunday in April and end on the last Sunday in October in all states and localities which do choose to adopt it.

During hearings before the Senate Commerce Committee, the bill received support from many industry groups, including the National Association of Broadcasters, harried by the crazy-quilt pattern of time differentiation resulting twice a year when localities choose different dates to start or end daylight saving time.

No action at this time has been scheduled by the House Commerce Committee.

sion Information Office on ideas that can be put to practical use.

- A presentation by William Walker, NAB director of broadcast management, on the economics of community UHF's, including information on equipment leasing.

- "The Walking Giant—the TV broadcaster as an advocate"; a presentation of prize TV editorials on film and comments by a station editorial director.

- An open forum on all topics, including questions on the television code. Items on the radio session agenda are:

- "People, programs and payment"; a presentation by the broadcast management department on personnel recruiting, utilization and payment.

- "Candor and the radio code"; comments and discussion of the radio code by advertisers, agency representatives, broadcasters, a member of the code board and staff.

- An illustrated presentation by Mr. Anello on the new radio license renewal form. (The form is due for release by the FCC this week.)

- An open session for questions and answers on radio today.

Idahoans join Western States

The Southern Idaho network, (KATN Boise, KEEP Twin Falls, KSNB Pocatello and KUPI Idaho Falls, all Idaho) has joined the Western States Radio Empire, bringing the number of stations in the group up to 54. Western States includes stations in Washington, Oregon and Montana as well as Idaho.

The Southern Idaho stations will now be represented by Adam Young, New York, the Western States rep.

Color TV sets up 26% over Jan. 1 figures

Color television sets in use in the U. S. as of July 1 totaled 3.6 million, according to the quarterly estimate announced today (Aug. 9) by Hugh M. Beville Jr., vice president in charge of planning for NBC.



Mr. Beville

Mr. Beville noted that the latest total represents an increase of 1,570,000 sets, a 77% gain over an estimated 2,030,000 color receivers a year ago and a 26% gain over the Jan. 1, 1965, total of 2,860,000. He commented that the continuation of the rapid growth of color-set circulation during the second half of 1965 "would assure five-million color sets at the year's end, during the height of the 1965-1966 broadcast season."

The July 1 estimate is the third of a series released quarterly by NBC. They are based on a variety of authoritative industry sources and special surveys which encompass such factors as color set production, inventory at the factory, distributor and retail levels and set scrappage.

Medical TV network formed

The formation of Medical Television Communications Inc., Chicago, to operate a weekly closed-circuit TV network for 200 hospitals across U. S. by the first of the year, has been announced by David H. Hagues, president, who also heads Shaw-Hagues Advertising, a Chicago agency specializing in the drug field.

Hearing set today on Harris nomination

A hearing on the nomination of Representative Oren Harris (D-Ark.) to be U. S. district judge for the eastern and western districts of Arkansas will be held today (Aug. 9) before a subcommittee of the Senate Judiciary Committee, headed by Senator John L. McClellan (D-Ark.).

Mr. Harris won his seat in 1940 and has served as chairman of the Committee on Interstate and Foreign Commerce for the past nine years. During that time, through the full committee and the Subcommittee on Investigations (and its predecessor, the Subcommittee on Legislative Oversight), which he also headed, he has guided the course of most legislation of interest to the broadcasting industry and kept a watchful eye and, not infrequently, a firm hand on the regulatory agencies.

His heir-apparent on the Commerce Committee is Representative Harley O. Staggers (D-W.Va.), who is currently the chairman of the Subcommittee on Transportation and Aeronautics (BROADCASTING, Aug. 2).

The hearing will convene at 10:30 a.m. in room 2228 of the New Senate Office Building. No senatorial opposition to the nomination is expected to be presented.

Hofheinz buys control of Astros, courts NFL

Roy Hofheinz, 16% owner of KTRK-TV Houston and 50% owner of KBAT San Antonio, Tex., last week became majority owner of the Houston Sports Association, which in turn owns the Houston baseball Astros of the National League. Mr. Hofheinz, who had 33% of the association's stock, exercised an option to acquire 53% held by Bob Smith for an estimated \$7.5 million. Mr. Smith retains 10% and three stockholders hold the other 4%.

Following the acquisition, Mr. Hofheinz, former mayor of Houston, said he would try to secure a National Football League franchise to play in the Astrodome. The sports association has a 40-year lease on the county-owned stadium. The attempt to get an NFL franchise was motivated, in part, earlier this summer when Bud Adams, owner of the Houston Oilers of the American Football League, decided not to put his team in the Astrodome. Instead, Mr. Adams signed a five-year lease to play in Rice University's 70,000 seat—but uncovered—stadium.

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and you get a rich \$2.46 billion market.** Get into this big market effectively ... on Beeline Radio KMJ. KMJ is just one of four Beeline stations and the key to California's Inland Valley.

*1959 Census of Agriculture

**Sales Management's 1964 Copyrighted Survey



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BROADCASTING, August 9, 1965

The big switch to color television

Producer, director, engineer and businessmen
look at the conversion to color TV and see
few problems—one is the twiddling viewer

The rush of TV programs into color this fall, when well over half of the prime-time network shows, and virtually all those on NBC-TV, will be in color, is a rare event for television because for once a major change is taking place in the industry without any major problems.

Color takes a little more care, a little more light, a little more manpower and a little more money than black-and-white TV program production, but it's

from the viewers by using black wires against a black background. Now we'll have to use colors matching the colored backgrounds. It will be harder but it's not at all impossible. As for the rest of the problems of color production, we can confidently leave them up to the studio people at MGM. They've been working in color for more than 30 years and they've learned just about all there is to know about producing color film."

More Space and Money ■ William

World War II," Mr. Self said. He added that a series about World War I aviators will be made in color, however, through the cooperation of the studio's motion picture division. "They're making a feature film in Ireland now with a World War I aviation story and they are shooting a lot of action footage for our TV show, in color."

He noted that "another series we're preparing for next year, *Three Coins in the Fountain*, is essentially a situation comedy but it's a natural for color because of its location in Rome."

Color Was Always Present ■ "In 15 years in television I've never designed without color," observed E. Jay Krause, now head of his own design studio after 14 years as an NBC-TV art director. "Sets and costumes come naturally in color and if we were to change them all to black and white and gray we'd just depress the performers. The main difference as far as I'm concerned is that now the viewer at home is seeing what we've had in the studio all along. Some viewers, that is. We must never forget that even with the accelerated purchase of color sets in recent months the vast majority of viewers are still watching in black and white. In the control booth we have to keep watching the monochrome monitor to make sure that what is a beautiful pastel picture in color is not just a dirty gray in black and white."

Ray Aghayan, who has designed TV costumes for such stars as Dinah Shore, Leslie Caron, Barbra Streisand and Judy Garland, for her full CBS-TV series, voiced complete agreement with Mr. Krause. "Emotion is important in entertainment and anything that helps the performers create that emotion is important. Color does, so color is important."

"To me," Mr. Aghayan said, "color is not harder than black and white; it's just more time consuming. There are more people to consult with, more things to consider. When the show is going to be broadcast in black and white, contrast is the main thing; the colors don't matter. In color, contrast is still important but color harmony must also be considered; the costumes must not fight with the background. And with color you get involved with people's likes and dislikes. In black and white a director will be satisfied with a crisp picture with good contrast, but in color if the set or the costumes use a lot of puce and he doesn't like puce,



Mr. Chertok



Mr. Self



Mr. Grenier

essentially the same, a half-dozen Hollywood production people told BROADCASTING last week.

"My main problem is to use color so as to enhance what is essentially a situation comedy, where the characters and the situations they get into are the focal points of audience interest," Jack Chertok, producer of *My Favorite Martian*, explained. "Up to now our shows have been set mostly in an apartment livingroom, four walls to provide a background for the characters but actually contributing little to the viewing enjoyment. Now, with color added, we plan to take advantage of it by moving our people to more colorful backgrounds on occasion. The new season will open with a two-part story set in the Old West and later in the year we'll send the Martian to the Middle East."

"Our only technical problems are those concerned with some of the special effects we use. Many of them depend on wires which we've kept hidden

Self, executive vice president of 20th Century-Fox Television, agreed that color production presents little problem to the producers of TV shows on film. "Color takes a little more space for some technical reason I don't quite understand—something to do with optics, I believe. But the only real problem is economics. If the network and the sponsor are willing to spend the extra money for color, which averages about 15% more than black and white, then that's the way it will be done."

"For the 1966-67 season, all our pilots will be made in color, although they may not all get on the air that way," he observed. The pilots of *Daniel Boone* and *Voyage to the Bottom of the Sea* were made in color, but both series were broadcast in black and white last season, their first, and only this fall are moving into color.

"Some programs, like *12 O'Clock High* will probably never go into color because of their extensive use of black-and-white action footage shot during

it can create problems. And that's even more true for actresses."

"Color calls for a lot more cooperation," Mr. Krause concurred. "The director, art director, costume designer and lighting director have got to work well together if the show is to get full advantage of color."

Just a Little Adjustment ■ Ted Grenier, chief engineer, ABC Western Division, said that to the engineer, "color TV is basically black-and-white TV with color thrown in. We adjust our color cameras by using a black-and-white test pattern, red and green and blue adding up to white, and when we get a good black-and-white reproduction from the color system we leave it that way. Any change would mean distortion. When a show's on film, we get the labs to make the color prints exactly the same. If it's on tape, we set up the cameras the same as we do for live.

"Lighting is the major problem. We had hoped that with more sensitive image orthicon cameras we wouldn't need more light for color than for black and white, but we do; 450-650 foot candles for color versus 75-125 for black and white. We also need more people for color now, but like the light requirements, that may change in the future. Black-and-white programing used to call for one video man for three cameras; now one man can handle five or six cameras. But in color, today, it's one man per camera."

Frank Gertz, business manager, programs, NBC-TV Western Division, agreed that lighting is a major problem, "but you can use larger lights instead of more lights and so cut down on the need for extra lighting men. Experience is valuable and that's where we have the advantage at NBC because our people have been working with color for 10 years or more and know what to do. An extra lighting man may be needed and whereas one video man can handle three monochrome cameras you need maybe two men for three color cameras, but certainly not a one-to-one relationship.

"You don't need more space for color, despite the larger size of the color cameras. We're doing two daytime serials side by side in studio 2 here in Burbank, Calif., with drapes down the middle, leaving each show with a playing area of under 4,400 square feet. If you give a director or art director more room he'll use every square inch. but if you cut him down he'll use his ingenuity instead.

Below-the-Line Costs ■ "The added cost of color is surprisingly little," Mr. Gertz pointed out, "until you remember that the big program costs are above-the-line costs—actors, writers, directors and all that—costs that are no more for color than for black and white. These

Ask CBS News

CBS Radio is scheduling what it says is probably radio's first national telephone call-up program, "Ask CBS News about Gemini 5," to be broadcast the first Saturday after Gemini 5 is launched.

Douglas Edwards as host will route the questions to appropriate space experts: Correspondents Reid Collins in Houston, Dallas Townsend aboard the U.S.S. Lake Champlain in the Atlantic, and other space authorities in Houston.

The special program (12:15-1 p.m., EDT) will receive calls at the network's expense, with four producers answering different phone numbers for each time zone and turning the questions over to Mr. Edwards. The launching is currently set for Aug. 19, with the CBS Radio call-up program Aug. 21.

above-the-line costs account for two-thirds to three-fourths of all program costs for prime-time shows and for daytime programing the ratio is about 60 to 40. The increase costs for color are all below-the-line. The increase of filmed programs is largely due to the higher prices of raw color stock and color processing. Tape costs no more for color. And NBC-TV's new rate card for studio facilities makes no extra charge for color. There used to be \$100-an-hour differential; now we feel that it's no longer necessary. There's no difference in the cost of sets, props, costumes, graphics. Perhaps there's a slight bit more for technical production time, a few more lights, a few more people, but it doesn't amount to a drop in the bucket, overall."

Mr. Chertok estimated that for his half-hour series the move to color adds about \$7,500 a program to the cost of production. He cited the need for more lights—250-300 foot candles compared to 100 for black-and-white filming—and noted that a comedy series such as his needs more lighting than a dramatic series would. "Drama needs shadows," he said, "but comedy should always be bright." Cooler lights would be a help, he added, commenting that actors seem to tire more easily and to lose their freshness when working under the brighter lights needed for color production.

Close cooperation between the costume designer and the man in charge of lighting is essential in color produc-

tion, Mr. Aghayan said. "White flares," he noted, "and this can create a problem. For instance, Dean Martin insists on wearing only white shirts, so on the color monitor his ears turn purple. If the camera is adjusted to lighten this color, the shirt gets so white it doesn't show at all. A girl in a white bathing-suit looks nude unless the white is darkened up a bit. Conversely, a black suit must be lightened."

Mr. Aghayan and Mr. Krause both noted the problem of trying to please the viewers with color sets and those who are still watching television in monochrome. And in either case, they said, the home screen is a small screen and fine detail which may appear very attractive in the studio or on a theater motion picture screen may do nothing but clutter up the picture on the home TV set.

Distortion Problems ■ Technically, "color requires tremendous precision," Mr. Grenier stated, pointing out that the length of the cables must be exactly the same for all cameras used on a program or else the colors won't match. "Just as in hi-fi recording the goal is to get out the same sound that went in, so in color TV the goal is to get into the home screen the same color that went into the camera. Distortion tolerable in black and white is impossible for color." He noted that in color a 3-degree shift is too much, which is a great deal more precision than is needed for good monochrome transmission.

The opinion of some designers that the colors they so carefully selected in the studio are adjusted by the transmitter engineers at all the network's affiliate stations to suit their own color taste is simply not so, Mr. Grenier stated. "At ABC, we don't adjust color," he said. "We have a set of color standards which the producers are instructed to follow and once the film or tape or live program is ready to go on the network, no one is allowed to change it."

Mr. Gertz emphatically endorsed this statement. "Once the video man and the technical director have matched the color cameras, everybody else should keep his hands off. The station transmitter engineers are the network's eyes on the telephone company. If they get what they think is poor color quality they let us know and we get after AT&T to get the trouble corrected."

Mr. Self said that at 20th Century-Fox TV the basic sets for all new series are filmed in color and these prints checked with the network quality control people to get a standard for the series. After that, he said, "our normal practice is to view the dailies in black and white and not wait for color prints."

There was one point of complete agreement among all those who dis-

cussed color problems with broadcasting: no matter how perfect a color picture may be when it leaves the studio and goes out on the network, in every living room with a color receiver there's at least one viewer who is sure he knows better than the experts and begins twiddling the controls on his set to get the colors the way he wants them.

Actors, producers reach agreement

An actor's strike was averted when a new agreement providing increased payments to actors in theatrical motion pictures, if these films are sold to television, was reached by the Screen Actors Guild and the Association of Motion Picture and Television Producers a few hours before the previous agreement expired at midnight July 31.

A new agreement was also reached by the Screen Extras Guild and the producers.

United Artists Corp. and members of the Society of Independent producers will also participate in the new agreement. It must be approved by the board and membership of SAG and the members of the employers groups. Its effective date is Aug. 1, and runs through July 31, 1969.

Payment to actors for the release of theatrical motion pictures to TV is provided through a system of graduated minimum fees, based on the length of time the actor worked on the picture, and the producer's gross from the sale to TV. For an actor who worked one day, the base is \$100; for two days, \$150; three days, \$200, four days, \$250, five days (one week), \$300; more than one week but not more than two, \$400; over two weeks, \$500.

When the picture is first released to TV, the players are to receive 30% of the base fee, with an additional 12.5% when the producer's gross reaches \$125,000; 25% more at \$200,000; 22.5% more at \$300,000; 22.5% more at \$400,000, another 20% at \$500,000 and an additional 10% for each \$100,000 above \$500,000. When the picture is released to a major TV network in prime time, players are guaranteed 70% of the base amount.

Other provisions of the new contract strengthen the right of SAG to secure TV payments where the motion pictures are in the hands of a distributor or anyone other than the producer. SAG also receives extra protection when there has been a foreclosure on the film.

SAG made no demands for increased base pay for actors in theatrical films, but the new agreement does give weekly players, getting over \$1,500 a week but less than \$35,000 gross, overtime pay

for the first time. Work in films made expressly for TV is covered by a separate contract and was not included in these negotiations.

The new contract between the producers and the Screen Extras Guild will run through Feb. 15, 1969. It covers work of extra players in theatrical and television films and all other types of motion pictures except TV commercials, which are covered by a separate contract that runs until Nov. 15, 1966.

Under the new agreement, minimum scales for all categories of extra players is increased 23 cents an hour retroactive to Dec. 1, 1964, with a second 23-cent-an-hour increase to start Dec. 1, 1966. There will also be a retroactive adjustment of \$1.50 a day for the period of July 1-Nov. 30, 1964. The contract also calls for increases in daily allowances for extra special employment, effective July 1, 1965, and Dec. 1, 1966, and improvements in the SEG health-and-welfare and pension plans. No change will be made in overtime computations, providing joint producer-guild efforts succeed in securing a favorable ruling from the California Industrial Welfare Commission within 60 days.

The agreement terms are subject to ratification by the SEG membership and by the boards of the AMPTP and the Society of Independent Producers.

Braves Hit with suit to stay in Milwaukee

The Milwaukee Braves and other National League baseball teams have conspired to form a monopoly and, among other things, have sought to eliminate competition with respect to radio-TV rights, the county of Milwaukee charged last week in an antitrust suit filed in U. S. district court at Milwaukee.

Just two weeks earlier the Braves went to the same court and petitioned for a ruling which would forestall the county's litigation and clear the way for the team to move to Atlanta next year.

In Atlanta last week at the Georgia Association of Broadcasters TV day, William Bartholomay, board chairman of the Braves, said he couldn't prejudge what the court might do but he recalled that at the time the move was contemplated the lawyers studied all angles and could foresee nothing that would interfere. "We expect to open in Atlanta next April," he said, "and will be playing here a long time."

Mr. Bartholomay also announced that next season's Atlanta Braves would be carried on radio and television in 20 markets, and radio would be used elsewhere in the Southeast to completely

cover the area. He said Coca-Cola, through McCann-Erickson, had already signed as one-third sponsor of the 1966 schedule and another one-third sponsor would be announced this week.

The county's suit asked the court to require the National League and its teams to either grant Milwaukee a new franchise or to permit the purchase of the Braves by local interests. The suit also asked the court to restrain the Braves from playing home games anywhere except at the Milwaukee County Stadium until one of these alternative conditions is met.

The suit contends that the Braves, the National League and its other clubs violated the antitrust laws by approving "an illegal and void" 25-year contract with the Fulton County (Ga.) Stadium Authority. The suit argues that baseball is a business in interstate commerce even though there have been previous court rulings finding baseball is exempt from the antitrust laws.

How to handle a newsmen's stampede

Public officials and others who decry the "mob scene" that occurs when a large number of newsmen gather to report a major news event were given two words of advice last week by a group of broadcast and newspaper newsmen: (1) organize, and (2) pool (where space is a limitation).



Mr. Koop

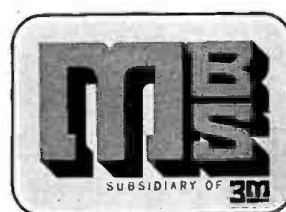
These recommendations were made by the Joint Media Committee on News Coverage Problems, which is headed by Theodore F. Koop, CBS Washington vice president. The group was formed shortly after the Warren Commission criticized the activities of news media in Dallas after the assassination of President Kennedy (BROADCASTING, Sept. 28, 1964).

Entitled "Orderly Procedures for Mass Coverage of News Events," the six-page booklet, issued Aug. 7, urges those responsible or in charge of events that are bound to attract wide news coverage to make advance preparations. It suggests that government, civic, police and other authorities in charge arrange measures to permit newsmen to do their job in an orderly fashion. The committee recommends that such arrangements be worked out in conjunction with newsmen; where arrangements are not made in advance and no one in authority seems to know



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MUTUAL BROADCASTING SYSTEM

what to do, one or more of the senior newsmen present should propose procedures that will be "fair and efficient," the committee suggests.

Where pooling arrangements must be made, for space or other reasons, the committee recommends this priority:

- A representative from one of the wire services and from one of the TV and radio networks.

- Newsmen from other press associations and from other TV and radio networks.

- A reporter, and a photographer when appropriate, from one of the local newspapers and from one of the local TV and radio stations.

Then, in descending order, the committee advises—representatives of remaining local newspapers and TV and radio stations, "specials" (out of town newspapers and TV and radio stations), news magazines, the foreign press.

The brochure concludes with a plea for "the means for quiet, orderly, systematic coverage of the news by all comers" to avoid the need for pooling. This, the booklet says, "will pay the most rewards, and will result in a vastly more satisfying solution to all concerned, not the least of whom are the American people."

The booklet, in a 50,000 printing, has been sent to all daily newspapers by the American Newspaper Publishers Association; to all TV and radio stations by the National Association of Broadcasters, and to key weekly newspapers by the National Newspaper Association. Newspapers and broadcast stations are urged to furnish copies to local officials and civic leaders and to discuss the suggestions with them.

In addition to Mr. Koop, who represents Sigma Delta Chi on the joint committee, others are: George Beebe, *Miami Herald*, representing the AP Managing Editors Association; Joseph Costa, *National Press Photographer*, National Press Photographers Association; Robert H. Fleming, ABC Washington New bureau, Radio Television News Directors Association, and Alfred Friendly, *Washington Post*, American Society of Newspaper Editors.

Reade-Sterling films to TV

A group of 24 first-run feature films is being released to television by Walter Reade-Sterling Inc., New York. Elliott Abrams, vice president in charge of TV sales said the package, titled *Cinema 100*, includes titles which were released theatrically in 1964. Among the films are "This Sporting Life," with Richard Harris and Rachel Roberts; "Lord of the Flies," "The Organizer," with Marcello Mastroianni; "The Day the Earth Caught Fire" and "Heavens Above."

House group hears more on copyright bill

House hearings on the copyright bill continued last week, with the broadcasting-oriented voices fewer and farther between.

Spencer C. Olin appeared on behalf of Walt Disney Productions to support the government's draft bill in general and in particular the clauses making community antenna TV systems liable for their use of copyright programs (BROADCASTING, May 31).

A representative of the Pennsylvania Educational TV Advisory Committee, Martha A. Gable, expressed teacher fears that the bill will prevent them from using film and literary excerpts on TV and in the classroom without getting copyright clearance. She said such use actually stimulates purchase and circulation of the complete works, rather than destroying the market, as copyright owners have contended.

Hearings will continue Aug. 11 and 12 before the House Judiciary Subcommittee, and hearings on the 18th, 19th, 25th and 26th are under consideration. The National Association of Broadcasters has not yet appeared, but will probably be scheduled on one of the latter dates.

Plans to hold similar hearings on the Senate side last week were cancelled due to a rush of business on the floor. No new dates have been announced.

RTNDA board revamps with new regions

Plans to create new regions, improve regional representation on the board of directors and to establish a new documentary award category were approved by the Radio Television News Directors Association board at its meeting July 24 in Evanston, Ill.

Under the proposed regional reorganization, which will be presented to the membership for approval at the October convention in St. Petersburg, Fla., RTNDA would do away with its present seven-region set up and have four geographic regions in the U. S. plus one in Canada.

Currently the association president names seven vice presidents to the board, representing each region. The new plan would call for election of two board members from each of the U. S. regions, plus three at-large U. S. delegates and one delegate from Canada. Including the president, vice president, treasurer and immediate past president of RTNDA, and the president of the Canadian RTNDA, the new board would have 17 members.

Bruce B. Palmer, KWTW(TV) Okla-

homa City, RTNDA president, said the board approved creating the Ed Morrow Memorial Award for outstanding documentary news programs on radio and TV. The new award, which will be initially presented in 1966, gives RTNDA four presentation categories: spot news, editorializing, community service and documentaries.

CBS defends dropping white musician for Negro

The dismissal of a white musician at CBS in Chicago to make room for a Negro was upheld by CBS Inc. last week although the Illinois Fair Employment Practices Commission has ordered a public hearing Sept. 15 on the issue of "inverse discrimination."

The complaint was filed by Robert Fahsbender, bass player, who since has declined an offer made by CBS to rehire him because he considers certain terms (such as amount of back pay) not acceptable. He was one of four fired last fall to make way for Negroes. The other three were hired back in January. Mr. Fahsbender said he is not against the CBS integration effort but he does not feel it is legal to fire a competent white employee to accomplish this.

William C. Fitts Jr., CBS vice president-employee relations, New York, explained that the company's collective bargaining agreement with the American Federation of Musicians calls for a 25-man studio orchestra in Chicago. Although there were many talented Negro musicians in Chicago, he said, the studio orchestra there until quite recently hired none of them and "this was an anomaly since a similar orchestra in New York had been fully integrated for years."

Since CBS is a signatory of the President's Plans for Progress program it is obligated "to take affirmative action to offer employment opportunities to members of minority groups on a company-wide basis," he said. Thus it was logical to integrate the Chicago orchestra, he said.

Since the AFM agreement "leaves CBS free to make changes in instrumentalists without regard to seniority," Mr. Pitts said, "certain changes were made to insure some employment opportunities for Negro musicians. The individual whose complaint has led to this proceeding had only seven months' prior service with the company and had no claim to job tenure under the union agreement. We are satisfied that we made the correct choice under all the circumstances."

The Chicago 25-man studio orchestra, while paid every week, doesn't perform very often. Once in a while its member, work for either WBBM-TV



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Live picture quality was the big reason. Tape faithfully presents the full softness and delicacy of a woman's face—*every time*. Film, in contrast, just couldn't look live on tv, because quality gets lost in the optical-to-electronic translation. And with repeated showings, film tended to gather dirt, which appeared to be on the girl's skin, KPRC pointed out.

What's more, tape offers greater production convenience than film. You see what you've shot immediately. Most special effects are pushbutton fast. There's never a time-out for processing. Both time and money savings are usually part of the bargain.

KPRC is one of more than 200 stations actively participating in 3M's comprehensive program to help advertisers and agencies take full advantage of video tape. These stations offer helpful reference materials as well as production service. Call your local stations for details. Or write 3M Magnetic Products, Dept. MBX-85, St. Paul, Minn. 55119.



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or WBBM there for such things as auditions or client parties as well as on-air shows, but WBBM now has an all-talk format so its use is even less. Mr. Fahsbender's weekly salary was \$224.

Action begins for Gemini 5 coverage

The opening last week of a permanent pool headquarters in Coca Beach, Fla., carved a firm foothold for the plans of seven TV and radio networks to pool their coverage of the progress of the Gemini 5 space flight (BROADCASTING, July 26).

Some 40 individuals, including directors, engineers and editorial personnel, will work in the 2,300 sq. ft. quarters, made up of a conference room and nine offices. John Lynch, overall pool producer, said these ground-floor facilities would be under a five-year lease, renewed annually.

One feature of the headquarters will be an electronic dialing telephone system with one central number. Communication links will be maintained by wire service and TWX machines, along with direct lines to all pool positions, including Cape Kennedy, Houston and New York.

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Program notes . . .

Hitchcock syndicated ■ MCA-TV has placed *The Alfred Hitchcock Show* into syndication and has completed the initial sale to KTLA(TV) Los Angeles. The one-hour series has been on CBS-TV for several seasons and was on NBC-TV this season. It has not been renewed for 1965-66.

Preview ■ A film color presentation outlining the 1965-66 NBC-TV program schedule will be carried on that network Sept. 6 (7:30-8 p.m.). Titled *A Secret Agent's Dilemma, or a Clear Case of Mind Over Hari*, the telecast was previewed for newsmen in New York last week.

Sid's back ■ Comedian Sid Caesar has been signed by Screen Gems to play all three leading roles in the pilot of a half-hour television series based on the motion picture "The Mouse That Roared." The series is being produced in association with CBS-TV.

School bought ■ The Chris Borden School of Modern Radio Technique, San Francisco, has been sold to Institute of Broadcast Technique Inc., for \$60,000. Buyers are Howard Grafman and George Collias, both of whom are principal stockholders in Sentry Broadcasting Co., licensee of KBAM(FM) Dallas and KSHE(FM) Crestwood, Mo. Seller is a San Francisco radio personality. Broker was Hamilton-Landis & Associates.

TV and politics ■ Television's influence on politics in the United States, Canada and Great Britain is examined in a one-hour Intertel program, *The Cathode Colours Them Human*, to be carried by Westinghouse Broadcasting's five TV stations during the week of Aug. 25. The program, using tape and film clips of political coverage as well as interviews with political figures and others, was produced by the Canadian Broadcasting Corp. for the Intertel Council, whose U. S. members are Westinghouse and National Educational Television. Westinghouse TV stations are WBZ-TV Boston, KYW-TV Philadelphia, WJZ-TV Baltimore, KDKA-TV Pittsburgh and KPX(TV) San Francisco.

Shades of Pauline ■ Tri-Continent Productions, San Francisco, has announced production of a pilot film for *The Cliffhangers*, series of half-hour color action-dramas with an adventuresome boy and girl matching wits with a rich boy and his toady in typical Tom Swift, Nancy Drew fashion. Cliffhangers come fast and frequently within the program, but each story is wound up by the end of the half-hour.

Greenway for ABC-TV ■ Greenway Productions in association with 20th Century-Fox TV will produce one-hour adventure series in color for ABC-TV for

1966-67 season. William Dozier, president of Greenway, is executive producer for the still untitled show.

Marching bands ■ SESAC Inc., New York, has released for broadcast a new three LP package of sports marches featuring the bands of the universities of Oklahoma, Purdue and Pennsylvania, timed for the 1965-66 fall and winter sports seasons.

Dog show special ■ Triangle Stations has acquired international rights to a color TV special on the International Championship All-Breed Dog Show, to be held Jan. 10-20, 1966, in Nassau, Bahamas. Triangle plans to produce either a half-hour or one-hour film on the show for distribution to its six TV outlets and for syndication by Triangle Program Sales.

Pop music, global style ■ Two one-hour pop music radio specials, produced by Westinghouse Broadcasting Co. in Berlin, London, Paris, Moscow, Tokyo, Stockholm, Johannesburg, and Rio de Janeiro, are being syndicated by Westinghouse Program Sales in non-WBC markets. Titled *Interpop*, the specials feature recording artists and disk jockeys from abroad. They were carried on WBC radio stations last week.

Star for 'Angie' ■ Goodson-Todman, preparing *Angie*, a half-hour situation comedy proposed for CBS-TV's 1966-67 season, has signed Kathleen Nolan (*The Real McCoys*, *Broadside*) to star in the series.

Football special ■ *The Professionals*, a half-hour color special on the game time activities of quarterback Johnny Unitas of the Baltimore Colts and narrated by Frank Gifford, is being distributed internationally by Seven Arts Television, New York. *The Professionals* is the ninth TV special to be put into distribution this year by Seven Arts and the sixth in color.

Splitting ■ The color filmed tour of Washington, *Star-Spangled City*, produced by Jack Douglas Organization as a one-hour special, will be released in the U.S. as two half-hour segments of the series, *America*, at the request of CBS Films, syndicator of the TV series. *Star Spangled City* will be distributed in its original one-hour format.

Four features ■ Television Enterprises Corp., Los Angeles, has obtained distribution rights to four action-adventure theatrical motion pictures produced by Lippert Inc. Films will be released to TV following theatrical showings this summer. They are: "Flight to Fury," "Sunscoched," "Man with Two Faces" and "Frozen Alive." Harold Goldman, president of TEC, and Robert Lippert, head of Lippert Inc., are in Europe making preliminary arrangements for

Does your audience think first about "vim and vigor" when buying food?

AS A HOMEMAKER pushes her cart through the aisles of her favorite food store, the buying decisions she makes are the result of many different, but usually interacting, influences. She may be primarily concerned about economy or staying within a budget she has set for herself. Or she may be thinking about the food likes and dislikes of various members of her family and how she might satisfy all of them without preparing different meals.

Certainly one of the factors influencing a very high percentage of these family meal planners is the desire to provide the kind of meals that help to keep all members of the family healthy and full of vim and vigor—or vitality. Mothers usually want to help their children perform well in school—in classrooms as well as in the extracurricular activities. Wives seek to send their husbands off to work prepared to withstand the day's trials and tribulations which they will report to their wives in the evening.

Vitality—which is defined as a highly developed state of physical and mental vigor—is an attribute highly prized by most Americans because vitality gives us the "get up and go" we need to take part in the active world around us. One of the complaints heard most often in physicians' offices these days is from "tired" young people—teens as well as adults—who can't seem to generate enough vim and vigor to get out of life what they want.

VITALITY ARISES FROM A COMBINATION OF FORCES

Vitality is a state of mind as well as a state of physical well being, and it is not always easy to determine which comes first—the mental or the physical factors. However, it is generally agreed that there are certain "good habits" that all children should be taught—by the example, more than the preaching, of their parents—to help them achieve a peak of physical well being.

Obviously, it is difficult for anyone to feel full of vitality if he habitually does not get enough rest, if he does nothing but sit and avoids any kind of regular exercise. The person who performs at his peak without sufficient rest and exercise is very much the exception, rather than the rule.

What we eat—as adults as well as when we are growing children—is certainly crucial to attaining a high state of vitality. Food provides the nutrients bodies need for growth and maintenance. Food provides the energy required to perform those activities important to us.

A well nourished person is more likely to achieve the vitality he or she wants than is one who is careless about food selection. It is almost a paradox that in a country as affluent as the United States there are millions of people, including a high percentage of teen-age girls from all socio-economic levels, who have not developed the kind of food habits that could help them achieve their goals in life. The very teen-age girl who wants more than anything else to be able to keep up with the rest of her group may find herself "dragging" because of some silly ideas she has picked up about what she should or should not eat. Her parents, too, may have mid-morning slumps because they have poor breakfast habits which they are passing on to their offspring through the poor example they set.

Nutritionists, in an effort to make food selection as simple as possible and yet assure a balanced diet, suggest following the Daily Food Guide. This classifies most foods into four major groupings, each of which supplies certain important nutrients. The groups are: (1) Milk and other dairy foods; (2) Meats, fish, poultry, eggs; (3) Fruits and vegetables; and (4) Breads and cereals. A daily meal plan incorporating the recommended servings from each of these groups provides the required nutrients. The amount of food must be determined, of course, by the person's energy requirements, keeping in mind that all calories consumed in excess of those burned will contribute to an overweight problem. Avoiding weight gain is not a matter of cutting out any foods but reducing the total food intake.

An example of what the milk group contributes to the diet will demonstrate why this easy-to-use Daily Food Guide does the job. The Food and Nutrition Board of the National Academy of Sciences—National Research Council, after studying what nutrition scientists have learned, prepares Recommended Daily Dietary Allowances of nutrients which have been proved to be important to human health within certain ranges of intake. The following table shows what milk, in the quantity indicated for each age group, contributes toward meeting certain of the important recommended daily dietary allowances. The percentage figure shows what the indicated amount of milk supplies of each of the recommended nutrients listed.

	Protein	Calcium	Vitamin A	Riboflavin	Thiamine	Calories
Adult Woman (2 glasses)	30%	72%	14%	64%	18%	16%
Adult Man (2 glasses)	24%	72%	14%	48%	12%	10%
15-18 Year Old Boy (4 glasses)	42%	100%	28%	84%	23%	19%
15-18 Year Old Girl (4 glasses)	62%	100%	28%	100%	35%	28%

This table, incidentally, demonstrates also why we talk about milk's "armored calories." Unlike those foods or beverages which supply little else, if anything, besides calories, milk provides a very liberal collection of essential nutrients—including protein of the very highest quality, calcium which is essential to adult health as well as for growing children, vitamin A, and the B-vitamins—riboflavin and thiamine. Milk contains other nutrients as well, but those indicated in the table are the nutrients for which milk is assigned its high value as a food by nutritionists.

For more detailed information on the Daily Food Guide, write: Daily Food Guide, American Dairy Association, 20 N. Wacker Drive, Chicago, Illinois 60606.



a message from dairy farmer members of

american dairy association

other theatrical films which the two organizations will co-produce for release both to TV and theaters

It's Official in Japan ■ Official Films Inc. and Osaka Television Film Co. Ltd., Tokyo, have entered into an agreement to co-produce a science-fiction puppet-cartoon series, *The Wonder World of Radatron*, in Japan. The series is intended for the 1966-67 season and will be offered for syndication in either half-hour or 5½-minute segments.

Harness classic ■ Mutual will broadcast live the 40th annual running of the Hambletonian harness race from Du Quoin, Ill., on Sept. 1, at a time to be determined. Stan Bergstein and Van Patrick will provide commentary.

In memoriam ■ Special tribute to late comedian Stan Laurel sponsored by Chemstrand Corp., through Doyle Dane Bernbach, New York, and featuring Lucille Ball, Buster Keaton, Rock Hudson, Audrey Meadows, Phil Silvers and Dick Van Dyke, will be in color on CBS-TV, Nov. 23 (8:30-9:30 p.m. EST) Spokesman for Henry Jaffe Enterprises, New York, producer of show, said Jaffe company and artists will donate bulk of proceeds from telecast to Motion Picture Relief Fund.

'Inherit the Wind' on NBC ■ A 90-minute adaptation of the Broadway play concerning the Scopes "monkey trial" of 1925, "Inherit the Wind," will be colorcast as a *Hallmark Hall of Fame* special on NBC-TV on Thurs., Nov. 18 (9:30-11 p.m. EST). The program will feature Melvyn Douglas and Ed Begley.

Miss America ■ This year, as in the last seven, Ken Gaughran Productions will produce the series, *Miss America Pageant Reports*. During the week of Sept. 6-12, this radio feature describes the progress of the candidate from a subscribing station's state.

Barriers down ■ *Beyond All Barriers*, a 28-minute color film produced by the

Bell System division of American Telephone & Telegraph Co., New York, and showing how modern communications are breaking down the barriers of distance and time in all cultures of the world, is available to TV stations on a free-loan basis from Sterling Movies U.S.A. Inc., 375 Park Avenue, New York 10022.

Susskind series ■ National Telefilm Associates Inc. has announced that first-run episodes of David Susskind's series, *Open End*, will be ready for distribution this fall. The programs, originally two hours long, are now in 60-minute formats.

First aid course ■ The American Red Cross has released a series of 10 films for TV, school and community group use. Produced in conjunction with WETA (TV) Washington, educational station, and a Metropolitan Life Insurance grant, these films are designed to teach the standard first aid course, with an opportunity for participants to earn a first aid certificate. Nine of the films are 30 minutes each and one is 15 minutes. Cost for the entire series is \$300.

WB's move in documentaries ■ Warner Brothers Pictures announced last week the establishment of a documentary unit to produce specials and series for distribution to TV and theaters. The new unit will be headed by Cedric Francis, who has been at Warner since 1937 in various executive and creative capacities.

Goulet in spy role ■ Twentieth Century-Fox Television has confirmed plans to star Robert Goulet in a nonsinging, dramatic role in a TV series, *Blue Light*, planned for the 1966-67 season. In the half-hour program, Mr. Goulet is a member of an Allied counter-espionage organization in Nazi Germany during World War II. The series, aimed for ABC-TV's schedule, is a co-production of 20th Century with Mr. Goulet's own

firm in association with ABC.

SG's daytime debut ■ Screen Gems Inc. reports it has entered the daytime serial field by selling *Morningstar*, a five-times-a-week half hour taped program to NBC-TV for showing at 11-11:30 a.m., starting Sept. 27. It will be produced for distribution for Screen Gems by Corday Productions.

New CBS Saturday ■ CBS-TV's Saturday-morning lineup will be all-color and all-cartoon this fall. The network announced a new schedule last week in which *Heckle and Jeckle* will replace *The Alvin Show*. The Saturday morning lineup beginning Sept. 25: *Heckle and Jeckle*, 9-9:30; *Tennessee Tuxedo*, 9:30-10; *Mighty Mouse Playhouse*, 10-10:30; *Linus the Lionhearted*, 10:30-11; *Tom & Jerry*, 11-11:30 and *Quick Draw McGraw*, 11:30-noon.

Public service time ■ NBC-TV and its owned-and-operated stations donated almost \$13.6 million worth of time to public service campaigns during the first half of 1965, according to the network. It placed NBC-TV's time contribution at \$9.85 million and the five NBC-owned stations' at \$3.73 million.

News bureau ■ WMAQ-AM-TV Chicago has opened a news bureau at Gary, Ind., to cover the northwest Indiana area. The bureau will include a camera crew and will be headed by Bill Warrick.

Broadway to TV ■ Comic Zero Mostel, will be on CBS-TV next season in a one-hour comedy-variety special that will co-star Carol Burnett. Bob Banner Associates and CBS are producing the program. Joe Hamilton, husband of Miss Burnett, will produce the show. The program will be seen in 1966.

For '66-'67 ■ Official Films has purchased an unpublished novel, "Manhattan House" by David Rintels for development as an hour dramatic series for 1966-67.

TV series, French-style ■ RTV International, New York, reports it has obtained world-wide distribution rights to two half-hour TV series, *Danger In Paris* and *Paris Theater*, produced by Paris-Television Productions. The series will be dubbed into English for showing in the U.S.

Kellogg funds launch NAEB program service

The National Association of Education Broadcasters has announced that a recent grant of \$344,840 by the W. K. Kellogg Foundation will be used to help form the Educational Television

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'Girl Talk' popular

The strong advertiser support given to *Girl Talk*, daily half-hour syndicated program, was pointed up in report issued last week by ABC Films, which distributes the series to 60 markets. Based on a sampling of the Broadcast Advertisers Reports, more than 130 national and regional advertisers have been purchasing time regularly in *Girl Talk*, which recently celebrated its fourth anniversary on the air. Among the advertisers have been American Home Products, Beech-Nut, Campbell Soup, Carnation, Foremost Milk, General Mills, Gerber Products, Heinz, Ralston-Purina, Pillsbury, Coca-Cola, Pepsi-Cola, Rival Dog Foods, Procter & Gamble and Clairol.

Stations Program service.

The program service will be the instrument used to facilitate the exchange of programs produced by individual member stations. The NAEB said that the program service will be self-supporting by 1971 and will cost about \$1 million over the six-year period.

The remaining funds will come from direct support costs from the stations and an \$80,000 grant from the National Home Library Foundation. A Kellogg grant was used to form a similar operation for educational radio 10 years ago.

A central distribution office will be established at the Indiana University in six months, the NAEB said, and will have on hand a basic library of 300 educational-TV programs. A build-up of 150 programs per year will be added to form a reserve of 1,000 programs by 1970-71.

As a result of the program service, a spokesman for the NAEB said, each member station, of which there are 102, will become a prospective program source by making local programs for distribution to others.

Notre Dame football for TV

Tel Ra Productions, Philadelphia, is placing into syndication for this fall a 13-episode half-hour color TV program series, *Notre Dame Football*, presenting highlights of games in which the team appears this season.

Bosh Pritchard, Tel Ra vice president in charge of sales, reported the series already has been bought by KTLA(TV) Los Angeles, WDSU-TV New Orleans, KBAK-TV Bakersfield, Calif., and WNEM-TV Saginaw-Bay City, Mich., and that

contracts are expected shortly from stations in Chicago and Philadelphia. Notre Dame head coach Ara Parseghian will narrate the programs and interpret the plays.

ABC-TV gets rights for USGA tourneys

Exclusive TV rights for three years to the USGA Open Golf Championship have been obtained by ABC-TV, it was announced last week by Joseph C. Dey executive director of the United States Golf Association, and Rooney Arledge, vice president and executive director of ABC Sports.

The U. S. Open will be telecast in color. In 1966, it will be at the Olympic Country Club in San Francisco on June 18-19. In 1967, the tournament will be at the Baltusrol Golf Club in Springfield, N. J. The site for the 1968 championship has not been selected.

Under the contract with USGA, ABC-TV has exclusive rights to other association events, including the Women's Amateur, Walker Cup, Curtis Cup, Junior Amateur, America's Cup and the World Amateur Team Championship for the Eisenhower Trophy.

'Lilies' planned for TV

CBS-TV said last week it plans to develop, in association with United Artists, a dramatic television series based on the 1963 motion picture "Lilies of the Field" and featuring a Negro actor in the leading role. The motion picture dealt with an itinerant handyman and five nuns who built and maintained a convent on the edge of the Arizona desert. Ralph Nelson, who produced and directed the film, will also produce and direct the TV adaptation.

ABC-TV signs Sammy Davis

Sammy Davis Jr. has been signed by ABC-TV to appear in a one-hour daytime Thanksgiving Day special for children entitled *Sammy Davis and the Wonderful World of Children*, and also to provide the voice of the cheshire cat in ABC-TV's animated cartoon adaptation of *Alice in Wonderland*, scheduled for a Christmas season showing.

The Thanksgiving program will be co-sponsored by American Character Inc., New York, manufacturer of dolls, and Emence Industries, New York, makers of musical instruments and toys. Helitzer, Waring & Wayne, New York, is advertising agency for both companies.



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Ethics. Where have they gone?

Ethics, says the dictionary, is "the science of human duty; moral science."

In today's world, so complicated with gadgetry and machines that we often lose sight of others and of our own best selves, it isn't always easy to keep "human duty" in mind.

As life gets more complicated, men lose their sense of identity, value and purpose. Life, in a sense, becomes "cheap" and "unimportant." And with that, it becomes ever easier to take the easy way, to ignore the principles of right—and our human duty to others.

The one place where human values are kept in proper focus is where you worship. Nowhere is the individual more valued. *And if you care*, the place where you worship can become, with your help, a rallying point for lifting all the deteriorating values you see around you. Worship this week—and put your faith to work *all week*.

Worship this week



RELIGION IN AMERICAN LIFE

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Sharing called impossible

AMST says land-mobiles would interfere with TV; not practical, NAB agrees

The Association of Maximum Service Telecasters last week told the FCC that land-mobile radio sharing of VHF television frequencies is not possible due to enormous amounts of co-channel and adjacent channel interference to TV stations. The AMST finding, and those of four other opponents to frequency sharing, were submitted in response to the FCC's request for reply comments on the possibility of TV frequency sharing by land mobile radio. The Special Industrial Radio Service Association Inc. and the National Committee for Utilities Radio submitted statements favoring the proposal.

The Joint Technical Advisory Committee had stated that additional spectrum space for the land-mobile radio services could be obtained by narrowing VHF-TV channel widths (BROADCASTING, March 1).

AMST said last week that the extent to which land-mobile radio would interfere with TV stations has been based on grossly erroneous theoretical conclusions and do not reflect the scope and severity of interference to TV reception. It said that engineering data submitted with its comments is of such a compelling nature that there is no need for the commission to conduct field tests.

AMST pointed out that there appear to be numerous opportunities for expanding or improving land mobile service within the already allocated spectrum space. It further stated that the possibilities are under consideration by the FCC's Advisory Committee on the Land Mobile Radio Services and should be pursued further. AMST also said that land-mobile radio would receive interference from TV stations, and even if sharing was possible, it would offer only temporary relief.

The FCC position on interference-free TV was recently stated in its answer to proposals to permit the use of the 72-76 mc band, by users of radio control, for model aircraft, AMST said. The commission said that the 72-76 mc band (between channels 4 and 5) appears to be suited for very low power transmissions and all operations in that band are

subject to the requirement that no interference be caused to TV reception of channels 4 and 5.

AMST stated that those who favor sharing TV channels have failed to demonstrate their need for TV spectrum space to permit land-mobile expansion. Land-mobile users have also failed to show that a better use of the already allocated land-mobile portion of the spectrum could not provide the needed room for expansion, AMST said, adding that selective licensing would provide an effective solution to crowding.

The National Association of Broadcasters also mentioned the undertaking by the advisory committee to determine what new techniques and developments can be used to augment the present land-mobile frequencies. NAB added that some theoretical sharing by base stations may seem possible based on hypothetical engineering assumptions, but the necessary cautions to safeguard TV stations from interference would prevent the practical use of the land-mobile station. It added that the use of mobile transmitters is not possible without the creation of interference to TV stations.

NAB concluded that if VHF channel sharing by base stations, although possible in theory, is not a practical solution and would create insurmountable interference problems, and is thus not in the public interest. Sharing of the VHF channels by mobile transmitters would cause disruptive interference and should be prohibited, NAB said.

NAB, Triangle Publications Inc. and Capital Cities Broadcasting Corp. said that the finding of the commission's advisory committee should be awaited and its findings could expand existing land-mobile bands without the need of chan-

nel sharing. ABC also supported the NAB stand.

The two advocates of frequency sharing called for field tests of the available information. NCUR said that it did not want to await the finding of the commission's advisory committee since it is not specifically studying the feasibility of frequency sharing.

Comments offered on CARS proposal

Opposing views were made last week in reply comments on the FCC's proposal to establish rules governing the frequency allocations and standards of microwaves serving community-antenna television systems.

Comments to the commission filed three weeks ago, concerning the establishment of the Community Antenna Relay Service in the 10700-11700 mc band to relieve the crowded situation in the lower bands, reflected little backing for the proposal, with AT&T being the only advocate (BROADCASTING, July 12). Under the CARS plan microwaves serving CATV's, presently assigned the 5925-6425 and the 3700-4200 mc bands, would be relocated to the 11000 mc portion of the spectrum.

AT&T said that although the attenuation factor in the higher band is greater, it would not be a factor in the relatively short distance transmission service microwaves provide CATV's. It also stated that microwaves serving CATV's have been causing interference in the lower bands.

AT&T added that growth in trans-



Gates plans \$1 million building

Gates Radio Co., Quincy, Ill., has contracted for this new manufacturing plant to cost over \$1 million. It is to be completed early in the second quarter of 1966. The plant, to meas-

ure 350 feet by 350 feet, will be in the city's Walton Heights area at 30th and Wisman Lane and later will include administrative offices and sales offices.

continental systems is hindered by the presence of interference caused by the microwaves serving CATV. AT&T stated that it is believed that the interference is limited to urban areas but this is not the case since frequency blockage caused by a microwave in the lower band can occur anywhere along a given route.

Voicing opposition to the establishment of CARS was Community Television Inc., Bozeman, Mont., a group CATV owner and operator with systems in Montana, Wyoming, Utah, Nevada, and California. CTV said that it can not see why all common carriers should not share equally any displacement found necessary by the commission.

The group CATV operator stated that the "discriminatory plan" by AT&T and to some extent the FCC to isolate microwaves serving CATV's is based on the view that common carriers and microwaves serving CATV's only serve a specific group of people rather than the public at large as AT&T maintains. CTV said neither group should be granted privileges at the cost of the other.

The CATV operator also said it has taken years for miscellaneous common carriers to provide competition for landline carriers and to isolate these services would be an "arbitrary and discriminatory act in violation of law

and equity."

The FCC must fully evaluate the results on the cost of service, dependability and availability of the necessary equipment and facilities before the change is made, CTV said, adding that the microwaves should be allowed seven years to make the change if the proposal is adopted.

An FCC staffer said that in the case of microwaves serving CATV's, location in the spectrum would have little if any bearing on the quality of service provided, however, a psychological factor exists which considers higher spectrum slots inferior to lower bands.

Diversa sees need for another U in Dallas

The Diversa Communications Corp., Dallas, last week asked the FCC to assign a fourth commercial channel to Dallas. The corporation was formed to operate a UHF station and has requested channel 49.

Commercial channels 4, 8, and 29 and noncommercial channel 13 are already assigned to that city. Channel 4 is occupied by KRLD-TV, WFAA-TV is on channel 8, and FCC approved to operate on channel 29 is currently being sought for by D. H. Overmyer, Grandview Broadcasting Co. and Maxwell Electronics Corp. Educational KERA-TV operates on channel 13.

Diversa said that when the FCC revised the TV table of allocations it said that each city in the top twenty-five markets would receive six commercial channels (BROADCASTING, June 14). Diversa points out that Dallas ranks 20th in the Sales Management Survey of Buying Power, Metropolitan Area Ranking, yet has but three commercial channels. (TELEVISION Magazine ranks the Dallas-Fort Worth area 13th [TELEVISION, March, 1965].)

Diversa said that Dallas should be entitled to another commercial channel and cited the growth of the area over the ten-year period from 1950 to 1960 by comparing the census which reflected a 56.4% increase. Dallas county, according to the 1960 census, has a population of 951,527 while the city of Dallas has 932,349.

Technical topics . . .

Another tape recorder ■ Tele-Measurements Inc., New York, has made available a new Norelco video tape recorder, model number EL 3400. The unit, costing \$3,950, is completely push-button.

Graphic display ■ Colorado Video Inc., Boulder, Colo., has announced production of its Bar Graph generator, model 101, priced at \$1,250. The unit is used

with standard closed-circuit TV systems to provide graphic display of eight separate input signals in the form of a series of vertical bars. The bars may be mixed with normal TV images and two or more units used in parallel.

Reconsideration sought on MPATI's channels

The Midwest Program on Airborne Television Instruction Inc. last week filed a petition for reconsideration with the FCC against the commission's refusal to grant its request for six UHF TV channels (72, 74, 76, 78, 80 and 82) on a 10-year basis.

MPATI said that the commission's refusal to grant its application was "unlawful, unreasonable, inequitable and arbitrary" and that the commission's denial "contained no justification for the sweeping prohibition" of MPATI's use of the channels.

The commission last May granted MPATI the use of channels 72 and 76 for a five-year period, and told MPATI that it could use six channels in the Instructional Fixed Television Service Band (2500-2690 mc) (BROADCASTING, May 17).

MPATI rejected this, for the moment, anyway, as being an "unknown and unproven TV spectrum that may technically and economically prohibit use in actual practice."

The commission said that it was not in the public interest to tie up the six channels in the Midwest for 10 years and that, as time progresses, more and more need will arise for frequency allocations in that area.

MPATI countered by charging that the FCC "totally ignored the wealth of material relating to transmission, reception economics, education and value of airborne educational TV service." And it said that much of the area is too poor economically to support ground-based UHF TV's.

MPATI said it can provide service to six million students in elementary, secondary and college classrooms with six airborne channels, while the commission could not hope to reach that number even if it saturated the area with allocations in every spot that spacing limitations would allow.

MPATI informed the commission that it would use the two channels granted, and that if conditions prohibit use of the instructional fixed TV service band, it will reapply for the six UHF frequencies at a later date.

MPATI's plea for reconsideration was accompanied by two filings, one each by the state boards of education of Wisconsin and Kentucky, espousing the qualities of MPATI's service in their respective states.

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COX BROADCASTING CORP.

A mere \$7,000 budget hike

House-Senate conference gives FCC

\$502,000 less than amount requested

The FCC's budget request came away from a joint House-Senate conference committee last week badly battered, and only \$7,000 richer than last year's figure of \$16,985,000.

When it emerged from the executive pipeline, the agency's estimate of its needs for fiscal 1966 was \$17,494,000. The House Committee on Appropriations slashed that to \$16.9 million; the Senate Committee on Appropriations brought it back up to \$17,085,000, and the conferees settled on \$16,992,500.

In testimony before the committees, the commission had explained the increases were necessary to support 52 new staff positions and to facilitate economic and social studies to be used in making major policy decisions on such matters as "superpower in AM, community antenna television and subscription television" (BROADCASTING, May 3). The House group observed "that the cost of executive direction and other objects of expense are too high," and chopped the request.

The Federal Trade Commission fared a little better: A difference of \$150,000 between a low House figure and a high Senate figure was split down the middle, resulting in a recommendation of \$13,550,000.

The Office of Emergency Planning, which determines emergency communications procedures in concert with the White House, FCC and Office of Civil Defense, received an allocation of \$325,000 earmarked for telecommunications studies and research, instead of \$305,000 as proposed by the House and \$345,000 as proposed by the Senate.

Conference reports may be called up for floor action at any time and are usually passed as a matter of routine.

While agency budgets were being trimmed by the conferees, the House Post Office and Civil Service Committee held out the prospect of a pay hike for government workers. Members went beyond a presidential request for a 3% increase, costing \$406 million, and voted 20 to 1 for a 4.5% boost effective this October, to be followed a year later by another raise pegged to increases granted in private industry since 1964, determined by the Bureau of Labor Statistics. Experts estimate such a raise could range from 6 to 10% in the top brackets, including members of Congress (who raised their salaries last year from \$22.

500 to \$30,000), judges, and top executives (such as commissioners of the FCC, who now make \$27,000, with the chairman getting \$28,500).

The raises in these top brackets could range from \$2,400 to \$3,400, but there is a catch. They will not become effective, if approved by House and Senate, until Jan. 1, 1967, after the next election.

The Senate's version of the pay bill is still in committee.

Magdoff gets Elektra stock from Savage

Complete control of Elektra Film Productions Inc., New York, producer of TV film commercials and industrial motion pictures, has been assumed by

Sam Magdoff, president, it was announced last week.

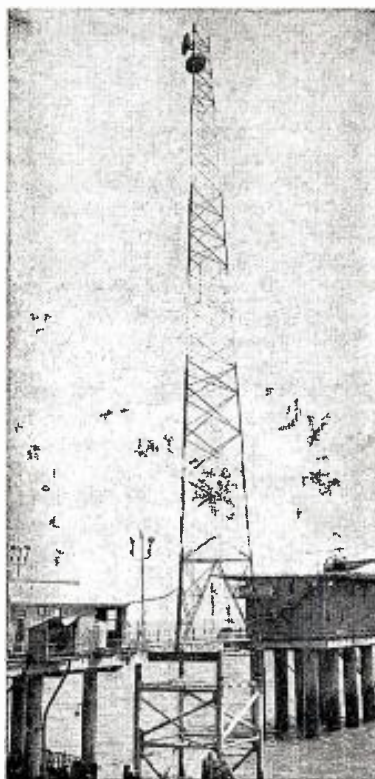
Mr. Magdoff has bought the stock in Elektra that was held by Lee Savage, former vice president and creative director of the company. Mr. Magdoff reported that several producers and directors shortly will join Elektra.

Mr. Savage has formed a new TV film production company, Savage-Friedman Inc. in partnership with Harold Friedman, who has resigned as executive producer of Elektra. The new organization is located at 45 West 45th Street, New York. Telephone: (212) JUdson 6-2080.

Knight stations buy billboard companies

First move into the outdoor advertising business was taken last week by Knight Quality Stations, New England broadcast group headed by Norman Knight, when it bought two major Northern Ohio companies from Metro-media's Foster & Kleiser outdoor advertising division.

The acquisition, covering 55 cities



ROHN TOWERS "STAND UP" to Hurricane Hilda!

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

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

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and communities with a program that will total over 1,000 billboard locations. Purchase price was undisclosed.

Among the cities involved: Sandusky, Fremont, Tiffin, Ashtabula, Conneaut, all Ohio. The plants were part of the Packer Corp. properties acquired by Metromedia in January. MM retains the former Packer properties in Cleveland, Cincinnati and Toledo, all Ohio.

Knight Quality Stations have headquarters in Boston. Stations are: WEIM Fitchburg and WSRB(FM) Worcester, both Massachusetts; WHEB-AM-FM Portsmouth, WGIR-AM-FM Manchester, WTSN Hanover and WTSV-AM-FM Claremont, all New Hampshire. Knight also owns a CATV system in the Virgin Islands.

Senate passes FCC conflict bill

The Senate last week passed a bill to liberalize what FCC Chairman E. William Henry has called "unduly restrictive" provisions of the Communications Act relating to conflict of interest.

As the law now stands, an FCC employee may not own stock in a firm with a corporate airplane, fleet of radio-equipped vehicles or intraplant wireless communications apparatus, because such a firm is technically a licensee of the commission.

The Senate bill, S1948, would still prohibit commission employees from investing in broadcast companies or common-carrier firms, or businesses which exist primarily to supply these industries, but would remove the bar to investment in concerns using commission licenses as an incidental part of their activity. It would also allow the FCC to enlist the services of major licensee stockholders in its executive reserve without having to require divestiture of their holdings (a situation which now deprives the for-

emergency-use executive reserve of some of the industry's best talent).

To avoid "situations of injustice and hardship [that] may arise in exceptional circumstances," as Chairman Henry put it, the new law would also permit exceptions to be made by written determination of the appointing officer, after full disclosure. Such a provision would bring the conflict-of-interest section of the Communications Act into line with a general conflict-of-interest statute passed in 1962.

The kind of situation Mr. Henry had in mind has caused problems for two commission nominees in recent years. James J. Wadsworth, newest member of the commission, had a portfolio of stock in several large industries using various forms of wireless communications. Technically, he could have been refused the post on these grounds, and he did divest himself of some railroad bonds at the time. No one wanted to make an issue of the technicality, though, and it was decided that the 1962 general statute superceded the similar, more restrictive, provisions of the 1934 Communications Act (BROADCASTING, April 19).

Not so fortunate was the late Edward K. Mills Jr., who, while serving as deputy administrator of the General Services Administration, was nominated to the FCC in 1960 to serve out the term of Commissioner John C. Doerfer (the latter having resigned after the House Legislative Oversight Subcommittee investigated his acceptance of entertainment from broadcasting interests).

Mr. Mills and his brother were beneficiaries of a trust that included some Westinghouse and General Electric stock. He had no control over the trust and the trustees refused for tax reasons to sell the questionable shares. As a result, Mr. Mills eventually asked that his nomination be withdrawn to end a protracted argument over the conflict-of-interest issue (BROADCASTING, May 16, 1960).

The bill is one of a group of six re-

quested by the FCC, dealing primarily with routine and uncontroversial matters. It now goes to the House for action.

Warner Bros. turns red ink to black

Warner Bros. Pictures Inc. staged a strong comeback in sales and net earnings in the nine months ending May 29, converting a net loss in the previous three quarters into a substantial profit for the current period.

Income from both motion picture rentals and from television showed comfortable gains. TV revenue rose to more than \$16 million from almost \$14.8 million in the 1964 period.

For the first nine months ending May 29, 1965, and May 30, 1964:

	1965	1964
Earned per share	\$0.76	—
Revenue:		
Film rental income	42,928,000	26,266,000
Television income	16,064,000	14,786,000
Record, music and other income	15,068,000	10,982,000
Dividends:		
Foreign subsidiary companies not consolidated	392,000	300,000
Other investments	83,000	105,000
Interest and discount earned	103,000	115,000
Profit, net, on sales of capital assets	492,000	4,000
Total revenue	\$75,130,000	\$52,558,000
Costs and expenses:		
Amortization of film costs, participations and other costs	50,869,000	40,977,000
Operating and general expenses	17,162,000	13,454,000
Depreciation of buildings and equipment*	100,000	119,000
Interest and discount expense	250,000	198,000
Minority interest	245,000	—
Estimated federal income taxes	2,800,000	(1,300,000)
Total expenses	71,426,000	53,448,000
Net income or (loss)	\$ 3,704,000	\$ 890,000

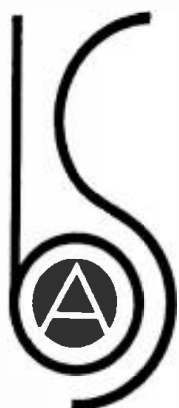
*Other than depreciation in respect of studio properties charged to cost \$ 601,000 \$ 558,000

Outlet Co. acquires two aviation companies

The Outlet Co., Providence, R. I., owner of WJAR-AM-TV in that city and WDBO-AM-FM-TV Orlando, Fla., has acquired Newport Air Park Inc. and Newport Air Park Aero Sales Inc.

Joseph S. Sinclair, president of The Outlet Co., which also owns department stores in Providence, Pawtucket and Cranston, all Rhode Island, said the two aviation companies located at Middletown, R. I., will continue under the administration of Robert F. Wood, who founded them in 1946.

Payment was in Outlet stock but no price was announced.



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Half-year record set by Metromedia

Metromedia Inc., New York, reports that net earnings set a corporate record by increasing \$281,896 or 13.3% during the first half of the 1965 as compared to the corresponding period last year.

The group station owner with broadcasting and nonbroadcast subsidiaries said that recent acquisitions by the firm have not yet contributed to its net income.

For the 13 weeks ended July 4, 1965 and June 28, 1964:

	1965	1964
Net income per share	\$0.89	\$0.80
Gross revenue	26,106,678	23,986,939
Operating income	5,685,234	5,201,943
Net income	1,852,966	1,554,442
Shares outstanding	2,087,570	1,911,873

For the 26 weeks ended July 4, 1965, and June 28, 1964:

	1965	1964
Net income per share	\$1.14	\$1.08
Gross revenue	50,469,196	46,401,542
Operating income	9,006,333	8,311,058
Net income	2,401,694	2,119,798

Chicago set makers report record earnings

Soaring color-television sales this year have helped push two Chicago set makers to new record highs for both the second quarter and first half of 1965.

Zenith Radio Corp. reported profits after taxes for the first half topped \$10.7 million, a 21% increase over the same period last year. It noted that distributor unit sales of color TV to dealers jumped 80% over the first half of 1964.

Admiral Corp. reported profits after taxes of over \$2.8 million for the first half compared to \$1.6 million for the period last year. Sales in the first half of over \$143 million were 32% ahead of 1964.

Chris-Craft has record 2d quarter

Chris-Craft Industries Inc., Oakland, Calif., has announced record second-quarter net earnings and a 10-year high for consolidated sales and net earnings during the second half of the current fiscal year.

Consolidated net earnings for the

Boost Ratings! Hypo Sales! Alert, aggressive stations across the nation are activated with AUDIENCE ACTIVATORS! Unique new monthly service! Contests, ideas, stunts, promos, sales aids! Exclusive your market, \$10.00. Check returned if your market not avail. Wire, write

AUDIENCE ACTIVATORS

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second quarter ended June 30 rose \$225,433 over the corresponding period in 1964. Per share earnings during this period rose from 79 cents a share to 94 cents. Net earnings for the first half of 1965, however, only registered an increase of \$86,058 or 5% over the same period last year.

Chris-Craft noted an increase in sales and earnings in its broadcast holdings of KCOP-TV Los Angeles, and KPTV (TV) Portland, Ore., in addition to new revenues which exceeded projections, from WTCN-TV Minneapolis-St. Paul, which the firm acquired late last year.

For the second quarter ended June 30:

	1965	1964
Earnings per share*	\$0.94	\$0.79
Sales	24,322,631	21,682,532
Earnings before federal income taxes	2,662,287	2,236,854
Federal income taxes	1,255,000	1,055,000
Net earnings	1,407,287	1,181,854

For the first half ended June 30:

	1965	1964
Earnings per share*	\$1.19	\$1.13
Sales	41,682,604	38,036,220
Earnings before federal income taxes	3,366,159	3,250,101
Federal income taxes	1,580,000	1,550,000
Net earnings	1,786,159	1,700,101
Shares outstanding	1,503,736	1,446,605

*Based on 1,503,736 shares outstanding.

GAC profit up 40% in first half of '65

General Artists Corp., New York, last week reported that gross revenues for the first half of 1965 exceeded those of a year earlier by \$512,514 or 26%. Net profits, after taxes, in the same period, rose 40%.

General Artists announced that two new weekly one-hour shows will make their debut on CBS this fall; they are *The Steve Lawrence Show* and *Lost in Space*.

The firm noted that the number of agreements negotiated for its clients for the 1966-1967 season "substantially exceeds" the number of agreements made during corresponding periods in 1964 and 1963.

For the six months ended June 30:

	1965	1964
Earnings per share	\$0.14	\$0.10
Gross revenues	2,502,828	1,990,314
Net profit after taxes	78,777	56,127

Financial notes . . .

■ Walt Disney Productions, Burbank, Calif., announced last week that net profit for the first nine months of the current fiscal year rose from \$4,468,000 last year to \$7,042,000. Net profit for Disney during the nine months of this year rose from \$1,665,000 or 94 cents per share last year to \$2,906,000 or \$1.56 during this current fiscal period.

■ Chirurg & Cairns, New York, advertising agency, has declared a quarterly dividend of 15 cents a share of common stock to stockholders of record Aug. 1, payable on Sept. 1.

They won't let us out of Jacksonville ...
Renewed by WFGA-TV.



220 Popeye cartoons—in color



KING FEATURES SYNDICATE
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RAB plugs for radio creativity

'Gold record' album
presents radio success
stories of 1964

Creativity in radio commercials is getting a special push from the Radio Advertising Bureau these days.

Advertisers, agencies and RAB member stations will shortly receive copies of a "gold record" on which are collected the RAB award-winning commercials of 1964. The winners were announced some time ago (BROADCASTING, Feb. 22), but the special recording is designed to let radio users—and prospective users—hear the sound of success and, RAB hopes, inspire them to better as well as greater use of radio.

Selling in print as well as in sound, the bureau has also compiled and is reproducing on the album's jacket summaries of the radio activity—and results—of each of the award-winning companies. These total 15 nationally advertised brands and six regional products, and their summaries add up to 21 radio success stories.

The bureau also has presented to Stan Freberg, winner of nine RAB commercial awards thus far, a tenth, for "outstanding contributions to radio commercial creativity."

The special award, a wall plaque covered with nine gold records representing his commercial winners, was presented to Mr. Freberg by Miles David, RAB executive vice president and general manager. The plaque will be displayed in the window of Freberg Ltd.'s Hollywood headquarters.

The plaque was given to "dramatize the unique achievement" by Mr. Freberg in producing nine award winners, three of which were in the 1964 group—for Ac'cent seasonings, Guardian Maintenance and Mars candy.

This year, Mr. David said, RAB will also make a series of creativity awards for local commercials.

Among the tributes paid to radio on behalf of 1964 winners in the record album jacket are these:

American Express.—"Virtually all of its consumer advertising in 1964 was in radio, and 'the results in terms of sales of cheques as well as the attitudes of our bank selling agents dictated a continuation of this strategy in 1965.'"

American Oil Co. (Amoco).—"Radio



Mr. Freberg (l) and Mr. David

is and was the base of our whole advertising campaign. We know that radio has been a great influence on Amoco sales results."

Ford Motor Co.—"Radio worked very well for us last year . . . we're very happy with it."

Guardian Maintenance.—"Radio is a very effective medium. We've constantly used radio since we began advertising Guardian Maintenance seven years ago. We plan to go on using it as a major part of our advertising effort."

Ac'cent.—"Radio has been very good for Ac'cent. It delivered power and impact for five exciting years; it's been very effective."

Pepsi-Cola.—"We began the new 'Pepsi Generation' campaign last summer. The sole medium for the first five or six weeks was network and local radio. In a very short time tests showed

an extremely high recall of the new jingle, especially among young people."

Mars candy.—"Radio is efficient and effective for products [like Mars] with mass adult and teen-age appeal."

Culligan soft-water service.—"For Culligan, radio can do a better job of presenting our image than any other local medium for the money expended."

F&P canned foods.—"Our sales have gone up steadily, with a noticeable relationship between sales increases and the intensity of a new radio campaign."

Schaefer beer.—"We put one-third of our budget into radio because with it we reach the male beer drinker going to and from work, while he's working or relaxing. With radio we reach him every day, on weekends, inside and outside the house."

Vita Foods.—"Radio is the modern medium. Radio commercials are a totally new art form. You can do a big job on a small budget."

WSB seeks nickname for team

Atlanta is promoting team spirit among area residents even before the city has its own football team. WSB Atlanta is conducting a contest asking for a nickname for the National Football League team which, starting with the 1966 football season, will have its home base in Atlanta. The person whose nickname is selected will get four free reserved tickets to all home games for the first year in addition to seeing his name tagged on the team.

Safety award to broadcasters

National Safety Council's first annual competitive public service awards for 1964 accident prevention week were announced last week and went to WJAC Johnstown, Pa., and WWJ-TV Detroit while individual awards went to Carroll James of WWDC Washington and Ron Stephenson of WJAC-TV Johnstown. Special distinction award for all media went to Alexander C. Field Jr., WGN-AM-TV Chicago.

KHJ-TV holding sales talks

Mal Klien, general manager of KHJ-TV Los Angeles, announced that the station's annual fall sales presentation were to begin Sunday (Aug. 8) Kicking off the presentation was the fifth annual cruises around New York's Manhattan island, for key agency people, on the good ship MAYFE (Movies Are Your Finest Entertainment), named for the occasion. The

luncheon cruises, to be held twice daily, are scheduled for Aug. 9-13. Other sales luncheons will be held in the Continental hotel, Chicago, Aug. 16-18; one in San Francisco, Aug. 24, and finally in Los Angeles, Aug. 25-27.

Drumbeats . . .

It takes all kinds ■ WMCA New York has mailed 18 photographs to key media buyers across the country to find "clairvoyant media buyers" who can tell the WMCA listeners from those of WOR New York (nine of each). Point of the contest, according to Herb Mendelsohn, general manager of WMCA, is that "it takes all kinds—all kinds of people—to make up the audience of a major metropolitan station." Competition ends Aug. 20.

Appointment ■ WJBK-AM-FM Detroit has named Zimmer, Keller & Calvert Inc., also Detroit, to handle advertising

Oyster replaces apple

Leo Burnett Co., which expects to bill \$174 million this year of which nearly three-fourths will be invested in the broadcast media, celebrated its 30th anniversary Thursday (Aug. 5) by giving each of its 1,175 employees an oyster instead of the usual Burnett red apple. The oyster, however, contained a gold ring with pearl. And the ring embraced \$30 in bills, a dollar for each year. Yes, there still were apples on the reception desks if anyone felt like a second bite.

for the stations.

Presentations ■ WCAU-AM-FM Philadelphia has set its plans for sales and

program presentations for this month. Included in its itinerary are Los Angeles, Aug. 3-4; San Francisco, Aug. 5; Chicago, Aug. 10-11, and New York, Aug. 18-20.

Music fellowship ■ WGMS-AM-FM Washington-Bethesda, Md., has awarded its fourth consecutive fulltime fellowship to the Berkshire Music Center in Tanglewood, Mass., to George A. Harpham of Washington. He was chosen on the basis of competitive auditions.

Surf's up ■ On Aug. 13, KLIV San Jose, Calif., plans to hold its third annual "Surfin' Safari," which includes a car caravan of teen-agers and adults all headed for Santa Cruz, Calif., and a day at the beach. Sponsored by KLIV, each car will be safety-checked and registered before the caravan begins its procession to the beach, and upon arrival, each will be supplied with food and soft drinks.

INTERNATIONAL

Israel may set up television system

In an effort to combat the effects of television beamed from neighboring Arab countries, Israel's cabinet has approved in principle the establishment of a TV service there.

About 30,000 television sets are in use in Israel and each owner is taxed \$1,000 for its installation. Programs are sent from Egypt, Lebanon and, in 18 months, Jordan.

Television has been slow in starting, stated Hanoch Givton, head of the Kol Israel broadcasting service, because of the anti-television feelings of former Premier David Ben-Gurion.

Mr. Givton said that the new TV service would place its emphasis on news and information. The system would be the 625-line type used by European broadcasters, he continued, and might be bilingual—"one picture and two sound channels, one in Hebrew and one in Arabic."

First live TV from Russia is seen in U. S.

The first live television programing from Russia to the United States was presented on July 31 and Aug. 1 when ABC-TV used the Early Bird satellite for transmitting a U.S.S.R.-U.S. track meet from Kiev.

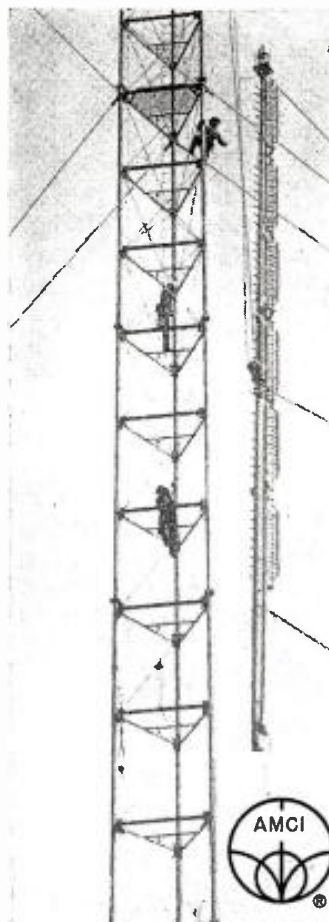
The programs were carried on July 31 from 12 noon to 1 p.m. and on Aug. 1 from 11 a.m.-12:20 p.m. EDT.

An ABC-TV spokesman said the

transmissions were from Kiev to Prague to Rome and Fucino, Italy, from which signals were fed to Early Bird and thence to the ground station at Andover, Me., and subsequently for distribution on the ABC network. He said problems in voice and picture on

July 31 originated from the Kiev-Prague transmission and did not involve Early Bird. The problem was rectified the following day, the spokesman reported.

He added that ABC-TV had insisted on a standby ground station at Plemeur



AMCI antennas

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- Omnidirectional TV and FM
Transmitting Antennas
- Directional TV and FM
Transmitting Antennas
- Tower-mounted TV and FM
Transmitting Antennas
- Standby TV and FM
Transmitting Antennas
- Diplexers
- Vestigial Sideband Filters
- Coaxial Switches
and Transfer Panels
- Power Dividers and other Fittings

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Bodou in France. French authorities, he said, have quoted a price of \$9,000 an hour (a total of \$18,000) to fulfill the standby requirements, but ABC-TV is "hopeful that the price is subject to negotiation." He revealed that ABC-TV had estimated the project would cost about \$100,000 but said final figures have not been compiled.

New Zealanders told to reorganize their TV

Serious thought about extensive reorganization of the New Zealand television system was recommended by J. Leonard Reinsch, president of Cox Broadcasting Co., to members of the Auckland Rotary club in New Zealand.

His criticisms of the system centered around the monopoly of the New Zealand Broadcasting Corp., and therefore the lack of competition, "patchwork" broadcast and administrative facilities and low salary scales.

He cited the coverage of the return of New Zealand's prime minister to its capital, Wellington, as an example of its poor service. With no microwave link between these two major cities, he

said: "Here was history in the making but the Auckland audience had to wait 24 hours for a taped coverage of the live pickup in Wellington."

Mr. Reinsch offered four suggestions for improving New Zealand's television: Establish a control board similar to the Federal Communications Commission which would determine who could operate a TV station; give companies five-year licenses; link major cities with microwave, and send people from each station to Australia, Britain and the U. S. for training.

(Mr. Reinsch, who expects to be back in Atlanta in mid-August, has been in New Zealand with his wife while she underwent successful heart surgery [BROADCASTING, June 14.]

International group opens New York office

The International Broadcasters Society, an organization founded in Holland in 1964, has opened its first foreign office at 380 Lexington Avenue, New York 10017. Phone: Murray Hill 2-4500.

Timothy Thomason, executive direc-

tor of the society, said the new office will be North American headquarters for the organization and will be the center for the "current drive for broadening U. S. membership." He said the society's structure encourages the "widest possible representation of professional interests" with membership open to anyone engaged in radio or TV work.

Abroad in brief . . .

Australian distribution ■ Air Programs International, Sydney, Australia, has been named exclusive distributor in Australia and New Zealand for TV-radio commercials produced by Stan Freberg. In the U. S. market Air Programs International is now offering two animated cartoon series, *Challenge* and *Popular Misconceptions*, for sale. U. S. representative is Miss Lee Francis, 155 East 55th Street, New York 10022.

Appointed ■ Lockey, Norman, Craig & Kummel, Denmark, and Kittelsen & Kvaerk A/S, Norway—both European partners of Norman, Craig & Kummel, New York—have been appointed by Philip Morris International, New York, as advertising agencies for Philip Morris and Marlboro cigarettes.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. McCauley

Jerome K. McCauley, director of spot radio sales development and special project sales, The Katz Agency, New York, named director of sales, Radio Advertising Bureau, that city.

Richard Eichner, local sales manager of WMEX Boston, named national sales manager.

Matt O'Gorman, TV account execu-

tive at New York office of Broadcast Communications Group Inc., representative arm of Crosley Broadcasting Corp., named manager of TV sales at BCG's Los Angeles office. **John Bradley**, VP and eastern TV sales manager of H-R Representatives Inc., New York, heads radio sales staff in Los Angeles. **Walter McNiff**, head of West Coast office of Television Bureau of Advertising, named manager of BCG's San Francisco TV sales staff, and **David A. Engles**, western sales manager of NBC Radio, heads San Francisco radio sales. **Richard Cass**, TV account executive for BCG, Chicago, named manager of St.

Louis TV sales staff, and **Art Kelly**, manager of radio sales for H-R in that city, heads radio sales staff for BCG.



Mr. Kreinik



Mr. Arleo



Mr. Morris

Joseph E. Arleo, creative supervisor at Benton & Bowles, New York, and **David C. Kreinik** and **William M. (Mack) Morris**, both account supervisors at B&B, all named VP's.

Jack Gustafson, account director at Campbell-Mithun Inc., Minneapolis; **Bruce Marsh**, account director at C-M Chicago; **Frank Rolfes**, media director for network negotiations and time buying for C-M Minneapolis, and **E. L. Nelson**, account director for C-M, that city, all named VP's.

George Gruenwald, VP of North Advertising, Chicago, promoted to senior VP and head of newly formed division

UNCHAINED
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1600 Broadway, New York 19, N.Y. PLaza 7-2687

for planning and development of new products for agency clients. He also is president of Pilot Products Industries, joint venture of North and Creative Research Associates which performs same function for non-agency clients on fee and royalty basis.

David E. Michels, central region time buyer for Leo Burnett Co., Chicago, named national sales manager for WBAL-TV Baltimore.

John Robinson, in radio-TV programming department, Doyle Dane Bernbach, New York, promoted to associate director of programming.

John L. Pauzat, sales manager of Chalet Cheese Co., Switzerland, named account supervisor at Fred A. Niles Communications Centers Inc., New York commercial producer.

Alan Perry, account supervisor of Cunningham & Walsh, New York, named account group supervisor.

Patrick E. Murphy, group copy chief at Klau-Van Pietersom-Dunlap Inc., Milwaukee, named copy chief at Racine, Wis., office of Geyer, Morey, Ballard Inc.

Jerry Molfese, manager of special projects at Metro Television Sales, New York, **Jack Mulderrig**, with Metro Radio Sales, that city, both named account executives at WNEW-TV there. **Don Caparis**, media research manager at Metromedia Research, that city, joins sales service staff of WNEW-TV.

Jim Stein, formerly copy group supervisor at BBDO, Minneapolis, joins Knox Reeves Advertising there as copy group head. **Gene Sylvestre**, also previously with BBDO, joins Knox Reeves as account executive.

Robert E. Curran Jr., account executive for Adam Young TV Sales, New York, and **Thomas S. Buchanan**, account executive at H-R Television, that city, named account executives at The Katz Agency there, in TV sales.

Arthur Hofmann, account executive at Cunningham & Walsh, New York, named account supervisor.

Frank J. Egan, account executive at KSBW Salinas, Calif., named to sales staff of Metro Radio Sales, San Francisco.

Vincent Rowe, broadcast advertising consultant in New York, named manager of sales development, research and promotion for ABC Radio West, Los Angeles. Mr. Rowe succeeds **Bill Hillinck**, named account executive for ABC Radio West.

John P. McLaughlin Jr., formerly with C. J. LaRoche, New York, joins Carl Ally Inc., as media manager.

Mort Lubow, in sales at WNBC-TV

Griffin again heads SRA



Mr. Griffin

Lloyd Griffin, president of Peters, Griffin, Woodward re-elected president of Station Representatives Association. Others re-elected, at annual meeting, were: **J. W. Knodel**, Avery-Knodel, VP; **Robert E. Eastman**, Robert E. Eastman Co., treasurer, and **Peggy Stone**, Stone Representatives, secretary. SRA committee chairmen: **Eugene Katz**, The Katz Agency, legal committee; **Thomas Harrison**, John Blair & Co., radio trade practices; **James O'Grady**, Adam Young Inc., television trade practices; **Walter Nilson**, The Katz Agency, marketing and planning, and **Melvin Goldberg**, John Blair & Co., research. SRA meeting story on page 36.

New York, and **Graham White**, salesman at WVNJ Newark, N. J., named account executives at WPIX(TV) New York.

Edward J. Doherty, radio account executive with Adam Young Inc., New York, named to same post at Peters, Griffin, Woodward, New York.

J. Martin Hollinger, media director of Burke Dowling Adams Inc., Atlanta division of BBDO, named assistant VP.



Mr. Nicholas

Louis J. Nicholas, VP and manager of West Coast operations for Geyer, Morey, Ballard Inc., Los Angeles, San Francisco and Portland, Ore., returns to New York headquarters with additional responsibilities in account management. He will continue to supervise West Coast operations

for present.

Joseph M. Cahill Jr., executive VP and general manager of KDOE San Diego, named local sales manager of KYW Philadelphia.

John Zeigler, art director at Sudler & Hennessy, New York, named art director at Geer, DuBois & Co., that city.

Philip C. Skinner, formerly with Ralph Timmons Advertising, Madison, Wis., joins Klau-Van Pietersom-Dunlap, Milwaukee, as account executive.

Peter Whitelam and **Roy McKechnie**, both on Colgate account at Ted Bates & Co., New York, named senior copywriters at Weightman Inc., Philadelphia.



Mr. Hatch

Kenneth L. Hatch, general sales manager of KIRO-TV Seattle, named assistant station manager in charge of sales. Mr. Hatch previously was in similar capacity at KSL-TV Salt Lake City before joining KIRO-TV in March of last year.

James C. Molica, account executive at Young & Rubicam, San Francisco, named account supervisor.

Don Waterman, account executive at WINS, New York, joins WABC, that city, in similar capacity.

Gene Curtis, president of Curtis & Associates Inc., Long Beach, Calif., advertising and public relations agency, elected board chairman. **John Curtis**, VP of firm, elected president. **Charles Beeson**, art director, elected VP, and **Helen Marr** remains secretary-treasurer.

Beverly Blair joins J. A. Lucas Co., Los Angeles, radio representative firm, as office manager and assistant director of research.

Kenneth Dewitt Beane, southeast district manager for Tru-Ade, named sales representative for WBTV(TV) Charlotte, N. C.

Gene Swank, account executive at KMBC-TV Kansas City, Mo., for four

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years, named account executive at Chicago office of Metro TV Sales, division of Metromedia Inc.

Gene Icardi, freelance artist in San Francisco, returns to McCann-Erickson there, after five years absence as art director.

Mrs. Billie Pollack, account executive with Ashe & Englemore Advertising, New York, joins Daniel & Charles, that city, in similar position.

Lee Gorman, sales manager at WINS New York, named sales manager at WALT Tampa, Fla.

Richard Van Gelderen, art director at Geyer, Morey, Ballard, New York, and **Donald Knoob**, art director at Cunningham & Walsh, that city, named art directors at Doremus & Co., there.

Joseph G. Schiffer, with Chicago Pneumatic Tool Co., and **Robert E. Jensen**, account executive at Basford Inc., Chicago, named account executives at Edward H. Weiss & Co., that city.

Norman A. Blackburn, radio-TV account executive for Union Oil Co., at Smock, Debnam & Waddell Inc., Los Angeles advertising agency, joins Milici Advertising Agency Inc., Honolulu, as account executive.

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Cascade more than 50 Starline amplifiers. Vapor-proof, dust-proof, radiation-proof. GO JERROLD STARLINE...THE NEW CATV SYSTEM STANDARD. Jerrold Electronics Corporation, CATV Systems Division, 15th & Lehigh Ave., Philadelphia, Pa. 19132.



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IN
CATV

OVER 15 YEARS' EXPERIENCE

Chernoff to aid Marks



Mr. Chernoff

Howard L. Chernoff, veteran newsman and radio-TV executive, has been named executive assistant to **Leonard Marks**, new director of U. S. Information Agency (BROADCASTING, July 19). After newspaper experience with *Lorain (Ohio) Journal*, *Mansfield (Ohio) News-Journal*, and *Clarksburg (W. Va.) Exponent-Telegram*, Mr. Chernoff became manager of West Virginia Network in 1938. During World War II, he broadcast first account of siege of Brest, France, for Edward R. Murrow, carried on all three U. S. networks and BBC. In 1948, he moved to San Diego to become general manager of *San Diego Journal* and KFMB-AM-TV there. He has traveled widely in Europe, Mexico, Central America and South Pacific and served for last two years as special adviser on communications and business administration to governor of American Samoa. Mr. Chernoff holds Peabody award for public service through radio.

Anne Mullen, director of merchandising for Greyhound Food Management Inc., named associate director of merchandising at Clyne Maxon Inc., New York.

THE MEDIA

Richard W. Jencks named deputy general counsel of CBS Inc., to be assistant head of CBS law department under VP and general counsel **Leon R. Brooks**. Mr. Jencks was with CBS in 1950-59, leaving as West Coast resident attorney to become president of Alliance of Television Film Producers Inc. and, upon merger of Alliance with Association of Motion Picture Producers in 1964, became VP and television administrator of merged organization.



Mr. Aldern

TV Reno, named general manager for

John E. Aldern, assistant sales manager at KOA-AM-FM Denver, named station manager and director of sales, succeeding **Gene Grubb**, who retires.

Jim Bentley, operations manager and film buyer for KCRL-TV Reno, named general manager for

KAAR(TV) San Diego, UHF scheduled to go on air late this fall.

Dr. Nicholas Nyaradi, director of School of International Studies, Bradley University, Peoria, Ill., named consultant to Illinois Broadcasters Association.

Warren Potash, account executive at WKBW Buffalo, named general manager of WOLF Syracuse, both New York.

Robert Pope, director of Clearwater (Fla.) convention and visitors bureau of Greater Clearwater Chamber of Commerce, named commercial manager of new UHF TV (ch. 22) there, scheduled to go on air Feb. 15, 1966.

Joseph J. McCluskey, account executive at WMEX Boston, named assistant to president of WAYS Charlotte, N. C.

Terry Turner, television editor and columnist for *Chicago Daily News* for past eight years, named director for radio-TV at Peace Corps, Washington.

John R. Kreiger, manager of KHFI Austin, Tex., named president and general manager of KVET Broadcasting Inc. (KVET-AM-TV), that city.



Mr. Snyder

Franklin C. Snyder, VP of Hearst Corp. Pittsburgh broadcast division (WTAE-TV-WRYT-AM-FM), named VP and general manager of stations. He succeeds **Leonard Kapner**, who retires after 35 years with Hearst. Mr. Snyder joined WTAE in 1958 as general manager; was made VP in 1959, and in January became VP of Pittsburgh stations.

Henry H. Bisbee, managing director of WJZZ Mount Holly, N. J., named general manager, succeeding **Joseph Palma**, resigned. **Don Kirby** named station manager and **Nick Grand**, news director, heads station's sales and promotion department. **Bob Monroe**, morning man at WJZZ, named program director.

John Wilson, manager of Chicago office of Continental Broadcasting Inc. since 1960, named general manager, WBEE Harvey, Ill.

PROGRAMING



Mr. Hart



Mr. Weiss

William Hart, midwestern sales manager for Screen Gems Inc., Chicago, named eastern sales manager for SG's

syndication division in New York. Mr. Hart is replaced by **Paul Weiss**, midwest sales representative in Minneapolis.

Al Taffet, photographer for *Naked City* and *Nurses*, named national cameraman-director for commercial producing firm of Van Praag Productions Inc., New York.

Harry McCarthy, producer for ABC-TV New York, named executive producer of public affairs programs at National Educational Television, same city.

Don Armstrong Jr., program manager of KBTR Denver, named to similar capacity at WGUL New Port Richey, Fla.

Johnny Temple, former major league baseball player, joins KHOU-TV Houston, as sports announcer.

Bob Peterson, with WKAN Kankakee, Ill., joins WRRR Rockford, Ill., as sports and production director. **Joe Baker**, with WREX-TV Rockford, named to news staff of WRRR.

Herb Davis, VP and public affairs director of WAVA Arlington, Va., joins WEEL Fairfax, Va., announcing staff.

Fred Mac, disk jockey at WLTH Gary, Ind., joins WAAF Chicago, in similar capacity.

Lennart Ringquist, in NBC sales for 10 years, joins Samuel Goldwyn TV Sales, both New York.

John (Shorty) Powers, former voice of astronauts during orbital flights around earth, named associate manager and announcer at KMSC(FM) Alvin, Tex. Mr. Powers, retired Air Force lieutenant colonel, will make daily reports on space activities and cover for station all future Gemini and Apollo spaceflights by astronauts.

Erik D. Furseth, announcer at WILS Lansing, Mich., named operations manager.

Scott Regen, announcer at WHB Kansas City, Mo., and **Dick Purtan**, announcer at WSAI Cincinnati, named announcers at WKMR Detroit.



Mr. Wickham

Ben Wickham, station services manager of Television Information Office, New York, named general sales manager for MGM-TV, that city. Mr. Wickham served as general manager of WJW-TV Cleveland, and as national sales manager of Showcorporation Inc., program distribution firm.

Noel Kelly, announcer at KSON San Diego, named program director.

Bill Corder, production manager at WZZM-TV Grand Rapids, Mich., named program manager.

Dennis Regan and **Bob Mehl**, announcers for KOWN Escondido, Calif., named program director and production manager, respectively.



Mr. Yamin

Robert Yamin, assistant to president of United Artists TV, New York, named VP, in addition to present title. With UA-TV since 1953, Mr. Yamin was supervisor of production and administration in California offices and studios. He was transferred to New York as assistant to president in 1961 and has served as executive coordinator of worldwide activities of programming producer.

Jack Leary, production manager of KYW-TV Philadelphia, named operations manager.

Rod Clefton, program director of KHQ Spokane, Wash., named program director of KHQ-TV, that city, succeeding **John R. Fahey**, who resigns.



Mr. Koelker

Anthony J. Koelker, manager of KMA Shenandoah, Iowa, named southeastern broadcaster relations representative for Broadcast Music Inc., New York. Mr. Koelker will be responsible for stations in Florida, Georgia, North and South Carolina.

Thomas Seehof, formerly with Screen Entertainment Co., Los Angeles, in sales capacity, named western sales executive of Roberts & Barry, TV film distributors, New York.

Art Wolfe, with WTVR(TV) Richmond, Va., joins WPEN Philadelphia as sports director.

Bill McCormick, WBNS-TV Columbus, Ohio, appointed staff announcer.

NEWS

Ray Scherer, NBC News congressional correspondent, has been named White House correspondent for NBC News, succeeding **John Chancellor**, who was appointed director of Voice of America by President Johnson (BROADCASTING, Aug. 2). At White House Mr. Scherer returns to assignment he held from 1953 to 1964. He also will appear with **Robert MacNeil** in *The Scherer-MacNeil Report*, new Saturday NBC-TV news program, beginning Oct. 23 (6:30-7 p.m., EDT).



Mr. Scherer

Dick Reizner, with news department at KLAS-TV Las Vegas, joins KVIQ-TV Eureka, Calif., as news editor.

Jim Burris, newscaster at WEAT-AM-TV West Palm Beach, Fla., joins KULR-TV Billings, Mont., as news director.

Stuart Soroka, with Traveler's Weather Service in Hartford, Conn., as meteorologist for WTIC-TV, that city, and national news editor for WCBA Corning, N. Y., named director of news and public affairs for WFSR Bath, N. Y.

Joyce Curd, on Philadelphia staff of UPI, and **Frank Dprendeck**, part-time news staff member of WCAU-TV Philadelphia, both named news writer-reporters for station.

James R. Mills, agricultural news editor at Ohio Agricultural Research and Development Center, Wooster, named farm service director at WLW Cincinnati.

George Baylie, voice of American Automobile Association traffic reports in Philadelphia on WIBG, that city, named full time traffic report coordi-

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RUST CRAFT STATIONS

WSTV-TV-AM-FM Steubenville, WRCB-TV Chattanooga, WRDW-TV Augusta
WROC-TV-AM-FM Rochester, WPIT-AM-FM Pittsburgh, WSOL Tampa, WWOT Buffalo

nator for station.

William Dennis Lynch Jr., news director at KANU(FM) Lawrence, Kan., noncommercial, at University of Kansas, named to staff of WTOP News, news arm of WTOP-AM-FM-TV Washington.

Dick Phillips, Ken Peters and Dick Gance, meteorologists with Weather Forecast Inc., Cleveland, join WERE, that city, as full-time forecasters for Cleveland area.

John Hart, manager-correspondent of CBS-owned TV stations' Washington bureau, named CBS News correspondent, that city. He will cover Capitol Hill for CBS radio and TV networks. **George Reading**, newsman at KMOX-TV St. Louis, succeeds Mr. Hart in Washington position.

ALLIED FIELDS

Dr. Stanley T. Donner, director of radio-TV at Stanford University, Stanford, Calif., named chairman of new department of radio-TV and film at University of Texas, Austin.

Edwin G. Richter Jr., former part owner and general manager of KGUN-TV Tucson, Ariz., named VP of R. C. Crisler & Co., Cincinnati-based brokers specializing in radio-TV properties.

Dr. Charles F. Schuller, director of

Michigan State University's audio-visual center since 1952, East Lansing, Mich., named director of school's new Instructional Media Center.

EQUIPMENT & ENGINEERING

Howard R. Immekus, chief engineer at KABL San Francisco, since 1959, named chief engineer at KCBS, replacing **Alan N. Cormack**, who retires later this year.

Leonard Bubak, engineer at KWAL Osburn, Idaho, joins KULR-TV Billings, Mont., as engineer-director.

Harold G. Peery, transmitter engineer in charge of KNX Los Angeles, retires after 28 years.

James M. Leahy, controller of CBS Laboratories, Stamford, Conn., named VP for administration.

Bernard J. Karluk, controller of Pan-elyte Industrial Division of Thiokol Chemical Corp., Trenton, N. J., named controller of Jerrold Corp., Philadelphia.

Charles Lipow, with Birns & Sawyer Cine Equipment Co., Los Angeles, named director of advertising and public relations for Colortran Industries, Burbank, Calif.

Dan Dillon, chief transmitter engineer at KBLA Los Angeles, named chief engineer at KTLN Denver.

Tom Shea, product manager in charge of closed-circuit television systems and master antenna television systems at Blonder-Tongue Laboratories Inc., Newark, N. J., named sales manager of distributor sales division of Jerrold Electronics, Philadelphia.

Franklin R. Valentine Jr., with Charles A. Sammons and National Trans-Video, Dallas, named general counsel of Unicom Inc., manufacturer of community antenna television systems, New York.

William Bresnan, constructor and chief engineer of Rochester Video, community antenna system, Rochester, Minn., named VP in charge of engineering at American Cablevision Co., Beverly Hills, Calif.

FANFARE

Neil J. Aslin, promotion and advertising manager, WTCN-TV Minneapolis, named to promotion staff at WINS New York.

Inez Aimee, sales promotion director, McGavren-Guild Co., New York, named to newly created post as research and sales promotion director of WMCA New York.

Patricia Fitzgerald, with McDermott Co., Los Angeles, for three years, named head of talent division of United Public Relations, that city.

William D. Forrester, chief of public relations team for American Export-Isbrandtsen Lines' nuclear ship Savannah, named account executive for public relations department at Cunningham & Walsh Inc., New York.

Frank Little, director of press information and promotion for ABC-TV News, joins McFadden, Strauss, Eddy & Irwin, New York, as account executive.

Lee Vann, with Chun King Corp., Duluth, Minn., since 1961, named VP, public relations. He also continues as executive assistant to company President **Jeno F. Paulucci**.

Phil Wilson, news director and editorial writer at WANE-AM-TV Fort Wayne, Ind., resigns to become public information manager of General Telephone Co. of Indiana.

Harold E. Abramson, West Coast public relations director for American National Red Cross, Hollywood, joins Mann Scharf & Co., Los Angeles public relations firm, in charge of corporate and financial clients.

Edward Shaw and Martin Roberts have formed their own public relations firm, Shaw & Roberts, at 420 North Camden Drive, Beverly Hills, Calif. 90210. Telephone is 274-8307.

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*The Greeks had words for almost everything. "Thesaurus" means a treasury or storehouse; the 1966 **BROADCASTING YEARBOOK** is a treasure-trove of facts. Get it?

Broadcasting
THE BUSINESS WEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W.
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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 29 through Aug. 4 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

ACTIONS BY FCC

*Little Rock, Ark.—Arkansas Educational Television Commission. Granted CP for new TV on VHF channel 2 (54-60 mc); ERP 100 kw vis., 20 kw aur. Ant. height above average terrain 1,780 feet, above ground 936.5 feet. P.O. address c/o Thurl E. Tom Tyler, 1010 West Third Street, Little Rock. Estimated construction cost \$827,971; first year operating cost \$220,500. Studio location Little Rock, trans. location Jefferson Springs. Geographic coordinates 34° 22' 12" north latitude, 92° 10' 07" west longitude. Type trans. RCA TT-25CL, type ant. RCA TF-5CL. Legal counsel John C. Doerfer, consulting engineer Willis C. Beecher, both Washington. Principals: board of commissioners. Action July 28.

Fort Pierce, Fla.—Indian River Television Inc. Granted CP for new TV on UHF channel 34; ERP 5.62 kw vis., 1.12 kw aur. Ant. height above average terrain 487 feet, 475.5 feet above ground. P.O. address 125 South Second Street, Fort Pierce. Estimated construction cost \$106,400; first year operating cost \$132,000; revenue \$135,000. Geographic coordinates 27° 32' 46" north latitude, 80° 22' 08" west longitude. Studio and trans. locations both Fort Pierce. Type trans. RCA TTU-1B, type ant. CO-EL CO-18UD. Legal counsel David McCain, Fort Pierce; consulting engineer R. M. Chamberlin, Vero Beach, Fla. Principals: John P. Beacom (45%), William E. Minshall (30%), Ruhl W. Koblegard and Rupert N. Koblegard Jr. (each 12.5%). Mr. Beacom has 50% interest in WDTV(TV) Weston, W. Va.; 40% interest in WVVW Grafton, W. Va., and 50% interest in WBUT-AM-FM Butler, Pa. Mr. Minshall has 25% interest in KREK Sapulpa, Okla. Commissioner Bartley and Cox dissented and issued statement. Action July 28.

APPLICATION

Memphis—Gamma Television Corp. UHF channel 24 (530-536 mc); ERP 240 kw vis., 48 kw aur. Ant. height above average terrain 564 feet, above ground 580 feet. P.O. address c/o Albert G. Hartigan, Barnfield Road, Rowayton, Conn. Estimated construction cost \$342,800; first year operating cost \$250,000; revenue \$330,000. Studio and trans. locations both Memphis. Geographic coordinates 35° 08' 52" north latitude, 90° 03' 04" west longitude. Type trans. RCA TTU-10A, type ant. RCA TFU-25C. Legal counsel Welch & Morgan; consulting engineer David L. Steel, both Washington. Principals: Albert G. Hartigan (10.34%), Frank N. Merklein (10.34%), Warren E. Eaton, Thomas M. Flanagan, James S. Troy, I. Richer Mitchell, H. William Smith Jr., Robert L. O'Neil-Butler, Anthony Widmann (each 6.90%), Elsie E. Allen (10.34%) and Sunstand Inc. (20.68%). Principals also own Omicron Television Corp., applicant for new UHF TV in Orlando, Fla. Mr. Hartigan has 5% interest in applicant for new VHF TV on channel 9 in Syracuse, N. Y. Mr. Merklein is presently

manager of international production operations for Time-Life Broadcast Inc. Ann. July 19.

Existing TV stations

ACTIONS BY FCC

■ By decision, commission (1) denied application of Harry Wallerstein, receiver, Television Co. of America Inc. for renewal of license of KSHO-TV (ch. 13) Las Vegas, (2) dismissed applications for assignment of license from receiver in bankruptcy to Television Co. of America Inc. and transfer of control of Nevada Broadcasters' Fund Inc. (holding company of Television Co. of America) from Reed R. Maxfield, Carl A. Hulbert, Robert W. Hughes and Alex Gold to Arthur Powell Williams, and (3) directed Harry Wallerstein to cease operation of KSHO-TV on Sept. 26, unless licensee appeals for reconsideration or to court, in which case cessation of operation will be deferred until 60 days after final disposition of such petitions or appeals. Except as modified by rulings on exceptions, commission adopted findings of fact and conclusions in Nov. 12, 1964, initial decision. Applications were placed in hearing because of indicated unauthorized transfers of control, failure to file required related information and making erroneous reports. Commissioner Lee dissented and issued statement; Commissioner Cox not participating. Action July 28.

WCSH-TV Portland, Me. — Waived sec. 73.636(a)(1) of overlap rules and granted modification of CP to change trans. site and increase ant. height to 2,000 feet; condition. Commissioner Lee abstained from voting. Chairman Henry dissented and issued statement in which Commissioner Cox concurred. Action July 14.

NEW CALL LETTERS ASSIGNED

■ WCFT-TV Tuscaloosa, Ala.—Chapman Television of Tuscaloosa Inc.
■ KTR(TV) San Bernardino, Calif.—The Maple Chapel.
■ KHAW-TV Hilo, Hawaii—Radio Honolulu Ltd. Changed from KALU(TV).
■ KHON-TV Honolulu—Radio Honolulu Ltd. Changed from KONA(TV).
■ *WISU-TV Terre Haute, Ind.—Indiana State University.
■ *KTWU(TV) Topeka, Kan.—Washburn University of Topeka.
■ WEMT(TV) Bangor, Me. — Downeast Television Inc.
■ *KLNE-TV Lexington, Neb.—Nebraska Educational Television Commission.
■ WITA-TV San Juan, P. R.—Electronic Enterprises Inc.

New AM stations

ACTIONS BY FCC

Cozad, Neb.—Dawson County Broadcasting Corp. Granted CP for new AM on 1580

kc, 1 kw-D. P.O. address Cozad. Estimated construction cost \$20,000; first year operating cost \$40,000; revenue \$48,000. Principals: Kermit G. Kath and Eugene H. Dadds (each 15%), D. L. Dadds (10%), Kenneth W. Muirhead, Francis W. Hunt, Harold G. Arehart, Carroll D. Winegar, Emil M. Swanda Jr., C. W. Hoffman, Wayne A. Davis, Leo W. Harkness, Herman V. Hansen, Frank H. Miller, William P. Trusdale, and Dale W. Reynolds (each 5%). Mr. Kath is sole owner of KGOS Torrington, Wyo., and holds interest in KOLR Sterling, Colo., other principals have no broadcast interests at present, although Messrs. Dadds had 27% and 26%, respectively, of KOLR. Action July 29.

■ Item below is rerun of grant that appeared in BROADCASTING, July 19. Listed below is change in stockholders and new post office address:

Daingerfield, Tex.—Beamon Advertising Inc. Granted CP for new AM on 1560 kc, 1 kw, D. P.O. address Box 372, Daingerfield. Estimated construction cost \$36,864; first year operating cost \$28,000; revenue \$36,000. Principals: Charles W. Monk (50%), W. L. Means, G. L. Brogoitti, A. C. Anderson and T. R. Florey Jr. (each 10%) and others. Mr. Monk is sales manager of KOCA Kilgore, Tex.; Mr. Means is banker; Mr. Brogoitti is grocer; Mr. Anderson is manufacturer, and Mr. Florey is attorney. Action July 1.

APPLICATIONS

Lillington, N. C.—Walter Lynwood Johnson. 1190 kc, 1 kw, 250 w CH, D. P.O. address Box 331, Lillington. Estimated construction cost \$15,000; first year operating cost \$33,000; revenue \$35,000. Mr. Johnson is masonry and building contractor in Lillington. Ann. July 19.

Williamsburg, Va.—Virginia Broadcasters. 1110 kc, 250 w, D. P.O. address 108 Ripley Road, Williamsburg. Estimated construction cost \$28,499; first year operating cost \$39,600; revenue \$48,000. Principals: Kenneth S. Bradby and Gilbert L. Granger (each 50%). Mr. Granger is CPA. Mr. Bradby is advertising manager of Virginia Gazette and was chief engineer for WBCI-AM-FM Williamsburg. Ann. July 26.

Existing AM stations

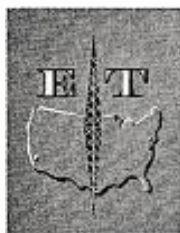
ACTION BY FCC

■ By decision, commission removed from hearing application of Noble Broadcasting Corp. for renewal of license of WILD Boston, terminated proceeding in Doc. 15232, ordered application held in abeyance, and directed Noble to update such application by filing new renewal application prior to Jan. 1, 1966. Chairman Henry dissented and issued statement; Commissioner Bartley dissented; Commissioner Cox not participating. Decision modified Dec. 11, 1964, initial decision which would grant license renewal. Commission concluded that there was lack of adequate control over

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New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
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WILD's foreign language programs, that licensee failed to file time-brokerage contracts, that certain announcements publicized lottery, and that numerous misstatements were made in responses to commission inquiries. However, commission recognized that much of licensee's difficulties resulted from its virtually bankrupt condition from 1960 until about 1964. In directing Noble to file new application, commission noted: "We shall then be in position to determine whether grant of renewal of license for station is warranted . . . We shall study licensee's recent performance and proposals for future operation in light of its conduct during past five years. . . ." Action July 28.

NEW CALL LETTERS ASSIGNED

- KMCL McCall, Idaho—Valley County Broadcasting.
- WNIR New Albany, Ind.—M. R. Lankford Broadcasting Co.
- WKCU Corinth, Miss. — Progressive Broadcasting Co.
- WNYR Rochester, N. Y.—Malrite Inc. Changed from WRVM.
- WRNC Raleigh, N. C.—Raleigh Radio Co. Changed from WRAL.
- WLEY Cayey, P. R.—Ponce Broadcasting Corp.

New FM stations

ACTION BY FCC

Charleston, W. Va.—WCHS-AM-TV Corp. Granted CP for new FM on 96.1 mc, channel 241, 15.8 kw. Ant. height above average terrain 800 feet. P.O. address 414 French Street, Wilmington, Del. Estimated construction cost \$32,350; first year operating cost \$50,000; revenue \$36,000. Applicant is licensee of WCHS-AM-TV Charleston. Action July 28.

APPLICATIONS

Colorado Springs—Pikes Peak Broadcasting Co. 95.1 mc, channel 238, 30.75 kw. Ant. height above average terrain 2,121 feet. P.O. address Box 1457, Colorado Springs. Estimated construction cost \$45,166; first year operating cost \$32,500; revenue \$22,500. Principals: Harry W. Hoth Jr. (78.8%), estate of William J. Gregory (21.09%) and others. Pikes Peak owns KRDO Colorado Springs. Ann. July 27.

Rock Valley, Iowa—Rock Valley Christian Broadcasting Association. 88.1 mc, channel 201, 10 w. Ant. height above average terrain 160 feet. P.O. address c/o J. E. Vande Kerk, 1712 17th Street, Rock Valley, Iowa. Estimated construction cost \$3,855; first year operating cost \$1,000. Principals: board of directors. Charles Kooima, president. Rock Valley Christian is nonprofit Christian association. Ann. July 26.

Bismarck, N. D.—Meyer Broadcasting Co. 92.9 mc, channel 225, 26.79 kw. Ant. height above average terrain 607 feet. P.O. address 200½ Fourth Street, Bismarck. Estimated construction cost \$24,211; first year operating cost \$15,000; revenue \$12,500. Principals: Marietta M. Ekberg (99.2%) and William A. Ekberg (0.8%). Meyer Broadcasting owns KFJR Bismarck. Ann. July 26.

Kingstree, S. C.—Santee Broadcasting Inc. 100.1 mc, channel 261, 3 kw. Ant. height above average terrain 203 feet. P.O. address Box 393, Kingstree. Estimated construction cost \$15,978; first year operating cost and revenue not listed. Principals: Basil Ward,

William H. Fox, R. C. Fennell, J. B. Clarkson, Cornelius G. Bass Sr., William E. Jenkinson, Isadore E. Goldstein, John C. Flager and Gary C. Meares (each 11⅓%). Santee Broadcasting owns WDKD Kingstree. Principals also have nonbroadcast business interests in Kingstree and vicinity. Ann. July 26.

Charles Town, W. Va.—WXVA Broadcasting Corp. 98.3 mc, channel 252, 3 kw. Ant. height above average terrain 111 feet. P.O. address 118 North George Street, Charles Town. Estimated construction cost \$13,087; first year operating cost \$4,900; revenue \$7,500. Principal: Arthur W. Arundel (100%). Mr. Arundel owns WAVA-AM-FM Arlington, Va.; WARR-FM Warrenton, Va.; has 50% interest in WKUK Virginia Beach, Va.; 10% interest in WHAG-AM-FM Halfway, Md., and 100% interest in WXVA Charles Town. Ann. July 26.

Existing FM stations

NEW CALL LETTERS ASSIGNED

- KJLH Long Beach, Calif.—John Lemar Hill. Changed from KILB.
- KOYA Ontario, Calif.—WCBC-TV Inc. Changed from KASK-FM.
- WQIK-FM Jacksonville, Fla.—Rowland Broadcasting Inc. Changed from WALZ-FM.
- WXLJ-FM Dublin, Ga.—Laurens County Broadcasting Co.
- WDBQ-FM Dubuque, Iowa—Dubuque Broadcasting Co.
- KXIC-FM Iowa City—Johnson County Broadcasting Corp.
- WMBN-FM Petoskey, Mich.—Midwestern Broadcasting Co.
- WCUE-FM Akron, Ohio—WCUE Radio Inc. Changed from WCUF.
- WMOA-FM Marietta, Ohio—Marietta Broadcasting Co.
- WIBF-FM Jenkintown, Pa. — WIBF Broadcasting Co. Changed from WIBF.
- WRLC Palmyra, Pa.—Harrisburg Broadcasting Corp. Changed from WJWR.
- WBRU Providence, R. I.—Brown Broadcasting Service Inc. Changed from WPFM.
- WBHT-FM Brownsville, Tex.—Brownsville Broadcasting Co.
- WORM-FM Savannah, Tenn.—Savannah Broadcasting Service Inc.
- KMUL-FM Muleshoe, Tex.—Radio Station KMUL.
- KPLT Paris, Tex.—KPLT Inc.
- WNAM-FM Neenah-Menasha, Wis. — WNAM Inc.
- WMKC Oshkosh, Wis.—Kimball Broadcasting Inc.

Ownership changes

ACTIONS BY FCC

KHSJ-AM-FM Hemet, Calif.—Granted 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. Hughes (25%). Consideration \$100,000. Action July 29.

WFIF Milford, Conn.—Granted assignment of CP from Blair A. Walliser tr/as Milford Broadcasting Co., to Colonial Broadcasting Inc., owned by Mr. Walliser. No financial consideration, transaction of incorporation. Action Aug. 3.

WWDC-AM-FM Washington—Granted as-

signment of license from WWDC Inc., owned by Leslie Katz, Richard Katz, Ruth Strouse (each 31.08%) and Ben Strouse (6.76%), to Crosley Broadcasting Corp., owned by Ayco Corp., publicly owned corporation. Major stockholders in Ayco are Merrill, Lynch, Pierce, Fenner & Smith (4.3%), Investors Stock Fund Inc. (1.823%), Perc & Co. (1.823%), Cudd & Co. (1.67%), Edal & Co. (1.46%) and others. President of Crosley is John T. Murphy. Crosley owns WLW and WLWT(TV) Cincinnati, Ohio; WLWC(TV) Columbus, Ohio; WLWD(TV) Dayton, Ohio, and WLW(TV) Indianapolis. Commissioner Bartley dissented and issued statement. Action July 28.

WPKE-AM-FM Pikesville, Ky.—Granted transfer of control of licensee corporation, East Kentucky Broadcasting Corp., from William M. Whitaker and J. Earl McBrayer (each 33⅓% before, none after), to Walter E. May (33⅓% before, 50% after), Herman G. Dotson, Hobart C. Johnson, Henry D. Stratton, T. Thelmer Colley and Charles D. Roberts (each none before, 10% after). Consideration \$100,000. Mr. Dotson has interest in WNRG-AM-FM Grundy, Va.; WCPM Cumberland, Ky., and WFTG London, Ky. Action July 28.

WREB Holyoke, Mass.—Granted 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. Action July 29.

WQTE Monroe, Mich.—Granted transfer of control of licensee corporation, 560 Broadcasting Corp., from Brink Family group (56.25% before, 48% after) to Richard E. Jones (43.75% before, 48% after) and Public Bank (2% after). Consideration \$6,250. Action Aug. 3.

WGII-FM Babylon, N. Y.—Granted assignment of license from KGLI Inc., owned by Friendly Frost Inc. (100%), to WGSM Radio Inc., owned by Peter A. Bordes and Joseph L. Rosenmiller. Consideration \$90,000. Messrs. Bordes and Rosenmiller have controlling interest in WCTC-AM-FM New Brunswick, N. J., and WESO Southbridge, Mass. WGSM Radio was formed to purchase WGSM Huntington, N. Y. Action Aug. 2.

WOLF Syracuse, N. Y.—Granted assignment of license from Ivy Broadcasting Inc., owned by Ellis E. Erdman (41.02%), Janice B. Abbott (15.39%), George Abbott (15.39%), Phebe W. Erdman (11.36%) and others, to WOLF Broadcasting Service Inc., owned by John S. Riggs (51%) and Mr. Erdman (49%). Consideration \$300,000. Mr. Riggs owns WELM Elmira, N. Y. Mr. Erdman has 41.02% interest in WJIV(FM) Cherry Valley Township, WOI(FM) Dearyuter Township, WEIV(FM) Ithaca, WMIV(FM) South Bristol Township, and WBIV(FM) Wethersfield Township, all New York, which are currently seeking assignment to Chenor Communications Inc. Action Aug. 3.

WPGH(FM) Pittsburgh, Pa.—Granted assignment of CP from Nemco Broadcasting Corp., owned by Merle H. and Ophelia L. Miller (each 50%), to Gateway Broadcasting Enterprises Inc., owned by Nelson L. Goldberg (25%), Burstein Co. pension trust (20%), Irwon S. Terner (10%), Jerry D. Silverman (10%) and others. Consideration \$8,038. Mr. Goldberg is general manager of WKPA and WYDD(FM) New Kensington, Pa., which is owned by Gateway Broadcasting. Conditioned that assignee surrender license for WYDD upon beginning program test of WPGH. Action Aug. 2.

WMAX Yankton, S. D.—Granted assignment of license from Peoples Broadcasting Corp., Herbert E. Evans, president, to Area-wide Communications Inc., owned by Red Owl Stores Inc. (100%). Consideration \$1.45 million. Red Owl Stores owns KRST-AM-FM St. Louis Park, Minn., through subsidiary Radio Suburbia Inc. which is also applicant for new AM in Superior, Wis. Action July 29.

KYOK Houston — Granted acquisition of negative control of licensee corporation, KYOK Inc., by Jules J. Paglin and Stanley W. Ray Jr. (each 49.18% before, 50% after), through sale of stock to licensee corporation by Edward J. Prendergast (1.64% before, none after). Consideration \$6,500. Mr. Prendergast has recently purchased KAOK Lake Charles, La. Messrs.



Paglin and Ray also own WBOK New Orleans; WXOK Baton Rouge; WGOK Mobile, Ala., and WLOK Memphis. Action July 29.

KECK Odessa, Tex.—Granted assignment of license from Radio Industries Inc., owned by Betty Nedow (100%) to High Sky Broadcasters Inc., owned by D. L. Adcock (100%). Consideration \$100,000 and \$84,000 covenant not to compete. Mr. Adcock had 33 1/3% interest in KRIG Odessa. Action July 30.

KUTI Yakima, Wash.—Granted 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. Action July 28.

APPLICATIONS

KMYC and KRFD(FM) Marysville, Calif.—Seeks transfer of control of licensee corporation, California First Corp., from William T. Stubblefield (100% before, none after), to Frank Oxarart (100% after). Consideration \$1. and \$10,000 in cash and \$20,000 note to Mr. Stubblefield to satisfy outstanding obligations against California First. Ann. July 22.

WKRW Cartersville, Ga.—Seeks assignment of license from James M. Wilder, Don H. Kordecki and Ralph D. Ruff d/b as Bartow County Broadcasters Co., to Bartow Radio Corp., owned by R. J. Cullens, J. C. Nelson (each 25.5%), R. D. Ruff and Don H. Kordecki (each 24.5%). Consideration \$35,000. Mr. Cullens is attorney. Mr. Nelson owns farm and has other business interests in Cartersville. Ann. July 22.

WLBK-AM-FM De Kalb, Ill.—Seeks transfer of control of licensee corporation, De Kalb Radio Studios Inc., from George C. and Genevieve C. Biggar (100% before, none after), to Jerome F. Cerny (100% after). Consideration \$230,000. Mr. Cerny was 50% owner of WJOL Joliet, Ill. Ann. July 22.

KYED Burlington, Iowa—Seeks assignment of CP from Robert W. Sudbrink and Margaret S. Sudbrink d/b as Des Moines County Broadcasting Co., to Des Moines County Broadcasters Inc., owned by Robert W. Sudbrink (75%) and Margaret S. Sudbrink (25%). No financial consideration. transaction of incorporation. Ann. July 22.

WCEM Cambridge, Md.—Seeks assignment of license from Shore Broadcasting Co., owned by G. P. Richard (100%), to WCEM Inc., owned by Samuel M. Cannon Jr., Philip G. D'Adamo, Charles E. Edmondson, Alice M. Foxwell, Dr. Lawrence Maryanov, Jon B. Richardson, Dr. Russell P. Smith Jr., Russell Tyler, F. P. Williamson, Edmund W. Woolfolk and G. P. Richards (each 10%). Consideration \$250,000. Messrs. Cannon, D'Adamo, Foxwell and Richards have been connected with operation of WCEM. Others have nonbroadcast business interests in Cambridge and vicinity. Ann. July 27.

KLIN Lincoln, Neb.—Seeks relinquishment of negative control of licensee corporation, Shurtliff-Schorr Broadcasting Corp., by Paul G. Schoor Jr. and Donald O. Shurtliff (each 50% before, 38% after), through sale of stock to Jack L. Callaway (24% after). Consideration \$15,800. Mr. Callaway is general manager of KLIN. Ann. July 26.

WFLR Dundee, N. Y.—Seeks assignment of license from Henry Valent t/as Finger Lakes Broadcasting Co., to Finger Lakes Broadcasting Inc., owned by Mr. Valent. No financial consideration; transaction of incorporation. Ann. July 21.

WGAS South Gastonia, N. C.—Seeks transfer of control of licensee corporation, M.G.M. Broadcasting Corp., from A. Clay Groves (25.5% before, none after), Earle O. Mace (23.14%) and Glenn F. Mace (20.59%) will enter into voting trust giving purchaser voting rights, to Boyce J. Hanna (25.5% after and voting rights for total of 69.23% of stock). Consideration \$10,000. Ann. Aug. 2.

KTSA San Antonio, Tex.—Seeks assignment of license from Sunshine Broadcasting Co., owned by McLendon Corp., which is owned by Gordon B. McLendon (49.9%), B. R. McLendon (50%) and Dorothy M. Manning (0.1%), to Waterman Broadcasting Corp. of Texas, owned by Waterman Broadcasting Corp., which is owned by Bernard E. Waterman (90%), and Edith B.

Waterman (10%). Consideration \$1.5 million. Waterman Broadcasting owns WAAB-AM-FM Worcester, Mass., and has 1/30 interest in applicant for new TV on channel 5 in Boston. Ann. July 26.

KRRV Sherman, Tex.—Seeks assignment of license from William W. Phelps, to McDunn Inc., owned by W. Glenn and Valle R. Duncan (55%) and Jerry E. and Reta F. McGovern (45%). Consideration \$220,000. Mr. Duncan was employed at KLFJ Dallas while Mr. McGovern was employed at KUMV-TV Williston, N. D. Ann. July 30.

KITE Terrell Hills, Tex.—Seeks assignment of license from KITE Broadcasting Co., owned by Trigg-Vaughn Stations Inc., which is owned by Jack C. Vaughn (30.63%) and Cecil L. Trigg (20.27%) and others, to Trigg-Vaughn Stations Inc. No financial consideration, transaction of asset transfer. Ann. July 22.

KFIZ Fond du Lac, Wis.—Seeks acquisition of positive control of licensee corporation, KFIZ Broadcasting Co., by Louis A. Lange (0.7% before, 23.6% after as individual and 36.2% before and after as trustee), through distribution of stock by Henry J. Borne (22.9% before, none after), executor of estate of Charles F. Coffman. No financial consideration. Mr. Lange is beneficiary under will of Mr. Coffman. Ann. July 26.

KSGT Jackson, Wyo.—Seeks assignment of license from Snake River Radio and Television Inc., owned by Alfred Shumate (99.3%), May-Floyd Shumate (0.4%) and Lida M. Sinex (0.3%), to J-G-J Corp., owned by Julius M. Lytton (33%), Glen A. Jordan (33%), Jack Schroeder (33%) and Robert Ranck (1%). Consideration \$40,000. Messrs. Lytton, Ranck and Schroeder are attorneys. Ann. July 26.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Charles J. Frederick issued initial decision looking toward (1) not revoking license of Radio Station WTIF Inc. (of which C. N. Todd is majority stockholder), for WTIF Tifton, Ga.; (2) granting applications of WDMG Inc. and WMEN Inc. (owned by B. F. J. Timm) for renewal of

licenses of WDMG Douglas, Ga., and WMEN Tallahassee, Fla., respectively, and (3) granting application by Timm for new AM on 970 kc 1 kw, DA, D, in Jacksonville, Fla. Action Aug. 2.

■ Hearing Examiner Chester F. Naumowicz Jr. issued initial decision looking toward granting application of Parish Broadcasting Co. for new daytime AM on 1110 kc. 1 kw, in Franklinton, La. Action July 29.

OTHER ACTIONS

■ In consolidated oral argument to be held Oct. 1 before commission en banc on 307(b) policy questions involved in court of appeals June 17 remand of Monroeville-Miners AM case, commission granted joint request by Goodman-Todman Broadcasting Inc. et. al., to extent of extending time for filing briefs from Aug. 9 to Aug. 23 and reply briefs from Aug. 23 to Aug. 30 in Costa-Mesa-Newport Beach, Calif., proceeding. Action Aug. 2.

■ By separate orders in light of above action, commission on own motion, extended filing dates to those above in Matawan-Somerville-Elizabeth, N. J. and Monroeville-Ambridge-Alliquippa, Pa., proceedings which are consolidated in Oct. 1 oral argument. Commissioner Cox not participating. Action August 2.

■ By report and order in Doc. 15691, commission deleted commercial channel 9 from Hot Springs and assigned it for noncommercial educational use at Arkadelphia, Ark. This will provide additional VHF educational service needed by Arkansas Educational Television Commission. Hot Springs retains reserved Channel *43 and commercial Channel 56. Commissioners Bartley and Wadsworth dissented. Action July 28.

■ Commission invited comments to proposed rulemaking looking toward deleting channel 8 from Brookings and adding that channel to Medford, Ore., either for commercial use as petitioned for by T & R Broadcasters Inc. or alternatively, for educational use as requested by Oregon State Board of Higher Education. Action July 28.

■ Commission addressed letter to California Broadcasters Association concerning sponsorship identification in connection with California State Fair and Exposition. Commissioners Lee and Cox dissented. Action



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■ By memorandum opinion and order, commission granted petition by Atlanta Newspapers Inc., now Cox Broadcasting Corp. (WSB Atlanta), to extent of amending AM processing rule concerning channels adjacent to I-A clear channels to afford WSB same protection against adjacent-channel authorizations as I-A's on reserved channels. Specifically, it is including 740 kc in paragraph (b) of sec. 1.569, with same restrictions also applying to 730 kc vis-a-vis 750 kc. Commissioner emphasized that action does not imply that higher power will be authorized for WSB or any other clear channel. That question is still under consideration. Commissioner Bartley abstained from voting. Action July 28.

■ By memorandum opinion and order, commission denied motion by Storer Broadcasting Co. (KGBS), Los Angeles, to dismiss application of Donnelly C. Reeves for new AM on 1110 kc, 500 w, DA-1, Uni., in Roseville, Calif. There would be 1 mv/m overlap between proposed and applicant's KAH1 Auburn Calif. Applicant has filed amendment stating willingness to divest all interest in KAH1 should Roseville application be granted. Commission will continue to withhold action on Reeves application pursuant to provisions of sec. 1.569 of rules concerning applications for frequencies adjacent to class I-A channels. Action July 28.

Capital Cities Broadcasting Corp., Bennington and North Bennington, Vt.—Granted CP for new VHF-TV translator on channel 4 to rebroadcast programs of WTEN(TV) (ch. 10) Vail Mills, N. Y. Commissioner Lee dissented. Action July 28.

Riverton-Fremont TV Club Inc., Riverton, Wyo.—Granted CP for new VHF-TV translator on channel 4 to rebroadcast programs of KTWO-TV (ch. 2) Casper; conditioned to program non-duplication and, further, to outcome of proceeding in Doc. 15971. By letter, denied objection by Community Television Station, operator of CATV system serving Riverton. Commissioners Bartley and Loevinger concurred in grant but dissented to imposition of conditions. Action July 28.

Farmers TV Association, Worland, Wyo.—Granted CP for new VHF-TV translator on channel 4 to rebroadcast programs of

KULR-TV (ch. 8) Billings, Mont., conditioned to program non-duplication and, further, to outcome of proceeding in Doc. 15971. Commissioners Bartley and Loevinger concurred in grant but dissented to imposition of conditions. Action July 28.

Marceline Translator System, Marceline, Mo.—Granted CP's for five new UHF-TV translators on channel 72 to rebroadcast programs of KTVO (ch. 3) Kirksville, on channels 74, 76 and 78 to rebroadcast programs of Kansas City WDAF-TV (ch. 4), KCMO-TV (ch. 5) and KMBC-TV (ch. 9), and on channel 80 to rebroadcast programs of KOMU-TV (ch. 8) Columbia, Mo. All applications except channel 72 are subject to outcome of proceedings in Doc. 15971. Commissioner Loevinger dissented to imposition of condition. Action July 28.

■ By memorandum opinion and order, commission consolidated for hearing application of Bowie Broadcasting Corp. for new AM on 1340 kc at Bowie, Md., with application of United Broadcasting Inc. (Richard Eaton) for renewal of license of WOOK Washington, on that frequency. In so doing it granted Bowie's petition for reconsideration of commission action of Feb. 3 in returning application as unacceptable and accepted same for filing; waived sec. 73.37(a), 1.571(c) and 1.580(c) of rules. Made WEBB Baltimore; WHAT Philadelphia, and WASA Havre de Grace, Md., parties to proceeding. Chairman Henry concurred in result; Commissioner Hyde dissented. Action July 14.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinions and orders denied petition by Outlet Co. (WDBO), and Clarke Broadcasting Corp. (WLOF), both Orlando, Fla., to enlarge issues in proceeding on AM application of WHOO Radio Inc. (WHOO), Orlando. Action Aug. 3.

■ By memorandum opinion and order in proceeding on application of Southington Broadcasters for new AM in Southington, Conn., in Doc. 15871, granted petition by Meriden-Wallingford Radio Inc. (WMMW), Meriden, and enlarged issues to determine whether (a) application contains misrepresentation of fact or fails to reveal information called for in the application; (b) applicant's testimony given on May 25 before examiner included misrepresentations of fact or was lacking in candor; (c) there are real parties in interest to application other than Fitzgerald C. Smith and, if so, identity of each and relationship of each to financing, ownership and operation of proposed station; and (d) in light of the findings on issues, applicant possesses character qualifications required of commission licensee; further directed that burden of proof and burden of going forward with evidence in regard to issues (a)-(c) are placed upon Meriden-Wallingford. Member Nelson not participating. Action Aug. 3.

■ By memorandum opinion and order in Duluth, Minn., channel 10 proceeding in Doc. 15872-4, held in abeyance further consideration of joint request by applicants Northland Television Corp., Central Minnesota Television Co. and Channel 10 Inc., for approval of agreement whereby Northland and Central's applications would be dismissed and Channel 10 application granted pending submission to review board by Channel 10 and Northland itemized statements of expenses incurred together with affidavits and other documents necessary to substantiate such expenses. Member Pincock abstained from voting. Action Aug. 2.

■ By memorandum opinion and order in 1110 kc, Pasadena, Calif., area proceeding in Doc. 15752 et al., granted petition by Broadcast Bureau and modified Issue No. 13 to include Western Broadcasting Corp. with other applicants listed in that issue to determine whether overlap of 2 and 25 mv/m contours would occur between any of proposals listed and existing KSDO San Diego, in contravention of sec. 73.37 of rules, and if so, whether circumstances exist which would warrant waiver of that section; and further directed Western to establish value of soil conductivity between its trans. site and location of KSDO 2 mv/m contour by making measurements from proposed site in pertinent arc toward measured KSDO 2 mv/m contour. Member Nelson not participating. Action July 29.

■ Granted petition by Broadcast Bureau to extend time to Aug. 6 to file exceptions to initial decision in proceeding on application of WHAS Inc. (WHAS-TV), Louisville, Ky. Action July 29.

■ Granted joint request by Tupelo Broadcasting Inc. and Dixie Broadcasting Inc. to

extend time to Aug. 3 to file reply to comments by Broadcast Bureau in proceeding on applications for new FM's in Tupelo, Miss., in Doc. 15973-4. Action July 29.

■ Members Kessler, Nelson and Slone adopted decision granting application of Indian River Broadcasting Co. to increase daytime power of WIRA Fort Pierce, Fla., on 1400 kc from 250 w. to 1 kw, continued nighttime operation with 250 w; conditions. Feb. 1 initial decision looked toward action. Action July 29.

ACTIONS ON MOTIONS

By commission

Commission granted request by Gordon Collins to extend time from July 30 to Aug. 16 to file reply comments in matter of number of proposed changes in FM table of assignments insofar as RM-770 is concerned regarding assignment of channel 255 to Prestonsburg, Ky. Action July 28.

By Chief Hearing Examiner

James D. Cunningham

■ Designated Examiner James D. Cunningham to preside at hearings in matter of revocation of license of Tinker Inc., for WEKY Richmond, Ky.; scheduled prehearing conference for Sept. 14 and hearing for Sept. 30. Action August 2.

■ Designated Examiner Millard F. French to preside at hearings in matter of revocation of license of Palmetto Communications Corp. for WHHL Holly Hill, S.C.; scheduled prehearing conference for Sept. 15 and hearing for Sept. 30. Action August 2.

■ Designated Examiner James D. Cunningham to preside at hearings in proceeding on application of West Central Ohio Broadcasters Inc. for new AM in Xenia, Ohio; scheduled prehearing conference for Sept. 10 and hearing for Sept. 24. Action July 27.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at July 30 prehearing conference in Washington TV channel 50 proceeding in Doc. 16088-16092, among other things, scheduled further prehearing conference for Oct. 15 and continued Sept. 27 evidentiary hearing to date to be fixed at Oct. 15 prehearing conference. Action July 30.

■ Granted petition by Broadcast Bureau to extend time from July 26 to Aug. 9 to file proposed findings and from Aug. 9 to Aug. 20 for replies in proceeding on application of Prattville Broadcasting Co. for new AM in Prattville, Ala. Action July 26.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on applications of Victor Management Inc. and Jacksonville Broadcasting Inc. for new FM's in Little Rock and Jacksonville, Ark., respectively, in Doc. 16085-6, granted petition by Jacksonville Broadcasting for leave to amend application to specify channel 262 in lieu of channel 239, contingent upon affirmative action by review board on applicants' joint petition for approval of agreement; in event joint petition is denied, petition for leave to amend will be reconsidered under cause for grant then prevailing. Action Aug. 2.

By Hearing Examiner Charles J. Frederick

■ Formalized July 29 action which continued July 30 prehearing conference to date to be set by later order and, on own motion, rescheduled July 30 prehearing conference for Sept. 9 in proceeding on applications of Morgan Broadcasting Co. and Dick Broadcasting Inc. of Tennessee for new FM in Knoxville, Tenn. Action Aug. 2.

■ In proceeding on AM applications of Charlottesville Broadcasting Corp. (WINA), Charlottesville, and WBXM Broadcasting Inc., Springfield, Va., in Doc. 15861-2, granted motion by Broadcast Bureau to extend time to Aug. 2 to file responsive pleading to joint petition for reconsideration of examiner's July 9 oral ruling. Action July 27.

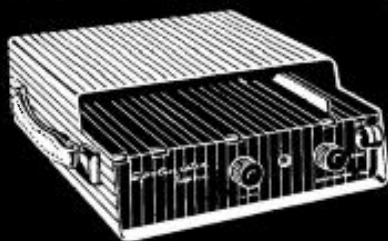
By Hearing Examiner Arthur A. Gladstone

■ On own motion, corrected in various respects transcript of July 12 further prehearing conference in proceeding on applications of Associated Television Corp. and Capitol City Television Co. for new TV on channel 23 in St. Paul. Action July 29.

By Hearing Examiner Walther W. Guenther

■ Granted request by Broadcast Bureau to extend time from Aug. 9 to Aug. 20 to file proposed findings, and on examiner's own motion, extended time from Aug. 23 to Sept. 23 for replies in proceeding on application of International Panorama TV Inc. for new TV on channel 40 in Fontana, Calif.

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applicants for am, fm, tv
and facsimile facilities.
*ARB Continuing Readership Study

Action Aug. 3.

■ Corrected order released July 29 in proceeding on application of Upper Michigan Broadcasting Co. for license for WHDF Houghton, Mich., to change extended date for filing proposed findings of fact and conclusions of law from Aug. 10 to Aug. 16. Action Aug. 2.

■ Granted motion by International Panorama TV Inc. to correct transcript in proceeding on application for new TV on channel 40 in Fontana, Calif., and on own motion, made certain other corrections. Action July 29.

■ In proceeding on AM applications of Emerald Broadcasting Corp. (KPIR), Eugene, and Pendleton Broadcasting Co. (KUMA), Pendleton, both Oregon, and Hi-Desert Broadcasting Corp. (KDHI), Twenty-Nine Palms Calif., in Doc. 15998-16000, granted motion by Pendleton Broadcasting Co. for leave to amend application to substitute July 2 letter of credit and for substitution of new endorsers of loan, and rejected as superfluous, latter's balance sheets. Action July 28.

■ Received in evidence WHDF exhibit 16, affidavit of no consideration, by Upper Michigan Broadcasting Co. (WHDF), Houghton, Mich., relating to dismissal of application of Copper County Broadcasting Co. (WMPL), Hancock, Mich., formerly consolidated for hearing with Upper Michigan, and closed record. By separate action, granted WHDF request to extend time from July 30 to Aug. 10 to file proposed findings, and extended time from Aug. 10 to Aug. 26 for replies. Action July 28.

By Hearing Examiner Isadore A. Honig

■ Granted petition by Secretary of Army for leave to intervene in proceeding on application of Continental Broadcasting of California Inc. to change trans. site and increase nighttime power of KDAY Santa Monica, Calif. Action July 30.

■ Pursuant to agreement reached at July 28 prehearing conference in proceeding on application of Continental Broadcasting Inc. for renewal of license of WNJR Newark, N. J., (1) rescheduled Sept. 20 hearing for Oct. 11, and (2) on own motion, scheduled further prehearing conference for Sept. 10 in lieu of Sept. 8 as agreed on at prehearing conference. Action July 28.

By Hearing Examiner David I. Kraushaar

■ In Syracuse, N. Y., TV channel 9 proceeding in Doc. 14368 et al., granted petition by Six Nations Television Corp. for leave to amend application to revise response to paragraph 19(b), sec. II, page 5, FCC form 301, to show that one of its officers, directors, and 5% stockholder has acquired interests in recently filed applications for CP's for UHF-TV's in Orlando, Fla., and Memphis. Action Aug. 3.

■ In Duluth, Minn., TV channel 10 proceeding in Doc. 15872-4, granted petition by Channel 10 Inc. for acceptance of amendment to conform application with negotiated settlement between all applicants subject to approval by review board of settlement agreement, and further ordered that in event review board may disprove settlement agreement, Channel 10 amendment will be deemed void and of no effect. Action Aug. 2.

By Hearing Examiner Jay A. Kyle

■ Rescheduled Sept. 30 hearing conference for Sept. 16 in proceeding on application of Chronicle Publishing Co. (KRON-TV), San Francisco. Action Aug. 2.

■ In proceeding on applications by Minneapolis, WTCN-TV (WTCN Television Inc.), WCCO-TV (Midwest Radio-Television

Inc.) and KMSP-TV (United Television Inc.), to move trans. to new ant. farm and increase height, granted petition by Midwest Radio-Television Inc. and Twin City Area Educational Television Corp. to reschedule Sept. 1 date for notification of witnesses for Sept. 21 and Sept. 22 hearing for Oct. 11. Action Aug. 2.

■ In proceeding on applications by Minneapolis, WTCN-TV (WTCN Television Inc.), WCCO-TV (Midwest Radio-Television Inc.) and KMSP-TV (United Television Inc.), to move trans. to new ant. farm and increase height, dismissed as moot June 3 contingent petition by Association of Maximum Service Telecasters Inc., to dismiss KMSP-TV application. Action July 27.

By Hearing Examiner Forest L. McClenning

■ In proceeding on applications of Ocean County Radio Broadcasting Co., Seashore Broadcasting Corp. and Beach Broadcasting Corp. for new FM in Toms River, N. J., in Doc. 15944-6, granted petition by Beach Broadcasting for leave to amend application and accepted amendment only to extent that withdrawal of William J. Bee from Beach Broadcasting and transfer of stock interest to Edwin L. Olson and Raymond F. McFadden are shown, and rejected amendment in all other respects. Action July 30.

■ Formalized certain agreements reached at July 28 prehearing conference in proceeding on AM application of Oklahoma Press Publishing Co. (KBIX), Muskogee, Okla. and specified certain procedural dates—Aug. 31 for exchange of preliminary drafts of applicant's exhibits to be used in presentation of direct affirmative case, etc. Action July 29.

■ In 1110 kc, Pasadena, Calif., area proceeding in Doc. 15752-15766, denied request of Western Broadcasting Corp. for a further prehearing conference on matters pending before examiner as set forth in petition for clarification and oral argument filed by Pacific Fine Music, Inc. and joint motion for continuance. Action July 27.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ In proceeding on applications of Parish Broadcasting Co. and Clinton Broadcasting Co. for new AM's in Franklinton, La., and Clinton, Miss., respectively, in Doc. 15965-6, granted petition by Parish for acceptance of untimely publication notice, and (2) petition by Clinton to dismiss its application. Action July 28.

By Hearing Examiner Sol Schildhouse

■ Afforded Big Four Broadcasting 20 days to take necessary steps to perfect its appearance or otherwise give sign that it will pursue its application for renewal of license of KMRE Anderson, Calif.; if suitable response is not made within that period, application will be dismissed with prejudice for failure to prosecute. Action August 2.

■ Pursuant to agreement reached at July 28 prehearing conference in proceeding on application of Patroon Broadcasting Inc. for renewal of license of WPTR Albany, N. Y., scheduled further prehearing conference for Sept. 3 for purpose of considering again fixing of procedural dates for trial of specified issues. Action July 28.

By Hearing Examiner Herbert Sharfman

■ Granted unopposed motion by Capital Broadcasting Corp. to reschedule July 30 prehearing conference for Sept. 8 in proceeding on application and that of Capital News Inc. for new FM in Frankfort, Ky. Action July 19.

By Hearing Examiner Elizabeth C. Smith

■ In proceeding on applications of Fidelity Radio Inc., Producers Inc. and WHAS Inc., for new FM's in Louisville, Ky., in Doc. 16020-2, granted petition by Fidelity Radio for acceptance of amendment specifying new site. Action July 29.

■ In proceeding on applications of Eastern Long Island Broadcasters Inc. and Reunion Broadcasting Corp. for new FM's in Sag Harbor and East Hampton, N. Y., respectively, in Doc. 16033-4, granted motion by Reunion to change certain procedural dates and rescheduled Sept. 16 hearing for Oct. 11. Action July 30.

By office of opinions and review

■ Granted petition by Broadcast Bureau to extend time to Aug. 20 to file oppositions to petition for reconsideration in proceeding on AM application of Denver Area Broadcasters (KDAB), Arvada, Colo. Action Aug. 3.

■ Granted motion by Northern West Virginia Television Broadcasting Co. to extend time to Aug. 6 to file response to motion to proceed to hearing by Citizens TV Protest Committee and Clarksburg Publishing Co. in matter of application of Rust Craft Broadcasting Co. to assign license of WBOV-TV and auxiliaries Clarksburg, W. Va., to Northern West Virginia Television Broadcasting Co. Action July 29.

■ Granted petition by A-C Broadcasters to extend time to Aug. 9 to file application for review of review board's decision in proceeding on its application and that of Saul M. Miller for new AM's in Annville-Cleona and Kutztown, Pa., respectively. Action July 28.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Aug. 3

KAVE-TV Carlsbad, N. M.—Granted CP to change ERP to 100 kw vis., 10 kw aur.; change trans. location to near Artesia, N. M.; change type trans. and type ant.; make changes in ant. system and other equipment changes, and increase ant. height to 1,200 feet.

WTAE-TV Pittsburgh—Granted CP to install new alternate main trans. at main trans. and ant. location; reduce aur. ERP to 20 kw, and change type aur. trans.

KREZ-TV Durango, Colo.—Granted mod. of CP to change type ant.; ERP 3.16 kw vis., and 1.58 kw aur.; ant. height 460 feet.

WCEE-TV Freeport, Ill.—Granted mod. of CP to change ERP to 562 kw vis., and 85.2 kw aur.; relocation of ant. structure; make minor change in geographic coordinates, and modify ant. system to provide electrical beam tilt.

*KLNE-TV Lexington, Neb.—Granted mod. of CP to increase aur. ERP to 15.1 kw; change type trans. and type ant., and correct geographic coordinates; condition.

*WTVI-TV Charlotte, N. C.—Granted mod. of CP to change ERP to 214 kw vis., and 41.7 kw aur.; redescribe trans. and studio location; decrease ant. height to 450 feet, and make changes in ant. structure.

■ Following were granted extensions of completion dates as shown: KREZ-TV Durango, Colo., to Feb. 3, 1966; WCEE-TV Freeport, Ill., to Feb. 3, 1966; *WILL-TV Urbana, Ill., to Feb. 3, 1966; *WDCO-TV Cochran, Ga., to Feb. 3, 1966; *WACS-TV Dawson, Ga., to Feb. 3, 1966; *WABW-TV Pelham, Ga., to Feb. 3, 1966; *WCES-TV Wrens, Ga., Feb. 3, 1966.

Actions of Aug. 2

WEMT-TV Bangor, Me.—Granted mod. of CP to change studio location; type trans. and type ant., and make changes in ant. system and structure; ERP 58.9 kw vis., and 11.7 kw aur.; ant. height 820 feet.

WPNF Brevard, N. C.—Granted increased daytime power on 1240 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

WNHC-TV New Haven, Conn.—Granted mod. of CP to change aur. ERP to 24 kw (DA); vis. ERP 120 kw (DA); change trans. location to Bethany Town, and make changes in ant. structure; ant. height 1,210 feet; condition.

KVEG-FM Las Vegas—Granted mod. of CP to change ant.-trans. location; type trans.; decrease ERP to 27 kw, and increase ant. height to 180 feet; remote control permitted; condition.

WPGH(FM) Pittsburgh—Granted extension of completion date to Jan. 2, 1966.

Actions of July 30

■ Granted renewals of licenses of follow-

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ing stations and co-pending auxiliaries: KILT Houston; KTSA San Antonio; KLIF Dallas; KNUS(FM) Dallas and KOST(FM) Houston, all Texas.

KGNS Laredo, Tex.—Granted increased power on 1300 kc, D, from 500 w to 1 kw; and make changes in ground system; remote control permitted; condition.

WPIK Alexandria, Va.—Granted mod. of CP to make changes in ground and DA systems; conditions.

■ Granted SCA on sub-carrier frequency of 67 kc for following FM's: WVAE Charleston, W. Va.; WHBC-FM Canton, Ohio; WHIM-FM Providence, R. I.; WVEM Springfield, Ill.

■ Granted renewal of licenses of following stations and co-pending auxiliaries: KCTI Gonzales; KHHH Pampa; KSWA Graham; KVLB Cleveland; KZOL Farwell; *KVOF-FM El Paso; KIII(TV) Corpus Christi; KCTX Childress; KEBE Jacksonville; KKAS Silsbee; KVKM-TV Monahans; KETX Livingston; KJBC Midland; KVKM Monahans; KVOZ Laredo; KWGN-FM Abertony; KFDD-TV Wichita Falls; KRET-TV Richardson; KDNT-AM-FM Denton; KGKL San Angelo; KDOK-FM Tyler, all Texas, and KBOW Butte, Mont.

WELV Ellenville, N. Y.—Granted license for AM; specify type trans., and main studio location and remote control point.

WDUX Waupaca, Wis.—Granted license covering increase in power, installation of DA-D and new trans., change in ant. location, changes in ground system, and delete remote control operation; specify type trans.

WAVY Portsmouth, Va.—Granted license covering use of old main trans. as alternate main trans.

KTEC(FM) Klamath Falls, Ore.—Granted license covering change, ant.-trans. and studio location, and remote control operation.

KCKN-FM Kansas City, Kan.—Granted license covering increase in ERP and ant. height.

WHIS-FM Bluefield, W. Va.—Granted license covering installation of vertical ant., and change in ERP and ant. height.

KQRS-FM Golden Valley, Minn.—Granted license covering installation of new ants. and new trans., and changes in ERP and ant. height.

KKOP(FM) Redondo Beach, Calif.—Granted license covering change in ant.-trans. and studio location, installation of new trans., and change in ERP and ant. height.

WIBF(FM) Jenkintown, Pa.—Granted license covering installation of new trans., increase in ERP, and decrease in ant. height; specify type trans.

KOMO-TV Seattle—Granted CP to reduce aur. ERP to 15.5 kw, modify aur. trans., and replace certain parts of ant.

WRAD-FM Radford, Va.—Granted CP to replace expired permit for new FM.

WPLO-FM Atlanta—Granted CP to change ant.-trans. location, install new trans. and new ant., decrease ERP to 25 kw and ant. height to 280 feet; remote control permitted; conditions.

WBRL-FM Batesburg, S. C.—Granted mod. of SCA to add sub-carrier frequency of 41 kc.

*WMTV(TV) Milwaukee—Granted extension of completion date to Jan. 30, 1966.

Actions of July 29

KWAY Forest Grove, Ore.—Granted mod. of license to change studio location and remote control point.

KXOK St. Louis—Remote control permitted; conditions.

WABI-TV Bangor, Me.—Granted CP to change ERP to 38.9 kw vis., and 7.76 kw aur.; change trans. location to Dixmont, Me.; change type ant.; make changes in ant. system and in geographical coordinates; and increase ant. height to 1,310 feet; conditions.

WPLM-FM Plymouth, Mass.—Granted CP to increase ERP to 50 kw; and install new trans. and new ant.; conditions.

WJKS-TV Jacksonville, Fla.—Granted mod. of CP to change ERP to 1020 kw vis., and 102 kw aur.; change type trans., and specify type ant.; condition.

WATR-TV Waterbury, Conn.—Granted mod. of CP to change type trans.; and granted extension of completion date to Jan. 29, 1966.

WBVL Barbourville, Ky.—Rescinded action of July 22 which dismissed application for assignment of license to Barbourville-Community Broadcasting Co. and reinstated application.

BROADCASTING, August 9, 1965

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Aug. 4				
	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
			CP's	for new stations
AM	Lic. 4,040	37	71	455
FM	1,331	18	246	301
TV	551 ¹	43	117	213

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Aug. 4			
	VHF	UHF	TV
Commercial	510 ²	166	676
Noncommercial	59	56	115

COMMERCIAL STATION BOXSCORE

Compiled by FCC, May 31, 1965			
	AM	FM	TV
Licensed (all on air)	3,998	1,292	559
CP's on air (new stations)	19	41	30
CP's not on air (new stations)	77	207	88
Total authorized stations	4,094	1,540	677
Applications for new stations (not in hearing)	220	189	78
Applications for new stations (in hearing)	78	59	60
Total applications for new stations	298	248	138
Applications for major changes (not in hearing)	201	48	22
Applications for major changes (in hearing)	35	3	10
Total applications for major changes	236	51	32
Licenses deleted	1	0	0
CP's deleted	2	0	0

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

■ Granted renewal of licenses of following stations and co-pending auxiliaries: KGEZ Kallispell, Mont.; KGFF Shawnee, Okla.; KOME Tulsa, Okla.

Actions of July 28

WTFL(TV) Baltimore—Granted mod. of CP to change ERP to 20 kw vis., 3.98 kw aur.; change trans. and studio location; type trans. and type ant.; make changes in ant. system, and increase ant. height to 570 feet.

KSMB(FM) Lafayette, La.—Granted mod. of CP to change ant.-trans. and main studio locations; remote control permitted.

WCMB-FM Harrisburg, Pa.—Granted mod. of CP to change type trans. and type ant., and make engineering changes.

KFOX-FM Los Angeles—Granted mod. of SCA to delete sub-carrier frequencies 26 and 67 kc, and operate on sub-carrier frequency of 42 kc.

■ Granted extensions of completion dates for following as shown: WJIC Salem, N. J., to Jan. 12, 1966; WRSA(FM) Decatur, Ala., to Feb. 23, 1966; KBCL-FM Shreveport, La., to Oct. 10; WQRB-FM Pittsfield, Mass., to Feb. 18, 1966; WMYR-FM Fort Myers, Fla., to Dec. 1; WOGB-FM West Yarmouth, Mass., to Aug. 31; WCOM-FM Urbana, Ohio, to Sept. 28; KFRE-FM Fresno, Calif., to Feb. 10, 1966; WRKB-FM Kannapolis, N. C., to Nov. 30; WGIG-FM Brunswick, Ga., to Jan. 10, 1966.

WABC-FM New York—Granted CP to install new trans. and new ant.; increase ERP to 5.4 kw; decrease ant. height to 1,220 feet, and make engineering changes.

WCRQ(FM) Providence, R. I.—Granted CP to remove vertical polarization from ant., and change type ant.

City School District, Newburgh, N. Y.—Granted CP for new instructional fixed TV.

KHOB Hobbs, N. M.—Granted license covering installation of auxiliary trans. at main trans. site.

WCVS Springfield, Ill.—Granted mod. of license to change name to WPFA Radio Inc. WEUC Ponce, P. R.—Granted CP to replace expired permit to install new alternate main trans.

Actions of July 23

■ Remote control permitted for following: WCLT-AM-FM Newark, Ohio; KTNT-FM Tacoma, Wash.

Action of July 22

■ Remote control permitted for *WSLU (FM) Canton, N. Y.

Fines

■ Commission ordered Palmetto Communications Corp. to show cause why license of WHHL Holly Hill, S. C., should not be revoked for indicated ownership misrepresentations, failure to file financial reports, operation without full-time operator, and other violations. Order also constitutes notice of apparent liability of forfeiture of \$10,000 or some lesser amount if entire hearing record does not warrant revocation. Commissioner Cox not participating. Action July 28.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ WLKW Providence, R. I.—Radio Rhode Island Inc. Requests amendment of FM table of assignments to make following changes; Providence: add 261A to already present 222, 231, 238, 268 and 286. Received July 22.

■ Fullerton, Calif.—Orange Radio Inc. Requests amendment of TV table of assignments to add channel 18 to Fullerton. Received July 27.

■ Raleigh, N. C.—Crescent Broadcasting Co. Requests amendment of TV table of assignments to redesignate already present commercial channel 28 to educational and add channel 22 in lieu of now assigned channel 38. Received July 28. Also requested FCC issue show cause order directing Crescent to show cause why its CP should not be modified to specify operation on channel 22.

New call letters requested

■ WNOP-TV Newport, Ky.—D. H. Overmyer Broadcasting Co. Requests WSCO-TV.

■ WGBA Columbus, Ga.—WGBA Inc. Requests WHYD.

■ WBGR Jesup, Ga.—Wayne Broadcasting Inc. Requests WLOP.

■ WSET Glen Falls, N. Y.—Olean Broadcasting Corp. Requests WBZA.

■ WKYV Louisville, Ky.—Producers Inc. Requests WFIA.

■ WTFL-TV Baltimore—United Broadcasting Co. of Eastern Maryland Inc. Requests WMET-TV.

■ East Syracuse, N. Y.—Wide Water Broadcasting Inc. Requests WPAW.

■ Clearwater, Fla.—Bay Broadcasting Co. Requests WHJR-TV.

■ Monroe, La.—Monroe Broadcasters Inc. Requests KDOC.

■ Jamestown, Tenn.—Fentress City Broadcasting Co. Requests WDEB.

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). 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge 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

Qualified manager needed 250-1000 only local station growing city under 50,000. County population 200,000. You are now employed but for good reason may want to make change to permanent spot where pay is good and opportunity for ownership participation in established successful well financed station ultimately. Salary and incentive pay five figures based on history operation. Proven experience in South or Southwest preferred. Must be good salesman with ability to manage, direct and operate already successful locally owned station. Write fully with snapshot in strict confidence. Box G-275, BROADCASTING.

Sales-manager, mid-west major market. One of the country's best radio markets. Good salary plus excellent override. References will be thoroughly checked. This is an opportunity for a real pro. Box H-93, BROADCASTING.

Qualified manager midwest city under 50,000. Outstanding incentive plan with growing organization. Must have ability to lead and intouse. Send full resume, photo. References thoroughly checked. Box H-156, BROADCASTING.

Experienced. sales oriented manager for WGUY, Bangor. Salary open. Send qualifications to Mr. Stone, Lobster Network. 440 Forest Ave., Portland, Maine.

Triple threat man . . . salesman-announcer-engineer with management ambitions. WJOE, Port St. Joe, Florida.

Station Manager experienced in daytime operations; strong on sales. Needed now by our client in two station 200,000 population category North Central City. Send biographical facts: TV-Radio Management Corporation, 1735 DeSales Street, N. W., Washington. No phone applications.

Sales

Progressive young salesman ready to move into a major market with fast-paced promotion conscious network station in Ohio. Good draw, good list, great opportunity. Box H-46, BROADCASTING.

New England. Mature, experienced sales producer wanted. Good income potential in market 100,000. Active account list assures sound base on which to build. Send full background, billing history. Box H-95, BROADCASTING.

Eastern N.Y. has immediate opening for 2 top quality salesmen. Good music, adult audience. Send resume. Box H-97, BROADCASTING.

Baltimore—solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box H-107, BROADCASTING.

Needed immediately—Mature, young salesman, experience preferred, to sell good music station in medium market. Opportunity to advance. Salary and commission arrangement can be made very attractive to right man. Box H-120, BROADCASTING.

Knoxville, Tennessee, Country Music WIVK. If you believe in country music and can sell, we have a place for you. Contact James A. Dick, Owner-Manager.

Experienced sales person to join medium market multi station group. Russ Salter, WKKD, Aurora, Ill.

Announcers

Announcer, first phone, no maintenance, for 5 kw AM, 50 kw FM, Michigan, fulltime. Box G-183, BROADCASTING.

Program director wanted by professionally formatted top-40 station on the Central California Coast. Must handle responsibility and air shift. If you have experience and are over 25, rush tape and resume. Box H-13, BROADCASTING.

Rapidly growing group of independent stations in New York metropolitan area seeks experienced staff announcer. Must have pleasing air personality, polished news and commercial delivery. Also be able to assume creative and responsible duties in program department which produces extensive public affairs and special events programming. Middle of the road music format. Excellent salary for right man. Send complete resume, photo, aircheck in first letter. Box H-15, BROADCASTING.

Announcer, first phone; 2 years experience. Looking for position with solid organization. Draft exempt, single, 25 years old . . . Play by play. Box H-43, BROADCASTING.

Do you have at least 2 years commercial experience? Run a tight board for a good music station? Have a third class ticket? want to move to a growing mid-west market? Send tape, resume and references to Box H-90, BROADCASTING.

Opening now for announcer, some one who can also do play-by-play. Can also sell to earn extra money. Send tape and resume. Box H-92, BROADCASTING.

Top notch sportscaster . . . must be strong on play-by-play . . . salary open. Box H-105, BROADCASTING.

Announcer, exp., S. E. Penna. Med. Power. news. Box H-108, BROADCASTING.

5000 watt fulltime station needs morning man with mature taste, good humored sophistication and first class license. Box H-112, BROADCASTING.

Wanted: Man with management potential between 25-35. Experienced in small market radio, who has good sales record, good sports play-by-play and has phone list. Must have at least 2 of the 3 qualifications Indiana. Box H-116, BROADCASTING.

Station in southeast medium market wants to upgrade staff. TV work possible. Good music and news format requires tight production and music knowledge. Tape, photo and resume to Box H-121, BROADCASTING.

Announcer-Salesman for quality radio station in South Carolina. Experience necessary. This is a good opportunity for capable man; \$100 weekly guarantee; established accounts—you should earn \$150 weekly minimum. Send resume, audition tape, photo; we'll return. Box H-164, BROADCASTING.

Need immediately, staff announcer for night shift radio, some TV, must have experience. good voice, married, no drifters. drinkers. Send tape, resume, photo to Ray Lansing, KFBC, Cheyenne, Wyo.

Expanding operation has created immediate opening for two staff announcers, 2½ years experience minimum. Send resume, picture, and air check to KFRB, Box 950, Fairbanks, Alaska. Reply by air mail.

Opportunity married staff announcer. Tape. Resume. KFRO, Longview, Texas.

Wanted: Announcer with sales potential. If you can handle our sign on shift and want to learn sales, send tape and resume to KGFW, Kearney, Nebraska.

Third class license announcer, contact Ed Williams, KNEL, Brady, Texas.

Announcers—(cont'd)

Adding FM, expanding staff, need sportscaster, salesman. Personal interview required. KRSA, Salinas, California 93904.

Experienced radio announcer for quality AM and FM stereo station. Opening second week September. If in New Mexico or adjoining state send tape references to Radio station KRSN, Los Alamos, Cool summers, mild winters. Nice inexpensive apartment for couple. Salary to \$450.00.

Immediate opening for Chief Announcer, sign on shift. Must have ad-lib ability, handle interviews, write copy, production and have knowledge of Country & Gospel music. Take active part in civic and church affairs. Prefer someone within 200 mile radius. Contact John Foster, WCON, Cornilia, Ga. 778-2242.

Montgomery County, Maryland—Immediate opening for experienced announcer with 1st phone. Salary open. WHMC, Gathersburg, 301-948-9400.

Morning man, 3rd ticket. opportunity for TV. Send tape and resume—Assistant Manager, WKBH-WKBT, La Crosse, Wisconsin.

Immediate opening for qualified DJ with mature sound for popular music daytime. No beginners. Send tape, resume and reference to Program Director, WLTH Radio, 3669 Broadway, Gary, Indiana.

Announcers—middle-of-the-road, car, 1st phone or news combo. WPAC, Patchogue, 516-GR-5-4600.

Wanted: Country and Western dj who can also do middle-of-the-road announcing. Excellent opportunity for right man. Contact Blair Eubanks, WPAQ, 10,000 watts, clear channel, Mount Airy, N. C. Telephone 786-6111.

Immediate openings. New station WSM-D-AM joining WSM-D-FM, on air real soon, only station in county. Sales sports, announcing openings. Salary plus commissions. Rare opportunity for serious professionals. Beginners, hard sell shouters don't apply. Send aircheck, experience, references, WSM-D, Waldorf, Maryland.

WSMI, Litchfield, Illinois accepting applications for an announcing position. Resume, tape to: H. L. Talley.

Attention Michigan - Indiana: Immediate opening for chief announcer. Must be capable board man who can write copy. Lite air shift and weekends are free. Sports ability means more money. Potential for Program Director. Call: WSTR, Sturges, Michigan 616-651-2383.

Southwest Minnesota fulltime station needs announcer who can gather and edit news. Need September 6th. Start at \$100. Area 507-637-2989.

Technical

Engineers for part-time work at New York FM station. First phone license and several years experience with studio equipment and transmitter maintenance required. Manhattan residence preferred. Box H-79, BROADCASTING.

Engineer. New gear, iiv. accom. No announ. Box H-109, BROADCASTING.

First phone for transmitter duty. No announcing or maintenance. WAMD, Aberdeen, Maryland.

Technical—(Cont'd)

Wanted: Engineer-announcer with first class ticket, also announcer with third class ticket. If you are interested, contact WGTN, Georgetown, South Carolina.

1st phone straight or announcer combo with or without experience. WPAC, Patchogue, 516-GR-54600.

Engineer-announcer desires job in Western states. Marv Cope, 4965 Billman Avenue, Las Vegas, Nevada.

News

Broadcast news teaching assistantships can open at big ten journalism school for candidates with some professional experience. In 18-month program, student earns master's degree, assists in news laboratories and gains six months experience in paid job on metropolitan broadcast news staff. University stipended plus station pay. Box G-251, BROADCASTING.

Wanted: Radio newsmen, with or without first class ticket. Station in metropolitan New York Area. Good, experienced radio newsmen wanted only. Beginners save your time. Send information to Box G-254, BROADCASTING.

Announcer-news director wanted for leading Top 40 station in fast growing smaller southeast market. Excellent opportunity for advancement with group planning to acquire additional stations. Job includes covering newsbeat and 20 hours board. Send tape and resume to Box H-124, BROADCASTING.

Newsman to gather and air news for medium midwest market. No board work. Established news department, fully equipped. Send resume and tape to Manager Box H-142, BROADCASTING.

Ambitious newsman to work with award winning News Director in medium Mass. market. Good starting salary with excellent future. Send resume, tape and writing samples to Box H-152, BROADCASTING.

Experienced news editor to help organize hard-hitting dramatic news department in Florida community of 150,000. Station fully equipped for audio news. Adult sound. Box H-153, BROADCASTING.

Newsman immediately for southern Connecticut regional radio operation. Need journalism pro with calm, authoritative air delivery. Tape, writing sample and resume first time to News Director, WICC, Bridgeport, Connecticut.

WSOY Radio, Decatur, Illinois hasn't found the "right" newsman—still seeking man to gather, write and deliver local news for our award-winning team. Salary open. Rush tape and resume to Box 789.

Production—Programing, Others

Massachusetts station wants program director capable of D.J. work—production and copy and to handle talk show. Send information to Box H-9, BROADCASTING.

Need experienced staff announcer who can do play-by-play. Indiana. Box H-117, BROADCASTING.

Operations manager needed. Do you have at least 5 years experience in all phases of radio? Have changed jobs no more than twice, experienced in sales? If you want to work your way up here's your chance. Midwest AM-FM. Box H-137, BROADCASTING.

Program director who will carry board shift of 33 hours including morning show. Want civic minded man who knows value of good public relations and willing to take part in community affairs. Send tape, resume & present salary. WCSS, Amsterdam, New York.

RADIO

Situations Wanted—Management

Program manager mid-Atlantic five kilowatt independent desires change. Experienced all phases, Box H-12, BROADCASTING.

Management—(Cont'd)

Young Pennsylvania Broadcast executive interested in real challenge. Twelve years present employer. Ten-thousand minimum plus percentage. Strong sales and administration background. Large, Medium or small markets. Will purchase interest. Box H-26, BROADCASTING.

General manager—interested in working for you only if I can eventually buy you out! Box H-40, BROADCASTING.

General Manager—Built multi-station group up to very profitable sale-willing to do it again. Box H-58, BROADCASTING.

Working owner, manager, chief engineer successful medium market station past eighteen years seeks place not for retirement at age 50. First radiotelephone, second radiotelegraph, amateur thirty years. Experienced powers to one million watts all frequencies. Proven ability to supervise, analyze, write, create, handle all engineering. Financially independent. Prefer foreign assignment. Working knowledge forty countries and three languages. Box H-87, BROADCASTING.

Manager-Salesmanager; currently salesmanager. Selling now without numbers. Highly creative on spot and program ideas that sell. Knowledge all departments. Modest salary required. Highest references. Box H-104, BROADCASTING.

General manager. Strong personal salesman. Creative, leader, administrator. Major market experience. College, married, 39. Minimum \$16,000, override, full charge, contract, relocation. Contact confidentially: Box H-123, BROADCASTING.

Ex NAB Exec., former Pt. owner-manager. Med. mkt. sta.—seeks management small market SE—prefer Ga., Fla.-S. C. 15 years in industry & Ex Net newscaster. Willing to invest. Rt. 3, Box 257, Metter, Georgia—(912-685-5656), Jack Barton.

Sales

Southeast . . . Experienced salesman with background in sales, announcing and management, Box H-17, BROADCASTING.

Number 1 salesman at a top small market station desires move. Available Oct. 1st or after. Box H-102, BROADCASTING.

Want opportunity to learn sales for sales-sports combo—4 years experience—2 years play-by-play. Broadcast endorsed. Box H-130, BROADCASTING.

Announcers

If your top forty station is progressive and likes individuality, you are for me and I am for you. College graduate, seven years in business, heavy production, strong personality. Stable, 23, and single. Available August First. Box G-132, BROADCASTING.

1st phone. 2 yrs. exp., 1 yr. college. know pop music well. Ideas. Clean habits, no drifter. Perm., full time pd or md-annr, non-frantic top 40, college town, West. No maintenance. Min. \$450/mo., available Sept. 1. Box G-266, BROADCASTING.

Top-forty personality offers solid background. Major east or Midwest market. Top rated present market. Box H-32, BROADCASTING.

Major market C&W dj or PD available immediately. Strongest references, thorough knowledge of C&W industry. Clean sound. One of the nations best known in the field. Prefer midwest but will relocate anywhere. Box H-39, BROADCASTING.

Middle of the road dj. Authoritative newscaster. Experienced. Will relocate. Not a prima donna or floater. Married, tight board. Box H-67, BROADCASTING.

DJ announcer. Authoritative newscaster. Versatile. Bright show. Tight board. Will relocate. Box H-75, BROADCASTING or Phone 201- OR 4-1317.

Announcer newscaster dj. No prima donna. Tight board, family man. Will settle. Box H-98, BROADCASTING.

Announcers—(Cont'd)

Announcer, dj. 3 years experience. Family, responsible, salesman, not floater, prima donna. Box H-100, BROADCASTING.

Experienced announcer—endorsed third-family—seeking permanent position with advancement. Box H-110, BROADCASTING.

First phone, top 40 DJ, looking for midnight to six in medium size market. Box H-111, BROADCASTING.

Creative, conscientious young good music pro seeks new challenge. Currently employed in 400,000 midwest metro market; management apathetic. Distinctive style, aggressive competent newsmen. B.A. excellent references. Box H-119, BROADCASTING.

Canadian wishes position in Southern Calif. college town. 25, single, 6 years radio, 3 TV, same station four years. Like afternoon, strong on commercials, like promotion and P.R. work, retail wardrobe modelling, TV Teen Show, excellent references. Box H-127, BROADCASTING.

Challenge gone in small market, seeking to grow in medium market. Married, not a floater, 2 years experience. Box H-128, BROADCASTING.

Staff announcer FCC 3rd. Salary secondary. New career, 34, intelligent, personable, good potential. Box H-133, BROADCASTING.

Sincere warm DJ/announcer, personable. Family man. Relocate, Box H-134, BROADCASTING.

First phone—combo, tight board, maintenance. Prefer Northeast. Box H-135, BROADCASTING.

"Ex Skin Diver for Roto Rooter" morning personality, ticket. Box H-139, BROADCASTING.

Broadcasting veteran—morning personality—telephone expert. 28 years experience in all phases—radio & television. Box H-140, BROADCASTING.

Beginner, go-go top 40's, have talent, will travel, endorsed third. Box H-146, BROADCASTING.

3rd phone, announcer/dj. Negro, N. Y. broadcast school. Experienced, relocate. Box H-147, BROADCASTING.

Negro dj/newscaster, experienced, married, will relocate, third phone. Box H-148, BROADCASTING.

Announcer dj, talented, wants part time vicinity New York City, Box H-149, BROADCASTING.

Employed 1st phone announcer (N. J.) seeking opportunity with first class medium metro market middle-of-the-road station. 3 good years experience. Single, 28, vet. Capable and conscientious broadcaster. \$140 minimum. Interview a must. Box H-151, BROADCASTING.

Good music announcer. Top rated locally. Eight years, 50 kw fifteen years experience, news, programing, production, extra voices. Tape resume available. Fifteen thousand per year. Box H-160, BROADCASTING.

Tiger tired of tiny town. Five swingin' years experience. 3rd endorsement, \$125. Box H-161, BROADCASTING.

For Sale—one used top 40 DJ . . . Like new. Been #1 for past 1½ yrs. in nite slot. Right price takes all in original carton. Box H-162, BROADCASTING.

Top ten market deejay wants midnight-5 show. Specialty is modern jazz format with relaxed, cozy delivery. P.D.s, tune your band. Does something that will appeal to that special breed of audience, the night people. Let me reach out into the dark and draw in listeners. Only AM or FM major market stations considered. Currently employed as format deejay. I want a chance to be me. Qualifications . . . college, third, 50,000 watt station experience, married, I will invest in first phone if necessary. Box H-165, BROADCASTING.

Announcers—(cont'd)

Texas-medium to small market. Production, DJ, traffic, copy, secretary. Husband 4½ years exp. wife some radio exp. One 1st phone, another coming. 1316 S. Loop, Waco, Texas.

Announcer. Years experience Washington area country western station. Have tight program, will relocate. Albert Mapes, 2933 Cherry Street, Falls Church, Virginia.

Announcer, versatile, three years experience, two years college, very reliable, middle of the road, Roger Pietrasik, 407½ W. Lowell, Shenandoah, Iowa. 246-4764.

DJ/announcer - newsmen - commercials, 3rd phone broadcast endorsement. School trained. Prefer Minn., S.D., Midwest, Tape available. Write R.A. "Bob" Clark, 3225 Cheyenne Ave., San Diego, Calif. 92117. Phone, 276-2933 (nights) or Radio School 296-6355 days.

Technical

Engineer: 1st phone experienced in directional operation and maintenance, proofs, remote control, automatic logging and studio work. Desire permanent position. Reply Box H-99, BROADCASTING.

Are you small to medium market? Do you want good engineering? Other talents too. If interested contact Box H-114, BROADCASTING.

First phone—comb, tight board, maintenance. Prefer Northeast. Box H-136, BROADCASTING.

Chief engineer or director of engineering 24 years experience in administration, construction, operation and maintenance, in AM, FM, TV and CATV, including superpower AM transmitters. Box H-141, BROADCASTING.

Experienced chief engineer, AM, FM, AM directionals seeks new challenge. Will consider TV opportunity. Some announcing or traffic ok. Prefer southeast. Married. Box H-150, BROADCASTING.

First phone operation inexperienced, married. will relocate if necessary. Box H-159, BROADCASTING.

Have 15 years announcing experience, 1st class ticket. Emphasis on engineering. Bill Pack, 7405 Oriole Ave., Springfield, Va.

B.S.E.E., two years technical broadcast experience, want broadcast oriented work beginning September. Contact D. Curtis Willoughby. 3343 Friley, Ames, Iowa.

Newsman — Newspaper experience — first phone, wants to learn maintenance. Contact Bill Fisher. Phone 405 JA 4-5463, or write 445 NW. 35th Street, Oklahoma City, Okla.

Experienced directional "CE" & combo. Heavy electronics background. Shelby, Ohio. Phone 2-2465.

News

U. S. or Canada: Career position sought in news and sports announcing and editing. Large organizations only. University graduate in speech, 2 years announcing experience. Currently salesman for worldwide food Processor. Box H-8, BROADCASTING.

Newsman—Highly qualified and experienced all phases. News conscious station only, please. Box H-103, BROADCASTING.

Newsman—seeks news position with station that cares about news . . . can report-write-edit-air . . . experienced. Box H-155, BROADCASTING.

Newscaster, commercial announcer. Newly single, have voice, will travel. 5 years previous experience, some TV. Gather, write, deliver news; special events. Age 50. Available August 10th. 13920 St. Clair Ave., Cleveland, Ohio. Phone MU 1-0142.

Production—Programing, Others

Program-production man offers progressive operation FM programing services, ideas. Announcing, if needed 1st phone. Box G-279, BROADCASTING.

Professional sportscaster, available September, exciting play-by-play, intelligent interviews, want heavy college-professional schedule. Box H-138, BROADCASTING.

Copywriter-announcer. Deep voice. Quality copy. Agency and station experience. \$130.00 weekly minimum. Currently employed. Box H-145, BROADCASTING.

Professional sports play-by-play, production, programing. Solid sports background—exciting—accurate—college—married—prefer east, midwest. Box H-163, BROADCASTING. P x P Montana State University football, basketball, baseball. College degree in Broadcasting. Five years commercial experience. Military finished. All around Broadcasting experience. Can move now. Will go into Television. \$150 week. Third ticket. Strong references. Dick Taylor, 1116 Spruce Drive, Bozeman, Montana. 586-2292.

Four years copy-production-air here. Excellent references. Want metropolitan west coaster. Available two weeks notice. Jay Cooke, Box 1400, San Luis Obispo, California.

TELEVISION

Help Wanted

Sales

Sales manager for new station in top 10 market. Must be experienced, creative, energetic, and ready to make big money. Earnings will match performance. Box H-86, BROADCASTING.

Experienced, small-market TV salesman looking for larger area with more potential. Established 12-year operation offering wide range of accounts, right man can build long-term stability; company growth offers good advancement potential. Send letter selling me on you! Box H-88, BROADCASTING.

Account executive—Television advertising sales, excellent sales opportunity with number 1 station in market. Must have good creative ability. Submit resume in writing to Local Sales Manager, Fetzer Television Inc., Box 627, Cadillac, Michigan 49601.

Announcers

Experienced TV or radio announcer wanted. Union station, up to \$156 per week plus talent. Weather booth work—spot announcements. Send VTR, and resume to Box H-168, BROADCASTING.

Technical

Chief engineer for New England states VHF. Multiple station ownership, right person would have excellent future. Send details, experience and background. Box G-178, BROADCASTING.

Chief engineer for new station in top 10 market. Responsible for building from ground up. Salary will match performance. Box H-85, BROADCASTING.

Television technicians: Immediate openings. Must have good technical background. First phone required. Send resume to Leo W. Reetz, Chief Engineer, KCRG-TV Cedar Rapids, Iowa.

Channel 7 TV, under construction, seeks technical chief, studio and transmitter engineer. Chance to grow with new operation. Interested? Write Gen. Mgr., WEMT-TV, 7 Main Street, Bangor, Maine.

Engineering positions now open, transmitter, studio, VTR. Experienced helpful but not absolutely necessary. Contact C. A. Perkins, Chief Engineer, WJTV, Phone 601-372-6311.

Broadcast Technician: Immediate opening in Cincinnati, Ohio for person with 1st class license. Experience in construction and maintenance of technical studio equipment required. We are one of the country's biggest live color stations and offer an excellent salary and fringe benefit program. Send confidential resume of age, education and detailed experience to Personnel Department, WLW-TV, 140 W. Ninth Street, Cincinnati, Ohio 45202. An Equal Opportunity Employer.

Technical—(Cont'd)

Attend the Society of Broadcast Engineers Northwest Regional Convention October 4 and 5. Dave Sather, KXLO, Lewistown, Montana.

Transmitter-studio engineers for new Philadelphia UHF. Transmitter experience preferred. Top pay, and benefits for right men. Contact Director of Engineering, WPHL-TV, 1230 E. Mermaid Lane, Philadelphia, Pa. 19118.

Television technician for new communication center on campus of dynamic, expanding midwestern college of 10,000 enrollment. Complete benefit program. Experience in closed-circuit and broadcast engineering. FM and I.O. tv. First class FCC license required. Maximum age 55. Contact William R. Freed, Personnel Officer, Room 8, Administration Building, Ball State University, Muncie, Indiana.

Radio-television technician. Needed in an expanding closed circuit television system utilizing only professional equipment. Requires first phone license and experience in television operation. Prefer some experience in maintenance of video tape recorders and related equipment. Send resume with salary information to: University Personnel Office, Room 4, Morrill Hall, Minneapolis, Minnesota 55414. University of Minnesota, An equal opportunity employer.

Major TV outlet in Southern California seeking top flight live color video technician for maintenance and operations. Salary in excess of \$10,000. Box 35637, Los Angeles, California 90036.

News

Opportunity for director of outstanding television news department in 3-station Midwest market. Job requires administration plus writing daily editorials. Chance for advancement within major group ownership. Send resume plus photo to Box H-30, BROADCASTING.

Writer-producer for radio TV news. Must be able to gather and air also. Send tape, photo, resume to News Manager, WWSA-TV, Harrisonburg, Virginia.

Need newsmen for radio-TV. Must gather, write and report news. Must be experienced. Send tape and resume to Ed Huot, WTRC-WSJV-TV, Elkhart, Indiana.

Production Programing & Others

Program Director: Immediate opening in a major market. Key group station with heavy emphasis on local live color. We need a creative, aggressive, positive thinking man, under age 40, with several years production and programing experience, who can originate program ideas, locate and develop talent, formulate and administer program budgets and who wants to grow in responsibility as we grow. Starting salary around \$13-14,000 with excellent fringe benefits. Send complete confidential resume to Box H-3, BROADCASTING. An Equal Opportunity Employer.

Production—Mid-west NBC affiliate has production opening for creative person interested in training toward becoming director. Box H-63, BROADCASTING.

Cameraman—Creative, experienced, for ETV station in North Carolina. Prefer college graduate but experience more important. New teleproduction center, excellent working conditions, opportunity for advancement. Immediate opening. Box H-82, BROADCASTING.

Director wanted for Gulf Coast VHF. Must have a good knowledge of broadcasting. Lighting experience necessary. Send videotape of work, resume, picture & salary requirements. Box H-143, BROADCASTING.

Situations Wanted

Announcers

Accent on responsibility. Young, dynamic professional whose award material and stellar performances have set the standards for comparison in Mid-Atlantic. Help me grow. Box H-126, BROADCASTING.

Technical

Available. 23 years experience. Last ten as Chief Engineer of radio and television. Construction experience and operation includes studios, transmitter, micro-wave and VTR. Sober, industrious. Prefer Northwest. Box H-118, BROADCASTING.

News

TV news reporter—female—experienced most phases broadcasting. Lively, dignified personality. Good delivery, excellent writer. Box H-96, BROADCASTING.

Newsman: Seeking right job, offering growth and challenge. Experienced radio-TV, 16mm, BS, MA Journalism. Box H-125, BROADCASTING.

Production—Programing, Others

Experienced program manager looking for a major market station with problems. Fifteen years of aggressive station administration, programing, production, and sales promotion can work for you. Box G-270, BROADCASTING.

Network producer-director available for local station specials. If you are planning a big show or a pilot to kick off a series, use a pro. 12 years experience with top rated shows at the #1 network. There is no substitute for talent and know-how. References. Box H-106, BROADCASTING.

Our award-winning Design director seeks greener fields—with our blessings. Six years commercial and educational station experience; previously four years in show business. European art schooling. Very creative and versatile—set designing, animation (has own camera and stand), storyboards, finished graphics, promotional materials. Conscientious, easy to work with, draft-free, in good health. We consider him an outstanding talent. He can furnish excellent references—including ours. Box H-122, BROADCASTING.

Double-threat TV personality available: Proven record of top ratings in three key markets! Internationally-known, million-selling C/W recording star, with current hot album and singles. Can build and MC Country Music Jamboree show. Also, proven ratings in three major markets as host on afternoon kiddies show. Many national and local sponsors agree that this is a personality that sells! Family man, mid-thirties, best industry-wide references. For full details, pictures, ratings and possible personal interview contact Box H-129, BROADCASTING.

UHF-VHF stations. Writer-performer—have created low budget 15 or 30 minute strip, format deals in both community affairs & entertainment, format outline and 3 scripts available. Tested material. Box H-132, BROADCASTING.

For rent: Director-announcer-writer. Includes creativity, loyalty and willingness to work. Reasonable. 507-637-8911.

WANTED TO BUY—Equipment

One 16mm projector RCA-TF6. Also 1 kw FM transmitter, contact Harriscope (213) 655-4378, Beverly Hills, California.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-fund. 440 Columbus Ave. N.Y.C.

Co-axial cable. Heliac, Styroflex, Spirolite, 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.

The complete source of used Radio-TV broadcast equipment. . . Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Excellent buy—10 kw FM. W. E. transmitter—\$2500 cash. WSKT, Knoxville, Tennessee. Phone 577-4439.

FOR SALE

Equipment—(Cont'd)

For Sale. Hercules, gasoline driven motor generator. 225-250 volts, 3 phase, 60 cycles AC, 35 KVA, in good condition. (Ordinance generating unit M-7.) Unit complete with starting and control panel is mounted on I beam frame. \$500. Can be seen at WSM transmitter, Concord Road, Franklin, Tennessee. 832-5498.

For Sale: 524 Ft. H-40 Television Tower, 87 Ft. U. H. F. Antenna, Approx. 900 ft. 6 1/2" Coaxial Cable, Box H-23, BROADCASTING.

Limiter, G.E. BA5A, very good condition, G. E. remote mixer BA6A, G. E. turntable pre-amp BA3A, contact: D. Bowers, KROY, Sacramento, California, 916-443-2525.

For Sale: 1. RCA FM Transmitter (Mono) BTF-1C, one kilowatt. First \$1,900 checks received, gets it. Transmitter available as soon as our new one received. F. O. B. Paris, Illinois. 2. Hewlett-Packard FM Monitor (Mono) type #81547 A. First \$750.00 check received gets it. Monitor available as soon as our new one received. Contact A. C. Ferguson, WPRS Radio, Paris, Illinois.

200 ft. self-supporting tower, 250 watt W.E. transmitter. Box H-131, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

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. Witte 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.

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. Weir Productions, Box 5215, San Diego, Calif.

Tailor-made station promos/news intros. Professional work and lowest rates guaranteed. Details free. John Young, 702 Currey Road, Nashville, Tennessee.

Need help? 3,000 Super dooper, Hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221 Steiner St., San Francisco.

DEEJAYS! 4,000 classified gag-lines, \$4.00 Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

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, 2803 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

INSTRUCTIONS—(Cont'd)

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2803 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.

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.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

REI in beautiful Sarasota by the sea has the most complete training, shortest course, lowest tuition and the only truly guaranteed course in the nation for the First Class Radio Telephone License. Tuition \$295.00. Private rooms \$10.00 per week. Classes begin Sept. 7, Oct. 12, and Nov. 16. Call or write REI, 1336 Main St., 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.

Seven famous broadcasters teach you the secrets of their success! John Cameron Swayze, Fran Allison, Earl Gillespie, Westbrook Van Voorhis, Ulmer Turner, Howard Miller & Robert St. John have combined to teach you—in-depth—the techniques that led to their success. Free full color 32-page brochure and special recorded message explain training facilities & curriculum of both classroom and home study programs. Write for your copy today! CAREER ACADEMY, School of Famous Broadcasters, 825 North Jefferson Street, Milwaukee, Wisconsin 53202. Schools located in major cities throughout United States.

FCC first phone license preparation. Resident classes. Six weeks. Starts September 13. Basic Electronics course—11 months. Write: J. J. Gallagher, Vice President, Western Technical College, 3005 Central Avenue N. E., Albuquerque, N. M.

First phone in six weeks. Tuition \$330.00. Next class September 8. Sundays off for surfing. Bob Johnson Radio License Training, 221 S. Sepulveda, Manhattan Beach, Calif. FR 2-0828.

Deejay! Learn professional techniques fast! Taped. Consultant, 678 Medford, Patchogue, New York 11772.

For a career and future job security enter the field of radio broadcasting, applications for enrollment are now being accepted by P.R.T. Institute, teaching radio thru the classroom and working on the air with a major market AM radio station. Complete your course with actual working experience in news, speech, F.C.C. rules, traffic, sales and copy. For complete information on classes now forming write, Professional Radio Training Institute—P. O. Box #81, Kensington Station, Detroit, Mich. 48224. Phone 313-765-8543.

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RADIO

Help Wanted

Sales

WANTED
Experienced time salesman.

WANTED
Experienced newsmen.
Phone 815-968-5821. Ask for Manager.

Announcers

Where are the format D. J.'s that know how to talk? Nothing ventured, nothing gained. Venture tape, resume, photo and salary to:

Box H-157, BROADCASTING

Major Station in Major Market

wants top 40 personality for housewives time period. Send tape and resume.

Box H-144, BROADCASTING

News

Newsman

WANTED: Top-flight triple-threat radio newsmen who know how to get it, how to write or re-write it, how to put it on the air. Pear-shaped tones unnecessary but desiccative authoritative voice imperative. Must be able to air fifteen minutes of news. Send resume and 15-minute news-tape, salary required, to Dick Applegate, News Director, WNAC, Boston.

**YANKEE NETWORK-WNAC NEWS
BOSTON, MASS.**

Radio Newsmen wanted

We need to fill a vacancy in our 4 man news department. Contact Assistant News Director, Bill Duffy, WTRY, Troy, New York.

Production—Programing, Others

**FCC First Phone
TEACHER wanted . . .**

experienced minimum of 5 years in broadcasting. Location New York City. Write:

Box H-158, BROADCASTING

Situations Wanted

Announcers

ATTENTION STATION MANAGERS . . .

Available immediately: DJs, Newsmen, Production men, Announcers. People with showmanship and imagination able to take over any task under any station format. Some first tickets, some third with endorsement. Well trained, experienced, professional broadcasters.

Southern California School of Radio
3911 Pacific Highway
San Diego 10, Calif.

TELEVISION—Help Wanted

Management

WANTED CATV MANAGER

Top opportunity available immediately for system starting construction in Eastern city of 50,000 population. Actual management experience highly desirable, but other broad CATV experience acceptable. Write:

Box H-154, BROADCASTING

Announcers

TELEVISION EMCEE

Major midwest network TV station in top 15 markets is looking for experienced emcee to handle daily top-rated audience participation show. Must have handled interviews, games shows and be quick on the adlib. Send picture, resume and salary requirements to:

Box H-41, BROADCASTING

Technical

Looking for an exciting

OVERSEAS ASSIGNMENT

Experienced, single Video Tape Engineers needed to join a team of International Television Experts. Must be thoroughly versed in operation and maintenance of RCA TR-22. Overseas salary premium, excellent fringe benefits, good living conditions, congenial associates. Send photo and complete resume to:

Box H-101, BROADCASTING

Production—Programing, Others

PROGRAM PRODUCER, HOSTESS

with TV experience wanted. Must be able to research, write, do contact work as well as host documentary program. Experience in film production preferable but not necessary. Send photo, resume and salary requirements promptly as the position must be filled immediately. Top 10 market.

Box H-81, BROADCASTING

TELEVISION

Help Wanted—(Cont'd)

News

TV Newsmen

KOVR

Sacramento, California

Wanted, experienced newsmen capable of gathering, writing and delivering on camera. Submit resume and 16mm SOF audition if available to:

Personnel Department
McClatchy Broadcasting
21st & Q Sts.
Sacramento, California

INSTRUCTIONS

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LEARN MORE
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(in 8 weeks)

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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Aug. 4. 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.

■ Indicates a franchise has been granted.

Mesa, Ariz.—C. R. Watts, associated with KALF Mesa, has applied for a franchise. The monthly charge to subscribers would be \$5 to \$7. The system would carry nine TV signals and would leave a tenth channel for use by the Mesa school system.

King City, Calif.—Central California Communications Corp. (John C. Cohan stations) has applied for a franchise. Under the proposal free service would be provided to all schools.

Beardstown, Ill.—Cass County Telephone Co., Virginia, Ill., has been awarded a 20-year franchise. The firm agreed to remit 5% of annual gross revenue to the city with a maximum monthly subscriber fee of \$5. Cass County Telephone is represented by Gerald Gill, Virginia.

Centralla, Ill.—Charles Gross, former Centralla city councilman, has applied for a nonexclusive franchise. Previous applicants are Egyptian Cable TV Inc. and Mt. Vernon Cable TV Inc. (BROADCASTING, May 17).

Decatur, Ill.—Tele-Trend Inc., Fort Wayne, Ind., represented by Fred Covert, has applied for a franchise. The firm proposes maximum subscriber fees of \$30 for installation plus \$4.90 monthly. Previous applicant for the franchise is General Electric Cablevision Corp., represented locally by attorney T. W. Samuels, Decatur.

Mattoon, Ill.—E. J. Zeibel & Associates and Clearview Cable Co., Shelbyville, Ill., have applied separately for a franchise. Previous applicants: Frisina Amusement Co., Mattoon; Friendly Broadcasters Inc. (WEIC Charleston, Ill.), and Central Communications Co., a subsidiary of Illinois Consolidated Telephone Co.

Oglesby, Ill.—Television Cable Co., represented by Earle S. Nelson Jr., VP and general manager, has been awarded a 25-year franchise. The ordinance sets subscriber costs of \$25 for installation plus \$5 monthly. Target date for completion of system is Nov. 1.

Shelbyville, Ill.—Clearview Cable Co., Shelbyville, has applied for a franchise. Previous applicants for an ordinance are Friendly Broadcasters Inc. (WEIC Charleston, Ill.) and Jack Owens, Charleston.

Greensburg, Ind.—A franchise ordinance

to Sight and Sound Service Corp., Greensburg, has passed first reading in city council. Principals of the firm are Lloyd Kanouse, Norman Kanouse and Frank Marshall, Greensburg, and Jerry Gates, Bloomington, Ind. The ordinance would grant a 25-year franchise. Previous applicant for a non-exclusive grant is Telemation Systems Inc., Evansville, Ind. (BROADCASTING, April 26).

Storm Lake, Iowa—Mid-Continent Broadcasting Co. (KELO-AM-TV Sioux Falls, S. D.) has been granted a franchise subject to approval by the voters in a November referendum. The company will charge \$25 for installation and \$5.50 monthly for the service. Free service will be provided to all schools and the city will be provided with a free closed circuit system for city hall and four other public buildings.

Hays, Kan.—Robert Schmidt, VP and general manager of KAYS Inc. stations, Hays, has been granted a 20-year nonexclusive franchise. The city will receive 2% of the annual gross receipts. There will be no installation charge during construction of the system but later it will be \$25. The monthly charge will be from \$4.95 to \$6.95. Mr. Schmidt estimated it will take 12-18 months to have the system in operation.

Raceland, Ky.—Clearview TV Cable Co. (William McKnight, Russell, Ky.) has been granted a 20-year franchise. The city will receive \$500 for the franchise plus 3% of the annual gross receipts.

Bay City, Mich.—Michigan CATV Inc. (principally operated by Water Wonderland Broadcasting Co. [WVOX Bay City]) and Booth Broadcasting Co., Detroit, a group station owner, have applied for franchises.

Saginaw, Mich.—Michigan CATV Inc. (principally operated by Water Wonderland Broadcasting Co. [WVOX Bay City]) has applied for a franchise. A previous applicant is Booth Broadcasting Co., Detroit, a group station owner.

St. Joseph, Mo.—The St. Joseph Gazette and News-Press has been granted a 20-year franchise. The system will supply 10 TV signals. Subscriber costs will be \$10 for installation and \$4.85 monthly. Manager of the CATV division for the paper is Donald R. Eggebrecht. Another applicant was St. Joseph Cablevision (a joint venture of Alliance Amusement Co., Chicago, and Jerrold Electronics Corp., Philadelphia).

Trenton, N. J.—Community Service Antenna Systems Inc. (headed by Bill Hardin, general manager of WBUD Trenton) and a firm headed by Herbert Hobler, president of WTOA(FM) Trenton and WHWH Princeton, N. J., have applied for franchises. Community Service has applied for franchises in all 13 Mercer county municipalities. A previous applicant in Trenton is Crosswicks Industries, Toms River, N. J. (Frank Allen, president).

Busti, N. Y.—Jamestown Cablevision Corp. (Simon Goldman, president) has applied

for a franchise. The firm is a subsidiary of the Goldman Group, a multiple station owner. A previous applicant is Booth Broadcasting Co., Detroit.

Camden, N. Y.—Lewneida Cable TV Co., represented by Robert Helmer, Whitesboro, and Frank Gruenswald, Utica, both New York, have applied for a franchise. Nine stations would be carried on the proposed system with 2½% of annual gross revenues remitted to the village.

Camillus, N. Y.—Newchannels Corp. (subsidiary of Newhouse Broadcasting Co. WSYR-AM-FM-TV Syracuse, N. Y.) has been awarded a franchise. The firm currently operates six CATV's in New York. A Canadian station, four New York City stations plus local stations will be carried by the Camillus system.

Newburgh, N. Y.—Hightower Telesystems Inc., represented by Henry O'Neill, Westchester county, has applied for a franchise. New York Bell Telephone Co. would install and service the system. A previous applicant is Better TV of Orange County Inc. through its subsidiary, Clearview Antenna Inc. (BROADCASTING, March 15).

Jacksonville, N. C.—Jacksonville Cable Television Co. announces it has opened its system, which cost \$300,000 to build. Subscribers will be able to receive nine channels, including a weather service and an educational TV station from Chapel Hill, N. C., which is scheduled to begin operating this fall. Fred Stegner is president; Entron Inc., Silver Spring, Md., CATV equipment manufacturer, holds a majority interest in Jacksonville Cable Television Co. Potential subscribers number 5,000. Entron also holds controlling interest in CATV's in Sharon and DuBois, Pa., and in Carlsbad, N. M.

Bucyrus, Ohio—Tele-Trend Inc., Fort Wayne, Ind., represented by Maxwell P. Smith, secretary-treasurer, has applied for a franchise. Previous applicant for the franchise is Meredith-Avco Inc., Omaha.

Upper Sandusky, Ohio—Twin Valley CATV Inc., represented by Howard W. Sharpley, Hillsdale, Mich., has applied for a franchise.

Newtown, Pa.—Telexmax of Lobux Inc. has applied for a franchise. The firm has several applications pending in eastern Pennsylvania communities.

Vandergrift, Pa.—General Telephone and Electronics Inc., a subsidiary of General Telephone Co. of Pennsylvania, has been awarded a franchise. The agreement sets maximum subscription costs at \$10 for installation plus \$4 monthly. Firms denied are: Gateway Broadcasting Corp.; Monessen Amusement Co.; Westinghouse Electric Co., and Armstrong Utilities Inc.

West Pottsgrove, Pa.—Triangle Publications (WFIL-AM-FM-TV Philadelphia) has been awarded a franchise. The firm is represented locally by attorney Gilbert Lewis.

Aberdeen, S. D.—Dakota TV Inc., one of two applicants for a franchise in Aberdeen, has successfully carried out a petition drive which will allow the people to decide in a referendum whether Dakota TV will receive a franchise. The other applicant for a franchise is Midcontinent Broadcasting Co. (KELO-AM-TV Sioux Falls, S. D.).

Longview, Tex.—Lone Star Television Service Inc. has been granted a franchise. Subscriber costs will be \$10 for installation and \$4.70 monthly.

Danville, Va.—Booth Broadcasting Co., Detroit, a group station owner, has applied for a CATV license.

New Market, Va.—The town council has voted to allow the Shenandoah Telephone Co. to use its telephone service franchise to bring CATV service to New Market.

Pulaski, Va.—City council has approved the transfer of a franchise from City Cable Co. to Booth Broadcasting Corp., Detroit, a group station owner. Booth agreed to pay the city 2% of the annual gross receipts instead of the 1% promised by City Cable.

Glendale, W. Va.—Haines Radio and TV (Ed Haines, Cameron, W. Va.) has been granted a franchise. Other applicants were Clear Television Inc., Hill View Cable Co. and Bob & Dave Cable Co.

South Charleston, W. Va.—Kanawha Cable Television Co., St. Albans, W. Va., has been granted a franchise. The firm, headed by Robert Entley, is a subsidiary of St. Albans-Nitro Broadcasting Co. (WKLC St. Albans).

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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ON SUMMER mornings the sun simply bursts out of Lake Michigan, pouring itself into the East Cedar Street apartment of George Polk on Chicago's near north side

It warms a picture of idyllic bachelorhood on a Sunday morning as he relaxes on his 16th floor terrace scanning a sailboat on the horizon and listening to the soft melodies from his hi-fi.

But the picture is so fleeting. By weekday George Polk is a very intense young man.

At 37 he is director of advertising for an equally restless and growing prodigy of television, the Alberto-Culver Co. of Melrose Park, Ill. His challenge: to beat the established giants of the toiletries and household products fields at their own marketing game, but with only a fraction of the advertising power they command. His technique: concentrating Alberto-Culver's TV muscle into the sharpest punches possible and moving fast.

TV All the Way ■ Alberto-Culver now is spending for advertising at the rate of more than \$40 million a year. Virtually all of it is still being spent in TV—the bootstrap that Alberto-Culver President Leonard Lavin has used to pull his company up from almost nothing to over the \$100 million mark within 10 years.

Will Alberto-Culver saturate itself with TV one of these days soon and start putting big money into media that now get only a token?

"We don't know," is Mr. Polk's frank reply. "but we still haven't found any medium that is as good as more TV."

Although he has been heading Alberto-Culver's advertising department for just a year now, Mr. Polk is well able to judge. He has found he can measure TV's impact where it counts most, right at the retail cash register. It's a phenomenon he admits has rather surprised him since moving over to the client side of the fence after nearly 15 years with BBDO in New York. It's also the ultimate measure too many advertisers are not in a position to enjoy, he notes, because of the nature of their media diversification or management approach.

The Prime Cut, Please ■ But Mr. Polk is not the type to be easily impressed or swayed by the unusual. He is too much of a realist for that. His is a practicality that matches Alberto-Culver's mood for not merely "good" TV programs and commercials, but the very best possible.

His too is a pragmatism that enabled him to tell—as easily as could be told under the circumstances—an old agency friend like the Chicago office of Compton Advertising that it must give up some \$20 million in billings Sept. 1 to "balance" the workload better

TV success: you have to have an itch

among Alberto-Culver's agencies. Compton keeps international products, which now are in nearly 50 countries where TV is "first choice" if available.

The list of agencies for domestic business includes the Chicago offices of BBDO, Campbell-Ewald Co. and J. Walter Thompson Co. plus Knox Reeves Advertising, Minneapolis.

Newest of Alberto-Culver's proliferating products is Mighty White, a toothpaste for children, which will get the usual multi-million dollar TV blitz on its national introduction next month. In test markets via television for two years in San Francisco and the Pacific Northwest, Mighty White is personified by a cartoon character "Great Zeeth."

WEEK'S PROFILE



George Polk—Director of advertising, Alberto-Culver Co., Melrose Park, Ill.; b. June 30, 1928, New York City; attended public schools there and private preparatory schools of Hotchkiss and Pomfret in Connecticut; B.A. 1950 Erskine College, Due West, S. C.; 1950-64 with New York office of BBDO which he joined as messenger and subsequently moved into media research, timebuying and TV-radio programming, becoming VP in charge of TV and radio programming and planning in May 1957; joined Alberto-Culver as advertising director July 1964; hobbies—hi-fi and photography.

who obviously oozes merchandising potential from every pore. Network and local children shows plus spot will be used.

Spot Support ■ Apart from the Mighty White campaign, Alberto-Culver presently is spending in spot at the rate of more than \$1 million a month in about 30 top markets. "Spot is very valuable to us," Mr. Polk notes, even though the bulk of the budget goes into network. Buying spot today is a far cry from the seller's market of the early 1950's, Mr. Polk recalls, when he was buying time at BBDO.

In those days "it was a matter of what you could get and you had to play ball with the big guys in the monopoly markets," he remembers. His most successful strategy was to visit the stations in their markets. "Sitting and talking and getting things, while the manager's phone would ring every five minutes with some New York timebuyer calling," he recalls.

Today, though, he notes, an advertiser can take a successful stand on issues like piggyback and refuse to pay a premium for a spot merely because of its handling of message content.

The 'Show' Is It ■ Alberto-Culver banks heavily on its network program vehicles and the entertainment impact of a program is a vital consideration, possibly even more important than such other key elements as ratings and efficiency, Mr. Polk contends.

"If you do hit, something of tremendous value goes for you," he says of making the right program tie-up. "It has a phenomenal effect on sales," he continues, "more than what the rating would indicate."

Hence Alberto-Culver's drive to find shows with truly "hit" qualities, a determination that makes it willing even to risk the dense financial jungles of pilot production as it has done with *Four Star* and *The Smothers Brothers Show*, set on CBS-TV this fall. He has two more series in the works for the 1966 season.

Alberto-Culver has four other prime evening shows this fall, three of them in color, plus extensive daytime participations. Apart from *Smothers Brothers* he also pins a "hit" tag high on one of the new ones, NBC-TV's *The Wackiest Ship in the Army*. His sense for picking was well tuned during his years in TV programming at BBDO.

A demand for the highest excellence pervades Alberto-Culver commercial production too: of more than 400 commercials made last year, only 50 were used.

Mr. Polk is no less demanding of his own performance. How did a BBDO messenger boy become TV programming and planning vice president by 1957? "I was mighty itchy," he says.

Federal Computer Commission

IF the FCC fed its new criteria (BROADCASTING, Aug. 2) for choosing among applicants for a given broadcast facility into its million-dollar computer, it would produce as the ideal licensee:

An individual owner, not necessarily of good character, active in local affairs who had lived all of his life in the community, with some resources but positively no ownership connection with or even experience in any other mass medium (newspapers, magazines or other stations) who would be his own general manager.

The winning applicant, as produced by the computer, would be the one coming closest to these stereotyped specifications. The fact that no two cases ever are exactly alike would make no difference.

There would be no need for a hearing examiner, lawyers, engineers, consultants or others to appear at comparative hearings. Applications could be filed at the nearest designated data processing service bureau and the successful applicant would "print out", as they say in digital parlance.

The FCC majority, we think, carries standardization to a ludicrous and probably illegal extreme. The FCC might just as well become a Federal Computer Commission. One punch operator could run it.

Extremism is no virtue

QUITE apart from its other defects (see above), the FCC's new criteria for selecting winners of contests for new stations are based upon a fundamental policy that ought to be tested by searching study and serious debate.

"We believe," the FCC majority has said, "that there are two primary objectives toward which the process of comparison should be directed. They are, first, the best practicable service to the public, and, second, a maximum diffusion of control of the media of mass communications . . . [The] primary goals of good service and diversification of control are also fully compatible."

What the FCC is saying is that in the best of all possible worlds, according to its standards, no one could own more than one AM station, or one FM station, or one TV station, or one newspaper or one magazine. In short, no one could own more than one unit in one medium of mass communication if the FCC had the power to effectuate the policy of "maximum diffusion of control."

It is a mom-and-pop utopia that the FCC has now decreed, and it is unsuitable to a real world of intricate technology and sophisticated economics. Yet the FCC is now committed to move toward its unreal objective, and the seriousness of its purpose may be seen not only in its new comparative criteria but also in its proposals to tighten its multiple ownership rules.

No one who is in tune with contemporary America would deny that social dangers are implicit in extreme concentrations of control of the instruments of mass communications. This, however, does not mean that the opposite extreme is the ideal alternative. The fact that maximum concentration may be bad does not create another fact that maximum diffusion is good. Indeed it can be argued, as it no doubt will be by the group owners, who are now under attack, that maximum diffusion could so weaken the economic base of the mass media as to impair the national ability to communicate.

The practical fact is that concentrations of control that now exist, or are likely to under foreseeable economic and political restraints, are so far short of extreme that a threat is perceptible only under paranoiac apprehension.

In television, where consolidations of ownership have been the trend in recent years, the competition among rival owners is as severe as it ever was. The power of any of the three networks is subject to the countervailing powers of the others and of hundreds of affiliated stations that control the network's access to its audience. The powers of the station groups are limited by the FCC's own multiple-ownership rules and by competition in the market place. The powers of all the units of ownership in television are subject to the antitrust laws.

No more fundamental policy could have been invoked by the FCC in its statement of criteria in comparative cases than the policy of maximum diffusion of control. It is much too fundamental a policy for the nation to base on the off-hand opinion of five FCC members.

Timely

A BILL that has already been passed by the Senate and is now awaiting action in the House would introduce a slight element of order into the anarchy that now prevails in the transition to and from daylight saving time. Broadcasters ought to be doing everything they can to encourage the adoption of the legislation.

The bill would do no more than to establish uniform dates on which states or local communities would, if they chose, change to and from daylight saving. But even so limited a measure would at least remove one of the many causes of the confusion that obtains during more than six months of every year.

Despite the perfection of audio and video tape which has given broadcasters great flexibility in recording programs for playback at accustomed local times, there is still considerable disruption of schedules during the long period in which standard time becomes a misnomer. The disruption is accentuated by the wide variations in dates on which daylight time replaces standard in various communities.

In the long run it must be hoped that simple reason will prevail and national time standards will be established by the federal government. For the moment, however, local pressures and local pride predominate, and the bill now before the House is probably the best that can be passed. It is a deserving first step toward the future summer when someone can ask what time it is in the expectation of getting a dependable answer.



Drawn for BROADCASTING by Sid Hix
"Why can't that damn Hertz driver come to work through the front door like everybody else?"



THEY TAKE THEIR COLOR PICTURES WITH \$66,429.00 CAMERAS

KSTP-TV, the Northwest's only total color television station, operates *four* RCA TK-41 color cameras . . . an investment of more than \$265,000 in cameras alone!

At least two cameras are used on every KSTP-TV color

program, each one requiring two operators . . . a control operator and a cameraman. Each camera contains 61 tubes, takes 193 watts of power and requires a minimum of one hour to be set up for operation.

KSTP-TV's nine cameramen have a total of 74 years experience and all have F. C. C. first phone licenses issued by the government.

These specially-trained experts, using the finest technical equipment available, provide one more reason why KSTP-TV is the Northwest's **FIRST** television station . . . and your *first* buy in the active Twin Cities market.

Represented Nationally by Edward Petry & Co., Inc.



TOTAL COLOR TELEVISION • CHANNEL 5
100.000 WATTS • MINNEAPOLIS. SAINT PAUL

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HUBBARD BROADCASTING, INC.



Boston

Peter Faneuil gave Boston this hall in 1742. When Boston was a town, its Town Meetings met here, winning for it the name "The Cradle of Liberty." This is one of the stops along the famous Boston Freedom Trail. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

Buy Boston like a Bostonian...Buy WHDH

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