



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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Football rights go for \$37.7 million in '65. p27
Chevy shopping indicates new face for spot radio. p44
Program producers start planning '66-'67 season. p52
FCC adopts new program forms after five years work. p66

COMPLETE INDEX PAGE 7



AUG 17 1965

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Aren't you
glad you use
Kprc-TV!



(don't you wish nobody else did?)

Courtesy of
Dial

New way to go first-class, with minimum investment... maximum return



NEW JERROLD StarlineTM UNITIZED CATV EQUIPMENT

It's *installed* cost that counts. Think of your savings in installation and pole makeready when all the equipment for a complete distribution station is contained in one compact, unitized radiation-proof housing.

That's what you get with new Jerrold Starline solid-state equipment. Aside from its superior performance and unparalleled cascability, there's a solid dollars-and-cents reason for going Starline now. Every new Starline unit is complete and ready to mount when it's delivered.

For example, the Starline SA-1 contains a super-cascadable mainline amplifier, a bridging amplifier, and an AGC unit—all sealed in a 16-inch weatherproof, dustproof, radiation-proof cast aluminum housing for mounting on messenger, pole, or crossarm. Or take the SA-5, which contains just an intermediate bridging amplifier. In the Starline Series there's a complete unit for each of your distribution-station requirements—

no separate housings, no individual mounting problems.

Add to this simplicity and installation economy the CATV industry's most advanced electronic performance specifications—and you have, in the new Starline Series, CATV's finest equipment achievement. You can cascade

more than fifty Starline main-trunk amplifiers, even in a 12-channel system! And full-wave rectification permits the Starline power supply to feed more amplifiers, more smoothly, than ever before.

Gear up for increasing subscriber demand in the Golden Age of CATV. Talk with the man from Jerrold *now*, or write for complete information on the new Starline Series.

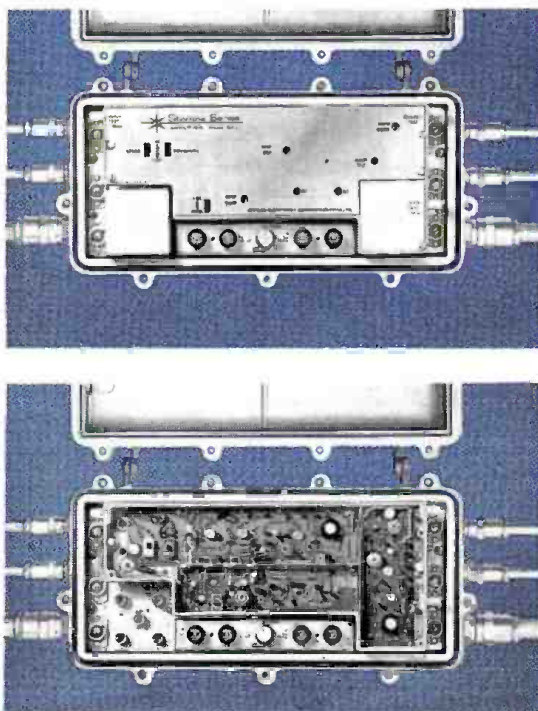
Patent pending

JERROLD
CATV Systems
Division
JERROLD
ELECTRONICS
CORPORATION

15th & Lehigh Ave., Phila., Pa. 19132

FIRST IN CATV

The nation's largest, most experienced manufacturer-supplier of CATV equipment and services.



**The trend is with us
in the brand-new
ball game in St. Louis,
and our team is
getting stronger
all the time.**



**SPENCER ALLEN
NEWS**

6:00 AND 10:00 P.M.
MONDAY THRU FRIDAY



**PAT FONTAINE
WEATHER**

6:15 AND 10:15 P.M.
MONDAY THRU FRIDAY



**ED MACAULEY
SPORTS**

6:20 AND 10:20 P.M.
MONDAY THRU FRIDAY



**CHARLOTTE PETERS
SHOW**

12:30 TO 1:30 P.M.
MONDAY THRU FRIDAY



**HOWARD STREETER
NEWS**

7:30 A.M. AND
12:00 NOON
MONDAY THRU
FRIDAY



**SUSAN HARRIS
WEATHER**

7:45 A.M. AND 12:25 P.M.
MONDAY THRU FRIDAY



**ART BROCK
SPORTS**

7:50 A.M. AND 12:20 P.M.
MONDAY THRU FRIDAY

**THE
EXCITING
NEW**

KTVI
Channel **2**

ST. LOUIS



accent on action!



Construction has begun on the Convention Center in downtown Fort Worth. Spanning 14 city blocks, the magnificent complex will accommodate all types of civic activities and visitor's events.

The Dallas-Fort Worth Market continues to add strength through growth and development. The nation's 12th ranking television market is truly the leader of the Southwest and KRLD-TV is the leader in the market.

Television audiences in the area overwhelmingly prefer the Channel 4 action to accent their daily viewing, according to the June/July 1965 ARB estimates. KRLD-TV leads the second station in the market by 31.7%* total homes per average quarter-hour.

See your ATS representative for an action-accented schedule on the dominant station in the dynamic Dallas-Fort Worth area.

*ARB June/July 1965 Est.
9 AM - Midnight
Monday thru Sunday



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

Among those reportedly under consideration for chairmanship of Communications Satellite Corp. in succession to Leo D. Welch, who is retiring this year, is Joseph H. McConnell, president of Reynolds Metal Co. and former president of NBC (1949-1952). Mr. McConnell, 59, is attorney, and served with RCA from 1935, leaving as executive vice president in 1949 to take over NBC helm. He was chairman of U. S. delegation to International Radio Conference on Space Allocations in Geneva, Oct. 7-Nov. 8, 1963.

New chairman, whoever he may be, will automatically become member of Comsat board. And outgoing Chairman Welch is expected to remain on board, probably taking over spot to be vacated by Leonard H. Marks, Washington communications attorney, who becomes head of USIA Sept. 1.

Standing pat

If staff executives of National Association of Broadcasters and chairman of NAB's Future of Broadcasting Committee have their way, NAB will stick to its hard-line recommendations for CATV control. That was decision out of meeting last week of Dwight Martin, of WDSU-TV New Orleans, committee head, with Vincent Wasilewski, NAB president; Douglas Anello, general counsel, and William Carlisle, vice president for station services.

NAB operating executives say there's no plan to initiate any talks with counterparts at National Community Television Association about any compromise on regulatory differences between the two groups. It's known that many NAB members called in alarm after publication of report that Fred Ford, NCTA president, had informal talk with John Dille, NAB chairman, on CATV problem (BROADCASTING, Aug. 2). NAB executive committee (chairmen and vice chairmen of its boards) will deal with CATV at meeting Aug. 31 in Washington.

Big dealers

Automobile dealers are biggest users of local TV, according to Television Bureau of Advertising which in about two weeks will publish summary of 1964 TV data. TVB reports 6,553 auto dealer commercials on local TV in one-week measurement made during March in 75 markets. Report ("TV Basics No. 8") says

local TV runner-up is banks-savings and loan associations-loan companies category (5,208 commercials), followed by food stores (3,386). Nationally, TV is shown as having received 60.5% of dollars spent in measured media by top 100 advertisers—network and spot accounting for more than \$1.5 billion out of a total advertising outlay measured at \$2.5 billion.

Goldenson's turn

Soon to be announced will be selection of Leonard H. Goldenson, ABC president, as Pulse Man of the Year. Formal presentation citing ABC-TV's development in establishing three-TV-network economy will be made at traditional luncheon Oct. 20 in New York at Plaza Hotel. Past recipients have included other network heads. Award last year went to Huntley-Brinkley; in 1963 to John W. Kluge, Metromedia, and 1962 to George B. Storer Sr.

Up for grabs

Score of bids—most of them from broadcasters, others "blind" through brokers or attorneys—are indicated for purchase of city-owned WSUN-AM-TV St. Petersburg, Fla. Indication is based on number of requests for specifications (at \$50 per copy) sought in advance of bids to be opened on Sept. 8. Properties involved are ch. 38 WSUN-TV, which loses its ABC-TV affiliation Sept. 1 to new ch. 10 WLGTV-TV Largo, and WSUN-AM, 620 kc, 5 kw fulltime, ABC radio affiliate.

Among those who have requested "specs": MGM; Joseph L. Brechner of WFTV(TV) Orlando; Alvin D. Schrott, WJAC-AM-FM-TV Johnstown, Pa.; Worth Kramer, former president, Goodwill Stations, Detroit; Morgan Murphy, Murphy newspapers and stations; Charles L. Kelly, general manager, WCKT(TV) Miami; John Mullins of KBTR-KBT(TV) Denver, and WLOL Minneapolis.

Success story

Oppenheimer Fund Inc., New York, decided to test TV in that city on limited spot campaign for six weeks early this year. Sales results were said to be "so fantastic" that mutual fund organization continued campaign through July; will resume in fall with plans to

extend TV effort in other major markets. Agency: Gordon & Weiss Inc., New York.

Area ratings

Pulse Inc., New York, is planning fall start for new radio service, Pi 100 Square, that will measure audience in 100-mile circle around 50 major markets. Response from agencies and stations to feeler letter is said to be encouraging enough to get syndicated service started. Plan is designed to come closer to total audience measurement than present Pulse technique.

Cue for radio

In its first use of radio for Cue toothpaste, Colgate-Palmolive Co. is mounting an extensive spot radio campaign, which began in selected markets last week and is set to spread to others. At least 50 major markets and perhaps more will be used on behalf of Cue, which was introduced via spot TV and newspapers this past winter and spring. Colgate and its agency, D'Arcy Advertising, New York, view spot radio as effective adjunct to television, particularly in summer and early fall months when radio listening is at high levels. According to Radio Advertising Bureau estimates, C-P was \$1.7 million user of spot radio in 1964, and spent \$328,000 in spot radio in first quarter of this year.

Future of cable TV

Stanford Research Institute, which came out in mid-1963 with optimistic report on future of pay television in U. S., is now working on analysis of CATV with report expected in two months. As was pay-TV study, this report is part of regular service (about 40 studies per year) to long list of industry clients. But this one is likely to be considerably more cautious in approach than pay-television analysis, according to one member of research team involved.

Earlier SRI report put forth possibility pay TV could become \$2 billion business by mid-1970's and that by then there might be 15 million subscribing households. Big question SRI hopes to answer now is how far CATV can be expected to expand its subscriptions. Industry estimates have ranged from 10% to as high as 80% of TV homes.

... now sold nationally by



KDWB

A Crowell-Collier Station

Minneapolis / St. Paul

The first choice

for contemporary radio

in the nation's 16th market

appoints H-R Representatives, Inc.

exclusive national representatives

effective August 16.

WEEK IN BRIEF

Extended seasonal fare, professional and college football occupies near-saturation point on television this year. Sponsors will pay \$92 million. Traditional blackout policies questioned. See . . .

FOOTBALL: 7-MONTH STAPLE . . . 27

FCC split five ways from Sunday on merits of new radio program form, but winds up adopting it five years after study began. Hyde, Bartley dissent. Loevinger not enthused, but calls it improvement. See . . .

SURVEILLANCE EASIER . . . 66

Chevrolet is out to shop U.S.A. and buy quarter-hour radio newscasts in 50 top markets. Move is seen as further evidence of spot radio's increasing strength. Chevy will put up new money for project. See . . .

NEW CHEVY STRATEGY . . . 44

Triangle's FM stations move at rapid clip towards stereo programming on all five stations. Says technical alterations will cost \$158,000. Switchover should be complete by first of year. See . . .

FULL SPEED AHEAD . . . 56

Although Arkansas isn't considered plains state, not a discouraging word was heard at Senate hearing on Oren Harris's nomination to be federal judge. Compliments were plentiful. See . . .

NOT A DISSENTING VOICE . . . 76

Plans for 1966-67 programming are underway but are still highly fluid, BROADCASTING survey shows. Color will play important role and production houses look for increase in half-hour series. See . . .

A LOOK AHEAD . . . 52

Increase of 3.8% over comparable period in 1964 is recorded by network television in revenues for first six months. June billings show jump of 10.6% over last year, with daytime up 30.9%. See . . .

DAYTIME NETWORK GAINS . . . 46

UHF network nears starting line. Unisphere Broadcasting System names top executives with Piano brothers running show. Firm plans announcement of affiliates and program schedule shortly. See . . .

NETWORK NEARER START . . . 76

Gross is up but net is down for first half of 1965 at CBS Inc. Decline in profits from \$1.17 to \$1.10 a share attributed to move to new headquarters. TV stations and radio divisions' sales running ahead of '64. See . . .

EARNINGS DOWN SLIGHTLY . . . 84

Broadcasters and lawyers have more in common than either realize, NAB's Comstock tells American Bar Association. Says formation of local bar-media committees is 'heartening development.' See . . .

SEEK COMMON GOALS . . . 78

DEPARTMENTS

AT DEADLINE	9	LEAD STORY	27
BROADCAST ADVERTISING	27	THE MEDIA	66
BUSINESS BRIEFLY	46	MONDAY MEMO	24
CHANGING HANDS	78	OPEN MIKE	22
CLOSED CIRCUIT	5	PROGRAMING	52
DATEBOOK	14	WEEK'S HEADLINERS	10
EDITORIAL PAGE	102	WEEK'S PROFILE	101
EQUIPMENT & ENGINEERING	81		
FANFARE	80		
FATES & FORTUNES	85		
FILM SALES	58		
FINANCIAL REPORTS	84		
FOR THE RECORD	90		
INTERNATIONAL	82		



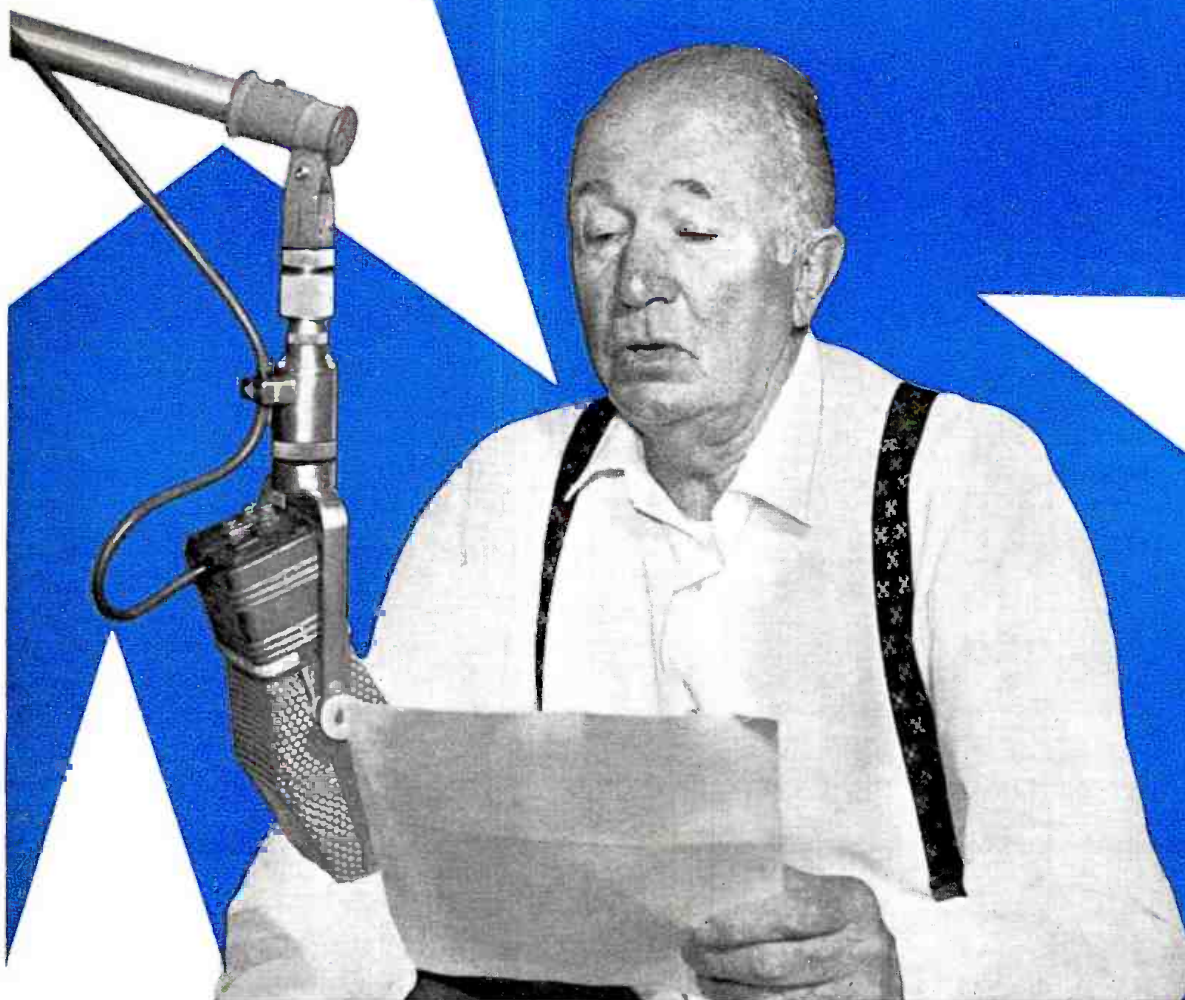
Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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"Listen, America...the voice of freedom speaks."

These familiar words now introduce Walter Brennan, eminent actor, patriotic American and spokesman for series five of "Voices of Freedom." The first four series of these one-minute capsule programs have been aired on over 600 radio stations. As a public service,

Storer Broadcasting Company has produced another series of 26 taped messages designed to remind us that freedom is our most precious possession. Freedoms Foundation at Valley Forge again cooperated in making the

programs possible. This powerful new series of "Voices of Freedom" is available now for your station. Write to day to: William J. Wheatley Operations Manager, WIBG Philadelphia 3, Pennsylvania



LOS ANGELES KGBS	PHILADELPHIA WIBG	CLEVELAND WIW	NEW YORK WHM
TOLEDO WSPD	DETROIT WIBK	MIAMI WGBS	MILWAUKEE WITI-TV
CLEVELAND WIW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WIBK-TV

Miles David named president of RAB

Miles David, executive vice president and general manager of Radio Advertising Bureau, elected Friday (Aug. 13) as president. His election was announced after meeting in New York of five-man selection committee.

Committee said it had "evaluated and interviewed three final candidates" for presidency and agreed on Mr. David, noting that group believed "this action is in the best interests of the present and future membership of RAB."

It was understood that contract terms were still being negotiated. In past, RAB presidents have been elected for period of three to five years.

Mr. David, associated with RAB since 1958 when he joined as director of promotion, was elected executive vice president and general manager in May of this year upon resignation of Edmund C. Bunker who joined Foote, Cone & Belding ad agency as broadcast executive.

Through the Ranks ■ Mr. David advanced in RAB's ranks becoming vice president within three years and was named administrative vice president in 1962. Mr. David was chief figure in administration of both Kevin B. Sweeney, and of Mr. Bunker. (Mr. Sweeney's presidency preceded that of Mr. Bunker.)

Mr. David's functions at RAB have been numerous. Among them: selling radio to national advertisers, as well as locally under RAB's "local selling strategy." In 1959, when RAB undertook program for breakthrough in selling radio to department stores, Mr. David administered test store program in Cleveland (Higbee Co.), where radio was tried under laboratory conditions. Later, he took results of study on road making presentations to executives of leading department stores in dozens of cities.

More recently, Mr. David has been engaged in effort to make radio measured medium, conceiving and directing bureau's program to publish dollar expenditures of leading radio national advertisers. He has also been instrumental in All-Radio Methodology Study (ARMS), joint RAB-NAB project. Before he joined RAB, Mr. David was executive editor of *Sponsor* magazine and had been associated in editorial capacity with McGraw-Hill.

True connoisseur of TV

Where do newspaper TV critics come from? *Chicago Daily News* Friday (Aug. 13) gave one answer. It picked Bob Smith from its sports staff to replace Terry Turner who leaves for Washington as radio-TV director of Peace Corps. Mr. Smith's interest in TV films and theater until now has been as hobby.

Major NBC news shows go color next season

All regularly scheduled major news programs on NBC-TV will be color-cast next fall, starting at various dates. NBC News is announcing today (Aug. 16), that in addition to *Today* going to color as reported earlier in week, *Huntley-Brinkley Report* Mon.-Fri., 6:30-7 p.m. or 7-7:30 p.m. EST, effective Nov. 15; *Scherer-MacNeil Report*, Saturdays, 6:30-7 p.m. EST, effective Nov. 20; and *Sunday* show which will be in new format, effective Sept. 19 at 6-6:30 p.m. EDT, will be largely in color (studio originations, pickups from affiliated stations, features etc., and news film where practical). *Scherer-MacNeil Report* begins on Oct. 23, month before it converts to color. Of 50 planned NBC News specials in 1965-66 season, at least 80% will be in color, network said.

Bartley's reappointment

Word from informed sources late Friday was that President Johnson was expected to announce over weekend reappointment of Robert T. Bartley to FCC. President was at his ranch in Johnson City, Tex. Mr. Bartley is Texan and nephew of late Sam Rayburn, speaker of House and political mentor of Mr. Johnson.

Papers on reappointment of Mr. Bartley have been awaiting presidential signature for several weeks (CLOSED CIRCUIT, July 26).

Two new U's name rep firms

Field Communications Corp.'s WFLD (TV) Chicago, which takes air early next year, has named Metro TV sales as national representative, it was an-

nounced Friday (Aug. 13) by Sterling C. (Red) Quinlan, vice president-manager of new UHF channel 32 station.

And WDCB-TV Washington, new channel 20 station, has named National Television Sales, headed by former ABC-TV president Ollie Treyz, as its national representative. Milt Grant, president of capital city station, says it's planning for November start.

Boxing bill retains power to ban TV

Final version of House boxing bill, expanded from original three to 22 pages, doesn't require licensing of "any person licensed under the Communications Act of 1934," but still contains provision objectionable to National Association of Broadcasters: Federal boxing commission will have authority to summarily forbid "coverage" to match to which it objects "without notice or hearing . . . pending final disposition of the proceeding. . . ."

"Coverage" includes transmission in interstate commerce of professional matches or parts thereof, through film, tape or live, and over radio, TV or wired or other closed-circuit systems. However, use "as a part of a bona fide news broadcast" is exempted from commission's authority.

Penalty for "knowingly and willfully" furnishing coverage for match prohibited by commission is fine up to \$50,000 or imprisonment up to one year, or both. Other sections of bill carry up to five-year sentence.

Hearing Authority ■ Boxing commission would have power to subpoena witnesses and to secure from other government agencies "any information, suggestions, estimates, and statistics which will assist . . . in carrying out the purposes . . ." of act. Local or state boxing authorities are not superseded by act; would still be free to impose their own regulations on matches or coverage of matches.

Three-member boxing commission would have six-year term of office, staggered to expire for one member every two years, and pay of \$26,000 per year. Only one member of commission is to come from world of boxing; others are to have "broad experience."

Licenses would be required for boxers, promoters, agents, managers, matchmakers, referees and judges.

In hearings on bill last July, general idea of regulation received support from

FCC, representatives of boxing industry, and NAB, with exception noted above (see page 60).

Measure comes up for vote in House today (August 16). Passage will require two-thirds vote due to parliamentary technicality requiring suspension of rules to conduct such business on Monday.

Multi-FM antenna ready in October

New \$300,000 FM master antenna atop Empire State Building in New York, which has capacity for 17 FM station signals to be transmitted simultaneously, should be ready to operate by mid-October, it was announced Friday (Aug. 13).

Thirty-two dipoles have been installed above and below observation windows on 102d floor, and WQXR-FM, WHOM-FM, WLIB-FM and WNCN(FM), all New York, have received FCC approval to use antenna.

Cost for each participating station for installation and equipment comes to about \$100,000, exclusive of annual rental. Antenna, designed and built for Empire State by Alford Manufacturing Co., Boston, will be 1,250 feet above ground. It is considered to be first omni-directional master FM antenna in U. S. (BROADCASTING, April 26).

General Mills-DDB part over product conflict

General Mills, Minneapolis, and Doyle Dane Bernbach, New York, mutually terminate estimated \$2 million account on Jan. 1, 1966, after five-year relationship. Move was attributed Friday (Aug. 13) to product conflict, DDB noting General Mills' development of new products in area where agency already serves client (said to be Laura Scudder's Division of Pet Milk Co., Anaheim, Calif.) Agency indicated it didn't want to part with older client.

Affected: General Mill's casserole dishes and snack products that now go to Knox Reeves, Minneapolis, which has had long-time association with General Mills. It's estimated TV accounts for \$1.6 million of \$2 million billing.

At same time, General Mills' \$1 million billing for Bisquick move from Knox Reeves to Needham, Harper & Steers, Chicago.

Ayer gets AMA business

American Medical Association, Chicago, Friday (Aug. 13) picked N. W. Ayer & Son for new \$1 million institutional campaign.

WEEK'S HEADLINER

Arno W. Mueller, assistant treasurer, elected VP and director of financial planning for Storer Broadcasting Co. Mr. Mueller entered broadcasting in 1947 with Texas State Network, in 1955 served as operations coordinator and later program manager at KFJZ-TV (now KTVT[TV] Fort Worth-Dallas). He joined Storer in 1961.



Mr. Mueller

For other personnel changes see FATES & FORTUNES

Orders confab, extends dates

FCC last Friday ordered extension of time for filing comments and reply comments from Aug. 20 and Aug. 31 to Oct. 20 and Nov. 1, respectively, in matter of amendment of rules dealing with field strength curves for FM and TV broadcast stations. It also scheduled engineering conference on subject.

Order resulted after petition by Association of Federal Communications Consulting Engineers which told commission that new curves are "urgently needed not only to update present curves but also to provide tools for computation of equivalent protection as contemplated concerning possible establishment of antenna farms."

AFCCE also asked FCC for engineering conference to review curves before they are formally adopted. Commission also granted conference which will be held Sept. 16, in Washington.

TFE readies for Chicago

Program syndicators plan to hold Television Film Exhibit next March in Chicago at time of National Association of Broadcasters convention, it was announced Friday (Aug. 13).

Donald Klauber, Seven Arts Associated, and Ira Gottlieb of Wolper Television Sales, are co-chairmen of executive committee for TFE '66 (fourth consecutive year of exhibit). Also on committee are Pierre Weis of United Artists TV and Wynn Nathan of Official Films. Fifth floor of Conrad Hilton hotel will be occupied by exhibitors which now number 18.

How about combat pay for newsmen?

Radio and television personnel and equipment did not come unscathed through last week's Negro rioting in Los Angeles. At least two TV newsmen required hospital treatment and several mobile units had been reported damaged by Friday (Aug. 13). But all broadcast newsmen remained on scene.

Damage reported during Wednesday and Thursday rioting:

- **KNXT(TV)**: Mobile unit with two-way radio, cameras and other gear tipped over and burned. No newsmen in car. Unit is total loss; damage \$10,000. Second mobile unit had windows broken. All personnel safe.

- **ABC-TV**: Newswagon stoned, burned and hit by bottles. Total loss; damage \$10,000. Ray Fahrenkoph and Ralph Mayer were injured and treated at Glendale Memorial Hospital. Both were later released.

- **KNBC(TV)**: Three mobile units had windshields knocked out and cuts, scraped and dents on chassis. Bell & Howell camera lost. All personnel were safe.

- **KTLA(TV)**: Mobile unit severely dented and scraped from flying debris. Switched to helicopter coverage.

- **KHJ**: All windows smashed in mobile unit. Dents and scrapes on body. Personnel received minor cuts from flying glass.

- **KMPC**: Windows smashed in mobile unit. One newsman suffered head injuries when hit by brick.

- **KNX**: Windows broken in mobile unit.

- **KTTV(TV)**: No damage to unmarked cars.

In Washington, where pacifists marched on Capitol earlier in week. John Meyer, CBS News reporter submitted expense account for \$106.90 to replace suit "destroyed by the Nazis." Members of American Nazi Party had tossed red paint at pacifists and newsman Meyer got caught in middle. He said suit was new and his "best" and he had worn it that day expecting to cover White House.

New RCA tube ready in '66

RCA said today (Aug. 16) its 15-inch rectangular color picture tube (BROADCASTING, Aug. 2) will carry an initial price of \$90 per unit, and will be available to manufacturers in limited commercial quantities during next year's first quarter. Tube availability opens up possibility of lightweight color portable receivers, using three-gun shadow-mask principle, according to RCA.



CHEYENNE PACKS RATING POWER

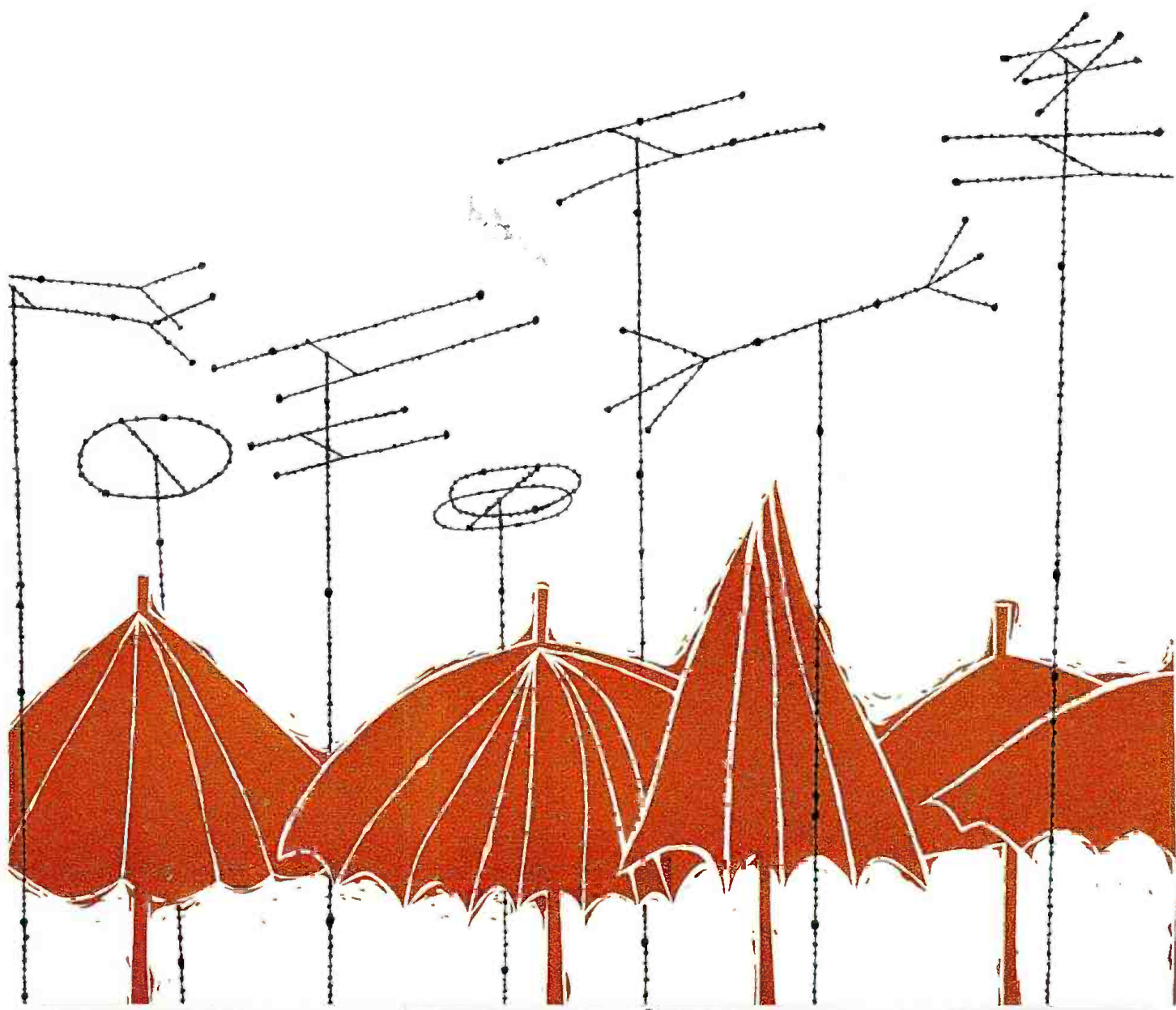
CHEYENNE, starring six-foot-six-inch Clint Walker, packs rating power—across the board, or any number of times a week.

*In every reported category,** CHEYENNE ranks No. 1 in its time period in such markets as Baton Rouge, Buffalo, Columbus (O), Evansville, Louisville and Monroe. In Greenville (NC), Shreveport and Wheeling-Steubenville, the hour-long western is No. 1 in every reported category, *except children*.

For more details about these and other markets where CHEYENNE is packing them in, ask for a copy of the just-released brochure —“24 Examples of Cheyenne Rating Power.”

*ARB Reports, March 1965

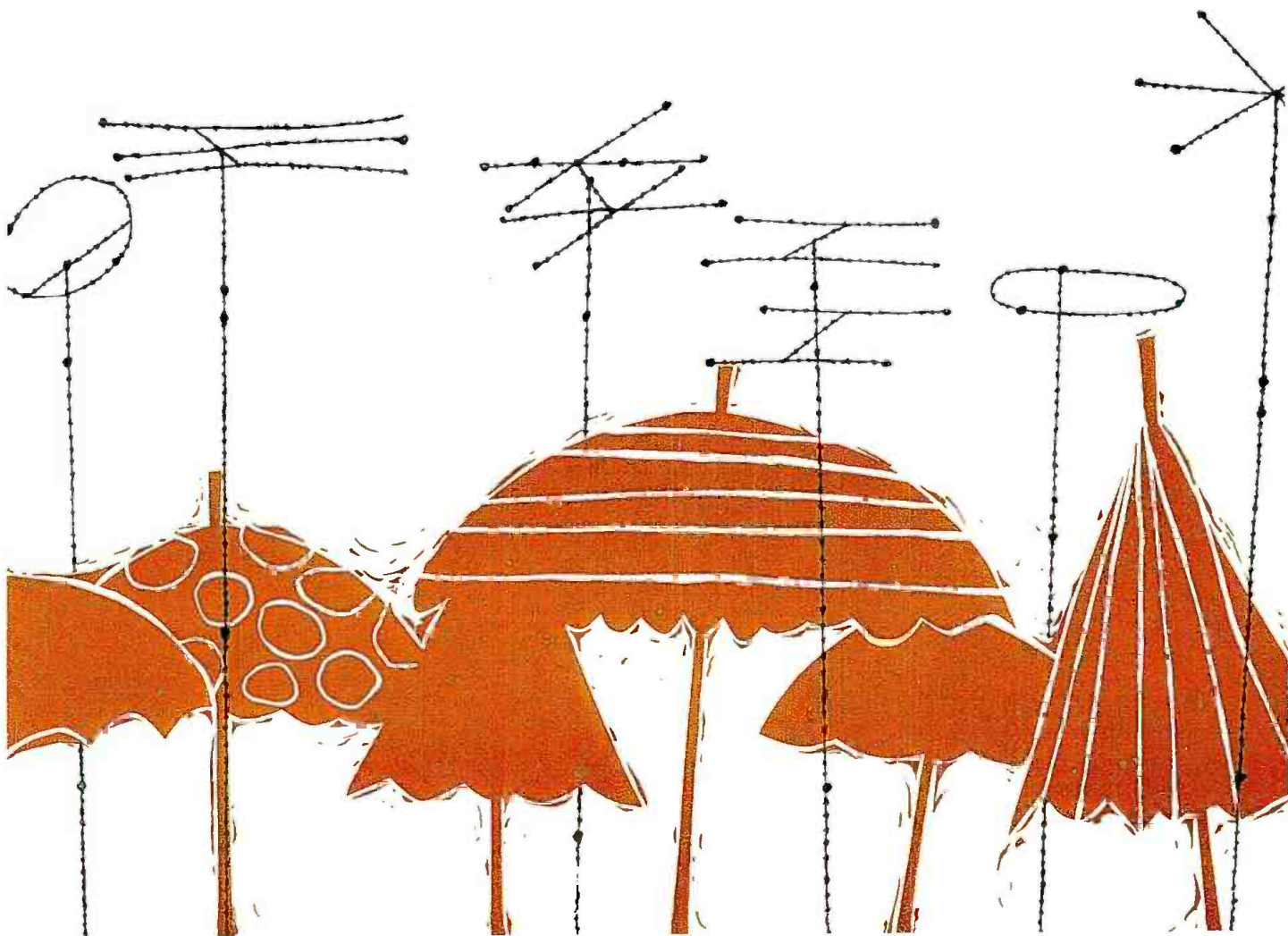
WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N.Y. Circle 6-1000



COVERAGE

Television is the only efficient way to reach the important Florida/Georgia regional market, and WJXT in Jacksonville is the only television station to cover the total area!

WJXT 
JACKSONVILLE, FLA.
Represented by TvAR
A POST-NEWSWEEK STATION





**Felix
THE
CAT**

© MGM/UA Felix the Cat Productions, Inc.

DELIVERS

85.5%

**SHARE OF
CHILDREN VIEWERS
IN BUFFALO, NEW YORK**

ARB (MARCH 1965) WGR-TV

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



**figure
it out!**

**WHAT'S IT WORTH
TO GET ALL THIS IN
ROCHESTER, N. Y.?**

- 1 The highest per household retail sales in New York State!
- 2 The second highest per household income in New York State!
- 3 The lowest unemployment rate in New York State!

You get this—and more—in Rochester, N. Y., home of world-famous Eastman Kodak and sensational Xerox; plus Bausch & Lomb, Ritter Dental, General Dynamics, Taylor Instrument, Pfaunder-Permutit, General Railway Signal and other business giants.

Ask your HR representative for the complete Rochester story. Ask him to show you the major role played by WHEC-TV in this rich market!

WHEC-TV

CHANNEL 10 • ROCHESTER, N. Y.

Member of the Gannett Group

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. 21—Annual meeting, Wyoming CATV Association. El Rancho motel, Rock Springs, Wyo.

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 Promotion 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. 12-15—Annual meeting, New York State CATV Association. Concord hotel, Kiamesha Lake (Monticello).

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. 15-17—New Jersey Public Utilities Commission resumes hearings on tariff submitted by New Jersey Bell Telephone Co. to furnish facilities for community antenna service. Trenton.

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—Tenth annual fall convention and election of officers of Pacific Northwest Community TV Association. Speakers include Frederick W. Ford, president, National Community Television Association, and Ben Conroy Jr., chairman, NCTA. Olympic hotel, Seattle.

Sept. 19-21—Annual fall meeting and election of officers of Louisiana and Mississippi Association of Broadcasters. Speakers include Sherri Taylor, vice president for radio, National Association of Broadcasters, and William Carlisle, vice president for sta-

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.

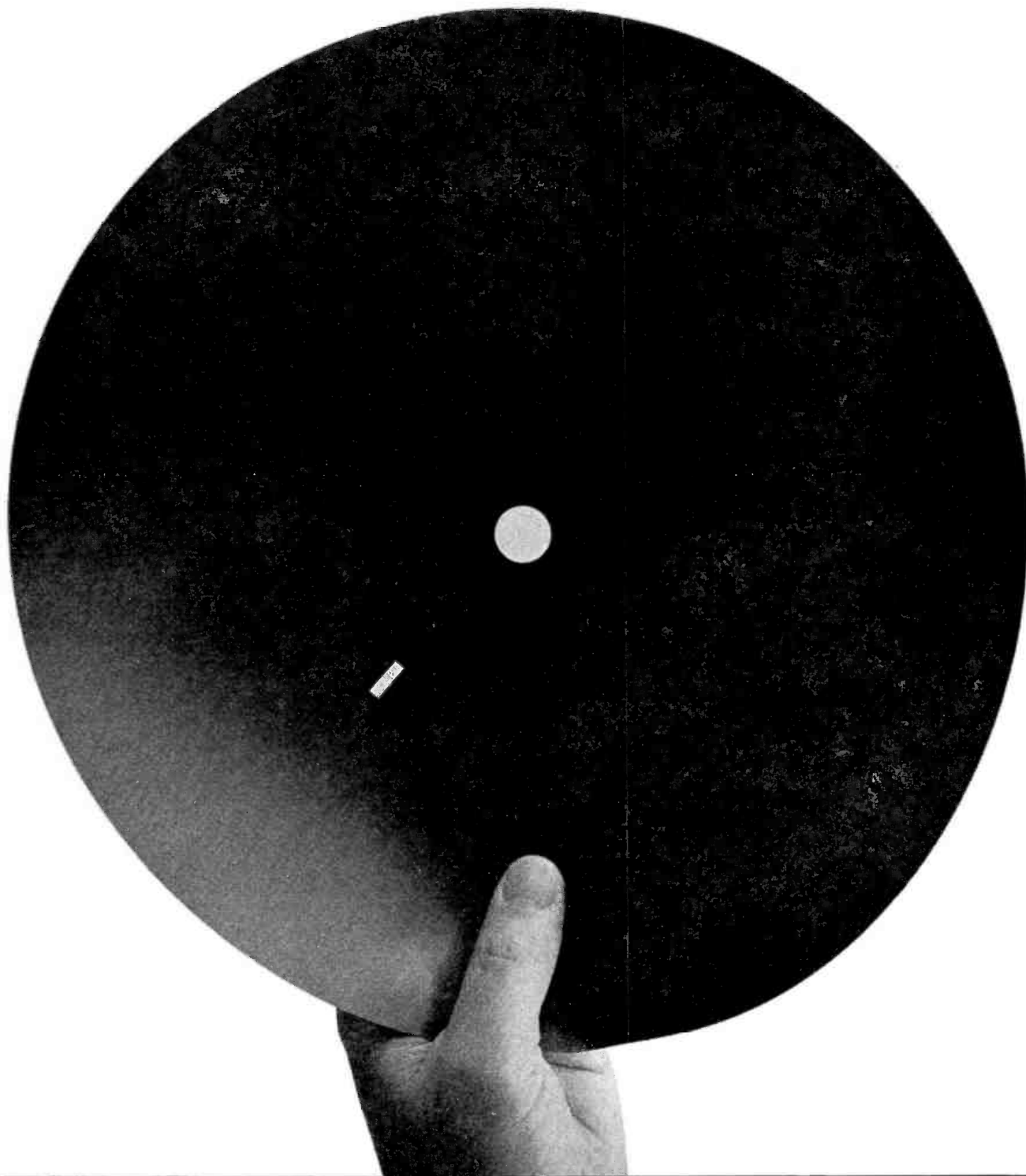
Nov. 11-12—Sheraton-Chicago, Chicago.

Nov. 15-16—Brown Palace, Denver.

Nov. 18-19—Davenport hotel, Spokane, Wash.

Nov. 22-23—Westward Ho hotel, Phoenix.

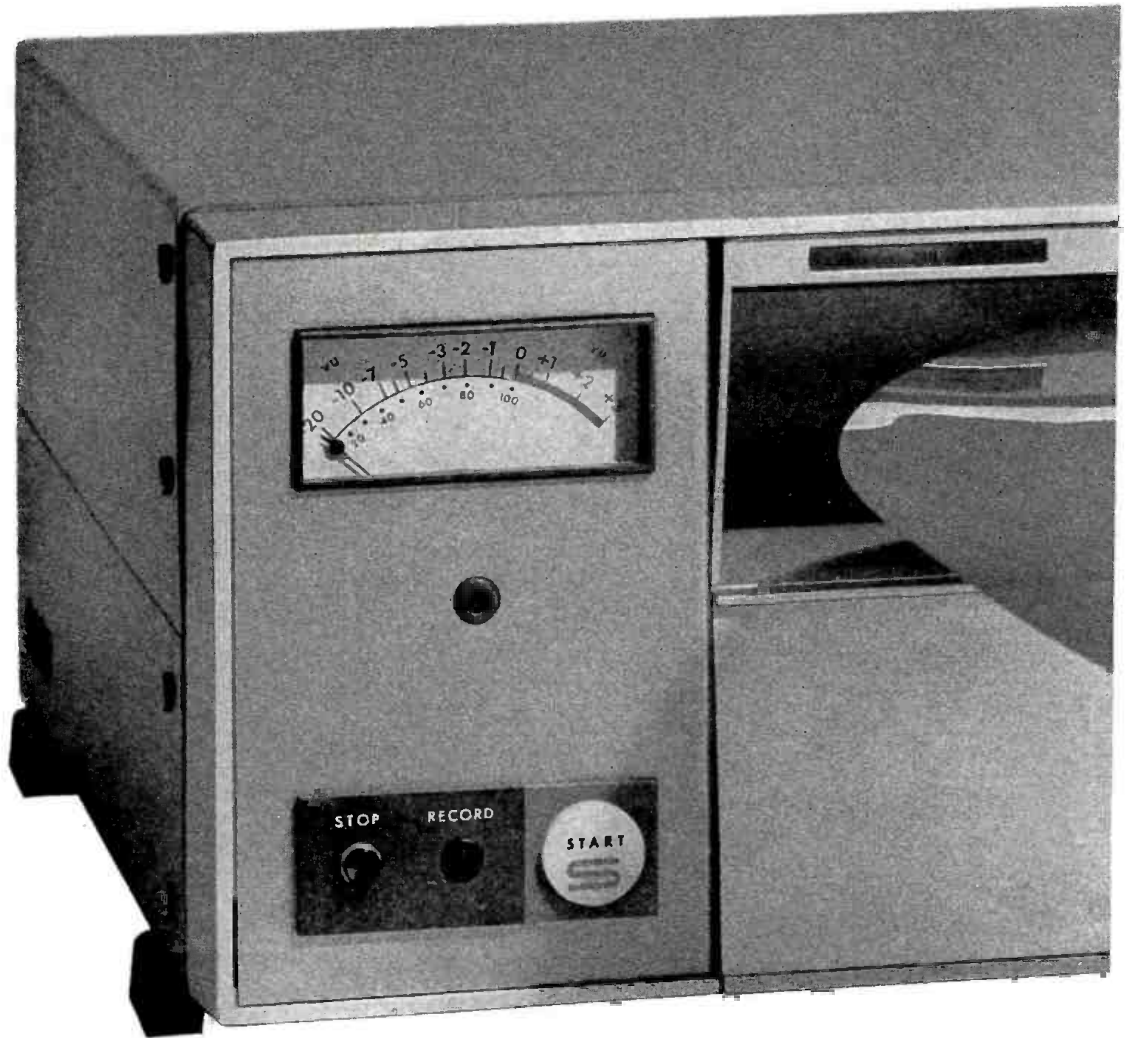
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How do you solve playback quality problems caused by the transfer of electrical transcriptions to other media, particularly tape cartridge recording systems?

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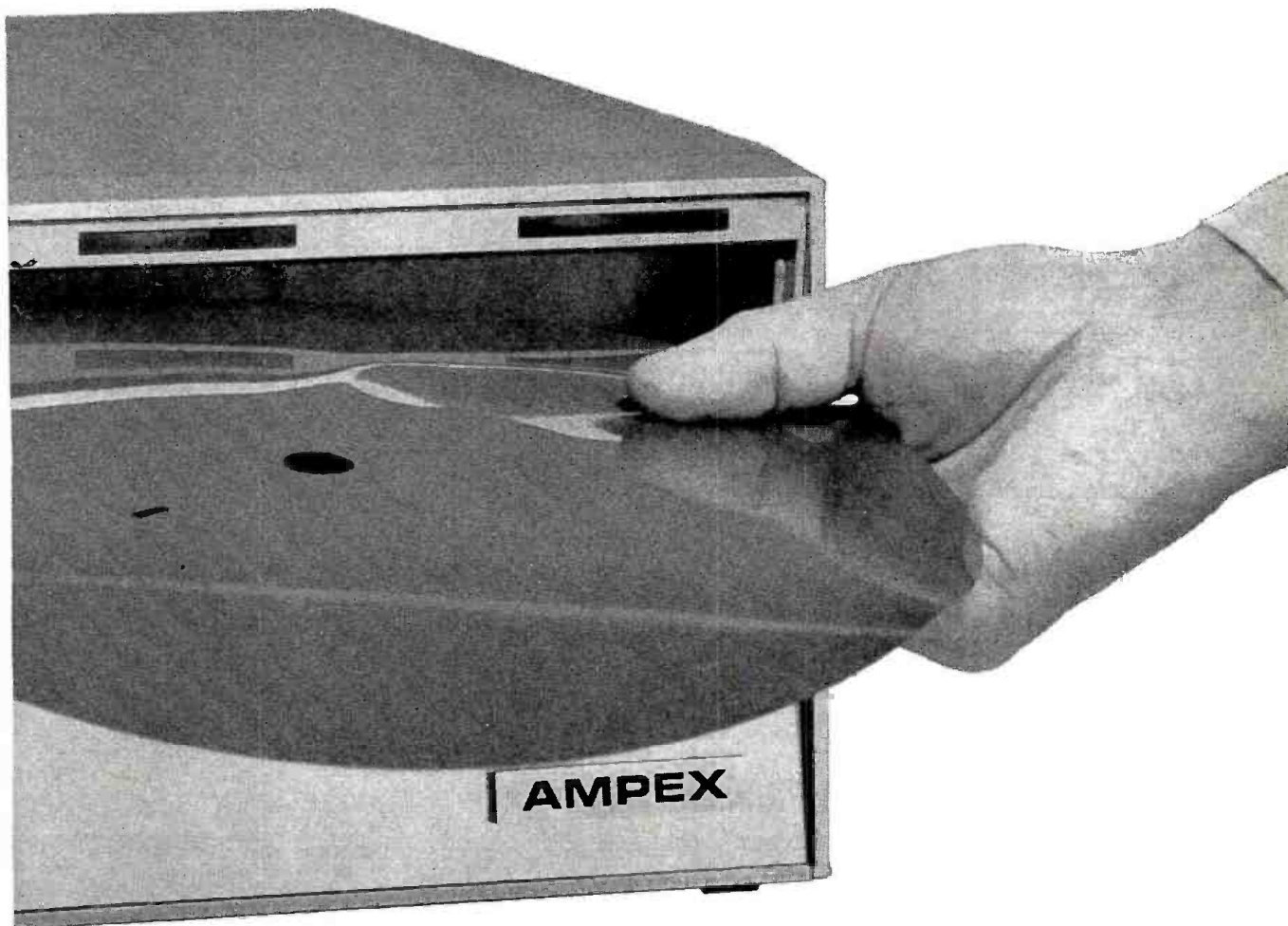


Ampex took a fresh look at one of the industry's most serious problems. Result: an entirely new solution, the CUE-MATIC. Now you can get first-play quality, absolute reliability and handling ease in a compact recording/reproducing unit. And the CUE-MATIC system offers extraordinary economy. The CUE-MATIC has been thoroughly field tested by advertising agencies, recording studios, networks and independent broadcasters. After months of vigorous use, all acclaimed the performance of the CUE-MATIC. Here's how CUE-MATIC works: The CUE-MATIC system uses an 11 $\frac{3}{4}$ -inch magnetic mat called a CUE-MAT* instead of tape cartridges for recording and

reproducing sound. The CUE-MAT is easily inserted into a slot in the front of the machine. It is automatically centered and cued for recording or playback. The record/reproduce head is mounted on a carrier which moves in a straight line across the rotating CUE-MAT from the outer edge toward the center. Maximum playing time is 3 minutes and 45 seconds. This provides sufficient time for individual spot announcements, complete 45 rpm records, or excerpts from LP albums. Full stable speed is achieved in 0.1 second after start button is pushed. Indicator lights give visual confirmation of status. Another important feature is the automatic addition of an inaudible

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are no worries about missed cues or other malfunctions which have triggered industry complaints about the cartridge system.

The CUE-MATIC is very easy to operate. Cueing is completely automatic and the unit is push-button operated.

The CUE-MATIC offers economy. The mats cost less than $\frac{1}{4}$ the price of cartridges and are erasable and re-usable. They require less than $\frac{1}{10}$ the storage space too. This alone can save you up to 90% in storage and related costs.

The CUE-MATIC system is in production now. To arrange a demonstration, or for an illustrated brochure, just send us the coupon. Term leasing and financing are available.



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- ☐ Please send me free brochure about CUE-MATIC.
☐ Yes, I'd like a demonstration of the CUE-MATIC system.

Name _____

Title _____

Organization _____

- | | |
|--|---|
| ☐ Broadcast Station | ☐ Recording Studio |
| ☐ Agency/Advertiser | ☐ Other |

Address _____

WHY STOP TO REFUEL



You no longer need two market buys to travel your tv ad the whole length of Wisconsin's central market belt. Your film, tape or live commercial on WKOW-TV MADISON broadcasts simultaneously on microwave-interconnected WAOW-TV Wausau. This exclusive no-duplication, one-camera vertical coverage gives you total mileage throughout all central Wisconsin's ARB marketing area counties.



the Midwis market

TONY MOE, Vice-Pres. & Gen. Mgr.
Ben Hovel, Gen. Sales Mgr.
Joe Floyd, Senior Vice-Pres.
Larry Bentson, Pres.

National representative, **ADAM YOUNG**

tion 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—15th annual broadcast symposium sponsored by The Institute of Electrical & Electronic Engineers Group on Broadcasting. 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—Annual outing, Federal Communi-

RAB 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.

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Okay.

Write down every radio program you listened to yesterday, and the time you listened.

Now do the same for the day before.

And the day before that.

Now do you feel self-administered research can really measure today's radio?



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Nothing takes the place of personal interviews in the home.

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Now in Color OR BLACK & WHITE!

COUNTRY & WESTERN STAR-PACKED SHOWS
available exclusively on video tape in your
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For a lively contribution to your color schedule,

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26 SPECIALLY PRODUCED HALF-HOUR PROGRAMS IN COLOR!



A TOP STAR featured on every show—along with the ever-popular Barn Dance cast—Dolph Hewitt, Red Blanchard, Bob Atcher, The Johnson Sisters, Bob & Bobbie, Cousin Tilford and the Sage Riders.

Other feature stars include Dottie West, Bill Wilburn & Kathy Morrison, Loretta Lynn, Hugh X. Lewis, Devvy Davenport, Jean Shepard, Porter Wagoner & Norma Jean, and Connie Smith.



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JOHNSON



*GEORGE
HAMILTON
IV



*TEX
RITTER



*REX
ALLEN



Read all about it! TWILIGHT ZONE fans do. Two Rod Serling books brought in a quarter-million dollars in sales for publishers Grosset & Dunlap. And Gold Key Comics reached ten million young readers with only eleven TWILIGHT ZONE illustrated comics. Broadcasters are wise to the wide family, all-age appeal of TWILIGHT ZONE and are scheduling it early and late in markets across the country. Take a page from their book. See for yourself how TWILIGHT ZONE delivers. **●CBS FILMS**



cations Bar Association. Washingtonian Country Club, Gaithersburg, Md.

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 New York.

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

■Indicates first or revised listing.

OPEN MIKE®

An eye for spot radio

EDITOR: We find our ad agency buying more spot radio and the personnel in this office should know more about the broadcast industry. Please send us your subscription rates for BROADCASTING—*Benson C. Brainard, president, Lav-optik Co. Inc., St. Paul.*

No change at KLZ-AM

EDITOR: A typographical error in the otherwise good report about our plans to broadcast contemporary music four hours a day on KLZ-FM indicated that it was KLZ-AM that was doing the show. (AT DEADLINE, Aug. 9). To allay concern at our rep and among our advertisers, would you please assure your readers that KLZ-AM will continue with its policy of middle-of-the-road music and information.—*Lee Fondren, manager, KLZ-AM-FM Denver.*

A good response

EDITOR: Thank you for the excellent spread given the religious TV spot produced by the Florida Council of Churches (BROADCASTING, Aug. 2). Response was heartwarming. I have found the [broadcasting] industry always cooperative in their public service endeavours when they are shown a little imagination and ingenuity . . . —*Sam Lawder, radio-TV director, Florida Council of Churches, Lauderdale by the Sea, Fla.*



Have You Noticed How Summer the West Sounds Today

Here
Emerald Bay,
photographed with its own sound
of sea, the hot sun ringing silence
...like you remember when
you close your eyes.

and Hear
KRLA,
the sort of sound that
makes you want to
open the windows and
turn on Summer
all over the bloomin' world.

KRLA/Los Angeles' most listened-to radio station

Putting the human touch in pet food commercials

Today's television advertiser must re-appraise his sales and marketing objectives on a continuing basis.

The reasons for frequent and regular re-examination of a television advertiser's objectives are manifold. Among them are the speed with which the medium translates new products or concepts into sales; ever-changing commercial concepts and effects on competition; growing consumer sophistication; the degree to which advertising has become part and parcel of the total marketing strategy, and the proliferation of competitive products using the TV medium.

Those of us in the pet food field are particularly sensitive to need for alertness in meeting changing sales and marketing developments. In recent years the pet field has been characterized by the addition of many new types of products; vast quality improvements in established brands; dramatic changes in packaging; the rapidly increasing number of pet owners, and the growing affluence of the American public.

These factors have helped to create a vibrant, expanding, fast-changing business on a par with any industry.

TV's Selling Power and Drawbacks ■ Relying heavily on television for its basic advertising, the pet food industry experiences the inherent strengths and weaknesses of the TV medium in selling its products. An immensely powerful tool for involving the consumer mentally and emotionally, television becomes neutral in establishing product preference when almost all major brands vie for position through television advertising. Media weight and other factors being equal, television offers no sure guarantee for success.

Add me-tooism in commercials and the result can become an almost blurred consumer identity for any single product. Impulse or price rather than pre-selling then can become the rule.

A major company in the pet food field and a user of television advertising for many years, Rival completely re-examined its position. Sweeping changes resulted.

The company name was changed from Rival Packing Co. to Rival Pet Foods Inc. Then followed a new product line, new packaging, a new marketing and sales strategy and a completely revamped advertising plan closely attuned to each of the elements.

No Rival for Rival ■ Leading to the position—"When it comes to cooking for dogs, Rival has no rival"—were

several points on the attitude of consumers:

(1) Pet owners are inclined to project their personal tastes, habits and standards when they feed their pets. Thus, there is the growing demand for pet foods which provide variety, look and smell like food for humans and are closely identified with food for humans.

(2) Feeding is the single most important relationship between owner and pet. It is practically the only means of demonstrating affection and concern and provides a means of exercising personal likes and dislikes.

(3) The pet is an emotional possession, prone to be treated as one of the family.

Each is an emotional factor—one which can be ideally conveyed to the consumers through television. Taking advantages of the attitudes however, called for a completely new look in commercials.

The new line stressed "people-type" pet foods and "people-type" packaging, a foil label closely identified with quality foods. Television had to convey this feeling too.

Objective of the television advertising was to convince the maximum number of dog owners that Rival Pet Foods were of the highest quality and a more satisfying way to feed dogs than other brands. Stress was to be placed on Rival quality, selection of ingredients, careful preparation and high appetite appeal. Commercials had to convey the feeling that Rival products were close in physical and psychological aspects to human foods.

In addition, the tone of the advertis-

ing was to be warm and knowledgeable and at the same time tell the viewer about the new look at Rival Pet Foods.

A look at prevailing pet food commercials suggested a direction. Of more than a dozen leading commercials screened, all showed dogs either running, eating or in the arms of their owners.

Dinner by Candle Light ■ The result was "people-oriented" commercials, each devoting the major attention to portraying a bachelor, a working girl or a mother preparing an elaborate meat dish. To this, an O'Henry ending is added when the dish is served to the pet dog, complete with candle, or flower and fancy place setting.

In addition, the commercial is completely integrated with the marketing position and takes full advantage of the medium's power to involve the consumer emotionally. The pet owner's personal tastes, the feeding relationship and emotional possession attitudes are stressed in a one-minute featurette.

The commercials also recognized that advertising has an obligation to entertain as well as sell. Benefits come when viewers write to say they've enjoyed watching the commercial and look forward to seeing it again.

To the advertiser, however, the final results come at the checkout counter. How often it's been said . . . it won awards but it didn't sell. For Rival, sales figures are responding.

For any advertiser, the time to change his strategy may be today. New ideas or products, or television itself may already have outdated some of the present practices.



William C. Durkee was senior vice president of Pepsi-Cola in charge of domestic operations when he left to join Rival Pet Foods in Chicago as its president in April, 1964. He had started in the soft drink field in 1939, holding various bottling plant jobs in Michigan until 1950 when he joined Pepsi as assistant general manager in the company's Philadelphia plant. In May 1955 he became divisional vice president in charge of a 12-state area with his office in Chicago. He moved to New York in May 1958 as marketing vice president and in February 1959 announced the formation of Pepsi's marketing division.



WLCY
TV **abc** **10**
TAMPA-ST. PETERSBURG



*The newest addition to the
Rahall family of stations*
WLCY radio, Tampa-St. Petersburg, Fla.
WKAP radio, Allentown, Pa.
WWNR radio, Beckley, W. Va.
WNAR radio, Norristown, Phila., Pa.

where the action is!

**Starting September 1*

Is a love affair in St. Louis any different?



THE EMBRACE. ENGRAVING BY THE MASTER M.Z. / COLLECTION CITY ART MUSEUM OF SAINT LOUIS

There's a certain aura of old fashioned loyalty for St. Louis' first TV Station—KSD-TV—that the years have not changed. This attachment has grown as it has aged. And today, as in 1947, Channel 5 is first in ratings and first in the hearts of St. Louisans.

St. Louis Post-Dispatch Television / represented nationally by **BLAIR TELEVISION**

A Division of John Blair & Company



SOURCES: Nielsen Station Index—A.R.B. Television Market Report (June-July '65) and Frank N. Magid Associates Survey.

Football: now 7-month TV staple

Sponsors will ante up \$92 million to networks and stations; broadcasters pay \$37 million for TV-radio rights, BROADCASTING survey indicates

On the first weekend in August a true football fanatic in New York, Washington or Houston could have watched—if he had the endurance and blessings of his spouse—about 12 to 13 hours of professional football on television. This included single games on ABC-TV and NBC-TV, two games on CBS-TV, and one carried locally.

And these weren't even the season's first games. The real harbinger of the fall madness had been ABC-TV's Coaches All-America game played in Buffalo, N. Y., June 25. And the football broadcasting season doesn't end until late in January.

Football, the high-priced baby that stations and networks court as a money-making, rating-building item, has come almost as close to the television saturation level as anything can. Although the season won't officially start for col-

leges or pros until mid-September, football already takes up more weekly hours than the combined three episodes of *Peyton Place*.

For the current season, the radio and TV networks will spend \$34,455,000 for rights to professional and collegiate games. In addition, BROADCASTING's annual survey shows that the 14 National Football League teams will realize an estimated \$1,070,000 from local radio rights, the eight American Football League teams will get \$270,000 for radio rights and 148 major colleges will get \$1,408,875 from local radio and delayed TV rights from 1,904 radio and 158 TV stations.

There is more: the rights the pros get for films of their games, the fees paid to college and pro coaches and players as hosts and guests of shows where game films are shown.

What it all adds up to is a whopping \$37,683,875 that broadcasters will shell out this year because someone invented a pigskin. This is \$8.2 million more than 1964's \$29,419,650 (BROADCASTING, Aug. 10, 1964) and about two-and-a-half times the 1963 rights which went for less than \$15 million.

Although the cost to sponsors continues to grow, the sales position of networks and stations generally is a good one. There are scattered eighths, sixteenths, parts of pregame, post-game shows and adjacencies still unsold, but on the whole broadcasters don't anticipate any difficulty in getting sponsors to pay about \$92 million to back anything connected with football.

How High a Bid? ■ Even while broadcasters are promoting their extensive 1965-66 football schedules, executives at the networks are trying to de-

What networks pay for radio-TV rights

ABC Radio	College All-Star game	\$ 5,000	Aug. 6
	Notre Dame football	80,000	Sept. 18
ABC Radio Total		85,000	
ABC-TV	Coaches All-America game	50,000	June 25
	College All-Star game	175,000	Aug. 6
	Liberty Bowl	100,000	Dec. 18 (tent.)
	Bluebonnet Bowl	125,000	Dec. 18
	North-South Shrine game	50,000	Dec. 25
	Gator Bowl	140,000	Dec. 31
	Hula Bowl (taped Jan. 7)	30,000	Jan. 8
ABC-TV Total		\$670,000	
CBS Radio	Cotton Bowl	(1)	Jan. 1
	NFL Championship game	(1)	Jan. 2
CBS-TV	NFL preseason games	100,000	Aug. 7
	Nat. Football League	14,100,000	Sept. 19
	Blue-Gray game	100,000	Dec. 25
	Cotton Bowl	200,000	Jan. 1
	NFL Championship game	1,800,000	Jan. 2
	NFL Playoff Bowl	250,000	Jan. 9
	NFL Pro Bowl	500,000	Jan. 16
CBS-TV Total		\$17,050,000	

MBS	Army football	50,000(2)	Sept. 18
	Baltimore-Detroit	5,000	Nov. 25
	NFL Playoff Bowl	5,000	Jan. 9
	NFL Pro Bowl	5,000	Jan. 16
MBS Total		\$65,000	
NBC Radio	Sugar Bowl	(3)	Jan. 1
	Rose Bowl	(3)	Jan. 1
	Orange Bowl	(3)	Jan. 1
NBC-TV	AFL preseason games	(4)	Aug. 8
	NCAA college games	6,500,000	Sept. 11
	Amer. Football League	7,200,000	Sept. 12
	AFL Championship game	1,200,000	Dec. 26
	East-West Shrine game	300,000	Dec. 27
	Sugar Bowl	300,000	Jan. 1
	Rose Bowl	750,000	Jan. 1
	Orange Bowl	300,000	Jan. 1
	Senior Bowl	35,000	Jan. 8
	AFL All-Star game	(5)	Jan. 15
NBC-TV Total		\$16,585,000	
Networks Total		\$34,455,000	

- (1) CBS Radio rights included in CBS-TV package.
(2) Package includes Army-Navy game, Nov. 27, and Ohio State-Michigan game on Army's open date, Nov. 20.

- (3) NBC Radio rights included in NBC-TV package.
(4) Rights included in AFL package.
(5) All-Star game and AFL Championship game bought as package.

FOOTBALL: NOW 7-MONTH TV STAPLE continued

cide how much: they dare bid—that sponsors will cover—or have to bid—to beat out the other networks—to get the rights to the NFL and National Collegiate Athletic Association games for future years.

Some football men are reported ready to take another look at their long-standing blackout provisions. With the growth of community antenna television, which can bring a blacked-out game back within the 250-mile restricted area all the way to the two-story home a block away from the stadium, some sportsmen are debating about the profitability of franchising closed-circuit theater TV and whether the blackout area shouldn't be brought in closer to the game site than 250 miles.

Last year the Chicago Bears, New York Giants, Baltimore Colts and Detroit Lions had theater-TV coverage of some of their blacked-out home games. This year only the Bears seem interested in going this route again.

However, the teams still have not negotiated with National General Corp., which handled the feeds. In the AFL no team has definite plans for theater coverage, although the New York Jets are reported thinking about some this season. Plans there, however, are reported to be still in "vague" talking stage.

But the 1965 network outlook is bright: especially at NBC-TV where 40 AFL and NCAA regular season games will be in color as well as all its post-season games except the East-West Shrine game from San Francisco. At CBS-TV, which is dipping more than its toe into the color pool this year, four pro games are set to be shown in color: the NFL Championship, Playoff and Pro Bowls and the Thanksgiving Day game between Baltimore Colts and Detroit Lions.

The point of saturation may be closer at hand than some broadcasters would care to admit. NBC-TV has already dropped the Sun Bowl in El Paso

from its 1965 schedule, although the network still has two years to go on its reported \$50,000 a-year three-year contract with the bowl. Reason given by NBC-TV is that the network and bowl committee couldn't come up with a suitable date for both.

There is a similar situation at ABC-TV where the network and officials of the Liberty Bowl have been unable to come up with a completely satisfactory date. The game, which will again be played in Atlantic City's Convention Hall, had been set for Dec. 18. This is also the date for the Bluebonnet Bowl from Houston which ABC-TV will carry. So the Liberty Bowl was shifted to Dec. 11, but that date didn't work out and now it's back on the 18th, at least for the time being. However, there is talk of pushing the game up to 11 a.m. on the 18th so it doesn't run into the Bluebonnet Bowl or the AFL game between Houston Oilers and Boston Patriots on NBC-TV or the NFL game between the Los Angeles Rams and Baltimore on CBS-TV. Since the two pro games are the only ones scheduled for either league that day they will be shown nationally.

Sponsors Increase ■ Sponsors who have signed with the networks for college and pro coverage at this time number 69. Last year at this time there were only 49 sponsors signed for approximately the same number of games and network pre- and post-game shows. The tri-network TV buyers are Bristol-Myers through Needham, Harper & Steers; Gillette through Clyne Maxon; Goodyear through Young & Rubicam; and Mennen through Grey Advertising.

The two-network accounts include Carter Products through Sullivan, Stauffer, Colwell & Bayles; Chesebrough-Pond's through Norman, Craig & Kummell; Firestone through Campbell-Ewald; General Cigar through Y&R; Hartford Insurance through Marchalk Co.; P. Lorillard through Lennen & Newell; Pabst Brewing through Kenyon & Eckhardt; R. J. Reynolds, Sun Oil and Union Carbide, all through Wm. Esty, and United Motors Division of General Motors through C-E.

On the TV side, some sponsors appear to be taking smaller shares of games this year than last accounting, in part, for the larger number of buyers. In radio, ABC Radio has sold off the network half of the Notre Dame schedule to B. F. Goodrich through BBDO and Kaiser Jeep through Compton Advertising. Mutual is selling its halves of the Army schedule and three NFL games as separate packages.

For NBC-TV, 1965 marks the year the network is getting both feet into the competitive pro football picture, and broadcasters, clients and agencies are looking for a tighter ratings race between AFL and NFL games this year. Aside from being able to clear more



TV boosts bonuses to AFL rookie quarterbacks

Typical of the tide of pro football fortunes, with television bankrolling the teams, was the situation of the New York Jets in the American Football League. Last year they bought not one, but two of the nation's top college quarterbacks in Joe Namath and John Huarte for

some \$600,000. Shown here are Mr. Namath (l), University of Alabama, and Mr. Huarte (r) of Notre Dame with Jet Coach Weeb Ewbank. Mr. Namath reportedly received \$400,000 for signing even though he was known to have a bad knee. Mr. Huarte received \$200,000.

These sponsors pay for the football on network radio-TV

Aetna Casualty (Remington)	NBC	Sugar Bowl	Hamm Brewing (C-M)	CBS	NFL, NFL Champion-
Allstate Insurance (Burnett)	ABC	College All Star			ship
Altes Brewing (Doner)	CBS	NFL, NFL Champion-	Hartford Insurance (Marschalk)	ABC	Coaches All-America
		ship		CBS	Cotton Bowl
American Home Products (Bates)	NBC	Senior Bowl	Humble Oil (M-E)	ABC	College All Star
American Oil (D'Arcy)	CBS	NFL	Institute of Life Insurance (JWT)	NBC	AFL, AFL Champion-
Armour & Co. (FC&B)	NBC	AFL Scoreboard			ship, All Star
P. Ballantine (Y&R)	CBS	NFL, NFL Champion-	International Harvester (Y&R)	CBS	NFL Countdown
		ship, preseason	Kaiser Jeep (Compton)	ABC	Notre Dame
Black & Decker (Van Sant, Dugdale)	CBS	NFL	Kemper Insurance (Frank)	NBC	NCAA pregame
Bristol-Myers (NH&S)	ABC	Coaches All-America,	Lever Bros. (BBDO)	CBS	NFL preseason
		Bluebonnet, Gator,	Lone Star Brewing (Glenn)	NBC	AFL, AFL Champion-
		Liberty Bowls,			ship, All Star
		North-South	P. Lorillard (L&N)	CBS	Cotton Bowl
		Shrine game	Marathon Oil (C-E)	NBC	AFL preseason
	CBS	NFL Countdown,	Mennen (Grey)	CBS	NFL
		NFL postgame,		ABC	Bluebonnet, Gator,
		preseason post-			Liberty Bowls,
		game, Cotton			North-South
		Bowl			Shrine game
	NBC	AFL Scoreboard,			NFL postgame
		Senior Bowl			NBC
Brown & Williamson (Bates)	CBS	NFL, NFL Champion-	National Brewing (Doner)	CBS	NFL, NFL Champion-
		ship			ship, preseason
Buick (M-E)	NBC	Sugar Bowl	Norelco (LaRoche)	CBS	NFL
Carter Products (SSC&B)	ABC	Bluebonnet, Gator,	Olympia Brewing (BC&M)	NBC	AFL, AFL Champion-
		Liberty Bowls,			ship, All Star
		North-South	Pabst Brewing (K&E)	ABC	College All Star
		Shrine game		NBC	Senior Bowl
	CBS	NFL preseason, NFL	Pharmacraft (Hoyt)	NBC	AFL preseason
		pregame, Cotton	Philip Morris (Burnett)	CBS	NFL
		Bowl	Polaroid (DDB)	CBS	NFL
Chanel (NC&K)	CBS	NFL	RCA (JWT)	NBC	AFL, AFL Champion-
Chesebrough-Pond's (NC&K)	CBS	NFL preseason			ship, All Star,
	NBC	NCAA Scoreboard,			NCAA
		Orange Bowl	R. J. Reynolds (Esty)	ABC	College All Star
Chrysler Corp. (Y&R)	NBC	Rose Bowl		NBC	AFL, AFL Champion-
	NBC	AFL, AFL Champion-			ship, All Star,
		ship, All Star,			Orange Bowl
		NCAA Rose Bowl	Savings & Loan Foundation (M-E)	NBC	Orange Bowl
Coca-Cola (M-E)	NBC	Orange Bowl	Schlitz Brewing (Burnett)	ABC	Coaches All-America
Colgate-Palmolive (Bates)	CBS	NFL preseason	Schmidt Brewing (Bates)	CBS	NFL, NFL Champion-
Consolidated Cigar (PKL)	CBS	NFL postgame			ship, preseason,
Continental Insurance Co.'s (DDB)	CBS	NFL Countdown			Pro Bowl
Dodge (BBDO)	NBC	Orange, Senior	Shell Oil (OB&M)	CBS	NFL preseason
		Bowls	Sherwin-Williams (Griswold-Eshleman)	CBS	NFL Countdown
duPont (Ayer)	CBS	NFL preseason	Simoniz (D-F-S)	CBS	NFL preseason
Falstaff Brewing (D-F-S)	CBS	NFL, NFL Champion-	Skil Corp. (F&S&R)	CBS	NFL Countdown
		ship, preseason,	Socony Mobile (Bates)	CBS	NFL Championship
		Pro Bowl	Standard Oil of Calif. (BBDO)	CBS	NFL
Firestone (C-E)	CBS	NFL, NFL pregame	Sun Oil (Esty)	CBS	NFL, NFL Champion-
	NBC	AFL, AFL Champion-			ship pregame
		ship, All Star,			NBC
		NCAA Scoreboard			AFL, AFL Champion-
Ford (JWT)	CBS	NFL, NFL Champion-			ship, All Star
		ship, Pro Bowl	Swank Inc. (Shaller-Rubin)	NBC	AFL, AFL Champion-
General Cigar (Y&R)	CBS	NFL, NFL Champion-			ship, All Star, pre-
		ship, preseason			season
	NBC	NCAA pregame	Texaco (B&B)	NBC	NCAA, Rose Bowl
General Mills (Knox Reeves)	CBS	NFL preseason	Union Carbide (Esty)	CBS	NFL, NFL Champion-
Gillette (Clyne Maxon)	ABC	Coaches All Ameri-			ship
		ca, College All			NBC
		Star			NCAA pregame,
	CBS	NFL, NFL Champion-	United Air Lines (Burnett)	CBS	Scoreboard
		ship, preseason,			NFL pregame,
		Pro Bowl			Championship
	NBC	Rose Bowl			pregame, Pro
	NBC	NCAA, Rose Bowl			Bowl pregame
B. F. Goodrich (BBDO)	ABC	Notre Dame	United Motors Div. GM (C-E)	ABC	College All Star
	ABC	Coaches All-America		ABC	Bluebonnet, Gator,
Goodyear (Y&R)	ABC	Coaches All-America,			Liberty Bowls,
		College All			North-South
		Star			Shrine game
	CBS	NFL, NFL Champion-			NFL Countdown,
		ship, Cotton Bowl			Cotton Bowl
	NBC	NCAA	Wiedmann Brewing (NH&S)	CBS	NFL, NFL Champion-
Haggar Co. (Tracy-Locke)	ABC	Notre Dame pre-	Wilkinson Sword Blades (Bates)	NBC	AFL preseason
	Radio	game	J. B. Williams (Parkson)	CBS	NFL, NFL pregame,
					NFL preseason

FOOTBALL: NOW 7-MONTH TV STAPLE *continued*

stations than ABC-TV could when it had the AFL, NBC-TV will show 25 of the AFL games in color. This factor alone is expected to make some cuts into the audience superiority CBS-TV has had with the more publicized, older NFL.

Partly to keep the continuity that AFL fans had associated with the games during that league's five-year stay on ABC-TV, NBC-TV has hired the same basic announcing corps that has done the games in the past: Curt Gowdy, Paul Christman, Charlie Jones, George Ratterman, all from the old ABC-TV teams; plus Herb Carneal, who moves over from the NFL Minnesota Vikings; Andy Robustelli, former New York Giants star; Elmer Angsman, who was one of hosts of ABC-TV's AFL post-game show; and Bill O'Donnell, who has been broadcasting Syracuse University football games in past seasons.

The network-to-network vocal similarity continues on the AFL post-game show where Pat Herson and Jack Stroud will team up in the East, and Bruce Rice and Lee Giroux or Mr. Angsman will handle the West.

College Crew ■ Announcing the NCAA games on NBC-TV will be Lindsey Nelson, Bud Wilkinson, Jim Simpson, Terry Brennan, Bill Flemming, Bob Teague, Chick Hearn and Frankie Albert. Mr. Wilkinson and Lou Boda will handle the 15-minute pregame show and Bill Mazer and Mr. Boda will cover the post-game scoreboard.

On ABC Radio, Gene Kelly and Jim Morse will call the Notre Dame games, and Notre Dame coach Ara Parseghian will do the 10-minute pregame show. At Mutual, Van Patrick, the network's sports director will do play-by-play of all the games with Sonny Grandelius on color.

CBS-TV this year, after one season of being restricted to NFL games and the Cotton Bowl, found itself with two more football games on its roster. It picked up the NFL Pro Bowl for \$500,000 (NBC-TV had been carrying it under an old long-term contract at a reported \$75,000 yearly) and it acquired the rights to the Blue-Gray game from Mobile, Ala., at \$100,000 yearly for five years. Although NBC-TV was still paying \$17,000 yearly in rights to the Blue-Gray game, it had not carried the game since 1962 because of a conflict with the game's sponsors over racial segregation in the stands and on the field. Reportedly, segregation is no longer a stumbling block.

Although NBC-TV lost those games to CBS-TV, it did take over the AFL schedule from ABC-TV, boosting its expenditure from an estimated \$7,-

584,000 in 1964 to \$16,585,000 this season.

The biggest question being asked around the networks at this time is: "How high is up?" The NFL and NCAA contracts are up for bids this winter and both are prestigious packages that can also produce profit. No one seems inclined to guess what the bids will be for the packages. The last time the guessers indulged in their pastime in 1963, CBS-TV fooled everyone by paying \$28.2 million for its two-year NFL contract.

The major consideration again this



It's action like this that makes TV and radio audiences so big that sponsors willingly spend \$92 million a year on football broadcasts. That's Bobby Mitchell of the Washington Redskins with the ball.

year must be how much will the sponsors pay for and how much will the affiliates stand for. Under its \$28.2 million contract, CBS-TV cut back compensation to affiliates, went to double-headers and raised the cost-per-minute in the games to \$65,000.

The NCAA TV committee still hasn't

decided if it will ask the networks to bid on a two, three or four-year package. Although it has been given permission to negotiate a longer contract, the committee is said to favor a two-year agreement. Its decision will probably be made at a committee meeting later this month. The NCAA has been happy with the way the networks have treated collegiate football and the major complaint of college teams—breaking into the game for a commercial when there is a lack of time-outs—is now out the window. New NCAA rules produce more time-outs and there appears to be no need for network intrusion.

Three-Way Race ■ All three networks will be in the bidding for the NCAA schedule and the winning bid is expected to be in the \$7.5 million to \$8 million range. NBC-TV is currently paying \$6.5 million yearly under its two-year contract. However, the NFL games will be fought for by ABC-TV and CBS-TV, and there is no honest appraisal of what they will bring. Some sources say the NFL can get about \$32 million for a two-year contract, but no one will call this a ceiling figure. There is also some question of whether NFL Commissioner Pete Rozelle will put the rights up for bids again or whether he will act as he did on the NFL Championship game contract and negotiate with just one network.

There is also some concern, notably at CBS-TV, over the reported plan of Mr. Rozelle to split its network coverage in future years and have two national outlets instead of one (BROADCASTING, July 5). Only ABC-TV, which this year has no professional games, called the plan "workable."

In addition to the battle for TV rights, there is also interest in radio rights to the NFL teams. Metromedia's Metropolitan Broadcasting Radio Division wants to set up Metronet, a system of radio networks to cover NFL games in 1966 (CLOSED CIRCUIT, Aug. 9). Metromedia's WNEW New York has the New York Giants and WCBM Baltimore this year has acquired the Colts games.

The Metronet idea was laid out to the NFL owners in April by John V. B. Sullivan, Metropolitan Radio president. He said he has followed up with individual teams and hopes to have a number of radio franchises set far in advance of the 1966 kick-off.

Another group interested in rights are the 10 teams in the Continental Football League. The CFL got its season underway last Saturday (Aug. 14) in Richmond, Va. Although it has no network contracts, most of its teams have radio outlets for the games and there will be a few games televised locally.

RKO General Phonevision (WHCT [TV]) Hartford, Conn.) announced it

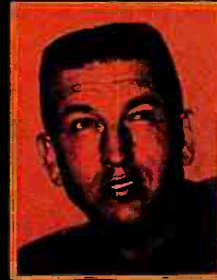
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would show two games of the Hartford Charter Oaks on its pay-television system. One of the games was the opener with the Richmond Rebels, the other is an Aug. 29 game with the Providence Steamrollers.

However, the Continental league is out to get a cut of the TV kitty. CFL Commissioner A. B. (Happy) Chandler said last week that it's a matter of getting a network to clear time, that sponsors are interested in the league and that "all of a sudden they (the networks) are going to wake up and find out we're here."

Broadcasters are also trying to get their hands on pro franchises. Cox Broadcasting Corp. had an AFL franchise in Atlanta all sewed up for \$7.5 million. Then the NFL decided to march into Georgia, sold off a franchise for \$9 million and is now set to play there in 1966.

Judge Roy Hofheinz, part owner of KTRK-TV Houston and majority owner of the Houston Sports Association—which owns the Houston Astros baseball team of the National League—also wants an NFL franchise. But he can get it, Mr. Rozelle says, only if he or the association is a minority owner.

Bigger League ■ The AFL still intends to expand. It has bidders aplenty in Miami, Philadelphia, Washington and Chicago. The Miami franchise, which would play its games in the Orange Bowl, is expected to be the first

to be sold. Among the bidders there are Wometco Enterprises and Jackie Gleason, and a group including Danny Thomas.

That football men have recognized TV's power is perhaps best illustrated by the fate of Blair Motion Pictures of Philadelphia. In 1964, Blair produced the weekly 30-minute show *NFL Play-by-Play Report* which was shown only in each of the league's 14 cities, plus Milwaukee which gets the Green Bay Packers games.

This year Blair has become National Football League Films Inc., a wholly owned subsidiary of the NFL and all 14 teams share equally in proceeds from TV distribution. Blair's president, Edwin Sabol, has become president of NFL Films.

In addition to the weekly play-by-play, for which each team got an estimated \$15,000 last year, NFL Films will do post-season 30-minute specials on each team in the league plus half-hour shows on the Championship game, Playoff Bowl and Pro Bowl. These shows will probably be put in syndication. The weekly series may go into syndication in the future. This year it is being co-sponsored in the 15 cities by Thom McAn Shoes through Doyle Dane Bernbach, with the other half available.

NFL Films also has put out a half-hour color film, *How to Watch Pro Football*, which has been bought by 34

banks in 31 states. In addition to group showings, some of the banks will sponsor the film on TV, according to Mr. Sabol.

Tel Ra Productions, Philadelphia, this year will do *American Football League Highlights*, 15 half-hour shows in color. These shows combining footage from all the AFL games of each weekend will be syndicated nationally. Tel Ra is also syndicating *Touchdown*, a 13-week half-hour series in color with highlights from five top college games, and it is also syndicating 30-minute color condensations of Notre Dame games, the latter to be narrated by Mr. Par-seghian.

Other football films in syndication include: Seven Arts Television's *The Professionals*, a half-hour color special featuring the Los Angeles Rams and Johnny Unitas, quarterback for the Baltimore Colts, and Art Lieberman Productions' *Football—The Great Years*, with Frank Leahy, former Notre Dame coach, as narrator.

For the American fan not sated with domestic network and syndicated coverage, The Fourth Network, Los Angeles, will again tape selected games of the Canadian Football League for broadcast on U.S. stations. Thirteen games will be shown with John Esaw, CFTO-TV Toronto, doing play-by-play. The games are already booked into more than 12 major markets and may be in up to 35 markets.

NATIONAL LEAGUE

Baltimore Colts ■ WCBM Baltimore, in a one-year contract with the Colts, will feed the exhibition and regular games to a 30-station radio network in Maryland, Delaware, Pennsylvania, Virginia, West Virginia and Washington, D.C. National Brewing Co. through W. B. Doner, co-owner of the Colts' rights, will be one-half sponsor on WCBM and the network. The remaining half is sold locally and sponsors for this portion on WCBM are Plymouth Dealers through N. W. Ayer; Pepsi-Cola through Doner, and Union Federal Savings & Loan and Panitz & Co., both through S. A. Levine. A pregame show with Buddy Young will be sponsored by City Oldsmobile through Paul Brown, and the post-game show from the locker room with Jimmy Orr will be sponsored by Archway Ford through Rosenbush Advertising. The pregame and post-game shows will be on WCBM only. Frank Messer and John Stedman will announce the games.

WMAR-TV Baltimore will carry three exhibition games with Western Electric through Cunningham & Walsh taking one-quarter, National Beer taking one-half and the other quarter to participating sponsors. There will be no pregame show for those exhibitions. But prior to all NFL exhibition and regular

Radio and local TV revenues of major colleges

Conference	Schools	Radio Stations	TV Stations	Total Revenues
AAUW	8	105	15	\$ 309,000
Atlantic Coast	8	217	12	59,500
Big 8	8	155	23	88,800
Big 10	10	340	19	245,000
Big Sky	6	29		800
California CAA	5	12	1	3,000
Far West IAC	6	6	1	2,700
Ivy League	8	29	2	28,500
Mid-America	7	23	1	6,140
Middle Atlantic	7	7	1	4,600
Missouri Valley	7	27	1	15,500
Southeastern	11	381	30	237,800
Southern	9	46		47,000
Southwest	8	150	11	89,400
Western Athletic	6	62	6	18,300
Yankee	6	20	8	2,270
Independents*	27	292	27	246,155
Total	148	1,904	158	\$1,408,875

*Does not include Notre Dame revenues from ABC Radio, Army revenues from MBS or Army-Navy game revenues on MBS.

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FOOTBALL: NOW 7-MONTH TV STAPLE continued

season games on CBS-TV, WMAR-TV will carry *Inside Football* with Bob Williams, sponsored by Coca-Cola through McCann-Erickson. Also during the regular season Norelco through Torrieri/Myers, Baltimore, will sponsor the pregame *Football Preview* with Jim Mutscheller. On Monday nights during the season, National Beer will sponsor *Corralin' the Colts* with Chuck Thompson. Action film on this show will be in color and black-and-white. Chuck Thompson and Wayne Hardin will do play-by-play and color for the Colts' games.

Chicago Bears ■ The Bears are without a radio network but they will again be aired on WGN Chicago for three pre-season and 14 league games. The Standard Oil Division of American Oil Co. has held the rights for nearly 20 years and will again be one-half sponsor through D'Arcy Advertising with Heilman Brewing Co. renewing the other half for Old Style beer through McCann-Erickson. The warmup show has been sold to Robert Hall Clothes through Arkwright Advertising and post-game *Scoreboard* has been renewed by Household Finance through Needham, Harper & Steers. Jack Brickhouse will do play-by-play with Irv Kupcinet doing color.

WBBM-TV Chicago will telecast three of the preseason games on tape, one-half sponsorship of exhibition games has been renewed by Heilman with remainder open. WBBM-TV also will air live the one regular season game not carried on CBS-TV, the Sept. 25 Bears vs. Los Angeles from Los Angeles, with American Oil sponsoring one-half and the other half open. Jim Morse and George Connor will do the exhibition play-by-play and color with Mr. Connor and Jack Buck handling regular season network games.

Cleveland Browns ■ WERE Cleveland once again will originate a network of

more than 50 stations in Ohio, Kentucky, Indiana, West Virginia, Pennsylvania, New York and Massachusetts having picked up its option for another three years of radio coverage of the Browns. There will be six exhibition games with a double header Sept. 4 (New York vs. Detroit and Cleveland vs. Green Bay). Because of baseball conflicts on WERE with the Cleveland Indians, WGAR Cleveland will carry two of the pre-season and three regular games. Carling Brewing Co. through Lang, Fisher & Stashower; General Cigar Co. through Young & Rubicam, and Midwest Volkswagen through Kight Advertising have renewed their radio sponsorships for one-fifth share each. Sun Oil Co. through William Esty takes one-fifth and the other fifth is still open. Cone & Confeld Advertising has bought the local pregame warmup for Weintraub Clothes and Leader Drugs, and the pregame *Blanton Collier Show* for The Beef House. Exide and Willard batteries through Charles Getz & Associates has renewed the local post-game scoreboard and the Greater Cleveland Plymouth Dealers through Jim Neuman Advertising has signed for *Second Guess*, another post-game radio feature. Gib Schanley will do play-by-play and Jim Graner color.

WJW-TV Cleveland will again air the Browns regular CBS-TV schedule plus a pregame *Best of the Browns* feature locally sponsored by Hilderbrandt meats through Lustig Advertising, Painting and Decorating Institute through Joe Manak Advertising and Shaker Ford through Bud Wendell Advertising. WJW-TV has no post-game show. Three of the Browns preseason exhibition games on CBS-TV will be locally by WEWS-TV Cleveland, similar to last year's arrangement. Ken Coleman and Warren Lahr will announce the games.

Dallas Cowboys ■ KLIF Dallas again will feed a regional network of at least

a dozen stations in Texas and Oklahoma for the Cowboys this year, including five preseason games and the regular schedule. Household Finance Co., placing direct, renews one-half, and Hine Pontiac, direct, picks up a quarter. The remaining quarter is expected to be signed soon by Lone Star Beer through Glenn Advertising. KLIF also will have pregame and post-game features which have been renewed locally by James K. Wilson Clothes, direct. A pregame coach interview feature has been renewed by Transcon Freight Lines of Los Angeles through Boylhart, Lovett & Dean of that city. Announcers are Jay Randolph and Gary Delaune.

KRLD-TV Dallas this year will telecast four exhibition games for the Cowboys, three of them on tape and one live—the game with Minnesota Vikings Sept. 3 at Birmingham, Ala. Associated Grocers through Sam Bloom Advertising has renewed one-half and Lion Oil Co. through Ridgway, Hirsch & French has renewed one-quarter. The other quarter also is expected to be renewed by Delta Steel Buildings via Glenn Advertising. Frank Gleiber and John Roach will announce the games.

Detroit Lions ■ WJR Detroit again will feed the Detroit Lions to a regional network of some three dozen stations. Because of some conflicts in baseball coverage of the Detroit Tigers, however, WJR will not air the games until Oct. 10. As in previous years, WWJ Detroit will broadcast all five exhibition games and the first three games of the Lions' regular season. Radio sponsorship renewals include Marathon Oil Co. through Campbell-Ewald, and National Brewing Co. for Altes beer through W. B. Doner, each one-half. On WJR the pregame *Lions Press Box* has been renewed by Detroit Plymouth Dealers through N. W. Ayer, and the post-game *Scores and Highlights* has been renewed by Packer Pontiac through MacManus, John & Adams. Bob Reynolds and Ray Lane will do the games.

WJBK-TV Detroit will air three exhibition games this year, two live and one on tape. These also will be fed to WJIM-TV Lansing, WKZO-TV Kalamazoo, WKNX-TV Saginaw-Bay City-Flint, WWTV (TV) Cadillac, WWUP-TV Sault Ste. Marie all Michigan, and WTOL-TV Toledo, Ohio. Marathon Oil and Altes beer have renewed sponsorship, each taking one-quarter. The other half TV is being sold to spot participants. WJBK-TV also has converted its pregame and post-game shows to spot carriers this season. Bob Reynolds and Van Patrick will cover the exhibitions, with Mr. Patrick and Sonny Grandelius doing the network games.

Green Bay Packers ■ WTMJ Milwaukee again will feed a regional network



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OPEN END will be a One-Hour Program this season. It will not be an edited affair. Each provocative OPEN END program this year will be conceived and developed in the new tightened-down, succinct, dynamic format.

OPEN END as available for syndication in the New One-Hour Format this year is not a re-run. It is not an off-network program. It is new! It is timely—to the very moment! OPEN END will originate in New York—Washington—Los Angeles—and will be produced live on tape.

OPEN END guests and subject matter for this year's series will be selected to explore most challengingly the changing world. David Suskind announces in his specially taped message to Program Directors, "...with honesty and objectivity as the goal, our guests will be the news-makers, the decision-makers, the style-setters, the brilliant, the controversial, the innovators."

OPEN END rewards the viewer who wants to know, who wants the inside story, who is curious, who questions. OPEN END rewards the aware viewer who recognizes today's world is an ever faster-changing world.

OPEN END in the New One-Hour Format is a more flexible property and supplies the station with a proven entry for effective, imaginative programming concepts. The New One-Hour Format is the result of careful evaluation of Station Management problems: the station can now program OPEN END in the most effective time periods.

OPEN END has been pre-sold in New York to start Sunday, September 19. It has also been pre-sold in Washington, Philadelphia, Boston, Pittsburgh, San Francisco.

OPEN END in the New One-Hour Format provides for ten minutes of sponsor billboard identifications and commercials. It is potentially a great money-maker. Please inquire immediately about the availability of OPEN END in the New One-Hour Format in your market.

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FOOTBALL: NOW 7-MONTH TV STAPLE continued

of at least a half-dozen stations for the five exhibition games plus regular season with all sponsors renewing. Thorp Finance through Klau-Van Pietersom-Dunlap takes one-half, and Employers Mutual of Wausau through J. Walter Thompson Co. and Consolidated Cigar, for La Palina, through Compton Advertising, each take one-quarter. On WTMJ Humble Oil through McCann-Erickson has renewed the pregame *Packers Preview* and Lurie Glass Co., placed direct, has the post-game program. Ted Moore will announce.

For the third consecutive year WBAY-TV Green Bay, Wis., is originating a tape network for the five exhibition

through Tatham-Laird & Kudner. Announcers will be Ray Scott and Tony Canadeo.

Los Angeles Rams ■ KMPC Los Angeles, for 10th straight year, is feeding four exhibition and 14 regular Rams' games to 17 radio stations in California, Arizona and Nevada. Standard Oil of California, for Chevron dealers and Standard stations, through BBDO; Household Finance Corp. through Needham, Harper & Steers; Chrysler-Plymouth Dealers through Young & Rubicam, and N. W. Ayer, and United Vintners, for Italian Swiss Colony Wine, through Honig-Cooper & Harrington will sponsor the games. The pregame

year contract with the Vikings will feed a regional network of nearly 30 stations this year for five exhibition games and the regular season. Packaged once again by North Star Features, the games are sold locally and on WCCO the co-sponsors, Minneapolis Federal Savings & Loan through M. R. Balin, and Northwest Ford Dealers through J. Walter Thompson, have renewed. Pre-game show has been sold to Hotel Leamington through Creative Advertising Associates and the post-game feature is still open. Wcco also has sold again Monday night football quarter-hour feature, *Norm Van Brocklin Show*, to Peters Meat Products through David Inc. Ray Christiansen will do play-by-play of the Vikings with Paul Giel handling color.

Because of network schedules and clearance problems on WCCO-TV, the four Vikings' exhibition games will be on WTCN-TV Minneapolis-St. Paul which has sold one-half to Minneapolis Federal and one-quarter to Hamm's beer through Campbell-Mithun. Other one-quarter will be spot. Play-by-play will be done by Frank Buetel with Bob McNamara on color. Jim Morse and Clayton Tonnemaker will announce the network games.

New York Giants ■ WNEW New York and the Ivy Broadcasting Co., in the second year of three-year contracts with the Giants, will continue to run separate feeds for the exhibition and regular season games. More than 75 stations are now signed and the radio network is expected to run to 115 stations in New York, Pennsylvania, New Jersey, Massachusetts, Vermont, Maine, Connecticut, New Hampshire, Virginia, Alabama, Georgia, Mississippi, Louisiana, Florida, North Carolina, South Carolina, Ontario and Quebec. One-quarter sponsors on WNEW are Manufacturers Hanover Trust and Balantine Beer, both through Young & Rubicam; Liggett & Myers through J. Walter Thomson, and Howard Clothes through Mogul, Williams & Saylor. The pregame *Pro Football Preview* with Kyle Rote and postgame *Locker Room Report* with Mr. Rote and Al De Rogatis are sponsored by Schrafft's through Marschalk Co. and Volvo through Carl Ally. Marty Glickman will do play-by-play on WNEW with Messrs. Rote and De Rogatis handling color. On the Ivy feed, Balantine has one-quarter on about 40 of the northern stations, with all the other time being sold locally. The *Pregame Show* with Don Smith, Woody Erdman and Alex Webster and post-game *Locker Room Report* with Ted Brown and Messrs. Erdman and Webster are fed for local sale. Messrs. Brown, Webster and Erdman, and Joe Hasel will announce the games on the Ivy network.

WCBS-TV will carry taped versions of



Both NCAA and NFL football packages will be up for bids again this year and all three networks are expected to enter the contest. Football has such wide appeal that both networks and

stations consider it prestige programming they need for their schedules. That's Tommy Watkins carrying the ball for the Detroit Lions against the New York Giants.

games of the Packers. The other stations are WKBT(TV) La Crosse, WISC-TV Madison, WSAU-TV Wausau, WISN-TV Milwaukee, all Wisconsin, and WLUK-TV Marquette, Mich. Each sells the delayed show locally. On WBAY-TV last year's sponsors have renewed. They are Ford Dealers Association, placed direct; Wisconsin Telephone Co. through Cramer-Krasselt; Hamm's Beer through Campbell-Mithun, and Ferron's Clothing Chain, placed direct. WBAY-TV will again tape the *Vince Lombardi Show* during the regular season and offer it to the others on the tape network. Although not firm, it probably will be renewed by Schlitz, for Old Milwaukee Beer, through Post-Keyes-Gardner. Another pregame feature as well as regular season post-game feature also are being developed but not set. WBAY-TV's regular Saturday night half-hour *Packers Highlights* show is still open but the Sunday 10-minute version has been renewed by Fairmont Foods

Rams Warmup and post-game *Rams Report* are fed to the network for local sponsorship. On KMPC, the *Warmup* is sponsored by Alpha Beta Markets through McCann-Erickson, and the *Report* is sponsored by Bonanza Air Lines through Corporate Communications Co. Bob Kelley and Bill Brundige will do the games.

KNXT(TV) Los Angeles will carry three preseason games on tape. Those games will be sponsored by Shell Oil Co. through Ogilvy, Benson & Mather; Anheuser-Busch for Busch Bavarian Beer through Gardner Advertising, and J. P. Stevens through McCann-Erickson. A pregame broadcast, with Bill Keene and Don Heinrich preceding the network warmup for regular season games will be sponsored by J. P. Stevens and Hormel meats through BBDO. Gil Stratton and Don Paul will do play-by-play and color of all the games.

Minnesota Vikings ■ Wcco Minneapolis-St. Paul for second year of its three-



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A few months ago we proudly announced that WDAY-TV was the nation's top-rated NBC Outlet, in 9 a.m. to midnight Metro share of audience, in 3 or more VHF station markets.

Now the March '65 ARB shows that we are tops among ALL networks. Our 9 a.m.-midnight Metro share is 51%! (In Total Homes Reached, we are among the nation's top 20, with 42%!)

And our 3 to 4 p.m. local "Party Line" show has a Metro share of 68%!

But, ladies and gents, GET THIS: In our 6 to 6:30 p.m. local news block AND in our 10 to 10:30 p.m. news block, our Metro Share is **76%! YES, 76%!! YES, 76%!!!**

Maybe you'll want to talk this over with PGW. They've got *many* real interesting facts for you, about WDAY-TV!

Metro rankings based on article in June 21, 1965, issue of TV Age.

WDAY-TV

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FOOTBALL: NOW 7-MONTH TV STAPLE continued

three exhibition games and has sold one-third each to Ballantine and Brown & Williamson Tobacco Co. through Ted Bates. One-third is still open. Jack Whittaker and Frank Gifford will do color and play-by-play.

Philadelphia Eagles ■ WCAU Philadelphia will feed the Eagles' regular and preseason games to a 17-station radio network in Pennsylvania, New Jersey and Delaware. Now in the second year of a five-year contract, the lineup had 14 stations last year. Renewing for one-

quarter sponsorships are Philadelphia Dodge Advertising Association through BBDO and Tasty Baking Co. through Aitkin-Kynett. Also buying one-quarter each are Sun Oil Co. through Wm. Esty and Ortlieb Brewing through Lewis & Gilman. Household Finance through Needham, Harper & Steers will sponsor the 10-minute pre- and post-game shows. Andy Musser will do play-by-play and Charlie Gauer color.

WCAU-TV Philadelphia will carry four preseason games on tape with Ballan-

tine Beer through Young & Rubicam buying one-quarter. The remainder is still open. Tom Brookshier will do play-by-play for the exhibition games with Joe Kuharich, Eagles' coach, doing color. John Sauer will announce the network games with Mr. Brookshier as color man.

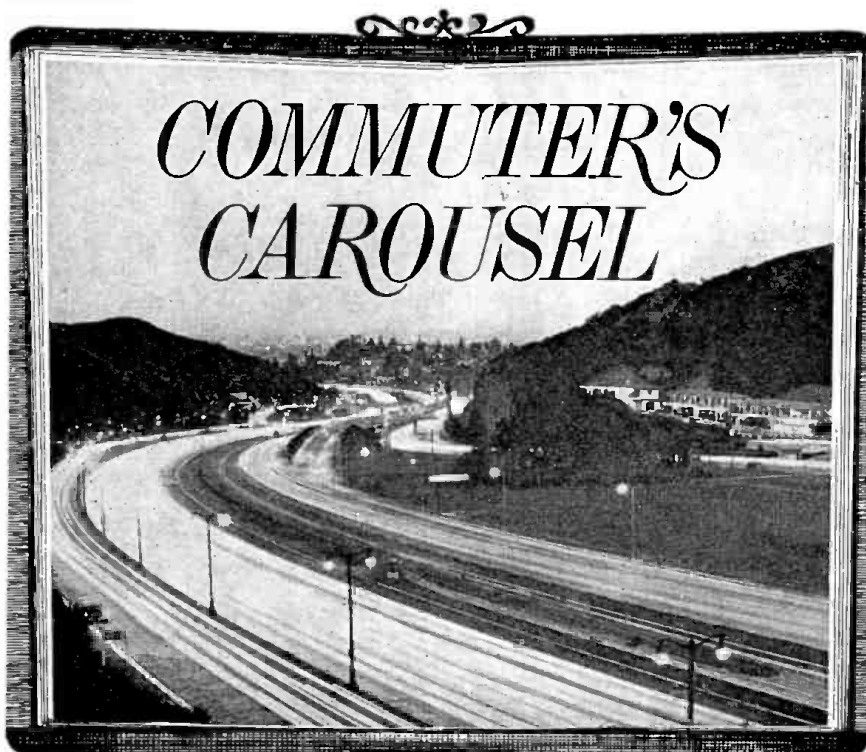
Pittsburgh Steelers ■ KDKA Pittsburgh will again feed a 33-station radio network in Ohio, West Virginia and Pennsylvania, the five preseason and 14 regular games. Carling Brewing Co. through Lang, Fisher & Stashower, Sun Oil Co. through Wm. Esty and Chrysler-Plymouth Dealers through Young & Rubicam and N. W. Ayer will sponsor the games. A 15-minute locally sold show with Buddy Parker, head coach of the Steelers, will be aired on KDKA on Saturdays and carried at various times on the network. Pre- and post-game shows are also set for local sale on the network. Tom Bender and Jack Fleming will announce the games and handle the pre- and post-game shows.

KDKA-TV plans no local exhibition coverage, but it will carry a warmup show prior to the network pregame program. The 15-minute pregame show with Bob Prince will be co-sponsored by Pittsburgh National Bank through Ketchum, MacLeod & Grove, and J. P. Stevens through McCann-Erickson. Joe Tucker and John Sauer will do play-by-play and color.

St. Louis Cardinals ■ KMOX St. Louis once more is feeding a five-state network of more than 40 stations. Falstaff Brewing Co. continues to hold radio rights, and through Dancer-Fitzgerald-Sample will sponsor one-half with one-quarter each sponsored by Chrysler Dealers of St. Louis through Young & Rubicam, and Household Finance Corp., placed direct. The pregame feature is still open but Tower Grove Bank, placed direct, has signed KMOX for the post-game show. J. C. Politz will do play-by-play with Jim Butler handling the color.

KMOX-TV St. Louis will air five of the Cardinals' exhibition games this year on tape. Falstaff will sponsor one-half with the other half going as a spot carrier. During the season KMOX-TV will air the pregame *Big Red Huddle* and J. P. Stevens through McCann-Erickson has renewed one-half sponsorship with the other half still open. Jack Drees and Bill Fisher again are doing play-by-play and color.

San Francisco 49ers ■ KSFO San Francisco will feed the exhibition and regular season games to 14 radio stations in California, Nevada and Hawaii. Sponsors with one-quarter each are Standard Oil of California, for Chevron Dealers-Standard Stations, through BBDO, for the fourth year; Chrysler-Plymouth Dealers through Young & Rubicam and N. W. Ayer, for the third



At day's end some 3 million Angelinos journey home . . . to the mountains, beaches, valleys, cities, and suburbs. Their regular companion in these hurried hours is radio. And regularly most listeners who are affluent, responsive adults relax along the way to the always beautiful music and penetrating news commentary of 50,000-watt KPOL, AM & FM. Pulse, and/or your own good judgment, will show that KPOL is always among the audience leaders in adult listenership and has the largest audience by far of any of Los Angeles' good music stations.

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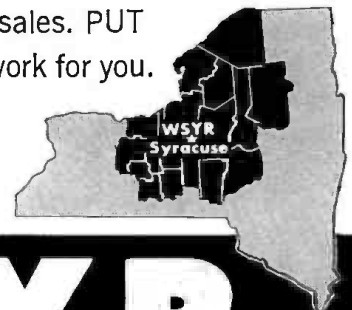


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FOOTBALL: NOW 7-MONTH TV STAPLE continued

year; United Vintners, for Italian Swiss Wine, through Honig-Cooper & Harrington, and Household Finance through Needham Harper & Steers, both in their second year of sponsorship. Russ Hodges will do the 15-minute pregame *Clubhouse*, sponsored by Bay Area Chrysler Dealers through Y&R. Lon Simmons will do the 15-minute post-game *Press Box Review*, sponsored by Armour & Co., through Y&R. Messrs. Simmons, Hodges, Jim Lang and Bob Fouts will broadcast the games.

KPIX(TV) San Francisco plans no exhibition game coverage, except for network feeds. A pregame show with Frank Gill will be partially sponsored by J. P. Stevens & Co. through McCann-Erickson. Bob Fouts will do play-by-play and Gordon Soltau will handle color.

Washington Redskins ■ WMAL Washington will again feed the Redskins' six exhibition and 14 regular season games to a network of more than 40 stations. National Brewing Co. through W. B. Doner and Household Finance through Needham, Harper & Steers, have each bought one-quarter of the network broadcasts. The other half is sold locally, with Washington Gas Light Co. through Kal, Ehrlich & Merrick, and Dodge Dealers through BBDO, taking it on WMAL. Steve Gilmartin will do 10-minute pre- and post-game shows, with Alexandria Dairy through Ernest Johnston sponsoring the post-game programs. Bill Malone and Chuck Drazenovich will announce the games.

WTOP-TV Washington will carry three live preseason Saturday night games. Sponsors for those games, each with one-quarter: National Brewing; Coca-Cola through McCann-Erickson; Volkswagen through Doyle Dane Bernbach, and W. T. F. Pharmacraft through Charles W. Hoyt. During the regular season, Redskins' coach Bill McPeak will have a 15-minute *Pregame News Conference* preceeding the network warmup show. J. P. Stevens through M-E will sponsor the coach's series. Jim Gibbons will do play-by-play for all the games, with Eddie Gallaher and Bill Fisher doing color on the exhibition games, and Pat Summerall for the regular season contests.

AMERICAN LEAGUE

Boston Patriots ■ WEEI Boston, in the final year of a three-year contract, will carry the five preseason and 14 regular Patriots' games, but will not feed a network this year. Last year a nine-station New England network carried the Patriots. Ballantine Beer through Young & Rubicam, and Lincoln-Mercury Deal-

ers of New England through Kenyon & Eckhardt have renewed for one-quarter each. The remaining segments are open. Ned Martin and Mike Holovak, owner-coach of the Patriots, will do the pregame show, which is still available. The House of Worsted-Tex through Altman, Stoller & Chalk will sponsor the 10-minute post-game show with Fred Cusick. Messrs. Martin, Cusick and George Sullivan will broadcast the games.

There are no plans for local TV of



Appeal to the men

Swank Inc. through Shaller-Rubin Co., both New York, has begun its fall campaign for Jade East men's toiletries with participations in NBC-TV's American Football League preseason games. The schedule, which began Aug. 8, will continue through the regular season games. In addition Swank will run a saturation spot campaign in the top-70 markets from October through Christmas.

The color spot, which stresses romantic associations with the sponsor's products, was produced by Shaller-Rubin on location in the Rain Forest of Puerto Rico.

Patriots' exhibition games. WBZ-TV will carry the AFL games from NBC.

Buffalo Bills ■ WBEN Buffalo will feed the Bills' games to a New York state network of at least 10 and possibly 17 stations. Marine Trust Co. of Western New York, through BBDO, which has the rights to the Bills' games on radio, will be sole sponsor of the games on WBEN and is lining up its member banks in the state to sponsor

at least part of the games on the network stations. What the banks don't buy will be sold locally. Van Miller will handle the 10-minute pregame *Kickoff* and 10-minute post-game *Scoreboard*. *Kickoff* is bought on the full network by Milk for Health on the Niagara Frontier, placed direct, and *Scoreboard*, which is being sponsored on WBEN by Tobin Packing Co. through Storm Advertising, is up for local sale. Mr. Miller will do play-by-play with Ralph Hubbell handling color.

WKBW-TV Buffalo will carry one exhibition game with Marine Trust, one-half sponsor, and Koehler Beer through Lando Inc. taking one-quarter. The remaining one-quarter is open. Rick Azar will announce the game. There are no pre- or post-game shows scheduled on WGR-TV which will carry the AFL games from NBC.

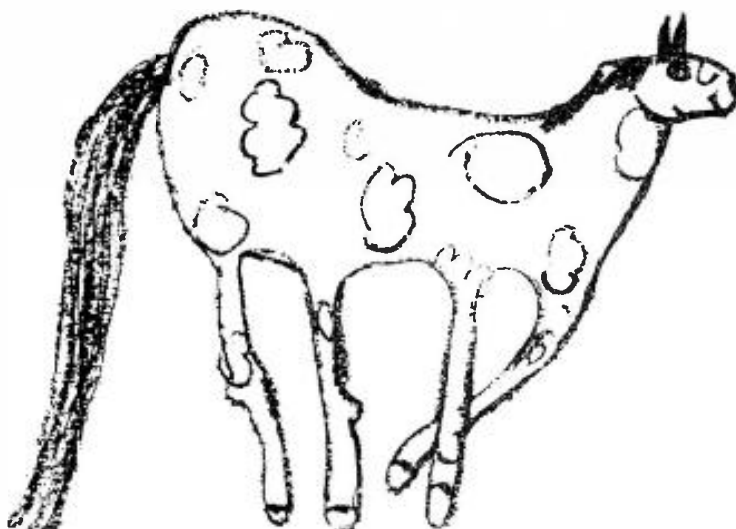
Denver Broncos ■ KTLN Denver will feed Broncos' five exhibition and 14 regular games to 33 other radio stations of the Intermountain Network in Colorado, Wyoming, New Mexico and Nebraska. Humble Oil Co. through McCann-Erickson and RCA Dealers through Ward Terry & Co. will co-sponsor the broadcasts on the network. A pregame show with Joe Finan and post-game shows with Mr. Finan and Bob Martin will also be fed to the network for local sale. Mr. Martin will do play-by-play and Mr. Finan color on the games.

KOA-TV Denver, which will carry the AFL games from NBC-TV, is working on arrangements for a post-game program.

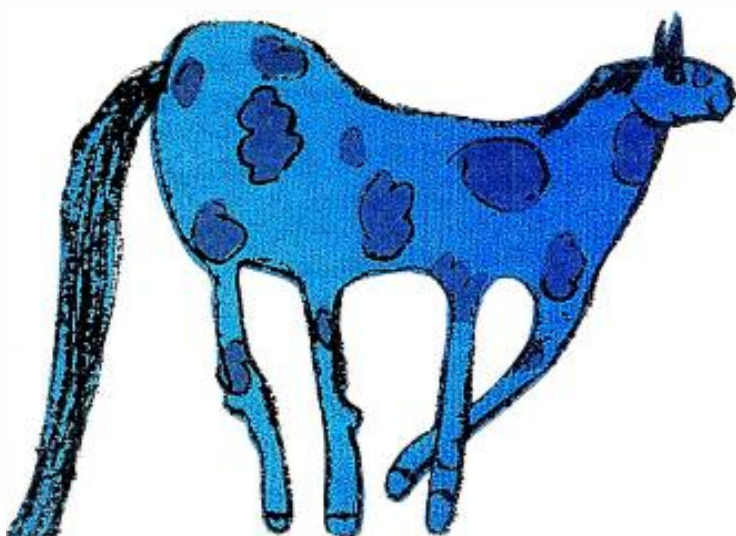
Houston Oilers ■ Much to everyone's surprise, the Oilers turned down the luxurious new domed stadium there, reportedly because of the price, and will play this year in Rice University's Rice Stadium, also unusual since Rice heretofore has not allowed the professionals to appear there.

KILT Houston replaces KXYZ there this year as the radio key and a regional network is still in formation for the regular season schedule. KILT will carry the five exhibition games of the Oilers. Phillips Petroleum through J. Walter Thompson Co. will be one-half sponsor with the other half still open. KILT's pre- and post-game shows will be sponsored by Jacobe-Pearson Ford, direct. Bill Ennis will do play-by-play and Al Jamison will handle color.

KPRC-TV Houston will telecast in color four Oilers exhibition games, three live and one on tape. Hamm's beer through Campbell-Mithun will be one-half sponsor, the Houston Dodge Dealers through BBDO have one-quarter and the other quarter is still open. There are no pregame or post-game shows. John Ferguson will do



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FOOTBALL: NOW 7-MONTH TV STAPLE continued

play-by-play and Dick Maegle will handle color.

Kansas City Chiefs ■ Popularity of the Chiefs appears to be increasing considerably in the Missouri, Kansas and Oklahoma area where nearly 40 stations will be fed coverage by KCMO Kansas City, Mo. KCMO's network this year is more than double last year's total of 17 outlets. Schlitz Beer through Mace Advertising and Interstate Securities through Rogers & Smith have each renewed for one-quarter sponsorship of the five exhibition and 14 season games, and another quarter has been signed by Fairmont Country Club Dairy through Tatham-Laird & Kudner. A quarter is still open. Businessmen's Assurance Co. through Potts-Woodbury will sponsor the pregame feature and Casa de Montez restaurant chain will sponsor the post-game scoreboard. Tom Hedrick and Bill Grigsby will announce the games.

WDAF-TV Kansas City will air two exhibition games this year. Interstate Securities has one-quarter with remainder going as a spot carrier. No pregame or post-game shows are scheduled. Announcers are Ken Case, John Henry and Charles Jones.

New York Jets ■ WABC New York is in the second year of a five-year contract with the Jets. There is no radio network. Carling Brewing Co. through Lang, Fisher & Stashower has renewed for one-quarter, with the New York Dodge Dealers through BBDO; Midas Muffler through Doner-Harrison, and First National City Bank through BBDO, also taking one-quarter each. Howard Cosell will do the pregame show and Otto Graham the post-game program. Both are sponsored by the House of Worsted-Tex through Altman, Stoller, Chalk. Merle Harmon and Mr. Graham will announce the games.

WOR-TV New York will carry five preseason exhibition games, four of them live and one on tape. Rheingold Beer through Doyle Dane Bernbach will sponsor three-fourths of the games and Thom McAn through DDB has the other quarter. Clure Mosher will do the play-by-play and Les Smith the color.

Oakland Raiders ■ For the third year KDLA Oakland will feed the Raider's exhibition and regular games to 13 California radio stations. Northern California Sheet Metal Contractors, placed direct, will sponsor one-half,

Guild Wine Co. through Compton Advertising, has one-quarter and the remaining quarter is going as a spot carrier. Alternating pre- and post-game sponsors are Dahl Chevrolet, placed direct, and Grand Auto Stores through Dearborne, Routh & Associates. Bob Blum will do the pre- and post-game shows and do play-by-play of the games. Dan Galvin will do color.

KRON-TV San Francisco will carry the AFL schedule from NBC-TV but has no plans for pre- and post-game local programs or exhibition games.

San Diego Chargers ■ KFMB San Diego, which just concluded a three-year contract with the Chargers, starts a four-year pact with the team this year. There are no firm plans for a network. Co-sponsoring the games are Home Federal Savings & Loan Association through Lane-Huff, which has signed for the full four years, and Union Oil through Smock, Debnam & Waddell. Pre- and post-game shows will be co-sponsored by the San Diego County Plymouth Dealers through N.W. Ayer. The other half is unsigned. Lyle Bond will do play-by-play with Tobin Rote handling color.

KOGO-TV San Diego will carry a 30-minute *Charger Hi-Lites*, featuring color films of the previous week's game, prior to the NBC-TV college game on Saturday. This show will be co-sponsored by Lukens Pontiac and one-half is still open. *AFL Highlights*, also in color, will be shown prior to the AFL games on Sunday. KFMB-TV San Diego is producing a documentary on the Chargers to be shown in September, and plans a five-minute Charger highlight program to be shown Monday, Tuesday, Thursday and Friday during the season. Three Saturday night Chargers' exhibition games will be shown live on KTLA-TV Los Angeles. Among sponsors will be Carter Products through Sullivan, Stauffer, Colwell & Bayles; Tidewater Oil through Grant Advertising; Bristol-Myers through Grey Advertising and Tree Sweet Products Co. through Eisaman, Johns & Laws. Dick Enberg will announce the games.



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Metropolitan Toledo ranks 43rd in U. S. passenger cars, with about a quarter of a million automobiles. Use WSPD-Radio to tell Toledo about your models and to get them into the showroom. Adult programming aimed at the car buying public.

There's no better showroom for your sales message than WSPD, Toledo's No. 1 Station. Call Katz for details.

Statistical information: SRDS. Hooper: NCS '61
All estimated and limited as shown in reports.



Rambler plans extensive TV

American Motors Corp. plans a considerable increase in the use of TV this fall for introduction of new Rambler cars, it was disclosed at the Chicago dealer meeting.

Rambler will use participations on several dozen network shows plus TV spot in major markets and the *Andy Griffith Hour* special on CBS-TV Oct. 7, marking a ten-fold boost in TV budget share, according to a report from a closed dealer session. Last April AMC moved from Geyer Morey Ballard to Benton & Bowles, New York.

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MIKE DOUGLAS SHOW

60 minutes of variety with a celebrity co-host. Songs, comedy and interviews in an informal ad-lib atmosphere.



New! exciting
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HERE'S BARBARA

New woman's show concept! Barbara Coleman features studio and on-location reports of society, fashion and civic events.

plus these other exciting daytime programs:

7:30 a.m. exciting **Bozo Show**

10:00 a.m. exciting **Girl Talk Show**

5:00 p.m. exciting **Lloyd Thaxton Show**

6:00 p.m. exciting **News 7**

7:00 p.m. exciting **30-min. action-comedy block**

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wmal-tv

WASHINGTON, D. C.

The Evening Star Broadcasting Company

New Chevy strategy boosts spot radio

Auto firm goes shopping for quality news shows, news personalities in principal radio markets

Is spot radio about to see a rebirth of national blue-chip accounts holding 52-week franchises in program and personality sponsorships just like before television?

This question was but one of several optimistic prospects that seemed to spring last week from the enthusiasm of both stations and station representatives following the disclosure that Chevrolet intends to build such long-term franchises starting this fall.

Chevrolet is shopping for full sponsorship three to five times weekly of quarter-hour newscasts and leading news personalities on the top stations in 50 of the country's principal radio markets.

The auto maker considers its plan to be a "vote of confidence" in radio and wants to develop close ties with quality news shows and newscasters. It especially wants those combinations that have strong merchandising and marketing potential for Chevrolet.

The market list may be expanded later depending on results. The buys initially will be for 26 weeks with options to renew. But the plan is clearly for the long haul and can well run into years.

New Investment ■ Chevrolet is making the buys, at least for the present, out of new money and apart from other radio use. It has heavy network radio news schedules going on CBS and NBC and will continue to be a heavy user of spot announcements on radio stations throughout the country for new car introduction and similar marketing events.

Campbell-Ewald Co., Detroit, is Chevrolet's agency.

Although by present day TV-budget standards the Chevrolet spot radio newscast buy is not large—it will run about \$700,000 to \$800,000 for the first year—the money is "big" for spot radio. More important, however, even agency-client sources stressed, is the significance of the buy and what it is expected to do not only for Chevrolet but what it could stimulate other advertisers to do in following suit.

Radio observers pointed last week to both the economic efficiency and audi-

ence reach of the medium as good reasons why the Chevrolet innovation might spark an important trend. If the development does anything, though, they said, it will be to more sharply refocus radio's aim on the big targets—the key multimillion dollar broadcast agencies and accounts that once were radio's profit and glory.

They also speculated that the Chevrolet plans could well stimulate review of some present radio formats. If sponsor money is looking hard at long-term program franchises, they note, it won't take station prospects long to come up with supply for the demand.

Careful Buying ■ Campbell-Ewald doesn't expect to make all of its buys right away. It recognizes the fact that there simply aren't that many quarter-hour news shows around today. The agency may take even a year or two to build the list it wants. The 26-week in-

Auto radio: \$47 million

The big Detroit auto firms spent over \$47 million in radio during 1964 of which more than \$37 million went into national spot and the rest went into network, according to a summary last week by the Radio Advertising Bureau.

Chrysler Corp. was number one in spot radio last year, ahead of all other national advertisers, with a total of \$12,192,000, while the Ford Motor Co. ranked second with \$11,994,000 and General Motors came in third with \$10,734,000. American Motors was number 15 with \$2,516,000.

Among all the network radio advertisers, General Motors came out on top with \$6,067,000. Ford Motor was number 12 with \$1,319,000. American Motors, number 14 with \$1,171,000 and Chrysler Corp. number 17 with \$1,082,000.

This year the figures should be even bigger in view of the continuing auto sales pace, RAB said.

itial buy will permit review and upgrading or juggling if alternative and better choices develop.

In some of the top markets the buy may include more than one station. In certain cases 10-minute news formats will be considered but the quarter-hour is preferred because of the desire to present a well-rounded program of international, national and local news in sufficient depth to be of listener service and interest. Suitable sports and weather formats also may be included.

Chevrolet is not interested in less than three periods a week and would like up to five weekly as available. Again recognizing the present situation in radio, the sponsor might take split schedules to start in some instances. For example, a Monday-Wednesday-Friday afternoon drive time with Tuesday-Thursday slotted in the morning.

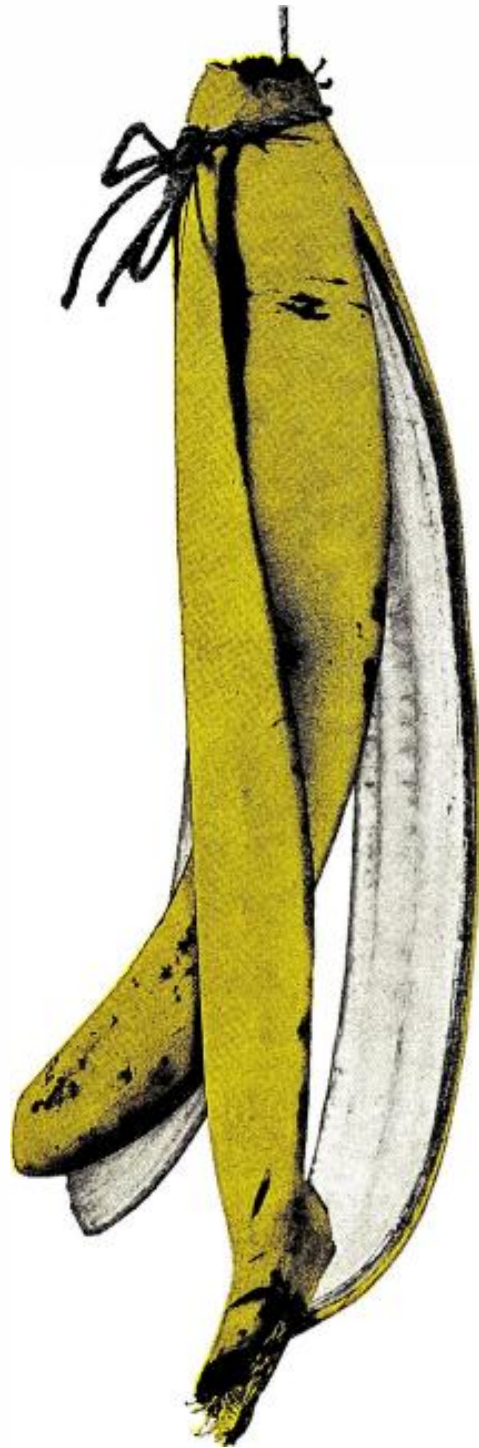
At a meeting last week with some two dozen station representatives Jim Beavers, vice president in charge of broadcast media for the agency, said that Campbell-Ewald is very pleased that Chevrolet has had the courage to be willing to go ahead and make its program franchise move. He said the decision is a reaffirmation of the agency's and client's belief in the continuing power of radio and its ability to serve a strong local selling tool.

Radio Veteran ■ Chevrolet until recent years was one of the few major national accounts buying heavy schedules of local radio spot announcements on a 52-week basis. About four or five years ago the auto maker began cutting this list and going heavy only at announcement time or other special periods. The introduction announcements for this fall will center on a three-week period in October.

Chevrolet for many years has been a major network radio account. It is now quarter-sponsor of NBC *News on the Hour* with 44 shows a week on weekdays. On CBS the sponsor has 11 newscasts running for weekend coverage every Saturday and Sunday. Chevrolet of course continues to be a big TV advertiser too, having recently renewed the full hour color show *Bonanza* on NBC-TV among many other sponsorships in that broadcast medium.

How did the Chevrolet decision come about? It appears to have been under consideration for some time, with both the client and agency long getting the attention of many radio-minded station representatives and the Radio Advertising Bureau, as have other Detroit agencies and auto makers over the years.

During last week's meeting Mr. Beavers mentioned one representative by name for help in developing the plan. It was the Henry I. Christal Co. and its Detroit manager, John Fouts. RAB also is known to have presented



The stations with a peel.

Don't slip in the Meredith markets. Advertisers and consumers alike pick the **the**
Meredith bunch. Top bananas in audience, in community service, in market research, **Meredith**
in production capabilities, in color equipment; you name it.  **bunch**

MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV; PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV
BROADCASTING, August 16, 1965

Daytime network TV continues its fast pace

Network television revenues reached \$590 million in the first half of 1965, a 3.8% gain over the first six months of last year.

Net time and program billings for the first half, compiled by Leading National Advertisers-Broadcast Advertiser Reports and released last week by the Television Bureau of Advertising, again showed large gains in daytime billings relative to nighttime revenues.

For the month of June overall billings were up 10.6% compared to the same period last year, advancing to \$82 million. The June total represents a 30.9% jump in

Network television net time and program billings by day part (add \$000)

	1964	JUNE 1965	% Chg.	1964	JANUARY-JUNE 1965	% Chg.
Daytime	\$19,291.7	\$25,243.8	+30.9	\$146,402.7	\$169,440.0	+15.7
Mon.-Fri.	15,608.8	19,767.9	+26.6	110,515.8	127,125.3	+15.0
Sat.-Sun.	3,682.9	5,475.9	+48.7	35,886.9	42,314.7	+17.9
Nighttime	54,999.6	56,889.2	+3.4	422,116.2	420,809.6	-0.3
Total	\$74,291.3	\$82,133.0	+10.6	\$568,518.9	\$590,249.6	+3.8

Source: TVB/NA-BAR)

daytime revenues and a 3.4% increase for nighttime.

During the six-month period daytime sales were 15.7% ahead of the daytime sales in the first half of 1964.

	1965	1964	% Chg. '65/'64
January	\$105,252.6*	\$103,667.0	+1.5
February	98,142.0*	98,804.9	-0.7
March	107,059.8*	105,230.4	+1.9
April	102,634.0*	98,107.0	+4.6
May	95,028.2*	88,418.3	+7.5
June	82,133.0	74,291.3	+10.6

*Figures adjusted as of Aug. 4, 1965

Detroit automakers with a news program plan within the last two months and news also has been the key element in ideas submitted by certain other representatives recently.

Nielsen List ■ In the midst of all the hopes and excitement engendered by the Chevrolet decision, there appeared to be some disappointment over the method said to be used to choose the initial list of 50 markets. It is said to be based on the first 50 "radio markets" according to the 1961 Nielsen county coverage report, the last national radio coverage report of its type. Some feel the data is much too old and will completely overlook many "hot" auto markets today. For instance it is understood that cities like San Diego and Norfolk are among those skipped.

Here is an unofficial list of the markets under consideration for the initial buy. It is not necessarily in order of rank:

New York, Chicago, Los Angeles, Philadelphia, Detroit, Boston, San Francisco, Pittsburgh, Cleveland, Cincinnati, Minneapolis, St. Louis, Atlanta, Baltimore, Dallas-Fort Worth, Buffalo, N. Y.; Des Moines, Iowa; Fort Wayne, Ind.; Kansas City, Mo.; Milwaukee, Hartford, Conn.; Nashville, Washington, Louisville, Ky.; Albany-Schenectady-Troy, N. Y.; Denver, Indianapolis, San Antonio, Tex.; Oklahoma City, Seattle, Houston, Charlotte, N. C.; New Orleans, Providence, R. I.; Omaha, Raleigh, N. C.; Cedar Rapids, Iowa; Birmingham, Ala.; Memphis, Montgomery, Ala.; Miami, Dayton, Ohio; Rochester, N. Y.; Wheeling, W. Va.; Columbus, Ohio; Richmond, Va.; Portland, Ore.; Salt Lake City, Toledo, Ohio, and Scranton, Pa.

Chevrolet wasn't the only good radio news on the Detroit scene last week. Other cars are buying or are about to

buy their fall announcement campaigns.

Oldsmobile through D. P. Brother is placing for two weeks in mid-October while Buick is expected to buy soon for about the same period through McCann-Erickson. Pontiac and Cadillac are not quite ready to buy, through MacManus, John and Adams, but will probably place also for October. Lincoln-Mercury buying, newly moved to Detroit from New York and handled by Kenyon & Eckhardt, is reported aiming for late September schedules.

Another new radio account out of Detroit this year has been the STP oil additive product of Studebaker placed through W. B. Doner. Others include three General Motors accounts, Harrison Radiator Division, through D. P. Brother, and Delco and Guardian Maintenance through Campbell-Ewald.

Rep. appointments . . .

■ WQXR-AM-FM New York: Vernard Torbet & McConnell Inc. for Chicago, Detroit, Philadelphia, St. Louis, Dallas, Atlanta, San Francisco and Los Angeles. Bill Creed Associates and Andy McDermott Sales Ltd. continue to handle WQXR in the Boston area and Canada, respectively.

■ WKNY Kingston, N. Y.; WGRD Grand Rapids and WTRU Muskegon, both Michigan: Venard, Torbet & McConnell Inc., New York.

■ WARE Ware, Mass.: Harold Segal Co., Boston, as regional representative.

Agency appointments . . .

■ Scovill Manufacturing Co., Waterbury, Conn., names Clinton E. Frank Inc., Chicago, as agency for corporate account. Frank already handles firm's Hamilton Beach and Puritron divisions.

■ Ranchers Pride, New Hyde Park,

N. Y., frozen dinner and snack meats producer, names Venet Advertising Agency, Union, N. J.-New York.

■ Midwest Tire Co., St. Louis firm with dealers in 20 states, names Storm Advertising Inc., St. Louis, to handle campaign for Pharis auto tires and Midwest truck and tractor tires.

■ Berkshire Foods, Detroit, a division of Vern Dale Products Inc., names Page, Winchester & Connelly, Birmingham, Mich. Berkshire will use radio and other media in initial campaign for Mama Barolo frozen ravioli.

Business briefly . . .

The R. J. Reynolds Tobacco Co., Winston-Salem, N. C., will test-market its new Prince Albert filter cigarettes beginning this week in Winston-Salem, N. C.; Altoona, Pa.; Flint, Mich.; Montgomery, Ala.; Shreveport, La.; Spokane, Wash., and Fresno, Calif. Although advertising plans were not divulged, spot radio, among other media, reportedly is being used. William Esty & Co., New York, is the agency.

The Mennen Co., Morristown, N. J., through Grey Advertising, New York, will use prime-time participations on all three TV networks and, in addition, *ABC Championship Baseball* and *ABC's Wide World of Sports*, and *National Football League Postgame Show* on CBS-TV Sept. 10 through December.

The Coca-Cola Co., Atlanta, through McCann-Erickson, New York, and **Rexall Drug Co.**, through BBDO, both Los Angeles, will sponsor *Alice in Wonderland or What's a Nice Kid Like You Doing in a Place Like This*, a one-hour color animated special on ABC-TV featuring the voices of Sammy Davis Jr., Zsa Zsa Gabor, Bill Dana and Hedda

Hopper, and scheduled for telecast sometime in March 1966. The program previously had been tentatively scheduled for the Christmas season.

Mego Corp., through Crestwood Advertising, both New York, will use spot TV in major markets to advertise its Dino Tracing Slate Book and Dino Walking Monkey children's products, beginning in October and ending early December.

Amsco Industries Inc., Hatboro, Pa., through Pesin, Sydney & Bernard, New York, will run spot adjacencies in primetime on a regional basis on all three networks to advertise its new Bewitched

baby-doll playthings, from September through Christmas. The campaign will also feature spots in prime-time and in the daytime in major markets along with commercials on local children's programs.

Eastman Kodak Co., Rochester, N. Y., through J. Walter Thompson Co., New York, will sponsor *Ice Capades—1966*, a color special on CBS-TV scheduled for Wednesday, Dec. 1 (9-10 p.m. EST). The program will feature Arthur Godfrey, Liza Minnelli and Roger Miller.

Rockland Mills Inc., Brooklandville, Md., through Chalek & Dreyer, New

York, will use spot TV in major markets to advertise its Roc-lon drapery lining and Roc-lonized shelf-lining, beginning in September and continuing through the year.

Trewax Co., Culver City, Calif., for its floor care products, through Ross & Seidenman Advertising, Sherman Oaks, Calif., will be a participating sponsor on ABC's *Don McNeill's Breakfast Club* beginning Sept. 13.

Motorola to spend 50% more in TV ads

Motorola Inc., Chicago, is increasing its national TV budget by 50% this fall and will spend nearly \$2 million in the September-December period for program buys on ABC-TV and NBC-TV, the TV-set maker disclosed Thursday.

Motorola as a result will invest almost \$3 million in TV for all of 1965, not counting local TV use by dealers and distributors who also use local radio to back their heavy newspaper buys. Motorola will promote all its radio-TV products but will place emphasis upon color TV.

Placing through Leo Burnett Co., Chicago, Motorola this fall will use *Wackiest Ship in the Army* and *Daniel Boone* on NBC-TV, *Big Valley*, *Sunday Night Movie*, *Wide World of Sports* and *The Farmer's Daughter* on ABC-TV. Motorola also is increasing its schedule in national magazines this fall.

Needed: faster color film for commercials

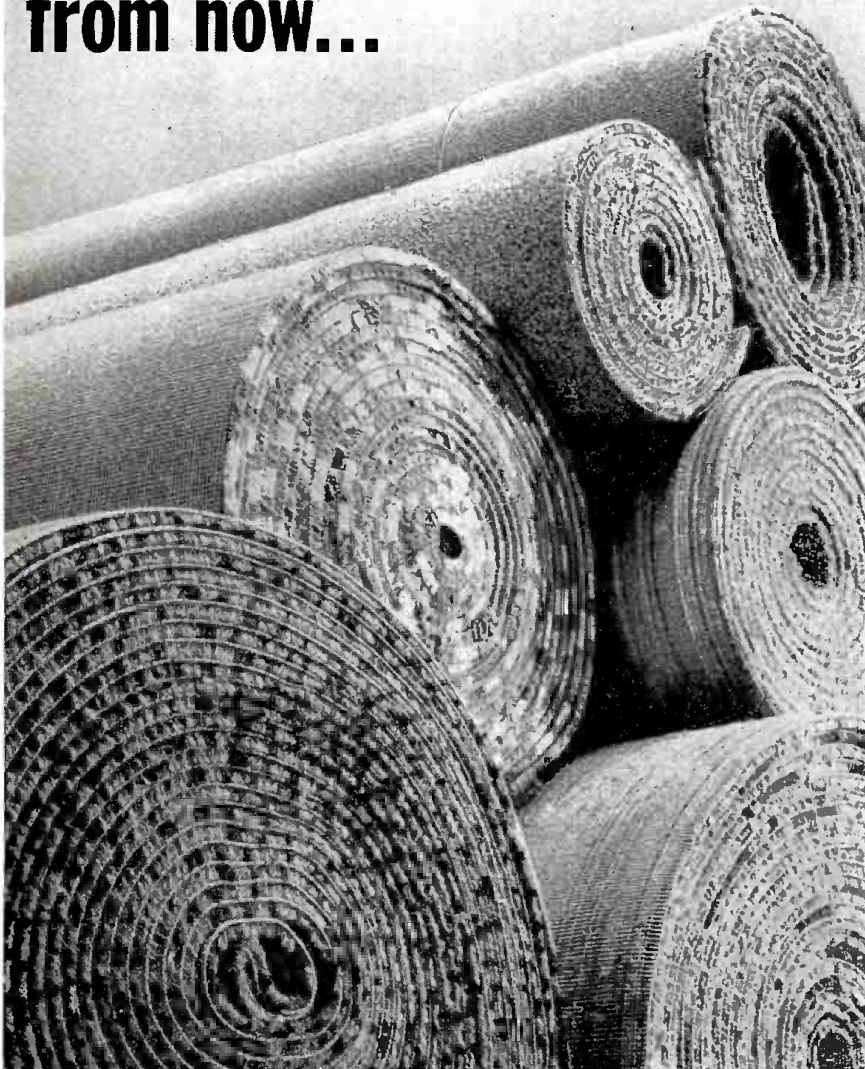
Anticipating forthcoming obsolescence of black-and-white commercials in prime time, Gerald Schnitzer last week called for a "much faster color film. . . to enable us to produce commercials under more adverse conditions. And it would also prove to be a great savings in budget cost."

Mr. Schnitzer, president of Gerald Schnitzer Productions, Hollywood, coupled the request for the film with an announcement that color commercial production was now making up more than 75% of the firm's total production. During the past four months, he noted, the ratio of color spots has jumped from 50% to 75% at his studios.

The commercial producer attributed the jump in color to NBC's extensive color schedule and to CBS's decision to film about 50% of its prime-time programs in color this fall.

He said 1,000 feet of black-and-white film now costs \$100-\$135 and 1,000 feet of color film runs \$300-\$330. But, he said, this higher cost does not

23,478 yards of carpeting from now...



You'll never recognize New York's Warwick Hotel!

Ellen Lehman McCluskey, world famous designer, is giving it a brand new look. She's doing everything! Not just carpeting, but drapes and dinner napkins, paint and pillows, furniture, forks, beds, blankets, wallpaper and water goblets. Everything brand new! It's all happening right now (so quietly and efficiently our guests don't even realize it) at the Wonderful New Warwick, 54th Street on the Avenue of the Americas, New York, Circle 7-2700

A LOEW'S HOTEL • Preston Robert Tisch, President

When WmCa announced the names of 116 housewives 117 housewives called back.

The response was 101%.

When we announced the name of Mrs. Smith on Greenwich Avenue, as a Plaid Stamp winner, Mrs. Smith on Greenwich Street called us. So did Mrs. Smith on Greenwich Avenue. And so did the other 115 housewives whose names were announced that month.

Actually, WmCa Good Guys started announcing Plaid Stamp winners early in February, 1964. Each day the names of four married women were announced only once, between 7:00 A.M. and 4:00 P.M.

If these women called back in ten minutes

they won two books of Plaid Stamps.

In a 40 week period only 23 out of 1160 housewives failed to call back within ten minutes. Half of the 23 phoned subsequently to explain that they were "in the shower" or "driving the car" or "on vacation."

Certainly this is a spectacular response. Of course, more housewives listen to WmCa between noon and 6:00 P.M. than to any other New York station.*

But now you know how well they listen.

We think your client will listen well, too, when you tell him about WmCa.



wmca turns people on.

(AND ALL KINDS OF WONDERFUL PEOPLE TURN ON WmCa.)

the straus broadcasting group
415 madison avenue
new york, n.y. 10017 (212) MU 8-5700
wmca—new york—570 kc
represented by robert e. eastman & co., inc.



*ADVERTISERS AND THEIR AGENCIES ARE REFERRED TO SURVEY REPORTS FOR DETAILS. DATA QUOTED OR DERIVED FROM AUDIENCE SURVEYS ARE ESTIMATES SUBJECT TO SAMPLING AND OTHER ERRORS.

Manhattan Shirt Co. returns to TV

The Manhattan Shirt Co., New York, is adding a quarter million dollars to its TV budget in 1966.

The raise in TV spending will bring Manhattan's current yearly TV budget to an estimated \$1 million in 1966, according to Bruce P. Fogwell, director of advertising for the shirt company. Manhattan returned to TV this year after a six-year absence (BROADCASTING, Dec. 21, 1964).

As explained by Manhattan last week, its coming TV schedule will be devoted exclusively to its Dura-Wite and Dura-Brite Perma-Pressed men's dress shirts.

For the last four months of this year, Manhattan will spend \$500,000 in TV, placing participations in NBC-TV's *Tonight Show with Johnny Carson* and TV spots in the country's top 30 markets. Manhattan estimates its 1965 advertising budget for all its clothing products at about \$2.5 million.

At a news conference, Mr. Fogwell said that comedienne Phyllis Diller will be featured in all of Manhattan's TV spots which will be in a humorous vein. The commercials will start next month and are scheduled to be continued in



1966. Mr. Fogwell said the commercials in 1966 will be produced exclusively in color—"the first time a major clothing manufacturer has used color TV advertising."

Needham, Harper & Steers, New York, is Manhattan's advertising agency.

play an important part in higher production costs for color commercials.

"Most extra costs," he said, "can be attributed to time and lighting. Some color optical work also becomes expensive as do general laboratory costs." However, he added, the actual shooting of a color spot usually costs only a little more than black-and-white production.

PR-advertising parley called for by adman

A joint public relations-advertising conference to eliminate the "basic distrust" among members of the two crafts and to increase their effectiveness for clients was proposed last week by Whit Hobbs, senior vice president in charge of creative services for Benton & Bowles.

He told the annual convention of the Public Relations Society of America in Denver that "each of us is talking to the public in the name of the client, but too often we are not speaking with the same voice." To improve the "uneasy marriage" of public relations and advertising, Mr. Hobbs suggested that PRSA invite advertising agencies to its next annual convention for a day of workshop sessions on the know-how, and problems of the two crafts.

Yamaha, Disney work together on movie

Walt Disney Productions and Yamaha motorcycles have teamed up in a nationwide tie-in promotion for Walt Disney Productions new movie, "The Monkey's Uncle." The promotion was developed by Vince Jefferds, director of merchandising at Disney, Jimmy Jingu, director of advertising of Yamaha and Yamaha's agency, Hixon & Jorgensen.

Disney Productions through its 27 Buena Vista distributing offices purchased between 100 and 150 spots each, on key Rock 'n' roll radio stations in 33 of the top markets. In addition to promoting the movie with promotional spots, each station holds a "Monkey's Uncle" record hop at which "his & hers" Yamahas are given away. Yamaha also is placing national radio and TV spots in many of the major markets. Approximately 75 radio and TV stations are being used.

Coffee sues coffee cake

Chock Full O' Nuts Corp., New York, announced last week it has filed a lawsuit against Sara Lee Inc., claiming Sara Lee has copied Chock Full O' Nuts'

widely-used slogan, "Heavenly Coffee" by using the phrase, "Heavenly Coffee Cake" in its advertising.

The plaintiff has asked the U.S. District Court for the Southern District of New York to issue an injunction prohibiting Sara Lee from using the words "Heavenly Coffee" and to award damages to Chock Full O' Nuts. Since 1953, Chock Full O' Nuts has used the "Heavenly Coffee" slogan in newspapers and on radio and TV, the company stated, and now spends more than \$2 million in advertising.

Study reveals listening habits of housewives

A demographic study of the radio audience in Providence, R. I., which was released last week, shows a high incidence of listening among housewives and sheds new light on the habits of the working wives.

Conducted by the Providence Journal-Bulletin Consumer Analysis Office, among 3,158 families, the survey shows that 74.1% of the housewives listened to radio and the peak of their listening was from 6 to 10 a.m., followed by 10 a.m. to 1 p.m. Of the number of wives listening to radio, 23.7% were full-time working wives and 12.8% were part-time workers. The total percentage of working wives listening to radio was 36.5.

The study also provides information on radio listening by educational and income levels and family size. It compares husband and wife listening indicating the differences in the habits of the spouses.

The *Bulletin-Journal* owns WEAN Providence. National representative is Venard, Torbet & McConnell, New York.

RAB pushes for small markets

Small market radio station operators were urged last week to "get on the RAB small-markets bandwagon." A statement released by a group of radio executives in such markets stressed they have found that RAB membership is "profitable and more than pays for itself." The statement was signed by Eddie Allgood, WBTM Danville, Va.; Stephen P. Bellinger, WJZ Decatur, Ill.; Tom Harrell, WSTP Salisbury, Md.; Robert O. Moran, WBEL Beloit, Wis.; Ted L. Snider, KAPY Chico, Calif.; Philip Spencer, WCSS Amsterdam, N. Y., and J. E. Willis, WAZY Lafayette, Ind.



IN SEATTLE, advertisers can take advantage of an important two-way reach. Transmitting from an island midway between Seattle and Tacoma, KVI delivers two major markets with a combined volume of retail sales greater than those of such rich metropolitan areas as Dallas, Kansas City or Milwaukee. KVI does other things in a big way. For example, Bob Hardwick, the station's early-morning personality and a tug boat buff, recently shepherded a whale a distance of 417 miles. By doing so he gave Seattle a four-ton aquarium attraction. Not everything that happens at KVI is whale-sized — unless you want to count the kind of catches advertisers can expect from this enterprising station. Don't be the lonely one who got away.

Source: Sales Management's Survey of Buying Power.

KVI
CWB

A look ahead to 1966-67 season

Hollywood program producers are already at work sifting ideas and planning pilots for series aimed for TV a full year away

The opening of the 1965-66 TV program season is still a month away. But for the past several weeks the program makers of Hollywood have been immersed in program plans for the year after this—the 1966-67 season.

What kind of plans? What kind of programs? Will it be more of the same or are there any new and different kinds of programs among the hundreds now being put through the early stages of preparation for exhibition to the TV audience in 1966-67? What do the experts think?

The first thing they think is that it's far too early to say what they think. "We're in the winnowing stage," one producer told BROADCASTING in rejecting a request for an interview about plans for next year's fall-winter season. "We're sifting scores of ideas we have conceived ourselves or that have been submitted to us, cutting the number down to perhaps 25 which we'll proceed to develop. Most of those will be weeded out before the pilot stage and unless we are unusually fortunate some

of our pilots will also be missing when the schedules are locked up. But if we have a reasonable number of new shows on the air when September 1966 rolls around and if the viewers like them as well as we do, it will be worth all the work and money we've put into it. But right now things are too fluid to talk about. Come back later."

The three top producers who did talk to BROADCASTING—William T. Orr, vice president in charge of television at Warner Brothers; William Self, executive vice president, 20th Century-Fox Television, and Robert M. Weitman, vice president in charge of all production, theatrical as well as television, for MGM—agreed that 1966-67 plans are in a very early stage and that final decisions as to what will and what will not show up on the network schedules for that season won't be made for some time.

These three are perhaps a little further along with the elimination process than the rest. At Warners, Mr. Orr said he has "more than 20" program

ideas in various stages of development. Mr. Self estimated "25 to 30" at his studio. Mr. Weitman thumbed through a big, black, looseleaf book and came up with a precise count of 39.

What Sort of Programs? ■ "We're working on all kinds of shows," Mr. Orr said. "Adventure, comedy, comedy adventure, western dramas with a new look, as much as the Old West can have a new look, even a couple of nighttime serials." The other two producers gave much the same answer.

Currently, they are considering the whole range of TV entertainment from way out fantasy to downright realism, from riotous comedy to deep drama and they haven't yet begun to concentrate on the few programs which they will actually put into completed pilot form.

One thing is certain: Virtually all of the 1966-67 programs will be made in color. The only exceptions will be programs dealing with World War II in which film footage made on the spot has an important part. But any pilots



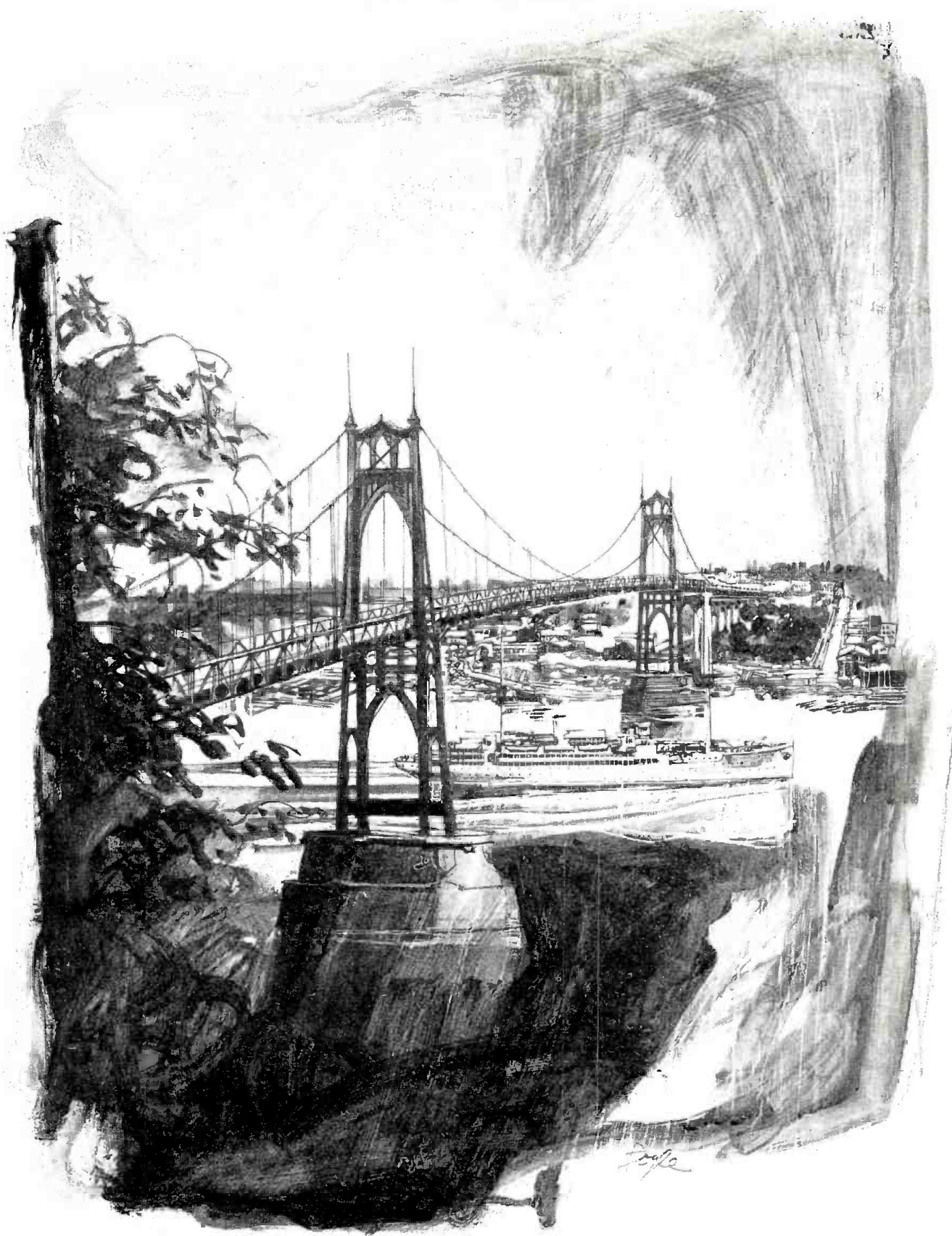
MGM's Weitman
Soon a girl from U.N.C.L.E.?



20th Century's Self
A return to warm humans



Warners' Orr
From murders to nutty as a fruitcake



IN PORTLAND, where annual retail sales soar well over a billion dollars, Golden West's KEX wraps up the market with 50,000 watts of day-and-night power. This maximum thrust, backed by the polished, adult programming, enables your sales story to saturate the metropolitan area plus another billion dollars worth of purchasing potential in other Oregon markets. In fact, KEX covers 90% of Oregon's 606,100 homes plus an additional 100,000 families in neighboring Washington. All in all, it's a power package that performs for advertisers like nothing else in Oregon. And a piece of Washington, too.

Source: Sales Management's Survey of Buying Power.

KEX
CWB

made from now on will be in color, although "I doubt if they all go on the networks that way," Mr. Self observed. The pilots of *Daniel Boone* and *Voyage to the Bottom of the Sea* were made in color, he noted. But they had a year in black and white on the air and only this fall, their second season, will they be broadcast in color. That's also true of MGM-TV's *The Man from U.N.C.L.E.*

Another certainty: The trend back to half-hour TV programs of all kinds, not just comedies, will accelerate. A year ago, the prime-time network schedules showed 48 half-hours; this year, there are 55. Another trend on the upswing is to multi-installment nighttime dramas. There are serials, like *Peyton Place*, whose sensational success is sparking many eager emulators. And there are programs like *Dr. Kildare*, which in its new half-hour twice-a-week format will present many dramas continuing through two or more episodes instead of being confined to a single broadcast.

What about the bigger-than-life,

grams of that type in development for next year.

What Comedy Type? ■ Comedies are here to stay. But what type of comedies will the 1966-67 audience go for? That's the question the producers are trying to answer. Mr. Self believes that way-out comedy will decline in the next year or two, "and we'll get back to warm humans like Fred McMurray and Donna Reed," but he admitted that he has some comedies in the works that are pretty far out. "In the last analysis," he commented, "comedy depends on how funny it is."

Mr. Orr agreed that comedy will again be popular programming a year from now and said that Warners has a program in the works that presents a new kind of TV comedy, an action-adventure, historical costume drama, produced with a humorous twist. "a sort of Tom Jonesish approach." The series, optioned to NBC-TV, is *The Three Musketeers*. Warners' version will show D'Artagnan as a fresh-cheeked country boy, thrown in with two Parisian swashbucklers-about-

a fruitcake and could be a sensation. There's nothing to compare it too; it's not like anything that's ever been on TV before, but it's wildly funny." CBS-TV has the option.

"We feel it's time for a good police series and we're working on one for '66-67," Mr. Self said. "It's a solid series, dealing with a metropolitan police force and we're shooting the pilot in color. If the FBI can get it, we'll give the local police a little glamour too."

The World Wars ■ With all the World War II programming on TV, "we feel that World War I has been neglected and we're trying to remedy that situation with a series about the aviators, the aces, of those days when wild youngsters were giving the airplane its first tryout as an instrument of war." This also will be filmed in color, with a helpful hand from the theatrical motion picture division of 20th-Fox, which is making a feature picture about World War I flyers in color in Ireland. "They've got 13 vintage planes and they are shooting a lot of action footage for the TV series for us."

Another color series in the works at 20th-Fox TV is *Three Coins in the Fountain*, based on the feature motion picture. "It's essentially a situation comedy," Mr. Self observed, "but its Roman location will give us a chance to make color a real asset, which isn't always the case with this kind of show."

Mr. Self believes that all-family programming based on a show primarily designed for juvenile viewing but produced "to get the older members of the family to look over the kids' heads" may be on the verge of setting a new TV program trend. *Lost in Space*, a one-hour series dealing with an astronaut and his family stranded on a remote planet and crammed with out-of-the-world adventures, which 20th-Fox is making for CBS-TV to air this season, "is not an accident," Mr. Self declared. "And it's not alone. Dick Tracy and even Fearless Fosdick are being developed as TV series, if my information is correct."

Mr. Weitman reported that he has a number of creative individuals working on projects for 1966-67. "We're constantly trying to get the best and that's not easy," he commented. "We sit and chew and council and deputize and supervise and when the basic idea is agreed on we let them go. They're good and they'll come up with the right answers."

The group now looking for those answers from MGM-TV's '66-67 program agenda includes Norman Felton, who has had a large hand in the success of *Dr. Kildare* and *Man from U.N.C.L.E.*, who has two new one-hour series in development. Jerry Thorpe, who wrote and produced the pilot for *Please Don't*

UA-TV has big color inventory

The fervent push toward color programming by stations this fall finds United Artists Television in a highly favorable position with more than 300 half-hours of tinted programs in its backlog. UA-TV credits a gracious assist to Frederic W. Ziv, former board chairman of Ziv Television programs which UA purchased, who pioneered in producing many syndicated series in color more than a decade ago when TV's rainbow consisted primarily of black and white.

Pierre Weis, UA-TV vice president and general manager of syndi-

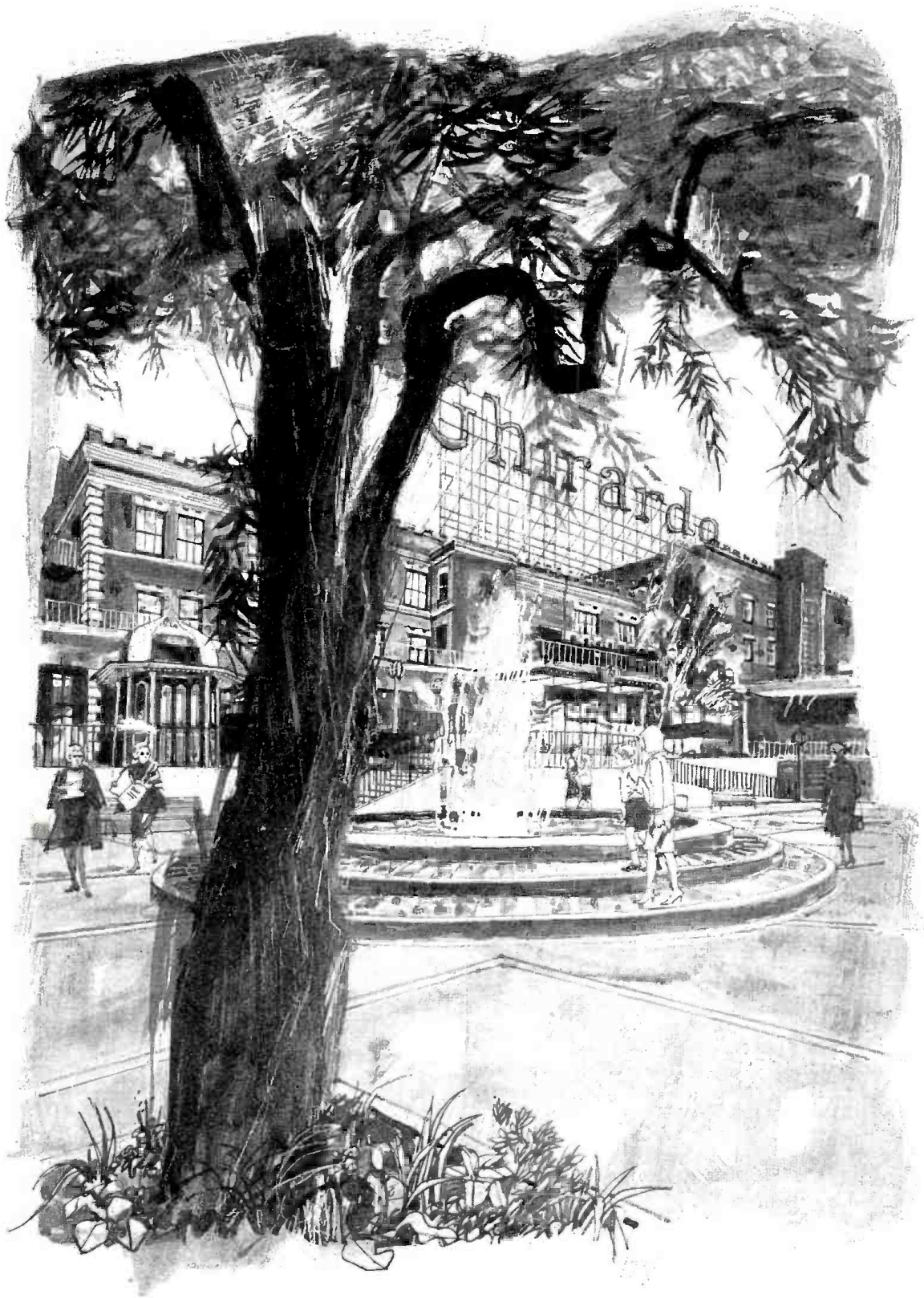
cation, reported last week that five of the company's 10 color series have been released to stations. Sales on these properties are "doing very well and prices are excellent," he said. Color series already in syndication are *Everglades*, *Lawbreaker*, *Ripcord*, *Science Fiction Theater* and *Keyhole*.

UA-TV's color reserve consists of *Meet Corliss Archer*, *Mr. District Attorney*, *I Led Three Lives*, *Favorite Story* and *Boston Blackie*. Mr. Weis indicated they will be placed on the market "when the time seems right."

James Bondish type of action adventure formula that proved so successful with *The Man from U.N.C.L.E.*? "When we decided to go with it a year ago, a lot of people said 'what the hell?,' but it proved to be entertaining to a lot of viewers and I'm sure we'll be seeing a lot of variations, even a girl from U.N.C.L.E.," Mr. Weitman said. "These programs are getting a big play now," Mr. Orr observed, "but who knows how long it will last. I'd say it depends on how good this season's crop turns out to be whether there'll be any around next year." Mr. Self felt that this type of program will fade in time, but whether that time would be 1966-67 or not till some later date, he wasn't sure. Both Warners and 20th-Fox have pro-

town. "His naivete as well as his swordsmanship helps to extricate the trio from the scrapes they get into," Mr. Orr said. "It's a costume drama with enough action to grab the kids and enough humor to catch the adults as well. We hope it will set a pattern for a new sort of all-family programming."

Other series with network commitments from his studio, Mr. Orr reported, include *Dial M for Murder*, a one-hour series about a private investigator who handles only cases involving murder, for ABC-TV, and *Underground a Go Go*, a 60-minute spy series, for NBC-TV. There is also a half-hour comedy series being written by Shelley Berman, which is "nutty as



IN SAN FRANCISCO, the radio station that stimulates the most enthusiastic response is KSFO. Here's brief proof. After a legislative battle to save the Bay from further pollution, State Senator McAteer wrote: "When KSFO's Don Sherwood threw himself into the fray, that was that. Thousands of Don's fans sent letters and the opposition folded." Praising KSFO's eye-witness reports on the successful landing of a severely damaged airliner, Willis Player, vice president, Pan American Airways, said: "Your accuracy and over-all fairness did much for the cause of aviation and for Pan Am." As in all programming, KSFO's public service features stress showmanship, integrity and heart. The approach has its rewards. Most San Franciscans readily identify KSFO as "The World's Greatest Radio Station." Aptly enough, it is.

KSFO
CWB

Eat the Daisies, also has an hour show in the works, as does Marquis Warren, creator of *Rawhide*.

"I'm high on those four one-hour series," Mr. Weitman said, "and I'm also enthusiastic about a half-hour series being developed by Jack Neuman, executive producer of *Mr. Novak*. Ivan Tors, producer of *Flipper*, is working on a series that could be another *Flipper*, but with a different concept." Mr. Weitman declined to be more specific about the formats of the programs in development, stressing his belief in their individuals developing them and their ability to come up with a winner.

Full speed ahead on FM

Triangle Stations increases stereocasts on its five outlets

A step up in FM stereocasting for all of its five FM outlets was announced last week by the Triangle Stations. The



Mr. Koerbel

changeover to stereo should be nearly complete by Jan. 1, 1966, officials said last week at a news conference in New York.

They said the commitment to FM in technical and program improvements at the stations represents

an investment for Triangle of about \$158,000.

In announcing the moves, Warren A. Koerbel, FM sales coordinator for the Triangle Stations, noted that Triangle was sympathetic with objectives of the FCC's AM-FM separation rule "which is bound to cost . . . [Triangle Stations] money." Triangle FM's now program separately from their AM sister outlets.

He said it was not often that broadcasters "find themselves aligned with restrictive governmental policies," but that "to be consistent with our unshakable belief in the singular nature of FM broadcasting, we at Triangle could hardly take any other position.

"On the basis of our own experience, we are confident that those broadcasters who today bitterly oppose the separation rule will, in the future, applaud it."

Mr. Koerbel said that to continue to

duplicate programing on two "such diverse media" as AM and FM" is to be penny-wise and pound-foolish." He noted that Triangle's FM stations are operated and programed autonomously and observed that other FM's must follow suit if they are to "realize their fullest potential."

Diversified Audience ■ Mr. Koerbel based his thesis on increased diversity in the country, particularly in people's tastes, habits and beliefs, which he asserted has splashed over into marketing. He said that the advertiser will be obliged to allocate a percentage of his advertising budget to FM in seeking the better-educated, higher-income consumers.

Also attending the conference were David J. Bennett, director of FM operations, and Henry E. Rhea, director of engineering at Triangle.

In addition to electronic changes and technical improvements (power increases and cross-polarization in transmission), Triangle plans to originate a number of live stereocasts locally. The power increases on the average will double the signal strength of each outlet, it was noted.

WFBG-FM Altoona-Johnstown, Pa., WNHC-FM New Haven and WFIL-FM Philadelphia will begin stereocasting 80 hours per week on Sept. 1, and KFRE-FM Fresno, Calif., will follow on Jan. 1. This number represents more than 70% of their air time, and a full stereo schedule will be instituted when album recordings become available in sufficient quantity. WNBX-FM Binghamton, N. Y., which began a four-hour stereo schedule a year ago, is now up to 11 hours daily and will supply a one-hour weekly series, *Adventures in Stereo*, to all the Triangle FM's. Four years ago, Triangle began a daily 16-hour tape production FM service for its stations. The FM tapes, syndicated as Triangle Audio Program Service for the past two years, are carried by 75 stations (including about a dozen AM's) in the United States and Canada.

Three are reunited in new film company

A new television and motion picture production and distribution organization was formed in New York last week by Ely Landau, Oliver A. Unger and Harold Goldman.

Earlier this summer, Mr. Unger, as president of Unger Productions, and Mr. Goldman, as president of Television Enterprises Corp., had merged these two firms as Encore Films Ltd. (BROADCASTING, June 21).

The current move re-establishes a 10-

year relationship among Messrs. Landau, Unger and Goldman, starting in 1953 when they founded and developed National Telefilm Associates into a major TV distribution company and operator of broadcasting stations. They left NTA in 1963.

The new company, tentatively called Landau-Unger-Goldman, will make its headquarters in the Time-Life Building in New York, with offices in Los Angeles and London.

Mr. Landau and Mr. Unger have been active recently in producing feature films. They will continue primarily in these areas. Mr. Goldman, who has 14 color action pictures never released to TV, will head the new organization's television department.

It was said that future activities of Landau-Unger-Goldman will include television production as well as a continuing program of production of theatrical features.

Wolper and Heritage announce merger

In a major transaction involving theatrical films, television production and distribution, Heritage Productions in New York is merging with Wolper Productions Inc., Hollywood. Following six weeks of negotiations on both coasts. The deal is to be made final today (Aug. 16) by David L. Wolper, president of Wolper Productions, and Arthur Steloff, president of Heritage Productions.

Mr. Steloff assumes a new position as president of Wolper Television Sales Inc. He will head New York operations of Wolper Productions, as well as the organization's distribution division, reporting directly to Mr. Wolper. Ira Gottlieb remains as vice president and director of sales and syndication.

As a result of the merger, Wolper Television Sales will step up its activities in the development of new properties for TV distribution, including those in the feature film and cartoon field. Mr. Steloff will be in charge of new projects in the New York area.

Wolper Productions now takes over Heritage's syndication shows, including *The Three Stooges*, *The Jimmy Rogers Show* and several motion picture properties already in various stages of development.

Coincident with the transaction and announcement of new company responsibilities, Mr. Wolper disclosed that Lee Jackoway has been named sales manager in the Northeast and South for Wolper Television Sales. Jack Garrison has been elevated to central states manager.



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KMPC
CWB

News suppression is problem in Vietnam

A report on the views of ABC correspondents in Vietnam on the question of news censorship suggests that suppression of news is a festering problem in coverage of the war there.

Included in the report, prepared by ABC newsmen for the use of the U. S. Army in the training of field press censorship detachments at Fort Slocum, New York, are charges of lies and half-truths told by members of the military.

Charles Arnot, ABC correspondent in Saigon, who in an earlier interview (BROADCASTING, May 31) had downgraded censorship problems of reporters as secondary to those of communications and logistics, said he had been lied to by members of the military establishment who later apologized while explaining they were ordered to misinform newsmen.

He said he is "not particularly proud of the performance of our American military in dealing with the newsmen who have been working here (in Saigon)." The news corps in Vietnam has been fed lies, half-truths and misleading statements and "with such ham-handed puerility that even a reporter for a high school paper could see through the ruse," he asserted.

Mr. Arnot suggested that imposition of censorship of news copy coming out of Vietnam would not be likely to solve the more basic problem of the military's "painful and embarrassing tendency to conceal rather than reveal." Also noted by correspondent Arnot is the availa-

bility of civilian planes from Saigon every day to Hong Kong or Bangkok, only several hours away, where no censorship would be imposed.

Russ Jones, another ABC newsmen, said he would favor censorship in Vietnam if it were accompanied by a loosening of the lips of the military.

Malcolm Browne, formerly of the Associated Press and now with ABC in Vietnam, contended that informal censorship such as freezing a correspondent out of an air base or instructing officers not to talk to him in some cases has been worse than formal censorship. Mr. Browne said he had seen no significant leak of tactical information through correspondents which could give comfort to the Viet Cong.

NBC-TV signs for recent Embassy films

The NBC Owned Stations Division is investing an estimated \$3.6 million for the television rights to 50 features from Embassy Pictures Corp. for showing on the five NBC-owned TV stations, beginning October 1966. The contract specifies a period of three years for showing of the films.

In announcing the transaction last week, Raymond W. Welpott, executive vice president in charge of the NBC Owned Stations and Spot Sales, said the agreement provides that certain films will be made available to the stations on a delayed basis following their theatrical release. These include "Marriage—Italian Style" and "Dingaka."

Among the Embassy features included

Newsman hurt in Vietnam

NBC cameraman Klaus Krieger was injured in Vietnam Aug. 6 by fragments from a bomber that crashed in the area where Mr. Krieger was on a filming assignment. He was treated and released. Three weeks ago, two ABC newsmen, Larry Johnson and Wally Oakes, were wounded in Vietnam while observing detonation of a live grenade.

in the agreement are "Yesterday, Today and Tomorrow," "Boccaccio '70," "8½," "The Easy Life," "The Conjugal Bed," "No Love for Jonnie" and "Three-penny Opera." Stars in the films include Sophia Loren, Marcello Mastroianni, Vittorio Gassman, Arthur Kennedy, Peter Falk, Anita Ekberg, Joseph Cotten, Claudia Cardinale, Virna Lisi and Dan Duryea.

The five NBC-owned TV stations are WNBC-TV New York, WKYC-TV Cleveland, WMAQ-TV Chicago, KNBC(TV) Los Angeles and WRC-TV Washington.

Film sales . . .

The Big World of Little Adam (Banner): WLW-TV Miami.

Bold Journey (Banner): KTBC-TV Austin, Tex.

Tarzan Features (Banner): WDAY-TV Fargo, N. D.

Islands in the Sun (Bill Burrud): KPTV(TV) Portland, Ore., and WTCN-TV Minneapolis-St. Paul.

Vagabond (Bill Burrud): KPTV(TV) Portland, Ore., and WLWT(TV) Cincinnati.

Gypsy Rose Lee Show (Seven Arts): WMTW-TV Poland Spring-Portland, Me.; WRGB(TV) Schenectady, N. Y., and WBEN-TV Buffalo, N. Y.

Volume 10 (Seven Arts): KGO-TV San Francisco; WFRG-TV Altoona, Pa.; KJEO-TV Fresno, Calif.; KTHV(TV) Little Rock, Ark.; WISC-TV Madison, Wis.; WCCO-TV Minneapolis; WNHC-TV New Haven, Conn.; KOLO-TV Reno, and KGUN-TV Tucson, Ariz.

Man in Space (Seven Arts): WOR-TV New York; KHJ-TV Los Angeles; WNAC-TV Boston; CKLW-TV Windsor, Ont.-Detroit; WHBQ-TV Memphis, and WDBO-TV Orlando, Fla.

Century II (20th Century-Fox TV): WFMJ-TV Youngstown, Ohio; WLKY-TV Louisville, Ky.; WKTU(TV) Utica, N. Y.; KRGV-TV Weslaco, Tex., and WSBT(TV)

Goren bridge show to be syndicated

A question-and-answer format is being used by KXYZ-AM-FM Houston for its soon to be syndicated series on bridge titled



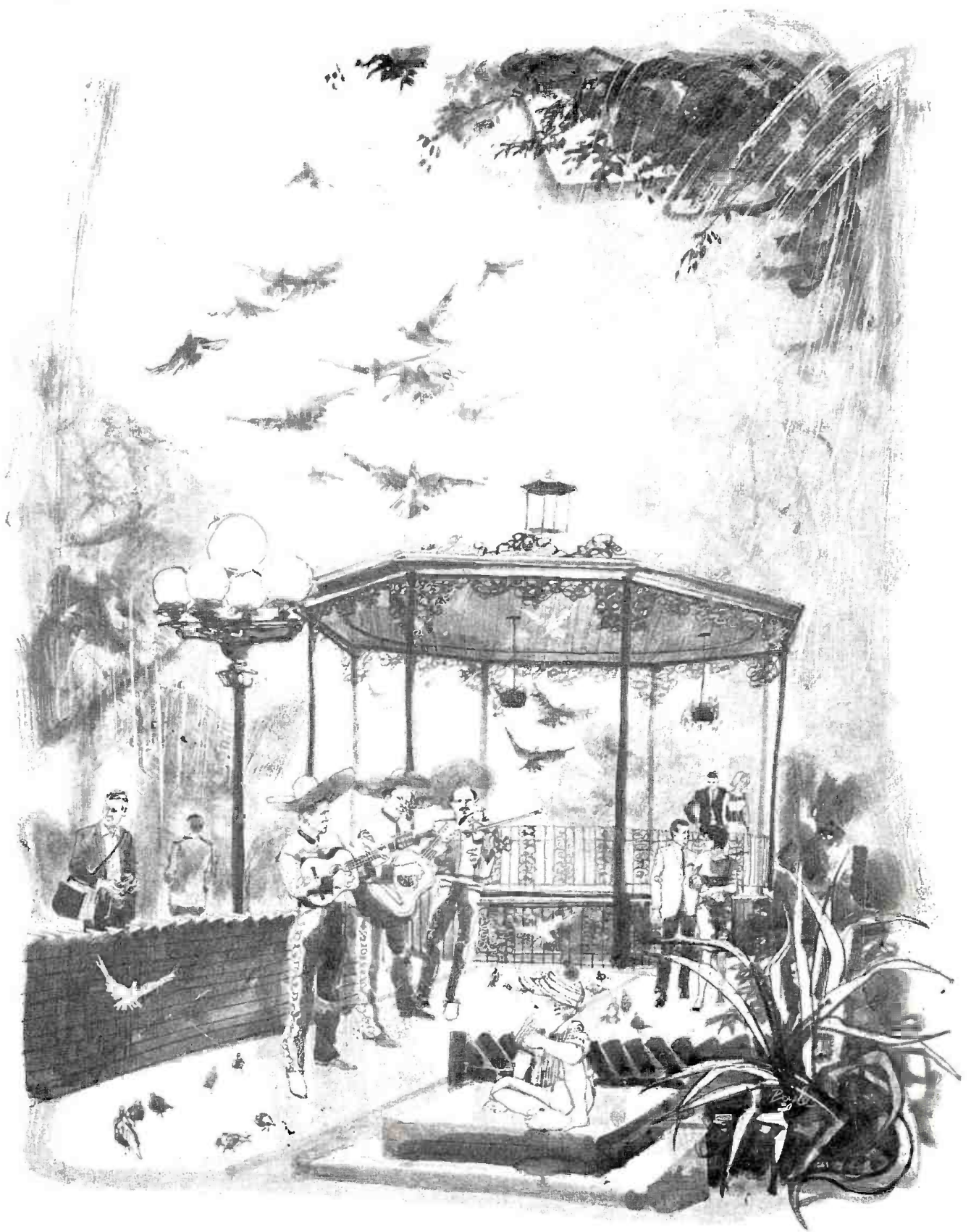
Mr. Goren

Bridge, the Goren Way. The radio series features Charles H. Goren who will discuss the card game in terms directed toward the frequent but average player.

The 52-week series, which will be available on

Sept. 15, starts with three basic review lessons. It then continues with 90-second taped segments containing questions posed by a woman's voice and answered by Mr. Goren. The programs are designed for daily airing. Each day one aspect of bridge will be discussed, for six days, then on the seventh day's program the six previous day's questions are summarized.

Kxyz reports that the programs, which it is broadcasting from 10 to 12 times a day, have a natural break in the middle for a commercial and have adaptable formats which allow a station to identify itself at the beginning and end of each program.



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KTLA
TELEVISION
CWB

South Bend, Ind.

Century 1 (20th Century-Fox TV): WKTV(TV) Utica, N. Y.

The Best of Charlie Chan (20th Century-Fox TV): WSBT-TV South Bend, Ind., and WCCO-TV Minneapolis.

Wolper Specials (Wolper Television Sales): WPHL-TV Philadelphia; WDAF-TV Kansas City, Mo., and WGR-TV Buffalo, N. Y.

Citizen Soldier, Deadline, and O.S.S. (Wolper Television Sales): WTSJ(TV) San Juan, P. R.

Superman (Wolper Television Sales): KTVT(TV) Fort Worth-Dallas; WEAR-TV Pensacola, and WTVT(TV) Tampa-St. Petersburg, both Florida; WLKY-TV Louisville, Ky.; KWWL-TV Waterloo-Cedar Rapids and KVT(TV) Sioux City, both Iowa; WSIX-TV Nashville; WRAL-TV Raleigh, N. C., and KTTS-TV Springfield, Mo.

Radio series sales . . .

Jimmie Fidler Hollywood News (Jimmie Fidler): KOOK Billings, Mont.; CKDM Dauphin, Man., and KDAB Arvada, Colo.

Miss America Pageant Reports (Ken Gaughran Productions): KPTL Carson City, Nev.

Top of the Pops (Hartwest Productions Inc.): KAHR Redding and KONG Visalia, both California; WTAL Tallahassee, Fla.; WQXL Columbia, S. C.; KPAY Chico, Calif., and KPIR Eugene, Ore.

The Joe Pyne Show (Hartwest Productions Inc.): KHSL Chico, Calif.; KERG Eugene, Ore.; WSAV Savannah, Ga.; WIS Columbia, S. C.; KXO El Centro, Calif., and WQOK Greenville, S. C.

The Earl Nightingale Show (Nightingale-Conant Corp.): KGFL Roswell, N. M.; KJEM Oklahoma City; WBTO Linton, Ind.; KRSC Othello, Wash.; WCLA Claxton, Ga.; KITT Columbus, Neb.; WNEM-FM Bay City, Mich.; KELO Sioux Falls, S. D.; WAAH Huntsville, Ala.; WCMP Pine City and KWOA Worthington, both Minnesota; WARD Johnstown, Pa., and KSGT Jackson, Wyo.

Leo Durocher . . . Sports (Sight & Sound Library): WIBV Belleville, Ill.; WBGS Slidell and KVOB Bastrop, both Louisiana; WBUZ Fredonia, N. Y., and WMCK McKeesport, Pa.

Doctor's House Call (Signal Productions): WSAV Savannah, Ga., and WMBS Uniontown, Pa.

The World of Money (Signal Productions): KGEE Bakersfield, Calif.

More for Your Money (Signal Productions): WGCH Greenwich, Conn.

60 (PROGRAMING)

NBC-TV to colorcast its daily 'Today' show

NBC News said last week that the *Today* show (Monday-Friday, 7-9 a.m. EDT) would have its major segments colorcast beginning with the Sept. 13 telecast. Coverage of late-breaking news stories and news films and photographs will continue in black and white but other news material, such as interviews with government officials and reports by news correspondents from Washington will be in color. Areas pointed up for tint coverage include features such as fashion shows, musical entertainment and two-hour special salutes to prominent personalities, according to William R. McAndrew, executive vice president in charge of the NBC News division.

To accommodate the change to color, the *Today* show will move from its present first-floor location in the RCA Building in New York to Studio 6B, an all-color studio at Rockefeller Center. NBC, starting Sept. 27, will colorcast five of six program series shown between 10 a.m. and 1 p.m. EDT weekdays.

United Pictures to make features

United Pictures Corp., has been formed to produce a minimum of six feature motion pictures a year in color with the goal of initial distribution in theaters and subsequent release to television. Major stockholders are: Fred Jordan, president of Producers Studio; Earle Lyon, formerly a producer at 20th Century-Fox and Universal; Francis D. (Pete) Lyon, who has directed at Universal, 20th Century-Fox, MGM, and Disney; Robert S. Rapp, president of Frontier Oil & Gas Ltd., Rapp Oil Corp., and a director of other companies. Mr. Jordan is board chairman of United Pictures Corp.; Mr. Rapp, president; Earle Lyon, vice president and general manager; Francis D. Lyon, vice president in charge of productions; Wendell E. Niles Jr., vice president. United Pictures will make its headquarters at Producers Studio, 650 North Bronson, Hollywood.

Financing of UPC will come partially from distribution of theatrical pictures for television and partially from the Bank of America.

WJRZ goes C&W

Country music comes to the New York metropolitan area on a full-scale basis Sept. 15 when WJRZ Newark, N. J., begins a format of 24 hours a day of

country and western fare.

The station has been presenting popular music, talk and dramatic series. Harry Reith, general manager, said that except for five-minute segments on the hour and half-hour for news, traffic reports and weather summaries, WJRZ will broadcast country music exclusively.

WJRZ is represented nationally by Peters, Griffin, Woodward, New York.

Boxing regulation bill sent on to full House

The House Commerce Committee last week passed and sent on to the full House a bill to regulate boxing through its transmission in interstate commerce.

Officials, promoters and participants of any match broadcast or transmitted through wire for theater or home viewing (or listening) are covered by the legislation, which establishes a three-member federal boxing commission to license and police the sport, with power to forbid transmission of suspect matches and impose penalties up to \$50,000 or five years on those ignoring its orders.

The measure was endorsed by the FCC, the National Association of Broadcasters and representatives of the boxing industry during House hearings last month (BROADCASTING, July 12).

Similar bills have been introduced in the Senate, but no action has been taken on them as yet.

WABC DJ fired for 'unfortunate comments'

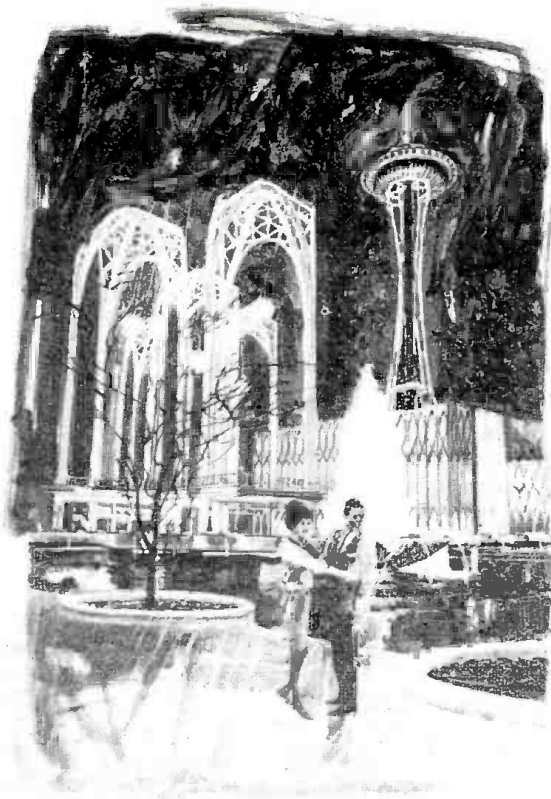
WABC New York dismissed disk jockey Bob Dayton on Aug. 6 after he played a "Happy Birthday" recording to mark the 20th anniversary of the atomic bombing of Hiroshima.

Walter Schwartz, vice president and general manager of WABC, said the air personality's contract was terminated because of "a number of incidents, which had been discussed with Mr. Dayton over the past month." He indicated Mr. Dayton had made "several unfortunate comments."

Mr. Dayton, who said his salary was \$40,000 a year, told a news conference in New York that he had been trying to take listeners' minds off the tragedy. He contended that if he were "guilty of any misjudgment whatsoever," it was "in the time element and not the character of the material."

WABC reported that Mr. Dayton told listeners, "This is the 20th anniversary of the bombing of Hiroshima, I understand. So in view of that . . ." Then on

BROADCASTING, August 16, 1965



IN SEATTLE, advertisers can take advantage of an important two-way reach. Transmitting from an island midway between Seattle and Tacoma, KVI delivers two major markets with a combined volume of retail sales greater than those of such rich metropolitan areas as Dallas, Kansas City or Milwaukee. KVI does other things in a big way. For example, Bob Hardwick, the station's early-morning personality and a tug boat buff, recently shepherded a whale a distance of 417 miles. By doing so he gave Seattle a four-ton aquarium attraction. Not everything that happens at KVI is whale-sized -- unless you want to count the kind of catches advertisers can expect from this enterprising station. Don't be the lonely one who got away.

Source: Sales Management; Survey of Radio Power.

KVI
CWB

IN PORTLAND, where annual retail sales soar well over a billion dollars, Golden West's KEX wraps up the market with 50,000 watts of day-and-night power. This maximum thrust, backed by the polished, adult programming, enables your sales story to saturate the metropolitan area plus another billion dollars worth of purchasing potential in other Oregon markets. In fact, KEX covers 90% of Oregon's 606,100 homes plus an additional 100,000 families in neighboring Washington. All in all, it's a power package that performs for advertisers like nothing else in Oregon. And a piece of Washington, too.

Source: Sales Management; Survey of Radio Power.

KEX
CWB

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KTLA
TELEVISION
CWB

CWB

GOLDEN WEST BROADCASTERS
Four great radio stations covering 87% of the people on the rich Pacific Coast.

REPRESENTED BY AM RADIO SALES COMPANY

And KTLA-TV, Los Angeles, serving 6 of So. California's metropolitan areas.

REPRESENTED BY HR TELEVISION, INC

came a record titled "Sixteen Candles," which begins with a vocal group singing the words, "Happy Birthday, Happy Birthday, Baby. . . ."

Astronaut coverage planned by Videx system

The network television pool which will cover the Gemini-Titan-5 space mission last week salvaged at least a portion of its plan to transmit pictures of the recovery of the astronauts.

"Almost instantaneous" pictures of the astronauts taken with Polaroid cameras on the deck of the recovery carrier will be transmitted over audio circuits using ITT's portable Videx system.

Using Videx, still pictures could be transmitted to Houston in 40 seconds and from there would be transmitted over the television networks' pool line.

An earlier plan to send live television pictures of the astronauts' splashdown via the Early Bird satellite of Comsat was turned down because of insufficient space on the deck of the recovery carrier U.S.S. Lake Champlain, for the necessary transmission equipment.

TV series planned for Janet Gaynor

Former motion picture star Janet Gaynor has been signed by Screen Gems to star in a situation comedy proposed for the 1966-67 TV season. It is titled *Emma's First National Bank*. Broadway, motion picture and television pro-

ducer Paul Gregory, who is Miss Gaynor's husband, will produce a pilot in late October.

Screen Gems also reported last week that comedy producer-writer Cy Howard has been signed to create, produce and write new TV properties for the 1966-67 season, and that actor Robert Reed, co-star of Herbert Brodtkin's *The Defenders* on CBS-TV for the past four years, has been signed to star in a new one-hour color comedy series entitled *Somewhere in Italy—Company B*.

Program notes . . .

Singing syndication ■ ABC Films and WABC-TV New York have co-produced the pilot program of a new half-hour music series, *The Song Spinners*, which is being offered for syndication, it was announced last week. The series spotlights *The Song Spinners*, a choral group of six male and four female singers, presenting standard pop classics directed toward a mature adult and young adult audience. WABC-TV has tentatively scheduled the tape show on Saturday, 10-10:30 p.m., starting this fall. Plans call for the program to originate from ABC's Colonial Theater in New York in black and white at the outset and shift to color later this year.

Basketball documentary ■ A documentary on basketball, written by Robert T. Fresco, has been announced as the third hour-long program to be produced for Four Star by Art Lieberman Productions Inc. They have just recently completed two hour-long shows on baseball and football. It was also announced that Lieberman has signed a long term contract with football's Frank Leahy, guaranteeing his appearance in 19 more

Lieberman sport productions.

Teen-age study ■ NBC-TV, during the 1965-66 season, will present *The Teen-age Revolution*, a one-hour study of the social problems of suburban youth. Filmed in Lexington, Mass., the program will be produced, directed and written by Frank De Felitta of NBC News.

Fall dramas ■ National Telefilm Associates, Beverly Hills, Calif., has announced its plans to have its drama specials. *The Play of the Week*, ready for fall distribution. These two-hour programs will be released on video tape or film in most markets throughout the country. The first package consists of 12 dramas, chosen by the stations themselves from a series of 34, to be shown on a monthly basis.

Scholars speak ■ Intercollegiate Broadcasting System has announced a 13-installment radio series of 15-minute interviews with scholarly writers. Produced in conjunction with the American Textbook Publishers Institute, the *College Authors Forum* is being released free to commercial broadcasters for the first time. Last year the series was aired on 125 educational and campus-limited stations. Robert Penn Warren on sex and censorship, Dr. Raymond Mack on northern racial problems and Professor May Hill Arbutnot on children's literature are samplings of program material.

Whale of a welcome ■ Namu, the first killer whale ever captured uninjured, has arrived safely in Seattle after a difficult voyage from Namu, British Columbia where it was caught. Purchased by Ted Griffin for his Seattle Marine Aquarium, KOMO-TV that city provided Seattle with exclusive first films of the construction of the pen used to

Regional network of 45 radio stations offers storm warnings

Broadcasters in the Memphis area have joined together in what they think is the first regional network to offer storm warning information to their listeners direct from the U. S. Weather Bureau office in Memphis.

The network consists of six television stations, 45 radio stations—including one FM (WMC-FM Memphis)—and the police, mayor, fire, light, water and gas departments of Memphis.

Whenever a tornado or other serious weather disaster is imminent in the Mid-South area, the head meteorologist at the weather bureau in Memphis, Gilley T. Stevens, activates a signal that is heard in all the stations along the network. This gives the stations five-seconds in which to prepare themselves to either receive

the weather broadcast for taping and future use or for plugging in the forecast for immediate broadcast.

Stations in the coverage area can pick up, off the air, the broadcast of five specified originating stations in Memphis, WMC, WMC-FM, WHBQ, WREC and WMPS and give their listening audience immediate warning of the coming danger. WMC-FM, with its 300 kw signal, is the backstop for any station that cannot reach one of the AM's, as it covers the area 24 hours a day.

Harold W. Slavick, vice president of Scripps-Howard Broadcasting Co., and general manager of WMC-AM-FM-WMCT(TV) Memphis, with the engineering staff of his stations and Mr. Gilley initiated the plan for the network and spearheaded its forma-

tion.

The network covers 10 counties in northeast and middle-eastern Arkansas; 21 counties in west Tennessee, and five counties in northwest Mississippi.

The network has been tested on numerous occasions, Mr. Slavick said, and has had no snags or engineering malfunctions.

Mr. Slavick said that the network could alert listeners of any known weather disturbance that could be severe within one minute after the weather bureau discovers the storm. This greatly reduces the time span from the old teletypewriter systems. Mr. Slavick said, and it cuts down the possibility of error since only the meteorologist issues the report and it doesn't have to be retyped.



Why should you care about Mrs. Brennan?

Chances are you don't even know Mrs. Brennan. She's rather an everyday housewife. Shops. Scrubs floors. Makes peanut butter sandwiches for three kids. On occasion, she's even been known to stand up and speak her piece at PTA meetings. Mrs. Brennan's an everyday housewife, *but not an ordinary woman*. She accomplishes what she sets out to do with a vital dedication and enthusiasm.

That's what makes her important to ARB . . . and to you.

You see, Mrs. Brennan is an ARB interviewer, one of hundreds in communities all over the country. She's close to her community and its people. She works *in* her community. If you think she makes a mean peanut butter sandwich, you should hear her gain the cooperation of selected sample families and note her pleasant, courteous follow-up calls. She's a real professional.

So you really should care about Mrs. Brennan. And, someday when you are pondering an ARB audience measurement report, remember her. We do. And it sure makes us feel a lot more confident.



**AMERICAN
RESEARCH
BUREAU**

transport the whale, and the slow tug-boat tow of the mammal down the northwest coast. On the last five days of the journey, KOMO-TV boarded a separate tug with a complete TV camera unit making possible live coverage of the event, with many one-minute bulletins and a special half-hour telecast.

A 'world beat' ■ ABC News and ABC-TV's affiliate in Cleveland, WEWS(TV), claimed a "world beat" last week in obtaining a filmed interview with Robert Manry, Cleveland newspaperman, who was approaching the end of a voyage across the Atlantic in a 13½-foot sailing boat. WEWS correspondent Bill Jorgenson and cameraman Walter Glendenning interviewed Mr. Manry 200 miles off the shore of England last Tuesday (Aug. 10), reaching him by chartering a fishing trawler. The interview was carried on ABC-TV on Aug. 11 (6:45-7 p.m.).

Divorce advice ■ ACA-Gold Star Studios, Houston, has announced a new radio series, *Divorce American Style*. The series features advice given by Dr. O. H. Scott. One-minute or five-minute question-and-answer programs are available.

Far from home ■ WCAU-TV Philadelphia for its first color documentary efforts has assigned a local news unit to Vietnam and Malaysia, to prepare two specials, one to be broadcast before Christ-

mas of this year and the other in early 1966. The first show will center on Philadelphia servicemen stationed in Vietnam, the second will follow the daily rounds of two Philadelphians working in Malaysia, one in a medical service, the other in the Peace Corps.

New color series ■ Bob Banner Associates is producing a one-hour action-adventure series, *Outspan*, in color for CBS-TV. Robert Pirosh will be the producer and Buzz Kulik the director of the pilot, to be filmed in Hollywood in October.

Prison talk series ■ A series of prison interviews with convicts has been produced for radio by Charles M. Conner Productions, Houston. The series, which consists of 26 two-minute interviews with bank robbers, shop lifters, conmen, etc., is being distributed by ACA-Gold Star Studios, 5928 Brock Street, Houston.

Overseas films to U. S. ■ Romulus Films Ltd., London, overseas distributor for Anglia Television Ltd., has announced that RTV International, New York, will be distributing, in the U. S. dramas produced by Anglia. Stephen Mann of RTV has selected seven dramas which will be put into distribution immediately.

Beatles chatter ■ Open-end interviews of the Beatles recorded by Ed Rudy during the group's two tours of the U. S., are being offered free to broad-

casters. The record with more than 80 questions and script is being packaged by I-N-S Radio News Spotlight, G.P.O. Box 1112, New York, 10001.

Before publication ■ Prior to David Rintels's *Manhattan House* being published, Official Films Inc. said last week it has purchased production rights to the novel for a proposed one-hour dramatic TV series for 1966-67.

Marines in action ■ Selmur Productions is planning a TV series about combat Marines in the South Pacific during World War II, titled *Project Attack*. Filming of the pilot will start in October in Hawaii.

Churchman asks about giving devil his due

The Rev. John M. Norris, owner of WGCB-AM-FM Red Lion, Pa., has asked the FCC for advice on how he might be able to contact the devil to offer him equal time to respond to attacks made on his *Twentieth Century Reformation Hour*.

Rev. Norris, whose station was the target of a Democratic National Committee fairness doctrine complaint during the 1964 election campaign, said he has "often referred to Satan in 'controversial' terms; both scathing and uncomplimentary."

The Democratic committee's complaint was dismissed by the commission because the committee did not respond to WGCB's offer for paid time to respond to criticisms (BROADCASTING, July 19).

The unusual request last week was the aftermath of what Rev. Norris described as failure to receive clarifications about the fairness doctrine that he had sought earlier from the FCC.

He said it was his understanding that "we are to seek out and inform anyone that we may attack, and offer them 'equal time,'" and so "we will truly welcome any bonafide advice or ideas that your staff may have on how to effectively deal with the so-called 'equal-time' problems of a station serving a primarily Christian clientele."

'Stingray' in 93 markets

Independent Television Corp. announced last week that its *Stingray* half-hour color series has been sold in 93 markets for a sales volume in excess of \$1.5 million.

Abe Mandell, ITC president, reported that the latest sales on the science-fiction series produced in Supermarionation technique have been to the six Triangle Stations. He noted *Stingray*, which will go on the air this fall, has been bought in all of the top 25 and in 47 of the top 50 markets.

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in TV and Radio ...

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sands of people whose jobs in broadcast advertising demand a ready, accurate source of TV-radio facts. The 1966 **BROADCASTING YEARBOOK**—out in December—will give some 20,000 of them the most comprehensive round-up on the dimensions of today's broadcast media. If you have something to tell the decision-makers, **BROADCASTING YEARBOOK** is the place to testify on your own behalf. Witness the deadlines: Sept. 21 for proofs; Oct. 1, final. Call or wire collect to reserve space!

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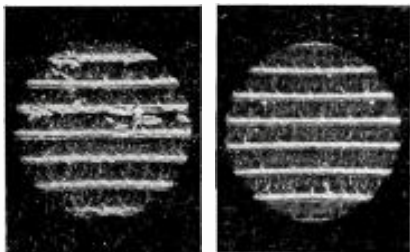
Some plain talk from Kodak about tape:

Slitting accuracy and skew angle

Tape is made in wide rolls which are slit to width— $\frac{1}{4}$ " for most audio tapes. There are three main considerations in this process: cleanliness, dimensional accuracy and trueness of cut. Cleanliness cannot be given too much consideration. When the tape is slit, particles of the oxide and the base can flake off. This condition arises from poor oxide adhesion and poor quality-control standards on slitters. Slitting dirt is virtually nonexistent in Kodak tapes because of our "R-type" binder and our unique slitting techniques.

Tape dirt clogs the recording gap and prevents the tape from making intimate contact with the head, thus causing dropouts and high-frequency losses. Oxide dirt can also cause a phenomenon known as re-deposit. During a normal tape transport operation, gummy oxide dirt can actually re-deposit on the magnetic layer and fuse in position. Just imagine Main Street strewn with giant boulders. Well, that's the way re-deposits appear to your recorder heads. Pleasant thought, isn't it?

To get some idea about how Kodak tape slitting compares to ordinary slitting, take a look at these two photomicrographs. The dirt you see between the turns on the left is oxide dirt. Compare it to the virtually spotless edges of KODAK Sound Recording Tape on the right.

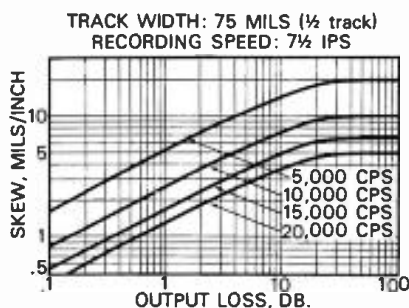


It's like splitting hairs, only more critical

From our 42-inch-wide master web, we have to cut 160 quarter-inch ribbons of

tape—each almost two miles long. That's a lot of total mileage, especially when you think how straight and true those edges must be to assure optimum tracking on your recorder. In terms of slitting accuracy, the standard specs call for a tolerance on width of $\pm .0020$ inches. We decided that that was just about double what it really should be, so we hold ours to $\pm .0010$ inches.

But the really critical part of slitting is a bad guy known as weave. When a tape weaves, it passes the head at a continuously changing skew angle. Look at the graph.

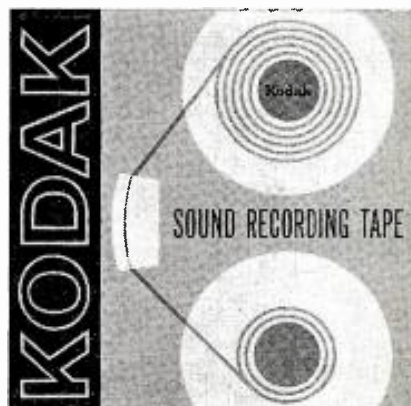


Note how losses pile up as skew angle increases. And as you would guess, the losses are in proportion to the frequency. Higher frequencies, higher losses. Same principle, really, as an azimuth loss.

The patterns of tension set up within the roll when the tape is wound are quite interesting. Normally, the tension at the outside of the roll will decrease until it reaches a point of zero tension about $\frac{1}{3}$ of the way from the core. Beyond this point the tension increases, but the direction of that force is reversed. Near the core the tape is in a state of compression. It's just the opposite with the outer layers. They're clockspringed.

Proper tape tension is also important if you want to prevent "stepping." Stepping usually takes place at the point of zero tension. You can visualize

it as a lateral shearing of a roadway during an earthquake. Shades of old San Francisco. This sets up stresses which cause fluted edges and prevent proper head contact. From winding billions of feet of motion picture film, Kodak has developed some pretty specialized tension-control techniques. The end result, of course, is that when you get Kodak tape on a roll, you know it's wound properly: not too loose, not too tight. Just right. Our Thread-Easy Reel is part of the story, too. Because it is dynamically balanced, we get a good wind right off the bat, and you get a good rewind, too, when you run it on your tape deck.



KODAK Sound Recording Tape in a complete variety of lengths and types is available at most tape outlets: electronic supply stores, specialty shops, department stores, camera stores . . . everywhere.

FREE! New comprehensive booklet covers the entire field of tape technology. Entitled "Some Plain Talk from Kodak about Sound Recording Tape," it's yours on request when you write Department 8, Eastman Kodak Company, Rochester, N.Y. 14650.

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EASTMAN KODAK COMPANY, Rochester, N.Y.

Station surveillance made easier

Against dissents of 2 and misgivings of another

FCC adopts new AM-FM form and logging rules

to keep tabs on programing and commercial quantity

A new radio program reporting form and commercial time counter were announced by the FCC last week—the result of talks initiated five years ago by broadcasters seeking to bring the FCC's reports in line with modern radio practices.

The new form, which is actually a section of the general radio application form, is the result of review, revisions and reshaping of the current section which deals with program categories and commercial time practices. A TV revision is still under study.

The adoption of the revised form by the FCC was by the slim margin of

4 to 2. Commissioner Lee Loevinger cast the swing vote although he admitted he didn't like the idea one bit. He concurred with his three colleagues, he said in a separate opinion, only because the new questionnaire is better than the old one.

The commission majority, Chairman E. William Henry, Robert E. Lee and Kenneth A. Cox, with Mr. Loevinger's vote adopted the new program form on July 27.

Dissenting were Commissioners Rosel H. Hyde and Robert T. Bartley, but for different reasons. Mr. Hyde in a strenuous objection, feared that the

information on programing required by the FCC puts the commission into illegal program regulation and by implication violates the no censorship provision of the Communications Act. Mr. Bartley dissented because he felt the report doesn't go far enough in forcing broadcasters to determine the needs of their communities and the programs to match those needs.

Commissioner Cox, in a concurring opinion, felt that some of the questions were not strong enough. Commissioner James J. Wadsworth did not participate in the final vote.

Good or Bad ■ Industry observers

AN EDITORIAL

The censor machine: 1965 model

WITH its new radio program reporting form and logging rules the FCC has souped up its mechanism of program control. The commission was already getting along pretty well with the old model. Now that it has an up-to-minute, streamlined, jet-propelled method of program surveillance at its command, it will be able to reshape any station's output to the commission majority's tastes in no more time than it takes the secretary of the FCC to sign his name to one of those threatening letters.

There are those who will claim a virtue in the fact that the new form and rules are simpler than the old ones. To that it must be said that the real effect of the simpler reporting forms will be to simplify the commission's self-assigned work of influencing programing and—a detail that should not be overlooked—limiting the quantity of broadcast advertising. Now it is possible, or rather it is almost unavoidable, for the applicant to hang himself with practically no effort at all. The process couldn't be easier:

1. In making up the schedule of

programs he promises to carry, the wise applicant will consult an advisory that the FCC has handily attached to the reporting form. This advisory describes 14 types of programing that are "usually necessary to meet the public interest." All 14 types will be represented in the planned schedule of any applicant who wishes to avoid querulous letters from the FCC and a delay in the approval of his application. The applicant must also describe—in simple form, to be sure—the quantity of advertising he proposes to broadcast. For this he lacks a handy guide. He must read whatever tea leaves he can find to estimate the prevailing limits of FCC tolerance.

2. The applicant who has conformed to the FCC's guide to programing and has guessed right on commercial limits will get a license good for three years.

3. Now it is time to seek renewal. The applicant must report the nature of the programing and quantity of advertising he has carried during the preceding three years. If his performance has not matched the prom-

ises he made three years earlier, he is sure to be confronted with the awkward need to explain discrepancies. If his explanation is unsatisfactory, sanctions may ensue in the form of fines, short-term licenses or, in an extreme case, a denial of renewal. He must also, in his renewal application, set out a whole new series of promises by which he must abide for the next three years, assuming he gets his renewal.

There is nothing essentially new in this process of exacting a promise and forcing a performance to match. But it can be made to work more efficiently with the new forms the FCC has devised.

Rosel Hyde in his dissent stated the wrongness of the system better than we could. "The strategy of federal regulation which underlies the adoption of the broadcast application program form," said Mr. Hyde, "runs counter to the Constitution and the Communications Act. It is a not too subtle scheme to entrap the applicant into making promises that conform to the prevailing attitudes of Federal Communications Com-

were of two minds; they agreed that the new form was better than the old one. They also felt it imposed a greater burden on broadcasters than the old one.

Frank U. Fletcher, Washington attorney who represented the Federal Communications Bar Association on the joint industry-government committee which studied the revisions, said last week that the new form asks for a "staggering" amount of quantitative information, but lists no criteria to indicate to broadcasters what programs and how much commercial time is adequate.

Not only are there an inordinate number of exhibits to be filed (there are a dozen exhibits called for and almost an equal number permitted), he pointed out, but even more burdensome is a section calling for each radio station to explain why its programming is different from that of other stations in the same community.

Mr. Fletcher agreed, however, that the new form is an improvement over the old one in that it reduces the number of program classifications and permits the consolidation of commercial time into segments.

Douglas A. Anello, general counsel of the National Association of Broad-

casters, expressed disappointment, particularly that the commission was requiring so much detail in the programming portion of the report. He felt there were some favorable elements in the commercial area, since it reduces the "sheer numbers" called for in the present questionnaire. This action, he said, "could be considered an improvement" since it relates program material to nonprogram material.

Everett L. Dillard, WDM Wheaton, Md.-WASH(FM) Washington, D. C., who also was a member of the ad hoc joint committee, commented that the new report would require "new programming concepts" on the part of broadcasters, but it at least "leaves open" to broadcasters the right to recite the needs of their communities and plans to meet them. On the more favorable side, he said, were the new commercial time-reporting requirements. These leave more flexibility for the broadcaster, he stated.

New Methods ■ The new radio reporting form makes major changes in the information requested and the methods of calculating program and commercial matter (for details see page 70).

On programming, it reduces the classifications from the existing 14 to three major groupings (news, public affairs and all others). On commercial practices, the new form excises the old hours and minutes count per specified periods, and permits the use of gross time per program hours on the air. It also permits a differentiation to be made between program material and commercial continuity in a single program.

The most significant difference between the new and the old form is the stress now put on broadcasters to investigate the needs and desires of the community they serve and how they meet these needs.

Although commission sources stressed that the new reporting schedule emphasizes qualitative responses as against the old form's insistence on quantitative information, there are still broadcasters and their legal advisers who feel the commission has remained adamant in the field of program regulation.

By the nature of the questions, they note, a broadcaster is pressured into molding his programs and commercial practices to meet presumed FCC desires. For example, they observe:

The new form still spells out types of programs which the commission seems to like broadcasters to put on the air (news, public affairs, regional and local news). The revised questionnaire still requires an accounting of commercial time practices, and in the instance where it calls for an accounting of the number of commercial an-

nouncements of specified length per hour of broadcast time, it comes close to making all adhere to the NAB code. And, above all, the revised form stresses without exception the warning that the commission is going to match promise vs. performance, even though changes in program or commercial policy may be explained.

Starts Nov. 1 ■ The new form must be used by applicants for new radio stations, by broadcasters seeking a major change in their present facilities, and by buyers of broadcast properties beginning Nov. 1.

The new form is required to be used exactly one year later on all radio license renewal applications, and after Dec. 1, 1966, by broadcasters selling their stations unless they have filed renewal applications within the previous 18 months.

Started in 1960 ■ Broadcasters began talking about persuading the FCC to revise its reporting forms for programs and commercial content in 1960. The suggestion was formally put to the FCC at the NAB convention in Chicago that year. In February 1961 the FCC issued its first rulemaking on the subject. The initial proposal conceived a revised form for both radio and TV. Later that year, and after conferences with industry representatives, the commission established a new proposal, calling for separate radio and TV reporting forms.

In January 1964 the FCC invited comments on a draft radio reporting form for AM and FM stations. And, in June last year, the commission released its Fifth Notice, with a somewhat modified draft. At the end of that month an oral argument before the entire commission was held at which industry representatives and others made their comments on both the proposed radio and the proposed TV forms. It was at this time that an ad hoc joint industry-government committee of five was established to work on adjustments to the government draft and the industry's objections (see page 71).

In the meantime, six radio stations, using the proposed draft as a guide, tested various log-keeping methods in order to determine how best to register schedules in conformity with the FCC's requirements. New logging rules were also announced last week (see page 70).

The 1965 questionnaire on programs and commercial practices replaces the form in use since 1946 when the FCC issued its "Blue Book" on the public service responsibilities of broadcasters. At that time it began requiring information on various program categories and commercial activities from its licensees and from applicants. This form has been amended from time to time over the last 19 years but never from stem to stern.

In a six-page narrative substantiating

missioners—without regard to the attitudes of the general public—and to require him to keep the promises made under duress. In this form the majority of present members of the commission has created an apparatus of program regulation with implication of censorship."

That another commissioner, Lee Loevinger, found the form distasteful Mr. Loevinger himself made clear in his concurring opinion. But he felt obliged to vote for the new method because he thought it an improvement on the old and because his was the swing vote. He had better reasons to vote in the negative.

In the five-and-a-half years that the commission was working on the new form it had the consistent advice of the National Association of Broadcasters and the Federal Communications Bar Association. Surely that advice must have been ignored in the writing of the final documents, unless both associations have been infiltrated by agents of the apparatus that is shaping policy at the Federal Communications Commission.

its decision—and rebutting arguments against the form and its individual elements—the commission majority maintained:

▪ That arguments on the commission's lack of authority in the field of programing were answered in 1960 when it issued its report on programing policy. Without going into the details of the pro and con arguments, the FCC report states: "Suffice it to say here that the commission finds the proposals adopted herein to be in accordance with its statutory duties and authority and warranted in the public interest."

▪ On separate forms for renewal and all other applications, "as a matter of procedural convenience and administrative judgment" only one form shall be used, since two forms would result in "needless" duplication.

▪ That it relies on an applicant's representations on programing and commercial operations, although it agrees that literal adherence on a day-by-day basis is not possible or desirable. But, the commission goes on:

"Because the proposals as to programing and commercial matter are representations relied upon by the commission in determining whether grant of an application is in the public interest, licensees are given the responsibility to advise the commission whenever substantial changes occur."

The determination as to what constitutes a substantial change must be made by the licensee, the commission says, but some examples are given (popular music to all talk or all news, independent operation to network affiliation, increase in maximum commercial percentages, exceeding proposed maximum commercial percentages by 10%, etc.).

Silence on the part of the FCC should not be construed as indicating FCC approval, the report states; the station's performance will be evaluated in any event at the next renewal time.

▪ Broadcasters must make a "good faith" effort to determine the needs of their community, but just how this should be done is left to the discretion of the applicant. But, the FCC says: "The commission expects broadcast permittees and licensees to make positive, diligent and continuing effort to provide a program schedule designed to serve the needs and interests of the public in areas served by the station. The efforts must include consultation with the general listening public, and with leaders in community life and professional and eleemosynary organizations."

▪ Suggestions that gross times (including commercial announcements in such programs) be submitted in answer to question 3 and 14 (news, public affairs, etc.) were denied. The

amount of such time broadcast must be computed excluding commercial time.

▪ For logging purposes programs are divided basically into eight categories, not too different from those formerly used. Added, however, are instructional programs, meaning programs whether or not formulated by educational institutions which involve discussion or are primarily designed to further an appreciation or understanding of literature, music, fine arts, history, geography and natural and social sciences, hobbies, vocations, etc., and three new ones, station editorials, political programs and educational institutional programs.

▪ Local programs are now limited to those programs which the station originates, produces or is primarily responsible for and employing live talent more than 50% of the time. They cannot be credited where the station gives only financial support. Where several stations are involved, only the station primarily responsible for its production may credit this in its log.

Entrapment ▪ Commissioner Hyde in his dissent said that the new form "is a not too subtle scheme to entrap the applicant into making promises that conform to the prevailing attitudes of Federal Communications Commissioners—without regard to the attitudes of the general public—and to require him to keep the promises made under duress."

This creates, he said, "an apparatus of program regulation with implication of censorship."

Objecting to the basic policy, Mr. Hyde charged that the "overall concept or function as disclosed by the directions, questions and admonitions of the form is to provide a comprehensive program regulatory procedure."

"The applicant is required to follow certain prescribed procedures to prepare program plans, and then, mindful of the commission's program policy statement with its 14 approved categories, to draw up in the exacting detail required by the questions of the form, the conditions and restrictions under which his station is to be operated."

By requiring information on proposed program format the commission not only is being put "in the business of approving formats but also in the business of enforcing compliance with posted operating practices," he added. And when the 1960 statement on program policy is made part of the form, as it is in excerpts marked as Attachment A, it implies that the Communications Act requires the commission affirmatively to approve programing proposed in an application before a grant may be made. This is error, Mr. Hyde said. The Communications Act says nothing about programing.

The answer, Mr. Hyde stated, is for

in Shorthand ...



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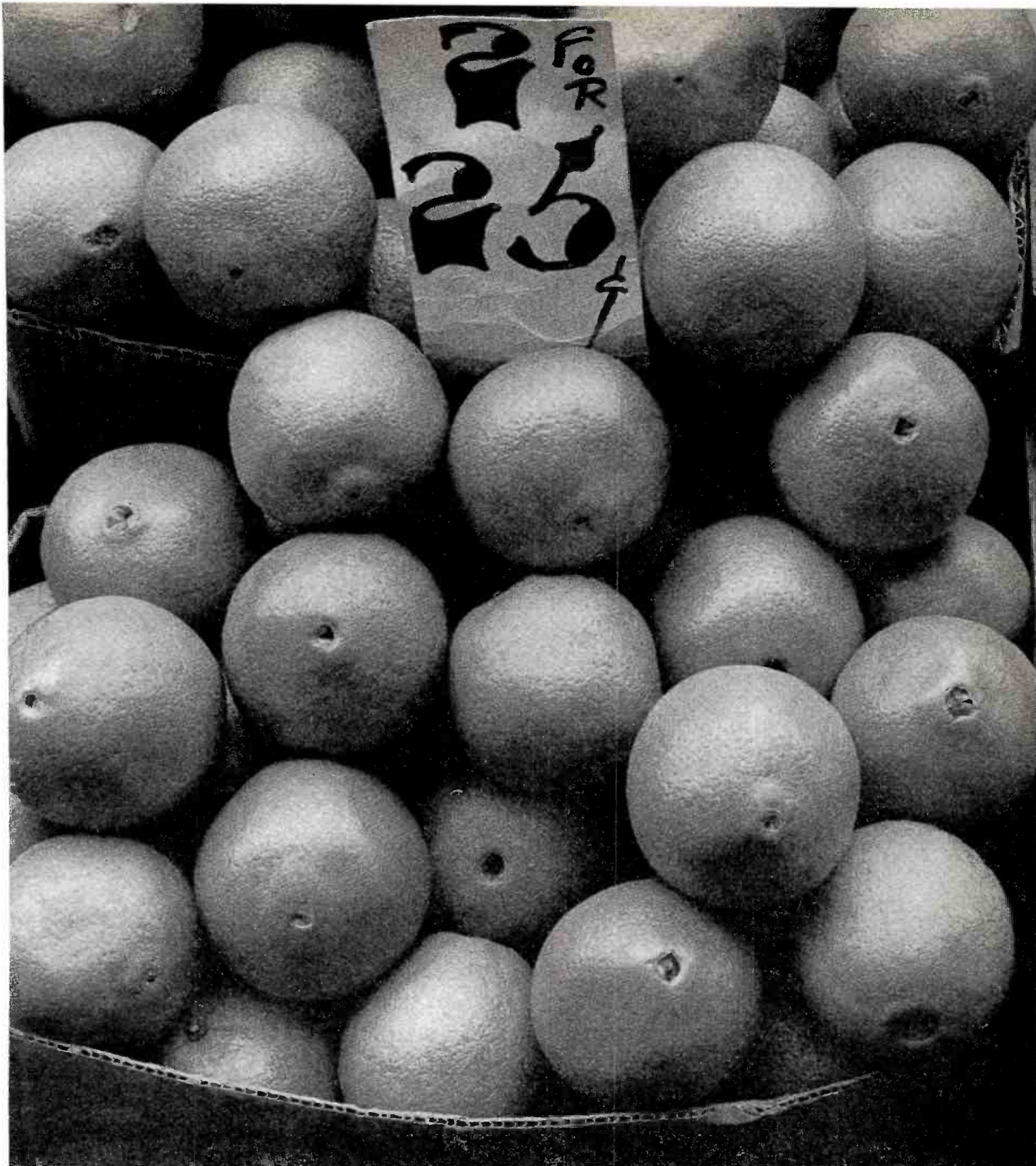
To the uninitiated, a page of Gregg is so much Greek. But a secretary trained in the symbology of shorthand's foremost authority can translate it into a meaningful communication. To a bus-driver, a page from the 1966 **BROADCASTING YEARBOOK** won't be very lucid either. But the men and women who make important decisions in broadcast advertising look upon this comprehensive volume as THE authority for a multitude of facts about television and radio . . . dependable facts they can

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The cost of spraying most fruits can run as high as 20 to 60 per cent of on-tree production expenses.

It's costly even if it were 1 per cent.

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one farmer in 100 believes it the first time: The Econ-O-Mist® sprayer by ITT Marlow Division. It's smaller than a Volkswagen, a one-man job and runs six hours or more without refilling.

The Econ-O-Mist sprayer atomizes chemicals into fine droplets, then mist-sprays through special nozzles. Very little water is needed.

Only 90 gallons provides the same

coverage as 3,000 to 27,000 gallons—depending on the concentrate—in an ordinary sprayer. One grower cooperative saved \$151,000 the first year.

This is one more imaginative way ITT solves problems for the benefit of people throughout the world.

International Telephone and Telegraph Corporation, New York, N. Y.

ITT

the commission to grant licenses for qualified applications on the finding that the public interest, convenience and necessity will be served for the purpose of providing broadcast service to compete for public acceptance. He added:

"Instead of conformity which tight regulation breeds, we could expect innovations and increased vitality. . ."

Local Reports ■ Commissioner Bartley felt that the form "elicits voluminous statistical and narrative data which are of little or no use to the commission" and, he added, "is ineffectual to stimulate broadcaster ascertainment and fulfillment of community needs within the purview" of the commission's 1960 program statement.

Instead, Mr. Bartley said, he would have had licensees report annually, and made public locally, showing (1) efforts made by the station to ascertain needs, including names and positions of community leaders and spokesmen with whom the station consulted; (2) their suggestions, (3) station's evaluation of the relative importance of these suggestions, and (4) the programming which the station would broadcast to meet community needs.

"This having been done," Mr. Bartley said, "I would expect leaders and others who bespeak the interests of the community to call to our attention any deficiencies in the station's service to the public."

If that were done, Mr. Bartley said, he would forget about "statistics on commercials, percentages of program categories, and other tabular attempts toward portraying an image of station operations." And he added: "In the absence of complaints or unexplained departures from the representations made, I would feel comfortable in renewing a license."

Mr. Cox's concurring statement mentioned that he would have preferred a "strengthened" section on the ascertainment of community needs and the

reporting of programs broadcast (exclusive of entertainment and sports).

The most important thing, he concluded, is that the new form "is a much better form than the one now in use. . ."

Reins Lightened ■ This was also the reason for Commissioner Loevinger's concurrence in voting to adopt the new form. He felt that it is "a very considerable improvement" over the one now in use, although he joined with Commissioner Hyde in maintaining that the commission must not undertake regulation of programs.

"It seems obvious that . . .", he observed, "the programming reporting form constitutes a kind of regulatory device or procedure." The form now in use, he noted, requires "a specification of precise percentages" for programs on seven categories; the new form, he observed, calls for the reporting of only "minimum amounts of time to be devoted to two special categories and one general or miscellaneous category."

Strongest objection was made by Mr. Loevinger to the inclusion of the program policy attachment to the form. "If this is not a legal mandate to action then it is a gratuitous lecture to applicants which is inappropriate in a government form." The 1960 policy statement, Mr. Loevinger declared, is "a confused, ambiguous and somewhat contradictory statement." He suggested that the commission reconsider and revise the statement "rather than give it fresh currency by widespread circulation of excerpts from it."

In noting that his vote was necessary to adopt the new reporting form, Mr. Loevinger said that the new form is much better than the old one, and commented: "It is frequently the case in the practical administration of government that to insist on perfection or unanimity is to frustrate all improvement. We must, therefore, be satisfied to achieve progress without perfection and consensus without unanimity."

What the new forms ask for

Major subjects: community needs, program-commercial practices, general policy

The revised program and commercial practices form, which goes into effect between Nov. 1 and next year, and the new logging rules, which become effective for all radio stations Dec. 1, will be mailed to all AM and FM stations by the FCC. Highlights of the two new regulations follow:

The revised programming form runs to 14 pages, including instructions, general information and definitions. In addition, two pages of excerpts from the FCC's 1960 program policy statement are included as an attachment to the form.

The new questionnaire is Section IV-A of the standard AM-FM application form.

Although it is divided into seven parts, it principally covers four major subjects: needs of community, programming practices, commercial practices and general policies.

On the survey of his community, the applicant is asked how he has ascertained the program needs of his community, including a description of the methods used and identification of groups and individuals with whom he conferred. It also asks for a list of "typical and illustrative" programs (excluding entertainment and news) that the applicant plans to meet community needs and interests.

For programming, the revised interrogatory asks, among other things, for hours, minutes and percentage of total



Commissioner Hyde
Against form



Mr. Fletcher
Mixed reaction



Commissioner Loevinger
In the middle



Mr. Anello
'Disappointed'



Commissioner Cox
Not strong enough

time for the composite week (chosen by the FCC as representative of a year's operation) devoted to (1) news, (2) public affairs and (3) all other programs exclusive of entertainment and sports.

The applicant may, if he feels the answers to these questions do not do him justice, provide the same information for a month's programing, or longer, during the year preceding the application.

Also on programing, the applicant is asked to list typical programs serving the community's needs and interests.

There is also a special question on news, asking for information on news staff, facilities, news services, other sources, and estimates of percentages of news program time devoted to local and regional coverage.

The applicant is asked to describe his policy on public affairs programing, including time made available for the discussion of public issues and his methods of selecting subjects and participants.

Other programing information which is called for: description of program format for the past 12 months (country and western music, talk, folk music, classical music, foreign language, jazz, etc.) and percentage of time per week devoted to such formats; report on how the station contributed to "overall diversity" of program services available to the area; network affiliation if any; number of public service announcements broadcast by the applicant.

Also there is an invitation to the applicant to submit additional information if he feels answers to the questions do not adequately reflect his program service, or an explanation where his program service varies substantially from proposals made previously.

Commercial Time ■ The section on commercial practices asks for commercial matter for the total broadcast time of the composite week, then for percentages in two categories (all hours, 6 a.m. to 6 p.m. only).

It then asks the applicant to divide the broadcast day into 60-minute segments and to list the number of such segments containing the following breakdown of commercial time: (1) up to and including 10 minutes, (2) from 11 to 14 minutes, (3) from 15 to 18 minutes, and (4) all over 18 minutes. It asks also that where a segment has contained more than 18 minutes of commercial time, the applicant elucidate by noting the amount of commercial time in each segment and the day and time of the broadcast.

The fourth major part of the revised form is a request for information on general station policies and procedures, asking among other things, who is the executive officer of the station, are there established policies on programing and advertising, how the broadcaster

A by-line for the forms

The man who finally put together the FCC's new program reporting form, and its concomitant logging regulations, represented the National Association of Broadcasters when the ad hoc joint industry-government committee was first formed. He's Robert Cahill, chief of the complaint branch of the Broadcast Bureau's Complaints and Compliance Division. Mr. Cahill was an attorney in the general counsel's office at NAB when the joint committee was formed in 1964 and was NAB's delegate to that five-man group during its meeting in the spring and summer of that year. In August he joined the FCC in his present position.

Other members of the ad hoc committee: H. H. Goldin, FCC; Frank U. Fletcher, Federal Communications Bar Association, and two broadcasters, Everett L. Dillard, WDON Wheaton, Md.-WASH (FM) Washington, D. C. and James H. Crawford, WBTM Danville, Va.

keeps informed on the Communications Act and FCC rules and regulations, how employees are kept informed on these matters. Also included in this section is an inquiry on whether, in station-identification announcements, reference is made to any other business in which the broadcaster is engaged or financially interested.

Among the highlights of the new logging rules:

■ Separate logging of program segments is permissible. A one-hour variety show, for example, with news and sports announcements included, can be logged as 50 minutes of entertainment, five minutes of news and five minutes of sports.

■ Commercial time logging may be of two classes (1) log the beginning time of each announcement and its duration, or (2) log commercial in 15-minute segments, indicating in each segment the commercial sponsor and the duration of the commercial (Pete's Eat Shoppe, 60 seconds). For recorded announcements duration must be exact; for live announcements, duration may be approximate.

The total amount of time consumed by the commercial message within a sponsored program, not the number of such messages, must be shown. Participating announcements, however, must be treated as commercial announce-

ments and not as commercial continuity.

■ If required under Section 317 of Communications Act (and Sections 73.119 and 73.289 of FCC rules), identification of prizes and mention of donors' names must be logged as commercial time.

■ Where it is difficult to determine the exact length of commercial time in sponsored religious and political programs, the stations may compute time on the basis of its normal limits for commercial announcements in sponsored programs of comparable length. This exception does not apply, however, to any program advertising commercial products or services.

■ Where a station is affiliated with a network, it must note the time it joins the network, the programs broadcast and the sponsors of each program, and the time it leaves the network. The network will furnish the station the classifications for the programs and commercial time.

The commission stated that pre-logging is permitted, but emphasized that any deviation must be noted.

It also said that it will issue interpretations from time to time on other questions that may come up under the new rules.

ITU president urges one union for media

A super union covering all workers in all media has been suggested by Elmer Brown, president of the International Typographical Union. Speaking last Wednesday (Aug. 11) to the National Press Club in Washington, Mr. Brown added that the ITU might be the union to fill the bill.

Since all persons, related in various ways by the jobs they do in keeping the public informed, have similar complaints—whether they are editing a news story, writing copy for advertising, or producing a television show for dissemination over the airwaves—all should belong to one union, he maintained.

Mr. Brown also assailed the government for its "unfair and unwise licensing and control of one media of communications and avoiding the same restrictions on another." But he said he does not seek licensing of newspapers, magazines and periodicals. Instead, he wants the controls and regulations removed from radio and television and "such media be put on equal basis with newspaper publishing. The free press should not be limited to one medium alone."

With his eye on the future, Mr. Brown said that scientific developments will permit fewer limitations on broadcast coverage. Eventually, he predicts,



Tornadoes ravage ... and

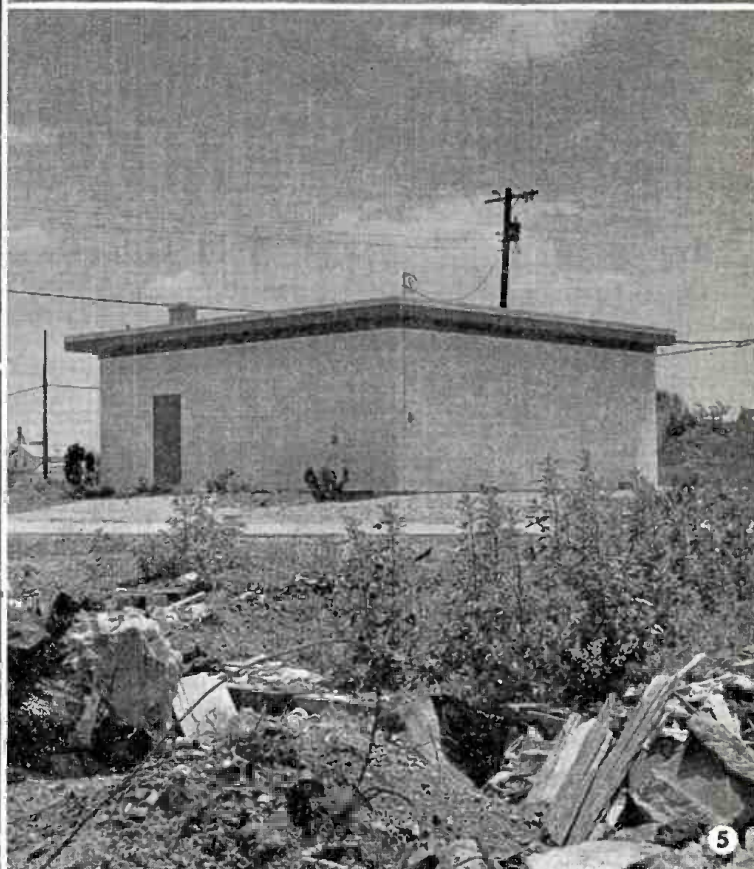
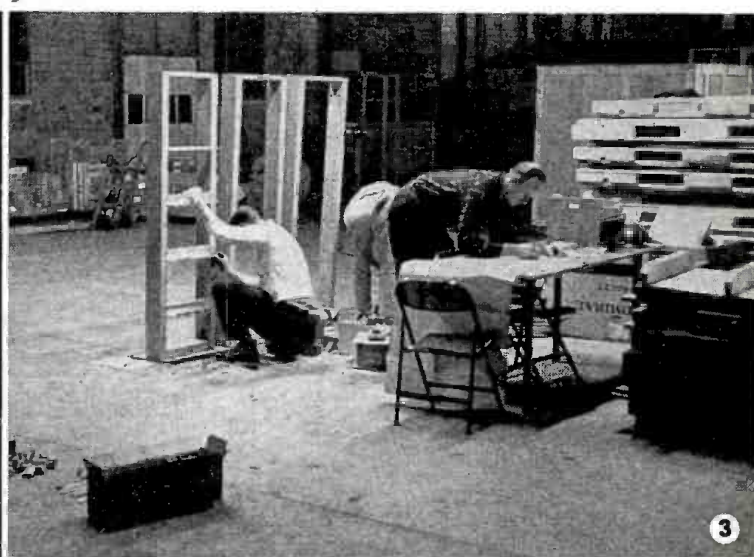
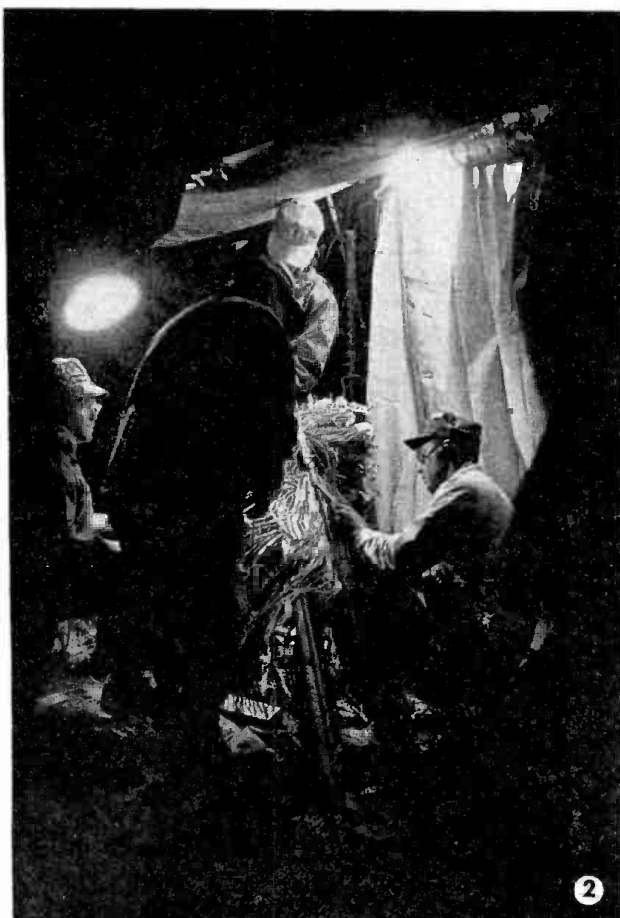
It was Palm Sunday, April 11, 1965 when the dark funnel-shaped clouds appeared. In less than three days, forty-five tornadoes swept across the midwestern United States. In one twelve-hour period, a wave of ten tornadoes cut a destructive path through sixteen counties in Indiana and Ohio.

Among the hardest hit were Russiaville and Jimtown, Ind. In Russiaville, not a single building was left undamaged. In Jimtown, the entire communications service for the town's 100 residents was disrupted. Rebuilding the communications facilities for both towns was the job for both the Indiana Bell and Illinois Bell Telephone Companies, and the manufacturing and supply unit of the Bell System, Western Electric.

1. Tornado damage. The combined damage estimates for the Indiana Bell communications center in Russiaville and throughout Indiana totaled some \$1,250,000. Emergency crews from Indiana Bell and Illinois Bell quickly joined Western Electric crews from Indiana and Michigan. Both teams went to work restoring the communications facilities for the 1200 residents of Russiaville.

2. All night vigil. One hundred miles north of Russiaville and 15 miles east of South Bend is Jimtown, Ind. To restore Jimtown's telephone service as soon as possible, a 24-hour schedule was maintained in temporary huts.

3. Abandoned warehouse. Mobile communications units of the Bell System rolled into Jimtown overnight. Within hours,



Western Electric helps rebuild.

enough Bell telephone auxiliary equipment was moved into an abandoned warehouse to set up an emergency center. The emergency crews that helped set up Jintown's temporary telephone communications system were composed of installers from Indiana Bell and Western Electric.

4. The U.S. Air Force. Meanwhile, U.S. military cargo planes flew night missions-of-mercy bringing in badly needed medical supplies, food, and vital Bell telephone emergency carrier equipment to the stricken areas. Other Bell System companies, even Pacific Telephone, some two thousand miles away, responded to the call for help by dispatching much-needed communications equipment to the disaster areas.

5. Completed job. In Russiaville, emergency service was restored within several hours. Reconstruction of the communications dial center, shown above, was begun soon after and was completed just 8 weeks after the first twisters hit.

The Bell System effort which restored service to the Midwest exemplifies the kind of teamwork that operates continuously between Bell Laboratories, Western Electric and the 21 Bell telephone companies. The reason: to assure our nation of the most reliable communications in the world.



Western Electric
MANUFACTURING & SUPPLY UNIT OF THE BELL SYSTEM

there will be a prosperous graphic arts communications industry, owned and controlled by private investors, free of governmental licensing and control and dependent solely upon public acceptance for enough support to remain in business.

He reasoned that the very nature of the communications industry and its natural competition will lead to more narrow ownership of all media.

Without broadcasting licenses, Mr. Brown said, competition would raise the standards of programing. "Some of the great national programs which delight millions might not be available, however, as with newspapers, community, regional, state and some national broadcasting would be available to everyone," he pointed out.

Calif. ruling cheers CATV operators

Community antenna operators were heartened, and town councils were cheered, last week when the attorney general of California ruled that where a telephone company installs coaxial cable to use as a CATV system, a city may require that the operation be franchised or licensed.

The ruling was made by Attorney

General Thomas B. Lynch, in answer to a request by state Senator John F. McCarthy of Marin county.

In a similar move, the city council of Jackson, Mich., adopted an ordinance prohibiting any firm from establishing CATV service without a specific franchise from the city. The move came after it granted a 30-year non-exclusive license to Jackson Television Cable Co. (Knorr stations) which seemed stymied when Cascades Cable Television Co., a subsidiary of Time-Life Broadcast, announced it would initiate service without a franchise by leasing lines from Michigan Bell Telephone Co. (BROADCASTING, May 24).

At issue, with far-reaching significance to CATV entrepreneurs bucking the entry of telephone companies into their business (BROADCASTING, July 26, July 12), is the claimed right of telephone companies to provide CATV facilities to cable operators without the need for special franchises from communities.

Telephone companies maintain that since their tariffs are approved by state utility commissions, there is nothing to prevent them from offering CATV service in any community in the state. Both the Bell System and independent telephone companies generally offer to lease lines to CATV operators. CATV operators object because they will own no installations, and because the fur-

nishing of such facilities by telephone companies means more difficulty getting rights to telephone poles on which to hang their own cables and equipment. Some independent telephone companies have also entered the CATV field proper, offering service directly to TV homes.

Earlier this year, J. B. Fuqua (WJBF [TV] Augusta, Ga.) won a local court order requiring Brunswick, Ga., to grant him a business license for CATV (BROADCASTING, May 10). Mr. Fuqua had arranged to lease lines from Southern Bell Telephone Co. for the Brunswick CATV, and contended that no franchise from that city was needed since the telephone company already was licensed by the state. The court presumably agreed with this contention, since it ordered the city to issue the business license. This is considered the keystone test of the telephone company's position on local franchises.

Small business group begins agency study

A subcommittee of the House Small Business Committee last week began an investigation of the regulatory agencies that will eventually lead to the Federal Trade Commission (on Aug. 17) and the FCC (sometime later). The hearing is being held at 10 a.m. in room 2253 of the Rayburn building.

Representative John D. Dingell (D-Mich.), subcommittee chairman, said the factors of "specific interest" are the "time used in processing cases, the procedural difficulties small businessmen face in utilizing services of regulatory agencies, and the manner in which the administration of the regulatory laws are geared to the interest of small business."

He explained that "a general review of the regulatory activities of the agencies involved" is being undertaken "in order to set the groundwork and basis for continuing investigations by the subcommittee."

It appears that the agencies, primarily under the jurisdiction of the House and Senate Commerce Committees, may have gained an additional watchdog group.

The leadoff witness last week was a spokesman for the Justice Department, who discussed the agency's Antitrust Division.



Mr. Dingell

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NBC's Adams leaves NAB board

He's replaced by Kenney, networks' Washington VP,
who in turn is replaced on radio board by Labunski

David C. Adams, senior executive vice president of NBC, and since May 1958 a member of the National Association of Broadcasters television board, resigned from the board last week. He was replaced by Peter B. Kenney, NBC Washington vice president, who had been a member of the NAB radio board. Stephen B. Labunski, executive vice president of NBC Radio, replaces Mr. Kenney.

Mr. Adams cited other duties and

Broadcasting's WMCA New York. Prior to that he had been a vice president of ABC Radio, general manager of WGGY Minneapolis, and had been associated with Crowell-Collier Broadcasting Co., and KCMO and WHB, both Kansas City, Mo.

Mr. Adams joined NBC in 1947 as assistant general counsel. He was named vice president in charge of network administration in 1953 and appointed to his present post in February



Mr. Adams



Mr. Kenney



Mr. Labunski

responsibilities as well as a desire to afford other NBC executives the opportunity to work with NAB as his reason for resigning. Vincent Wasilewski, NAB president, said the resignation is a "great personal loss" and praised Mr. Adams's "great contributions" to the board.

Robert E. Kintner, NBC president, said Mr. Kenney's background and knowledge of regulatory and legislative developments should make him "particularly valuable to NAB and the industry it represents." Mr. Kintner called Mr. Labunski "particularly qualified" to take the radio board post.

Mr. Kenney has been in his present position since January 1962. He joined NBC in 1956 when the network purchased WKNB-TV (now WNHV-TV) New Britain-Hartford, Conn. He had been associated with the station, on channel 30, since it went on the air in 1949.

When NBC sold the station in 1959, Mr. Kenney constructed and operated channel 9 in Buenos Aires and later served in that city as NBC vice president for international operations. He later moved to Washington as manager of NBC-owned WRC-TV.

Mr. Labunski joined NBC last February after serving seven years as vice president and general manager of Straus

1959. Prior to joining NBC he had served as assistant to the FCC general counsel.

CBS-TV issues color guides

CBS TV is distributing to advertisers, agencies and affiliated TV stations copies of three booklets covering technical standards and practices for color TV broadcasting.

The booklets, prepared by the CBS television network engineering department, contain recommended procedures in shooting, printing and evaluating color film. They are titled: "Color Television Film Shooting Practices," "Color Television Film Printing Practices" and "Color Television Film Evaluation Practices."

September start for WODI

WODI Brookneal, Va., has announced that it will go on the air in September housed in a prefabricated studio building. The building was constructed by Custom Construction Components, Martinsville, Va., and moved via flatcar to its Brookneal site. WODI will broadcast on 1230 kc fulltime. Graham L. Jones, formerly of WMNA Gretna, Va., is president and general manager of WODI.



12 NOON/Mid-day edition



6:00 P.M./Evening edition



10:00 P.M./Final edition

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*ARB/NSI March '65 (Subject to reasonable error)

Fourth network is nearer start

Unisphere Broadcasting System, for UHF stations, names top executives, but other details lacking

The Unisphere Broadcasting System, which is proposed as a "fourth network" made up of UHF stations, has announced its top officers, noting that it expects shortly to make known a fall program schedule and a lineup of affiliates.

The plans were mentioned last week in a brief announcement. Vincent C. Piano, president of Vic Piano Associates, New York, who had disclosed the projected network a few months ago (BROADCASTING, May 24), said he was reluctant to reveal further details but that news conferences in New York, Chicago and on the West Coast would be held in about six weeks before officially starting the network, and that in the interim various details would be set forth.

Mr. Piano's firm specializes in the sales representation of UHF stations. The attempt to assemble stations for a

UHF network started early in May with letters to operators of existing and projected UHF's.

Claude E. Piano, a brother, will be president of Unisphere. He is executive vice president of the rep firm. Vincent Piano becomes board chairman of Unisphere, and C. E. Feltner Jr. has been named executive vice president, programing, and Harley Lucas made vice president, sales.

Claude Piano in the UBS announcement last week said that all necessary preparations for the undertaking "are successfully behind us" and noted that Unisphere would have "a unique network-station affiliate contract."

Though details of these arrangements were lacking, it was understood that one feature of UBS's approach would be to provide station compensation from the very start of programing.

Vincent Piano in an interview in May had placed the starting date at sometime in September. He then indicated that more than a dozen UHF stations showed a willingness to affiliate, and last week he noted several contracts were still in station hands, presumably a reason for the disinclination to give further details at this time.

Also in May, Mr. Piano said UBS would network by film and tape a minimum two and one-half hours of sponsored programs nightly with originations at WISN-TV Philadelphia relayed by microwave to other stations. He said that only sponsored programs would be scheduled and the network would operate "only for the convenience of advertisers and program packagers."

Stations had been advised in the initial letter that Unisphere would have rates "structured in the same manner as the other networks, with sponsored programs being delivered to the stations at a negotiated percentage of published rates."

The letter also said that phone lines for relaying programing might be considered in the future.

Not a dissenting voice heard on Harris appointment



Representative and judge-designate Oren Harris (D-Ark.) (r) receives congratulations from Senators John L. McClellan (D-Ark.) (l) and Roman L. Hruska (R-Neb.) following a Senate hearing on his nomination to the federal judiciary, as an official reporter in the background records the last of many compliments paid him during the session.

Senator McClellan noted the absence of a single protest or complaint about the nomination and the full Judiciary Committee and then the Senate quickly confirmed the favorable report of his special subcommittee.

Representative Harris, for nine years powerful chairman of the House Commerce Committee, has passed the last barrier to becoming a federal judge. When he will leave the House to do so is still an open question. For reasons both political and practical, Capitol insiders speculate that he will be around well into the next session. The situation is partially illustrated by a remark of President Johnson. As he signed the Health Research Facilities Act at the National Institutes of Health, he paid tribute to some of the men who brought it about, including "Congressman Oren Harris, who will soon

leave the legislative to go to the judiciary—but not leave it until he gets those last five health bills passed. . . ."

Looking back over the 25 years since his first election to Congress, Mr. Harris reviewed the important legislation he had either introduced or played a key role in passing. Under communications, he listed: McFarland amendments of 1952 (82nd Congress), political broadcasting (86th), broadcasting payola and quiz rigging (86th), educational TV (87th), all channel receivers (87th), Communications Satellite Corp. (87th), spectrum study (86th, 87th). His most recent is the House-approved bill to regulate boxing through interstate transmission by wire or broadcast (see page 60).

As chairman of the Commerce Committee and its Special Subcommittee on Legislative Oversight (now the Subcommittee on Investigations), Mr. Harris led investigations into the ratings industry, and in the course of reviewing conflict-of-interest statutes, into the activities of two FCC commissioners, John C. Doerfer and the late Richard A. Mack, and a presidential assistant, Sherman Adams, who subsequently resigned.

CBS says Comsat rates discourage TV use

If Comsat is trying to discourage television use of the Early Bird satellite, then it is definitely succeeding. That was the opinion CBS Inc. gave the FCC last week as it sought to get a hearing on the revised rates for use of Early Bird.

CBS, which along with ABC and NBC had appealed the original Comsat rates as being far too high (BROADCASTING, June 21), said that the revised structure is still too high and that "the users of voice grade channels are still given a substantial rate advantage over the users of television channels and still have a virtual veto over any television usage of the satellite communications system. . . ."

Although Comsat reduced the minimum time period from 30 minutes to 10 minutes, CBS said, the extended period for higher charges and a rate increase in certain periods, has more than offset any assistance the shorter time provided. In addition, CBS maintained, the revisions "do not in any way resolve the underlying problems of unreasonableness, discrimination and conflict with national policy included in the tariff."

KWK applicants seek dismissal of Wirtz bid

The former owners of KWK St. Louis, would be refused the opportunity to regain the station if the FCC granted the request of the other applicants for the facility.

Applicants for both interim and permanent operation have asked the commission to refuse applications filed by Arthur M. Wirtz and his associates, James E. Coston and Emory D. Jones. Opposing groups state that the FCC has already refused applications filed by firms in which Messrs. Wirtz and Coston had interests and under FCC rules they cannot apply for those same facilities for a period of 12 months.

The opposing applicants also asked the FCC if it would be good administrative policy to grant an application filed by parties who had stock interest when the station's license was revoked.

Also questioned was whether the current owners of KWK are indulging in fair practice by asking \$1 million for the station's physical plant which had been assessed at \$175,000.

Mr. Wirtz and associates contend that they did not have interest in the station when revocation proceedings were begun and are only "innocent victims" of circumstances. The Wirtz group also contends that the new firm applying for the license is not the same

whose license was revoked by the commission, and that the public interest would not be served by denying the right to sell or lease personal property at the best terms.

The opposition's reply to Wirtz and associates' purchase of the station after revocation proceedings had already been started states that the FCC rule is clear to successors and that was the chance they were taking when the interest was acquired.

Newhouse buys CATV's and microwave system

E. R. Vadeboncoeur president and general manager of Newhouse Broadcasting Corp.'s WSYR-AM-FM-TV Syracuse, N. Y., announced that the FCC last week approved the sale of Eastern Microwave Inc. to Newhouse for \$500,000 (BROADCASTING, March 22).

Also included in the sale was Oneonta Video. Oneonta, and associated community antenna systems in Sidney, Delhi, Carthage and Ogdensburg, all New York. The total sale price for the microwave system and the CATV's was \$2.5 million. Newhouse Broadcasting last May purchased a CATV in Anniston, Ala., for \$800,000.

Mr. Vadeboncoeur, in announcing the commission's approval, said that his firm was delighted to acquire the system and added that now WSYR will be able to provide initial educational TV service to almost every community in eastern and central New York.

Media reports . . .

Education for Connecticut ■ Residents of New Haven, Conn., are now able to receive educational WEDH(TV) Hartford, Conn., on channel 71 through a translator which began operating on Aug. 9. Tests conducted prior to last Monday indicated that a satisfactory signal is received in West Haven, East Haven, Hamden and North Haven, all Connecticut, via the translator's signal. Both the translator and WEDH are owned and operated by the Connecticut Educational Television Corp.

CATV research service ■ Samuel Henry, president of Samuel Henry & Associates, Phoenix, has announced the addition of a consulting and research service for community antenna TV systems. The firm, established in 1961, has already worked with CATV manufacturers and systems in the Southwest. Mr. Henry, who has been in advertising, sales and public relations for 25 years, was with the National Association of Broadcasters prior to World War II.

Census report ■ Census Bureau has re-

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leased a supplementary report telling per capita and median family income in 1959, for states, standard metropolitan statistical areas and counties. The report, 72 pages in length, is available on request from Bureau of Census, Washington 20233, and U. S. Department of Commerce Field Offices for 75 cents.

KRON-TV begins work on \$5 million building

KRON-TV San Francisco has begun construction of a new \$5 million, three-story office and studio building, which is expected to be completed in 18 months. The building, with 134,000 square feet of floor space and an interior parking area, is being constructed on the site of St. Mary's Cathedral which burned down two years ago.

The building will contain three studios, two of them designed to accommodate studio audiences, and a news studio. There will also be two closed-circuit viewing areas, one of them for public use.

KRON-TV, an NBC affiliate owned by the Chronicle Publishing Co., will install \$1 million of new RCA color equipment in the building. The equipment will include five video-tape recorders and four film chains.

Radio-TV, bar goals same—Comstock

The common goals and responsibilities of broadcasters and lawyers were stressed by Paul Comstock, vice president for government affairs of National Association of Broadcasters, before a meeting of American Bar Association in Miami Beach last week.

Mr. Comstock noted that lawyers and professional broadcasters are "dedicated to the preservation of American democracy. Both are dedicated to equal justice under law in this country and in the family of nations."

Although acknowledging the differences broadcasters and lawyers have had, particularly over Canon 35, which bars live courtroom coverage of courtroom trials, Mr. Comstock noted that "disputes between the bar and broadcast journalism are like pebbles in our boots, but we often make of them rocks of Gibraltar."

Other Speakers ■ Retiring ABA President Lewis F. Powell Jr. told the convention that there is great need for revision of ethical canons dealing with fair trial and free press. He noted that "lawyers themselves are a major source

of information that may affect the fairness of trials."

Edward S. Shattuck, president of the Los Angeles Bar Association, reported to the ABA that progress is being made in discussions designed to iron out the clash of constitutional rights involving free press and fair trial. He urged that the exchange of views between the media and the legal profession continue as it is in the Los Angeles area.

WGAR to switch from NBC to ABC Radio

WGAR Cleveland becomes an ABC Radio affiliate on Dec. 11. The new affiliation of the 50-kw station, owned by Peoples Broadcasting Corp., on 1220 kc, was announced last week by Robert R. Pauley, ABC Radio's president, and Carl E. George, vice president and general manager of the station.

The switch in affiliation from NBC to ABC is related to NBC's swap of facilities with Westinghouse Broadcasting Co. in Cleveland and Philadelphia. WGAR is now affiliated with NBC Radio. ABC, which has not had an affiliate in the area for several months, had its most recent affiliation there with WJMO Cleveland Heights.

Changing hands

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

■ WAAP Peoria, Ill.: Sold by Peoria Broadcasting Co., Ray Diaz, vice president, to Syl Binkin and Melvin Feldman, for \$262,500. Messrs. Binkin and Feldman were part owners in WMAV Springfield, Ill. WAAP is 1 kw fulltimer on 1350 kc. Broker: Hamilton-Landis & Associates Inc.

■ KRML-AM-FM Carmel Calif.: Sold by Carmel Valley Broadcasting, Sam Smith, president, to Allen C. Lissner, Clifford Gill, David S. Drubeck, Lisle Sheldon and Gordon Lissner, for \$800,000. KRML is 500 w daytimer on 1410 kc and KRML-FM is CP on 101.7 mc with 3 kw. AM station has been silent since April 1.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 90).*

■ WSVB-AM-FM-TV Harrisonburg, Va.: Sold by Shenandoah Valley Broadcasters Inc., controlled by Evening Star Broadcasting Inc. to James S. Gilmore, for \$1,694,308. Evening Star owns WMAL-AM-FM-TV Washington. Mr. Gilmore owns KODE-AM-TV Joplin, Mo.; WEHT(TV) Evansville, Ind., and KGUN-TV

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Anti-CATV broadcaster changes his mind

A broadcaster who for 10 years fought to persuade the FCC to assert jurisdiction over community antenna television operations, and ran into virtually a wall of apathy on the part of fellow broadcasters, has joined the ranks of CATV owners.

He's Bill Grove, general manager of KFBC-TV Cheyenne, Wyo., whose company, Frontier Broadcasting Co., last week became the owner of its first CATV franchise, granted by the Cheyenne city council.

Mr. Grove said last Thursday that since the FCC has asserted jurisdiction over CATV, and especially since it has imposed duplication protection, his company decided that the time was ripe to enter the CATV field.

The Cheyenne CATV franchise was granted to Wyneco Co., which is owned by the same principals that own Frontier Broadcasting. Wyneco is the microwave company established by Frontier to serve its three TV stations, KFBC-TV Cheyenne, KTWS-TV Sterling, Colo., and KSTF-TV Scottsbluff, Neb. Frontier, which is affiliated in ownership with the *Wyoming Eagle* and *State Tribune* in Cheyenne, also owns KFBC in Cheyenne.

Mr. Grove said the CATV system will carry the three frontier stations, four commercial TV stations and one educational TV station in Denver, plus a time-weather channel and FM. Denver will probably have to be

microwaved into Cheyenne, he explained, since it is 100 miles away.

The franchise calls for Wyneco to pay the city \$1,000 a year or 2% of its gross receipts, whichever is higher. Charges for installation and monthly fees have not yet been established, Mr. Grove said, since the system has not yet been designed.

Franchise Protested ■ Protesting the grant of the franchise to the Frontier group was KRAE Cheyenne. Objecting to the 25-year, nonexclusive franchise to Wyneco, on the ground that it constitutes a monopoly of communications media in Cheyenne, KRAE said it was considering further steps after it failed to convince the city council of its case.

Tucson, Ariz. WWSA is on 550 kw with 5 kw day and 1 kw night while WWSA-FM is on 100.7 mc with 7.2 kw. WWSA-TV telecasts on channel 3.

■ KUDR Great Falls, Mont.: Sold by James F. Hadlock to Frontier Broadcasting Inc., James E. Craddock, president, for \$259,500. KUDR is fulltimer on 1450 kc with 1 kw day and 250 w night.

■ WDBF Delray Beach, Fla.: Sold by Dr. Roscoe R. Miller and associates to Frederic M. Ayres Jr., John C. Appel and Victor M. Knight, for \$220,000 and \$25,000 covenant not to compete. Messrs. Ayres and Appel have interest in KSO Des Moines, and WXLW Indianapolis. WDBF is on 1420 kw with 5 kw day and 500 w night.

■ KBLA Burbank, Calif.: 20% interest sold by Gordon A. Rogers to George E. Cameron Jr., for \$210,000. Mr. Cameron had 80% interest before sale. KBLA is fulltimer, 1500 kc with 10 kw.

New TV stations

As of Aug. 12 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.

WAYE joins CBS Radio

WAYE Baltimore, currently an independent, will become a CBS Radio affiliate on Aug. 31, replacing WCBM, which will become an independent station. WAYE, owned and operated by Erway Broadcasting Corp., Baltimore, is on 860 kc with 1 kw day.

Fortas, Gardner get OK

The Senate last week confirmed the nominations of Abe Fortas to the Supreme Court and John W. Gardner as secretary of Health, Education and Welfare.

Mr. Fortas is a partner in the Wash-

ington law firm of Arnold, Fortas and Porter, and a long-time friend of President Johnson.

Mr. Gardner, president of the Carnegie Corp. for the last 10 years, served during World War II as chief of the FCC's Latin American section of Foreign Broadcast Intelligence Service.

EXCLUSIVE BROADCAST PROPERTIES!

SOUTH

—Fulltime radio station in major Southern market. This excellently equipped facility needs personal owner attention. Priced at \$200,000 on terms to be negotiated. **Contact—DeWitt "Judge" Landis in our Dallas office.**

SACRAMENTO, CALIFORNIA

—Daytimer with increasingly strong rating position. Depreciable assets of over \$150,000 plus tax loss carry forward. Total price of \$175,000 with \$75,000 down. **Contact—John F. Hardesty in our San Francisco office.**

Flornilton-Landis

& ASSOCIATES, INC.

John F. Hardesty, President

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RADIO • TV • CATV • NEWSPAPERS

America's Most Experienced Media Brokers

Radio-TV to help keep dollar 'Good as Gold'

A projected two-year voluntary campaign explaining this country's "balance-of-payments" international monetary problem is being developed for The Advertising Council by Ted Bates & Co., New York.

As in past public service campaigns, the council is asking radio and TV stations, newspapers and magazines to contribute time and space for the campaign, which will be scheduled "as soon as possible."

According to the council, the cam-

paign is designed to "stimulate confidence in the dollar . . . and urge approval of efforts by business and industry to aid the administration in balancing payments." Advertisements and commercials, which initially will feature Secretary of Commerce John T. Connor, comedian Jack Benny, and on radio a "Goldfinger" character from the Ian Fleming novel and film, will offer a free booklet entitled "Keeping the American Dollar Strong."



The sequence with an interview of Secretary of Commerce John T. Connor stays in a serious vein ex-



plaining the mechanics of balance-of-payment and offering views of American businessmen.



The sequence with Jack Benny uses a light touch about the entertainer's tight-wallet shtick while



explaining to viewers where and how they can obtain information on the project.

Pay TV to be promoted

An extensive information campaign is being started by WHCT(TV) Hartford, Conn., with its appointment of the William Schaller Co., West Hartford, as its advertising and public relations agency.

The RKO General station, whose experiment in subscription television had recently been extended by the FCC for another three years, feels that "some aspects of subscription television are not clearly understood," commented Mark Forrester, general manager of the station. He continued by saying "we are going to do our utmost to bring factual

information to the public through advertising and other ways."

Promotional activities at the agency will be handled by Dwight Spofford, account supervisor, and Anthony Pan-sullo, account executive.

An eye for color

CBS's well-known eye trademark will be transmitted in green, blue, red and yellow on a black background this fall when more than half of the network's evening programs are presented in color. The new corporate symbol, shows the transformation of white letters into color as the eye moves across the screen.

Farms awards made by National Safety Council

Twenty radio stations and four TV stations last week received the annual award of the National Safety Council for "exceptional service" to farm safety during 1964. The citations are the last the council will give on a noncompetitive basis since all safety awards go competitive next year.

TV winners: WIBW-TV Topeka, Kan.; WWJ-TV Detroit; KFEQ-TV St. Joseph, Mo., and KSOO-TV Sioux Falls, S. D.

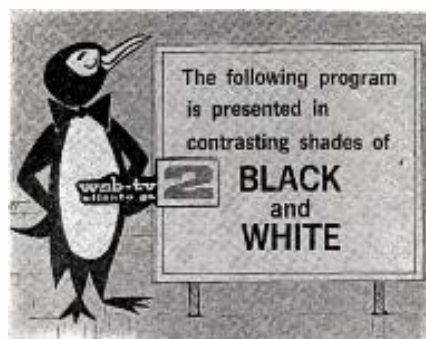
Radio winners: KWG Stockton, Calif.; WGN Chicago; WLKB De Kalb, Ill.; WOWO Fort Wayne, Ind.; WIBC Indianapolis; WHO Des Moines; KXGI Fort Madison, Iowa; WIBW Topeka, Kan.; WHDH-AM-FM Boston; KFEQ St. Joseph, Mo.; KWTO Springfield, Mo.; KRVN Lexington, Neb.; WJAG Norfolk, Neb.; KVSH Valentine, Neb.; WGY Schenectady; WLW Cincinnati; WRFD Worthington, Ohio; KSOO Sioux Falls, S. D.; WNAX Yankton, S. D.; KSL Salt Lake City, and Canadian Broadcasting Corp.'s radio network, Toronto.

TV network guide available

Avery-Knodel, New York, has compiled its semi-annual TV network guide containing the 1965-66 program schedules of the three major television networks. The guide lists all prime-time shows, indicates color programming, identifies sponsors and says whether the shows are new, old in old time slots or old in new time slots. Copies are available from any Avery-Knodel office.

Drumbeats . . .

Prouder than a peacock? ■ WSB-TV Atlanta, an NBC-TV affiliate, is promoting the network's move into extensive color in prime time by using a penguin to advertise the only two black-and-white shows the station will be carrying in the fall, *Car 54, Where are You?* and *I Dream of Jeannie*. The penguin (with



its two colors complementing the multi-colored NBC-TV peacock) is shown above on the slide the station is currently using.

Ohio preview ■ WLWT(TV) Cincinnati previewed its local fall programming to more than 200 advertisers and agency representatives at a luncheon. Walter E. Bartlett, vice president-television.

Crosley Broadcasting Corp. and general manager of WLWT, started the program.

Sports promotion ■ To call attention to its radio series, *Sports Marches*, SESAC has devoted part of the summer issue of its house publication, *SESAC Music*, to sports in general. The magazine is distributed to about 17,000 people in broadcasting and related fields.

EQUIPMENT & ENGINEERING

Study made public on space TV stations

A technical study of direct broadcasting from space satellites to home TV receivers shows that co-channel sharing between terrestrial stations and space stations appears feasible on UHF, but not as good on VHF. But adjacent channel sharing in both UHF and VHF is entirely feasible for a wide range of satellite signal strengths.

The study was done by R. P. Haviland, General Electric engineer, who has already urged the feasibility of direct broadcasting of TV to homes (BROADCASTING, Nov. 12, 1962). The study on sharing was presented at the Third Canadian Symposium on Communications at Montreal in September 1964, and printed in the *Transactions on Broadcasting* published by the Institute of Electrical and Electronic Engineers in July.

In discussing the effect of sharing on an established system, Mr. Haviland found that 25 terrestrial stations using channels 30, 31 and 32, would cover 152,000 square miles in the United States, leaving 1,137,000 square miles of "holes." A single satellite station, using channel 31 would cover 1,800,000 square miles, he said.

Technical topics . . .

Horizontal-vertical transmitter ■ Gates Radio Co., Quincy, Ill., has announced its new 3 kw FM transmitter which will enable FM's to radiate a full 3 kw ERP in both the horizontal and vertical planes using two or three bays of Cycloid horizontal and type 300 G Gates antennas.

Four new test patterns ■ Cohu Electronics Inc., San Diego, has announced that a new solid-state dot-bar generator that provides test patterns for TV systems having scan rates from 525 to 1,029 horizontal lines is now being manufactured. The DBG-2 model is designed to measure the linearity of the TV system and its component equipment as defined by EIA standard RS-170. Four test patterns may be selected

for modulating incoming video signals. The dot-bar generator operates with either composite video or external sync pulses and patterns are adjustable for width, number and position.

Wee TV relay ■ Microwave Associates Inc., Burlington, Mass., has developed a new solid-state TV relay for portable pick-up, multi-hop and STL purposes. Operating between 6,875 and 7,125 mc, transmitter and receiver units represent significant size reduction while meeting standards for color, black and white and audio subcarrier usage.

AM monitor ■ Visual Electronics Corp., New York, has introduced an AM modulation monitor (type MM-1A) for use by broadcast stations. The transmitter unit provides calibrated meter readings of positive peaks to 133% and negative peaks to 100%, along with a carrier shift. One audio output feeds to the station's off-the-air monitor am-

One sport that hurt TV

Hearing Examiner Walther W. Guenther last week issued an initial decision in proceedings that would require Kenneth E. Miller, owner of Kentown Speedway and Hobbies, Garden Grove, Calif., to stop operating electrically controlled racing cars due to interference to TV reception. The FCC had charged in April that toy cars operated on the speedway caused interference to TV reception in the vicinity of his establishment.

The examiner in his initial decision said that Mr. Miller in permitting the use of toy cars that do not have interference suppressors is instrumental in creating harmful interference to radio-communication service in the area of the speedway. The hearing examiner added that if the owner took necessary precautions available to him to eliminate the interference he can continue operating the speedway.

They just keep on lovin' us in Youngstown.
Renewed by WKBN-TV.

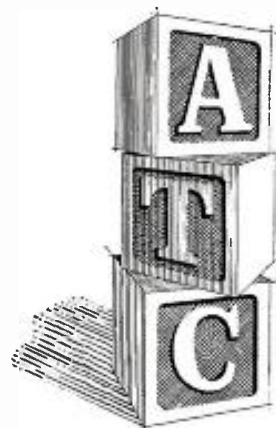


220 Popeye cartoons—in color



KING FEATURES SYNDICATE
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Automatic Broadcasting as easy as



Send for FREE 35-pg. booklet "Planning for Automated Broadcasting." Or call collect today 309-829-1228.

AUTOMATIC  TAPE CONTROL
1107 E. Croxton Ave. Bloomington, Ill.

Set sales for May released by EIA

The production of black-and-white television receivers picked up in May, while production of color TV receivers slipped by over 10,000 units. These were the two major items shown in figures released by the Electronic Industries Association last week for the first five months of 1965.

Overall, sales of both mono-

chrome TV and radio sets by manufacturers to distributors slipped in May from April, while total radio production moved up by 10,000 for the same period.

For the five months, however, both sales and production of TV and radio stand ahead of 1964.

Sales and production for the five months of 1965, as reported by EIA:

Period	SALES		Radio	
	Television (Monochrome)	(Color)	(Total)	(With FM)
Jan.-May 1965	2,853,812		4,092,191*	
Jan.-May 1964	2,829,949		3,151,201*	
Period	PRODUCTION			
	(Monochrome)	(Color)	(Total)	(With FM)
Jan.-May 1965	3,247,929	851,840	9,408,465**	1,068,454
Jan.-May 1964	3,181,671	475,620	3,417,048**	657,877

*Excludes auto radios.

**Includes auto radios amounting to 4,194,902 in 1965 compared to 3,417,048 in 1964.

plifier, while a second output feeds to a noise and distortion meter. A feature of the unit is its peak indicating flasher which indicates modulation percentages from 50 to 120.

One thousand miles ■ Entron Inc., Silver Spring, Md., community antenna TV equipment manufacturer, has signed a contract for 5 million feet of seamless aluminum shielded cable with the Amphenol Cable Division of Amphenol-Borg Electronics Corp., Chicago. The price is understood to be well over \$500,000.

RCA shows economy color set

RCA last Friday (Aug. 13) announced that its new color-TV set model, which uses a 19-inch rectangular color tube, will be priced at \$399.95. The receiver will be available in limited quantities in the fall, giving RCA a total of 15 color models priced below \$500.

The full RCA line in color-TV sets range in price from a low of \$349.95 to a high of \$1,400, but the manufacturer said the below \$500 area "has proven to be the average consumer's favorite shopping ground."

Extension granted on CATV proposal

The FCC last week granted the National Community Television Association and the National Association of Microwave Common Carriers an extension of time from Aug. 3 to Oct. 5 for filing reply comments in rule proposals involving frequency allocations and technical standards of microwaves serving community antenna television systems.

AMST and NCTA asked for the extension so that engineers could have additional time to reply "properly and comprehensively" to comments filed two weeks ago, especially those filed by AT&T (BROADCASTING, Aug. 9).

The commission said the extension would not cause any material delay and would give ample time for preparation of replies.

RIAA issues tape standards

The Record Industry Association of America announced last week that for the first time the RIAA has established technical standards for prerecorded magnetic tapes intended for broadcast and other uses. The standards cover reel-to-reel and cartridge tapes and include specifications for two-, four-, and eight-track monophonic and/or stereophonic tapes. Copies of the standards in bulletin number E-5 may be obtained from RIAA at 1 East 57th Street, New York 10022.

INTERNATIONAL

Rediffusion plans community-owned CATV

Planners of both private and municipal housing developments have shown great interest in a new built-in community antenna TV service now being offered by Rediffusion Ltd., according to the company's chairman and managing director, John Spencer Wills, in his annual review.

Instead of constructing a wired radio and TV system in a city and then offering it to individual householders Rediffusion Ltd. is selling a packaged service for entire communities at low terms. Under the new method every house and apartment in an area is wired to the system along with other utilities. Costs are extra low when plans for new housing developments include ducts for the company's cables.

Contracts already signed, Mr. Wills said, cover over 100,000 homes, some existing, some under construction and

some still to be built. A new central division to assist regional subsidiary companies has been set up to handle the pressure of requests for information on the new service.

Rediffusion Ltd. made a gross profit for the year ended March 31 of \$22,680,000. Net profit after tax was \$7,579,600 an increase of 7% over the previous year.

The company owns Rediffusion Television Ltd., one of Britain's big four commercial TV companies, operates wired radio and TV systems and sells and rents radio and TV sets.

African republic gets new TV service

President Kwame Nkrumah of Ghana, the former British West African Gold Coast colony, has officially opened the country's \$13 million television service, built with the aid of the Canadian gov-

ernment.

The government of Ghana, one of the African states that recently attained independent republic status within the British Commonwealth, started the new TV system by installing more than 300 receiving sets in social centers, canteens, army quarters, universities and schools throughout the country.

By the end of 1965 the government hopes to have installed 1,200 sets for free public viewing.

The system was designed, built and installed by The Marconi Co., Chelmsford, England, in cooperation with the Ghana Broadcasting Corp. The system's three transmitting stations are located at Accra, the capital, Kumasi and Sekondi-Takoradi and cover about one-quarter of the country including the Atlantic seaboard, the country's most heavily populated area.

Inaugurating the new service on July 31 President Nkrumah said it would combat "imperialism, colonialism, neo-colonialism, superstition and ignorance." His minister of information, Mr. Chine-

baugh, added that it would not show any "demoralizing programs," but would concentrate on education, with light programming included.

Ghana's new TV system is headed by Mrs. Shirley du Bois, widow of an American philosopher who died in Ghana in 1963.

Canadian food firms lean heavily on TV

The top-60 Canadian food advertisers spent \$18,947,296 or 55.8% of their advertising budgets in television in 1964, according to the Canadian Television Bureau of Advertising, Toronto.

Procter & Gamble Ltd., food products, spent 100% of its advertising budget in TV, as did Canadian United Fruit Co. and Ovaltine Food Products.

Other advertisers who spent most of their budgets in TV include Canada Vinegars Ltd. (99.5%), Pillsbury Canada (91.5%), Chef Boy-Ar-Dee (96.8%), Toronto Macaroni & Imported Foods (88.4%), J. Lyons & Co. (88.1%), and Canada Starch Co. (79.6%).

Largest TV food advertisers were General Foods Ltd. with \$3,335,691 or 71.5% of its total advertising budget, Kellogg Co. of Canada with \$1,343,413 (62.7%), Kraft Foods of Canada \$1,318,199 (72.8%), and Campbell Soup Co. with \$1,018,707 (56%).

ABC-TV Ltd. hits record

A good year for ABC Television Ltd., has been reported by Sir Philip Warter, chairman of the British company. In his statement for the year ended March 31, Sir Philip said that gross advertising revenue, less agency commission, reached a record \$27,350,800. From this, \$5,602,800 had to be paid as the new tax on time sales revenue which went into effect in July 1964. Rental payments to the Independent Television Authority had gone up from \$1,761,200 in 1963-64 to \$2,178,400 in 1964-65.

Although the company hoped to increase time sales it was impossible to recover more than a part of these additional charges, and therefore some reduction in profit had to be expected in the current year. Pretax profits for 1964-65 were \$14,523,600 compared with \$14,621,600 for the previous year.

British said to have changed color choice

British sources described as "authoritative" reports last week that England now favors the West German PAL color system over America's NTSC.

Based on color comparisons among the three systems, PAL, NTSC and the French-Russian SECAM, Great Britain's delegates at a March meeting of the Radio Consultative Committee in Vienna came out strongly in favor of NTSC.

However, the BBC is now said to be comparing PAL and NTSC black-and-white reproduction with a view toward adopting the German system in order to compete for set sales in color-divided Europe.

London toll-TV slated for October

Although two of the three companies originally licensed to operate experimental pay TV in Great Britain have decided not to go ahead, the first United Kingdom system will be started by Pay TV Ltd. in early October. It will cover the Southwark and Westminster districts of London.

Special regulations will be made to safeguard the interests of movie theaters in the area. A spokesman for Pay TV Ltd. said that it intends to set up an experimental system in the city of Sheffield some time after the London start.

International film sales . . .

The Big Bands (20th Century-Fox TV): Zuriguel Asociados, C.A., Venezuela; ch. 8 Curacao and ch. 12 Aruba.

The Legend of Jesse James (20th Century-Fox TV): Teleradio Centro Americana, El Salvador; Capital Broadcasting, Bermuda, and Telerama, Argentina.

The Long Hot Summer (20th Century-Fox): Teleradio Centro Americana, El Salvador; Capital Broadcasting, Bermuda, and Televisors De C. R., Costa Rica.

Abroad in brief . . .

Irish Film Festival ■ The Cork TV Commercials Festival is again being organized in conjunction with the Cork International Film Festival which runs from Sept. 15 to 19. There will be two main sections, international and Republic of Ireland. So far commercials have been entered from Ireland, Canada, Britain, U. S., Australia, West Germany, Malta, New Zealand, Spain, Portugal.



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Three-day registration includes all
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*Fees increase to \$40.00 if not postmarked
by September 10, 1965.

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MARK II CAROUSEL

None like it. True automatic advance programming. Plays 24 cartridges. Random or sequence.

MARK II RECORD CENTER

Tapes cues and messages with highest quality. Reliable; dependable.

MARK II PLAYBACK UNITS

Instantaneous airing of top quality messages. Completely dependable.

Write or call:



BINGO

Anything and Everything you need for Broadcasting BINGO from one FAST and DEPENDABLE SOURCE.

PLUS

FREE SALES AIDS that make it EASY for you to SELL YOUR OWN BINGO SHOW — AND KEEP ALL THE PROFITS! Proven successful in Market after Market.

STATIONS SAY:

"I've learned a lesson from you in how to service an account" ... "Your quick supply service is wonderful" ... "Your Bingo is one of the best promotions we have ever used" ... "Sold 10 accounts the first day with your Sales Books."

WRITE TODAY FOR ALL THE FACTS

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Englewood, Colorado 80110

France and Holland.

Canadian transmitters ■ Three new 100-kw transmitters, at a cost of \$3 million, for shortwave programming throughout the world have been recommended by the Canadian Broadcasting Corp. to the Royal Commission on Broadcasting. CBC operates 50-kw stations for the Canadian Department of External Affairs at Sackville, N. B., from where programs are beamed to Europe, Iron Curtain countries and the Caribbean. The equipment at Sackville is about 20 years old. The Canadian government has increased its budget for the international shortwave service to \$2.4 million for the current fiscal year, up from \$2.1 million last year.

New Montreal FM ■ A new FM station will soon be on the air in Montreal, following the recommendation for a license by the Board of Broadcast Governors to G. Corbeil of Montreal. He also applied for a daytime AM but was turned down. The new FM will operate on 98.5 mc with 100 kw with an antenna 712 feet high. It will feature classical music.

'Beauty' sent overseas ■ Official Films Inc. has obtained the overseas rights to the *International Beauty Spectacular* and is offering the program for sale to stations and advertisers outside the U. S. The program which was telecast live from Long Beach, Calif., over NBC-TV on Aug. 13, will be available in black and white or color.

FINANCIAL REPORTS

CBS's earnings down slightly

Six-month report shows increased revenues; move to new building discussed

CBS Inc. revenues for the first six months of 1965 were up \$23 million although earnings for the half dropped by approximately 6% to \$1.10 a share. For the second quarter, per-share earnings were down two cents whereas in the first quarter they had fallen five cents.

In a review of operating highlights, the company said sales of CBS-TV for the first half "approximated" those for the same period last year and sales of CBS Television Stations Division "slightly exceeded" last year's performance.

The CBS Radio Division experienced first-half sales "slightly ahead" of the same period last year, the company said, but network radio billings for the first four months of the year were reported down slightly from the comparable 1964 months.

In a report to shareholders Board Chairman William S. Paley and President Frank Stanton pointed optimistically to increases in time spent viewing television and the rapidly advancing circulation of color-TV sets. Daily time spent viewing by the average TV household, they said, is expected this year to reach 5.6 hours compared to 5.4 hours in 1964 and 5.2 hours the year before.

By the end of 1965, they predicted color sets will have penetrated more than 9% of television homes and by the

end of 1967, 20% of TV homes would be color-equipped.

The first-half profit decline was partially attributed to expenses involved in the company's move to the new Manhattan headquarters.

At a board meeting last week CBS declared a dividend of 30 cents on common stock, payable to stockholders of record Aug. 27 on Sept. 10.

Six months ended July 3, 1965 and June 27, 1964:

	1965	1964
Earned per share	\$1.10	\$1.17
Sales	326,788,032	303,595,550
Operating income	41,690,807	43,871,321
Net income	21,924,896	23,047,783

Cowles profits up 25% in first half

Cowles Magazines and Broadcasting reports profits up 25% in the first half of 1965. The company said all of its stations—WREC-AM-TV Memphis, Tenn. and KRNT-AM-TV Des Moines, Iowa—had gains in advertising revenues.

Six months ended June 30:

	1965	1964
Earned per share	\$0.54	\$0.43
Revenues	66,976,802	64,684,505
Net earnings	1,605,751	1,277,172
Shares outstanding	2,944,415	2,950,501

FCC, FTC budgets OK'd

The House and Senate have agreed to a conference committee report allocating the FCC \$16,992,500 for fiscal 1966, a figure only \$7,500 higher than last year's budget. The commission's request, as passed down through the executive department, had been \$17,494,000.

The Federal Trade Commission, will get \$13,550,000, or \$75,000 more than its former appropriation (BROADCASTING, Aug. 9).

BROADCAST ADVERTISING



Mr. Gizerian

Charles J. Gizerian, VP and secretary-treasurer at Compton Advertising Inc., New York, named senior VP and member of board of directors.

Barry J. Nova, account executive, Muriel Cigars and Royal Globe Insurance Co.'s, **Charles J. Windhorst**, account executive, Colgate-Palmolive Co., and **Emil H. Bertolino**, account executive, McCormick & Co., all elected VP's. Lennen & Newell, New York.

Henry H. Hoyt Jr., director and VP of Carter-Wallace Inc., New York, formerly Carter Products Inc., named president of newly formed Carter Products division of Carter-Wallace. **Fred L. Lemont**, director of marketing, appointed VP for marketing of Carter Products division which markets all Carter-Wallace drugs and toiletries.



Mr. Myers

Marston Myers, VP and account supervisor at The Marschalk Co., New York, named VP and management supervisor at Sullivan, Stauffer, Colwell & Bayles, that city.

C. Eugene Boyd, VP at Coca-Cola Co., Atlanta, named VP and manager of market research department. Mr. Boyd has been with Coca-Cola for 29 years. **Fred W. Dickson**, advertising manager and VP for sales promotion at Coca-Cola, named VP and marketing director. **Ralph H. Garrard**, VP for convention bureau handling Coca-Cola participation in New York World's Fair, named VP for national sales.

Michael J. Digennaro, salesman, elected VP of The Devney Organization, New York, station representatives.

Norman Hayes, account executive at WJXT(TV) Jacksonville, Fla., named regional sales manager. **John A. Roberts**, on WJXT sales staff, succeeds Mr. Hayes.

Douglas D. Shull, sales promotion

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

P.O. Box 681, Mountain View, Calif. 94042

and advertising manager at KYW Philadelphia (formerly Cleveland), named account executive.

Edwin W. Hamowy, advertising manager, Shulton international division, New York, named manager, marketing services for division, becoming responsible for development, supervision and coordination of all marketing activities, including advertising, promotion, new product development and market research for division.

Harrison Yates, formerly with Doyle Dane Bernbach, New York, working with Avis, Polaroid, American Airlines and other accounts, joins Sudler & Hennessey Inc., New York, as VP and copy supervisor on consumer advertising.

Harold V. Rover, executive VP and management supervisor, Sullivan, Stauffer, Colwell & Bayles, New York, joins Pritchard, Wood Inc., that city, in similar capacity.

Frank W. Millard, senior product manager, Glenbrook Laboratories division of Sterling Drug Inc., New York, appointed product manager in drug products division of Lever Brothers Co., New York.

John R. Howland, marketing research executive for B. F. Goodrich Co. and other companies, joins marketing research department of Sylvania Electric Products Inc., New York, as industrial marketing research specialist.



Mr. Charnas

Daniel E. Charnas, VP and senior account supervisor with J. Walter Thompson Co., joins Smith/Greenland Co., New York, as senior VP.

Clyde V. Dutton, commercial manager at WTVH(TV) Peoria, Ill., named general sales manager at WTTV(TV) Bloomington-Indianapolis.

Paul Bussard, account executive, named sales manager of WCIT Lima, Ohio.

James J. Robinette, division manager for Liggett & Myers Tobacco Co., joins sales force of WCHS-TV Charleston, W. Va.

Larry Richardson, formerly with Leo Burnett Co. and D'Arcy Advertising, Chicago, joins Clinton E. Frank Inc., there, as copywriter.

Louis Hildebrand, account executive at L. W. Frohlich, New York, named account executive on Seabrook Farms and Snow Crop at Fuller & Smith & Ross, New York.

Robert M. Miller Jr., general sales



Hey, Look Us Over . . . We're

Growin' Great!

Now in the TOP 100 Markets

New designation by Bureau of the Budget moves Corpus Christi metropolitan area into Top 100 markets . . . 96th in U.S. by SRDS estimated population . . . 98th in U.S. by 1960 Census.

Everything grows fast in Corpus Christi, including sales. Try us!

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METROPOLITAN AREA
ON THE TEXAS GULF COAST
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Former broadcaster to ICC

Willard Deason, former Austin, Tex., broadcaster, has been nominated by President Johnson to be member of Interstate Commerce Commission.

Mr. Deason, lawyer, was roommate of President 35 years ago at San Marcos College. He formed company to apply for what is now KJET Austin (1340 kc with 1 kw full-time and CBS-affiliated) in 1946. Among his associates were presidential intimates John Connally, now governor of Texas, and J. J. Pickle, now in Congress representing President's own district. Over years Mr. Deason gained complete ownership of KJET. In 1963, he received grant for channel 24; it is scheduled to begin next year.

KTBC-TV Austin (channel 7), owned by President's wife and daughters, was only television station

in Austin until early this year when KHFL-TV, channel 42, began.

Last month, FCC approved sale of KJET properties, plus application for FM, to automobile dealer Roy Butler and wife, also friends of President (BROADCASTING, Aug. 2).

Mr. Deason, according to reports, has been active in Austin business, civic and political work. He is said to be frequent visitor to LBJ ranch. On ICC, Mr. Deason succeeds Everett Hutchinson, also Texan, who resigned recently.

Representing both Mr. Deason and Mr. Butler in recent sale of KJET stations was Washington law firm of Cohn & Marks. Firm also represents Johnson stations, which have been placed in trust during President's incumbency. Leonard H. Marks was named chief of United States Information Agency last month.

manager of Dynacolor Corp., division of 3M Co., St. Paul, named VP in charge of client services at Geer, DuBois & Co., New York.



Mr. Linderman

Errol Linderman, sales representative at EUE/Screen Gems, New York, commercial and industrial producing arm of Screen Gems Inc., named sales manager with headquarters in that city.

David Linden, administrator for sales proposals, named administrator for client presentations, NBC-TV, New York. **Alvin Cohen**, sales planning representative, succeeds Mr. Linden. **Michael Leder**, in research department of ABC-TV, New York, joins NBC-TV as sales planning representative.

Victor Ludington, local and regional sales manager of WSPA-TV Spartanburg,

S. C., named general sales manager, there.

Frank McDonald, senior media buyer, named group media director, Cunningham & Walsh, New York.

Irwin D. Levy, print buyer in media department, Compton Advertising, New York, named executive on El Producto cigar account.

Malcolm Kahn, account executive with Edward Petry Co., New York, named to TV sales staff, The Katz Agency Inc., that city.

Jack Keane, associate creative director, elected VP, Fuller & Smith & Ross, New York.

Saul Landa, formerly with Pelican Productions, New York, and **Michael Weil**, with MPO Videotronics, that city, join Focus Presentations Inc., TV commercial producer, New York, as chief editor and film editor, respectively. Their appointments are part of expan-

sion at Focus, which was organized last April.

Morris Kinnan, partner in Trylon Films Ltd., New York, joins Weightman Inc., Philadelphia, as TV production supervisor.

Michael Kaye, art director and **Robert Findlay**, senior copywriter, both with Doyle Dane Bernbach, Los Angeles, join J. M. Sachs & Co., Beverly Hills, Calif., as partners with **Jerry Sachs**, with agency name becoming Sachs, Findlay & Kaye Inc. Mr. Sachs remains president while Messrs. Kaye and Findlay become executive VP's in charge of their respective specialties.

Tom Boise, national sales manager of KSBW-AM-TV Salinas, and **Robert Hinds**, account executive at KALI San Gabriel, both join KHJ-AM-FM Los Angeles, all California, as account executives.

Charles P. Quigley, account executive at Ben Sackheim Inc., New York, named VP.

David Mendelsohn, general manager of WTRX Flint, Mich., named regional sales manager of WTAC, that city.

Stuart Eckert, associate media director at Morse International Inc., New York, named media director at Shaller-Rubin Co., that city.

Jordan Caldwell, TV commercial producer, named executive producer, Elektra Films, New York.

Gene MacLean Jr., account executive at Advertising Time Sales, and **The Meeker Co.**, both New York, joins radio division of Edward Petry Co., that city, in similar capacity.

Richard N. Confer, VP, senior management officer and member of board of management of McCann-Erickson Inc., New York, and **D. E. Stewart**, creative supervisor at M-E, that city, named senior VP and director of marketing services and VP and creative director, respectively, at Fletcher Richards Inc., that city.

Dick Ryno, formerly with Commercial Recording Co., Dallas, **Richard H. Ullman Co.** and **Peter Frank Organization**, all Hollywood, named account executive for KWXV Palm Springs, Calif.

Richard Barrett, with KREM-TV Spokane, Wash., for 10 years, named account executive for KREM-AM-FM, that city.

Gary W. Sankey, on sales staff at WHEC Rochester, N. Y., named local sales manager.

Bill Willett, account executive at WCMI-AM-FM Ashland, Ky., named sales manager at WWKE Ocala, Fla.

Chris J. Stofa, station director at

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KMBC-FM Kansas City, Mo., named regional and local account executive for KMBC-TV that city.

Mitchell Sherman, account executive at Cunningham & Walsh Inc., New York, named account supervisor.

Robert C. Newth, sales promotion manager at Gates Radio Co., Quincy, Ill., named account executive at L. W. Ramsey Advertising, Davenport, Iowa.

E. Leo Derrick Jr., director of promotion and public relations at WHGP-TV High Point, N. C., named account executive retaining advisory responsibilities in promotion department. **Mrs. Delores Cudd**, promotion assistant, succeeds Mr. Derrick. **C. J. Shaw Jr.**, chief, accounting department of WHGP-TV, named business manager.

Jack Wade, formerly at WFBM-TV Indianapolis, joins WBBM-TV Chicago as account executive.

Ted Morey, with traffic and operations department at WPIX(TV) New York, for 14 years, named traffic supervisor at KHJ-TV Los Angeles.

W. T. Christian, advertising director at Finder Music Co., San Diego, joins local sales staff at KOGO-TV, that city.

Barry Brooks, with The Bowes Co., Los Angeles, named assistant account executive for Nides-Cini Advertising Inc., that city.

Ralph Dale, with business affairs department of CBS-TV, New York, named assistant director of sales contracts in department.

Gerry McGavick, account executive at Venard, Torbet & McConnell, New York, named manager of special projects for Metro TV Sales, division of Metromedia Inc., that city.

Johnny Brown, air personality at WRCK Rockford, named account executive at Freeport-Rockford, Ill.

Christopher Haskell joins sales staff

WSTV / TV 9

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of WCNL Newport, N. H.

Gene McGovern, account executive at KGBS Los Angeles, joins XTRA Tijuana-San Diego, in similar capacity.

Bob Reilly, former script writer for Teleprompter Corp., New York, and **Martin M. Stone**, copy chief at Scope Advertising, that city, join Doremus & Co., New York, as copywriters.

MEDIA

Roger A. Shaffer, with WSPA-AM-FM-TV Spartanburg, S. C., for 25 years, and lately national sales manager at WSPA-TV, named station manager.

Willard L. Dougherty, eastern sales manager of FM Group Sales, New York, named general manager of WJMJ-AM-FM Philadelphia.



Mr. Zuzulo

Francis X. Zuzulo, director of public relations at MBS, New York, named director of corporate projects. NBC, that city.

James L. Balser, member of sales department of WLSI Pikeville, Ky., promoted

to station manager.

Richard H. Riggs, sales manager of WJIM-TV Lansing, Mich., named station manager of WCIT Lima, Ohio.

W. Jan Gay, member of law firm of Jesse, Phillips, Kendrick & Gearheart of Springfield, Va., named executive VP of WQMR Silver Spring, Md. Mr. Gay was with station (1959-60) before leaving to attend law school.

Cecil Webb, operations manager at KRON-TV San Francisco, named to newly created position of assistant station manager.

Asa Stallworth, station manager of WJRF(TV) Augusta, Ga., elected VP and general manager.

Harold W. Gore, VP and general manager of WRVM Rochester, N. Y., named general manager of WRTH St. Louis.

Bob Hauck, sales manager of WCMJ-AM-FM Ashland, Ky., named general manager of wwke Ocala, Fla.

PROGRAMING

Alan Wagner, director of film programs. CBS-TV program department, New York, named director of nighttime programs and development. **Fred Silverman**, director of daytime programs, named director of daytime programs and development.

Cy Howard, creator of *My Friend Irma*, which ran on radio-TV for 13 years, signed by Screen Gems, Hollywood, to create, write and produce new TV properties for 1966-67 season.

Eric Bose, sportscaster at WCKY Cin-

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cinnati, named sports director.

Stu Phillips, announcer at Canadian Broadcasting Corp. TV's, Montreal, named host of *The Stu Phillips Show*, daily country music show at WISX-TV Nashville.



Mr. Jaffe

Stanley Jaffe, executive assistant to **Eliot Hyman**, president of Seven Arts Production Ltd., named director, New York programs, for Seven Arts Television.

Karen Prindle, formerly with WNDT(TV) Newark-New York, noncommercial, and WNED-TV Buffalo, N. Y., noncommercial, joins WTTW(TV) Chicago, noncommercial, as producer-director.

Don French, program director of KFWB Los Angeles, joins the parent company, Crowell-Collier Broadcasting Corp., that city. Mr. French will plan and develop future program ideas for Crowell-Collier radio stations.

E. Pack Phillips, program manager at KFRE-TV Fresno, Calif., and **Richard Behrendt**, director at KRON-TV San Francisco, named manager of program operations and production manager, respectively, at KRON-TV.

W. J. McNamara, member of WOW-TV local sales staff, Omaha, named program director.

Joe Ford, disk jockey at KNUZ Houston, named to newly created position of assistant program director.

Lynwood King, director of *Today*, *Exploring*, *Sunday* and *Watch Mr. Wizard* for NBC-TV, New York, named director of *Concentration*.

Gus Grebe, sportscaster at KNX Los Angeles, named sports director at KFH Wichita, Kan.

Clyde Lovellette, professional player

with National Basketball Association for 11 years, named to sports staff of WTHI-AM-TV Terre Haute, Ind.

David Soper, broadcast specialist and documentary film producer for U. S. Army, named continuity director at KREM-TV Spokane, Wash., succeeding **Colin MacKinnon**, who becomes director of sales service, merchandising and promotion for KREM-AM-FM-TV.

Robert M. Lury, syndication representative in Far East for over 30 years and formerly owner-president of Select International Films, Tokyo, named Far East representative of MGM-TV Tokyo.

Dick Wilson, program director at WKEE Huntington, W. Va., named program director at WWKE Ocala, Fla.

Tommy Roberts, recently named VP and director of sports at WPHL-TV Philadelphia, has resigned. Mr. Roberts will continue as sportscaster on freelance basis.

Toni Barnes, women's director at WDTM(FM) Detroit, named women's director at Mid State FM Network: WABX Detroit, WGMZ Flint, WSWM East Lansing, WQDC Midland and WXTO Grand Rapids, all Michigan.

Johnny Mitchell, program director and music director at KCBQ San Diego, named disk jockey at KHJ Los Angeles.

Claud O'Shields Sr., general manager of WECT(TV) Wilmington, N. C., for past eight years, joins radio and television commission of Southern Baptist Convention as eastern representative.

Jennifer Twiss named director of women's programs for WCNL Newport, N. H.

Bill Randle, MC of talk and music show on WCBS New York for past four years, returns to WERE Cleveland as host of noon-5 p.m. weekday program. Mr. Randle was with WERE for 11 years, before joining WCBS.

CBS Radio affiliates elect

Three broadcasters elected to serve three-year terms on CBS Radio Affiliates Association board of directors covering three districts are: (District 7) **Thomas P. Bashaw**, general manager, KFH Wichita, Kan., to succeed Lee Fondren, station manager, KLZ Denver; (District 8) **Gordon Thompson**, general manager, KFYO Lubbock, Tex., succeeds William A. Roberts, VP and general manager, KRLD Dallas; (District 9) **Joseph A. Kjar**, VP and general manager, KSL Salt Lake City, succeeds Westerman Whillock, president and general manager, KBOI Boise, Idaho. **Michael R. Hanna**, general manager, WHCU Ithaca, N. Y., is board chairman.

Bill Herson, formerly air personality at WRC-AM-FM Washington, named host of *Bill Herson Show*, two-hour morning program at WFTV(TV) Orlando, Fla.

Donald Barnhouse, news analyst, WCAU-TV Philadelphia; **Otis S. Freeman**, VP, engineering, WPXI-FM-TV New York, and **W. Bruce McEwen**, VP in charge of marketing research, C. E. Hooper Inc., New York, among new members added to council on radio and television, United Presbyterian Church in U.S.A.

J. Tyler Dunn and **Max Warner**, morning air personalities at WYSL Buffalo, N. Y., named to similar positions as morning men at WLW Cincinnati.

NEWS

William T. Deane, newscaster and documentary writer at WINZ Miami, named news director at WBBF Rochester, N. Y.

Jim Snyder, chief of Washington news bureau and national news director of Westinghouse Broadcasting Co., named Washington producer of *CBS Morning News with Mike Wallace*. **Art Schreiber**, news director, WCFL Chicago, succeeds Mr. Snyder in Washington. Mr. Schreiber served as news director for KYW from 1961-65 when station was in Cleveland, and had been at WCFL for past three months.

Henry A. Magnuson, public relations director for Maine Republican party, and previously assistant news director at WCSH-TV Portland, Me., named news director at WGAN-TV, that city.

Richard E. Stokvis, news writer at WINS New York, named newscaster at KYW Philadelphia.

Marvin Beard, supervisor of general

Broadcasting

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desk for two years at AP in New York, named chief of Baltimore bureau in charge of Maryland operations. He succeeds **Richard Eimers**, who takes new assignment to be announced later.

Dave Ward, newscaster at KNUZ-KQUE (FM) Houston, named news director of stations.

Gordon Kent, news and public affairs director at KORK-AM-FM-TV Las Vegas, joins Bonanza Air Lines, that city, as director of press relations.

Don Oliver, news reporter and political editor at KCRA-TV Sacramento, Calif., named news director at KREM-TV Spokane, Wash., succeeding **Dick Hoover**, who becomes journalism instructor at Eastern Washington State College, Cheney, but will continue to give daily on-air news commentary for KREM-TV.

Hank Grant, radio-TV columnist for *Hollywood Reporter*, named entertainment editor for KNX Los Angeles, attached to news staff.

Ward Andrews, with news staff of KWTv(TV) Oklahoma City, named news director at KTVH(TV) Wichita, Kan.

Jonathan Posey, assistant director at WTOP-TV Washington, named executive producer at WTOP News, division of WTOP-AM-FM-TV.

Charles Neal, syndicated columnist for *Los Angeles Times*, joins KNX, that city, as financial commentator.

Jesse C. Bogue, financial editor, named assistant managing editor, United Press International, New York. **William D. Laffler**, overnight news editor, succeeds Mr. Bogue, and **Frederick H. Treesch**, general news staff member, succeeds Mr. Laffler.

John A. Lynch, staff writer for UPI in Birmingham and Montgomery, both Alabama, named bureau manager of UPI's staff in Richmond, Va., succeeding **Alfred McCormack Jr.**, who joins UPI staff in Detroit.

FANFARE



Mr. Rimes

Robert P. Rimes, public relations director at KDKA-AM-FM Pittsburgh, named assistant advertising and sales promotion manager at KYW-TV Philadelphia. Mr. Rimes previously was publicity manager and worked

on audience and sales promotion at WJL-AM-FM-TV Detroit. **Merrill Barr**, promotion director at WPEN Philadelphia, named advertising and promotion manager at KYW, that city.

Bob Flannery, with promotion staff of Triangle Publications, radio-TV division, Philadelphia, named advertising-promotion manager of WPEN-AM-FM, that city.

James B. Luck, general manager of WCIT Lima, Ohio, named program director in charge of public relations and promotions for station.

Paul A. Carroll, with *San Francisco Chronicle*, named advertising and sales promotion manager of KCBS, that city.

Jeff Davids, national sales and service manager for Romper Room Inc., Baltimore, joins staff of WHS-TV Boston, in promotion and advertising sales and service.

Walt Usher, **Jeanne Gerson** and **Gene Barnes** join McFadden, Strauss, Eddy & Irwin, public relations firm. Mr. Usher will serve as account executive for entertainment clients and Mrs. Gerson is assigned to commercial-industrial department, both in Hollywood. Mrs. Barnes heads TV-radio promotion department in New York office.

Waite Hoyt, broadcaster of Cincinnati Reds games on radio since 1941, resigns to become public relations director of Burger Brewing Co.

EQUIPMENT & ENGINEERING

Thomas E. Howard, VP for engineering at Jefferson Standard Broadcasting Co., Charlotte, N. C., named chairman of National Association of Broadcasters Engineering Conference committee to plan 20th annual Broadcast Engineering Conference, part of NAB's 44th annual convention in Chicago March 27-30, 1966. Other committee members: **James W. Cooper**, WFAA-AM-FM-TV Dallas; **William S. Duttera**, NBC, New York; **J. B. Epperson**, Scripps-Howard Broadcasting Co., Cleveland; **Philip B. Laeser**, WTMJ-AM-FM-TV Milwaukee; **Leslie S. Learned**, MBS, New York; **Clure H. Owen**, ABC, New York; **James D. Parker**, CBS-TV, New York; **Russell B. Pope**, Golden Empire Broadcasting Co., Chico, Calif.; and **Benjamin Wolfe**, Westinghouse Broadcasting Co., New York.

Fred D. Edwards, director of engineering at WVUE(TV) New Orleans,

named director of engineering services at WQED(TV)-WQEX(TV) both Pittsburgh, both noncommercial.

Ernest Sisson, owner, Sisson Electronics, and **Charles L. Hermann**, salesman at Lectour-in-Grafco, radio systems sales firm, named closed-circuit TV sales engineers with Blonder-Tongue Laboratories, Newark, N. J.

John Crowder, manager of recording at ABC, Los Angeles, named technical operations supervisor. He is succeeded by **Robert Springer**, formerly his assistant. **Mel Morehouse**, supervisor in TV engineering maintenance department, takes Mr. Springer's position, and **Jack Neitlich**, with ABC, Chicago, moves to Mr. Morehouse's post.

Leo F. Fitzpatrick, general sales manager for consumer products in Canada for International Electrohome Inc., television set maker there, adds new duties as marketing director for U.S. **Ian J. Main** becomes national sales manager in U. S. reporting to Mr. Fitzpatrick.

William S. Lowry, Gulf states manager of consumer electronics for General Electric, named sales manager, black - and - white television, Admiral Corp., Chicago.

INTERNATIONAL

Arnold Gilbert, director of research for McCann-Erickson-Hakuhodo and manager of Marplan Japan, marketing research division of M-E in Tokyo, named general manager of Audience Studies (Japan) Inc., which opens its Tokyo headquarters in September.

Harold Wright, supervisor of technical instruction of Canadian Broadcasting Corp. at Toronto, named to head coordination planning for CBC's color telecasting on Jan. 1, 1967.

Jack Dawson named station manager of CFRB Toronto, and VP of CFRB Ltd., operating company. He has been with CFRB for past 26 years. **Wes McKnight**, for past 38 years with CFRB as sports and newscaster, named VP of operating



company and public relations director of station.

G. D. Speake, chief of research at Great Baddow Research Laboratories, England, named director of research for The Marconi Co., Chelmsford, Essex, England.

DEATHS

Everett Sloane, 55, actor, died Aug. 6 following overdose of sleeping pills. Mr.

Sloane started with Orson Welles' *Mercury Theater* on radio in 1930's, later gathered motion picture credits in Mr. Welles' "Citizen Kane" and "The Desert Fox." More recently, he played in television drama. Mr. Sloane is survived by his wife, son and daughter.

Norman W. Kahn, 35, member of Warner Bros. television department assigned to special projects, died Aug. 6, of acute hepatitis at Mount Sinai hospi-

tal in Los Angeles. Five months earlier he had been associate producer to Hy Averbach at Screen Gems in Hollywood. He is survived by his wife, Joan, son, and his mother.

Douglas A. MacLean, 25, assistant art director of Lennen & Newell Inc., New York, died July 27, of injuries sustained in motorcycle accident. Mr. MacLean is survived by his father, Arthur A., and stepmother. Marjorie MacLean.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Aug. 5 through Aug. 11 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

APPLICATION

Waco, Tex. — Waco Broadcasting Corp. UHF channel 18 (494-500 mc); ERP 38.8 kw vis., 7.76 kw aur. Ant. height above average terrain 445 feet, above ground 449 feet. P.O. address Box 3158, Waco. Estimated construction cost \$222,500; first year operating cost \$150,000; revenue \$144,000. Studio and trans. locations both Waco. Geographic coordinates 31° 31' 46" north latitude, 97° 09' 34" west longitude. Type trans. RCA TTU-2A, type ant. RCA TFU-24DL. Legal counsel Cohn & Marks, Washington; consulting engineer Guy C. Hutcheson, Arlington, Tex. Principal: R. E. Lee Glasgow (100%). Mrs. Lollie B. and R. E. Glasgow own KAND Corsicana, Tex., and WACO-AM-FM Waco. Ann. July 29.

New AM stations

APPLICATIONS

Soldatna, Alaska—Solid Rock Ministries Inc. 920 kc. 5 kw, unl. P.O. address Box

489, Soldatna. Estimated construction cost \$28,301; first year operating cost \$30,000; revenue \$35,000. Solid Rock is non-profit religious organization, Rev. Ray Mainwaring, chairman, formed to establish radio service to Kenai Peninsula. Ann. July 29.

Globe, Ariz.—Herb Newcomb. 1240 kc, 250 w, unl. P.O. address Box 1179, Douglas, Ariz. Estimated construction cost \$20,724; first year operating cost \$25,000; revenue \$35,000. Mr. Newcomb is 51% owner and general manager of KAWT Douglas. Ann. Aug. 4.

Martinsville, Ind.—Keister and Keister. 1540 kc, 250 w, D. P.O. address 448 West Hallett, Hillsdale, Mich. Estimated construction cost \$20,352; first year operating cost \$33,000; revenue \$40,000. Principals: David C. and Ruth A. Keister (each 50%). Mrs. Keister is free-lance writer for *Jonah County News*, Ionia, Mich. Ann. July 29.

Franklin, New Jersey—Louis V. Plate. 100 kc, 500 w, D. P.O. address Box 102, Franklin. Estimated construction cost \$11,750; first year operating cost \$3,500; revenue \$20,000. Mr. Plate owns WLVP(FM) Franklin. Ann. July 29.

Existing AM stations

ACTION BY FCC

WRUL Scituate, Mass.—Granted waiver of rules and authorized operating schedule of international broadcast station on specified frequencies from Sept. 5 to Nov. 7. Action Aug. 10.

New FM stations

APPLICATIONS

Ruston, La. — Ruston Broadcasting Co. 107.1 mc, channel 296, 3 kw. Ant. height above average terrain 213 feet. P.O. address Box 1039, Ruston. Estimated construction cost \$19,947; first year operating cost \$12,000; revenue \$12,000. Principal: Clarence E. Faulk Jr. (100%). Mr. Faulk owns KRUS Ruston. Ann. Aug. 3.

Johnstown, N. Y. — Schoharie County Broadcasting Corp. 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 143 feet. P.O. address Box 454, Johnstown.

Estimated construction cost \$16,017; first year operating cost \$10,000; revenue \$12,000. Principals: August J., Louis F. and Emil F. Galasso (each 33⅓%). Schoharie Broadcasting owns WIRZ Johnstown. Ann. July 29.

Martin, Tenn.—Jones T. Sudbury. 101.7 mc, channel 269A, 3 kw. Ant. height above average terrain 176 feet. P.O. address 215 North Tenth Street, Blytheville, Ark. Estimated construction cost \$3,390; first year operating cost and revenue not listed. Mr. Sudbury owns WCMT Martin. Ann. July 28.

Sherman, Tex.—Charles L. Cain. 92.7 mc, channel 244A, 3 kw. Ant. height above average terrain 188 feet. P.O. address Box 417, Sherman, Tex. Estimated construction cost \$22,234; first year operating cost \$15,900; revenue \$24,000. Mr. Cain has 34% interest in KELR El Reno, Okla. Ann. Aug. 9.

Ownership changes

ACTIONS BY FCC

KDOT Scottsdale, Ariz.—Granted assignment of license from Scottsdale Broadcasting Co., owned by Charles A. Prince (10.6%), H. K. Saxle Dowell (4.9%), Thomas B. Sweeney Investment Co. (86.06%) and others, to Central Arizona Broadcasting Inc., owned by Kansas Marketing Inc., owned by John E. Cox (97.03%) and others. Consideration \$130,000. Mr. Cox also has 56.5% interest in retail and wholesale petroleum products firm. Action Aug. 4.

KZOT Marianna, Ark.—Granted assignment of license from Lee Broadcasting Inc. owned by Ross A. Hayes (23.4%), Lou Mann, Clyde S. Andrews, W. H. Gerrard and Emerson Newbern (each 19.15%), to Robert E. Whitaker. Consideration \$40,000. Mr. Whitaker owns variety store and motion picture theater. Action Aug. 6.

KXO-TV El Centro, Calif.—Granted assignment of CP from KXO-TV Inc., owned by Marc Hanan (78%), William Ewing (17.2%) and Gordon Belson (4.8%), to KXO Inc., owned by Marc Hanan (55%), William Ewing (29%), Gordon Belson (10%), and others. Consideration \$7,000. Action Aug. 10.

KZIX Fort Collins, Colo.—Granted assignment of license from Horsetooth Broadcasting Co., owned by Pea Ridge Broadcasters Inc. which is owned by Leslie P. Ware (98%) and Ruth A. Ware (2%), to Poudre Valley Broadcasting Inc., owned by Lewis Pearce (23%), Carole Pearce (1%), J. R. Bellatti (30%), Louise Crosnoe Bellatti (22%), Clee Fitzgerald (6%), Jennie L. Fitzgerald (6%) and Winfrey D. Houston (12%). Consideration \$153,750. Mr. Bellatti has approximately 50% interest in Stillwater Publishing Co., Stillwater, Okla. and is general manager of KSPI Stillwater; Mr. Pearce is manager of KSPI; Mr. Houston is attorney and has 5% interest in KUSH Cushing, Okla., and Mr. Fitzgerald is attorney for KSPI. Action Aug. 4.

KYED Burlington, Iowa—Granted assignment of CP from Robert W. Sudbrink and Margaret S. Sudbrink d/b as Des Moines County Broadcasters Co., to Des Moines County Broadcasters Inc., owned by Robert W. Sudbrink (75%) and Margaret S. Sudbrink (25%). No financial consideration, transaction of incorporation. Action Aug. 10.

WBPR Bayamon, P. R.—Granted assignment of CP from Alfredo Beauchamp Diaz, to Lucas Tomas Muniz. Consideration \$6,129. Mr. Muniz owns advertising agency in Santurce, P. R. Action Aug. 5.

KITE Terrell Hills, Tex.—Granted assignment of license from KITE Broadcasting Co., owned by Trigg-Vaughn Stations Inc.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Aug. 11

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,040	42	66	459
FM	1,343	9	243	305
TV	551 ¹	43	117	214

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Aug. 11

	VHF	UHF	TV
Commercial	510 ²	166	676
Noncommercial	59	56	115

COMMERCIAL STATION BOXSCORE

Compiled by FCC, June 30, 1965

	AM	FM	TV
Licensed (all on air)	3,999	1,317	559
CP's on air (new stations)	26	26	30
CP's not on air (new stations)	72	222	95
Total authorized stations	4,097	1,565	684
Applications for new stations (not in hearing)	242	174	70
Applications for new stations (in hearing)	78	58	52
Total applications for new stations	320	232	122
Applications for major changes (not in hearing)	204	47	23
Applications for major changes (in hearing)	39	3	10
Total applications for major changes	243	50	33
Licenses deleted	1	1	0
CP's deleted	0	1	0

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

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. Action Aug. 10.

KNTQ(FM) Wichita Falls, Tex.—Granted acquisition of positive control of licensee corporation, Radio Wichita Falls Inc., by Steve Gose (85% after), Bill Thacker (5% after) and Jerry Wilder (10% after), through purchase of stock from David Kimbell (58.6% before, none after), Robert Lipscomb (34.2% before, none after) and Robert B. Pardue (7.2% before, none after). Consideration \$23,304. Action Aug. 4.

WSVA-AM-FM-TV Harrisonburg, Va.—Granted assignment of license from Shenandoah Valley Broadcasting Inc., owned by Evening Star Broadcasting Inc., which is owned by S. H. Kauffman (1.5%), Crosby N. Boyd (3.5%), Newbold Noyes Jr. (1.5%), Godfrey W. Kauffman (2.83%), Wilcott Lewis Jr. (3.88%), Rudolph Kauffman II (2.33%) and others to Gilmore Broadcasting Corp. of Virginia (100%). Consideration \$1,694,308. Mr. Gilmore owns KODE-AM-TV Joplin, Mo.; KGUN-TV Tucson, Ariz., and WEHT(TV) Evansville, Ind. Evening Star Broadcasting is licensee of WMAL-AM-FM-TV Washington. Action Aug. 9.

WHJC Matewan, W. Va.—Granted transfer of control of licensee corporation, Three States Broadcasting Co., from Joseph Pickering and Marvin J. Peterson (each 25% before, none after), through sale of stock to George D. Warren Jr. (none before, 25% after), Otto Goertsen and Paul King (each none before, 12.5% after). Consideration \$11,812. Mrs. Florence Morningstar and Mrs. Donna Bjork Lee retain their 25% interest. Action Aug. 4.

KFIZ Fond du Lac, Wis.—Granted acquisition of positive control of licensee corporation, KFIZ Broadcasting Co., by Louis A. Lange (0.7% before, 23.6% after as individual and 38.2% 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. Action Aug. 10.

APPLICATIONS

WHMA Anniston, Ala.—Seeks transfer of control of licensee corporation, Anniston Broadcasting Co., from Harry M. Ayers (80% before, none after), Edel Y. Ayers,

James A. Hudson, Wilfred Galbraith and Malcolm Street (all 5%), to Edel Y. Ayers & First National Bank of Anniston, executors of estate of Harry M. Ayers (80% after). No financial consideration. Ann. Aug. 3.

WTUF Mobile—Seeks acquisition of control of licensee corporation, Radio Mobile Inc., by John C. Smith (50% before, 100% after), through purchase of stock from Jack Drees (50% before, none after). Consideration \$6,594. liquidation of note. Ann. Aug. 28.

KBLA Burbank, Calif.—Seeks assignment of license from George E. Cameron Jr., and Broadcasters of Burbank Inc. d/b as Radio Station KBLA, to George E. Cameron Jr. Communications Inc. Consideration \$100,000. Gordon A. Rogers owns 100% of Broadcasters of Burbank Inc., 20% owner of Radio Station KBLA. Mr. Cameron is sole owner of purchasing firm. Ann. July 28.

KFMW San Bernardino, Calif.—Seeks assignment of license from KGMJ Inc., owned by Rogan Jones (48.75%), C. W. Jones (28%) and others, to Frederick R. Cote and Chester Coleman (each 50%). Consideration \$50,000. Mr. Cote is staff engineer at KLCAL Los Angeles and Mr. Coleman is staff engineer at KRLA Pasadena, Calif. Ann. July 28.

KSJO-FM San Jose, Calif.—Seeks assignment of license from Patrick H. Peabody to KSJO-FM Inc., owned by Patrick H. Peabody (100%). No financial consideration. Ann. July 28.

KGBA Santa Clara, Calif.—Seeks assignment of license from George B. Balrey tr/as Greater Bay Area Broadcasters, to Royal Bear Broadcasters Inc., owned by John B. Jacobs (30.77%), Elise M. Valle (30.77%), Francis M. Dunne (10.77%), Norman S. MacDonnell (9.23%), Roy A. Rowan (7.69%), Martin M. Hill (5.38%), and David P. Boyer (5.38%). Consideration \$182,000. Royal Bear Broadcasters is licensee of KWG Stockton, Calif. Messrs. Jacobs and Rowan are free-lance TV-radio announcers. Mr. Dunne is a free-lance motion picture-TV actor. Mr. MacDonnell is TV producer for Universal Pictures, Hollywood. Mr. Hill is producer for John Guedel Productions, Hollywood. Ann. July 28.

KIOA Des Moines, Iowa—Seeks assignment of license from Swanco Broadcasting Inc. of Iowa, owned by Gilbert C. Swanson and Florence P. Swanson (each 23%),

George A. Bolas (24%), Kenneth R. Greenwood (10%), Robert Hall (5%), William Worthing (4%) and others, to Radio Moline Inc., owned by Kankakee Daily Journal Co. (70%), Burrell L. Small and Len H. Small (each 13.65%) and estate of Arthur L. Beckman (2.7%). Consideration \$820,000. Radio Moline is licensee of WQUA Moline, Ill. The Kankakee Daily Journal is owner of WIRL Peoria, Ill., WIRE Indianapolis and WKAN Kankakee, Ill. Mr. B. L. Small is president and co-publisher of the Kankakee Daily Journal Co., president of WKAN Radio Inc., chairman of the board of directors of Kankakee TV Cable Co., vice president of Radio Moline Inc., president of the LaPorte Publishing Co., LaPorte, Ind., vice president and chairman of board of Mid America Radio Inc., licensee of WIRE Indianapolis, and president of Twelve Ninety Radio Corp., licensee of WTVH Peoria. Mr. L. H. Small is chairman of board and vice president of WKAN Radio Inc., chairman of board and vice president of Radio Rockford Inc., president of Kankakee TV Cable Co. and vice president and chairman of board of Twelve Ninety Radio Corp. Ann. Aug. 3.

WMCS Machias, Me.—Seeks voluntary assignment of CP from Coastal Broadcasting Inc. to Washington County Broadcasting Inc., owned by Winston D. Chapman (35%) and Otto Knowles Jr. (65%). Consideration \$500. Ann. Aug. 4.

KYSM-AM-FM Mankato, Minn.—Seeks assignment of license from F. B. Clements & Co., a co-partnership composed of F. Braden Clements, Clara D. Clements, Marie C. Clements, executrix of estate of C. C. Clements, deceased, Durant F. Clements, Charles R. Butler Jr., and James F. Madden Jr. d/b as Southern Minnesota Supply Co., to F. B. Clements & Co., co-partnership composed of F. Braden Clements, Clara D. Clements, Durant F. Clements, Charles R. Butler, individually and as trustee, James F. Madden, Charles C. Butler and Clare M. Genz d/b as Southern Minnesota Supply Co. No financial consideration. Ann. July 28.

WMBO-AM-FM Auburn, N. Y.—Seeks acquisition of control of licensee corporation, WMBO Inc., through distribution of stock in sole owner, Auburn Publishing Co., by Marine Midland Trust Co. of Central New York and Agnes Osborne Trimmingham, co-executors of estate of Charles D. Osborne, to Lithgo Osborne (19.15% before, 35.9% after). No financial consideration, satisfaction of estate. Ann. July 29.

WLFH Little Falls, N. Y.—Seeks assignment of license from Carmen Hentosh Caines to WLFH Inc., owned by Ohio Stations Representatives Inc. (20%); Carlyle Baker, Harold J. Glickman, Morton L. Goldhamer, Walter B. Stone (each 9%); Arthur B. Aurbach (8½%); Pamela J. Juergens (8%); William D. Thomas (2½%); John M. DeHaven (2½%) and others. Consideration \$61,000. Ann. July 28.

WDOK-AM-FM Cleveland—Seeks assignment of license from Northeastern Pennsylvania Broadcasting Inc., owned by J. D. Wrather Jr. (6.29%), George F. Goodyear (5.38%), Waco & Co., nominee for Romola Voynow (4.03%), Gow & Co., nominee for Paul A. Schoellkopf Jr. (5.48%), Gerald L. Weisberger as trustee for shareholders of Ferndel Corp. (3.3%), to Westchester Corp., owned by Lucile Stone (51%), Harry H. Stone (17.21%), Norman Wain (10%), Robert C. Weiss (10%), Joseph T. Zingale (10%), Nick J. Mileti (1.43%) and Frank F. Celeste (0.36%). Consideration \$2,180,000. Applicant is licensee of WFAS-AM-FM White Plains, N. Y. Mr. Stone is executive vice president and director of American Greetings Corp. (greeting card manufacturer). Mr. Mileti is attorney. Ann. July 30.

KTEA-FM Midwest City, Okla.—Seeks transfer of control of licensee corporation, Midwest Stereo Broadcasting Co., from John Kennamer Jr. (45.9%), John L. Kennamer (2.25%), Melba Kennamer (2.25%), Lloyd Hines (9%) and others, to Robert L. Williams III (40%), Ed L. Markwell (20%), L. Raymond Dawson (20%), David C. Hathaway (10%) and Tommy H. Seamans (10%). Consideration \$40,000. Ann. July 28.

KEED Springfield-Eugene, Ore.—Seeks assignment of license from KEED Inc., owned by Glen M. Stadler (74%), Helene N. Stadler (25%) and Walter A. Stadler (1%), to Radio Wonderful Willametteland Inc., owned by Glen M. Stadler (31%), Helene N. Stadler (20%) and Keith D. Skelton (1%). Remainder of stock is held by Radio Wonderful Willametteland Inc. Consideration is assumption of liabilities by Radio Wonder-

ful. Ann. July 28.

KMAE McKinney, Tex.—Seeks assignment of license from McKinney Air Enterprises, owned by George W. Smith Jr. (99%), Mrs. G. R. Adkins (.5%) and Mrs. George W. Smith Jr. (.5%), to AHB Broadcasting Corp., owned by Diversified AHB Investment Inc. (75%) and Delwin W. Morton (25%). Consideration \$125,000. Mr. Morton is 50% owner of KESK Gladewater, Tex., 50% owner of KDOX Marshall, Tex., and 33 1/3% owner of KAWA Waco-Marlin, Tex. Ann. July 28.

KEDO Longview, Wash.—Seeks transfer of control of licensee corporation, KEDO Inc., from La Vern L. Eaton and Marvin E. Johnston (each 33 1/3%), to Donald L. Veith (33 1/3%) and Forrest H. Bishop and Russell O. Hudson (each 33 1/3% after). Consideration \$5,000. Ann. July 28.

WAPL-AM-FM Appleton, Wis.—Seeks assignment of license from John J. Dixon to Dixon Inc., owned by John J. Dixon (100%). No financial consideration. Ann. Aug. 3.

KMER Cheyenne, Wyo.—Seeks transfer of control of licensee corporation, Lincoln Broadcasting Co., from Attilio W. Dedont (45.2%), John J. Rooney (45%), William Britt Davis (5.2%) and William G. Walton (4.6%), to Bruce R. Hymas (73%), Dureen N. Hymas (25%), Samuel L. Hymas (1%) and Ireta R. Hymas (1%). Consideration \$50,000. Ann. Aug. 3.

Routine roundup

ACTIONS BY REVIEW BOARD

■ By memorandum opinion and order held in abeyance for 30 days further consideration of joint request by Vaughn-Hanssen Co. and Cape Canaveral Broadcasters Inc., for approval of agreement whereby Vaughn-Hanssen's application for new AM in Melbourne, Fla., would be dismissed and Cape Canaveral's application for new station in Eau Gallie would be granted, also latter's application for leave to amend, pending submission to board of itemized statement of expenses of Vaughn-Hanssen, and other information Doc. 15584-5. Member Nelson concurred. Action Aug. 6.

■ By memorandum opinion and order denied petition by Fidelity Radio Inc. to enlarge issues as to WHAS Inc., in proceeding on their applications and that of Producers Inc., for new FM stations in Louisville, Ky., in Doc. 16020-2. Action Aug. 6.

■ Scheduled oral argument for Sept. 16 in proceeding on AM application of Ottawa Broadcasting Corp. (WJBL, Holland, Mich. Doc. 15180. Action Aug. 5.

■ AM applications of Edina Corp., Edina, and Tedesco Inc., Boomington, both Minn., and FM applications of Community Broadcasting Service Inc. and Mortimer Hendrickson and Vivian Eliza Hendrickson, Vine-land, N. J. Action Aug. 5.

ACTIONS ON MOTIONS

By Chief Hearing Examiner
James D. Cunningham

■ Pursuant to Aug. 4 order by Hearing Examiner Chester F. Naumowicz Jr., excusing himself from service as presiding officer in proceeding on applications of United Broadcasting Inc. for renewal of license in Bowie, Md. redesignated Examiner Sol Schildhouse as presiding officer. Action Aug. 5.

By Hearing Examiner Basil P. Cooper

■ In Washington TV channel 50 proceeding in Doc. 16088-92, granted petitions by All American Television Features Inc. and Theodore Granik for leave to amend applications to state that all employees of proposed stations will be citizens of U. S. Action Aug. 5.

■ In proceeding on AM applications of Nebraska Rural Radio Association (KRVN), Lexington, and Town & Farm Inc. (KMMJ), Grand Island, Neb., in Doc. 15812-3, granted petition and supplement by Town and Farm for leave to amend application to reduce power radiated in direction of WCBS New York by cutting height of ant. towers from overall height of 705 feet to overall height of 356 feet above ground; by separate action, pursuant to agreements reached at July 13 further prehearing conference, scheduled certain procedural dates; evidentiary hearing will begin Oct. 25. Action Aug. 4.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on application of WHAS Inc. (WHAS-TV Louisville, Ky.) in Doc. 15544, granted motions by WLEX-TV and WHAS Inc. to correct in certain respects transcript of record. Action Aug. 10.

■ In proceeding on applications of Greater Erie Broadcasting Inc. and James D. Brown-ward for new AM's in Lawrence Park and North East, Pa., respectively, in Doc. 16023-4,

by reason of joint petition filed by applicants for approval of agreement looking toward dismissal of Greater Erie and grant of Brownward, postponed indefinitely procedural dates. Action Aug. 9.

■ Granted motion by Broadcast Bureau to correct transcript of record in proceeding on AM application of Connecticut Coast Broadcasting Co., Bridgeport, Conn. By separate action, granted Connecticut's petition to extend time from Aug. 2 to Aug. 9 to file reply findings. Action Aug. 9.

■ Granted petition by Northern Indiana Broadcasters Inc. and accepted its comments on reply of Broadcast Bureau to Northern's proposed findings in proceeding on application for new AM in Mishawaka, Ind. Action Aug. 9.

ETV fund grants

Following grants for educational television have been announced by Department of Health, Education and Welfare:

■ Syracuse, N. Y. — Educational Television Council of Central New York Inc. \$300,000 to activate channel 43 in Syracuse; total project cost \$803,378.

■ St. Paul—Twin City Area Educational Television Corp. \$168,719 to activate channel 10 in Appleton, Minn.; total project cost \$268,000.

■ Portland, Ore. — Oregon State Board of Higher Education. \$103,029 to expand signal of KOAP-TV Portland; total project cost \$137,372.

■ Corvallis, Ore. — Oregon State Board of Higher Education. \$212,387 to expand signal of KOAC-TV Corvallis; total project cost \$283,182.

By Hearing Examiner Charles J. Frederick

■ Dismissed as moot petition by WBXM Broadcasting Inc., Springfield, Va., for reconsideration of examiner's April 9 action which granted petitions by WGAY Inc. and O. K. Broadcasting Corp. for leave to intervene in proceeding on WBXM's application and that of Charlottesville Broadcasting Corp. (WINA Charlottesville, Va.) in Doc. 15861-2; WBXM Broadcasting Co.'s application was removed from hearing and returned to processing line on Aug. 6, thus rendering moot petition. Action Aug. 10.

■ In proceeding on applications of Charlottesville Broadcasting Corp. to change operation of WINA Charlottesville, and WBXM Broadcasting Inc. for new AM in Springfield, Va., formalized examiner's oral order made at July 9 prehearing conference insofar as granting applicants' joint petition for leave to amend; modified oral order and removed from hearing status WBXM application and returned it to processing line; and retained in hearing status WINA's application, with Sept. 29 hearing date to be kept unless there is reasonable request for different date. Action Aug. 6.

■ Granted petition by Integrated Communication Systems Inc. of Mass. for leave to amend application for new TV to operate on channel 25 in Boston to reflect certain changes in financing and programing; specified Sept. 13 for hearing, and any exhibits to use in hearing to be exchanged by Sept. 3. Action Aug. 3.

By Hearing Examiner Walther W. Guenther

■ In proceeding on AM applications of Abacoa Radio Corp. (WRAI), Rio Piedras (San Juan), and Mid-Ocean Broadcasting Corp., San Juan, Puerto Rico in Doc. 14977-8, denied motion by Mid-Ocean to hold further hearings in abeyance indefinitely; scheduled certain procedural dates with hearing to commence Nov. 8. Action Aug. 10.

By Hearing Examiner Millard F. French

■ Granted request by Boca Broadcasters Inc. to extend time to Aug. 23 to file answer to petition by WFTL Broadcasting Co. (WFTL), Ft. Lauderdale, Fla., for intervention in proceeding on Boca's application for new FM in Pompano Beach, Fla. Action Aug. 6.

■ In proceeding on AM applications of Dennis A. Sleighter and Willard D. Sleighter (WWDS), Everett, and Beacon Broadcasting Concern, Martinsburg, Pa., in Doc. 15942-3, granted petition by Broadcast Bureau to accept late filing of Memorandum of Law. Action Aug. 6.

■ By separate actions in proceeding on FM applications of John N. and Alvera M. Traxler and Sunshine Broadcasting Co., Delray Beach, and WLOD Inc., and Boca

Broadcasters Inc., Pompano Beach, Fla. in Doc. 15803-6 (1) granted motion by WLOD Inc., and petition by Sunshine Broadcasting Co. to dismiss their applications; and (2) granted oral motion made on record by Broadcast Bureau to declare Traxlers in default, and terminated proceeding with respect to these three applications. Action Aug. 5.

By Hearing Examiner Isadore A. Honig

■ Having under consideration motion by Midwest Television Inc. for leave to amend application to specify channel 49 in lieu of channel 26 in Springfield, Ill., in Doc. 15450, on own motion, extended from Aug. 9 to later date time to file answers to amendatory motion. Action Aug. 9.

By Hearing Examiner H. Gifford Irion

■ In proceeding on applications of Faragut Television Corp. and Peoples Broadcasting Corp. for new UHF-TV in Columbus, Ohio, in Doc. 15619-20, granted petitions for leave to amend filed respectively by Faragut and Peoples to specify channel 47 in lieu of channel 40. Action Aug. 5.

By Hearing Examiner David I. Kraushaar

■ In Duluth, Minn., TV channel 10 proceeding in Doc. 15872-4, granted petition by Channel 10 Inc. for acceptance of amendment to application limited to technical engineering matters, and further agreement in proceeding, channel 10 application will be deemed to be void and of no effect. Action Aug. 5.

By Hearing Examiner Jay A. Kyle

■ Granted request by Dover Broadcasting Inc. to extend time from Aug. 9 to Aug. 10 to file proposed findings in proceeding on application of Tuscarawa Broadcasting Co. for new FM in New Philadelphia, Ohio. Action Aug. 5.

■ Granted motion by Effingham Broadcasting Co. to reopen record in proceeding on its application for license to cover CP for power increase for WCRA Effingham, Ill., and received in evidence its exhibit 4; also granted request by Broadcast Bureau to extend time to Aug. 11 to file proposed findings and to Aug. 17 for replies, and afforded WCRA and KAAV Inc. opportunity to file supplemental proposed findings by Aug. 11 and replies by Aug. 17; and closed record. Action Aug. 4.

By Hearing Examiner Forest L. McClenning

■ In Costa-Mesa-Newport, Calif., proceeding in Doc. 15752 et al., denied petition by Pacific Fine Music Inc. for clarification and oral argument, and joint motion for continuance filed by Goodson-Todman Broadcasting Inc., Bible Institute of Los Angeles Inc., California Regional Broadcasting Corp., Sterer Broadcasting Co., Crown City Broadcasting Co., Western Broadcasting Corp. and Pasadena Broadcasting Co. Action Aug. 6.

By Hearing Examiner

Chester F. Naumowicz Jr.

■ In proceeding on applications of Symphony Network Association Inc. and Chapman Radio and Television Co., for new UHF-TV's in Fairfield and Homewood, Ala., respectively, in Doc. 15460-1, granted petition, severed applications and further proceedings thereon shall be conducted in separate proceedings. Action Aug. 4.

By office of opinions and review

■ In Tifton-Douglas, Ga., Tallahassee-Jacksonville, Fla., proceeding in Doc. 15716 et al., granted petition by Broadcast Bureau to extend time to Oct. 1 to file exceptions to initial decision. Action Aug. 11.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Aug. 10

WCLV(FM) Cleveland, Ohio—Granted SCA on sub-carrier frequency of 67 kc.

WAVZ, New Haven, Conn., WTRY, Troy, N. Y.—Granted mod. of licenses to change name to Kops Communications Inc., includes adjunct stations.

KSTL St. Louis—Granted CP to change ant.-trans. location; change main studio location; and install new trans.; remote control permitted.

KWOW Pomona, Calif.—Granted CP to make change in ant. system; conditions.

Columbia Broadcasting System Inc., New York—Granted extension of authority beginning Sept. 15, 1965 and ending Sept. 15, 1966, for wireline delivery of programs to CFRB, CKAC, CJAD and other stations under control of Canadian Broadcasting

Continued on page 99

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

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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.

Qualified manager midwest city under 50,000. Outstanding incentive plan with growing organization. Must have ability to lead and entice. Send full resume, photo. References thoroughly checked. Box H-156, BROADCASTING.

Young assistant manager, strong on sales, by midwest station, metro area of 50,000. Attractive compensation plan. Box H-181, BROADCASTING.

Manager for small single market South Carolina station. Sales experience necessary. Box H-195, BROADCASTING.

Triple threat man . . . salesman-announcer-engineer with management ambitions. WJOE, Port St. Joe, Florida.

Ohio Radio, Inc. Radio-Newspaper group has immediate opening for radio manager and sales manager, due to expansion. This is an outstanding opportunity for small to medium market sales orientated manager or sales manager to join Ohio's fastest growing communication company. Send complete resume to P.O. Box 550, Port Clinton, Ohio.

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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.

Baltimore—solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box H-107, BROADCASTING.

Dependable man to handle remote studios in Gatesville, Texas. Strong salesman, able to write copy, gather and write news. Some airwork. 5½ days. Salary, plus. Send resume, tape, references. KCLW, P.O. Box 592, Hamilton, Texas. 76531.

Knoxville, Tennessee, Country Music WIVK. If you believe in country music and can sell, we have a place for you. Contact James A. Diek. Owner-Manager.

Minneapolis-St. Paul market WPBC-AM-FM-Stereo adult radio wants creative radio time salesman. Unusual opportunity through excellent incentive plan. Men or women. Send picture and full resume. 6845 Nicollet, Minneapolis 55423.

Salesman with big, booming voice, to do morning show at America's most modern farm station. East coast location. We need good people to grow with our growing group. You must love selling and announcing. Contact MediAmerica, 9414 Crosby Rd., Silver Spring, Maryland. At once!

Announcers

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.

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 1st. Must have at least 2 of the 3 qualifications Indiana. Box H-116, 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.

Disc jockey. Upper midwest market of 313,000. Top rated contemporary format. Tight production. Lively sound the kids like, still acceptable to adults. Exceptional benefits for right person. Box H-168, BROADCASTING.

Announcer-salesman for southwestern Ohio FM station. Please send resume, photo, and tape. Box H-180, BROADCASTING.

Looking for top Rhythm & Blues personality able to handle afternoon traffic slot in modern R&B format. One of top 10 markets. Salary open. Send tape & resume. Box H-199, BROADCASTING.

Opportunity for good announcer. Also interested in an announcer-salesman. Salary range form 75 to 100 plus per week. Tape, resume, picture to Box H-231, BROADCASTING 417-WO 7-3353 for manager.

Stable morning man-program director combination contemporary station in highly competitive southern market. Must be strong on production. Only those who can be #1 need apply. Box H-235, BROADCASTING.

Fulltime kilowatt near Chicago has immediate opening for early morning man who also is strong on sports play-by-play. Must know modern and adult music, be able to create friendly, lively sound which holds intensely loyal audience. Broadcast full schedule football, basketball. Excellent starting salary, unsurpassed fringe benefits for top notch performer. Box H-237, BROADCASTING.

New Jersey AM-FM seeks experienced announcer/newsman. One hour from New York City. Send tape, resume, salary requirements. Box H-249, BROADCASTING.

Small market station in Pennsylvania needs versatile announcer. Send details of experience, 7½ tape, and salary requirements. Box H-251, BROADCASTING.

Announcer with first phone for one of Iowa's better good music stations. KCFI, Waterloo-Cedar Falls. Phone 319-266-7567 W. C. Porsow.

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.

Announcers—(cont'd)

Opportunity married staff announcer. Tape. Resume. KFRO, Longview, Texas.

First phone experienced announcer, salary commensurate with abilities. Multiple station group. Contact Norton Warner, KIMB, Kimball, Nebraska.

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.

Good opportunity for one man with play-by-play experience who can do air work . . . also one man for announcing and sales . . . KVBR, Brainerd, Minnesota.

Immediate opening for announcer for network station. Must be qualified. No beginners. Send tape and resume. Good salary to start. Mike McCormack, General Manager, WBHC, MBS, Hampton, S.C.

Can you announce, sell, service or write copy? If you can do any of these or a combination of any, there's a good opening for you at WBYS, Canton, Illinois.

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, Cornelia, Ga. 778-2242.

Montgomery County, Maryland—Immediate opening for experienced announcer with 1st phone. Salary open. WHMC, Gathersburg, 301-948-9400.

New Jersey, WHTG, Eatontown, seeks experienced announcer/newsman. Send tape, resume. Interview required.

Sacred music FM station—Holland, Michigan, has immediate opening for announcer with first phone. No maintenance. Thirty hours night WJBL-FM. Ten hours day WJBL-AM 5,000 watts. Six day week. New air conditioned studios. Send tape, resume to General Manager, WJBL-AM & FM, Box 808, Holland, Michigan.

Morning man, 3rd ticket, opportunity for TV. Send tape and resume—Assistant Manager, WKBH-WKBT, La Crosse, Wisconsin.

WKIZ, Key West, Florida has immediate opening for top 40, 1st phone man. Send aircheck and resume to Gayle Swafford, WKIZ, Key West.

Wanted: Announcer with third class ticket. Copy or sales helpful. Send tape, photo, and complete information including present or expected salary. Art Moran, WMEK, Chase City, Virginia.

Immediate opening for announcer with 1st phone. Opportunity to do sports if you desire. Announcing could be AM and/or FM deciding on your background and choice. Call Frank Haas, or Mike Harrington 317-664-7396, WRMI, Marion, Indiana.

Wanted: Announcer with first phone for 1,000 watt directional. WMWM radio, Wilmington, Ohio.

Announcers—middle-of-the-road, car, 1st phone or news combo. WPAC, Patchogue, 516-GR-5-4600.

Announcers—(cont'd)

Wanted—Swinging, mature personality. Medium market Piedmont, North Carolina. Up tempo, but not rock. Play-by-play ability helpful, but not imperative. Send complete resume, salary requirements, recent photo, and audition tape to WSIC, Statesville, N.C. Young single first preference.

Experienced announcer who likes small town life. Send audition tape, experience, recent snapshot and salary requirements. WVSC, Somerset, Pennsylvania.

WWDS, Everett, Pennsylvania is now accepting application tapes (airchecks) plus resumes and snapshots of young adult top 100 dj's with plenty of go go potential on air plus production. Not replacing, adding to staff. Some sales if you like for extra income. Hiring by September 1st. Absolutely no beginners considered. Call Shorty King at 814-652-3131 for personal interview.

C&W mid-day announcer for new station Syracuse, N.Y. Bright, tight, no character. Know country music, production and at least 3rd phone. Wanted Sept. 1st. Send tape, resume, picture, references and salary necessary to Al Webb, 210 Concord Place, Fayetteville, N.Y.

Technical

Chief engineer, 50,000 watt station major southwest station. Top salary. Please supply full information. Box H-194, BROADCASTING.

Chief engineer—Construction ability, good maintenance, some air work. \$140 per week start. Middle Atlantic states market. Replies confidential. Box H-201, BROADCASTING.

Immediate opening—first phone operator . . . 5kw . . . dir. Albany, N.Y. . . . no announcing. Box H-220, BROADCASTING.

Chief engineer, experienced, complete maintenance including directional antenna. East Coast, metropolitan area. Box H-238, BROADCASTING.

Engineer wanted for new AM C.P. application. Work exchange for 10% ownership in station. Box H-254, BROADCASTING.

Top 40 in Los Angeles Country needs chief engineer . . . maintenance plus short board . . . salary open. Send tape and resume to KUTY, Palmdale, Calif.

Wanted: Combo engineer-announcer emphasis engineering salary open. WLTC, Gastonia, N.C.

Wanted: Combination man with 1st phone . . . announcing or sales considered . . . must have maintenance experience. Call Vernon Arnette, WMOP, Ocala, Florida . . . 629-3991 collect.

First ticket transmitter engineer technically competent, capable of taking care of busy transmitter shift at 5 kw DA-2 installation. Experience helpful but all qualified applicants will be considered. Also need 1st ticket production man (no maintenance) to take charge of all production at our FM affiliate in adjacent Trenton, N.J. Write Art Silver, Chief Engineer, Box 1350, Princeton, N.J. or call 609-924-3600. No collect calls.

Join the Society of Broadcast Engineers. Details Secretary, 1210 North Buchanan, Arlington, Va.

News

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.

News (Cont'd)

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.

News director, with mature, authoritative delivery for 5,000 watt fulltime eastern station. Dig, write, and deliver local news. Fine area with established stringer system. Fully equipped operation: Beepers, tape recorders, etc. Excellent pay. Box H-215, BROADCASTING.

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

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.

An Illinois radio station needs an honest-to-goodness, for real copywriter. Not an aspiring Edgar Allen Poe . . . nor a young John Steinbeck, but simply a person who can write commercials. Pay good. Benefits included. Send examples of work and expected salary with letter. Male or female. Box H-209, BROADCASTING.

Combination morning man-operations director. Opportunity demands showmanship plus from responsible, community-minded broadcaster. KHAS Radio, Hastings, Nebraska.

Production man strong with copy, clever with tape, with creative ideas and good voice. Tape and complete details to KIDD, Box 1070, Monterey, California or phone R. K. Sherry, 372-8154.

Production director—writer needed. Top rated, adult station in city, limited air work, new facilities. Expanding educational community, \$7,000 starting minimum, insurance. Call/write: Geo. A. Foulkes, WAAC, Terre Haute, Indiana. C-9618.

First ticket production (no maintenance) to take immediate charge of all production at WTOA-FM, Trenton, N.J. Affiliated with WHWH, Princeton. Write Herb Hobler or call 609-599-2561. No collect calls.

RADIO

Situations Wanted—Management

General Manager—Built multi-station group up to very profitable sale-willing to do it again. Box H-58, BROADCASTING.

Management-sales exec under 40 with 17 years radio from PD to sales manager and general manager. Excellent idea man. Ability to raise revenue and/or ratings. A broadcast pro with a fine suburban reputation. Now seek major position management or sales. Prefer NY or Philadelphia. All considered. Box H-175, BROADCASTING.

Presently General Manager radio station in one of top 10 markets. Proven sales & sales management record. Highly successful in battle of the ratings. Familiar with all types of formats. Will find a selling format for your station if necessary to do so. Loyal capable family man. 10 years radio. Salary requirements. Middle 5 figures & incentive plan. Box H-200, BROADCASTING.

General manager available, midwest area. Single or multiple market. Over ten years experience all phases. Strong promotion, sales, programing. Finest references from present and past employers. Box H-207, BROADCASTING.

Management—(Cont'd)

Management, AM-TV, working-type, mature. Not the world's hottest, otherwise would be in New York. Serious, sober, experienced, civic-minded. Strong news-sports background. Prefer west or southwest. Box H-218, BROADCASTING.

General manager with major market experience. Managing at present. Strong in sales. Age 40. Excellent industry references. Box H-234, BROADCASTING.

Working manager available. Former small market owner, now sales manager of metropolitan station. Good record, good health and no problems, just want to move ahead. If you want working manager who knows business to manage station or group, at price both can afford, lets talk. Any location ok for this 32 year old broadcaster. Confidential replies answered promptly. Box H-240, BROADCASTING.

Experienced, sober, reliable, married, under 40 . . . over 15 years in radio all phases . . . management, sales, announcing, programing, production, news. Prefer Rocky Mountain, West. Box H-243, BROADCASTING.

Sales

Sales, leading to management. Over 20 years experience, college grad. Prefer Carolinas, Fla., Ga., Va. Locate anywhere for right opportunity. Bud Ward, Kingston Green Apt., C-25, Kokomo, Ind. 453-1934.

Announcers

Top-forty personality offers solid background. Major east or Midwest market. Top rated present market. Box H-32, 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.

Announcer newscaster dj. No prima donna. Tight board, family man. Will settle. Box H-98, 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.

First phone—combo, tight board, maintenance. Prefer Northeast. Box H-135, BROADCASTING.

Announcer-dj, single, 23. Presently employed as morning man and music director for Top 40 ABC affiliate in market of 35,000. Good voice, competent, dependable. 3½ years college, 3rd phone. Prefer Top 40 or middle-of-road. Prefer Iowa or surrounding states. Box H-167, BROADCASTING.

Attention New Jersey, New England, New York: Experienced disc-jockey, news and commercial announcer. Ten years in profession. Box H-169, BROADCASTING.

Bright, happy sounding morning man, middle of the road, 2 years experience, will relocate, married not a floater. Box H-170, BROADCASTING.

Announcer-dj-experienced with third. Tight board. Enthusiastic top 40 sound. Looking to settle. Box H-171, BROADCASTING.

Connecticut top 40 dj, near Hartford, wants to settle in California or Oregon. 3 years experience, college, 3rd-endorsement. Has worked middle of the road. Writes good copy, good delivery, tight board, production. Tape, references available. Box H-172, BROADCASTING.

Personality plus—currently employed at number one 50 kw in number six market. Married, prefer East coast, but will consider other areas. Available mid September. Salary negotiable . . . major market quality and preference. Call 1-617-256-2755 or write Box H-183, BROADCASTING.

Announcers—(Cont'd)

Top 100 announcer—5 years. Family. Radio and/or TV. Iowa, surrounding states. Box H-187, BROADCASTING.

DJ—pd "Dick Blondi" style—married—prefer south. Box H-196, BROADCASTING.

PD—fast paced—family—prefer good rock station—second phone. Box H-197, BROADCASTING.

Dynamic drive-time air personality in major market prepared to properly produce fast paced program in contemporary major market station. Experience/versatile/married. . . will provide selling sound. Box H-198, BROADCASTING.

Help!!! Interested in an immediate segue!!! Searching for challenging, demanding work with a dedicated, professional, progressive, contemporary organization. Eight years experience. College graduate. Twenty-four years old. Top forty specialist. Top sixty markets only. Excellent tape. Outstanding resume. Top references. Write Box H-203, BROADCASTING.

Announcer: Young—experienced—employed now—tight—bright! NE only. More? Box H-205, BROADCASTING.

Experienced announcer is available to broadcast college football. Box H-210, BROADCASTING.

Middle of road announcer with third-broadcast endorsed ticket desires work in west Texas or in New Mexico. Am presently unemployed so need work right now! Available immediately. Desire work close to heart of town because of no car. Need work fast! One year experience. Box H-213, BROADCASTING.

DJ, tight board, solid news, commercials, ready now. Box H-214, BROADCASTING.

First phone through self-study, announcing experience, 21, draft exempt. Box H-216, BROADCASTING.

Announcer. DJ. Authoritative newscaster, third phone with endorsement. Experienced, married. Not a prima donna or a floater. Box H-219, BROADCASTING.

Top 40 dj. Happy personality. Drama graduate, some experience, endorsement. East coast near-by college. Reliable, creative. Good salary. Box H-221, BROADCASTING.

Number one'r in Los Angeles metro area (July Pulse). DJ would like to relocate with an imaginative, contemporary station (preferably) in the San Francisco Bay area. Young, single personality who plans to stay that way and with your station. Viet Nam free and AFTRA. Box H-222, BROADCASTING.

Experienced Negro dj-announcer-newscaster. Tight board. Not a prima donna or floater. Willing to settle. Box H-223, BROADCASTING.

Announcer-dj authoritative newscaster. Third phone with endorsement. Experienced, married, stable. Prefer Southern Calif. Box H-225, BROADCASTING.

Announcer: 1st phone: experienced. Will relocate. Box H-227, BROADCASTING.

Attention FM stations: Jazz or middle-of-road announcer, 3rd phone-endorsed. Young, single, draft exempt. Experience, top references. Salary secondary to opportunity. Available on short notice. Box H-236, BROADCASTING.

New York, Los Angeles—environs. Discotheque, pop music and news only. If you really understand what talent is i.e., perfect balance of mind and voice in reading of sales and news copy, together with correct ad-lib pattern of natural English, then we should communicate further. Box H-241, BROADCASTING.

1st phone, experience, sports prime consideration. Also news, dj. Relocate. Box H-242, BROADCASTING.

Negro dj/newscaster. Experienced, third phone. Will relocate. Married. Box H-244, BROADCASTING.

1st phone announcer. Family man. 4½ years experience. Available immediately. 1316 S. Loop, Waco, Texas.

Announcers—(cont'd)

Staff announcer, 3rd, B.E. New career, salary unimportant, 34, intelligent, personable, good potential. Box H-245, BROADCASTING.

Announcer, first phone, experienced. Eager to learn radio, any format. Box H-247, 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-248, BROADCASTING.

Announcer and newscaster. 3rd phone. New York, Connecticut, or New Jersey preferable. Box H-253, BROADCASTING.

Light experience, college, third. Prefer East. Reliable, stable, hard worker. Box H-256, BROADCASTING.

Announcer. Years experience Washington area country western station. Have tight program, will relocate. Albert Mapes, 2933 Cherry Street, Falls Church, Virginia.

Creative morning personality . . . versatile showman . . . many voices vignettes, excellent commercial delivery . . . top production past nine years successful wakeup. 50 kw. B.A. radio-TV . . . first phone . . . family . . . seeking stable personality minded radio or TV operation . . . five figure salary. Phone 606-341-2460.

Attention Tri-state area, Philadelphia and Boston top 40 station managers. The most exciting and original dj program yet to be presented "The Gary Lee Jumping Generation Show." Tape available September 1st. Kindly write, Gary Lee, 19 Abeel St., Yonkers, N. Y.

Announcer, 1st phone, married, child, 5 years experience, college degree, prefer contemporary or country programing. . . John Archer, 5935 Marquita, Dallas, Texas. . . TA 6-3620.

Announcer, 20, draft exempt, 3 years experience, bright, fast-paced, happy sound. Tight board. Play-by-play. Available now! Tom Nelson, Willow Springs, Missouri. Phone 469-2493. AC 417.

Technical

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.

Broadcast technician with 1st phone available in near future. Experienced AM-FM and microwave link systems. All replies answered. Box H-176, BROADCASTING.

First class phone. Desires to enter field of radio or television engineering. Navy experience in electrical and basic electronic maintenance. Box H-189, BROADCASTING.

Capable technician desires work in TV or radio station. Seven years tech. 1½ as chief. Resume on request. Box H-192, BROADCASTING.

First phone engineer, good at maintenance. 18 years experience including DA. Box H-193, BROADCASTING.

1st phone engineer-announcer: seeks good music station, Oklahoma, Kansas, Texas or ? College graduate. Experienced up to 50 kw. Will exchange informative letters only. Box H-224, BROADCASTING.

Technical—(Cont'd)

First phone, technical school graduate, no announcing. Southeast. Box H-257, BROADCASTING.

B.S.E.E., two years technical broadcast experience, want broadcast oriented work beginning September. Contact D. Curtis Willoughby, 3343 Friley, Ames, Iowa.

Experienced directional "CE" & combo. Heavy electronics background. Shelby, Ohio. Phone 2-2465.

FCC first phone operator. No bcst. experience. Prefer southeastern U. S. Dean H. Miller, 1106 Moore St., Greenville, Tenn.

News

Personality, newsman, PD, for middle of road medium major market. Copy and production experience. Box H-208, BROADCASTING.

Sharp young newsman—East or Midwest. Six years. Finest references. Now news director 100,000 market. Stable, married. Airwork secondary. \$125 start. Box H-212, BROADCASTING.

Award-winning newsman shopping for right, secure deal regardless of the size of the market. Six years Associated Press, four of which were spent on the broadcast wire. I wrote and edited copy for 76 stations. My experience also includes seven years of radio news. Fast, accurate, imaginative writer. Mature, versatile reported. Box H-229, BROADCASTING.

Experienced and knowledgeable college graduate newsman, thoroughly familiar with all phases. Takes pride in thoroughness and quality of local news coverage along with solid grasp of world and national affairs. Now looking for station in Texas, New Mexico, Arizona or California where this is appreciated and where solid achievement leads to real future. Box H-246, BROADCASTING.

Production—Programing, Others

Twenty-eight years experience in broadcasting. Good music, news, mc, program director, production excellent. Four years in TV, mc, news, news director. Box H-174, BROADCASTING.

Canadian announcer and production manager of metro number one Canadian station, desires air shift and program director position with any size California AM full-timer. Ten years experience. Family man over thirty. No rush to relocate. Must choose good organization. Send replies to Box H-202, BROADCASTING.

Help!!! Interested in an immediate segue!!! Searching for challenging, demanding, work with a dedicated, professional, progressive contemporary organization. Eight years experience. College graduate. Twenty-four years old. Top forty specialist. Top sixty markets only. Excellent tape. Outstanding resume. Top references. Write Box H-204, BROADCASTING.

Sports-director, exciting play-by-play, seeking heavy schedule, plus sales or news. Box H-206, BROADCASTING.

Top 40 pro, now medium market P.D.: wants to relocate at medium or major market DJ slot. Box H-230, BROADCASTING.

Presently working pop music director desires a change! Four years experience at top station. Looking for a position as P.D. in small market or music director-weekend jock (or fulltime jock) in top thirty markets. Top references. Let's talk! Box H-232, BROADCASTING.

Male copymill-announcer. 3rd, endorsed. Best references. Anywhere. Now. Greene, Box 883, Sierra Vista, Arizona.

Creative writer-artist. P. O. Box 641, Chattanooga, Tennessee 37401.

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.

TV sales, sales management, 14 years experience, reliable, self starter, top sales record, commercial production background. Box H-190, 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-166, BROADCASTING.

Announcer wanted for progressive network affiliate in Midwest medium market to host daily variety and interview show. Prefer solid background in TV interview and commercials but will consider all applicants including radio. This is a challenging opportunity with top working conditions and solid fringe benefits. All applications answered. Send tape (returnable), photo, resume, to Box H-255, 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 University closed-circuit television system. Commercial and/or educational TV experience. EE degree or equivalent education. Five figure salary range. Box H-173, BROADCASTING.

Opening for studio engineers in resort city in South Florida, should be experienced in video tape recording. Opportunity to work in color. A first class license is a requisite. Applicants should forward resumes to Ross McPherson, WEAT-TV, P. O. Box 70, West Palm Beach.

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.

Chief engineer . . . fully experienced, qualified television man with electrical engineering degree preferred; excellent opportunity; new studios, film color operation, established VHF and UHF ETN stations. Contact Otto Schlaak, Manager, WMVS/WMTV, Milwaukee, Wisconsin.

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.

Technical—(Cont'd)

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 90038.

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.

News

Southwest NBC affiliate needs top flight 16mm motion picture photographer. Must have experience in both silent and SOF work. Send resume and picture. Box H-184, BROADCASTING.

Award winning news department desires on-camera newsman-reporter. Prefer background in broadcast journalism. Send full information and picture, first letter. Box H-185, BROADCASTING.

Need newsman for radio-TV. Must gather, write and report news. Must be experienced. Send tape and resume to Ed Huot, WTRC-WSJV-TV, Elkhart, Indiana.

TELEVISION

Situations Wanted

Sales

Television salesman seeks position with opportunity for management through sales. Broadcast pioneer. Now employed over ten years with West Coast metropolitan television station in sales. Also experienced small market broadcast. Family man, university graduate. Resume on request. Box H-211, BROADCASTING.

Top local salesman major market desires national sales or administration executive position. Exceptional background Television and advertising. Box H-233, BROADCASTING.

Announcers

Television sports director available. Excellent organization. Accent on film at local level. Fine news gatherer. Top writer. Editorial approach. Image builder in sports minded market. Box G-267, BROADCASTING.

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.

Staff announcer, 2½ years experience. Booth, commercials, weather, interviews. Wishes to move up to medium, three station market. VTR available. Box H-188, 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

Newsman: Seeking right job, offering growth and challenge. Experienced radio-TV, 16mm, BS, MA Journalism. Box H-125, BROADCASTING.

Television news editor—former radio news director—available now. Fully experienced, ambitious professional. Journalism graduate, family man, mid-thirties. Box H-217, BROADCASTING.

Production—Programing, Others

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.

Production—Programing, Others

Continued

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.

I'm looking for Radio/TV operation in need of sports director. 8 years experience play-by-play including Tokyo Olympics. Available October. Box H-186, BROADCASTING.

Producer-director-program manager—Hard-driving achiever with successful background in live, VTR and film. Seeking TV station with challenge in creative production of programs, documentaries and commercials. Box H-191, BROADCASTING.

TV Kidult Show Femcee—Top ratings in major market. Will produce same for you and/or Women's morning gabfest or Nite-time variety stint. 10 years TV experience. Box H-239, 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-TP6. Also 1 kw FM transmitter, contact Harriscop (213) 655-8378, Beverly Hills, California.

Wanted—1 UHF transmitter 10 to 12 kilowatt, also Studio and film camera chains needed. Box H-226, BROADCASTING.

Need RCA BA-13A amplifiers. WPIK, Alexandria, Virginia.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

Co-axial cable. Heliac, Styroflex, Spirolene, 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.

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. 6½" Coaxial Cable, Box H-23, BROADCASTING.

For Sale: 1. RCA FM Transmitter (Mono) BTF-1C, one kilowatt. First \$1,900 check 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.

2,000 feet 6½" Teflon Transmission line RCA 25 kw diplexer—channel 10. B. L. Patton. WJAR-TV. Providence, R. I.

FOR SALE

Equipment—(Cont'd)

For Sale: Used RCA 12.5 kw UHF transmitter, type TTU-12A. Includes all accessories. Available this September. Tel: 233-5381—Madison, Wisconsin.

Ampex 600 series users, gain up to 20 db s/n ratio using VIFkit 1001 6F5 replacement adaptor containing selected (for low noise) 7025. \$10.00 each postpaid. Send check with order to VIF International, P. O. Box 1555, Mountain View, Calif. 94042.

FM transmitter TCA BTF-5B. 6 years old, excellent condition, presently in use in N. Y. C. Box H-252, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orber. 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. Write Brainstorm Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of dj comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog, Show-Biz Comedy Service, 1735 E. 26th St., Brooklyn, N. Y. 11229.

The "Walt Johnson Mobile Report" sweeps the nation! This hilarious feature uses your name, call-letters and city streets. It's wild! Inexpensive, too! Free sample. Weird Productions, Box 5215, San Diego, Calif.

"The Weekly Prompter" Radio division, 4551 West Lake Avenue, Glenview, Illinois. Seven sections sample script. Exclusive.

For special TV sound or silent coverage in the nation's capital, contact Washington Reporters, 1397 National Press Bldg., Washington. Phone 628-8579. Staffed 24 hours.

Signs, Name plates, Decals, Badges, Trophies, Plaques. Seton Corp., Dept. BRP, New Haven, Conn. 06505.

DEEJAYS! 4,000 classified gag-lines, \$4.00. Complete 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, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License, 14 East Jackson St., Chicago 4, Illinois.

Announcing programing, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2603 Inwood Road, Dallas 35, Texas.

INSTRUCTIONS—(Cont'd)

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.

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.

First phone—seven weeks—nationally known instruction in beautiful San Francisco. Next class September 20. Chris Borden School, 259 Geary Street. Brochure or call 415-YUkon 2-9640.

Door opened to careers in Broadcasting. Broadcasting Institute, Box 6071, New Orleans.

RADIO—Help Wanted—Announcers

RED HOT MAJOR market wants night talk show. Fantastic opportunity for controversial, informed, personality, with #1 station. Opening immediately. Send tape, resume, and photo.

Box H-177, BROADCASTING

Announcers—(cont'd)

If in your opinion,

you have talent—and other people agree with you, we would like to talk. Happy middle of the road station in one of the top 20 markets has two DJ vacancies. Submit resume and tape with first letter.

Box H-182, BROADCASTING

Technical

MAJOR MARKET

#1 Station wants Chief Engineer: \$10,000.00 a year, with fringe benefits, including but not limited to automobile. MUST BE Crackerjack in Top 40 sound. Send resume. Box H-178, BROADCASTING

News

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.

RADIO—Situations Wanted

Announcers

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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.

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Technical

ATTENTION

All radio and TV stations which are in need of new personnel. REI has recently graduated a class of 40 students some with and some without experience. To contact these people send your job situation to

REI
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Management

ASSISTANT PROMOTION MANAGER

AM, FM, and TV promotion with station in one of the top five markets in the country. Fifteen man department. Tons of activity. Needed is someone used to getting things done, in a hurry, with real quality. Send resume and your best samples to

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Situations Wanted

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More than decade in one of top ten markets with excellent record. Preferably Eastern market either station or sales management.

BOX H-228, BROADCASTING

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Station Inquiries For Personnel Invited.

CATV

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Executive experience in franchise applications, telephone company negotiations, building CATV systems, their promotion and management. More than 20 years in sales and management major networks. Mature, imaginative, well organized. Can save you many heartaches. Reply.

Box H-250, BROADCASTING

MISCELLANEOUS

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America's top country/folk music broadcasting company seeks expansion nation-wide. Inquiries invited with regard to outright sale, merger, etc. Discussions in strictest confidence.

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gives you the nationwide
display needed for quick
sale.

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Continued from page 93

Corp.

■ Following were granted extensions of completion dates as shown: WLOQ(FM) Winter Park, Fla., to Nov. 24; WXQR-FM Jacksonville, N. C., to Dec. 14; WPVL, Painesville, Ohio, to Sept. 13; KCAL Redlands, Calif., to Oct. 1; WINK Fort Myers, Fla., to Sept. 15; WEMI(FM) Tampa, Fla., to March 1, 1966; KABL Oakland, Calif., to Jan. 29, 1966; Mary M. Jarrard, Warner Robins, Ga., to Feb. 16, 1966; KOB-FM Albuquerque, N. M., to Feb. 22, 1966; KPFA (FM) Berkeley, Calif., to Feb. 8, 1966; WEAS-FM Savannah, Ga., to Feb. 23, 1966; WGOV-FM Valdosta, Ga., to Feb. 23, 1966; WCBT Roanoke Rapids, N. C., to Jan. 1, 1966; and WMCS Machias, Maine, to Feb. 3, 1966.

Actions of Aug. 9

■ Granted licenses for following FM's: WKOZ-FM Kosciusko, Miss.; KRSL-FM Russell, Kan.; KWLV San Angelo, Tex.; KTXJ-FM Jasper, Tex.; KYLE-FM Temple, Tex., and specify ant. height as 345 feet; KWKC-FM Abilene, Tex., and specify type trans., and ant. height as 154 feet; KNRO-FM Conroe, Tex., and specify type trans.; KTXN-FM Victoria, Tex., and specify type trans.; KNOK-FM Fort Worth and specify type trans.; KCUL-FM Fort Worth and specify type trans.; KWHI-FM Brenham, Tex., and specify ant.-trans. and studio location; WCTS-FM Minneapolis, and specify type trans.

WRR Dallas—Granted license covering installation of alternate main trans.

KNUZ Houston—Granted license covering installation of old main trans. as alternate main trans.

WRKO-FM Boston—Granted license covering change in ant.-trans. location, installation of new trans. and ant., and changes in ERP and ant. height.

WHLM-FM Bloomsburg, Pa.—Granted license covering installation of new ant., and changes in ERP and ant. height; redescribe ant.-trans. location, and specify remote control point.

WRYT-FM Pittsburgh—Granted license covering installation of auxiliary trans.

WFMA(FM) Rocky Mount, N. C.—Granted license covering installation of new ant., decrease in ant. height, and increase in ERP. WYZZ(FM) Wilkes-Barre, Pa.—Granted license covering installation of new ant., and changes in ERP and ant. height; specify type trans.

WHEB-FM Portsmouth, N. H.—Granted license covering change in ant.-trans. location.

WFPG-FM Atlantic City, N. J.—Granted license covering installation of new ant. and new trans., and changes in ERP and ant. height.

KTAL-FM Texarkana, Texas-Shreveport, La.—Granted license covering installation of auxiliary trans.; specify type trans.

■ Granted licenses for following VHF-TV translators: W08AR. Government Services Inc. Fontana Village, N. C.; W02AH, Spartan Radiocasting Co., Mars Hill, N. C.; W04AI, Roy H. Park Broadcasting Inc., Jacksonville, N. C.; W02AI, W06AE, W07AM, W06AI, Southeastern Broadcasting Corp., Bryson City, N. C.; Clayton, Ga.; Fork Mountain and Coalfield, Petros and Wartburg, Tenn., and Marion, N. C.

W05AC Tryon and Columbus, N. C., and Landrum, S. C.—Granted license covering changes for VHF-TV trans. station.

*KQED(TV) San Francisco, Calif.—Granted CP to change ERP to 316 kw vis., and 63.2 kw aur.; and change type trans. condition.

*KOAP-TV Portland, Ore.—Granted CP to change ERP to 70 kw vis., and 35 kw aur.; change type trans. and type ant., and make equipment changes.

*WHTV(TV) Syracuse, N. Y.—Granted mod. of CP to change ERP to 603 kw vis., and 120 kw aur.; trans. location to Pompey, N. Y., and studio location to Liverpool; change type trans. and type ant.; make changes in ant. system, and increase ant. height to 1380 feet, and granted extension of completion date to Feb. 9, 1966.

Actions of Aug. 6

KVET Austin, Tex.—Granted increased daytime power on 1300 kc, from 1 kw to 5 kw, continued nighttime operation with 1 kw; change from DA-N to DA-2, and install new daytime trans.; conditions.

■ Granted SCA on sub-carrier frequency of 67 kc for following FM's: WRCO-FM Richland Center, Wis.; WDUN-FM Gainesville, Ga.; KAYD Beaumont, Tex.; KLJT Lake Jackson, Tex.

*KCPS(FM) Tacoma, Wash.—Granted li-

cense covering changes in ant.-trans. location and decrease in ERP.

WJLD Homewood, Ala. — Waived sec. 73.30(a) of rules, and granted mod. of licenses to extent of permitting relocation of main studio beyond corporate limits of Homewood at Birmingham; Homewood identification to be continued.

WNAC Boston—Granted CP to install new main trans.; condition.

WQXR-FM New York—Granted mod. of CP to increase ERP to 5.4 kw, change type trans., and make engineering changes; remote control permitted; conditions.

WVQM(FM) Huntington, W. Va.—Granted mod. of CP to change ant.-trans. and studio location; type trans. and type ant.; install vertical ant.; and decrease ant. height to 490 feet, and make engineering changes.

WRFD-FM Columbus-Worthington, Ohio—Granted mod. of SCA to add subcarrier frequency of 41 kc.

WKOP-FM Binghamton, N. Y.—Granted mod. of SCA to add subcarrier frequency of 42.5 kc.

WEND-FM Ebensburg, Pa.—Granted mod. of SCA to add subcarrier frequencies of 26 and 42 kc.

WDHO-TV Toledo, Ohio—Approved engineering technical data submitted pursuant to May 12 supplement No. 3 to third report and order on Doc. 14229, effective June 28, to modify CP and specify operation of channel 24, in lieu of channel 79; ERP 275 kw vis., and 55 kw aur.; ant. height 970 feet, and make other related changes.

■ Following were granted extensions of completion dates as shown: **WREM** Remsen, N. Y., to Nov. 3; **WLNE-FM** Laconia, N. H., to Nov. 8; **WLNO(FM)** London, Ohio, to Nov. 9; **KERR(FM)** Salinas Calif., to Dec. 1.

WVBR-FM Ithaca, N. Y.—Granted CP to install dual polarized ant.; make changes in ant. system; increase ERP to 930 w, and decrease ant. height to 250 feet, and make engineering changes; remote control permitted; waived sec. 73.261 of the rules to permit FM to cease operation during Christmas, spring and summer vacation periods of Cornell University.

Actions of Aug. 5

WJIC Salem, N. J.—Granted mod. of CP to change ant.-trans. location; remote control permitted.

WTAB-FM Tabor City, N. C.—Granted

mod. of CP to change type ant. and type trans.; remote control permitted.

WWST-FM Wooster, Ohio—Granted mod. of CP to make changes in transmission system; conditions.

KERO-TV Bakersfield, Calif.—Approved engineering technical data submitted, pursuant to commission's Nov. 14, 1962, order in Doc. 13608 with respect to conversion of KERO-TV, ch. 10 to ch. 23 in Bakersfield, to modify license and specify operation on channel 23; ERP 724 kw (DA) vis., and 36.2 kw (DA) aur.; ant. height 3,700 feet.

■ Following stations were granted extensions of completion dates as shown: **WBPR**, Bayamon, P. R., to Jan. 2, 1966; **WPNH**, Plymouth, N. H., to Nov. 1.

KTVT(TV) Fort Worth—Granted CP to install alternate main driver at main trans. site; reduce aur. ERP to 28.8 kw, and change type aur. trans.

KEVG Las Vegas—Granted CP to change ant.-trans. location, and make changes in ant. system; condition.

WORA Mayaguez, P. R.—Granted CP to install new auxiliary trans. at main trans. site; remote control permitted.

KABQ Albuquerque, N. M.—Granted CP to install new auxiliary trans. at main trans. location; remote control permitted.

WAVN Stillwater, Minn.—Granted CP to install new auxiliary trans. at main trans. location.

WFLM(FM) Fort Lauderdale, Fla.—Granted CP to increase ERP to 100 kw, and ant. height to 165 feet; install new trans. and new ant., and make changes in ant. system.

WPNH Plymouth, N. H.—Granted mod. of CP to change ant.-trans. location, and specify main studio location and remote control point.

Actions of Aug. 4

KCMC Texarkana, Tex.—Granted CP to replace expired permit to install old main trans. and ant. as auxiliary trans. and ant. at former location; conditions.

KMSC(FM) Clear Lake City, Tex.—Remote control permitted.

WFFG Marathon, Fla.—Granted CP to change hours of operation from daytime to unil., continued operation on 1300 kc, 500 w; and change from DA-D to DA-2; conditions.

■ Granted renewal of licenses of following main stations and co-permitting auxiliaries: **KNTO(FM)** and **SCA**, Wichita Falls, **KYOK** Houston and **KRBA** Lufkin, all Texas; **KDRG** Deer Lodge, Mont.

Action of July 30

■ Remote control permitted for **KTOB** Petaluma, Calif.; condition.

Action of July 26

■ Remote control permitted for following: **WPX-FM** Pensacola, Fla.; **KWLW(FM)** San Angelo, Tex.; **WTOF(FM)** Canton, Ohio.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ Washington — Federal Communications Bar Association. Requests issuance of notice of inquiry or notice of proposed rulemaking to inquire into adequacy of standards which FCC has applied in determining financial qualifications of commercial AM, FM, TV applicants and also urges that pending such proceedings commission suspend application of new standard for determining qualifications. Received July 28.

■ Dallas—Diversa Communications Corp. Requests amendment of TV table of assignments to allocate channel 49 to Dallas. Received July 30.

■ KEEB Nacogdoches, Tex.—J. C. Stallings. Requests amendment of FM table of assignment to assign channel 277 to Nacogdoches in following manner; Nacogdoches: add 277 to already present 252A, Lufkin: delete channel 277 and retain already present 286. Received Aug. 8.

New call letters requested

■ Warner Robins, Ga.—Mary M. Jarrard. Requests **WRBN**.

■ KOLL Honolulu—Diamond Head Broadcasting System Inc. Requests **KCCN**.

■ KDAB Arvada, Colo. — Denver Area Broadcasters. Requests **KQXI**.

■ Norfolk, Va.—Flanagan-Dorsey Broadcasting Enterprises. Requests **WPHD**.

■ La Canada, Calif.—La Canada Unified School District. Requests **KUNF**.

■ Omaha—Nebraska Educational Television Commission. Requests **KYNE-TV**.

■ La Place, La. — 222 Corp. Requests **WCKW**.

■ WHTV(TV) Syracuse, N. Y.—Educational Television Council of Central New York Inc. Requests **WCNY-TV**.

■ KHBC-AM-TV Hilo, Hawaii — Pacific Broadcasting Inc. Requests **KPUA-AM-TV**.

■ Lebanon, N. H.—Upper Valley Television Broadcasters Inc. Requests **WRLH**.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Aug. 11. 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.

Bloomington, Ind. — Monroe Tele-Cable Inc., headed by James L. Schmalz, Bloomington, has applied for a franchise. Previous applicants: Bloomington TV Cable Co. (Nova Vonderschmitt and Vern R. Young, principals); All-Channel Cable Vision Inc. (Phil Dickens, president); Community Teleception Inc. (Bruce R. Storm, president), and Franklin Communications Corp., Hartford City, Ind.

■ **Jasonville, Ind.**—Cable TV Inc., Sullivan, Ind., has been awarded a franchise. The firm presently holds franchises in Linton, Sullivan and Brazil, all Indiana. Operation of the Jasonville system is slated for Jan. 1, 1966.

Plymouth, Ind.—Hal Groninger, 401 Alexander St., Plymouth, with a group of local investors, has applied for a franchise. The proposed system would cost an estimated \$150,000. A previous request for a franchise came from United Telephone Co., Plymouth.

Creston, Iowa—E. M. Horning, general manager of Southwest Iowa Broadcasting Co. (KSIB Creston) has requested a franchise to bring in at least seven TV signals and four FM channels.

Sioux City, Iowa—An ordinance granting

a 20-year franchise to the Arrow Theater Corp. has passed first reading. The ordinance must pass two more council readings and then a favorable vote in the November election.

Garden City, Kan.—Telesis Corp., represented by Tom Gleason (KAWL York, Neb.) has applied for a franchise. He proposes to provide 12 TV signals from a \$250,000 plant. Cost would be about \$6 monthly and \$15-\$20 installation.

Hoisington, Kan.—Telesis Corp. and a group of Great Bend, Kan. businessmen headed by Grover Cobb (KVGB Great Bend) have applied for franchises.

■ **Ruston, La.**—Seemore TV Inc. has been granted a franchise. A prior applicant had been Ruston Video Inc.

■ **Emmet Township, Mich.**—Triad Stations Inc. (WALM Albion, Mich.), a group owner, has been awarded a franchise.

Alexandria, Minn.—The city council has agreed to transfer a franchise from Central Minnesota Television Inc. to Minnesota All-Channel Cablevision, Inc. The former company has joined with Telesis Corp., Chicago, to form Minnesota All-Channel Cablevision Inc.

■ **Atlantic City**—Atlantic Coast Television Cable Corp. has been awarded an exclusive 10-year franchise. The city will be paid \$2,000 yearly. Cost will be \$25 for installation and \$5 monthly.

Massena, N. Y.—Antenna Systems Corp. of Massena, with systems in Massena and Potsdam, N. Y., was part of the holdings of Schine Enterprises Inc. sold to the real estate combine of Lawrence Wien and Harry B. Helmsley, New York. Properties transferred were hotel and theater chains and

the Antenna Systems CATV.

Smithtown, N. Y.—Long Island CATV Inc., Greenport, N. Y., has applied for a franchise. Previous applications by Pat-hogue Broadcasting Co., Medford, N. Y., and Closed Circuit Corp., New York, were rejected. Bosco Cable Co., Medford, has an application under consideration.

Canton, N. C.—William Turner, president of Video Cable Co., Waynesville, N. C., has applied for a permit to build a \$100,000 system.

Circleville, Ohio — Multi-Channel Cable Corp., Portsmouth, Ohio, has applied for a franchise. Executive assistant Paul J. Setters represented the firm. The 12-channel system would cost an estimated \$175,000. Multi-Channel Cable recently was acquired by Reeves Broadcasting Corp.

■ **Sylvania, Ohio**—Buckeye Cablevision Inc. (Cox Cablevision Inc. and the Toledo [Ohio] Blade) has been awarded a 20-year franchise. A nine-channel system is planned.

■ **Freemansburg, Pa.**—Twin-County Trans-Video Inc., Northampton, Pa., has been granted a franchise.

■ **Haddon, Pa.**—Jerrold Electronics Corp., Philadelphia, has been awarded a 25-year exclusive franchise. The firm has agreed to remit to the city \$1,000 per year or 5% of annual gross revenue, whichever is greater.

■ **Lower Southampton, Pa.**—Bucks County Cable TV Inc., 1352 Easton Rd., Warrington, Pa., has been granted a franchise. The firm has set a maximum installation fee of \$17.50 with \$4 monthly charge. Remittance to the city will be 5¼% of annual gross revenue. Bucks County Cable holds franchise in Bensalem, Warrington and Warminster, all Pennsylvania.

Clarksville, Tenn. — Montgomery Cable Television Inc. has applied for a franchise.

THE global advertising explosion is confronting American advertising with the biggest challenge in its brief but hectic history, in the belief of Fred M. Mitchell Jr., board chairman of Erwin Wasey.

"Advertising has up to now been pretty largely a made-in-America proposition," he said last week. "Sure, there's been some advertising in Europe and some pretty fine advertising on occasion, but only in America has advertising really been put to work to keep goods flowing from factory to store to individual consumer. Only in America has advertising provided the drive to keep the national economy going at an ever-accelerated pace.

"But that state of affairs is no longer true today and it's going to be even less true tomorrow. Advertising has already become a dominant force in Japan and its fantastic growth there in the past few years seems sure to set the pattern for what will happen in the years immediately ahead in other Asian countries and in Africa and Latin America. In every emerging nation, in every land where the traditional pattern of life is being blasted away by social and technical 20th century innovations, advertising is needed to ease the transition from the old ways to the new.

A Global Challenge ■ "What does this mean to us in American advertising? Just this: We have the advertising experience, the advertising know-how, the advertising skill. Accordingly, we have the responsibility to assume the mantle of advertising leadership and to share our experience, knowledge and skill with the rest of the world, so that their economies too may flourish. That will be good for them and it will be good for America. Prosperous people want things—automobiles, radios, TV sets—things that American industry has made and American business has available for export."

As that statement would indicate, Mr. Mitchell feels strongly about advertising and its role in the economy. To him it's not the "ad game" or a slick way of making a fast buck by confusing the public with Madison Avenue jargon.

Rather, he considers advertising as a vital force to be used for the benefit of producer and consumer alike and the advertising agency as the guiding spirit which keeps that vital force flowing surely in the proper channel. Such views are perhaps the natural result of his background.

His boyhood was spent in the Texas cotton country; his father operated the gin in La Mesa and "it wasn't until I was much older that I learned about the other kind," he observed. At the University of Texas he majored in economics and mathematics.

After a year of military service ("I can't see without my glasses so they

Ad men must blaze even greater trails

turned me loose right after basic training") and a couple of shortlived jobs with Swift and Hughes, he entered advertising in the research department of Foote, Cone & Belding in Chicago. After five years there, during which he earned a master's degree in business administration from Northwestern, Mr. Mitchell was transferred to FC&B's New York office as an account executive.

Up The Ladder ■ Since then, Mr. Mitchell has made steady progress through the ranks of advertising agency hierarchy: Account supervisor at Dancer-Fitzgerald-Sample; vice president of

WEEK'S PROFILE



Frederick Marlin Mitchell Jr.—Board chairman, Erwin Wasey Inc., in charge of Western Div., Los Angeles; b. Oct. 29, 1921, Timpson, Tex.; U.S. Army, 1942-43; B.S., economics and mathematics, U. of Texas, 1944; labor negotiator, Swift & Co., Chicago, 1944-45; asst. to economist, Hughes Tool Co., Houston, 1945-46; research dept., Foote, Cone & Belding, Chicago, 1946-51; M.B.A., Northwestern U., 1947; account executive, Foote, Cone & Belding, New York, 1951-54; account supervisor, Dancer-Fitzgerald-Sample, New York, 1954-60; VP, Norman, Craig & Kummel, New York, 1961-64; executive VP, Erwin Wasey, Ruthrauff & Ryan, Los Angeles, 1964; Jan. 1, 1965, board chairman, Erwin Wasey; m. Mary Beth Berch, 1942; children—Thomas, 22, Mathew, 11, Charity, 10, Robin, 9, Lisa, 7; Frederick Marlin Mitchell III, 5; hobbies—swimming, bridge, golf (on rare occasions), is Civil War buff.

Kenyon & Eckhardt; senior vice president of Norman, Craig & Kummel; executive vice president of Erwin Wasey, Ruthrauff & Ryan and general manager of the agency's western division, a post which moved him from New York to Los Angeles, and since Jan. 1 board chairman of Erwin Wasey, which on that date dropped the Ruthrauff & Ryan from its name.

In his early days at FC&B his chief activity was on the Pepsodent account, whose entire advertising budget was invested in radio's *Bob Hope Show*. He worked on General Foods at a time when this company was getting into television as sponsor of *Captain Video* and Roy Rogers. Then came such prime broadcast clients as Procter & Gamble, Lever Brothers and Colgate-Palmolive.

At NC&K he was responsible for handling all Colgate household products and toilet articles business in the U.S. and Canada. During this four-year period Colgate billing rose from under \$3 million in 1961 to well over \$20 million in 1964. "Every account I've worked on has been primarily concerned with radio and television advertising," he observed.

Today, at Erwin Wasey, Los Angeles, 70-80% of the billings are in broadcasting, mostly television, for such clients as Carnation, Wynn Oil and United California Bank. At Erwin Wasey, each office handles its own accounts throughout; there is no service agency plan. "If we wanted to make some commercials in New York, which could happen, I suppose, we'd send a man from here to handle it," Mr. Mitchell said. "When our New York office wants spots for their accounts made in Los Angeles they send someone out here. Of course, we share our knowledge of which production shop is best for a particular job, but otherwise each office operates on its own."

On The Home Front ■ Tuning his crystal ball to the U.S. frequency, Mr. Mitchell sees the two imminent changes in television as the next major advertising innovations. First is color television, which, he said, "is finally entering the American home after standing on the threshold for a dozen years."

Second, and possibly of equal importance, is a vast increase in competition for audience he is sure will come with more UHF sets and stations.

"Today, if a product has an advertising budget of \$10 million a year, television is almost inevitably going to be its major medium. More stations, which UHF will provide, will let the smaller advertiser use TV too. More specialized program formats, which more stations will utilize to attract special audiences, will let the small budget advertiser use TV as he now uses radio, to reach a special group of people who are particularly good prospects."

Touchdown

SOME of the arithmetic presented in the special report on football that appears elsewhere in this issue must make very gloomy reading for pay-TV venturers who think of sports as one of the staples to be offered to subscribers.

In this 1965 season the two professional football leagues will collect nearly \$27 million for rights from free broadcasting. College teams will collect nearly \$11 million. Most of this money is from television.

Those are the figures against which pay TV must bid if it is to siphon football off the commercial system. Chances are that the figures will have increased by the time any pay-TV system gets to the stage of serious operation.

Professional football has for the indefinite future committed itself to free television. It now draws more money than any pay-TV system of the foreseeable future can possibly pay. Furthermore it has accustomed its fans to watching free television. If in some future season the audience was asked to pay for what it has been in the habit of seeing for nothing, the public would revolt.

Colleges are still husbanding their television exposure, but the more popular their professional competition becomes, the less value there will be in college games for either free or pay television.

In football at least, it looks as though free television has already licked the competition of pay TV before it even started.

Common denominator

AFTER months of weighing anguished legal pleadings of the contenders, exhortations of speakers at many meetings and reams of research reports, there seems to us to be just one simple, uncomplicated solution to the fearsome problem of regulation of community antenna systems.

It is a legislative remedy and hardly new. It is to amend the existing law to provide that no program shall be *retransmitted* without the permission of the originating station. All else would be left to the interplay of free competition evolved through the usual kind of business negotiations that take place every hour of the day in the marketplace.

The Communications Act of 1934—the existing law—now provides in Section 325(a) that no broadcast station shall rebroadcast in whole or in part the program of any other broadcasting station “without the express authority of the originating station.” The simple amendment suggested would enlarge that provision to cover “retransmission” which would then embrace CATV, closed circuit or any other kind of non-broadcast.

It would be foolish to argue that this proposal would satisfy all parties. It wouldn't. But at this late date it provides the most equitable way of reaching an accord that leaves all parties on equal footing to work out their problems as business people should and with minimal government interference. Certainly a concerned Congress, as well as an admittedly baffled FCC, should welcome a proposal that would take the onus off them; indeed Chairman Oren Harris (D-Ark.) of the House Commerce Committee, has implored broadcasters and CATV people to reach an accord.

Broadcasters who want CATV handcuffed and CATV operators who want free rein have argued that amendment to Section 325(a) is no complete answer. The cable operator contends he has the right to take off the air and retransmit any program he can pick up, presumably on the theory that the air is free and that the program, copyright and all, already has been paid for by someone.

The anti-CATV broadcaster contends that if the closest

station, under an amended Section 325(a), denied rebroadcast permission, there would be nothing to prevent a leap-frogging distant station from granting the permission to the detriment of the closer stations.

We doubt that either of these, or many other contentions that would be advanced, would hold water in the litigation that inevitably would develop. Every program is somebody's property. And knowledgeable CATV operators realize that some day they will have to make an accounting.

Leap-frogging of network programs would be impossible if the networks, which enter exclusive affiliation agreements for particular areas, invoke their rights. There isn't much anyone could do about independent nonnetwork stations that might give permission to cable systems to retransmit their programs, except for syndicated programs with territorial exclusivity provisions. The Sports Network Inc. is doing a thriving business because it serves stations remote sporting events. It is standard operating procedure for radio and TV stations to arrange for distant coverage.

It behooves broadcasters and cable operators to get together promptly before they find themselves in a regulatory and legislative bind from which neither can emerge as victor.

Coverage that counts

SOME eminently sensible suggestions for the behavior of newsmen and public officials during coverage of major news events have been advanced by the Joint Media Committee on News Coverage Problems. The committee has issued a booklet of recommendations which were described in *BROADCASTING* last week, and it is now up to working newsmen to put the advice into practice.

Radio and television journalists ought to be especially active in exposing the booklet and its purposes to local officials with whom they come in contact. No matter how many newspaper reporters, still photographers and other newsmen assemble for any event, it is the radio and TV crews that attract attention because of their equipment. It is the radio and TV newsmen who should take the lead in encouraging as much order as possible. Fittingly it was a professional broadcaster, Ted Koop of CBS, who was chairman of the joint committee.

Copies of the booklet, “Orderly Procedures for Mass Coverage of News Events,” have been sent to stations by the National Association of Broadcasters. Copies ought to saturate every station's news department and every civic office where news is apt to happen.



Drawn for *BROADCASTING* by Sid Hix
“Well, that's show biz!”

PUBLIUS SYRUS



*"The most
delightful
pleasures
cloy without
variety."*

Publius Syrus

Publius Syrus reportedly advanced this philosophic insight to the Roman public around 43 B.C. Today this timeless truth motivates Griffin-Leake management to insist on thoughtful VARIETY of programming at its stations.

**GRIFFIN-LEAKE
TV, INC.**

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





Left, Mr. Hansher; right, R. E. Christie, Manager, G-E Visual Communications Products.

G-E UHF Klystron Transmitters Win—Again.

The event pictured above is noteworthy.

William S. Hansher (left), Vice President in Charge of Engineering, Taft Broadcasting Company, is signing a contract with the General Electric Company for a new 50 KW second-generation UHF Klystron Transmitter.

The transmitter will provide WNEP-TV, Scranton-Wilkes Barre, Pa., with an effective radiated power in excess of one megawatt.

Almost a decade ago, WNEP-TV went on the air with a first-generation G-E UHF Klystron Transmitter whose 45 KW output provided the country's first ERP of over one megawatt.

The noteworthy point in this contract signing is that WNEP-TV's success with the first-generation transmitter, and the advanced design of the new unit, won the Taft order for General Electric.

This is the kind of customer acceptance which also won both first and second-generation G-E UHF Klystron Transmitter orders from WEEK-TV, Peoria, Ill., and WETA-TV, Washington, D.C. No other manufacturer can claim such a record of customer acceptance for high-power UHF klystron transmitters. For details on television's most-accepted UHF klystron transmitters, contact your G-E Broadcast Equipment Representative, or: General Electric Company, Visual Communications Products, #7-315 Electronics Park, Syracuse, N.Y., 13201.

GE-19

Visual Communications Products

GENERAL  ELECTRIC

Electronics Park, Syracuse, New York