



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Daytime TV: Its best year yet and it's still growing. p.29

Copyright: Will it solve problems of CATV? p.52

Court agrees with IRS on value of network affiliations. p.76

ABC-TV's baseball troubles may stop Saturday show. p.51

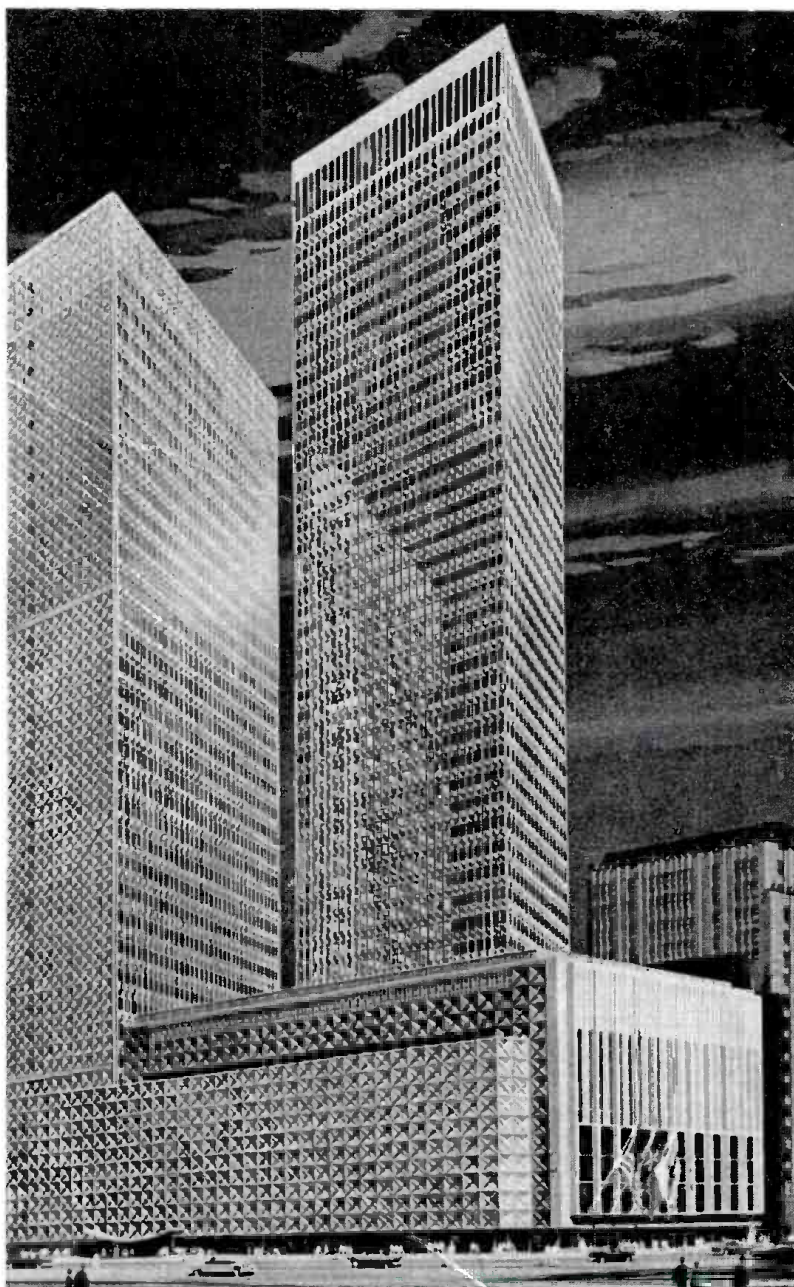
COMPLETE INDEX PAGE 7

SERIALS LHM
USAF AIR UNIV
INIT AGO BRANCH
MAXWELL AFB AL

MH EXP 2/66
30112



You are looking at one of today's modern markets. To sell it—and others like it—you need the modern medium: Spot Television. And for maximum results, you need the progressive stations we represent.



CARDS on the Table!

MARKET
ANALYST*
(AHEAD HUNTER)



A stack of punch cards is shown, with the top card being a 'faceup' card. A red line is drawn across the card, starting from the top right and ending at the bottom right, passing through several punch holes. The card contains the following information:

TELEVISION STATION	TV MARKET	NATIONAL REPRESENTATIVE
W T R F - T V	W H E E L I N G	Edward PETRY & Co., Inc.
Wheeling, West Virginia	STEU BENVILLE	
(304) 232-7777	Upper Ohio Valley	
Bob Ferguson, EVP	NETWORK: Basic NBC	AUDIENCE SPECIFICS
Cy Ackermann, SM	46/76	Young Adult Dominance
"excellent"	RANK: ARB	RATE CARD DATA
	Nov '64	Petry Coded Card
	NIELSEN	
	Nov-Dec '64	
	YES	



TIME BUYERS*
(ALMIGHTY DOLORS)

Our cards are 'faceup' and this computer *punch* indicates one of the most salient features of the Wheeling-Steubenville WTRF-TV Market . . . **YOUNG ADULT DOMINANCE!*** You get the greater share of the 'buying crowd' from the 453,000 TV Home audience served by WTRF-TV.

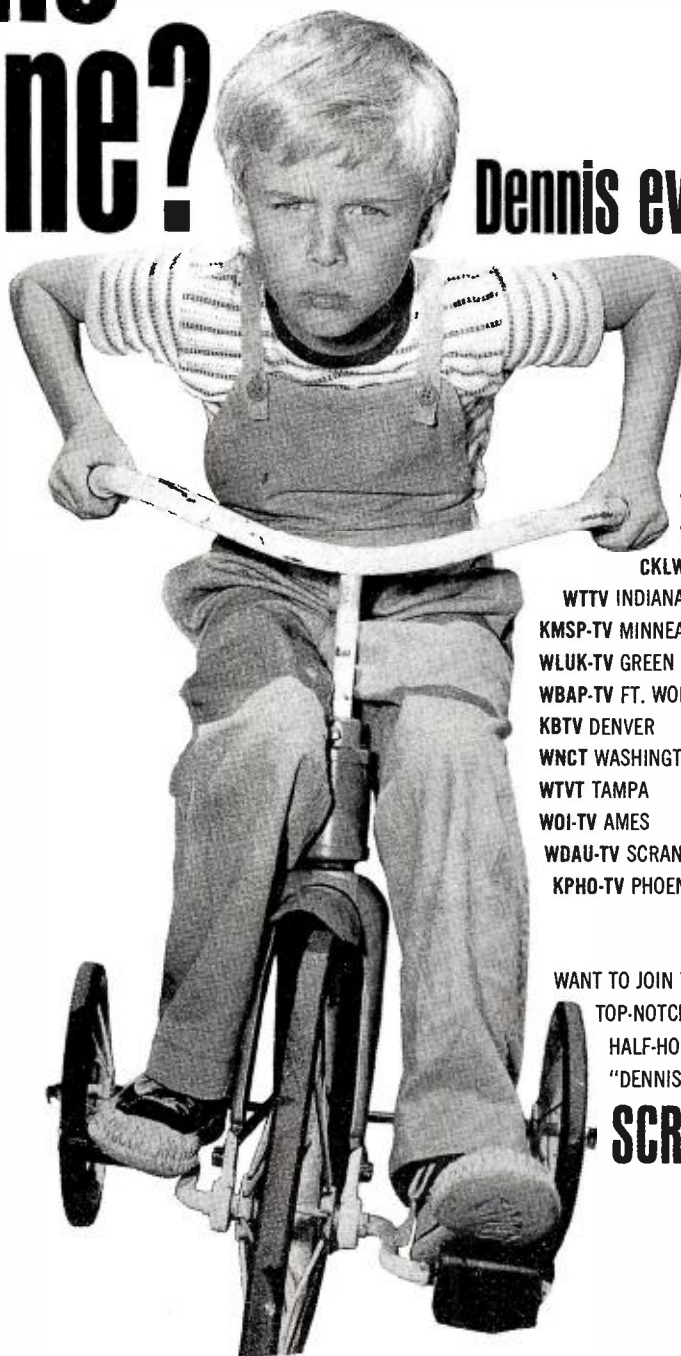
*ARB (Nov '64, March '65) (7:30-11 PM Mon-Sun) NIELSEN (Nov-Dec '64, March '65)



*WTREFFIGIES - Our Frameable Ad-World Series still available . . . just ask:

Dennis anyone?

Dennis everyone!



Like who?

Like **WCBS-TV NEW YORK**

WBBM-TV CHICAGO

WCAU-TV PHILADELPHIA

KMOX-TV ST. LOUIS

KTTV LOS ANGELES

WTTG WASHINGTON, D.C.

WNAC-TV BOSTON

CKLW-TV DETROIT

WTTV INDIANAPOLIS

KMSP-TV MINNEAPOLIS

WLUK-TV GREEN BAY

WBAP-TV FT. WORTH

KBTU DENVER

WNCT WASHINGTON, N.C.

WTVT TAMPA

WOI-TV AMES

WDAU-TV SCRANTON

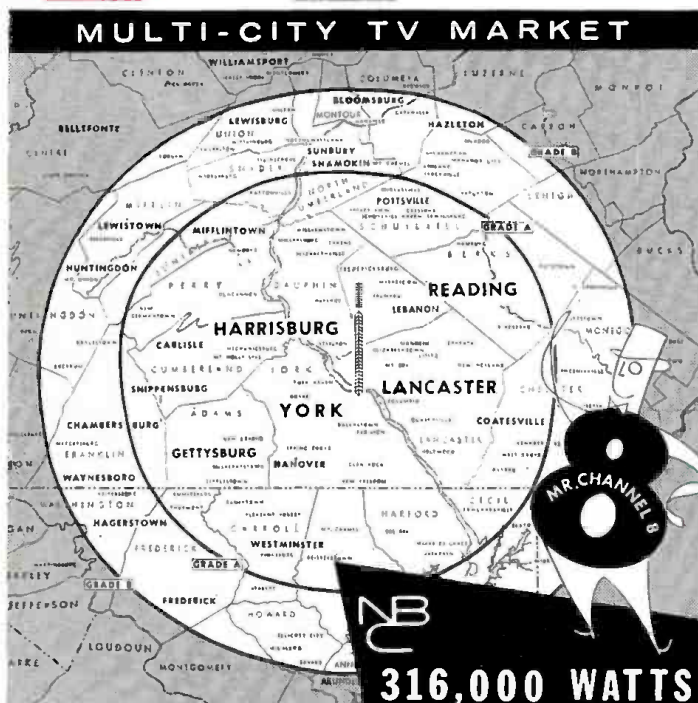
KPHO-TV PHOENIX

WANT TO JOIN THESE TOP STATIONS WITH THIS
TOP-NOTCH ALL FAMILY SERIES OF FUN-FILLED
HALF-HOURS? GET THE DETAILS ON
"DENNIS THE MENACE" NOW FROM

SCREEN GEMS



gives you more for your money



"Noonday on 8" on Channel 8 five days weekly. The only completely equipped color station in central Pennsylvania, WGAL-TV telecasts "Noonday on 8" and practically all local programs in color. Capture the audience bonus color assures. Worthwhile? Indeed! This market is one of the leaders in color-set penetration in its coverage area. Color is booming on Channel 8.

WGAL-TV
Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.
 New York • Chicago • Los Angeles • San Francisco

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

Now that FCC Commissioner Robert T. Bartley, after officially unexplained delay of two months, has been renominated, report persists that Johnson administration would like to see FCC Chairman E. William Henry quit. But Mr. Henry, whose term runs until June 30, 1969, has stated publicly that as far as he is concerned he intends to complete that term.

Mr. Bartley's nomination for his third consecutive seven-year term, dates from June 30 when his current term expired. He's second in seniority after Commissioner Rosel H. Hyde, whose term expires June 30, 1966. Mr. Hyde, 65, has served continuously since 1946 and has been identified with communications regulation virtually from its outset in 1928. An Idaho Republican, he would welcome reappointment, it's believed.

The ad load

Question of what, if anything, should be done about changing commercial time standards of radio code will be taken up by National Association of Broadcasters radio code board at meeting in Washington next month. Possibility of dropping 14-minute average-per-hour standard was raised at January meeting of code board in Los Angeles.

Averaging provision is of most concern to daytime broadcasters, who feel measure puts them at disadvantage with fulltime stations. Code allows maximum of 18 minutes per hour with weekly average at 14 minutes. Daytimers say fulltimers can hit 18-minute mark during peak radio times and then fall back to average when less than maximum number of spots are sold in radio's weaker hours. As daytimers, they say, they are restricted to hours when time can most easily be sold.

Running loose

Tighter check rein on FCC staff is likely to be principal result of staff's failure to clear it with commissioners last week before dispatching letter to every state attorney general in U.S. on touchy community antenna television question (see story page 36). Commissioners still in Washington feel there's little that can be done about letter itself, which expresses commission "concern" about telephone companies "by-passing" local franchising authorities in providing

common-carrier service to community antenna television systems. However, Acting Chairman Rosel H. Hyde says matter will be taken up with full commission, with view to assuring tighter control over staff.

Matter of telephone companies proposing to serve CATV's without benefit of local franchise has not escaped attention of individual commissioners, as well as some staffers. But commissioners are not likely to appreciate staff saying they are "concerned" about something which has never been before commissioners, themselves, for consideration.

Wide open

Recently formed Council for Television Development, created to counter FCC proposal to curtail multiple ownership of television stations in top markets, has broadened its scope to extent of inviting all TV licensees, rather than those in top-50 markets, into membership. Ward L. Quaak, president and general manager of WGN Inc. and chairman of council, reported last week number of single-station owners have joined group in response to initial invitation and that others are expected to enlist. Chief counsel is W. Theodore Pierson, Washington attorney. Hathaway Watson, president of RKO General Broadcasting, chairman of research, shortly is expected to appoint research consulting firm.

The cue for hue

There's no uncertainty at CBS News as to whether Walter Cronkite's early evening news half-hour, which competes with NBC-TV's *Huntley-Brinkley Report*, will be in color this fall. Only question appears to be exactly when. *Huntley-Brinkley* goes to color on Nov. 15 and Cronkite news show may be in color even before that date. In warm-up, Cronkite show was in color evening of Aug. 19, and several reported events were shown on newsfilm in color.

Looking to future

Taking their cue from radio-TV appeal to younger generation as reflected in ratings, some farsighted newspapers are reorienting content and promotion toward teen-age market. *Milwaukee Sentinel* this week is running special

labeled "Young America Week" with "massive coverage of teen-age news and features" as part of what it describes as major editorial effort "to identify itself with the teen-age market."

Newspapers are becoming more cognizant of effect of listening and viewing on newspaper readership by American youth. Effort, notably in some larger markets, is to stimulate readership among teen-agers and young adults to parry broadcast competition and to develop and maintain future readership.

Reality in commercials

Federal Trade Commission plans some type of advisory to television advertisers on fine points of what can and cannot be done in commercial production without deceiving public. Advisory will be sequel to FTC's victory in Colgate "sandpaper" case (BROADCASTING, April 12) in which Supreme Court confirmed hard-line FTC decision that mock-ups in commercials cannot be shown as 'real thing.'

Advisory will seek to give FTC's views on production tricks such as lighting effects and camera angles to portray something as being brighter, bigger or better than it really is. When final advisory will come down is not known, but Edward F. Downs, lawyer in FTC's Deceptive Practices Bureau, is in New York this week to learn advertising expertise from "copywriter to cameraman" which FTC feels it lacks.

The poop on power

Long-dormant issue of superpower for clear-channel stations is expected to come to life again in next couple of months. FCC staff, which has been digging up facts on technical implications of superpower, expects to be ready to submit them to commission by then. Staff is also drafting proposed criteria which clear-channel stations would have to meet to qualify for developmental operation with up to 750 kw of power. If commission accepts criteria, eight clear-channel stations that are seeking higher power would have to revise applications. Basically, criteria require compliance with rules barring interference. All superpower applications involve some interference.

**In a 15 station market,
why does WBAL get more
than 1 out of every 4
Baltimore radio dollars?***



Results!

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

good sound radio



Maryland's only 50,000 watt station/NBC affiliate/Nationally

represented by Daren F. McGavren Co. Inc./or call 301-467-3000

*BASED ON LATEST AVAILABLE FCC REPORTS **NCS NO. 3

WEEK IN BRIEF

If they push out walls, TV networks may find room for another half-hour daytime show. And it could happen. ABC, CBS, NBC joyously say there is no dearth for advertisers' dollars for daytime product. See . . .

BEST YEAR YET . . . 29

Of-asked question by congressmen and broadcasters as to who actually runs FCC may be coming to head. Unknown staffer is seeking data from local governments and Hyde says FCC has no business in that area. See . . .

VACATION MYSTERY . . . 36

Proposed copyright law may be ultimate solution to regulation of community antenna television. New statute would make broadcasters owners of their programs and proprietors of copyrights. See . . .

COPYRIGHT SOLUTION? . . . 52

U.S. Court of Appeals upholds Internal Revenue Service and overturns tax court decision in deciding network affiliations can not be depreciated since they continually get more valuable. See . . .

REVERSAL IN CASE . . . 76

It took LBJ seven weeks but he finally got around to re-nominating Robert Bartley for third term on FCC. No reason was given for delay, although FBI is said to have found some broadcasters unhappy with commissioner. See

FINALLY RENAMED . . . 46

Media find they agree with each other and Department of Justice in opposing bill that would make it punishable offense for defendant or court officer to talk about criminal proceedings. See . . .

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FCC's 1% ownership rule called an inflexible standard by Investment Co. Institute. ICI says raising control limit to 10%, at least for mutual funds, would be more realistic figure. See . . .

PROFIT, NOT CONTROL . . . 74

Long battle baseball men have fought to get network TV package could be for naught after one brief season. ABC-TV, unhappy with cooperation, ratings and sponsor reaction, may not pick up option. See . . .

DOUBTS ABOUT BASEBALL . . . 51

Radio-TV forces in Los Angeles earned their money as stations and networks extended personnel and equipment in all-out coverage of Negro riots. Commercials went out window in favor of special reports. See . . .

RADIO-TV COVERAGE . . . 58

When Senate judiciary subcommittee began hearings on new copyright bill last week it looked like old times, with same witnesses and similar testimony to that given in House during past three months. See . . .

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Broadcasting

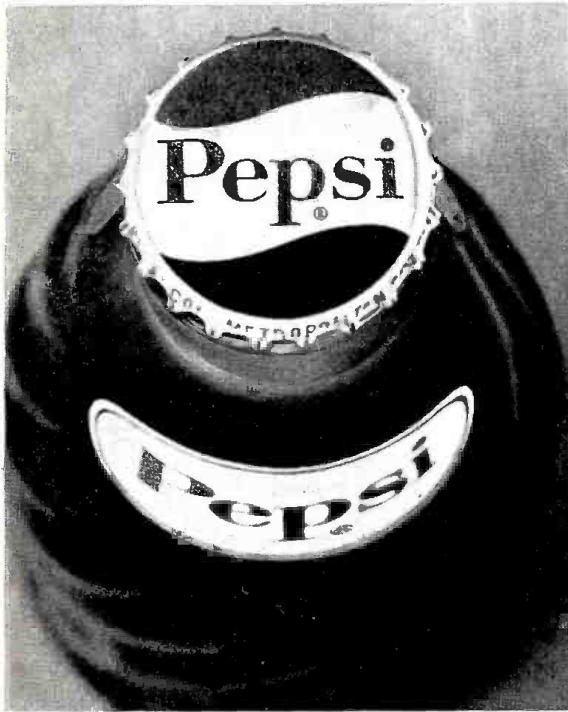
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53d issue (Yearbook Number) published in January by BROADCASTING PUBLICATIONS Inc. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$8.50. Annual subscription including Yearbook Number \$13.50. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 50 cents per copy. Yearbook Number \$5.00 per copy.

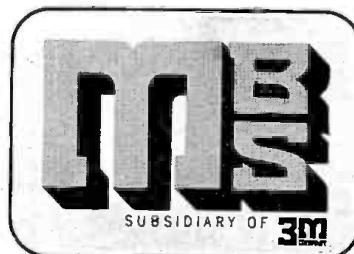
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BUICK



The wise money's on Mutual!

Because Mutual can get you more listeners per dollar than any other network...TV or Radio! Forty per cent of all network radio stations are Mutual. Mutual covers the top metro markets and gives you exclusive coverage in over 260 others. In all, over 500 markets. So where broad coverage counts —the wise money's on Mutual!



MUTUAL BROADCASTING SYSTEM

Friendly cries 'hold' on space coverage

SAYS NO MORE GAVEL-TO-GAVEL CONVENTION COVERAGE

CBS News President Fred Friendly said Friday (Aug. 20) that CBS would no longer begin telecasting manned spaceflight coverage "any earlier than a half-hour before launch," with exceptions of manned flight to moon "or some other extraordinarily noteworthy space feat."

He also implied strongly that CBS-TV will no longer give gavel-to-gavel coverage of political conventions—a possibility first suggested by CBS authorities last month (BROADCASTING, July 26).

CBS planned to start its TV coverage of Gemini 5 manned flight, scrubbed on Aug. 19 and rescheduled for Aug. 21, at 9:30 a.m., 2½ hours later than NBC-TV and 1½ hours later than ABC-TV. All three TV networks started covering launch preparations at 7 a.m., Thursday, staying until early afternoon (story, page 57).

ABC News and NBC News said they

nalistic responsibility and participated in competitive inanities that are the very opposite of the service the public expects and should demand of us."

CBS News's president said there'll be "no more gavel-to-gavel coverage" by his news organization though "we intend to report all major stories—the criteria are the news value involved and that goes not only for space shots."

Mr. Friendly was critical of what he called "one-upmanship for men who are journalists in some strange image game," saying it was "beneath the dignity of all of us," noting that as he watched coverage Thursday, "I knew we in television news had entered an escalation just like the arms race."

Elmer Lower, ABC News president, said "unpredictable news events don't lend themselves very well to generalizations," commenting that ABC News would continue to make its judgment on each space shot as it approaches. He said coverage would start half-hour before launch time if viewers were so served best, or two hours if that was deemed advisable. NBC News said it wouldn't tie itself to any rigid schedule but would continue to judge each event on its news value.

Gemini 5 high in ratings

Estimated 84% of TV audience on Aug. 19 watched network coverage of preparations for Gemini 5 spaceflight that didn't come off. National Arbitrators (overnight ratings) reported Friday (Aug. 20) that from 7 a.m. to 2 p.m., period of common three-network coverage, NBC-TV received 46% share of total network audience, CBS-TV 40% share, and ABC-TV 14% share.

NBC said measurement showed it had three times audience watching telecast in color than CBS and eight times that of ABC's; NBC obtaining 68% of total color audience in that period.

will continue to judge pre-launch air time on merits of each planned manned spaceflight as it comes up.

Cost factor in staying on air several hours before launch time was not mentioned but observers pointed out that cutting pre-launch coverage up to 2½ hours could result in savings.

Mr. Friendly said that CBS-TV telecast of "seven consecutive hours Thursday with what ended up as a 'scrub' . . . was a mistake. We abdicated jour-

Grey Advertising is going public

Grey Advertising Inc., New York, has registered with Securities & Exchange Commission 290,000 shares of common stock to be sold to public at estimated \$22 per share (par value \$1).

This will mark fourth advertising agency to go public; others are Doyle Dane Bernbach; Papert, Koenig & Lois, and Foote, Cone & Belding.

Grey, said to be 17th largest advertising agency in U. S. in 1964, had gross billings of \$59,421,000 for first six months of 1965, according to filing.

Of this, TV and radio accounted for \$39.5 million or 66.6%; newspapers and magazines, \$16.6 million or 28.1%, and other services, \$3.1 million or 5.3%. In 1964 Grey's total billings were \$92.7 million, 64% of which was in TV and radio.

Principal underwriters will be Merrill, Lynch, Pierce, Fenner & Smith. At \$22 per share the sale will bring in

\$6,380,000.

Management group at Grey now owns 71.25% of common stock; after sale they will own 49.27%.

Sellers include Alice Valenstein, wife of Lawrence Valenstein, chairman of executive committee, who is selling 45,100 of her 116,750 shares; Arthur C. Fatt, chairman and chief executive officer, 45,100 of 158,390; Herbert D. Strauss, president, 36,000 of 115,245; Alfred L. Hollender, president, Grey International, 36,000 of 88,320; Richard S. Lessler, executive vice president (marketing services), 29,500 of 82,422; Edward H. Meyer, executive vice president (account services), 29,500 of 75,157; Samuel Dalsimer, vice chairman, 12,000 of 37,167. Ten others are selling blocks ranging from 4,700 shares to 12,000.

Worldwide Business — Grey, incorporated in 1925, now has Canadian subsidiary and has interests in agencies in Australia, Belgium, France, Germany, Great Britain and Italy. It is about to acquire interest in Japanese agency.

In last five years, according to filing, Grey's total yearly billings have grown from \$50.7 million to \$92.8 million. During this time, TV and radio share has jumped from 47.3% to 64%.

Commissions and fees for first six months of this year amounted to \$9 million, compared to \$14.4 million for whole of 1964. Net income after taxes for current six month period was \$832,645; for all of 1964 it was \$877,646 before deduction of special items.

Registration shows that Messrs. Valenstein and Fatt received salaries of \$75,000 each in 1964; Mr. Strauss, \$71,667; Messrs. Hollender and Dalsimer, \$65,000; Messrs. Lessler and Meyer, \$56,667. All also received profit-sharing remuneration.

Resurgence in network radio

Network radio attracted more advertisers—and more multiple-network advertisers—in 1964 than in "pre-TV" 1948, CBS Radio reported in special study released Friday (Aug. 20).

Study, covering all four national radio networks, showed 199 advertisers in network radio in 1948, 215 in 1964. Where five advertisers used all four networks in 1948, study continued, 21 did in 1964. Other highlights:

Cosmetics-toiletries-drugs-proprietaries and foods were two leading categories

on radio networks in 1964, accounting for 41.3% of total billings as against 52% in 1948. Automotive category tripled its use, representing almost 15% of 1964 billings as compared to 4.8% in 1948. Gas-oil advertisers accounted for 6.4% in 1964, 2.8% in 1948.

Report said three networks had more advertisers in 1964 than in 1948: CBS 111 compared to 65; ABC 95 against 75, and NBC 89 against 64. Mutual had 67 advertisers in 1948, 61 in 1964, according to study.

"This study," according to CBS Radio President Arthur Hull Hayes, "adds one more full year's evidence to the story of network radio's resurgence as a major national advertising medium. The facts show more and more advertisers are finding that network radio is especially well suited to achieving their marketing objectives. We are pleased with the record of recent years, but the potential for still greater advertiser acceptance remains a very real challenge."

Year 1948 was when network radio billings hit their peak (\$133.7 million). Then came slide that carried sales to low of \$35 million in 1960, after which upturn started and has continued steadily, bringing billings to estimated \$42.4 million in 1964.

Meredith takes FCC TV sales 'freeze' to court

Meredith Broadcasting Co., which has found that no prospective seller of TV station in top 50 market will talk seriously about selling to Meredith, because of FCC's interim policy on ownership of TV's in major cities, on Friday (Aug. 20) asked U. S. Court of Appeals in Washington to overturn commission policy.

Meredith owns four TV stations, and as many radio stations, with two VHF outlets in top 50. Any acquisition by Meredith in top 50 requires hearing, under FCC policy, because it already owns two VHF's in top 50 markets.

In petition filed with appeals court, Meredith charged FCC interim policy is illegal, contrary to law, in excess of FCC's statutory authority and "otherwise erroneous and invalid."

Put into effect last June, when commission also issued rulemaking proposals on same subject (BROADCASTING, June 28) interim policy has force of rule, Meredith said, but was put into effect without following processes required under Administrative Procedure Act (comments, arguments, etc.).

Meredith TV stations: Wow-TV Omaha; KCMO-TV Kansas City, Mo.; KPHO-TV Albuquerque, N. M., and WHEN-TV Syracuse, N. Y. Kansas City and Syracuse are in first 50 markets as defined by FCC.

McLendon buys FM in L.A. for \$400,000

Sale of KGLA(FM) Los Angeles by Edward Jacobson to McLendon Stations for \$400,000 was announced Friday (Aug. 20) by Gordon McLendon, president of station group.

While attorneys are drafting contract, Mr. McLendon said survey is being made to determine type of programming KGLA will broadcast under his ownership. He mentioned as possibilities all-news operation, good music, or country and western.

McLendon group is national sales representative for XTRA Tijuana, Mexico, all-news station, with offices in Los Angeles. McLendon stations: KLIF-AM-FM Dallas, KILT and KOST(FM) Houston, K TSA San Antonio, all Texas; KABL Oakland-San Francisco, WYSL-AM-FM Buffalo, N. Y., and WNUS-AM-FM Chicago.

KGLA, founded in 1957, operates on 103.5 mc with 12.5 kw. Broker: Wilt Gunzendorfer & Associates.

Also Friday, sales of two daytime-only radio stations (plus FM adjunct of one) were announced as approved by FCC's Broadcast Bureau:

■ KFIF Tucson, Ariz., was sold by Mr. and Mrs. R. E. Pruitt to John B. Walton Jr. for \$215,000. Mr. Walton already owns KV KM-AM-TV Monahans and KVII-FM-TV Amarillo, both Texas, and KVOD Albuquerque, N. M. KFIF operates on 1550 kc with 50 kw.

■ KNCO-AM-FM Garden City, Kan., was sold by Ellsworth Sherman and associates to Tom Palmer and group, KAKE-AM-TV Wichita and KUPK(TV) Garden City, both Kansas, for \$105,000. KNCO is on 1050 kc with 5 kw; KNCO-FM is on 97.3 mc with 11 kw.

California high court will hear pay-TV case

What may be saving of many months in determining constitutionality of ban on pay TV in California is seen in ruling by state supreme court that it will hear appeal directly, without having it first go through lower court.

California Chief Justice Roger J. Traynor has announced that high court will accept jurisdiction of appeal from superior court decision holding that referendum last November forbidding pay TV in California is unconstitutional.

In referendum, voters approved Proposition 15 forbidding operation of pay TV in state. Subscription Television Inc., which had been operating wired subscription-TV service in Los Angeles and San Francisco, challenged constitutionality of vote. Last May, Judge Irving Perlius of Sacramento Superior

Court ruled that Proposition 15 violates both state and U. S. constitutions (BROADCASTING, May 24). Frank Jordan, California secretary of state, announced immediately that he would appeal decision of Judge Perlius.

All parties joined in request to California supreme court to hear appeal directly, without moving through intermediate courts. Chief Justice Traynor's announcement now means that case will be argued before that tribunal.

Fox has high first half

Earnings for 20th Century-Fox Corp. in first half of 1965 rose substantially over comparable 1964 period, gains registered mostly in first quarter of half of year. Second-quarter per share earnings for both years remained constant.

Fox TV series showed most dramatic first half gain, rising from \$1.83 million earnings in 1964 to \$11.12 million in 1965. In new season, Fox will increase its prime time weekly hours on networks from 4½ (at close of last season) to 7½ hours.

First half ended June 26:

	1965	1964
Earnings per share (based on 2,809,739 shares)	\$2.07	\$1.37
Income feature films & short subjects, including TV	49,347,000	43,808,000
TV film series	11,122,000	1,083,000
Miscellaneous income	2,620,000	1,129,000
Dividends, interest & oil royalties	1,071,000	894,000
Expenses	57,445,000	42,079,000
Net earnings	5,811,000	3,875,000

Sign for Nielsen locals

Two more agencies handling Procter & Gamble accounts, Young & Rubicam and Dancer-Fitzgerald-Sample, were reported Friday (Aug. 20) to have signed for A. C. Nielsen Co.'s local-market rating reports, starting this fall.

P&G had asked all of its agencies, which currently subscribe to Nielsen for network ratings and American Research Bureau for spot data, to review both Nielsen and ARB local-national services to determine whether present arrangements should be retained or changed. Compton was first P&G agency to sign for Nielsen local service (BROADCASTING, Aug. 9); it had never used Nielsen local reports. Y&R dropped Nielsen local service in 1960, DFS in May 1964.

Carson/Roberts, Los Angeles, also signed for Nielsen local service this fall.

Asks for L.A.'s channel 6

Another in a series of efforts by land mobile radio users to acquire use of frequencies in VHF television band was made last week by Douglas Aircraft Co.

Company asked FCC for authorization to construct experimental station for one-way paging on channel 6 in Los Angeles, which is not assigned there.



Saint Augustine, after a painting by Botticelli. The Bettmann Archive
BROADCASTING, AUGUST 23, 1965

*"The world is
a great book
of which they
that never stir
from home read
only a page."*

*Saint Augustine, 354-430 A.D.
Ecclesiastic Author and Philosopher*

Once-great truths such as this
are less valid when the world is seen
through the window of television.
It is the endeavor of Griffin-Leake
stations to keep that window
full of interest and truth.

**GRIFFIN-LEAKE
TV, INC.**

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



TOMORROW



'S NEWS

**may be a puppy's predicament
or a president's pronouncement**

THE NEWS may be big or it may be little; it may be words or it may be pictures; it may come from across the street or across the world.

But when you get it from UPI, you can be sure it will be fast, accurate and complete.

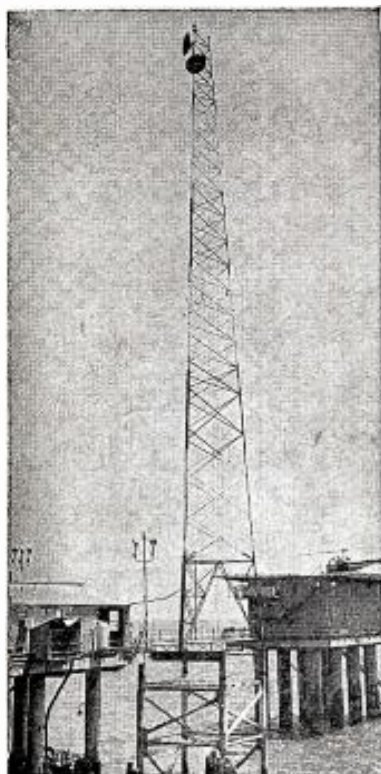
United Press International transmits an estimated 4½ million words of copy every day from 179 news bureaus to 114

countries and territories. Its broadcast newswire serves 2421 radio stations and 344 television stations in the U. S.

UPI Audio, the voice news service of UPI, delivers actualities and voice reports from Washington, Moscow, or wherever the news breaks—to radio and television stations.

For the news you need in a changing world, UPI serves you best.

**Get all the news...and get it straight—
from UPI—the complete news service**



ROHN TOWERS "STAND UP" to Hurricane Hilda!

A series of ROHN micro-wave towers, used on Shell Oil Company offshore platforms near the Louisiana coast, took on the full fury of "Hurricane Hilda" and withstood the test!

Designed for 50 pound windload per square foot, these towers stood up to winds known to have been well in excess of this.

For towers proved in design, engineering and construction, specify ROHN. Complete tower, lighting kit, microwave reflector, and tower accessory catalogs and specifications available on request. Representatives world-wide.

Write—Phone—Wire for Prompt Service

ROHN Manufacturing Co.

Box 2000, Peoria, Illinois

Phone 309-637-8416 — TWX 309-697-1488

"World's Largest EXCLUSIVE Manufacturer of Towers; designers, engineers and installers of complete communication tower systems."

in Synonyms ...



it's Roget's Thesaurus

in TV and Radio ...

IT'S BROADCASTING YEARBOOK!

Finding the right word is the first principle of being articulate. Respected (esteemed, time-honored, venerable) and authoritative (reliable, accurate, informative) fittingly describe Roget's Thesaurus, famous reference book of synonyms and antonyms. In the business world of television and radio, they apply just as fittingly to **BROADCASTING YEARBOOK**, the most complete and dependable reference volume for busy people in broadcast advertising. To them, finding the right facts is the first principle of being profitably in-

formed. The 1966 **BROADCASTING YEARBOOK**—covering both TV and radio—will be on their desks in December (and a full 12 months thereafter). They'll find it more valuable than ever... a veritable thesaurus* of information on every aspect of broadcast advertising. If you have a message for people who make TV-radio decisions, here's THE forum wherein to speak up! Final deadline: Oct. 1 (or— for proofs—Sept. 21). Reserve the position you want NOW before it's gone!

*The Greeks had words for almost everything. "Thesaurus" meant a treasury or storehouse; the 1966 **BROADCASTING YEARBOOK** is a treasure-trove of facts. Get it?

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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

DATEBOOK

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

■Indicates first or revised listing.

AUGUST

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 Crlmmins, 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. 26—New FCC deadline for filing responses to petition and motion by Midwest Program for Airborne Television Instruction Inc., for reconsideration and rehearing of report and order in Docket 15201 pertaining to amendment of the rules with respect to airborne television. Original deadline was Aug. 16.

■Aug. 27-29—Fall meeting of Arkansas Broadcasters Association with election of officers. Speakers include Charles Stone, manager, National Association of Broadcasters Radio Code and Bert Haling, assistant to regional director, U. S. Public Housing Administration, Fort Worth. 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-

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.

TIME

THE MARCH OF

EIGHT NEW ONE HOUR TELEVISION SPECIALS



CHARLES G. SIMPSON
*Vice President
and General Manager
Philadelphia Gas Works*

HAROLD F. STILL, JR.
*President
Central Penn National Bank*

PHILADELPHIA, WITH TWO DISTINGUISHED SPONSORS
JOINS THE LONG LIST OF CITIES PREMIERING

THE MARCH OF TIME

IN OCTOBER

DO YOU HAVE THESE 8 OUTSTANDING **WOLPER** SPECIALS IN YOUR MARKET?

CBS FOR THE QUAD-CITIES

WHBF STATIONS

RADIO & TELEVISION

ARE

THE QUAD-CITIES'

HT

CHECK LATEST PULSE ARB NSI

STATIONS

IN

ILLINOIS-IOWA'S

NO. 2

According to Sales Management

MARKET



ONLY CHICAGO IS LARGER!

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

HOTTEST IN THE QUAD-CITIES

WHBF STATIONS

RADIO & TELEVISION

ownership rules. Former deadline was June 14.

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

■Sept. 3—Deadline for comments on FCC's notice of proposed rulemaking relating to network programs not made available to certain television stations.

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. Ted Bergmann, Charter Producers Corp., is chairman, awards dinner committee, New York. New York Hilton and Hollywood Palladium, and awards presentation on NBC-TV, 10-11:30 p.m. EDT.

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—Seventeenth annual fall meeting and election of officers of Michigan Association of Broadcasters. Speakers include Vincent Wasilewski, president of National Association of Broadcasters; John Gilbert, vice president and general manager of WABC-TV New York; David Bennett, director of FM operations of Triangle Stations, Philadelphia; James Caldwell, general manager of WAVE Louisville; Bruce Buchanan, general manager of WFBC Greenville, S. C.; J. Patrick Kane, advertising manager, United Motors Service Division of General Motors, Detroit; Robert A. Dearth, executive vice president and general manager, Kenyon & Eckhardt, Detroit. Hidden Valley, Gaylord.

■Sept. 15-18—Annual convention, Federal Bar Association. Communication Law Committee panel on "The Future of Television in America—TV, CATV or both," with Henry Geller, FCC; Douglas A. Anello, National Association of Broadcasters, and Robert D. L'Heureux, National Community Television Association; moderator, Max D. Paglin, former general counsel, FCC, and now in private practice. Also Government Information Committee, panel on "Free Press v. Fair Trial—Striking the Balance," with Howard P. Willens, Department of Justice, and H. Victor Logan, Chicago Sun Times; moderator, David Parson, Chicago attorney. Conrad Hilton hotel, Chicago.

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. 17-19—Ninth annual southwestern area conference of American Women in

Radio & Television. Sheraton-Dallas hotel, Dallas.

■Sept. 19-20—Meeting of New York State Associated Press Broadcasters Association. Lake George Inn, Lake George, N. Y.

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 Sherril Taylor, vice president for radio, National Association of Broadcasters, and William Carlisle, vice president for station relations, NAB. Fontainebleau motor hotel. New Orleans.

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

Sept. 20—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.

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. 24-25—First annual state sales conference of Montana Broadcasters Association. Bozeman.

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. 29-Oct. 2—Annual convention, Na-

■Indicates first or revised listing.

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.

BEELINE COUNTRY...

AWFULLY BIG

IN SHIPPING



...and **BEELINE RADIO KFBK** is a proven way to reach this important market.

From Sacramento's \$55 million port the products of California's Sacramento Valley are shipped around the world . . . one more reason why people in this prime agricultural area have over \$3 billion to spend.

You reach these people effectively when you put your message on Beeline Radio KFBK. KFBK is just one of four Beeline Stations and the key to California's rich Inland Valley.

Data Source: Sales Management's 1965 Copyrighted Survey



McCLATCHY BROADCASTING

PAUL H. RAYMER CO. • NATIONAL REPRESENTATIVE

KFBK • Sacramento

KBEE • Modesto

KMJ • Fresno

KOH • Reno

BROADCASTING, AUGUST 23, 1965

TULSA...



OFFICES IN THE SKY
AND THE CBS EYE

Tulsa is an oil man's paradise. But if you're a tv time buyer, you'll find an even greater gusher elsewhere.

See
Sioux Falls
First

KELO-LAND's 5-state
market—with viewers
in South Dakota,
Minnesota, Iowa, North
Dakota and Nebraska

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

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

KELO-LAND
CBS AND ABC
KELO-TV • KALO-TV • KPLO-TV (interconnected)



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

tional Association of Railroad & Utilities Commissioners. Panel on "CATV Jurisdictional Problems," with Peter E. Mitchell, commissioner, California Public Utilities Commission, as moderator; panelists to be named. Sept. 30. Hilton hotel, New York.

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.

■Sept. 30-Oct. 1—Annual fall meeting of Minnesota Broadcasters Association. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters. Radisson hotel, Minneapolis.

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 Communications 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—New FCC deadline for reply comments on parts II and IV of rule proposals concerning frequency allocations for common carriers serving community antenna television systems and technical standards for proposed Community Relay Service. Old deadline was Aug. 3.

■Oct. 5—Deadline for reply comments on FCC's proposed rulemaking relating to network programs not made available to certain television stations.

■Oct. 5—Deadline for comments in FCC's notice of inquiry into whether networks should be required to affiliate with, or offer programs to, stations in certain small markets.

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. 11-13—Annual fall meeting and election of officers of Illinois Broadcasters Association. Pick Congress hotel, Chicago.

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, Louisville.

Oct. 13-14—Annual fall meeting and election of officers of Kentucky Broadcasters Association. Speakers include Theodore Koop, vice president, CBS Washington. Brown hotel, Louisville.

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

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

Oct. 14-23—Twelfth annual meeting of

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

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

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

Oct. 21 — Deadline for comments on FCC's proposed rulemaking to limit three major television networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs.

Oct. 22 — Deadline for comments on the FCC's notice of inquiry to determine if stereophonic sound transmissions could and should be used in television broadcasting.

■Oct. 25-27—National Electronics Conference. McCormick Place, Chicago.

Oct. 25-27—21st annual National Electronics Conference. Included will be exhibition involving more than 500 electronics firms. McCormick Place, Chicago.

Oct. 28-29—Fall convention of Ohio Association of Broadcasters. The Christopher Inn. Columbus.

Oct. 28-29—Annual fall meeting of Missouri Broadcasters Association. Missouri hotel, Jefferson City.

■Oct. 31-Nov. 5—Annual technical conference and equipment exhibit, Society of Motion Picture & Television Engineers. Reports will be submitted on color TV in Europe, new UHF transmitter design, cable distribution of UHF signals, research work on quadrature distortion correction, vertical interval testing and monitoring, automatic video switching, quality control procedures. Queen Elizabeth hotel, Montreal.

Oct. 31-Nov. 3—American Association of Advertising Agencies western region convention. Del Monte Lodge, Pebble Beach, Calif.

Oct. 31-Nov. 4—National Association of Educational Broadcasters 1965 national convention. Sheraton-Park hotel, Washington.

NOVEMBER

Nov. 1—FCC deadline for reply comments on 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.

■Nov. 4—Deadline for reply comments in FCC's notice of inquiry into whether networks should be required to affiliate with, or offer programs to, stations in certain small markets.

Nov. 4—Second annual Georgia Association of Broadcasters FM Day. Atlanta.

■Nov. 5-6—Annual fall meeting and election of officers of Maryland-D. C.-Delaware Broadcasters Association. Washingtonian Country Club, Gaithersburg, Md.

■Nov. 7-10—Convention of Broadcast Promotion Association. Shoreham hotel, Washington.

Nov. 8 — Deadline for reply comments on the FCC's notice of inquiry to determine if stereophonic sound transmissions could and should be used in TV broadcasting.

Nov. 8-10—Broadcasters Promotion Association 10th annual convention. Washington.

Nov. 10-11—Eastern annual conference of American Association of Advertising Agencies. Hotel Plaza, New York.



Who are Jan and Bob?

Jan and Bob are a happy marriage of entertainment and good common sense.

You learn something about yourself when you watch this young couple on WDSU-TV.

You learn, for instance, that your kids aren't the only ones who try to pull a fast one when it comes to picking up their rooms or getting their homework out of the way or clearing their bikes off the sidewalk. You learn that you have plenty of company when the curtains you made came out four inches short. You learn that some-

body else thinks the book you just read was a clinker, too.

New Orleans identifies with Jan and Bob Carr. This is the husband-and-wife broadcast team that cracks the clichés, that doesn't begin to pretend that marriage is a pond without ripples or that their four children are the very models of youth enlightened. The Carrs discuss, inform, sound off, and occasionally bicker. In short, Jan and Bob bring to New Orleans television sets a marriage that is warm and opinionated and entertaining and happy.

The Carrs came to WDSU-TV

four years ago after an even ten years of living and broadcasting in the South. Both are college graduates. Both believe that a decent person assumes the responsibilities of his community without being asked, and both work for the PTA (Bob is its president), the Louisiana Landmarks Society, the United Fund, and the Red Cross.

Jan and Bob Carr are two more living reasons why "people look to WDSU-TV." They know that the Channel 6 personalities are the most vital, interesting people in their fields . . . and have earned the right to a viewer's attention.

Bob and Jan appear on the Midday Program, telecast daily in color



VULCAN, A.D. MCMLXV

If the Roman god, Vulcan, were around today, that extraordinary ironworker might be astounded by the feats which his modern counterparts are performing—and without the use of supernatural powers.

At Central Foundry Division's Saginaw plant, he would find skilled metal-molding technicians using a specially designed electric induction furnace which keeps molten metals at 2750 degrees Fahrenheit. The metals are poured into molds which produce an amazing variety of vital automotive components with superior quality and dependability.

More than 25,000 General Motors people are employed in various phases of metal casting. This is not surprising because metals are basic to the manufacture of all GM products. Actually, these workers are but a small fraction of the total of 660,000 employees on the General Motors team. Each is a highly important factor in the progress of a most progressive company.

General Motors Is People...
making better things for you

In fathers' footsteps

EDITOR: In the frantic day-to-day operations of broadcasting, it sometimes isn't too bad an idea to reflect on the quieter, more heart-warming aspects of this wonderful crazy business.

Our station, WTMC, claims a small distinction. Maybe some others can top it. We have, in our employ, two father-and-son teams.

Our chief engineer, Bill Callahan, and his son, Clyde, are mainstays of the engineering staff. I am program director and morning man, and my son, Bob, is employed on the production staff.

While many radio men allegedly have threatened to destroy their sons if they tried to enter this industry, we at WTMC are delighted that our youngsters show an interest in broadcasting—*Art Ross, program director, WTMC Ocala, Fla.*

Head cracker a knee slapper

EDITOR: Having been a BROADCASTING reader (and show biz publicist) for many years, I was moved to laugh harder than usual by the Sid Hix cartoon in your Aug. 16 issue.

Since I have said this for years, even in non-show business situations (much



Drawn for BROADCASTING by Sid Hix
"Well, that's show biz!"

to many people's dismay and disgust) I'd like very much to have the original.
—*Buddy Basch, Buddy Basch Office, 25 West 45th Street, New York City. (Original is enroute)*

A rep sounds an amen

EDITOR: A piece like James P. Felton's [vice president of Seaboard Finance Co., Los Angeles] on money in the Aug. 9 issue ought to be required reading for every broadcast salesman in the U. S.

When will salesmen learn the inviolability of a rate card? It's the fault of management, really, to direct and police its salesmen. We station representatives are trying to bring maximum total dollars to our markets and stations. Yet we are forced to compete with local salesmen (and managers, even yet!)

BROADCASTING, AUGUST 23, 1965

early or late, *Twilight Zone's* great!

Way out! Far-fetched! Fantastic! Call it what you will... TWILIGHT ZONE pleads guilty. Expecting the unexpected is the rule for TWILIGHT ZONE fans, and season after season viewers of all ages have proven the magic attraction of spine-tingling science fiction-fantasy. If it's local audience magic you're looking for—morning, afternoon, or evening—you'll find that TWILIGHT ZONE delivers. © CBS FILMS





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.

For high rising sales buy Corpus Christi.

CORPUS CHRISTI

METROPOLITAN AREA
ON THE TEXAS GULF COAST
NEWSPAPER/TELEVISION/RADIO

HITCH YOUR WAGON TO



JERROLD Starline

the completely unitized
CATV trunkline station

Cascade more than 50 Starline amplifiers. Vapor-proof, dust-proof, radiation-proof. GO JERROLD STARLINE...THE NEW CATV SYSTEM STANDARD. Jerrold Electronics Corporation, CATV Systems Division, 15th & Lehigh Ave., Philadelphia, Pa. 19132.



FIRST
IN
CATV

OVER 15 YEARS' EXPERIENCE

who bang us out of the saddle with low, low, rates (I think that's the term) offered when the agency or clients' detail man comes down on the market.

Our broadcasting nirvana will arrive when our stations adopt a single, firm, commissionable-to-recognize-agencies rate policy—and stick to it.

Shouldn't we, all of us, write to Mr. Felton and say thanks?—David Carpenter, David Carpenter Co., Atlanta.

Resigning, not retiring

EDITOR: I'm afraid one of your excellent editors was thinking of my late father, Gayle Grubb, with regard to my resignation from KOA Denver. The story [BROADCASTING, Aug. 9] has me as retiring. Believe me, I'd love to, but at 37 I'd better be on the way up.

I'm hoping there will be a Grubb in the broadcasting business for years to come.—Gene V. Grubb, Denver, Colo.

BOOK NOTES

"Popular Music, Volume 2, 1940-49," edited by Nat Shapiro. Adrian Press, 550 Fifth Avenue, New York 10036. 400 pp. \$16.

The second in a projected seven-volume series on popular music during the 20th century, Mr. Shapiro's work, which will be published Sept. 20, contains a complete listing of popular music copyright dates, authors, composers and publishers of pop music between 1940-49. *Popular Music* also contains data about first and best-selling records; identification of performers who introduced or have become associated with particular songs; information about songs adapted from public domain, classical and foreign sources, and facts about other areas of popular music. Mr. Shapiro also analyzes the effect of the decade's social, economic and cultural changes on its popular music.

"Folksingers and Folksongs in America," by Ray M. Lawless. Duell, Sloan and Pearce, New York. 750 pp. illus. \$10.

This revised edition is termed by the publisher "a handbook of biography, bibliography and discography." It is all three things admirably. Professor Lawless has used the myriad of information contained in his 1960 edition and added to it data on the many new singers, publications and recordings that have come forth since then.

Admittedly, the shortcoming of any such compilation is that it cannot be revised daily. Nevertheless, *Folksingers and Folksongs in America* is a valuable addition in any station where folk music has even the smallest spot on the music schedule.

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters:
BROADCASTING-TELECASTING Bldg., 1735 DeSales
Street, N.W., Washington, D. C. 20036. Tele-
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BROADCASTING* Magazine was founded in 1931
by Broadcasting Publications Inc., using the
title, BROADCASTING*—The News Magazine of
the Fifth Estate. Broadcast Advertising*
was acquired in 1932, Broadcast Reporter in
1933 and Telecast* in 1953. BROADCASTING-
TELECASTING* was introduced in 1946.

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BROADCASTING, AUGUST 23, 1965



Announcing
DESILU'S

TORNADO 20

★ ACTION ★ COLOR ★ STARS ★

Feel that tremendous excitement in the air? There's good reason. DESILU's newest features . . . **TORNADO 20**. And who's kicking up the storm? Stars like Lee Marvin, Elke Sommer, Petula ('Downtown') Clark, Gary Merrill, May Britt, Eddie Constantine. In action-plus stories as timely as a moon launch. Stories of espionage, intrigue, World War II. Six of the 20 sparkle in color, all of them are current releases and the prices make **TORNADO 20** a breeze for you to add to your library. Get the barometric pressure and other facts from

Desilu Sales Inc.

Richard Dinsmore, Vice President and General Manager

ALREADY **SOLD** TO:

WABC New York	KTVT Ft. Worth
WJBK Detroit	KCPX Salt Lake City
WFIL Philadelphia	WNEM Saginaw
WBKB Chicago	WOKR Rochester
KABC Los Angeles	WDEF Chattanooga
KTVU San Francisco	KORK Las Vegas
KPRC Houston	WNDU South Bend
WVUE New Orleans	WNHC New Haven
WREX Rockford	WBNS Columbus
KFRE Fresno	WKZO Kalamazoo
WFBG Altoona	WNBH Binghamton



Crosley's on the GO—

200,000 miles

Not really, but that is the distance traveled annually by the WLW farm staff...that's the scope of Crosley farm broadcasting. We gather agri-business information from around the country, from around the world. □ WLW Land is one of the nation's richest, ripest agricultural areas and we are proud to be meeting the needs and matching the pace of our progressive farmers. □ Our programing originates from the source—from



. on a tractor?

our studios, from our own farm complete with crops, cows and microphones. WLW boosts the agricultural economy in this three-state area. Farming is on the go! So is Crosley!

CROSLEY BROADCASTING CORPORATION, a subsidiary of **Avco**

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

Represented by BROADCAST COMMUNICATIONS GROUP

Are we ready to measure stations by more than numbers?

Broadcasting facilities develop personality and character. They achieve a tone.

Some stations play vital community roles; some don't. Station ownerships change; so do technical facilities. These events affect policies which in turn affect image and audience.

By design and sometimes by accident each station develops specific appeals. Thus the audiences differ by age, sex, economic status and interest.

Ratings describe only part of this scene and too often when used alone they distort the total view. There must be some way to provide a measure for the entire picture.

'Image' Rating? ■ Why not an interpretive or evaluating type of service to cover the entire scope of broadcast advertising in every area that can be reported at the station level? Such a new service could define the character of each station as seen by trained observers on the spot. It could make use of each station's voluntary contribution to the collection of such data but would give it critical "outside" evaluation from on the scene.

In this particular area buyers of broadcast advertising have been handicapped. They have had to rely on prejudiced opinion representing only the sales desires and objectives of the stations themselves. The new evaluation service, without derogation of any station's position, would simply endeavor to determine the role it has developed.

One good name for such an evaluation service might be Profile.

Stations differ and they obtain their differences through program features, production pace and the use of interesting personalities. Some obtain good results by adopting the successful patterns of stations in other communities. Seasonal programing like sports also affects the character of a station since these changes influence audience composition.

Timebuyer's Needs ■ The buyer needs to know as much as possible about a station's policies in programing. Thus, Profile could provide a concise analysis and report regularly on such changes.

Agency production directors and buyers also are still plagued by the lack of accurate information on a station's technical facilities for broadcasting. Profile would maintain a record of changing facilities for tape recording, film and transcriptions or monitoring and other technical data such as live production facilities.

The differences in station commer-

cial policies contribute to one of the most controversial issues faced by buyers. A station's view of its policies and the view of an independent trained observer may differ broadly. It would be Profile's obligation to make a fair and realistic analysis of the station's on-the-air performance in the handling of advertising as compared to stated policies.

If a station subscribes to the National Association of Broadcasters code, for example, does it interpret the code liberally or strictly? Does the station screen advertising? Does the station protect in competitive situations?

The business carried on at a station provides one of the best indexes to its character. Therefore, Profile could analyze a station's business by delineating principal advertisers in general product classification. Profile also could catalog merchandising plans available, the terms on which they are offered and the degree of efficiency at which they appear to operate.

Ratings Watchdog ■ The degree to which a station promotes its own self-interest on the air has created serious problems in the numerical rating system for obvious reasons. A station with low numerical ratings can improve its rating picture by self-promotion devices. While this practice is defensible it is to the buyer's interest that he be aware of the degree and the extent to which the station is indulging in this practice. Again Profile could so report.

How would such a service as Profile operate? To obtain adequate information in all these areas, Profile would have to employ and train observers in each major broadcasting market, just as the rating services retain qualified survey people now. Profile also would have its own skilled evaluators and supervisors who would be constantly in

touch with these field observers and the broadcasting communities.

Profile would produce for its subscribers a condensed and descriptive analysis of television and radio stations and their markets in easy-to-use form. Each station would have its own file folder.

Profile would regularly update old information with new material. As personalities, ownership, competitive situations, advertising policies and programing change they would be promptly reported. For example, even when leading air personalities go on vacation Profile subscribers might be advised in advance. When a station's music policy changes, Profile subscribers obviously would be alerted.

More Than Numbers ■ With such an overall analysis service, Profile could provide broadcast buyers for the first time the opportunity to understand intimately the kind of programing they are buying and the kind of station they are buying. They also would be assured they are being kept posted continuously.

Profile would not offer a numerical rating judgment as to which station enjoys the largest audience. But it could put into the hands of the buyer a more comprehensive plan for choosing time and programing best suited to an advertiser's needs rather than judging solely by the largest set of numbers. The use of Profile in combination with ratings would permit a higher level of buying efficiency than has ever been possible.

Before we even begin to consider the economics of such a service, let's at least explore the idea. There surely must be some way to intelligently measure a station by more than a number. The advertisers and agencies who want it are asking louder every day.



Ben Green's proposal for some new means to provide a standard evaluation of radio-TV stations that goes beyond ratings and gives information on critical changes as well as 'image' is made strictly on his own. He has long been familiar with broadcast media. Since 1962 he has been VP of Geyer, Morey, Ballard Inc., Chicago, and for 15 years before that was with Arthur Meyerhoff & Associates there. Still earlier he was with H. W. Kastor & Sons, Chicago. Mr. Green began his career as a reporter.



Too Good To Be True?

There have been a few (other than our worthy and sturdy competitors) who have said, "Hmm . . . almost too good to be true."

The reference, of course, is to the WKNR Detroit Qualitative I which is the first in-depth study of radio listening in the Detroit market researched by Pulse, Inc.

These cool statistics, covering some 50 different demographic characteristics of the Detroit radio listener, categorically delineate (among other things) the occupations of the Male Heads of Household as well as Total Family Annual Income. These data are then

relegated to households which tune radios to WKNR.

It's good . . . and it's true.

As to annual income, for instance, in an average 24-hour day WKNR reaches more Detroit households whose annual income is between \$5000 and \$8000 than any other station. And this represents by far the largest (35.7%) income segment of the market.

Be good to your client. Get the true story in the WKNR Detroit Qualitative I. For a copy, call your Paul Raymer man or your WKNR salesman.

WKNR

**THE STATION THAT
KNOWS DETROIT**

KNORR

BROADCASTING CORPORATION
Mrs. Fred Knorr, President
Walter Patterson, Ex. V. P. & Gen. Mgr.
Represented nationally by the Paul H. Raymer Co.

EQUATION FOR TIMEBUYERS

$$\frac{\text{ONE BUY}}{X} = \frac{\text{DOMINANCE}^*}{\text{WKRG-TV} \cdot \text{MOBILE ALABAMA}}$$

*PICK A SURVEY --- **ANY** SURVEY



Represented by H-R Television, Inc.
or call
C. P. PERSONS, Jr., General Manager



Best year yet for daytime TV

All networks show increases with CBS-TV still ahead, NBC-TV second and ABC-TV showing the biggest percentage gain; overall daytime increase is 14%

The surge in daytime television business has reached the point where all three TV networks are bulging at the seams, almost—but not quite—unable to accept further orders.

Their approach to virtually sold-out daytime levels, closest in television history, has been accomplished despite the opening of additional daytime programming and the prospect of higher daytime rates.

This combination of more sales and higher prices virtually assures all three networks of record daytime billings in 1965 and, assuming no reversal in the daytime buying trend that has been building steadily over the last few years, substantially higher sales totals in the 1965-66 season.

Network officials refused to disclose dollar totals last week, but the best estimates available indicated that advertisers' net investments in daytime periods and programs on the networks this year could reach at least \$375 million, a gain of almost 14% over 1964 levels.

All three networks appeared to be sharing significantly in the gains, but ABC-TV, whose daytime sales volume has lagged considerably behind the others in the past, seemed well ahead of CBS-TV and NBC-TV in percentage of increase. ABC-TV's 1965 daytime billing seemed apt to be 30 to 35% higher than its 1964 total, while CBS-TV's and NBC-TV's, with less room for advance, were believed likely to be 10 to 15% ahead.

CBS-TV First ■ In dollar terms there seemed no likelihood of change in the ranking, with CBS-TV again first, NBC-TV second and ABC-TV third—with sizeable gaps between them.

No network claimed to be 100% sold out in daytime, but authorities at NBC-TV and CBS-TV indicated they were about as close to that point as any network can be, as a practical matter, ever get. ABC-TV reported it was 100% sold out a month ago but, having since opened up additional programming, was now at about the 95% point.

With sales this close to saturation, a persistent question was whether there would be further moves to increase rates or expand daytime programming, or both.

Network officials uniformly indicated that no new moves are now in prospect, but for the most part they also indicated that eventually—if demand holds up—it would not be unreasonable to expect

Network daytime gains

With sales nipping at the 100% level and prices going up, all three networks are expected to record unprecedented daytime billings in 1965 and go on to even higher totals in 1965-66. Though the networks themselves would offer no dollar figures, unofficial estimates indicated 1965 daytime billings (net time and program expenditures) might reach at least \$375 million, up 14% from the year before and divided up as follows:

ABC-TV: Up 30 to 35% to \$85-90 million.

CBS-TV: Up close to 10% to about \$175 million.

NBC-TV: Up 15 to 16% to around \$115-116 million.

them to go looking for another half-hour of program time here and there.

All three networks indicated that station clearances for the programs are, like sales, running high.

Actually, some network authorities said, stations have benefited two ways from the rising demand for network daytime programming. Aside from the direct gains accruing from increased network payments, these officials said, the advertising success stories built up by daytime advertisers in the last few years have hastened the recognition of the values of daytime advertising generally and thus have made daytime spot

television easier to sell.

Here, by networks in alphabetical order, is a summary of the daytime sales and programming situation and outlook as reported last week:

ABC-TV ■ Edward Bleier, ABC-TV vice president in charge of daytime planning and sales, reported that ABC-TV will be offering approximately 20% more daytime programming this fall than last fall, with rates averaging 22% higher than a year ago, and that fall sales currently are at about the same level, 95%, as they were then.

He declined to translate these percentage values into a dollar billing estimate, but observers calculated that the fourth-quarter outlook—on top of daytime sales gains already registered—would lift ABC-TV's daytime net billings for 1965 to about \$85-90 million or 30 to 35% above 1964's almost \$66 million.

A month ago, Mr. Bleier reported ABC-TV daytime was 100% sold. The drop to the 95% level came with plans to add an extra hour of daytime programming, not yet fully sold.

Along with the increase in daytime programming ABC-TV is undertaking considerable lineup shuffling in what Mr. Bleier calls "programming both for the daytime audience and for the time of day."

ABC-TV currently programs from 11:30 a.m. to 1:30 p.m., and from 2 to 5 p.m. On Sept. 6 it moves its starting time back to 11 a.m. with *The Young Set*, described as a glamor talk show. On Sept. 27 the second additional half-hour goes into the daytime schedule with the introduction of *Ben Casey* reruns from 1 to 2 p.m. (*Rebus Game*, now at 1-1:30 p.m., will be dropped).

Show for Youngsters ■ Best example of programming for the time of day is ABC-TV's plan for its quick-rising *Where The Action Is*, a youth-oriented music show now carried at 2-2:30. After teenagers go back to school this

BEST YEAR FOR DAYTIME TV continued

fall the show will be switched to the after-school hour of 4:30, with *The Nurses*—not re-runs of the former CBS-TV nighttime show, but live-on-tape adaptations from that series—moving into the 2 p.m. slot.

In addition, ABC-TV is developing a new serial, heavier on romance than on realism, that will go into the 4 p.m. period with young women in their early 20's as its prime target. In front of the new serial, *Young Marrieds* will continue in the 3:30 spot with an appeal directed not only to young housewives but also to teenage girls who are not yet but soon may become young housewives.

Moving the new serial in at 4 p.m. will mean dropping *Trailmaster* temporarily, but Mr. Bleier said these re-runs of *Wagon Train* definitely will be rescheduled later.

The total daytime schedule, Mr. Bleier feels, is easily the strongest ABC-TV has offered. In his opinion, this strength-plus the surging general interest in daytime that has been building over the past three or four years—accounts for the virtually sold-out status that ABC-TV daytime has attained.

The growing demand and the strengthening of the lineup also have contributed to the approximately 22% increase in average ABC-TV daytime rates over the past 12 months. This rate increase was not achieved in one swoop but was built up gradually on a show-by-show basis, as stronger programs were introduced at higher price levels. These increases were formalized in a new rate card issued in August.

Like sales, program clearances by ABC-TV affiliates also have moved up. The station is accepting the extra programming that has been scheduled, according to Mr. Bleier, and in total "daytime clearances are better than ever." In the aggregate, he said, ABC-TV coverage now totals 215 stations with 97.3% coverage of the U. S.—and averages more than 160 stations with a 94% average coverage level.

Although ABC-TV's sales gains have come to some extent from new advertisers, the bulk of the advance is attributed to expansion of schedules by existing users.

Whether ABC-TV will expand its daytime programming again, and whether it will increase rates further, apparently are questions whose answers will depend on the market—the incontestable laws of supply and demand. At present, authorities reported, there is no plan to add further to either product or price.

CBS-TV ■ Daytime sales at CBS-TV were reported at about 100%—a level at or near which CBS-TV daytime has

been running for some time but apparently a little higher than was the case at this time a year ago.

Thanks to rate increases currently going into effect, however, a sell-out now means substantially more than it did before.

CBS-TV officials declined to estimate daytime billing for the year, but observers speculated that the 1965 calendar-year figure would reach about \$175 million or close to 10% above the 1964 total.

The rate increases average about

The timebuyer's image

Today's agency timebuyer has more stature, more responsibility and more know-how than he, or his counterpart, had just five years ago.

That was the report last week from Broadcast Communications Group, the Crosley-owned station representation firm, after a survey of 125 radio and 75 television agency media executives.

The report also said today's timebuyer, compared to 1960's, is closer to clients, has a greater need for and knowledge of research, is more discriminating about station-rep services, carries heavier dollar responsibilities and is involved with more markets, has a higher level of education, is better rounded in media and marketing knowledge. He also is more familiar with local markets and better informed about product needs, shows greater sophistication about product objectives, is better versed in computer and technological language, is more analytical about data and is more media-career oriented.

Is he also better paid? Spokesmen for BCG said they didn't ask.

20% and apply to programs sold on a quarter-hour basis, which are said to represent about 85% of CBS-TV's daytime volume.

Prices on programs in the network's "Morning Minute Plan" are not affected by the rate changes, but minute-plan programs have been moved in some cases to earlier periods of the day. The Mike Wallace morning news program, for example, which formerly was carried at 10 a.m., is now presented at 7-7:30 and 7:30-8, with affiliates free to carry whichever feed

they wish (and some stations reportedly carry both).

In addition, the volume of programming sold on the quarter-hour basis—which produces a bigger return—has been increased. In the 11:30-noon period *The McCoys* formerly was sold partly on the minute plan and partly on the quarter-hour basis; it has been moved to 10:30-11 and replaced by repeats of the *Dick Van Dyke Show* which is being sold entirely in quarter-hours.

Range in Cost ■ Prices vary by program, but one example of the greater yield from quarter-hour sales was given by a network official. He indicated that where a minute in MMP may cost \$4,400, or around \$13,000 for three minutes a week, equivalent time in a higher-priced quarter-hour-sales program may produce as much as \$28,000.

Of its seven and one-half hours of daily daytime programming (eight hours including the second feed of the Wallace news), fewer than two hours—excluding the second Wallace feed—are now sold under the minute plan, the rest on the quarter-hour basis. The minute-plan programs, in addition to the Wallace news, are *I Love Lucy* re-runs at 10-10:30, *McCoys* at 10:30-11 and half of *Andy of Mayberry* (re-runs of *Andy Griffith Show*) at 11-11:30.

Officials emphasized that advertiser interest in quarter-hour buys has increased—while the minute-plan programs continue to be sold out. Clearance by affiliates was described as "excellent." Moving the Wallace news back to 7 a.m. added a half-hour to the CBS-TV daytime schedule. With sales still pushing the 100% level, will the network expand its daytime schedule still further? Officials declined to speculate about the future, but one quipped that "it might be even more profitable to set up a second network."

NBC-TV ■ NBC-TV daytime is moving toward the fourth quarter "as nearly 100% sold as it is possible to be, considering the normal variations in contract expiration dates," according to James G. Hergen, director of sports, specials and daytime sales.

Officials would not speculate on daytime sales revenues for 1965, but observers estimated that the total might come to around \$115 million or \$116 million, representing a gain of 15 or 16% over 1964.

Rough estimates projected NBC-TV's daytime billings for the 1965-66 season at \$144.5 million, broken down as follows: Approximately \$90 million in weekday billings (excluding *Today*), roughly another \$40 million in weekend billings and a possible \$14.5 million for the *Today* show. The \$90 million in weekday billings compares to approximately \$73 million in the 1964-

\$14 million in TV to sell Colgate's Bond-inspired 007 line

Colgate-Palmolive Co., New York, announced last week that it is prepared to spend initially more than \$20 million to advertise its new 007 line of men's toiletry products nationwide, with 70%, or \$14 million, going into network and spot TV. The campaign period may extend over more than a year.



Mr. Heath

J. E. Grimm III, Colgate's vice president and general manager, expressed his belief that the 007 line of seven grooming products would top the cosmetic market, becoming second in sales only to Colgate dental cream. The 007 line, he said, had been pretested successfully for one year in Kansas City, Mo., and

Syracuse, N. Y.

The budget, according to Edward P. Heath, vice president of Ted Bates & Co., New York, agency for Colgate-Palmolive, "represents more dollars than were spent by all the premium men's cosmetics brands in 1964." The campaign spending in the introductory phase will begin at \$400,000 per week for an estimated eight weeks, after which the spending is to be cut back until a \$10-million annual spending level is reached in the first year.

Beginning Nov. 15, the campaign will call for four to seven commercials each week on these network TV shows in which Colgate has sponsorship: *Combat*, *Ben Casey*, *Sunday Movies*, *Amos Burke-Secret Agent*, and *Ozzie & Harriet*, all ABC-TV; *Dr. Kildare*, *Saturday Movies*, *Wednesday Movies* and *Man from U. N. C. L. E.* on NBC-TV.

The company also expects to sponsor *The Rogues*, an off-network

series now in syndication; network weekend sports shows, and six to twelve TV spots weekly in major markets.

The campaign, which includes major men's and women's magazines and color newspaper advertisements, will accent youth, building an image of masculinity and excitement around a he-man-type James Bond. When United Artists releases its movie "Thunderball" a few days before Christmas, Colgate-Palmolive will participate in local promotion of the 007 products tied in with the movie. Target will be from 200 to 300 key markets where the movie is scheduled to open.

Three TV commercials now ready, two in color, feature a James Bond character on assignment with his 007 (Colgate) kit, with loud music expressing the danger theme. The announcer intones such advice as: "When you use 007, be kind," or "License to kill . . . women," or "Careful, it's loaded."

65 season.

The *Today* show in calendar 1965 is expected to return about \$13 million in billing, an increase of \$2 million over last year. In the fourth quarter of 1965, the *Today* show should bring in \$4 million. Out of 488 *Today* minutes available for sale in the fourth quarter, 474 have been sold. Last year's fourth-quarter *Today* sales represented \$3.7 million, or 466 minutes out of the 488 total.

NBC-TV will effect new daytime rates—representing an average increase of 10%—on Jan. 3, 1966. Advertisers currently on the network will receive protection through the rest of their contracts.

A temporary revision goes into effect on Sept. 27 to accommodate changes in show values caused by a reshuffle of the weekday morning schedule. The net effect, however, will be to continue the current rate level until January. The afternoon schedule remains intact.

On Sept. 27, NBC-TV adds four new color series to its morning lineup, presenting a complete schedule of original shows (no reruns). The new lineup (Mon.-Fri.): *Fractured Phrases*, a new game show in color, 10:30; *Concentration*, 10:30-11; *Morning Star* and *Point Paradise*, two new dramatic series in

color run back-to-back at 11 and 11:30 respectively; *Jeopardy* at noon and in color, and *Let's Play Post Office*, a new game show in color, 12:30-12:55.

At present there are no concrete plans to program additional time periods in daytime hours at NBC-TV, though Mr. Hergen notes that there could be sentiment in the future to "find another half-hour of daytime."

Mr. Hergen also pointed to the TV networks' "search and attention for new (program) product—a willingness of management to open the pursestrings in the development of new programming—with the concomitant hiring of new and better 'talent'; particularly in packaging and writing shows." Such moves, he said, impose increases in show costs as well as work toward long-range improvement of daytime values.

Most of the weight of increased daytime billings, according to Mr. Hergen, is coming from regular network TV daytime clients who are using additional daytime for new product introduction.

Mr. Hergen pointed out that daytime TV is particularly adaptable, having flexibility in scheduling and the high "media value" of an established audience.

NBC-TV's optimism also extends to weekend programming: officials report

that the network has an exceptionally strong position on Saturday morning. Sales should be up considerably in this period in the fourth quarter, well above the comparative quarter of a year ago when sales were "good." Traditionally this is the attractive period for toy advertisers promoting their products for the holiday season.

Agency appointments . . .

- The U. S. Rubber Co., New York, has appointed Doyle Dane Bernbach, that city, for its Keds line of canvas footwear, replacing the Fletcher Richards Co., New York. The shift will take place Jan. 1. The Keds account is estimated to bill between \$2-3 million annually, and is a modest user of spot TV.

- Beverly Hills Federal Savings and Loan Association names Boylhart, Lovett & Dean Inc., Los Angeles. Budget in excess of \$350,000 will include broadcast and other media. Robert E. Lovett will be account group supervisor.

- Sutton Cosmetics, Kenilworth, N. J., names Shaller-Rubin Co., New York, to handle a new French perfume, *Natif de France*, which will be introduced on television and in print.

No standard for commercials

Poor playback quality is result of guesswork on which stylus to use

How to keep commercials from sounding too loud is a most pressing problem for the recorders and broadcasters these days, now that the FCC has issued its long proposed ruling for something to be done about this aggravation and promptly (BROADCASTING, July 19, 5). But it is not the only problem for those who make and air radio commercials. Advertisers and agencies are complaining that the beautiful commercial sounds that are sung and spoken in the recording studios are often far from beautiful when they emanate from the radio in home, auto or pocket.

Chuck Blore Creative Services, Hollywood creator-producer of radio commercials, was concerned over these complaints and did some monitoring to see if they were really valid. They were. "The monitoring check revealed great differences in the qualities of the sound heard in playback over radio stations," Milt Klein, general partner in CBCS, reported.

Wondering why these differences should occur, the firm made a survey and learned that very few transcriptions are labeled to tell stations whether the recording is the standard 78 RPM

or microgroove, nor do they give recommendations for the type of playback to produce the best sound. The existence of an NAB code of recording standards is either unknown or ignored by the majority of recording companies, the survey revealed.

"Considering the millions that are expended in producing the commercials," Mr. Klein said, "it seems a shame that much of the money is wasted by bad reproduction due to an incidental detail such as lack of labeling. If the code standards were adhered to, this could easily be avoided."

Illusive Standard • The survey found that stylus size may be anything from 2.2 mil microgroove to 5.5 mil microgroove to the standard 78 type cut. Even the standard has variations; some studios use an 87-degree needle, others use 90 degrees. Radio stations are using both standard and microgroove for playback, but without instructions they can easily use the wrong method. Yet, seemingly, each recording company assumes its method is the one customarily used, the standard, so why go to the trouble of labeling it? But without the label, it's easy for the station to go wrong, with bad effects on the sound of the spot.

"You can't always tell which system was used by looking at the record," Mr. Klein commented. "Often the only way to determine the type of cut is to put the disk on the turntable and try out the needle. Station engineers can't be expected to check every commercial to find out how it should be played."

Recording studios and radio stations across the country were checked in the survey. Studio spokesmen said they generally do not provide instructions

unless they are specifically requested. But the station engineer, lacking the instructions, is apt to assume he is getting standardized material. At both ends, there seems to be a great lack of information about what the standards are, or should be, although the NAB recording and reproducing standards have been updated through the years by the most knowledgeable men in the broadcast engineering field, Mr. Klein said, noting that "a new set of standards was prepared as recently as last year. They provide guidelines for minimum label information, which are obviously being ignored."

Henceforth, Mr. Klein stated, Chuck Blore Creative Services will standardize all commercials it produces for its clients at 90-degree maximum five mil groove wide micro cut, in conformation with the NAB code. All transcriptions will go out labeled.

Business briefly . . .

Chevrolet Division of General Motors, as part of its move into widescale sponsorship of radio newscasts (BROADCASTING, Aug. 16), has signed to sponsor 8 a.m. news report on WOR New York three days a week, starting Aug. 30. Contact is for 26 weeks. Agency: Campbell-Ewald, Detroit.

Dawson's Brewery, New Bedford, Mass., through Sifton, Callaway & Hoffman, Boston, has begun a summer-fall campaign in New England. Budget calls for exclusive sponsorship on three stations of 14-game schedule of New Bedford Sweepers of Atlantic Coast League (football), and spots on 50 stations.

Robert Bosch Corp., Long Island City, N. Y., through E. T. Howard, New York, has purchased one-quarter sponsorship of coverage of the U. S. Road Racing Championships at Elkarth Lake, Mich., on 12 major-market radio stations of a special 150-station group set up for the Sept. 5 race by WFIL Philadelphia.

Newly signed participating advertisers in NBC-TV's nighttime schedule for the coming season include **Hunt Food & Industries Inc.**, Fullerton, Calif., through Young & Rubicam, New York, in *Run for Your Life*, *I Spy*, *Camp Runamuck* and *Convoy*; **Brown & Williamson Tobacco Co.**, Louisville, Ky., through Post-Keyes-Gardner, Chicago, in *Daniel Boone*, and the Procter & Gamble Co., Cincinnati, through Tatham-Laird & Kudner, New York, in *I Spy*.

Wm. Wrigley Jr. Co., Chicago, has signed for one-quarter sponsorship of Walter Schwimmer Inc. syndicated program *Championship Bowling* in 25 major market starting Sept. 15 for 26 weeks to promote its spearmint gum. Placed direct.

NAB briefs recording companies

Commercial recording companies, which apparently are unaware of the progress the broadcasting industry has made in recording and reproducing standards, will be reminded of it by the National Association of Broadcasters.

NAB is mailing copies of its recording and reproducing standards for disks, reel-to-reel tapes and cartridge tapes to all commercial recording studios. Copies went to 64 production houses in New York last week and mailings to other centers including Chicago and Los Angeles will be completed within the next few weeks.

George Bartlett, NAB manager of engineering, said the action was taken after members of an NAB engineering advisory subcommittee had

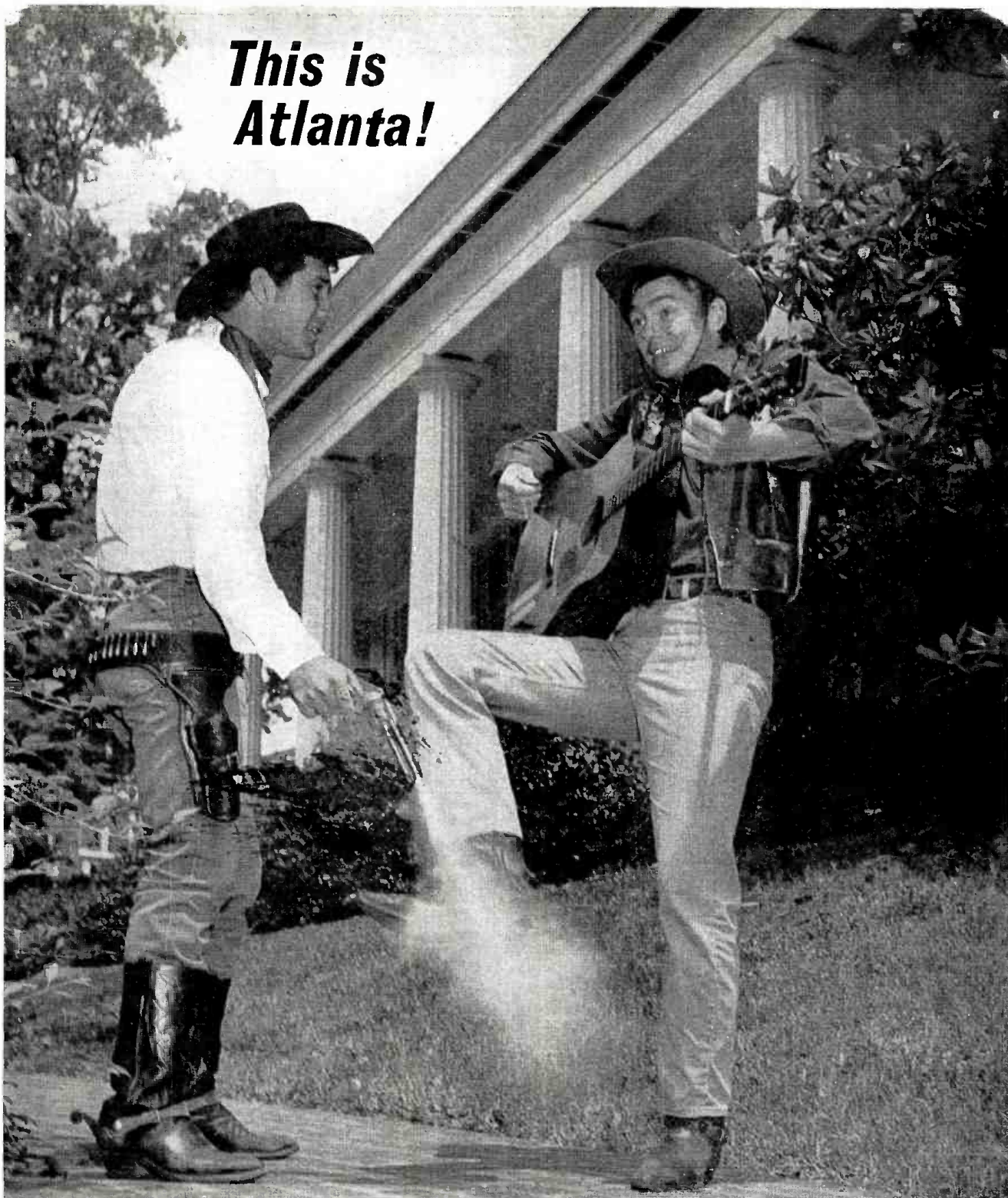
found production personnel in recording studios were "totally unfamiliar with the industry standards."



Mr. Bartlett

Since the FCC had cited excessive use of compression, reverberation, filters and attenuation in prerecorded material as causes of "excessively loud" commercials, the subcommittee members decided to take a look at the commercial producing firms to "acquaint themselves more thoroughly" with the recording techniques in use, Mr. Bartlett said.

***This is
Atlanta!***



WHAT'S THIS SONG? Western stars Robert Fuller and Randy Boone sing the praises of Atlanta. Here recently for WSB-TV's "Salute to America" Parade, an annual public service event, they thrilled over 300,000 Atlantans along famous Peachtree Street. For a Boone to your sales in this fantastic market, place a Fuller schedule on WSB-TV.

WSB-TV

Channel 2 Atlanta

NBC affiliate. Represented by Petry



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

Cudahy goes for C&W music in a big way

Capitalizing on what it feels to be a growing enthusiasm for country-and-western music, the Cudahy Packing Co., Phoenix, will sponsor a special one-hour C&W concert this fall to be carried on 32 TV stations.

Cudahy plans to invest close to \$200,000 for complete program sponsorship, for TV spots preceding the broadcast, and for related promotional activities.

The sponsorship is Cudahy's second venture into the country-and-western field this year. On May 15, the company sponsored on KETV(TV) Omaha, a special one-hour local live concert featuring Jimmy Dean (see picture) and other artists. According to Walter Teitz, associate media director at Cudahy's advertising agency, Dancer-Fitzgerald-Sample, New York, the program was "a tremendous

ratings success, with an ARB telephone coincidental rating of 21 and a 36 percent share of audience."

This fall's special, entitled *Bar-S Jamboree* (after a line of Cudahy products), will be presented live on KETV(TV) on Oct. 15, and will then be carried on tape in other markets over the next two weeks. Cudahy has initial rights to the program, but plans to sell sponsorship to other advertisers in areas outside the meat company's noncontiguous marketing area, which stretches from Anchorage to Atlanta, mainly in the West and Southwest.

Bar-S Jamboree will feature Hank Snow, Roy Clark, Webb Pierce, Marion Worth, Mary Taylor and other performers, with Mack Sanders as program host. As a special tie-in promotion, Cudahy will use spot TV and point-of-sale advertising to offer an LP recording of the concert.

Mr. Teitz said that stations in each market would be chosen on the basis of "best prime-time availabilities." He also said that Cudahy was tentatively planning a number of country-and-western specials for 1966.



Commercials in production . . .

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

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

Tasty Baking Co., Philadelphia (Tastykake products); two 60's for radio, musical. Charles Barclay, production manager. Agency: Aitkin-Kynett, Philadelphia. George McNealy, account executive. Allen Gray, agency producer.

Gene Lester Productions, 12642 Ventura Boulevard, Studio City, Calif. 91604.

Walt Disney Productions, Burbank, Calif. ("That Darn Cat"); nine commercial tie-ups for TV, color. Gene Lester, production manager. Agency: Honig-Cooper & Harrington, San Francisco. Gene Harrington, account executive. Ken Curry, agency producer. Approximate cost: \$10,000.

Filmex West, 650 North Bronson, Hollywood.

Florists' Telegraph Delivery Association Inc.,

Detroit (Flowers-by-Wire); three 60's, four 10's for TV, live on film, color. Agency: Post-Keyes-Gardner, Detroit. Gordon Conn, account executive. Ron Streibich, agency producer.

Strike 3 Productions Inc., First Bank & Trust Building, Richardson, Tex. 75080.

Young America Fair, Springfield, Ill.: one 60 for radio, musical. Tom Gwin, production manager. Agency: S. Paul Wright & Co., Springfield, Ill. Ray Phipps, account executive.

Fort Worth Star-Telegram (institutional); one 30 for radio, musical. Tom Gwin, production manager. Placed direct. Jim Ecker, account executive.

Hammermill Paper Co., Erie, Pa. (institutional); one 60 for radio, musical. Tom Gwin, production manager. Placed through WICU Erie, Pa.

Rep. appointments . . .

▪ WFLD(TV) Chicago: Metro TV Sales Inc., New York.

▪ KCAC Phoenix: Continental Broadcasting, New York.

▪ KDWB Minneapolis-St. Paul: H-R Representatives, New York.

▪ KPAT San Francisco: McGavren-Guild Co., New York.

▪ KOWN Escondido, Calif.: Harlan Oakes & Associates, Los Angeles, and

Sandberg-Glenn, San Francisco, named as regional reps. Burns-Smith continues as eastern rep.

▪ KRDR Portland, Ore.: Paul H. Raymer Co., New York.

Carling Brewing buys Four Star TV series

A regional sale to an advertiser was announced last week by Len Firestone, Four Star Distribution Corp. president.

He reported that *Something Special*, a series of 10 one-hour music color specials which Four Star produced with Corinthian Broadcasting Co., will be sponsored by the Carling Brewing Co.'s Western Division, in major markets in Washington, Oregon, Alaska, Hawaii, Arizona and New Mexico. Advertising will be for the brewery's Black Label brand. First taped program in the series stars Julie London.

Mr. Firestone also reported the sale of Four Star's *Keenan Wynn Presents the Westerners* package to five Triangle stations: WFIL-TV Philadelphia, WFBG-TV Altoona, Pa., WNBZ-TV Binghamton,

ONE 1 ONE
 ONE number one 1 ONE 1
 ONE

again

WSYR-TV . . . Overwhelmingly THE LEADER In the CENTRAL NEW YORK MARKET in a REPEAT PERFORMANCE

WSYR-TV DOMINATES

. . . because of EIGHT YEARS OF UN-
 BROKEN LEADERSHIP in the market, in
 ARB REPORTS.

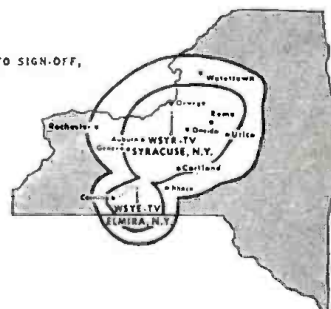
again

. . . it is NUMBER ONE in HOMES DE-
 LIVERED—

* 41% MORE THAN STATION NO. 2

* 76% MORE THAN STATION NO. 3

* ARB FOR MARCH, 1965. SIGN-ON TO SIGN-OFF,
 MONDAY THRU SUNDAY.



Get the Full Story from
 HARRINGTON,
 RIGHTER & PARSONS

WSYR • TV



Channel 3 • NBC
 Affiliate • 100 KW

SYRACUSE, N. Y.

Plus WSYE-TV channel 18 ELMIRA, N. Y.

N. Y., KFRE-TV Fresno, Calif., and WLYH-TV Lebanon-Lancaster, Pa., which also services WSBA-TV York and WHP-TV Harrisburg, both Pennsylvania, through Keystone Network. The package is made up of 125 western stories from four off-network series (*Black Saddle*, *Johnny Ringo*, *The Law of the Plainsman* and *The Westerners*), and features new Keenan Wynn "wrap-arounds" integrated in all the episodes.

Also in advertising . . .

Advertising, PR Pool ■ Helen Edwards & Staff, Los Angeles, has formed a new division, Creative Specialists, designed to pool specialists in advertising and public relations for the benefit of clients who cannot retain fulltime personnel. Creative Specialists will enable firms with small budgets to gain access to a highly skilled staff for relatively small tasks.

Short retirement ■ Emil Mogul, who retired Aug. 6 from post of chairman and chief executive officer of Mogul, Williams & Saylor, last week announced formation of Emil Mogul & Associates, New York management consultant firm. Mr. Mogul's retirement coincided with merger of MW&S with Baker & Byrne to form Mogul, Baker, Byrne, Weiss (BROADCASTING, July 5). Mr. Mogul's new organization, which will deal in marketing, merchandising, advertising

Ad man's delight

WOR-TV New York is planning a program in which the sponsor's messages might easily get lost—if there were a sponsor.

The program, to be presented as a sustainer on Aug. 30 (9:30-10 p.m.), will feature a collection of outstanding 1965 TV commercials chosen from among 35 prize winners. The judges, who have selected such commercials as Gulf's rolling tire, Mustang's shy clerk, Erik's Viking ship and Alka Seltzer's troubled tummies, were advertising executives working on behalf of the American Television Commercials Festival. Commentator for the program will be Jean Shepherd of WOR, with Chris Steinbrunner as producer and Wallace A. Ross, festival director, as executive producer.

sales promotion and business management, is at 527 Madison Avenue. Telephone 421-3680.

For its workers too ■ Employees as well as customers of the Hartford Electric Co. are the target of the company's new morning show on WCCC Hartford,

Conn. The Monday-Friday *Helco Half Hour*, bought for a year is basically adult music with time and weather reports. Spots on the history, current operations and future of the electric power industry are used. Timely Advertising Inc., handles the account.

Jeep uses network TV to introduce changes

The Kaiser Jeep Corp., Toledo, Ohio, last week began a brief but intensive network-TV campaign to announce new changes in its Jeep line of motor vehicles. Network radio will be added to the campaign in mid-September.

For the next three weeks, Kaiser will participate in 12 CBS-TV prime-time programs, and will also co-sponsor *The World Series of Golf* on NBC-TV on Sept. 11 and 12. On radio, the company will co-sponsor ABC's Notre Dame football coverage, beginning Sept. 18. Newspaper, magazine and direct mail advertising will augment the broadcast campaign.

Kaiser becomes the fourth automotive manufacturer in past weeks to announce new network radio sponsorship plans, joining Chevrolet, Buick and Oldsmobile (BROADCASTING, Aug. 16). Compton Advertising, New York, is Kaiser's agency.

THE MEDIA

Vacationtime mystery at FCC

Author unknown of letters to states about CATV and telephone companies

FCC staff members last week broke the calm that normally envelops the commission during the August recess. They did it by writing a letter to the attorney general of California, with copies to the attorneys general of the 49 other states, expressing the commission's "concern" about reports telephone companies are circumventing local licensing authorities in providing common carrier-service to community antenna television systems. A similar letter went to Jackson, Mich.

Staffers described the letters as a routine effort to obtain information in which the commission would be interested. But the letters reflected a feeling on the part of at least some members of the staff, that a gap might exist between federal and local regulation of CATV's which the commission might want to fill.

And the letters proved disturbing to

Commissioner Rosel H. Hyde, acting chairman during the August recess, who said he had not been aware of their existence until BROADCASTING asked him for comment Thursday.

He said they indicated an interest in local governmental affairs in which the commission "has no business."

Author? ■ Responsibility for the letters was a mystery. Commissioner Hyde said he had not been able to determine who wrote them or authorized their dispatch.

It was known they emanated from the Office of the General Counsel. But that office's top officer, Henry Geller, the general counsel, is away from the office on leave.

The letters referred to a story in the Aug. 16 issue of BROADCASTING reporting actions by Attorney General Thomas B. Lynch of California and the Jackson, Mich., city council to prevent

the establishment of CATV's without approval by local franchising authorities.

The attorney general had ruled that a city may require that a CATV operation be franchised in cases where a telephone company installs coaxial cable for use as a CATV system. The Jackson, Mich., city council adopted an ordinance prohibiting any firm from establishing a CATV without a city franchise. The commission letters asked for copies of the ruling and the ordinance.

CATV operators are increasingly concerned about the contention of telephone companies that their authority from state public utility commissions to provide common carrier service permits them to service CATV's without obtaining special franchises.

CATV's Fears ■ CATV operators fear that, if telephone companies insist on leasing facilities, they will be denied the opportunity to own the plant they operate. They also are concerned that telephone companies that choose to lease facilities will not make poles available for CATV cables.

The commission staff letters, thus, would hearten CATV operators. They



Some of Virginia's best girlfriends are guests like:

barbers authors
nightclub stars actresses
comedians editors
psychologists socialites
cops producers
cab-drivers ballerinas
president's daughters artists
models syndicated columnists



Some of Virginia's best boyfriends are station managers and sponsors:

MARKET AND PERFORMANCE

Portland, Me. 71% share of audience
Boston #1 in share of audience
Buffalo #1 in share of audience
San Diego #1 in share of audience
Lansing #1 in share of audience
Albany 57% share of audience
New Haven 71% of women in time period
Norfolk #1 in women in time period
Houston doubles lead-in's rating
Los Angeles tops network lead-in's women's count

Indianapolis quadruples lead-in's share
Chicago tops every other daytime show's women's count
San Francisco ups lead-ins share by 45%
New York ups lead-ins homes viewing by 68%
Detroit 2nd highest women's count
in daytime line-up
Miami ups network lead-in rating by 40%

ADVERTISERS

Bechnut Baby Food, Birds Eye, Campbell Soup, Carnation Products, Chef-Boy-Ar-Dee, Franco American, General Mills, Gerber Baby Foods, Heinz, Jello, La Rosa, Maxwell House, Minute Rice, Morton Foods, Nescafe, Sego Diet Food, Tetley Tea, Wheaties, Yuban, Betty Crocker, Wonder Bread, Coca-Cola, Pepsi, Gravy Train, Purina Pet Dairy Dinner, A&P Stores, Grand Union, Safeway Stores, Sears, Clairol, Ivory Flakes, Rinso, Snowy Bleach, Top Job, Twenty Mule Team, Avon Products, Bulferin, Colgate, Playtex, Revlon, and others.

**Put GIRL-TALK on your station . . .
and you'll really have something to talk about!**

ABC FILMS, INC.

1501 Broadway; N.Y. 10036 • LA 4-5050

OFFICES: CHICAGO • BEVERLY HILLS • ATLANTA • TORONTO • LONDON • ROME • ZURICH • TOKYO • MEXICO CITY • RIO DE JANEIRO • MADRID • SALISBURY, SO. RHODESIA

The data used herein are estimates from: A.R.B.—“Any figures cited or quoted are estimates only or are based upon estimates, and are not accurate to any precise mathematical degree.”

**It's loud, it jumps,
it rocks, it swings.**

**But 15 Station Managers are sleeping
like babies thanks to *Shivaree*.**



NEW YORK

Shivaree made its debut on WABC-TV, Saturday from 7:00 to 7:30 P.M. The startling results reported by A.R.B.: lead in quarter-hour 5.2 Shivaree: 14.1—share of audience: 30.2%. Shivaree ran ahead of the second place finisher by 35%.

BOSTON

WNAC-TV is also running Shivaree in the Saturday 7 to 7:30 time period. A.R.B. Coincidental tells the story—Shivaree 37% share—Leave it to Beaver—26%—News/Weather—30%.

L. A.

KABC owns the teen and young adult audience from 7 to 7:30 Saturday night. Here are the facts from A.R.B.: Shivaree increases lead-in audience 600%, has 25% of the teenage viewers in the time period and outstrips all six other stations in men and women 18 to 39.



SHIVAREE, sold and about to start in:

WBTV—Charlotte, WBKB—Chicago, WXYZ—Detroit, KJEO—Fresno, WLXX—Lexington, WTCN—Minneapolis, KPTV—Portland, Ore., WBOC—Salisbury, XETV—San Diego, KGO—San Francisco, KOAT—Albuquerque, WJHL—Johnson City.

The data used herein are estimates from: A.R.B.—only or are based upon estimates, and are not accurate to any precise mathematical degree."

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ABC FILMS, INC.
1501 Broadway, N.Y. 10036 • LA 4-5050

Do You still believe in Ghosts?

they do!

WKAB Montgomery, Ala.
 KPHO Phoenix, Ariz.
 KTTV Los Angeles, Calif.
 KLZ Denver, Colo.
 WTTG Washington, D.C.
 WCKT Miami, Fla.
 WAIL Atlanta, Ga.
 WBKB Chicago, Ill.
 WHAS Louisville, Ky.
 WVUE New Orleans, La.
 KTAL Shreveport, La.
 WCSH Portland, Me.
 WSJS Winston-Salem, N.C.
 KOGO San Diego, Calif.
 KPIX San Francisco, Calif.
 WHOH Boston, Mass.
 WXYZ Detroit, Mich.
 WRGB Schenectady, N.Y.
 WLW-T Cincinnati, Ohio
 WFIL Philadelphia, Pa.
 WBAP Fort Worth, Tex.
 KTRK Houston, Tex.
 WJZ Baltimore, Md.
 WWLP Springfield, Mass.
 WJIM Lansing, Mich.
 WTCN Minneapolis, Minn.
 KTVI St. Louis, Mo.
 KETV Omaha, Neb.
 WBN Buffalo, N.Y.
 WNEW New York, N.Y.
 WOKR Rochester, N.Y.
 WEDS Asheville, N.C.
 WSOC Charlotte, N.C.
 WRAL Raleigh, N.C.
 KYW Cleveland, Ohio
 WKST Youngstown, Ohio
 KTUL Tulsa, Okla.
 KPTV Portland, Oregon
 WIIC Pittsburgh, Pa.
 WVSN Charleston, S.C.
 WSM Nashville, Tenn.
 KCPX Salt Lake City, Utah
 KVOS Billingham, Wash.
 KIRO Seattle, Wash.
 KREM Spokane, Wash.
 WISC Madison, Wisc.
 WITI Milwaukee, Wisc.
 WLW-D Dayton, Ohio
 WHBQ Memphis, Tenn.
 KGMB Honolulu, Hawaii
 WDAF Kansas City, Mo.

and many others.

CASPER
THE FRIENDLY GHOST & CO.

TV'S most
successful
cartoon Show
now available
in color
thru 1969!

ABC FILMS, INC.

OFFICES: CHICAGO • BEVERLY HILLS • ATLANTA • TORONTO • LONDON • ROME • ZURICH • TOKYO • MEXICO CITY • RIO DE JANEIRO • MADRID • SALISBURY, SO. RHODESIA 1501 Broadway, N.Y. 10036 • LA 4-5050

Think you know your ratings?

Okay, check the show which delivers the
biggest teen and young adult audience.



☐ **Andy Williams**



☐ **Wendy & Me**



☐ **Lucy**

(We'll bet you're wrong)

But if you checked Wendy & Me, you're absolutely right! Against the competitively tough Lucy Show and specials starring such high-cost talent as Andy Williams, Wendy & Me pulled the most in the real buying audience . . . teenagers and young men and women between 18-39. Connie Stevens and George Burns are what these big spenders want. And these are the viewers sponsors want.

It's a success story that's repeated coast to coast throughout the 20 top markets* in the country. In New

* Based on Sept. '64-Mar. '65 A.R.B. Reports.

York, Seattle, Buffalo, Houston—sea to sea, border to border, it's Wendy & Me for the young adult set. Pre-sold by Connie Stevens' swinging records and her great movie showings, resold by a funny, funny situation comedy, the audience you're after is tuning in Wendy & Me.

Sales-minded? Sponsor-minded? Young market minded? Keep Wendy & Me in mind.

ABC FILMS, INC.
1501 Broadway; N.Y. 10036 • LA 4-5050

say the "commission has been concerned about reports that American Telephone & Telegraph Co. and Bell System Associated Companies may be by-passing local franchising authorities in providing common carrier service to CATV customers."

The letters add that the commission is considering what action, if any, it should take in the matter but that no decision has been reached.

Commissioner Hyde and key commission officials who are actively engaged in CATV regulation matters, however, said they knew of no concern about these matters on the part of the commission. They also said they were not aware of any action in the area the commission was considering.

However, it was learned that the general counsel's office sees a possible gap in federal-local regulation of CATV's. The commission has stressed in the past it intends to leave to local authorities such regulatory matters as rates, the extent of service to be provided and the award of franchises.

A commission source pointed out that this determination is based on the assumption that local authorities will regulate CATV's. And the recent activity of telephone companies indicates that it might be possible for CATV's to escape local regulation.

Tariff Problem • The source noted that Bell system companies have filed tariffs in 22 states to provide local service for CATV's and said there is a question as to whether the companies should file such tariffs with the commission instead.

"If telephone companies are bypassing local authorities," he said, "they are doing it through their tariffs filed with the states. The question is whether the tariffs should be filed with the state or the FCC."

An additional matter cited by another staffer is the question of whether telephone companies could escape the conditions the commission attaches to microwave grants used to serve CATV's. These require cable companies to protect local television stations.

The staffer noted that common carriers like Bell are granted authority to use microwave for general communications service. Normally, he said, these microwaves are used for telephone service, but sometimes they are used to relay television signals to television stations.

But, he added, there is a question as to whether these authorizations, granted without condition, might be used in CATV service. However, the commission could close that loophole by attaching to all microwave grants made for general communications service, or by asserting jurisdiction over all CATV's, directly, as it has proposed.

Obvious Hint • The letter to the 50

state attorneys general did more than alert them to the commission's concern about telephone company activity in CATV. It reminded them that the commission would like local franchising authorities to keep in mind that the federal government is considering a rule to ban CATV's from importing signals of distant television stations into large cities. The object of the proposal is to encourage the development in the cities of UHF.

The commission issued the proposal at the same time it adopted rules requiring microwave-fed CATV's to protect local television stations. The letters to the attorneys general noted that the commission "indicated its belief that local franchising authorities will give due regard to the fact that the matter is thus under commission consideration,"—an obvious hint to localities to hold off on authorizations for CATV service until the commission acts.



Fulltime partners now

The \$21,602 which Gerald J. Collins and Catherine J. Miller expected to spend to put a new daytimer in Waupun, Wis., on the air was to have been expended with Mr. Collins paying 51%. However, the cost will now be borne 50-50, since Miss Miller has become Mrs. Collins.

In an unusual filing with the FCC, the Collinses "in an abundance of caution" noted that their records should be amended to "reflect that the above-referenced partners by agreement have also become partners by marriage."

The application, granted on March 12, called for Radio Waupun to operate a 250-w daytimer on 1170 kc. Mr. Collins is a weekend announcer for WEEF Highland Park, Ill.

AMST points to errors in its CATV analysis

The Association of Maximum Service Telecasters informed the FCC last week of errors contained in an analysis it had submitted to the commission on community antenna television penetration in 11 markets. The analysis was used to buttress part of the association's position that the commission should impose strict regulation on all CATV's (BROADCASTING, Aug. 2).

The principal error affects Rochester, N. Y. The AMST report said 39 CATV's were operating within the Grade A contours of that city's VHF stations. The AMST report last week showed no CATV's operating there. Three are said to be within the station's Grade B contours.

Other, relatively minor errors, affect Bakersfield, Calif., and Utica, N. Y., as well as Rochester. But AMST said the effect of changes is to increase the amount of CATV activity, except in Rochester.

Phone company promises no pressure on CATV

New England Telephone & Telegraph Co. affirmed last week that it will not use its prospective community antenna facilities offer to "club" existing community antenna television operators using their poles into leasing Bell system communications facilities. The promise was made before the Maine Public Utilities Commission at a hearing in Augusta last week on the Bell tariff for CATV circuits.

The tariff for CATV facilities—from headend to drops to subscribers' homes—had been set aside by the Maine PUC pending a hearing. The first hearing last week heard telephone representatives; a second hearing is scheduled to be held Aug. 31 when CATV witnesses are expected to be heard.

Unexpected testimony

Federal Trade Commission Chairman Rand Paul Dixon last week told members of the House Select Committee on Small Business, Subcommittee No. 6, that merger problems were the biggest problems of the small businessman.

Industry opinion had expected a disclosure of FTC action in regard to discriminatory advertising rate discounts but the subject was not discussed.

Is FCC putting its cart before horse?

ABC said last week that an FCC rulemaking proposal which would establish a new class of low-powered TV stations designed for use in medium and small-sized communities may be premature at this stage of television development.

While admitting that a similar policy in relation to class A FM stations has met with success, ABC said there are considerations peculiar to television which would indicate that the commission's proposal may not yet be feasible.

The network expressed its views in a comment on the commission's proposed rulemaking, issued in June (BROADCASTING, June 14), to reserve channels 70 through 83 for a new class of community type stations. They would have a maximum power of 10 kw and a maximum antenna height of 300 feet above average terrain.

The notice also stipulates that no specific channels would be assigned in advance to any community but would be available upon specific applications where the assignment would comply with minimum mileage-separation re-

quirements.

ABC voiced concern about the problem of an adequate program source for nonnetwork stations.

In the case of nonnetwork radio there is an adequate program source in aural records, transcriptions and tapes, but in television no comparable accepted and inexpensive program source has been developed.

According to ABC this may be explained by the production and cost problems in television and the lack of demand for other than network service, since the great majority of stations now in operation are network affiliated.

Television, to date, has grown largely as a service based on stations located in the large cities, with effective service radii of 75 miles or more. The result has been that the substantial majority of the population of the United States is now within range of three television networks, the network added.

The brief pointed out that ABC now reaches more than 90% of all U. S. television homes, while NBC and CBS reach approximately 98% each.

Since the three networks already have "close to saturation" nationwide coverage there will be relatively little demand by the existing networks for stations of the kind being proposed by the commission.

Recalling the many UHF failures of

the early 1950's, ABC said it may be premature to encourage the wide-scale authorization of the community type stations at this time, particularly in view of the liberalized rules regarding the use of translators.

The brief also points to the number of unassigned UHF (and even some VHF) channels available in areas where adequate network service is not available. And where there is need for additional stations in these areas, there is a large reservoir of channels in the present table of assignments, ABC commented.

Harris boxing bill is passed by House

Representative Oren Harris' (D-Ark.) bill to regulate boxing through the broadcast and wire transmission media easily passed the House last Monday (Aug. 16) following a favorable committee report the previous Tuesday.

Although generally approving the object of "cleaning up" the boxing game, the National Association of Broadcasters has strong constitutional objections to a section of the bill that permits the three-member "federal boxing commission" to summarily forbid broadcast or transmission of a match to which it objects "without notice or hearing . . . pending final disposition of the proceeding" (BROADCASTING, Aug. 16).

Vote in the House was 346 to 4 for passage. The measure now goes to the Senate, for a hearing before the Senate Commerce Subcommittee on Communications, headed by John O. Pastore (D-R. I.). As of Thursday (Aug. 19) no date had been set for the hearing, but committee experts predicted that it will be held before the end of this session (which is expected to come sometime between Sept. 15 and Oct. 15).

Changing hands

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

■ WOPI-AM-FM Bristol, Tenn. (Va.): Sold by Don Owen to E. O. Roden and associates for \$130,000 plus \$25,000 for covenant not to compete. Mr. Roden's group owns WBTP Booneville, WGCM Gulfport, WTUP Tupelo, all Mississippi, WBOP Pensacola, Fla., and WTUG Tuscaloosa, Ala. WOPI operates on 1490 kc with 1 kw day and 250 w night. WOPI-FM is on 96.9 mc with 9.7 kw. Broker: Chapman Co.

■ KBVM Lancaster, Calif.: Sold by

"...it sounds good but let's see what they say at Blackburn"

The element of risk as well as opportunity is present in every transaction. Our reputation for reliability, knowledge of markets and past sales and insight that comes from years of experience will serve you well when you want the facts you need to do business. Consult Blackburn.

BLACKBURN & Company, Inc.

RADIO • TV • CATV • NEWSPAPER BROKERS
NEGOTIATIONS • FINANCING • APPRAISALS

WASHINGTON, D.C.

James W. Blackburn
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Joseph M. Strick
RCA Building
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CHICAGO

H. W. Cassill
William B. Ryan
Hub Jackson
Eugene Carr
333 N. Michigan Ave.
346-6460

ATLANTA

Clifford B. Marshall
John C. Williams
Mony Building
1655 Peachtree Rd.
873-5626

BEVERLY HILLS

Colin M. Selph
C. Bennett Larson
Bank of America Bldg.
9465 Wilshire Blvd.
274-8151

WHAT'S IN THE MIDDLE MAKES THE BIG DIFFERENCE



... and, IN PENNSYLVANIA, it's
WJAC-TV

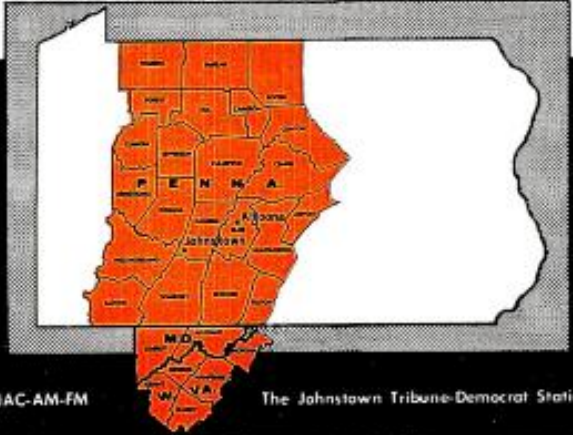
The recent **HARD CORE STUDY** can show you how to score a bullseye in rich Pennsylvania. Aim toward the Million Dollar Market In The Middle with WJAC-TV! In one sure, swift shot -- you'll hit America's 43rd ranked TV market!

CALL HARRINGTON, RIGHTER & PARSONS, Inc. FOR
A SPECIAL HARD CORE STUDY PRESENTATION.



Represented
Nationally
by
Harrington,
Righter &
Parsons, Inc.

Affiliated with WJAC-AM-FM



The Johnstown Tribune-Democrat Stations

Donald D. Lewis and associates to Roland Mayotte and associates for \$125,000, with 29% as a down payment. Mr. Lewis, who is president of the selling group, and Dean Roper, vice president and general manager of KBVM, will each retain a minority interest. KBVM operates daytime on 1380 kc with 1 kw. Broker: Hogan Feldman Inc.

APPROVED ■ *The following transfer of station interest was approved by the FCC last week (For other commission activities see FOR THE RECORD, page 83).*

■ KSIL Silver City, N. M.: Sold by James H. Duncan to Dennis Behan, Harlan Johnson and Marvin Strait for \$168,000 and agreement not to compete for 15 years. KSIL is on 1340 kc with 1 kw day and 250 w night.

ABC comments on antenna farm proposal

ABC last week told the FCC that it is generally in favor of the commission's notice of proposed rulemaking calling for the establishment of antenna farms and the possibility of raising the possible tower heights of FM and TV

facilities that was announced by the commission June 2 (BROADCASTING, May 31).

But, ABC said, the commission should not give the Federal Aviation Agency, what it called, "veto power" over any farm when the ultimate responsibility for air hazards lies with the commission.

ABC said that the commission was "loading the dice" in favor of opponents to any tower or group of towers by giving the FAA the power to block the farm from the outset, and then by allowing the opponents the chance to persuade the FAA to change its mind when the proceedings on the towers begin.

ABC felt the rule, as proposed, is unfair as it would give the broadcaster no recourse and no objection to the FAA's veto, since the commission would not even initiate proceedings in that event.

The network said that this is in direct opposition to the established commission responsibility and jurisdiction to determine whether the tower is a hazard to air navigation.

ABC said it favored the commission's action as it would both minimize hazards to air safety and at the same time maximize broadcast service to the public. And it feels that broadcast licensees and those applying for new

facilities will be willing to cooperate in the establishment of the so-called farms.

It cited the antennas atop the Empire State Building in New York and the use of multiple grouping of antennas in some areas as good examples of de factor antenna farms.

ABC noted that the grouping of antennas with each having approximately the same antenna height tends to minimize competitive inequalities between stations. But the commission must resolve for itself the questions on procedure in relations to the adoption of rules providing for virtually compulsory grouping of antennas, ABC said.

And it appealed to the commission to determine the maximum heights that towers could be raised if they moved onto the farms. It also asked the commission to tell the specific "terrestrial and celestial" boundaries of the proposed farms.

Radio's role obscured by its 'integration'

The role of radio today presents a paradox. Although it is potentially stronger, it remains "so thoroughly integrated" in life that its measurable part is obscured and consequently "underrated, undervalued and undersold," according to Marion Stephenson, vice president of administration, NBC Radio.

Miss Stephenson's remarks were presented as part of a 25th anniversary celebration for WKPT Kingsport, Tenn. Citing the impact of radio sales in 1964—12.5 million transistors and portables over the previous year's level of 10 to 11 million—she emphasized that radio sets in the United States outnumber the people: 228 million sets to 193 million people.

Radio's influence on society, she continued, can be argued with statistics: 65% or 80 million American adults listen to radio each day; radio is the chief mass medium for news; 50 million clock radios wake or lull people every day; 66% of the bedrooms and 56% of the kitchens in America contain radios.

Summarizing, Miss Stephenson pointed to the virtues of radio: "the most personal form of entertainment, enlightenment and information."

Wasilewski gives good status report on radio

In an admittedly bullish speech on the status of radio, Vincent Wasilewski, president of the National Association of Broadcasters, last week called the medium "the most personally tailored of all the mass media. . . the experimental impetus—bred of necessity, it

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is true—is in radio.”

Speaking to the annual fall meeting of the West Virginia Broadcasters Association in White Sulphur Springs on Friday (Aug. 20), Mr. Wasilewski said that radio's predicted billion-dollar year may be nearer at hand than many realize. “Projecting the present growth of radio's revenues and barring some major catastrophe, radio should reach that billion-dollar figure within five years—conceivably in less. The rising vote of financial confidence comes from sponsors who know people are listening. They can prove it by their cash registers.”

The NAB chief pointed to telephone-talk programs as typical of the ingenuity radio has used in programing. Such shows he said “are definitely not background radio in any sense. In fact, they are a very demanding kind of radio that forces people to listen.” He said news and editorializing programing “hold the greatest potential for radio's future, because they are areas in which radio has special and unique advantages. The vigor and imagination demonstrated in these areas today are ample proof of that.”

Referring to editorializing as “one of the keys to radio's future success,” Mr. Wasilewski noted that a station that editorializes “on vital issues in a community is a felt force in that community,

and its roots are deep. It is not likely to be uprooted by television, CATV or satellite communications.”

The NAB president recalled the sudden surge in new stations during the late 1940's and television's inroads on programing as “twin punches” that “almost sent radio to the floor.” The industry has come back, restyled itself and the economic and programing crises have passed, he said.

Some Warnings ■ However, he noted several problem areas. A main concern, he maintained, is that radio, from its inception, has been underpriced. “Many reasons are advanced as the cause, but the lack of adequate research is undoubtedly one.” He called the All-Radio Methodology Study of NAB and the Radio Advertising Bureau as a “first-priority NAB project, vital to radio's future growth and health.”

KBIM-TV Roswell to CBS

KBIM-TV Roswell, N. M., now operating as an independent, will become CBS-TV affiliate on Nov. 1. Ksws-TV Roswell, which carries programs of all three TV networks, will continue its affiliations with NBC-TV and ABC-TV. Ch. 10 KBIM-TV is licensed to Taylor Broadcasting Co. W. C. Taylor is president and and G. F. (Jud) Roberts is general manager.

Bartley finally is renamed

He's only commissioner with previous broadcast experience on FCC

Seven weeks after his term had expired, FCC Commissioner Robert T. Bartley last week received the word that President Johnson would appoint him to another seven-year term on the FCC.

Commissioner Bartley who, like the President is a Texan and who is a nephew of the late House Speaker and political mentor and friend of the President's, Sam Rayburn, had been serving on an interim basis since June 30. He joined the commission in 1952.

There was never serious speculation that the President would not reappoint him. The failure of the President to act before the commissioner's term expired, however, was a surprise. And, as the weeks passed without an announcement, suspense regarding the appointment began to build.

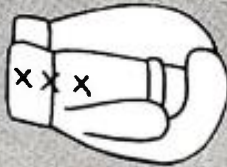
The announcement that the President intended to reappoint the commissioner was made Thursday by White House News Secretary Bill Moyers, at a briefing for reporters. There was no word on when the nomination would be sent to the Senate for confirmation.

Delay Not Explained ■ No reason was given for the delay in the President's action. There have been reports, however, that some broadcasting industry representatives expressed misgivings to the White House about the commissioner who is known for his almost automatic opposition to the acquisition of additional broadcast properties by large group owners.

The FBI, in the otherwise routine reappointment check it made of the commissioner's background, reportedly asked the unroutine question of how he was regarded by licensees, presumably because of his antipathy to multiple ownership (CLOSED CIRCUIT, July 12).

Commissioner Bartley, a Democrat, who is second in seniority on the commission to Republican Rosel H. Hyde, is the only member of the commission ever to have been nominated by three Presidents—Truman, in 1952; Eisenhower, in 1958; and Johnson. His initial appointment was to fill an unexpired term. And White House sources say he may well be the only current member of an independent agency to have that distinction.

He is also the only commissioner

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Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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A vertical strip of a film strip, showing a sequence of frames. Each frame contains the text "WHO-TV" in a bold, black, sans-serif font. The text is centered horizontally and vertically within each frame. The film strip is shown as a continuous strip, with the frames overlapping slightly. The background of the film strip is white, and the text is black. The film strip is shown at an angle, giving it a three-dimensional appearance. The frames are numbered from 1 to 30, with the numbers appearing in the bottom right corner of each frame. The film strip is shown as a continuous strip, with the frames overlapping slightly. The background of the film strip is white, and the text is black. The film strip is shown at an angle, giving it a three-dimensional appearance. The frames are numbered from 1 to 30, with the numbers appearing in the bottom right corner of each frame.

[illegible]

WHO-TV



with experience in the industry. He was an executive with the Yankee Network from 1939 to 1943, when he joined the National Association of Broadcasters. He also headed the FM department when FM Broadcasters Inc. was merged with the NAB.

The commissioner, who was born in Laconia, Tex., in 1909, served the commission as a staff member long before he was a commissioner. From 1934 to 1937 he was director of the commission's telegraph division.

Commissioner Bartley arrived in Washington in 1931, and served first

on the staff of the House Commerce Committee. After his tour with the committee and the commission, he became a senior securities analyst with the Securities & Exchange Commission in 1937.

Between 1948, when he left the NAB, and 1952, he was administrative assistant to Speaker Rayburn.

Media reports . . .

Moving ■ WIL-AM-FM St. Louis, has relocated its executive offices and broadcast complex in the Centennial

Building, 12th and Olive, St. Louis. Transmitting and engineering facilities for the stations are in Dupo, Ill.

New FM ■ WTRF-FM Wheeling, W. Va., 107.5 mc, 11 kw, will go on the air Oct. 24. The new station, an affiliate of WTRF-TV Wheeling, will transmit in stereo for eight hours of the 16-hour daily operation.

High in the sky ■ WCIU(TV) Chicago has moved to new quarters on the 42d and 43d floors of Board of Trade Building. New phone: 663-0260.

FM sale imminent ■ Tri-County Communications, a subsidiary of Lumbermans' Mutual Casualty Co., one of the principal companies of the Kemper Insurance Group, is negotiating for the purchase of KMUZ(FM) Santa Barbara, Calif., 24-hour stereo station owned by William H. Buckley, who is also its general manager. N. C. Flanagan, chairman of the principal companies of the Kemper group, said: "We have been seeking outlets for further expansion and diversification and the communications field has seemed to us to offer real promise."

Fresno FM study ■ FM set penetration in Fresno, Calif., is approaching 40%, with 37% of the homes having at least one set last April, according to findings reported last week from a survey conducted by the radio and television department of Fresno State College. Results of the study, reportedly due for release next month, also were said to show that 53.5% of the FM families listen to FM more than five times a week and that 21.5% listen from two to five times.

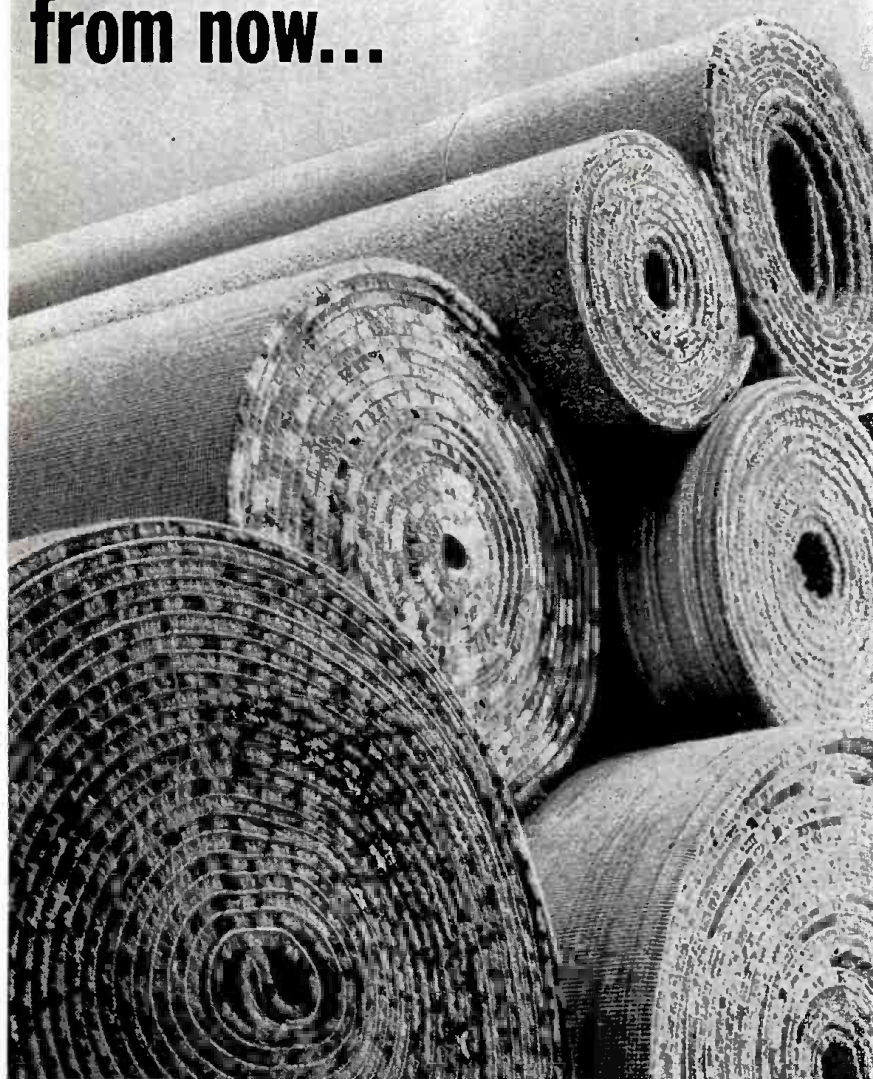
New stereo station ■ The first station in Champaign county, Ohio, WCOM-FM Urbana, 101.7 mc, 1 kw, will go on the air during the next couple of weeks. The new station will broadcast in stereo.

Goldenson honor ■ Leonard H. Goldenson, president of American Broadcasting Co.'s, will be honored by the New York Variety Club, at its Aug. 31 general membership luncheon for his "outstanding record of achievement in the sphere of human compassion, especially in terms of child assistance."

Back in brokerage business

William T. Stubblefield has announced opening of his own brokerage firm, William T. Stubblefield Co., at 1733 N Street, N.W., Washington, telephone 296-8294. Mr. Stubblefield, who was in the radio and TV station brokerage business before, has sold KMYC and KRFD(FM) Marysville, Calif., to Frank Oxarart for \$30,000. The transfer is awaiting FCC approval.

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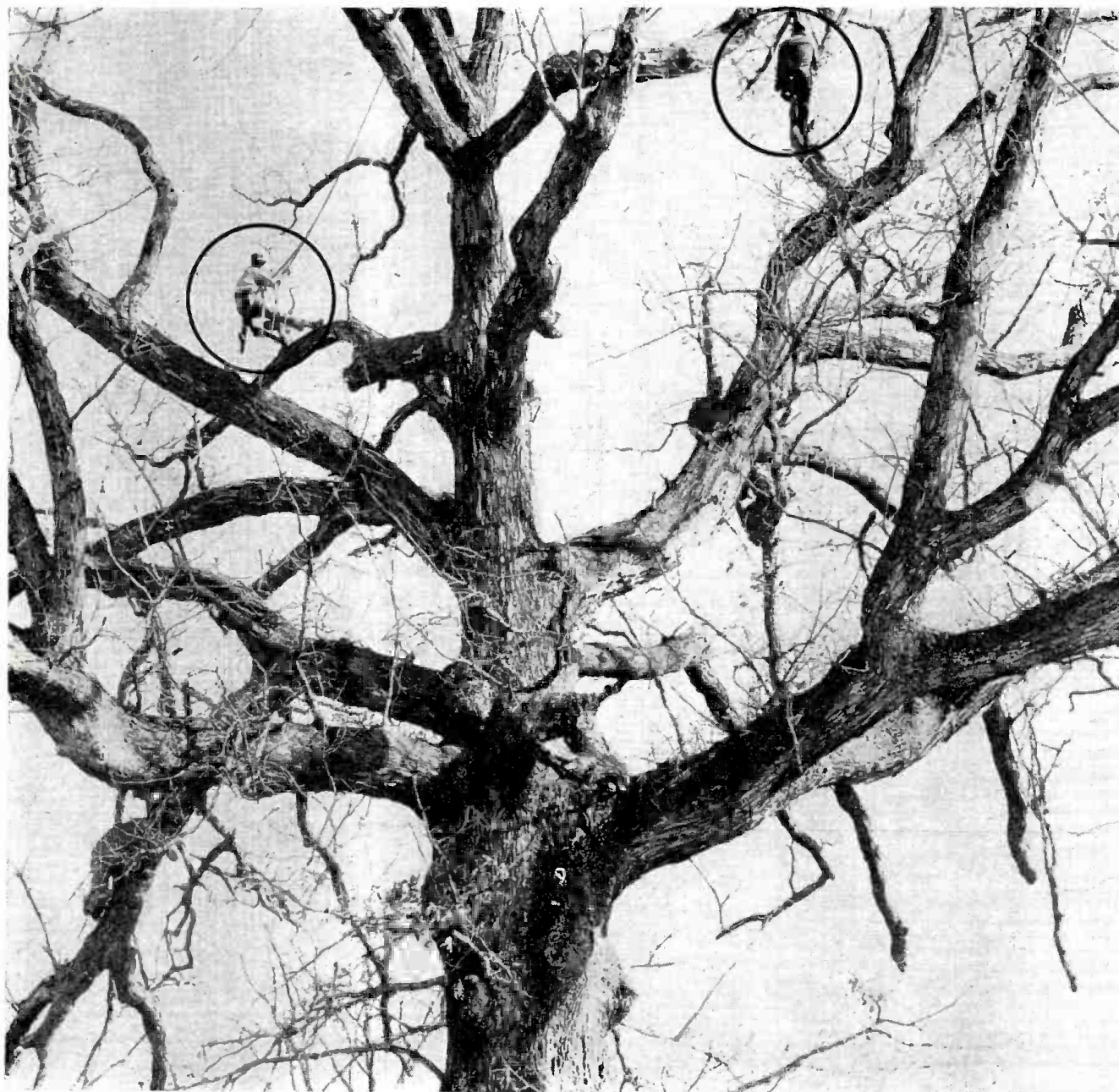


Our roots go deep.

When the United States became a nation, this Oak tree in Heathsville, Va. was already 176 years old. It was one of five originally planted as landmarks between two Indian settlements. Since then, countless children have climbed it, travelers have rested under its shady branches, and generations of sweethearts have carved their initials in its huge trunk.

Not long ago, Humble Oil & Refining Company purchased the land on which the Oak stood, as a site for a service station. The tree was rotting badly and near death. But after much repair and restoration work by a fine tree surgeon, it was saved.

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ABC-TV has doubts about its baseball

Network's difficulties with sponsorship, ratings, club policies may prompt it to drop 1966 option

ABC-TV would like to settle several problems it has come up against in presenting major league baseball on Saturday afternoons this summer. If it does, ABC will exercise the option for a second season which had been estimated at \$325,000 per team. If it doesn't, it may drop the games.

ABC has paid \$5.4 million to 18 clubs for participation in Saturday afternoon games (the New York Yankees and Philadelphia Phillies are not in the package). ABC shows 81 games on 25 Saturdays and two holidays, according to package terms. On each date, there is an east-midwest game, a west game and a standby game.

At the new price of \$325,000 per club and with 18 clubs continuing to participate, the package cost would move up to \$5.85 million in rights for a second year of Saturday baseball.

The problems ABC says it has in telecasting the games mostly center on the ball clubs' own practices and attitudes toward network TV.

ABC has had its difficulties this year in sponsorship (it lacks a quarter sponsorship of the package), in audience where ratings are not as strong as those for local baseball telecasts and for other network sports programming (BROADCASTING, June 7), in the failure of ball clubs to adjust starting times of games as requested by the network and in irritating spats over camera shots taken from the dugout area.

May Not Renew ■ If these conditions persist, it was indicated, ABC probably would not wish to exercise its options for a second summer of baseball.

ABC's position is that audience (and probably sponsorship) can be gained if the clubs change their policies which do not permit ABC-TV to show a game in the cities of the playing teams, giving precedence to local contracts of club and TV station.

At the same time, ABC has found the going tough because it has had to bring some other game into a city when a home team's game is being telecast there. But, ABC officials point out, too

many fans will watch a local game rather than the ABC telecast, thus making it necessary for ABC to find "better" games to meet those conditions.

The disagreements over camera placement have plagued the baseball games at various times during the season. Baseball Commissioner Ford Frick reportedly has ruled that TV coverage is not permissible from the dugout area (baseball rules do not permit "unauthorized" personnel in the dugouts during play). But in actual practice, the problem has been hazy. Ball clubs from time to time have objected to ABC positioning of cameras in the dugout areas, but ABC officials have noted that the commissioner's office has never complained.

One report placed ABC-TV's loss at about \$1 million this year in baseball coverage, but this report could not be confirmed at the network.

Closed circuit planned on foreign policy

A panel discussion on the role American people play in determining United States foreign policy will be held Aug. 25 in NBC's Washington studios and telecast the next day by closed circuit to some 200 affiliated stations. The telecast will be tied in with the network's three and a half hour Sept. 7 news special (7:30-11 p.m. EDT) that will deal with the subject.

Though a promotional endeavor, the closed-circuit telecast may provide material for the network telecast should any noteworthy news come out of it, according to NBC spokesmen. The telecast will be fed to affiliates, starting at 4:45 p.m. EDT. On the panel are Ambassador at Large W. Averell Harriman, Senator J. William Fulbright (D-Ark.), Samuel P. Hayes, president of the Foreign Policy Association; Francis Wilcox, dean of John Hopkins University's school of advanced international studies, and Fred Freed who will produce the network special. Chet Huntley will be the moderator.

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Is copyright solution to CATV?

As bill now stands broadcasters would have rights to material they transmit and wired services would lose exemption; burden of change rests with CATV

While quicker methods fall by the wayside, the dispute between the worlds of broadcasting and community antenna television is seemingly being resolved in the House Judiciary Subcommittee on Copyright with the slow, but irresistible pace of a glacier.

At stake is the CATV "exemption." If broadcasters "own" the material they transmit, and if CATV systems are legally responsible for their use of copyrighted programs, the war is over and the station owners have won. Such would be the case if the bill before the subcommittee, HR 4347, is passed as it stands, and in the words of a key member: "The person proposing to change 4347 really has the burden."

The last general revision of copyright law was 1909 and now "the state of technology demands revision"—an opinion expressed by Representative Robert W. Kastenmeier (D-Wis.), acting chairman of the subcommittee through most of the hearings, and held by many others as well. Three graphic examples of the problem are the lack of guidelines in the present statute for the re-recording of recorded material, the retransmission of broadcast material, and the "jukebox exemption," a clause, thought to be harmless in 1909, that has since fostered the growth of a \$500 million-a-year jukebox industry that makes no payment to owners of the copyrighted recorded music it uses. Each of these "loopholes" is dealt with in HR 4347.

Against this background, the National Association of Broadcasters appeared last week, on the 18th day of hearings on the subject, to lend its support to the bill's position on CATV and to suggest a few minor changes. It was by no means the first time the broadcaster's case had been heard at the proceedings, though. The general principle of requiring CATV systems to obtain permission from the copyright owner for the use of his material had been supported earlier by the music licensing groups, film producers and distributors, and the Association of Maximum Service Telecasters, in addition to George D. Cary, the deputy register of copyrights, as he introduced the bill (BROADCASTING, May 31, et seq.).

NAB's Position ■ Douglas A. Anello.

NAB general counsel, listed as of primary interest to broadcasters "the sections that relate to sound recordings; those concerned with community antenna television operations: the question of federal pre-emption and its ramifications on contracts to perform granted broadcasters by copyright owners: the duration of the term of copyright, and finally, the provisions relating to dam-



NAB's Anello
Off-air off-limits?

ages for innocent infringement."

After suggesting that the bill would benefit from clarification of the distinction between "phonorecords" and "sound recordings," which, he said, seem to mean the same thing in one part of the measure and different things in another part, Mr. Anello turned his attention to Section 102, which extends copyright protection to sound recordings.

"As we understand it," he said, "the purpose of this provision is to protect record manufacturers against the practice commonly known as 'dubbing'; that is, the duplication of the sounds fixed in a recording and then distributing the 'dubbed' copy to the public." This aim, he continued, is admirable as far as NAB is concerned, but "the

remedy should be directed to the sale of the copy not to the mere use. Copyright protection is not the answer nor is it necessary."

Mr. Anello said that if copyright protection were to be extended to the "mechanical services" involved in producing a record, the same should be done for the skilled technicians and extensive equipment necessary "to put a signal on the air that can be received many miles away."

Good Publicity ■ He reviewed the system which has grown up whereby record companies send free records to stations for the stations to either play or transfer to tape and play, at their convenience and "to the benefit of the record manufacturer, performer and song writer," since these records receive "the widest possible exposure."

Such re-recording "may not have the express permission of the owner of the master recording," he continued, but "it is a practice that has grown up in the trade with the tacit consent of all concerned" which the "extension of copyright protection to the record itself would make . . . a violation of the copyright laws."

Mr. Anello said NAB feels that "so long as the reproduction of the record is solely for the purpose of facilitating a duly authorized performance of that record and not for the purpose of redistribution the limitations on the right to reproduce should be minimized." He endorsed a change suggested by ABC which would permit copies "solely for purposes of the organization's own authorized transmissions or for archival preservation, if the copies or phonorecords are not used for transmission after the period of one year from the date they were first made and are thereafter destroyed or preserved for archival purposes only."

NAB's position on CATV is still firm: They "perform publicly for profit and, hence, are subject to payment of fees for performance rights." Mr. Anello said his association believes the liability exists under present law, and is "pleased to note that the bill presently under consideration grants no exemption or immunity to CATV operations."

"We no longer talk of CATV in its traditional role of a supplement to free broadcasting but as a substitute for it,"

he said. "Hence, we fail to see the logic of any principle that would require broadcasters to pay performance rights but would exempt these persons who not only perform a similar function but are actually in competition with those who do pay. That the two systems of transmission are in competition has been recognized by the Federal Communications Commission."

"Finally," he continued, "we find it difficult to appreciate the distinction that Mr. Ford [National Community Television Association president] was attempting to draw the other day when he stated that because the broadcaster broadcasts, there is a performance; whereas, because the CATV system picks up an electrical impulse, transmits that electrical impulse and does nothing else, there is no performance. In either case, both are transmitting a signal and, while we would agree that CATV is not broadcasting, this has nothing to do in our opinion with the fact that it is rendering a performance separate and apart from that of the broadcasting station."

Rebroadcast Comparison ■ Mr. Anello compared the situation to rebroadcast provisions in Section 325 of the Communications Act providing "that no broadcasting stations shall rebroadcast the program or any part thereof of another broadcasting station without the express authority of the originating station. The intent of the Congress in enacting this provision," he added, "was to preserve property rights in programs. We submit that the same property rights are entitled to protection whether they are retransmitted by means of a broadcast station or by means of a wired system."

NAB now agrees that CATV systems are covered under Section 106 of the bill, which gives the copyright owner exclusive rights to do and to authorize a number of things, including performances of his work, and defines performance "to transmit or otherwise communicate a performance or exhibition of the work to the public by means of any device or process." (The deputy register of copyrights, Mr. Cary, has stated that this language is specifically intended to cover CATV usage.) However, Mr. Anello said, the association would like a small change in Section 109, which lists exemptions to copyright liability. Paragraph seven now exempts "communication of a transmission embodying a performance or exhibition of a work by the public reception of the transmission on a single receiving apparatus of a kind commonly used in private homes, unless: (A) a direct charge is made to see or hear the transmissions; or (B) the transmission thus received is further transmitted to the public."

NAB, Mr. Anello said, would like

to add "indirect," to make subsection (A) read "a direct or indirect charge," because, he said: "It might be argued that CATV does not make a direct charge for the reception but only a service charge."

NCTA Position ■ Appearing before the subcommittee on June 24, Frederick W. Ford, NCTA president and former FCC commissioner, had argued that CATV should be exempt from copyright liability because:

- CATV's are just extensions of the set owner's antenna, and should therefore have the same right to broadcast material as the general public.

- Copyright owners are already compensated for use of their material by antenna systems, because the systems increase a station's coverage area, and the rates a station charges and pays are set by that coverage area.

- It would be administratively impossible for a CATV owner to obtain advance clearances for all the programs his system carries.

- FCC proposed rules and the CATV bill being considered by the House Commerce Committee would require CATV's to carry the signal of a local station. Without a copyright exemption, the local station could forbid carriage, or charge exorbitant fees, placing the antenna system in a fatal conflict (BROADCASTING, June 28).

Mr. Anello suggested that the bill should specifically permit broadcasters to sue to protect their interest and their contractual rights to program exclusivity without having to join as a party to the case the owner of the program (which has been adjudged necessary in *Cable Vision Inc. v. The Klix Corp.*, before the Court of Appeals for the Ninth Circuit, in 1964).

He also urged substitution of a 28-year term plus 48-year renewal for copyright duration, rather than life plus 50 years, as the bill now reads.

Sports Groups ■ There will be only two or three more days of hearings on the bill before the House subcommittee, spaced over one or two weeks. Among the few witnesses remaining are three sports groups—the National Football League, American Football League, and organized baseball. All three, committee experts say, are understood to oppose any exemption for CATV.

The subcommittee members, regarded by most observers as interested in the problems before them, will have to retire to weeks, perhaps months, of executive sessions to weigh the mountains of data presented during the hearings.

Both the professional staff and the congressmen feel that some legislation will result before the end of the 89th Congress, which means the subcommittee will have to report out a bill to the full House Judiciary Committee some-

Mark of the Tortoise

James Bond-type thrills as a worldwide crime syndicate selects its victim and strikes.

RUN. TIME: 92 MIN.
REL. DATE: 1964

THRILL AFTER THRILL!



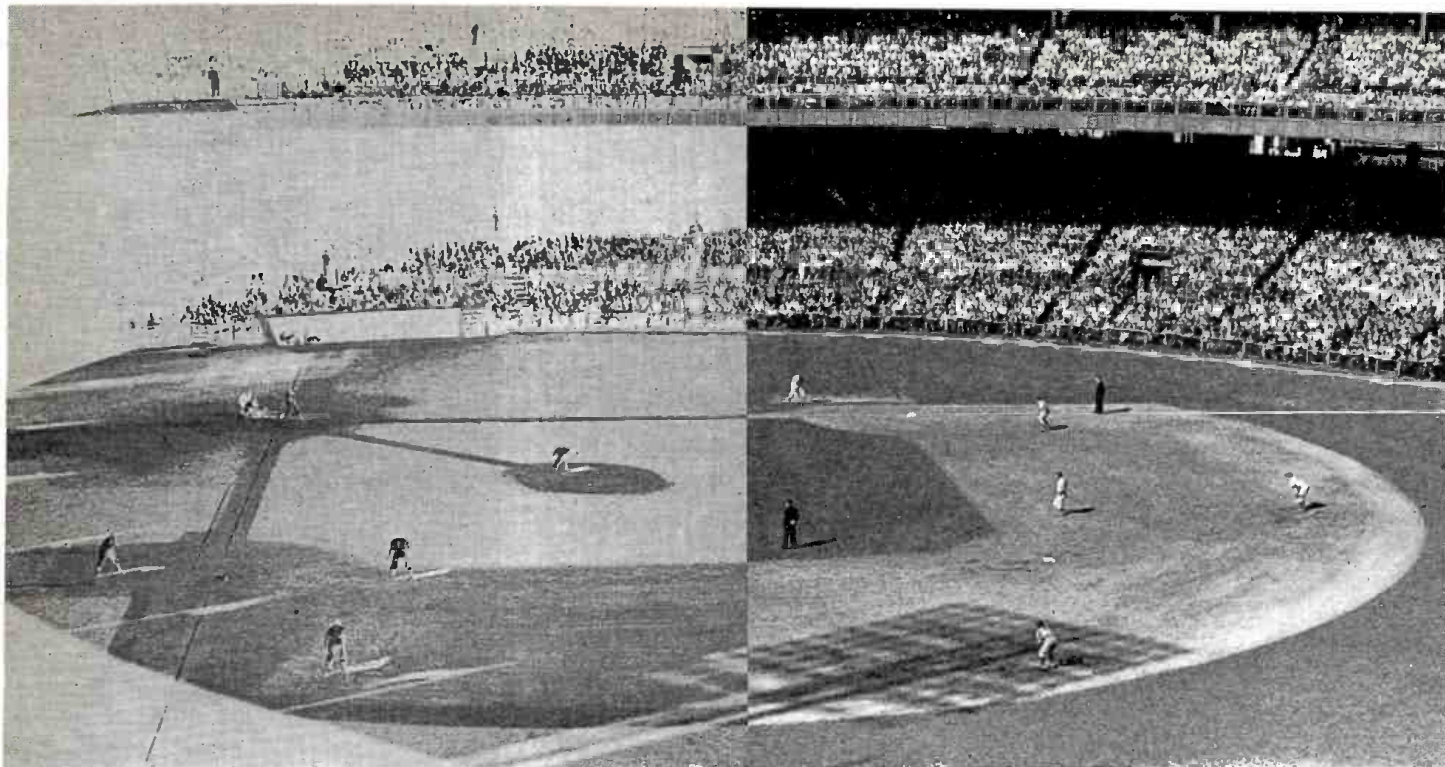
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NIGHT...

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One of our broadcast customers got a hooker thrown at him when he found he had to do a daytime ballgame after a long night stand at a ball park. He did not have time to change his Image Orthicons to tubes that would produce the best picture under bright daylight conditions.

He had been using our RCA-8092A Image Orthicons in his color camera for nighttime baseball pickup since they produced the best possible sensitivity. We introduced the 8092A several years ago after we were able to provide the increased sensitivity, improved signal-to-noise, and eliminated some of the graininess in the picture...problems which had plagued some of the earlier attempts to use these Image Orthicons in quality television pickup.

This broadcaster was very happy with the nighttime operation because he could put a zoom lens on the camera and still obtain good picture quality with infield illumination from about 150 foot candles. When he had to run the outdoor game the next day in broad daylight he certainly didn't need the high sensitivity.

We told him to go ahead and try them out in daylight, feeling that the tube should produce a good picture if he could "stop" the camera lens down far enough to keep from overloading the tubes. We felt that the contrast should be pretty well handled by these RCA 8092A's.

Well, he tried it, and, surprisingly without stopping the lens down all the way, he found that the 8092A's were

able to pull a lot of the low-light signal out of the mud and beat down the highlight signal without washing out the highlights.

He could pan the camera from the brightly-lighted infield to the shadows of the stadium and look into the dugout without seriously upsetting the color balance, or he could watch the runner on first base without having the brightly-lighted outfield overload the picture.

He has been using his 8092A's for both outdoor daylight and nighttime broadcasts ever since.

Of course, he can not get the color fidelity and the signal-to-noise ratio that might be expected from some of our studio tubes. But the operational flexibility and the fact he has all the sensitivity he needs for nighttime pickup are the things that put him into business day after day with no changes of tubes between games.

These tubes do require a little consideration in handling since they have a gossamer thin target which can be damaged by the wrong kind of jolts or camera handling but if you treat them right, they will give you good service and a wide range of operation.

For further information on the RCA-8092A, ask your RCA Broadcast Tube Distributor for a copy of the RCA-8092A bulletin.

This is one of a series of interesting field situations faced and solved by broadcasters through the coordination of RCA Broadcast Tube Distributors and RCA sales and factory engineers.

RCA ELECTRONIC COMPONENTS AND DEVICES, HARRISON, N. J.



The Most Trusted Name in Electronics



Acting chairman Robert W. Kastenmeier (D-Wis) (c) confers with counsel during House copyright hearings as (l to r), Representative Richard H. Poff (R-Va.) and Representative William St. Onge (D-Conn.) watch NAB witness Douglas Anello. Other members of

subcommittee not shown here are Representatives Edwin E. Willis (D-La.), chairman, William M. Tuck (D-Va.), Don Edwards (D-Calif.), Herbert Tenzer (D-N.Y.), John V. Lindsay (R-N.Y.), and Edward Hutchinson (D-Mich.).

time in January or February of next year, so enough time will remain for it to clear the House and the Senate, which just began to study the problem (see below).

Representative Kastenmeier recalled that the current move to revise the law has been "about 10 years in the making," which is one reason he and his colleagues consider passage "essential" within a year.

Senate rerun on copyright bill

CATV stickiest problem;
ETV's want free ride; music
publishers ask protection

Although he didn't "see any chance" of getting the new copyright bill through the Senate during the current session, Senator John L. McClellan (D-Ark.) opened hearings on the bill last week.

The witnesses appearing before the Senate Judiciary subcommittee made the hearing look like a summer rerun of the House copyright hearings which began in the spring (BROADCASTING, May 31 et seq.) and are still continuing (see page 52).

The copyright office said community antenna television is one of the more sticky problems still to be solved. Educational broadcasters said they needed more leeway in using material without having to pay copyright fees. Music publishers said the educators were asking for too much. A record manufacturer said the record makers should have some copyright control of their product and be allowed to collect performance fees from stations.

Abraham L. Kamenstein, register of copyrights, said his office has taken

no official position on CATV other than to conclude "that there are valid arguments on both sides of the question" of whether CATV operators should be liable for carrying copyrighted material. "On balance," he said, "the copyright owner should be compensated for the use of his works by CATV systems." However, the problem of how a CATV operator will get advance clearances "is a real one which cannot be ignored."

The register said the FCC's assertion that it has jurisdiction over CATV systems may mean the problem could be solved by requiring CATVs to get permission from the stations whose programs they are carrying. (This is the Section 325 principle which was strongly supported by NBC and several other broadcasters in last month's filing on the proposed rulemaking.) But, Mr. Kamenstein added, "I am inclined to doubt whether it would meet with much favor from either copyright owners or CATV operators."

Laying the need for a new copyright law to replace the 1909 statute at the door of "the 20th century revolution in communications," the register said a copyright law today must "respond to the challenge of a technology based on instant communication and reproduction of an author's works throughout the world."

Educators Worried • Eugene N. Alienikoff, chairman of the Joint National Educational Television-Educational Television Stations Music and Copyright Committee, said ETV has been "particularly alarmed" from the earliest hints that the "nonprofit" exemption under the present statute "would be under considerable attack." If the exemption is removed, he claimed, ETV "would have serious if not insurmountable difficulties in playing the role it can in meeting the everexpanding educational needs of the American people."

Mr. Aleinikoff accused the copyright office of having "vacillated widely in its recommendations": first supporting continuing exemption, then being

Break-through

A train hurtles through the night in a spine-tingling escape from behind the Iron Curtain.

RUN. TIME: 82 MIN.
REL. DATE: 1963

MILE-A-MINUTE ACTION!



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A bad day all round for Continental League TV debut

The Continental Football League, which envisions itself as the third major professional league, got its first real taste of television exposure last week, but apparently the taste was somewhat sour.

The Continental Sports Network Corp., a subsidiary of Don Lord Productions, New York, produced a two-hour film version of the Saturday (Aug. 14) game between the Norfolk (Va.) Neptunes and Fort Wayne (Ind.) Warriors that was carried on WTAR-TV Norfolk; WXXE-TV Petersburg-Richmond, Va.; CHCH-TV Hamilton, Ont.; WIBF-TV Philadelphia, and WCHS-TV Charleston, W. Va.

Don Lord, president of CSN, said the game was offered to the stations on an "entirely speculative basis" and that his firm didn't get any money from the stations. It was re-

ported in Norfolk that the production cost \$7,200.

Mr. Lord said the game was covered under the "worst possible conditions" since the announcers and technical crew did not know which game they were filming until the night before the game. As a result, he said, no one knew who the players were and there were no spotters.

It was reported that CSN originally had planned to cover the Richmond (Va.) Rebels-Hartford (Conn.) Charter Oaks game at Richmond, but found out the night before that the Hartford team had contracted with WHCT(TV) Hartford to show the game on pay television. So the switch was made to the Norfolk-Fort Wayne game.

Agreement Soon ■ Mr. Lord has been negotiating with Ashley-Famous Artists Corp., New York agent

for the league, for the past six weeks. He said he expected to have some kind of agreement with the league early this week. However, he insisted that there would be no more broadcasts like the first game "except under good, well-arranged broadcasting conditions." He also feels that when everything falls into place, he will be feeding the games to about 50 stations in the U. S. and Canada before the year is out.

Although the stations that had carried the opener were reluctant to talk about future games, a spokesman for one indicated that some local sponsors had shown interest in the first game and he felt the games might be produced as a half-hour version instead of the two-hour play-by-play.

His comment on the opening game: "The sound was lousy."

against it, then recommending it but only for "classroom broadcasts during school hours." ETV's, he said, are concerned about "those types of educational broadcasts which the copyright office has so arbitrarily distinguished from daytime in-school instruction."

Declaring that ETV has an "almost limitless potential for the public good," Mr. Alienikoff charged the "commercial copyright interests" with centering "on elimination of the educational television exemption" in the current proceedings. He cited two prime factors for their action: "The expectation that educational television is destined to become an important competitive communications channel with vast audiences across the nation" and "the hope" that ETV will be a "new and major source of financial support for serious authors and composers." Neither reason he said appears to be valid to discontinue the exemption.

He said ETV viewers aren't foreseen as becoming "a mass audience in the usual sense," and gearing an exemption to the size of the audience appears to be a "fallacy" at any rate.

Since ETV has "often been warned not to expect subsidies from creative artists and writers," he went on, "we would equally hope that the creative elements of our society would not look for subsidies from educational television."

Mr. Aleinikoff also attacked the new bill's section that would permit ephemeral recordings that could be used only for six months after the original broad-

cast. "While perhaps acceptable to commercial broadcasters," he said, such a policy "simply will not suffice" for ETV. He called it "the height of folly" for a school "that has with much effort and expense developed a good classroom telecourse to destroy it and reproduce the same television lessons over and over each academic year."

Opposing View ■ The other side of the educational exemption coin was expressed by Leonard Feist, chairman of the legislative committee of the Music Publishers Association of the United States. He said it would be "ironic" if ETV "resists payment of some moderate royalties for the right to broadcast copyrighted music. It would seem to me to be out of keeping with the traditional cultural role of the universities and other institutions which support these broadcasting facilities, frequently out of tax monies."

Mr. Feist cited a report by the Rockefeller Brothers Fund on, "The Performing Arts: Problems and Prospects," which called the educational institutions' attempt to continue the exemption "perhaps the most serious threat to encouraging creativity in the arts."

The report noted that although ETV "in its initial stages, deserves concessions and intelligent cooperation in its development by artists, there seems no reason why it should receive blanket exemption from the payment of reasonable fees. Were it to receive this exemption—indeed, if any educational institution were to receive it—artists

would once more be in a position of being forced to provide a partial subsidy for the general cultural and intellectual development of the nation."

As he had at the House copyright hearing in the spring, Alan W. Livingston, president of Capitol Records, spoke out as the lone major independent record manufacturer. RCA and Columbia, he said, have radio-TV interests, and as a result Mr. Livingston spoke "for only a record business and for the public interest with regard to the music business."

He repeated his contention that record companies need authority to control public performance of their product for profit. Mr. Livingston again said that radio and TV stations should be subject to performance fees by record companies for use of the creative product of those firms.

However, the Capitol president said last week that such authority doesn't necessarily mean the record companies would collect performance fees. "It is quite possible," he said, "that the highly competitive conditions in the U.S. record market created by the large number of record companies, along with the desire of the companies for radio exposure and the competition for available air time might mean that some or many of the U.S. record companies would not collect performance fees. If any appreciable number of record companies took that position, it might make fee collecting impossible."

No Empty Right ■ Such a situation, he said, would not mean that the con-

trolling right would be an empty one. This right could be of benefit in restricting stations from overexposing records. "Many stations consistently cause harm by overperformance of particular 'hot' records," Mr. Livingston maintained. This saturation push could result in the "destruction of individual record value," he added.

The recording executive said performance control would also be valuable in preventing records from being played on the air until the consumer pipeline was stocked. "Some aggressive radio stations," he charged, "in their desire to be the first to expose new products of 'hot artists' have in certain cases acquired unauthorized copies of the new record before it was released. In some cases, we know the record could only have been acquired from an unfaithful employee in one of the factories pressing the particular record. Stations have been known to buy such illegitimate copies in order to get the jump on other radio stations in the market."

When these records are aired, he added, a demand is created "which Capitol is unprepared to fill, thus causing economic injury to Capitol and tremendous ill will from competitive radio stations in the same market who are acting in a more legitimate manner."

Mr. Livingston said he knew of no other industry faced with a similar problem and that there is "no clearly established legal remedy available to stop this unauthorized use of our product. Nothing in the copyright law affords us any protection and any other legal steps would require pioneering with attendant delays and judicial reluctance."

He maintained that the two cents per tune now paid to the authors and composers is sufficient and that attention be given to "protecting the performance rights of the vocalist, arranger and record company."

Muzak wins cases

The U. S. District Court in Los Angeles on Wednesday (Aug. 18) entered judgment enjoining three Los Angeles businessmen from infringing on Muzak copyrights by intercepting Muzak's background music programs without paying for them. Substantial damages will also be paid to Wrather Corp., owner of Muzak, as part of the settlement agreement, it was disclosed by Kaplan, Livingston, Goodwin & Berkowitz, attorneys for Wrather Corp., but the amount was not revealed by the papers filed in court.

The Muzak suit against Rod Wellman of Rod's Grill, Thomas Maresca of Thomas Draperies and Nicholas Panici of Accent Interiors charged them with using the Muzak service

without payment to Pacific Network, which distributes the background music via sub-carrier channels of KRKD-FM and KRHM(FM), both Los Angeles. Pacific Network also has its own suit for \$25,000 for unfair competition on file in Los Angeles Superior Court against alleged pirates of Muzak programs (BROADCASTING, Jan. 11).

Scrubbed GT-5 flight Costly For networks

The three TV networks lost close to \$500,000 in pre-emptions for their coverage of the postponed launching of the Gemini-Titan-5 eight-day manned space flight last Thursday (Aug. 19). The launching was re-set for Saturday (Aug. 21). In addition, out-of-pocket costs were incurred in Thursday's coverage. It had been estimated that approximately \$1.5 million had been budgeted by the TV networks for pool coverage of the launching. The two-day delay was expected to add substantially to this figure.

On Thursday, each TV network went on the air at 7 a.m., EDT. Transmitting in color, NBC-TV and ABC-TV continued their coverage until 2:30 p.m., while CBS-TV's went on until 2 p.m. The networks had also scheduled special evening summary programs of the launching, but CBS-TV and NBC-TV announced early Thursday afternoon that these programs had been cancelled. ABC-TV, however, telecast a special Gemini report from 11:15-11:30 p.m.

Thursday afternoon, the networks had not yet completely formulated their radio-TV broadcasting plans for Saturday. It was expected that NBC-TV would go on air at 7 a.m. with coverage, ABC-TV at 8 a.m. and CBS-TV at 9:30 a.m., but all would continue with uninterrupted coverage until after the launching. It was believed that summary evening programs would also be broadcast.

The TV networks had arranged pooled color transmission of the rocket launch from Cape Kennedy and of the White House reaction to the event.

The networks individually had also set up elaborate separate control centers in New York, with detailed models, diagrams, maps and charts of the Gemini and its orbital path. Pool coverage was under the direction of John Lynch, overall pool producer, and editorial producer William Seamens, both of ABC News. The delay in launching was not expected to have a significant effect on plans for coverage of the flight itself.

Golden Goddess of Rio Beni

COLOR!

A strange group of adventurers face death in their jungle search for a fabulous treasure.

RUN. TIME: 93 MIN.

REL. DATE: 1965

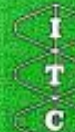
JUNGLE ADVENTURE!



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How radio-TV covered L. A. riot

Helicopters used to get aerial coverage after white newsmen were barred from area by police

When the densely populated Watts district of Los Angeles exploded into a bedlam of shooting and looting the night of Aug. 11-12, the city's broadcasters joined forces to keep Southern California and the nation informed of the internal state of the Negro community and the progress of the law enforcement agencies in bringing the uprising under control. For the next few days the radio and television stations of Los Angeles made riot reports their main order of business. Regular programing was arbitrarily interrupted or pre-empted. Commercials were cancelled. The news came first.

The cost of this news coverage was more than the loss of commercial business. Mobile units were battered by shots and stones; their windows were knocked out; newswagons of ABC-TV and KNXT(TV) were destroyed by fire, with an out-of-pocket loss of \$10,000 apiece. Newsmen, who dodged rocks and bullets themselves, mostly came out with no worse than scratches or bruises. A major exception was Ray Fahrenkoph of ABC-TV News who was separated from his companions the night of Aug. 12 and mauled and beaten so badly that he was still in the hospital a week later (BROADCASTING, Aug. 16).

Overtime salaries—the news crews and equipment were all on round-the-clock duty—swelled the cost of reporting the riot. Conservative estimates put the overall cost at well over \$100,000 for the city's radio and TV stations.

KGFJ Los Angeles, Negro-oriented radio station, kept radio-equipped mobile units on the streets of the Watts area from early Thursday morning to late Sunday night (Aug. 12-15), the only station with such coverage, as after the first day's destruction of other station units, the police kept cars with white newsmen out of the area. During

this period KGFJ broadcast a minimum of three eyewitness reports an hour and also made continuous beeper reports available to some 21 radio stations throughout the nation, as well as to the nationwide radio networks.

Editorials, Too ■ Tom Hawkins, director of station operations at KGFJ, broadcast hourly editorials for a 48-hour period, appealing to all members of the Negro community to respect the rights of all citizens. Mr. Hawkins also served as co-host with Bob Grant of KABC Los Angeles in a joint KABC-KGFJ four-hour broadcast on Monday evening (Aug. 16, 9 p.m.-1 a.m.), when both stations cancelled regular programing and all commercials to present leaders of the Negro community who discussed the serious situation and what should be done to prevent a recurrence. They also answered questions telephoned by listeners. This special program was also fed to some 50 stations of ABC Radio, West.

With the virtually complete destruction of all food stores within a 40-square-mile area, KGFJ cooperated with the local welfare agencies in arranging to have food made available to those in need and installed an automatic answering system to inform callers about this service and its location.

As at the time of the Bel Air fire and the Baldwin Hills Dam break, KTLA (TV) with its telecopter, flying studio, provided complete TV coverage of the Watts riots. Flying high enough to be out of range of the snipers who continually took pot shots at it, the telecopter's new lens, with a 20-to-1 magnification gave the viewers close-ups of the people on the street. Even at night, when such TV coverage is difficult, the fires of burning stores and business buildings gave sufficient light for a clear picture of the action.



'Burn, baby, burn' was the watchword among looters in the Watts area of Los Angeles during the riots in that city. This picture, taken from a

KTLA(TV) helicopter, was one of the many shown to Los Angeles TV viewers during the height of the disturbances.

From one war to another

Charles Arlington, special projects director of KLAC Los Angeles, returning home after four nights of ducking bullets and bricks in the riot-torn section of the city, found a letter waiting for him. It contained a passport to Vietnam and an assignment to cover that battleground for Metropolitan Broadcasting, a division of Metro-media, owner of KLAC and other broadcast properties.

More than just a reportorial vehicle, KTLA's telecopter also served as a monitor for the police department. When a policeman on a corner needed help, the copter hovered over his head, acting as a guide for supporting police units. It also assisted the fire department by spotting and reporting fires at the outset.

The Price Was Right ■ From the air the KTLA cameras caught looters entering buildings, emerging with their illicit merchandise and proceeding to their cars and driving away. One couple was on camera as they carried a couch from a store, and, tired from trying to hurry with their heavy burden, set it down and stretched out on it for a breather before picking it up again to get it to their auto. As pilot-reporter Larry Scheer commented, "The price is right but it's just too heavy."

KTLA's telemobile studio on wheels, was stationed at emergency command headquarters at the central police station, with a color bus unit, two news film units and a two-car unit for field coverage also employed by the station. The KTLA video reporting and the radio coverage of KMPC (both stations are owned by Golden West Broadcasters) were coordinated under the direction of Hugh Brundage, GWB director of news and KTLA's number one on-the-air commentator. His 10-man news team at KTLA worked closely with a similar group from KMPC which also gave birds-eye reports from its "airwatch" helicopter in addition to on-the-ground coverage via mobile units.

During the four days, Aug. 12-15, when the disorder was at its height, KTLA devoted 13 hours and 36 minutes of air time to covering the riot, pre-empting 14 programs and 81 commercials.

Far Away Pickups ■ KTLA made its riot coverage available to the TV networks, which monitored the station and distributed selected portions of its picture report to the nation. KERO-TV Bakersfield and KOGO-TV San Diego,

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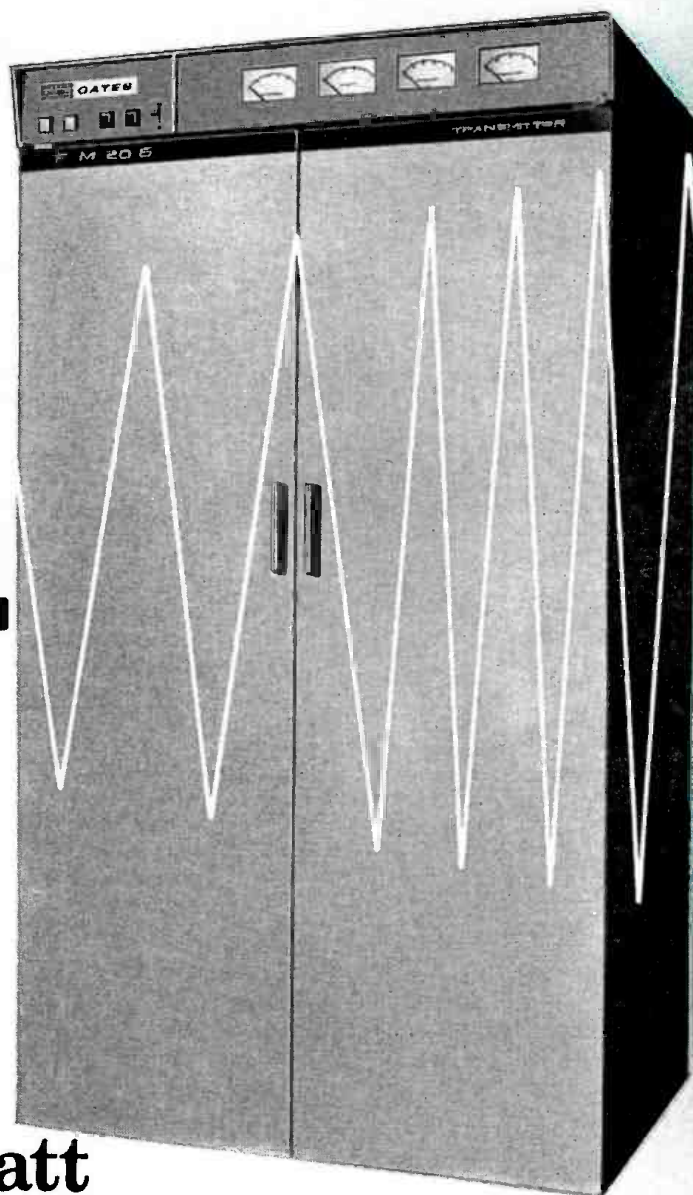
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Here's top power at lowest per hour operating cost in a compact space-saving cabinet arrangement. The new Gates FM-20G provides maximum installation flexibility. Power supply is 100% solid-state and only one 4CX-15,000D ceramic tetrode delivers 20,000 watts output. This brand-new Gates FM-20G Transmitter is another reason why the soundest sound in FM is the new sound of Gates.

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Export: Roche International Corporation, New York City
In Canada: Canadian Marconi Company, Montreal

both California, also rebroadcast reports picked up live from KTLA and tapes were sent on request to KPIX(TV) San Francisco, KTVU(TV) Oakland-San Francisco, KCRA-TV Sacramento, all California, WGN-TV Chicago, KCTO(TV) Denver and KOOL-TV Phoenix.

KMPC also disseminated its reports of the Negro uprising outside Los Angeles, chiefly in newscasts fed to the 18 radio stations in California, Nevada and Arizona making up the special sports network carrying the play-by-play broadcasts of the Los Angeles Angels. In addition, KMPC news director Val Clenard and helicopter pilot-reporter Captain Max Schumacher sent taped reports totaling 45 minutes to WMCA New York.

Lloyd Sigmon, GWB executive vice president and general manager, who authorized KTLA and KMPC news departments to let the riot coverage take precedence over normal operations, estimated that the overall cost was about \$25,000 for KTLA, perhaps half that amount for KMPC. A major item at the radio station was more than 58 hours airtime for Captain Schumacher and the helicopter, at \$85 an hour.

KFWB Los Angeles also served as riot coverage headquarters for a host of out-of-town stations who were calling in at the rate of over 75 an hour during the peak of the trouble, according to Beach Rogers, KFWB newsman. He reported calls from Tennessee, Iowa, Washington, Texas and New York, with some stations calling every hour for the latest information. "WINS New York used us exclusively for their coverage of the riot," Mr. Rogers said.

KNXT(TV), its staff of 48 newsmen alerted when the rioting began, added hourly filmed reports to its regular news schedule on Saturday, stepped them up to every half-hour on Sunday, also provided CBS News with film for network broadcast. The CBS News staff in Los Angeles, in addition to riot reports on the CBS-TV network newscasts, presented a special half-hour report on the network Sunday evening *The Los Angeles Riots—Who's to Blame?*

On the Networks — For the networks, the riot became a continuous hard-news story, the twists and turns of events peppering regular news programming. Radio at times edged TV in getting extra special reports to their affiliates.

ABC-TV did not program specials but covered events in its regular newscasts. It also scheduled an interview with Governor Pat Brown on its *Issues and Answers* Sunday (Aug. 22).

ABC Radio had a special report on Aug. 14 (Saturday, 10-10:25 p.m. EDT) broadcasting interviews with Police Chief William H. Parker and Mayor Samuel W. Yorty and with

people involved in the riots. News reports were buttressed by seven special three-minute reports on *ABC Reports* between Aug. 12 and Aug. 16 (*Reports* is broadcast five times daily on a regular basis). The ABC News team: for TV, Piers Anderton, Bill Edwards and Carlton Cordell, and Bill Sherry as director; for radio, Tom Schell, Jim Harriott and Jim McCulla as the director.

CBS-TV pre-empted *World War I* on Aug. 15 (6:30-7 p.m. EDT) to present a special report on the riots. CBS correspondent Charles Kuralt was anchor man and reports from the riot scene in the Watts section of Los Angeles were provided by correspondent Bill Stout and newsmen Terry Drinkwater and Bruce Morton. CBS-TV also extended the *Sunday News* the same night for special reports.

Aside from regular coverage, CBS Radio added a special, also on Aug. 15, at 5:05-5:30 p.m. EDT with Reed Collins as the commentator.

NBC-TV programed a half-hour special summary report on Aug. 14 (Saturday) at 8:30 p.m. EDT, Tom Petit reporting from Los Angeles and Ed Newman from New York. In addition, NBC's *Today* show concentrated on the Los Angeles story in three of its telecasts (Aug. 12, 13 and 16), giving the coverage a total of 40 minutes.

NBC Radio via its weekend *Monitor* on Aug. 14 and 15 logged 18 news actuality specials pertaining to the riots. These insert reports ranged in length from two to five minutes. Jay Miller, Bill Roddy and Leo McElroy served as correspondents.

MBS moved special reports on its *The World in Review* (Aug. 15, 8:05-8:30 p.m.) and *The World Tonight* in the same time period the next evening. Regular news feeds for the network were provided by KVEN Ventura, Calif., and direct calls from New York to Los Angeles to interview such front-line figures as Mayor Yorty.

Radio Press International sent special on-the-scene interviews to over 150 subscriber radio stations in the United States, Canada, Asia, Africa and Australia.

Broadcasters tried to help halt riot

Los Angeles broadcasters kept the public informed of the uprising that kept a 40-square-mile area in turmoil for a four-day period. And they did more than just report what was happening. They made an attempt to halt the rioting.

On Friday (Aug. 13) the Southern

California Broadcasters Association, whose members are some 50 radio stations in the lower part of the state, chiefly in the Los Angeles area, gathered 14 Negro leaders from the strife-torn community at the Ambassador hotel to deliver 45-second messages, appealing to other Negroes to halt the violence and show respect for the human and property rights of others. SCBA also invited all stations in the area, TV as well as radio, to record and broadcast these appeals. A score of radio stations and four TV stations responded and KABC made audio tapes available to stations which were unable to attend the session.

"This piece of public service would not have been possible without SCBA," Ben Hoberman, vice president and general manager of KABC and newly elected chairman of SCBA for 1965-66, said.

"The liaison that this organization has built up over the years, with the whole community as well as the broadcasters, is such that Friday's meeting was set up in a few hours of phone calls from the girls in the SCBA office. The rapport is there and its value in a time of emergency is immediately apparent."

Danny Thomas in Miami AFL franchise

The imminent move of the American Football League into Miami (BROADCASTING, Aug. 16), became reality last week when a syndicate headed by Danny Thomas and Joseph Robbie, Minneapolis attorney, acquired a franchise. Although the purchase price was not revealed, Mr. Robbie said "we started at \$7.5 million."



Mr. Thomas

In June, Cox Broadcasting Corp. had been awarded an AFL franchise for Atlanta for \$7.5 million. However, that franchise was dropped when a National Football League team secured the rights to the Atlanta stadium.

Mr. Thomas, who had been a prime-time household word for more than a decade on his CBS-TV half-hour show *Make Room for Daddy*, later the *Danny Thomas Show*, will be on NBC-TV this year in several one-hour specials. In addition, with Sheldon Leonard, he owns the *Andy Griffith Show*, *Dick Van Dyke Show* and *Gomer Pyle, U.S.M.C.* all on CBS-TV, and *I Spy* on NBC-TV.

News gag bill is opposed

Radio-TV and print
media join in fight
against Morse proposal

The Radio Television News Directors Association, ABC, CBS, NBC, the U.S. Department of Justice and representatives of the print news media found themselves in rare accord last week—all of them oppose S 290, a bill introduced by Senator Wayne Morse (D-Ore.) to restrict the release of information concerning criminal proceedings by officers of the court or the defendant.

The bill would add a new section to the criminal code, which would read as follows:

"It shall constitute a contempt of court for any employe of the United States, or for any defendant or his attorney or the agent of either, to furnish or make available for publication information not already properly filed with the court which might affect the outcome of any pending criminal litigation, except evidence that has already been admitted at the trial. Such contempt shall be punished by a fine of not more than \$1,000."

All of the groups objecting to the bill have done so for approximately the same reasons.

■ The language, such as "might affect the outcome," is too vague, therefore subject to differing interpretation

by different judges, creating an arbitrary standard.

■ Suppressing information (and punishing those who do not suppress it) which might affect the outcome of a trial is probably unconstitutional.

■ Denying a defendant the right to freely protest his innocence is also probably unconstitutional.

■ The news media serve justice far more often than they interfere with it.

■ The sincere desire of the news media and the bar to work out a voluntary, equitable solution to an admitted problem should be given time to work, and will, in the end, produce the best results. The problem is too intricate to be properly resolved by legislation.

The bill has even been disowned, in part, by its parent. Although approved by a 1965 session of the Judicial Conference, that group's Committee on the Administration of Criminal Law has decided to "recommend a further change in language which may serve to strengthen the measure against attack on constitutional grounds but without impairing its effectiveness."

"We would recommend," said Judge William F. Smith, speaking for the committee, "the substitution of the phrase 'which is reasonably likely to affect' for the present phrase 'which might affect.' This substitution would furnish a more rigid criterion consistent with that established by the Supreme Court in its interpretation of the First Amendment."

Goes Too Far ■ Bruce Palmer, RTNDA president and the only representative of broadcast news to appear in person, warned about the "perils of any 'overcorrection'; that is, how easy and simple it may be to go further than we need to go. And we also can ask if there is really enough knowledge yet acquired in this area to warrant the



Senator Ervin



RTNDA's Palmer

Secret of the Sphinx

Included in an archeological expedition are seekers of a buried fortune in gold.

RUN. TIME: 95 MIN.
REL. DATE: 1964

**ON-LOCATION
ADVENTURE!**
COLOR!



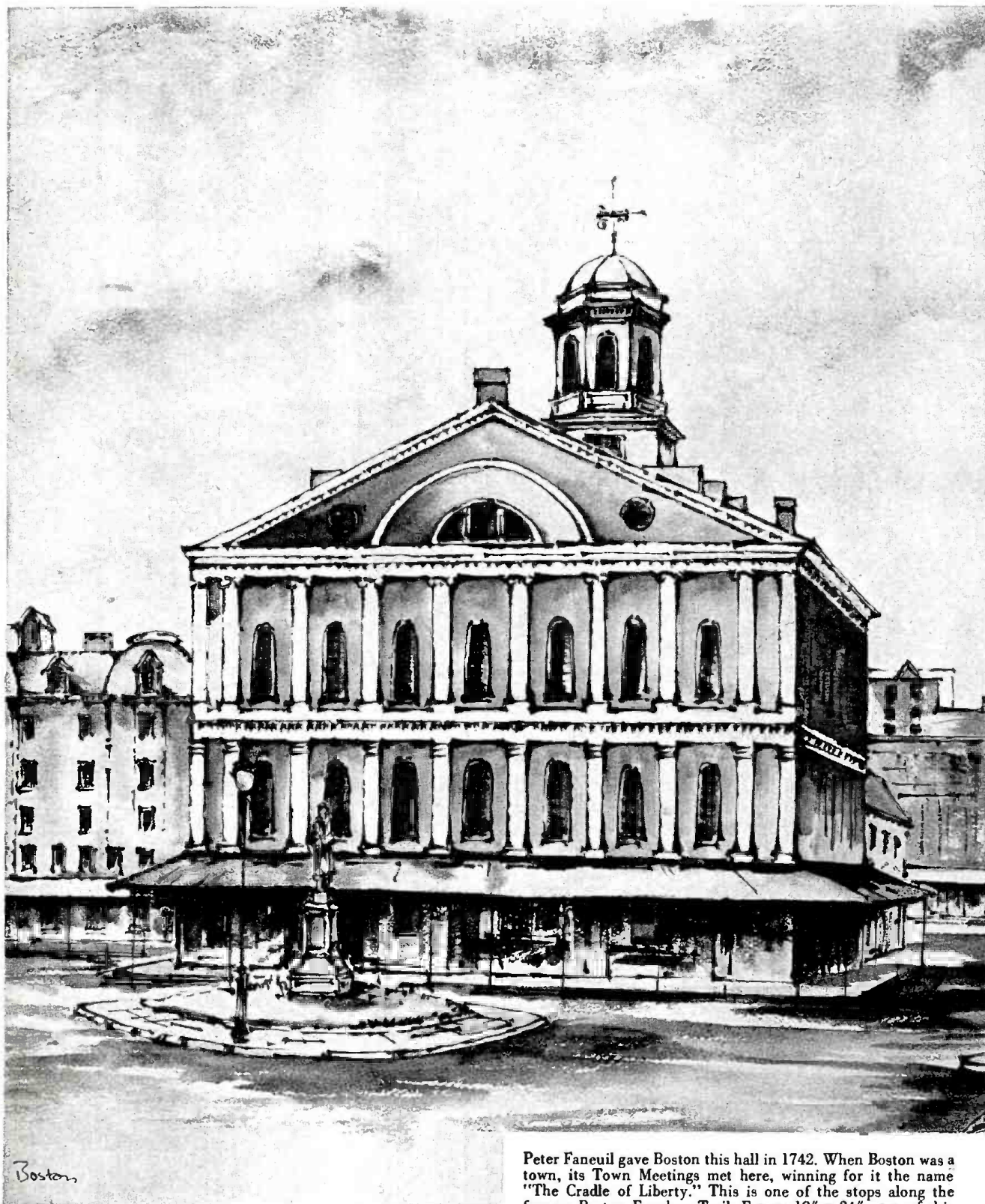
THE EXPLOITABLE 13

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FEATURES WITH ACTION-
ADVENTURE THROUGHOUT!

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Peter Faneuil gave Boston this hall in 1742. When Boston was a town, its Town Meetings met here, winning for it the name "The Cradle of Liberty." This is one of the stops along the famous Boston Freedom Trail. For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

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broad restrictions that Senate Bill 290 would apply."

And when, he asked, "commences 'a pending criminal litigation' . . . ? Does it commence at the time of an arrest? If so, even the arrest records could be withheld, since there is no exception in the bill for such public records. One need hardly argue against secret arrests, yet it would seem that proper protection against such an eventuality is not provided in the bill."

Mr. Palmer made it plain that RTNDA opposes any bill on the subject, but submitted amendments to make S 290 more palatable if something must be passed. The amendments would make it contempt of court for any employee of the U.S. or attorney of the accused to release opinions regarding guilt or innocence, statements regarding the evidence (though not statements about the circumstances of arrest), and statements reporting admissions or confessions. Matters of public record and anything admitted into evidence at the trial would not be covered. The attorney general "in his own person" could disregard these restrictions when "in his reasonable judgement, circumstances of a particular crime so warrant."

Unconstitutional? • Theodore Pierson, of the Washington law firm of Pierson, Ball & Dowd, acting as RTNDA counsel, said he thought S 290 would be unconstitutional even with the amendment proposed by Judge Smith. He warned that overcaution due to the fuzzy language of the bill could cause more information to be withheld than was originally intended.

He added that the news media had trouble getting a "sympathetic forum" before the judiciary and warned that leaving the contempt question entirely to the courts would be like "giving a labor union jurisdiction to interpret an unfair labor case."

Dr. Frank Stanton, CBS Inc. president, criticized the bill for its "oversimplified way of solving a complex problem."

"All my instincts as a citizen and all my observations as a participant in the interplay of the civic life of our nation and the communications media persuade me that we should go very slowly on legislation providing categorially for restraints on anyone's right to speak," he added.

ABC said the "handling of this problem should be left to the good faith, discretion and voluntary restraint by those persons in the litigation processes, as well as by those persons in the communications media who are charged with the responsibility of disseminating news fairly and objectively."

NBC referred to a 1964 statement by Robert W. Sarnoff, board chairman: "In considering these standards and

safeguards, it should always be remembered that the absence of full public information about such proceedings can itself lead to infringement of an individual's rights."

The hearing was held before a joint session of the Senate Judiciary subcommittees on Constitutional Rights (Sam J. Ervin Jr. [D-N. C.], chairman) and Improvements in Judicial Machinery (Joseph D. Tydings [D-Md.], chairman).

Committee experts feel that something resembling S 290 with the amendment suggested by Judge Smith will eventually be reported out. It is so late in the session, however, that passage by both Senate and House before adjournment is doubtful.

Budget Bureau forced changes in FCC form

Operators of AM and FM stations concerned about the additional burden they feel the new AM-FM program reporting form may impose on them can take some solace from the fact it might have been somewhat worse.

This fact emerges from a summary of changes made in the form by the Bureau of the Budget, acting in part on the advice of a committee of broadcasting industry representatives.

The Budget Bureau, which is charged with giving final authority to all such forms, made the summary available to the Committee on Radio & Television Broadcasting, which is headed by Joseph E. Baudino, of Westinghouse Broadcasting Co.

The form, which was formally adopted by the commission two weeks ago (BROADCASTING, Aug. 16), was originally submitted to the Budget Bureau in December (BROADCASTING, Dec. 28, 1964).

The changes made in the interval included:

- Exemption from reporting on past programing by assignors and transferors who had filed renewal applications in the preceding 18 months. Originally, such applicants would have been exempt only if they had filed for renewal within the year.
- Simplifying the signature requirement. Originally, only specially designated high officials of the licensee would be authorized to sign the form. As adopted, the form provides for signature by the applicant himself; by a partner, if the applicant is a partnership; or by an officer of the applicant, if the applicant is a corporation.
- Clarifying the definition of a local program, particularly where two or

Voyage to Danger

COLOR!

Destruction threatens a ship with a live bomb hidden in its hold.

RUN. TIME: 81 MIN.
REL. DATE: 1962

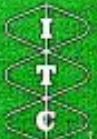
ADVENTURE AT SEA!



THE EXPLOITABLE 13

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more stations cooperate in a joint production.

- Eliminating a requirement that the applicant make available for public inspection the records that support the survey of community needs which the applicant is directed to submit to the commission. The supporting material now need only be open to the commission.

- Dropping a proposal that exact time devoted to selected program types be reported. Applicants are required instead to submit the "amount of time (rounded to the nearest minute). . . ."

- Deleting a request for data on the staff and facilities engaged in preparing public affairs programming.

- Revising questions concerning past programming "to avoid any aspect of entrapment." Originally, the question: "Did the applicant's programming (and commercial practices) agree materially with the representations made in the applicant's last renewal, Yes or No." The form now states that if an applicant's practice "varies substantially" from the proposals he has made, he should submit as an exhibit reasons for the changes.

- Simplifying a requirement for logging commercial announcements. Originally, the applicant was asked to record the beginning time and duration of each commercial announcement. The adopted rule provides two alternatives: (1) record the beginning time of each announcement and the duration, or (2) divide the log into 15 segments beginning with the hour and specifying within each segment the announcements carried and the duration of each.

In addition, the Budget Bureau noted that an effort is being made to redesign the form in a manner that would reduce the number of exhibits now required. The aim is to provide space in the form for answers to 29 questions.

But, where space can't be found, the Budget Bureau noted, exhibits will still be required. The large number of exhibits required by the form was one of the principal objections voiced by some broadcasters.

Program notes . . .

Series syndicated ■ NBC Films will syndicate two informational series produced by WNBC-TV New York, one of the NBC-owned stations. Each of the series, entitled *News in America: The Lively Art of Journalism* and *The Modern World of William Shakespeare*, contain 10 half-hour programs on video tape.

Tennis on ABC-TV ■ ABC-TV will telecast the U. S. National Tennis Championships from Forest Hills, N. Y., on Sunday, Sept. 12 (2-4 p.m., EDT). Jim McKay and Jack Kramer will provide commentary.

Alcoa film ■ Aluminum Co. of America, through Association Films' regional distribution centers, is making available a new 20-minute color film, *Change for the Better*, for showing on TV as well as by educational and civic organizations. The new film, produced by Edward Mahoney and written by John J. Poister, both with Fuller & Smith & Ross, New York, Alcoa's agency, depicts technological achievements of the 20th century, noting the role of aluminum in scientific advances. Douglas Fairbanks Jr. is narrator.

Subtitles for the deaf ■ ABC-TV said last week it would use a new technique in reporting emergency news bulletins as an aid to viewers with hearing difficulties. Specially designed cards, superimposed at the bottom of the TV screen, will display news in headline digests, while the announcer reports the news. This technique is said to supplant the former lip-reading skills applied by people with aural problems while watching major news events.

New radio feature ■ *Medicare Made Simple*, a new radio series in script form, was sold during the first week of its release to five stations, according to D. Craig Oscarson, sales manager of Enterprise Broadcast Features, distributor of the series. Each program is three-and-a-half minutes in length. The series was sold to WNCN Ashland, WHHH Warren, WELW Willoughby and WAQI Ashtabula, all Ohio. Sales of other series announced last week by EBF were: *Jacoby on Bridge* to WERE Cleveland; *Sportscene* to KGRB Los Angeles and *This is Living* to WELW Willoughby, Ohio.

Beatles' bash ■ A one-hour color TV special on the Beatles' New York concert held Aug. 15 and entitled *The Beatles at Shea Stadium* is being prepared by Bob Precht in association with Sullivan Productions Inc. The program, in which 12 color cameras were used to film the action, will be the first TV special to be produced by Mr. Precht and Sullivan Productions. Sullivan Productions produces *The Ed Sullivan Show* and *Fanfare*, which stars Al Hirt, both on CBS-TV.

CARE show ■ The Serendipity Singers last week (Aug. 19) taped a color TV program at the RCA Pavilion of the New York Worlds Fair for distribution as a public service to local TV stations in the United States and Canada, courtesy of CARE. Offered as part of the organization's "Operation Schoolmate" program, which raises school building funds for developing foreign countries, the taped show features the nine vocalists as "international ambassadors" for the CARE program.

Classical music ■ A random telephone

Melody of Hate

Tragedy strikes when twin sisters—one insane—fall in love with the same man.

RUN. TIME: 88 MIN.
REL. DATE: 1962

**GRIPPING
DRAMA!**



THE EXPLOITABLE 13

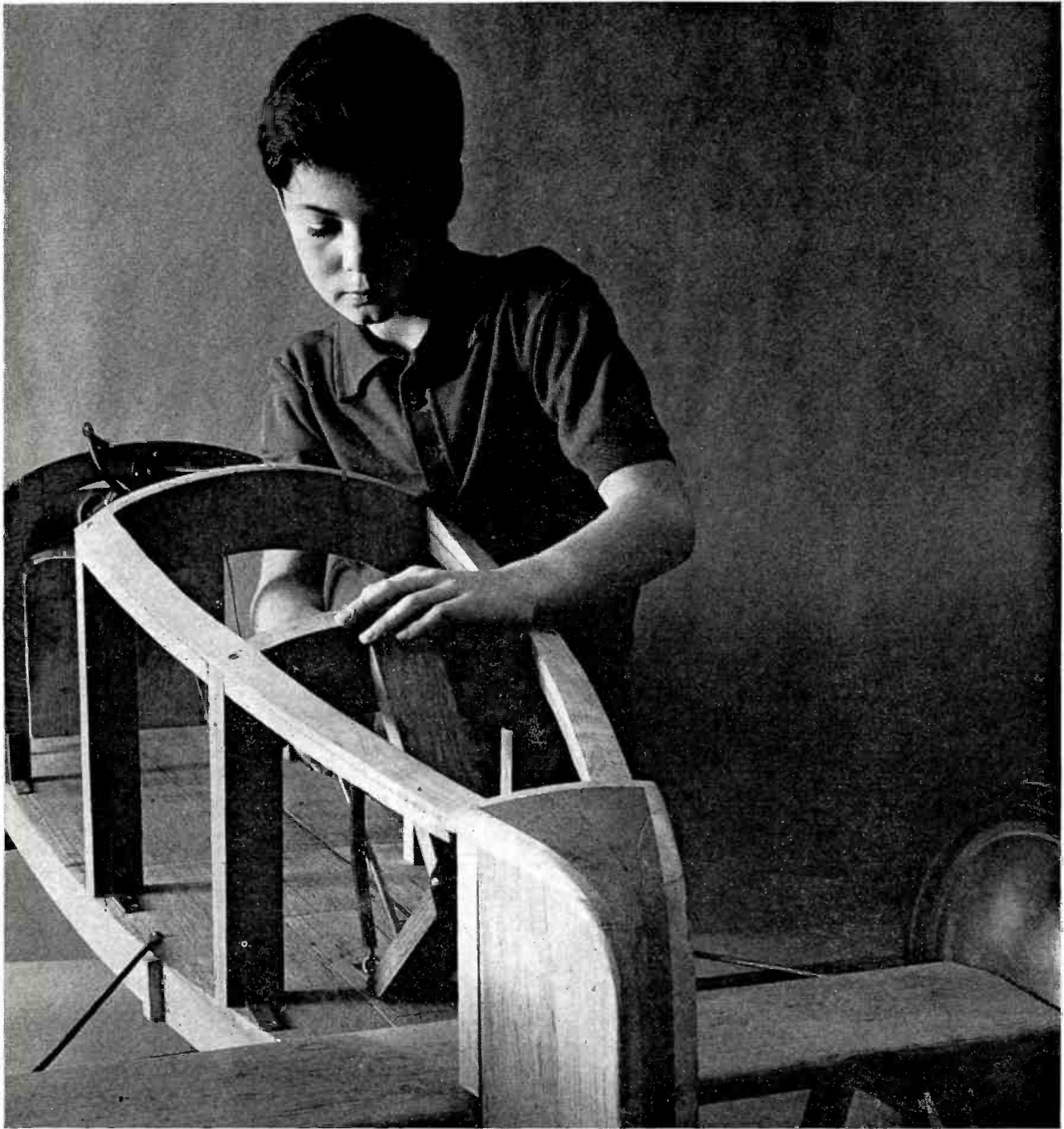
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It took a boy to put it together...



More young boys built more racers for this year's All-American Soap Box Derby than ever before. For many it was their first solo attempt at making something. The fun they had is immeasurable. The spirit of competition they felt is hard to describe. Suffice it to say, the thrill of Derby Racing far outweighed the ache of a bruised thumb or a stiff sawing arm.

Over 55,000 young boys, not to mention their parents, friends and the thousands of delighted spectators, are grateful to the sponsors who made it all possible. They

are thankful to *you* . . . the generous newspapers, radio and television stations named on the opposite page. Your backing worked wonders in making the Soap Box Derby the world's largest and most popular amateur racing event of the year. We sincerely thank and congratulate you for your effective support. . . . Chevrolet Division, General Motors, Detroit, Michigan.



but it took you to put it across

Akron (Ohio) Akron Beacon Journal	Miami (Oklahoma) Miami News Record
Anderson (Indiana) Anderson Newspapers, Inc.	Muscatine (Iowa) KWPC-Radio
Bangor (Maine) Bangor Daily News	New Philadelphia (Ohio) The Daily Times
Bayonne (New Jersey) The Bayonne Times	Norfolk (Virginia) The Virginian-Pilot
Beaver Falls (Pennsylvania) The News-Tribune	Norristown (Pennsylvania) The "Times Herald"
Beloit (Wisconsin) Beloit Daily News	Northampton (Massachusetts) Daily Hampshire Gazette
Birmingham (Alabama) The Birmingham News	North Jersey (New Jersey) The Herald News, Passaic (New Jersey)
Bloomington (Illinois) Radio Station WJBC	Petersburg (Virginia) The Progress-Index
Boise (Idaho) The Idaho Statesman	Plainview (Texas) KVOP Incorporated
Bradford (Pennsylvania) Bradford Journal	Portland (Oregon) Oregon Television, Inc. (KPTV)
Burlington (New Jersey) The Burlington County Times	Provo (Utah) Provo Herald
Burlington (Wisconsin) Burlington Standard-Press	Pulaski (Virginia) Southwest Times
Carlsbad (New Mexico) Carlsbad Current Argus	Putnam-Pawling (New York) The Reporter Dispatch
Charleston (West Virginia) WCAW Radio Station	Quincy (Illinois) Quincy Herald-Whig
Charlotte (North Carolina) The Charlotte News	Ravenna-Kent (Ohio) The Record-Courier
Clearfield (Pennsylvania) Clearfield Broadcasters, Inc.—WCPA	Roanoke (Virginia) The Roanoke Times, The Roanoke World-News
Cleveland (Ohio) The Forest City Publishing Company	Rochester (New York) Times-Union
Clinton (Iowa) The Clinton Herald	Rockford (Illinois) Rockford Newspapers, Inc.
Coffeyville (Kansas) Coffeyville Journal	Rockland County (New York) The Journal News of Nyack
Columbia (Missouri) The Columbia Missourian	Sacramento (California) KCRA-TV
Corning (New York) Corning Leader	St. Catharines (Ontario) The St. Catharines Standard Limited
Detroit (Michigan) The Detroit News	St. Cloud (Minnesota) St. Cloud Daily Times
Duluth (Minnesota) Duluth Herald & News-Tribune	St. Marys (Pennsylvania) Daily Press Publishing Co.
El Paso (Texas) Newspaper Printing Corp.	Salem (Oregon) KBZY Radio
Erie (Pennsylvania) Times Publishing Co.	Sheboygan (Wisconsin) Press Publishing Company
Eugene (Oregon) Radio Station KORE	Sioux Falls (South Dakota) Sioux Falls Argus-Leader
Flint (Michigan) The Flint Journal	Stoughton (Wisconsin) Courier-Hub Publishing Corp.
Ft. Lauderdale (Florida) Ft. Lauderdale News	Suburban Motor City (Michigan) The Detroit News
Ft. Worth (Texas) Ft. Worth Star Telegram	Sullivan County (New York) Sullivan County Newspapers
Fredericksburg (Virginia) The Free Lance-Star	Tacoma (Washington) Tacoma News Tribune
Hartford (Connecticut) The Hartford Times, Inc.	Valparaiso (Indiana) The Vidette-Messenger
Honolulu (Hawaii) Star-Bulletin	Ventura (California) Ventura County Star-Free Press
Kansas City (Missouri) KCMO Broadcasting	Warren (Ohio) The Tribune Company
Kingsport (Tennessee) Kingsport Publishing Corp.	Washington (District of Columbia) WTOP-Radio
Kokomo (Indiana) Tribune	Washington (Missouri) The Washington Missourian
Lancaster (Ohio) Eagle Gazette	Watertown (South Dakota) Watertown Public Opinion
Levittown (Pennsylvania) Bristol-Levittown Courier Times	Wooster (Ohio) The Daily Record
Lubbock (Texas) KCBD-TV and Radio	
Mansfield (Ohio) Mansfield News-Journal	
McKeesport (Pennsylvania) The Daily News Publishing Co.	
Meadville (Pennsylvania) The Meadville Tribune	

survey in the San Antonio, Tex. area conducted for KMFM(FM) showed that 36% of the people who own FM sets prefer concert and classical music. Also, some 60% of those questioned said they listened to radio most of the evening.

Teen world ■ Cardinal Programs Inc., Los Angeles, is syndicating a new package, *Exploring the World with Don and Julie*. The 65 five-minute color episodes take a teen-age brother-and-sister view of interesting people and places.

New nest ■ Cardinal Programs Inc., Los Angeles, has moved to new offices at 9229 Sunset Boulevard, Los Angeles 90069.

JFK book for TV ■ TV rights to *A Nation of Immigrants*, last book to be written by John F. Kennedy, have been acquired by David L. Wolper from the Anti-Defamation League for which the late President originally wrote the volume. It was published last year by Harper & Row. The TV version will be broadcast in January with Xerox Corp. as sponsor. Aram Boyajian will produce the program, with Mel Stuart as executive producer.

Roles for midgets ■ Magna Film Productions Inc., Boston, will produce a new children's TV series adapted from the comic strip, *The Van Gnomes*. The major roles will be played by midgets. Production is scheduled to begin in a few weeks.

Film sales . . .

Hawaii Calls (Cardinal Programs): KCOP(TV) Los Angeles, WTCN-TV Minneapolis-St. Paul, KPTV(TV) Portland, Ore., and Public Service Co. of Colorado.

Faces & Places (Cardinal Programs): KCOP(TV) Los Angeles and KTVU(TV) Oakland-San Francisco.

Quest for Adventure (Cardinal Programs): Public Service Co. of Colorado.

Adventure Calls (Cardinal Programs): KCOP(TV) Los Angeles, WTCN-TV Minneapolis-St. Paul, KPTV(TV) Portland, Ore., and KTVU(TV) Oakland-San Francisco.

The Professionals (Seven Arts TV): WWL-TV New Orleans; WCPO-TV Cincinnati; WHEN-TV Syracuse, N. Y.; WOW-TV Omaha, and WJRT-TV Flint, Mich.

The Mighty Mister Titan (Trans-Lux): KOVR-TV Stockton-Sacramento, Calif.

Magic Room (Trans-Lux): Armed Forces Overseas Network.

Encyclopaedia Britannica Films Li-

brary (Trans-Lux): KBYU-TV Provo, Utah.

The Exploitable 13 (ITC): KHJ-TV Los Angeles; WGN-TV Chicago; CKLW-TV Windsor-Detroit; WTAE(TV) Pittsburgh; WISN-TV Milwaukee; KLZ-TV Denver; WGAN-TV Portland, Me.; WSPA-TV Spartanburg, S. C.; WNEM-TV Saginaw-Bay City, Mich.; KLFY-TV Lafayette, La., and KGMB-TV Honolulu.

Tell Me, Dr. Brothers (Triangle): WBAY-TV Green Bay, Wis.; WLBZ-TV Bangor, Me., and KVVM(TV) Monahans, Tex.

The Lloyd Thaxton Show (MCA-TV): KBAK-TV Bakersfield, Calif.; KBLU-TV Yuma, Ariz.; WHNB-TV New Britain-Hartford, Conn.; WHYN-TV Springfield, Mass.; WEAR-TV Pensacola, Fla.; WRBL-TV Columbus, Ga.; WNCT(TV) Greenville, N. C.; WCSC-TV Charleston, S. C.; WKBD(TV) Detroit; WXEX-TV Petersburg-Richmond, Va.; KHON(TV) Honolulu; KFVS-TV Cape Girardeau, Mo.; WECT(TV) Wilmington, N. C., and WATE-TV Knoxville, Tenn.

Leave It to Beaver (MCA-TV): WKY-TV Oklahoma City; KATC(TV) Lafayette, La.; KWWL-TV Waterloo-Cedar Rapids, Iowa, and KOTA-TV Rapid City, S. D.

Tales of Wells Fargo (MCA-TV): WFIE-TV Evansville, Ind.; KPIX(TV) San Francisco, and KATC(TV) Lafayette, La.

Triangle First Eleven (Triangle): WKBD-TV Detroit, WPTV(TV) Palm Beach, Fla. and WKBS-TV Burlington, Pa.

Amazing '65 (American International TV): WFIL-TV Philadelphia; KFRE-TV Fresno, Calif.; WFBG-TV Altoona, Pa.; WBNF-TV Binghamton, N. Y.; WNHC(TV) New Haven, Conn.; WLYH-TV Lancaster-Lebanon, Pa.; KELP-TV El Paso, Tex.; KFDA-TV Amarillo, Tex.; WZZM-TV Grand Rapids, Mich.; KOCO-TV Oklahoma City and WFTV(TV) Orlando, Fla.

Amazing '66 (American International TV): WFTV(TV) Orlando, Fla.; WFIL-TV Philadelphia; KFRE-TV Fresno, Calif.; WFBG-TV Altoona, Pa.; WBNF-TV Binghamton, N. Y.; WNHC(TV) New Haven, Conn.; WLYH-TV Lancaster-Lebanon, Pa.; KSBW-TV Salinas, Calif.; KELP-TV El Paso, Tex.; WFLA-TV Tampa, Fla.; KFDA-TV Amarillo, Tex.; WZZM-TV Grand Rapids, Mich.; WCIV-TV Mount Pleasant, S. C.; WFMJ-TV Youngstown, Ohio; WREX-TV Rockford, Ill.; WBNS-TV Columbus, Ohio and KOCO-TV Oklahoma City.

Adventure '66 (American International TV): WFTV(TV) Orlando, Fla.; KSBW-TV Salinas, Calif. and WREX-TV Rockford, Ill.

Top Secret Adventures (American International TV): KSBW-TV Salinas, Calif.; KLAS-TV Las Vegas; WFMJ-TV Youngstown, Ohio, and WFTV(TV) Orlando, Fla.

Sinbad Jr. (American International TV): KFDA-TV Amarillo, Tex., and WZZM-TV Grand Rapids, Mich.

Seven Arts TV, Munich firm in pact

Seven Arts Television and Bavaria Studios, Munich, Germany, have entered an agreement for both acquisition of new TV programming and future co-production. First property acquired, Seven Arts revealed last week, is *The Nutcracker*, produced by Bavaria in color as a one-hour film special for TV. According to W. Robert Rich, executive vice president and general manager of Seven Arts Television, the program is being negotiated for a network sale.

Other properties to be developed with Bavaria, Mr. Rich said, are another hour TV special and a program series, both to be produced at Bavaria and at other European locations. The new agreement is affirmation of an earlier report that Mr. Rich had made an overseas deal in Europe during a program-searching trip (CLOSED CIRCUIT, Aug. 2). It was reported last week also that Seven Arts would distribute *The Nutcracker* theatrically in certain areas outside the U.S.

Radio series sales . . .

Miss America Pageant Reports (Ken Gaughran Productions): WDAY Fargo, N. D., and WOSH Oshkosh, Wis.

Jimmie Fidler Hollywood News (Jimmie Fidler): WCUM Cumberland, Md.; KINY Juneau, Alaska, and CKLY Lindsay, Ont.

Leo Durocher . . . Sports (Sight & Sound Library): Wwcm Brazil, Ind.; KHDN Hardin, Mont.; WIOK Normal, Ill., and WLAK Lakeland, Fla.

Earl Nightingale Program (Nightingale-Conant Corp.): KVEC San Luis Obispo, Calif.; WSAF Sarasota, Fla.; WKZI Casey, Ill.; KANE New Iberia, La.; WGON Munising, Mich.; KRAM Las Vegas; WHLD Niagara Falls, N. Y.; WOLS Florence, S. C.; WNVA Norton, Va.; WNNT Warsaw, Va., and WTCH Shawano, Wis.

Thirty Hours of Christmas (Triangle): KEYR Scottsbluff, Neb., and WWIS Black River Falls, Wis.

Anniversaries in Sound (Triangle): WHDL Olean, N. Y.; WCRD Bluffton, Ind., and WFNy-FM Racine, Wis.

More accurate field strength

Engineering firm wants measurements made in TV and FM proceedings

The FCC has been urged to amend its rules to make possible a steady accumulation of data on the field strength (propagation) of television and FM station signals.

The suggestion came from the Washington communications engineering firm of Kear & Kennedy, which said the commission's practice of relying largely on statistically derived field strength curves in TV and FM often denies the agency the most accurate facts available.

At the same time, the firm asked the commission to defer action on its proposal to revise the field strength curves now in its rules for TV and FM. Kear & Kennedy said its studies indicate the proposed curves are less accurate than those now in use.

The Kear & Kennedy position is certain to be discussed at an administrative conference on the proposed curves, which the commission scheduled for Sept. 16 at the request of the Association of Federal Communications Consulting Engineers (BROADCASTING, Aug. 16).

Both Used TASO ■ The commission based its proposed revisions of the field strength curves, which were originally adopted some 15 years ago, on information developed by Television Allocations Study Organization (TASO) and other technical groups (BROADCASTING, May 17). The Kear & Kennedy

studies were also based on the TASO report.

Commission rules require actual measurements in cases involving AM stations which are assigned on a demand basis. But, except where specifically called for, measurements are not provided for in TV and FM proceedings. In those services, assignments are made according to allocations tables, and service is predicted on the basis of the field strength curve in the rules.

Kear & Kennedy urged the commission to initiate a proposed notice of rulemaking providing for the introduction of field intensity measurements in TV and FM matters where "the presence or absence of actual service is critical," as in comparative hearings in which there is a question of service intrusion into the service area of another station.

Kear & Kennedy said that such a rule would enable the commission to base decisions on actual conditions rather than theoretical measurements. It would also provide for an "influx" of data on field strength which would permit "an increasingly accurate picture of propagation" to emerge, the firm said, adding that accurate curves could then be fashioned.

The firm also suggested that the commission scrap the present measuring technique outlined in the rules. This provides for continuous mobile measurements at a 10-foot receiving antenna.

Kear & Kennedy suggested that the commission employ, instead, the technique described in the TASO report. This envisages the measurements at fixed points in a radial surrounding the station. The firm also asked the commission to sanction the TASO procedure for determining coverage in large cities. This involved the adaptation of the sampling technique to a geographic grid superimposed over the area to be studied.

Kear & Kennedy said these techniques have been widely accepted by the broadcasting industry.

FM station wins case against IBEW

WFMF(FM) Chicago has received \$2,210 for breach of contract damages in a labor dispute with Local 1220 of the International Brotherhood of Electrical Workers, the 24-hour FM station reported last week. The damages were set through voluntary arbitration in a hearing before the American Arbitration Association.

The arbitrator estimated the sum as

Ro cam bole

COLOR!

A mysterious thief holds the fate of Europe in his hands.

RUN. TIME: 106 MIN.
REL. DATE: 1962

FAST-PACED ACTION!



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FEATURES WITH ACTION-
ADVENTURE THROUGHOUT!

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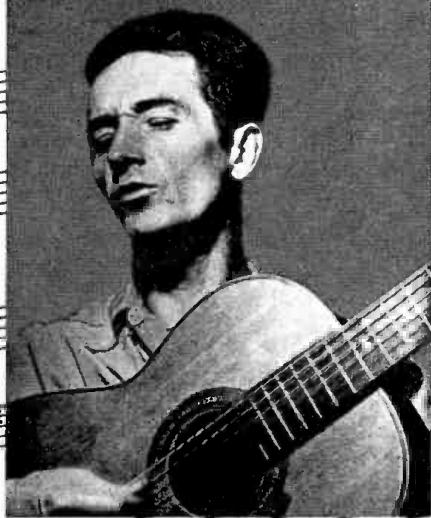
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"...an
influence
on America as
strong as
Walt Whitman."

A kindergarten class was recently asked to give the title of our National Anthem. One little voice said solemnly, "This Lamp Is Your Lamp." Woody Guthrie would like that. For the ballads of the nation's most influential folk writer reveal an emotional involvement with America that is pervasive, universal, timeless. Sometimes outraged, always optimistic, never despairing Woody's thousand songs tell a story of patriotism and fierce national pride. In his wanderings as a young man, he saw it all and sang it all—the crash, the Dust Bowl droughts, the tragedies of migrant farmers. But always there was the thrust of possibility and hope and wit in his words. He has been called "a rusty voiced Homer" and "the best folk ballad composer whose identity has ever been known." To this passionate poet with dusty hair and low drawl, and to the many BMI-affiliated folk-music composers who cherish the influence of Woody Guthrie, BMI extends a deep and personal tribute.

ALL THE WORLDS OF MUSIC FOR ALL OF TODAY'S AUDIENCE

Woody Guthrie's more than thousand songs and ballads include:
This Land Is Your Land, Pastures of Plenty, So Long, It's Been Good to Know You, Roll On, Columbia, Going Down This Old Dusty Road.
 Forthcoming: *The Guthrie Papers*—a Collection of Woody's stories, poems, letters and articles.

BMI

BROADCAST MUSIC, INC.

the damages that WFMF suffered for a six-month period because of the loss of a contract with Telemed Corp. of New York after the union held that WFMF must meet certain new wage demands before the engineers would handle the Telemed service for Chicago from WFMF's studios. Telemed functions with tape cartridge equipment via the telephone, offering doctors five minutes of medical news plus a commercial when they phone a given number.

NAEB has doubts on translator policy

The National Association of Educational Broadcasters last week asked the FCC to put what the educators considered first things first and to delay action on a translator policy until final action on television allocation policy has been taken.

The NAEB offered its views in a petition urging the commission to reconsider its adoption of a rule permitting the operation of higher power (100-w) translators on unoccupied channels (BROADCASTING, July 12).

The NAEB said it favored, in general, the translator proposal, as it feels that this move brings needed programming to areas unable economically to support their own television station. But the association feels that the commission's action is premature in that the final issues have not been settled with regard to the commission's UHF assignments. The NAEB also said: "The proposed educational UHF's do not begin to satisfy the educational needs of the country either in the total number of channels or in the number of channels reserved for educational purposes."

Comsat issues specs for new satellite

Specifications for a commercial, global satellite communications system which calls for a satellite capable of handling 1,000 voice circuits or up to four two-way television channels were spelled out by the Communications Satellite Corp. last week.

In asking for industry proposals for an advanced satellite for worldwide commercial communications, Comsat also asked for a spacecraft that would be capable of handling 500 two-way telephone circuits plus one two-way broadcast TV channel at the same time.

Comsat asked that the satellite either be for a synchronous system, operating

at an altitude of 22,300 miles, or for a phased system at altitudes between 6,000 and 12,000 miles.

Other requirements: minimum five-year life, weight about 240 pounds, capability of being launched either singly or in groups of four to six by a single rocket.

The advanced satellite would have four times the circuit capacity of the present Early Bird, and less than three times the weight. Early Bird, now in commercial operation linking North America and Europe, has a capacity of 240 voice circuits (or one TV channel) and weighs 85 pounds. It was launched last April.

A second Early Bird is due to be launched over the Pacific Ocean in mid-1966 when ground stations in the states of Washington and Hawaii are completed.

In the request for proposals for the full-scale worldwide system, issued last week, Comsat asked that industry responses should cover the construction of six to 24 satellites, the exact number depending on the type of system recommended. The first six satellites, it said, should be delivered no later than two years after the contract is awarded.

Hardly any radio-TV on Wescon's agenda

This week some 30,000 engineers, scientists and technical experts will visit San Francisco's Cow Palace for the 1965 Western Electronic Show and Convention (Wescon). The 20 technical sessions are set up on a new basis this year, as in-depth "team" sessions, each made up of a group of papers on allied subjects presented by a group of engineers from a single organization. Some sessions have as few as four papers, others as many as 11. The norm is about five. Subjects run the gamut of electronic science from space communications and medical electronics to such sophisticated uses of laser beams as making motion pictures without a camera. But one will look in vain through the Wescon program for such words as broadcasting, radio and television, except perhaps in connection with satellite communications.

The 1965 Wescon opens Tuesday and runs through Friday. The regular technical sessions are all scheduled in the morning, with special sessions in the afternoon. There is also a continuous showing of scientific films, a Monday-Tuesday symposium on electronic circuit packaging (at the San Francisco Hilton) and a tutorial symposium on electronic devices, also Monday-Tuesday (at the Fairmont hotel).

Terror Calls at Night

Terror stalks a young girl who has learned a secret that could mean her death.

RUN. TIME: 90 MIN.
REL. DATE: 1962

**TINGLING
SUSPENSE!**



**THE
EXPLOITABLE
13**

BRAND NEW FEATURES
IMPECCABLY DUBBED
IN NEW YORK CITY!

**INDEPENDENT
TELEVISION
CORPORATION**



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Venezuela likes U. S.-style TV

Most advertising still in print, but Dille reports a swing to TV

Apart from obvious language differences, there appears to be a great similarity in U. S. and Venezuelan television.

John F. Dille Jr., president of the Communicana Group of Indiana and chairman of National Association of Broadcasters joint board, who returned last week from a trip to Caracas, said that even in that city where there are only four commercial and one government station the rating problem exists. There are ratings services, but "no one seems to have any faith in them," he observed. A fifth commercial station is being built there by Screen Gems Broadcasting Division in partnership with Amable Espina.

Mr. Dille said it appeared that most of the advertising budgets in the country are still substantially in the print media, but that there is a noticeable shift to television and radio. He noted that American products, particularly soaps, toiletries and tobacco categories, are heavily advertised on Venezuelan television.

Mr. Dille said he was impressed with the physical plants of the stations and their technical capabilities. He noted that one station has eight studios with a total of 26,800 square feet of floor space, has seven video-tape recorders with three more on order.

Although there is a government requirement that stations carry a minimum of 50% live programming, he said this apparently is not enforced. How-



John F. Dille Jr., (c), president of Communicana Group of Indiana and chairman of National Association of Broadcasters joint board, was guest of honor at reception in the Officers Club in Caracas, Venezuela. Among

ever, he said, there is a high percentage of locally produced live-on-tape programs.

Apart from the local programs, and Mexican and European feature films, the Indiana broadcaster said the stations feature a great number of U. S. shows. "They have off-network syndicated shows coming out of their ears," he noted, "and there is high competition to get this product."

The highly competitive programming area is also reflected in the profit-and-loss sheet. Mr. Dille quoted one Caracas TV executive as saying the commercial stations took in \$17,880,000 last year, but spent \$20,860,000. In addition to their Caracas headquarters, the commercial stations also operate satellites throughout the northern portion of the country. The government operated station, on the air only six hours a day, operates in much the same manner as educational stations in the U. S.

Although there are no formal program restrictions, Mr. Dille said the

those present were Dr. Jose Naranjo Goncalo (l), director general of the Inter-American Association of Broadcasters and Simon Alberto Consalvi (r), director of the Central Office of Information of Venezuela.

stations do attempt to follow a code, which is generally government endorsed. Basically this code precludes violence in programming during the early evening hours. Thus, he said, a station can run *Peyton Place* when the children are watching but cannot run shows like *Combat*.

The Venezuelan broadcasters have a "high regard for American broadcasters," Mr. Dille noted, and "they are trying to be more like us all the time."

But the Venezuelan system has its own corps of admirers. Because of the freedom from government control, he said, the Inter-American Association of Broadcasters, which has its headquarters in Caracas, is seeking to use Venezuela as a "springboard and threshold" and convince other Latin American governments to give their stations a similar degree of freedom.

CBS has more complaints on Early Bird rates

CBS Inc. told the FCC last week that costs filed in the joint tariff proposal of the common carriers—AT&T, RCA Communications Inc., Western Union International and ITT World Communications—providing TV service via satellite from Europe are discriminatory, unlawful, unreasonable and unsubstantiated.

CBS said that the tariffs filed are merely the costs of the domestic service from the earth station to New York with the costs of Communications Satellite Corp.'s new tariff thrown in.

CBS objected to Comsat's tariff rates earlier saying that the rates favored telephone users and all but vetoed TV

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use (BROADCASTING, Aug. 16).

CBS asked the commission to consolidate the hearing on the common-carrier charges with the hearing on the Comsat tariff. Until such a hearing takes place, CBS said the commission should require that all revenues received by the carriers, after payment to Comsat, be placed in deferred credit.

CBS said that the joint tariff proposals prohibit a customer from determining the common-carrier to be used and says that this is unfair since different carriers have said that their capabilities differ.

CBS contended that the charges are not substantiated by any explanation of the investment they intend to make, how it will be apportioned among the carriers and their plans to divide the costs and revenues among themselves. And, it pointed out, the joint tariff is inconsistent with the Comsat rate since Comsat's rate for 10 minutes during peak hours is 85.7% of the joint tariff, while in nonpeak hours, the Comsat rate is 83.7% of joint tariff charges.

CBS also charged that the joint tariff is inconsistent with the provisional tariff for trans-Atlantic satellite transmissions submitted to the common carriers. Comsat and the North American TV networks July 23 by the European communications entities in London (BROADCASTING, July 26).

Japanese extend CBS news program contract

A new two-year contract was signed last week by the Tokyo Broadcasting System and CBS Films. The contract continues a previous four-year arrangement in which TBS had agreed to purchase a yearly minimum of 50 hours of news and public affairs programs produced by CBS News.

At the same time, Willard Block, director of international sales for CBS Films, said that both TBS and Fuji Television, Tokyo, have renewed for five years their subscription to the CBS Newsfilm service. CBS Newsfilm also has a long-term contract with NHK and JOTH-TV both in Tokyo.

Negotiations for the new agreements were handled by Mikio Itasaka of CBS, Japan, Hiroshi Hashimoto of TBS and Tadeo Itoh of Fuji.

International film sales . . .

Hollywood Guest Shot (Trans-Lux): Malaysia Television.

Mack and Myer for Hire (Trans-Lux): Radiodiffusion-Télévision Française.

The cross-fertilization of British music

Great Britain's taste in contemporary music still leans heavily toward rock 'n' roll and rhythm and blues, but country and western tunes are gaining rapidly in popularity, according to Brian Matthew, program host, commentator and popular music analyst for the British Broadcasting Corp.

Mr. Matthew was interviewed in New York last week where he was traveling with the Beatles to gather material for a special BBC documentary.

"Right now in England," he said, "the type of music typified by the Beatles or the Rolling Stones is at its popularity peak. . . . But by this time next year, country and western and 'protest' folk music probably will have cut away about a third of its popularity."

Mr. Matthew feels it is becoming increasingly difficult to apply specific "type" labels to particular kinds of popular music, because of what he termed an "increasing cross-fertilization" of rhythm and blues, big beat, country and western, jazz and folk styles.

He also contended that England's popular music audience was "becoming much more sophisticated in its tastes. They'll buy types of music like progressive jazz and country and western that they wouldn't touch a few years ago," he said. "You don't find the 'purists' who would listen to big beat music and nothing else."

He noted that a great amount of live music was performed on the BBC's "popular programme" radio service because of a rule limiting the amount of recorded music played per week to five hours. As a side effect to this rule, he said, "pirate" radio stations operating off the coast of Great Britain were broadcasting an almost exclusive diet of "top 40" songs.

Mr. Matthew is currently host of a one-hour, weekly, live BBC program entitled *Top of the Pops*, which is now being syndicated in this country by Hartwest Productions, New York. The program, in distribution for the past five months, is now in 50 markets, and, according to a Hartwest spokesman, will be in 50 more before the year's end.

Vendetta at Sorrento

COLOR!

A son returns to his native country and risks death to avenge his father's murder.

RUN. TIME: 100 MIN.
REL. DATE: 1963

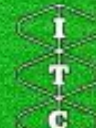
SWEEPING
ADVENTURE!



THE EXPLOITABLE 13

TIGHTEST PACKAGE
OF FIRST-RUN FEATURES
EVER OFFERED TO TV!

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Profit sought, not control

That's goal of mutual
funds, FCC told, in
comment on 1% rule

The Investment Company Institute, New York, last week asked the FCC to change its "control" percentage as it applies to multiple-ownership rules and to the commission's duopoly policy from 1% to 10%, as far as mutual funds are concerned.

The institute, which represents 158 different mutual funds investor groups and approximately 95% of the mutuals' dollars, said that mutuals do not seek to control companies in which they invest, but merely invest to insure a profit for their investors.

The ICI expressed its views in comments on the commission's inquiry and proposed rulemaking dealing with technical violations of the so-called 1% rule. The proposed rule would permit the commission to move against the individual rather than the licensee (BROADCASTING, Sept. 21, 1964).

Question of 'Control' ■ The ICI said that 1% may not be control and that, in other instances, less than 1% might well be the controlling factor.

Therefore, it reasoned, for the commission to make an inflexible rule and set the standard at 1% is unreasonable and may be harmful to broadcasters and to the investing public.

Further, it asserted, to limit the mutuals' ownership to only 1% would be a waste of time and effort except in the largest companies.

The ICI called for the commission to set a standard of 10% as control and to say that less than that percentage is not control, 10% or more is control—at least for mutual funds.

Last May the commission met with interested parties at an informal conference to discuss the problems that beset mutual funds and other institutional investors (BROADCASTING, May 24).

Drop in the Bucket ■ At that conference, one Wall Street executive told the commission that mutual holdings in broadcasting stocks may be of small concern compared to the holdings of banking trust organizations. He said that while mutuals' holdings were in excess of \$32 billion and \$1.09 billion in

broadcasting alone, bankers trusts have invested some \$170 billion. But he did not say how much of this was in broadcast stock.

The ICI maintained that mutual funds do not seek control; rather they base their investments on management that exists when the purchase is made. Further, the ICI said, although mutual funds have increased investments from \$500 million 25 years ago to more than \$32 billion today, they have never tried to exercise control over one of the portfolio companies.

The ICI also said that it would probably be a bad risk for a fund to try to control the company in which it held stock, as the result could be disastrous, financially.

Others Hurt ■ The institute said that if the commission enforces the 1% rule, large numbers of shares of stock in broadcasting companies will be forced on the open market, the price will drop and many private investors will be hurt although they invested in good faith and did not violate, technically or otherwise, the 1% rule.

The ICI also said if this happens, broadcasting will be deprived of a huge source of revenue which it needs to develop, experiment and modernize its facilities from time to time. And the mutual funds would steer clear of broadcasting stocks due to the fear of technical violations of the rule and the duopoly policy.

Mutual funds, the ICI told the commission, operate as licensed investors and must register their policy as to whether or not they intend to invest with the purpose of exercising control or management, according to federal law. And, the ICI added, almost all of the mutual funds of the institute have said they do not control the management in the companies in which they invest.

Blue Sky Laws ■ The ICI also cited the "blue sky" laws of several states which prohibit an investment company from buying more than 10% in any one class of stock or which prohibit the company from buying more than 10% of any one company.

Many funds, the ICI said, include in their charters, rules comparable to the "blue sky" regulations.

The ICI pointed out that several of the big broadcasting companies (General Electric, RCA, Westinghouse and Time Inc.) have major concerns other than broadcasting, yet they, too, are covered by the commission's proposed ruling.

"The ICI," it said, "supports the commission's concern over undue concentration of control of the media." But it said that mutual funds intend to

profit from, not control, the companies.

As for the commission's duopoly policy, the ICI said that mutuals, in effect, would rather switch than fight and would get out of broadcasting stocks altogether rather than run the risk of a technical violation because a fund bought shares in a company that had a percentage of broadcasting company in New York, for example, and still had shares in RCA.

Desilu meet: It was a ball

Stockholder hecklers
make it sound like a
'Lucy Show' episode

Only 35 shareholders attended the annual meeting of Desilu Productions, held Tuesday (Aug. 17) at Desilu's Gower Street studio in Hollywood. But they more than made up for the lack of numbers by their vociferous attack on the officers and directors of the company for their failure to declare a dividend. The meeting room was air conditioned but that proved no deterrent to the shouts, sarcasm and scuffles that stretched the meeting to a lively two and a half hours in place of the usual routine session of an hour or less.

The stormy tenor of the meeting was established almost at the start, when John Gilbert objected to the notice of the meeting sent to stockholders. He interrupted the opening remarks of President Lucille Ball to do so and engaged in a heated controversy with her before he was permitted to make his point about what he considered the proper form of notice. (Mr. Gilbert and his brother Louis own stock in hundreds of publicly owned companies, spend much of their time attending stockholders' meetings and heckling management for what they feel are derelictions in its responsibility to shareholders.)

Mr. Gilbert had two major objections to Desilu's procedure: That two of the Desilu directors—Arthur Manella, tax counsel, and Curtis Palmer, vice president of the City National Bank of Beverly Hills, Calif.—own no stock in the company and that the salary paid Miss Ball is "outrageous" when stockholders are receiving no dividends. These remarks were cheered and echoed by

other shareholders. One of them advocated that the officers and directors become "dollar-a-year men" to permit dividends to be paid.

The usual management response, that in the best interests of the company and its stockholders the money available was being expended in developing new TV programs which could be a source of future profit instead of distributed as dividends, was not well received, despite frequent reminders that Miss Ball owns 52% of the Desilu stock and, if management policy is wrong, has more to lose than any other stockholder.

The session was enlivened by frequent sharp interchanges between management and the shareholders.

Example: Mr. Gilbert: "I go to hundreds of other company meetings and . . ." Miss Ball, interrupting: "Why didn't you go to another one today?" Mr. Gilbert: "I'm in California on my vacation." Milton A. Rudin, general counsel and director: "I'm sorry that President Johnson urged everyone to take vacations in America this year."

Ratings Pay ■ Objecting to the salary received by Miss Ball, a feminine stockholder was sharply told: "If you got her ratings, we'd be glad to pay you her salary." When a woman rose to say members of her family are employed at Desilu and so she understands some of the problems, she was halted by shouts of "stooge" begun by Mr. Gilbert and immediately picked up by others. And a cameraman from KABC-TV Los Angeles, who tried to get a close-up of Miss Ball during one heated exchange, resented being ordered back to the sidelines by Desilu's PR counsel and left indignantly complaining about interference with his right to cover the meeting.

In addition to many lengthy speeches from the floor, the meeting was prolonged by Mr. Gilbert's insistence that the votes on the election of directors and the appointment of an auditor be conducted by ballot instead of voice vote. The outcome was not changed: The incumbent directors were all re-elected and the auditing firm of Lybrand, Ross Bros. & Montgomery was reappointed for another year.

In her initial remarks, Miss Ball reported that the company has 20 TV network program projects in various stages of development and that five pilots are already committed to the three TV networks. *Star Trek*, hour color series starring William Shatner, and *Police Story*, half-hour show starring Steve Ihnat, are both committed to NBC-TV. The *Star Trek* pilot is completed; that of *Police Story* is now in production with Gene Roddenberry as producer and Vincent McEveety as director. The other three, unnamed by Miss Ball, include two half-hour shows for CBS-TV

and one half-hour for ABC-TV. Desilu Sales, syndication arm of Desilu, has acquired 72 feature films for distribution in the U.S. and Canada, she said, adding that on the world front, *The Lucy Show* is now being broadcast in 43 countries.

Desilu's facilities are operating at 95% of capacity, Miss Ball reported, a new high for the company. In addition to her own series, she noted, Desilu is providing facilities and services for 11 other series: *The Andy Griffith Show*, *Ben Casey*, *The Dick Van Dyke Show*, *Gomer Pyle*, *Hogan's Heroes*, *I Spy*, *Jesse James*, *Lassie*, *My Three Sons*, *Adventures of Ozzie and Harriet* and *Slattery's People*. Theatrical motion pictures using Desilu stages and crews include "Don't Worry, We'll Think of a Title," "The Trini Lopez Story" and "The Silencers."

Storer has record quarter, half-year

A nonrecurring gain of over \$1.5 million realized from the sale of its stock in Standard Tube Co. brought total net earnings over \$5.5 million for the six months ended June 30, Storer Broadcasting Co. reported last week. It also reported that both second quarter and first half earnings for 1965 set all time records.

Storer recently acquired 87% of Northeast Airlines (BROADCASTING, Aug. 2).

Six months ended June 30:

	1965	1964
Earned per share	\$2.70	\$1.78
Gross operating revenues	22,588,993	21,430,332
Income before income taxes	7,875,495	7,200,597
Provision for income taxes	3,876,610	3,615,384
Net income before nonrecurring gain	3,998,885	3,585,213
Gain on sale of investment in Standard Tube Co. (net after income taxes).	1,524,885	—
Net income	5,523,770	3,585,213
Shares outstanding	2,042,582	2,013,128

Wrather net income ahead of '64 pace

The consolidated net income for the Wrather Corp. and its subsidiaries (excluding the A. C. Gilbert Co., which is approximately 50% owned by Wrather) was up 27% for the first six months of 1964 over the same period last year.

Muzak, a wholly owned subsidiary of Wrather, realized a 25% increase in

Love and Larceny

Vittorio Gassman is a con man who divides his time between romance and master swindles.

RUN. TIME: 94 MIN.
REL. DATE: 1962

TIME MAG.
"HILARIOUS"



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EXCITING FIRST-RUN
FEATURES WITH ACTION-
ADVENTURE THROUGHOUT!

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gross revenues for the first six months of 1965.

Wrather is now producing *Lassis* for its 12th year on television, this year to be seen in color. Also to be released in color are *The Lone Ranger* and *Sergeant Preston of the Yukon*.

Six months ended June 30:

	1965	1964
Earned per share	\$.26	\$.21
Income	5,642,097	5,002,082
Costs and expenses	3,828,217	3,451,868
Depreciation and amortization	959,987	906,401
Income before federal income taxes	853,893	643,812
Federal income taxes	395,000	281,871
Net income (excluding share of loss of the A. C. Gilbert Co.)	458,893	361,941
Share of loss of the A. C. Gilbert Co.	741,582	636,669
Net loss	282,689	274,728
Shares outstanding	1,760,080	1,753,200

Bartell sees good year despite slight dip

The broadcasting division of Bartell Media Corp. continues profitable, the company said last week in reporting overall second quarter revenues and income.

For the second quarter, net revenues were \$207,104 over those reported for the first quarter, but net income was down slightly.

Earnings for the full year of 1965 are expected to surpass last year's total of \$740,988.

Bartell Broadcasters Inc. stations are WADO New York, WOKY Milwaukee and KCBQ San Diego. The company also has ownership interests in TeleCuracao, and TeleAruba, both in the Netherlands Antilles.

Second quarter ended June 30:

	1965	1964
Earned per share	\$0.15	\$0.15
Net revenues	7,438,066	7,230,962
Net income	266,705	269,583
Shares outstanding	1,793,654	1,793,654

Reversal in tax case

Appeals court says network affiliations gain in value instead of depreciating

Since television network affiliation contracts appear to be in a position to gain in value rather than diminish over the years and their life expectancy is indefinite despite two-year renewals, stations may not use such contracts as a depreciable asset for tax purposes, according to a decision last week by the U. S. Court of Appeals in Chicago.

The decision upholds an appeal by the Internal Revenue Service (BROADCASTING, June 14) and overturns a ruling by the U. S. Tax Court in Washington that would have allowed depreciation. The tax court had ruled last year that Corinthian Broadcasting Corp. could use a straight-line 20-year depreciation table to amortize the \$4,625,000 value it had assigned to the CBS-TV contracts of WISH-TV Indianapolis and WANE-TV Fort Wayne, Ind., when the stations were purchased for \$11 million in 1956. The WISH-TV affiliation was valued at \$4 million of the total.

The appeals court noted that the purpose of a depreciation allowance under the tax law is "to enable a taxpayer to recover the cost of a wasting asset used in his business by charging the diminution of the asset's value each year as a deduction from the gross income for that year." The principle also applies to intangible assets which produce income only for limited time, the court observed.

No Limit to Life — However, in the case of TV affiliation contracts, the appeals court concluded, the lower court erred in finding that "an estimated use-

ful life of these contracts could be determined with reasonable accuracy." The fact of life appears to be that such agreements continue indefinitely because of mutually beneficial relationships between the network and the station that are enhanced by such continuity, the court indicated.

The court felt that the many affiliation changes in the 1950's appeared to stem from the switches to newly available stations after the lifting of the TV freeze and hence were unusual. The court noted that the industry is young and still in flux.

The court said it was clear that Corinthian "attached substantial significance to the renewal prospects of its contracts and purchased the stations with the expectation that the contracts would continue in force indefinitely. It appears that that expectation will be realized by it in the light of the already substantial duration of the contracts and of pronounced CBS policy governing contract renewals" which favor existing affiliations.

"There is nothing to suggest that CBS will change its policy," the court said, "or that at any reasonably predictable time the one party or the other will cause the contracts to be terminated. Moreover, unlike an asset having a declining value with the passage of time, these contracts probably will have a constant value, or even an increasing value, in years to come."

Meredith net earnings up 67.4% for year

Meredith Publishing Co., parent company of Meredith Broadcasting Co., announced an increase of 67.4% in net earnings for the fiscal year ended June 30. The company declared a quarterly cash dividend of 42½ cents a share, payable Sept. 13 to stockholders of record Aug. 27.

The board of directors also declared a 100% common stock distribution (one for one) to be paid to stockholders of record on Oct. 15, subject to stockholder approval at the annual meeting on Oct. 12 of a charter amendment increasing the number of shares from 1.4 million to 5 million.

The board authorized the filing of an application for the listing of Meredith common stock on the New York Stock Exchange.

Meredith Publishing in addition to its publishing and broadcasting interests is 50% owner of Meredith-Avco Inc., a group owner of community antenna TV systems.

Year ended June 30:

	1965	1964
Earned per share	\$3.55	\$2.14
Revenue	89,829,223	75,735,371
Net earnings	4,772,126	2,850,196

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By Fall we'll be fully equipped to originate color slides and film. Ask your HR Representative.

CHANNEL 10
WHEC-TV—ROCHESTER, N. Y.
MEMBER OF THE GANNETT GROUP

Trans-Lux matching its pace in 1964

Trans-Lux Corp.'s gross revenues in communication and entertainment activities during the first half of 1965 were equal to those of the same period a year ago, according to Percival E. Furber, chairman.

The company's consolidated net working capital for the six months ended June 30 was \$3,014,266. Assets of \$3,724,050, including cash of \$1,248,698, were said to be 5.2 times current liabilities of \$709,784. Mr. Furber indicated that current earnings of \$265,489 (with \$12,379 from property sale) were after amortization and depreciation charges of \$501,252, opposed to last year's charges of \$302,745.

Recently, Mr. Furber said, Trans-Lux has contracted with Recognition Equipment Inc., Dallas, to produce a compact electronic stock quotation device for brokerage offices. Plans call for the first prototype to be developed by early 1966.

For the six months ended June 30:

	1965	1964
Earnings per share	\$0.37	\$0.38
Net income (after taxes)	265,489	269,678
Shares outstanding	718,037	718,037

Red ink continues for Packard-Bell

The continuing lower demand for black-and-white television receivers contributed to the sales decline for the first nine months of fiscal 1965 by Packard Bell Electronics Corp., Los Angeles, Robert S. Bell, chairman and chief executive officer, reported last week.

Orders for Packard Bell's new line of TV and stereo sets, introduced in June, are at a high level, Mr. Bell said.

Nine months ended June 30:

	1965	1964
Loss per share	\$0.22	\$0.11
Net sales	24,355,000	30,078,000
Cost of sales	20,044,000	25,089,000
Selling, general and administrative expense	3,977,000	5,468,000
Profit on sales (loss)	334,000	(479,000)
Interest expense	320,000	611,000
Other expense	203,000	334,000
Net operating loss	189,000	756,000
Gain on sale of capital assets	—	660,000
Net loss	189,000	96,000

Herald-Traveler gets half of Entron Inc.

The Boston Herald-Traveler Corp., newspaper publisher and broadcaster, has acquired 50% ownership of Entron Inc., Silver Spring, Md., manufacturer

of community antenna television equipment with ownership interests in four CATV systems.

The Herald-Traveler is the licensee of WHDH-AM-FM-TV Boston, as well as publisher of the *Boston Herald and Traveler*. Last April the Herald-Traveler extended a \$6-million line of credit to the CATV company; last week it purchased 294,315 shares of common stock for \$1,300,284. The shares were authorized, but never issued.

Entron, whose fiscal 1964 revenues were \$2,289,399 and whose net income after taxes were \$160,575 (56 cents a share), holds the following interests in CATV systems: 70% in Jacksonville, N. C.; 50% in Carlsbad, N. M., and in DuBois and Sharon, both Pennsylvania.

Robert J. McGeehan, president of Entron, said last week that the company is negotiating to buy into eight or twelve other CATV systems. Until last June, Entron also owned a common carrier microwave system in Florida. It was sold to Florida Cablevision Fort Pierce-Vero Beach, Fla.

Demand for auto units cited by Audio Devices

The use of stereo music playback units for automobiles continues to grow and will be a major market for some years, William T. Hack, president of Audio Devices Inc., New York, said in a letter to stockholders reporting half-year revenues and earnings.

Sales for the first six months of 1965 were up 21% over the same period last year, Mr. Hack reported.

Audio Devices manufactures sound tape and continuous loop tape cartridges as well as master recording blanks for the phonograph industry.

Six months ended June 30:

	1965	1964
Earnings per share	\$0.44	\$0.05
Sales, less returns, discounts and allowances	5,589,298	4,600,837
Cost of goods sold and selling, general and administrative expenses (including depreciation of \$150,201 in 1965 and \$136,816 in 1964 on fixed assets)	4,808,833	4,491,249
Net sales	780,465	109,588
Interest expense (net)	37,739	37,968
Net income before federal income taxes	742,726	71,620
Provision for federal income taxes	350,000	31,000
Net income	392,726	40,620
Special credit (from grant of paid-up license for patent rights, net of federal income taxes)	108,750	—
Net income and special credit	501,476	40,620

As of June 30, there were 902,543 shares outstanding.

The Last Charge

COLOR!

A legendary hero leads his army of patriots against his country's invaders.

RUN. TIME: 85 MIN.
REL. DATE: 1964

ACTION
SPECTACULAR!



THE EXPLOITABLE 13

BRAND NEW FEATURES
IMPECCABLY DUBBED
IN NEW YORK CITY!

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Whisnand to provide services for Unisphere

The Unisphere Broadcasting Co., New York, and Whisnand Management Co., Boston, have entered an association to provide merchandising and marketing services for the UBS network.

Unisphere is proposed as a fourth network made up of UHF stations (BROADCASTING, Aug. 16, May 24). Whisnand will mail twice yearly at the outset (in the spring and in the fall) a tabloid *TV Guide*-type magazine in the affiliates' marketing areas. It will include information on the UHF network program lineup, local personalities and information on advertisers' current merchandising and new product introductions. A consumer sweepstakes contest

that is tied in with UHF programming and advertisers plans will also be part of the magazine.

Harley Lucas, vice president, sales, UBS, said an initial circulation of 12 million twice a year was anticipated. The network plans to begin operating in the fall.

Drumbeats . . .

Helping hand ■ When severe thunderstorms and floods in the Pendleton, Ore., area swept away the home of the Edwin Redman family, with Mrs. Redman being drowned, KUMA Pendleton, Ore., covered the story and later broadcast an appeal for funds for the family. As a result, \$5,064.50 was collected, according to the station.

Pie promotion ■ Screen Gems, which syndicates the taped *Soupy Sales Show* (now in 11 markets), sent custard pies last week to more than 840 TV station managers and program directors. A specially designed cakebox showed several photos of Soupy—who often gets pie in his face on his program—going through various antics.

U.S. Steel back washday

U. S. Steel Appliance Division, through BBDO, Pittsburgh, plans a spot drive for three weeks in October to support the "Waltzing Through Washday" promotion of the laundry equipment manufacturing industry scheduled at that time.

FATES & FORTUNES

BROADCAST ADVERTISING

Andrew A. Lynn, president of Jacqueline Cochran, division of Shulton Inc., New York, named VP and mem-

ber of marketing committee, Shulton.

John Granville, account executive with Norman, Craig & Kummel Inc., New York, joins foods division, Lever Bros., that city, as product manager.

Laurindo Almeida, Brazilian guitarist, named musical director of Gerald Schnitzer Productions, Los Angeles. Mr. Almeida will supervise all music scoring for TV commercials produced at GSP.

Bennett W. Cooper, account executive at Clinton E. Frank Inc., Chicago, named VP.

A. J. Cason, executive VP at O'Grady, Anderson, Gray Inc., Chicago, named president. Mr. Cason has been with agency since 1962. **W. J. O'Grady**, president of agency, remains as marketing consultant.



Mr. Cason

Henry Hayes, formerly media planning director in New York office's marketing group, promoted to director of media operations with responsibility in all offices of The Marschalk Co. Mr. Hayes will work from New York office.

Latchezar Christov, media buyer with Cunningham & Walsh, New York, named senior media buyer.

Robert S. Levy, with E. T. Howard, New York, joins art staff at Geer, DuBois & Co., that city.

Phyllis Simborg, formerly with BBDO, New York, named copy supervisor at Ben Sackheim Inc., that city.

Richard Wittwer, account executive with NBC-TV sales; **Henry Bartell**, sales manager of WDFH(FM) Chicago, and **Frank Daly**, director of sales research, WBBM-TV, that city, all named salesmen with WFLD(TV) Chicago, UHF to go on air in 1966.

Stanley M. Ferguson Jr., salesman for National Advertising Co., New York, joins sales staff of WJBK-AM-FM Detroit.

Everett Ball, principal in Anderson, Morgan, De Santis & Ball, Los Angeles, resigns to join Martin R. Klitten Co., that city, as VP and account group head.

Leonard V. Corwin, VP of WCRB-AM-FM Waltham, Mass., named general sales manager of WCRB Music Service Inc. and its recently acquired subsidiary, Allen Distributing Inc., Providence, R. I., both background music services. Mr. Corwin retains his responsibilities as VP at WCRB stations. **Charles G. Pye Jr.**, sales manager for WCRQ(FM) Providence, joins WCRB-AM-FM as local sales manager.

John Fitzpatrick, VP of Jerome O'Leary, Boston, joins WMEX, that city, as local sales manager, succeeding **Richard Eichner**, who moves to national sales director.

Tom Boise, national sales manager at KSBW-AM-TV Salinas, Calif., joins KHJ Los Angeles, as account executive.

Lee D. Hines, account supervisor; **Andrew W. Bellenot**, media services-budgets, and **Thomas P. DeVito**, media services-operations, elected VP's at Ted

BLOOMIN' COLOR!

STARTING SEPTEMBER 12



KLAS-TV
LAS VEGAS, NEVADA

REPRESENTED NATIONALLY
BY AVERY-KNODL, INC.

Bates & Co., New York.



Mr. Zabel

Robert P. Zabel, account service supervisor at N. W. Ayer & Son, New York, named VP and manager of account service.

John T. Brady, marketing and national sales executive, General Electric Co., Syracuse, N. Y., joins sales staff of Metro Radio Sales, New York, division of Metromedia Inc.

Robert G. Hughes, creative director for Garland-Compton Ltd., London, named head of creative department at Compton Advertising Inc., New York.

Frank A. Seitz, VP and managing director of WFAS, White Plains, N. Y., named director of sales and chief of general promotion and public relations department, WRRC Spring Valley, N. Y., AM scheduled to begin in early September.



Mr. Smith

Edward A. W. Smith, general sales manager at KQV Pittsburgh for five years, joins The Katz Agency, New York, as director of spot radio development and special project sales.

William E. Boice, head of own advertising agency in Glendale, Calif., appointed general manager of Rockett-Lauritzen Advertising, Los Angeles.

Barbara Neswald, member of media department of R. M. Klosterman Advertising, Los Angeles, named copywriter. **Kathleen Bray**, in traffic control, named media director.

Jack E. Dawson, with Leo Burnett

WSTV / TV 9
WHEELING-STEUBENVILLE

We make
MORE
IMPRESSIONS
than the
FBI



Represented by
Peters, Griffin & Woodward, Inc.



A RUST CRAFT STATION

Co., Chicago, since 1954, named executive art director. **Phelps Johnston**, with Burnett since 1961, moves to associate creative director.

Richard M. Waffle, formerly assistant program director at WINS New York, joins WOKR(TV) Rochester, N. Y., as sales development director.

Tom Bernstein, director of merchandising at KHJ-AM-FM-TV Los Angeles, joins KGBS, that city, as account executive.

Richard Calkins, account executive at KABC-TV Los Angeles, named senior account executive. **Robin Adrian**, on sales staff, named account executive to succeed **Jack Davis**, who resigns.



Mr. Gehron

Carl Gehron, VP and account supervisor at J. Walter Thompson, New York, joins Sullivan, Stauffer, Colwell & Bayles Inc., that city, as VP and management supervisor. Mr. Gehron will be responsible for account management group.

Hadley P. Atlass, senior VP and director of marketing and promotion services, Young & Rubicam, New York, named VP for marketing, Doyle Dane Bernbach, that city.

Don Howe, national sales manager, named general sales manager, WTEV (TV) New Bedford, Mass.-Providence, R. I.

Robert R. Saracen, local sales manager for WGAN-TV Portland, Me., named national sales manager. He is succeeded by **Frank N. Moore**, local and national sales coordinator at WGAN-TV.

Morton Baran, syndication and contract analysis specialist for CBS Films, New York, named producer at Elektra Films, that city.



Mr. Baran

Joel Samuelsohn, account executive at WIP-AM-FM Philadelphia, named assistant sales manager for local and national sales.

Robert L. Melton, salesman with KRUX Glendale, Ariz., named sales manager.

Gerry McGavick, with Metro TV Sales, New York, division of Metromedia Inc., named manager of special projects. Previous to his association with Metro TV Sales, Mr. McGavick was account executive with Venard, Torbet & McConnell, New York, as reported (BROADCASTING, Aug. 16).

Randall Kaler, VP for programming

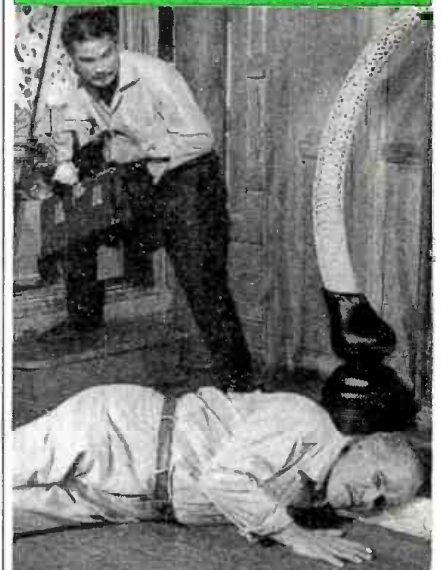
13 Days to Die

COLOR!

Intrigue and murder follow the theft of a fabulous black ruby from the Bangkok museum.

RUN. TIME: 100 MIN.
REL. DATE: 1965

PERIL IN BANGKOK!



THE EXPLOITABLE 13

TIGHTEST PACKAGE OF FIRST-RUN FEATURES EVER OFFERED TO TV!

INDEPENDENT TELEVISION CORPORATION



555 Madison Ave., New York 10022, PL 5-2100

NAB names Howell



Mr. Howell

Rex G. Howell, president, KREX-AM-FM-TV Grand Junction, Colo., long-time exponent of on-air editorializing, has been named chairman of National Association of Broadcasters Editorializing Committee. He replaces **John F. Dille Jr.**, WSVJ-TV Elkhart-South Bend, Ind., chairman of NAB joint board.

Others named to committee by **Vincent Wasilewski**, NAB president: **George Comte**, WTMJ-AM-FM-TV Milwaukee; **Oliver J. Keller**, WTAX-AM-FM Springfield, Ill.; **A. Louis Read**, WDSU-AM-FM-TV New Orleans; **George Whitney**, KFMB-AM-FM-TV San Diego, and **Eugene W. Wilkin**, WGAN-AM-TV Portland, Me.

at WFAS White Plains, joins WRRG Spring Valley, both New York, as account executive. WRRG is scheduled to begin in early September.

Charles M. Kahler, on sales staff of WRAP Norfolk, joins WAVY Portsmouth, both Virginia, as account executive.

Gene McCoslin, sales manager of KTEO San Angelo, Tex., joins KBOX Dallas, as account executive.

Andrew C. Erish, sales promotion manager of WJIM-AM-FM-TV Lansing, Mich., joins WGGY Minneapolis-St. Paul, in similar position.

James H. Rosenfield, marketing director of Airequipt Inc., New Rochelle, N. Y., photographic equipment manufacturers, named account executive for CBS-TV sales department, New York.

James Hughes, information specialist for Food & Drug Administration, Washington, joins WTOP-TV, that city, as ac-

count executive.

Raymond A. Burke, copywriter at BBDO, New York, joins Needham, Harper & Steers, that city, in same capacity.

Richard Wittwer, **Henry Bartell** and **Frank Daly** have been named to sales staff of WFLD-TV Chicago, new UHF ch. 32 outlet to go on air early next year. Mr. Wittwer was with NBC-TV Sales, Mr. Bartell with WDFH (FM) Chicago and Mr. Daly with WBBM-TV, that city.

Sandra Marshall, former assistant to president of Howard Marks Advertising Inc., Cleveland, joins KTVU-TV Oakland-San Francisco, as advertising coordinator.

Frank L. Kreh, assistant to general sales manager, WFIL-TV Philadelphia, named account executive at Peters, Griffin, Woodward, that city.

Gerald D. Eber, associate director of information management, **Crosby Nash** and **C. F. Kleber**, both account supervisors, elected VP's of Benton & Bowles, New York.

THE MEDIA



Mr. Sanger



Mr. McGee

Elliott Sanger Sr., VP of WQXR-AM-FM New York, named chairman of board, Interstate Broadcasting Co., licensee of WQXR stations. Mr. Sanger will supervise planning projects for both WQXR and *The New York Times*, owner of Interstate Broadcasting. **Norman S. McGee**, VP for sales, Interstate Broadcasting, moves to executive VP and chief of operations at the stations. **Robert L. Krieger**, sales manager, becomes VP. and **Walter Neiman**, manager of

operations, becomes VP for operations.

Scott Marriner, general manager of KASL Newcastle, Wyo., named general manager of KMPL-AM-FM Sikeston, Mo., scheduled to go on air Oct. 1. **James K. Joslyn**, news and program director, succeeds Mr. Marriner.



Mr. Gaines

James M. Gaines, president and general manager of Southland Industries Inc., licensee of WOAI-AM-TV San Antonio, Tex., resigns to become executive VP of Hemisfair 1968, "Fair of the Americas" to be held in San Antonio.

Tom Perryman, news director of WFAA Dallas, named station manager of WFAA-FM, that city. **Travis Linn**, WFAA newsman, succeeds Mr. Perryman.

Bryan Cole, facilities director at KHJ-TV Los Angeles, appointed to newly created position of manager of operations and production facilities.

Stanley G. Mouse, general sales manager of WHIO-AM-FM-TV Dayton, Ohio, named assistant general manager. He has been with WHIO for 20 years.

Charles A. Prohaska, chief engineer at WETA-TV Washington, noncommercial, named director of operations and assistant general manager. **Duane H. Brown**, financial assistant for Barber & Ross Co., Washington building-supply firm, named business manager of station.

Jack G. Thayer, VP and general manager of WHK Cleveland, named to similar position at KLAC Los Angeles. Mr. Thayer is succeeded by **Dino Ianni**, with KMBC Kansas City, Mo. All are Metromedia stations.

Lowell Cannon, former sales manager, KRAM and KRGN (FM), and **Sam Salerno**, former general manager, KLAS, all Las Vegas, named co-managers, KLAS, that city.



Mr. Putnam

William R. Putnam, VP of Morgan Guaranty and Trust Co., New York, named executive VP of Jack Kent Cooke Inc., Beverly Hills, Calif. Mr. Putnam, as VP of Morgan Guaranty specialized in the financing of professional sports and CATV's.

Walter C. Schafer, general manager of WFRX West Frankfort, Ill., named VP, general manager and sales manager at WGNU Granite City, Ill.

Jim Bentley, operations manager and

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BROADCASTING 1735 DeSales St., Washington, D. C. 20036

film buyer at KCRL-TV Reno, named station manager at KAAR(TV) San Diego, UHF scheduled to go on air late this fall. Mr. Bentley was incorrectly reported as being named general manager (BROADCASTING, Aug. 9).

PROGRAMING



Mr. Haley

Jack Haley Jr., VP and producer-director with Wolper Productions Inc., Hollywood, subsidiary of Metro-media Inc., named senior VP.

Winter Horton Jr., formerly program supervisor for Benton &

Bowles, Hollywood, appointed director of development for National Educational Television, New York. Mr. Horton currently serves on board and is member of executive committee, KCET(TV) Los Angeles, noncommercial.

Henry Colman, formerly with 20th Century-Fox and MGM as production executive, joins CBS-TV, Hollywood, as an executive producer.

Otto Lang, veteran Hollywood producer-director (most recently "The Dolphin that Joined the Navy"), retained by ABC News, Hollywood, to direct forthcoming documentary on life and work of Ludwig von Beethoven to be filmed in Germany and Austria.

Caro Jones, formerly casting director of *U. S. Steel Hour*, joins casting department of NBC-TV, Burbank, Calif.

Bruce Grant, morning personality, at wood Grand Rapids, Mich., and **Conrad Patrick,** afternoon personality, named associate program directors.

Paul White, on packaging design staff of Montgomery Ward, New York, moves to WJXT(TV) Jacksonville, Fla., as staff artist.

John McLaughlin, farm director at WDAY Fargo, N. D., joins KFAB Omaha, as farm director.

Dave Smith, afternoon personality at KRRX San Jose, Calif., named production director.



Mr. Durocher

Leo Durocher, former baseball manager and also one time NBC vice president, joins KABC Los Angeles with his own telephone sports show, Monday-Friday, 7:15-9 p.m. Mr. Durocher currently is announcer on ABC-TV's baseball *Game of the Week*.

George Edwin Geesey, instructor in radio-TV production, American Univer-

sity, Washington, and general manager of WAMU-FM Washington, noncommercial, named production manager at WETA-TV, that city, noncommercial.

Rhoda Grady, researcher for NBC-TV's Project 20, named supervisor of religious programs for NBC Radio. Miss Grady succeeds **Florence Reif Fichman,** who resigns.

David E. Lyman, national program coordinator and promotion director for Moffat Broadcasting Ltd., Winnipeg, Man., joins WFBR Baltimore as program director.

Allen D. Christiansen, manager, promotion department of WJRT-TV Flint, Mich., named program director.

Harvey Klein, production and traffic manager of WPEN-AM-FM Philadelphia, joins WPHL-TV, that city, as traffic manager. **George Spelman,** weekend personality at WPEN, moves to production department.

Dianne Hillson, formerly partner in Gallo Productions, New York musical production firm, named head of T. V. Sound Inc., new music production firm for production of music lyrics for radio, and TV.



Miss Hillson

William Allyn, executive assistant to **David Swift** at Columbia Pictures, named associate producer on *Peyton Place* which 20th Century-Fox is producing for ABC-TV. He succeeds **Henry Colman,** now an executive producer at CBS-TV.

W. Hal Youngblood, director of news and special projects at WKBW-AM-TV Buffalo, N. Y., joins WJR Detroit, as executive producer.

Charles R. Huddle, program director of WANV Waynesboro, Va., joins WINA Charlottesville, Va., as morning personality.

SMPTE to honor two

Dr. Henry N. Kozanowski, manager, television advanced development, RCA's broadcast and communications division, will be awarded 1965 Herbert T. Kalmus gold medal. **Alfred C. Schroeder,** technical staff, RCA Laboratories, will receive 1965 David Sarnoff gold medal, both to be presented by Society of Motion Picture & Television Engineers at semiannual technical conference in Montreal, Oct. 31-Nov. 5.

Gus Grebe, on staff of KNX Los Angeles, joins KFH Wichita, Kan., as sports director. Mr. Grebe succeeds **Rick Weaver** who joins WBBM Chicago as sports director.

Alan Stone, music director for WDTM (FM) Detroit, named director of music and programing.



Mr. Rush

Herman Rush, president of General Artists Corp. television division, Beverly Hills, Calif., appointed VP for all West Coast operations.

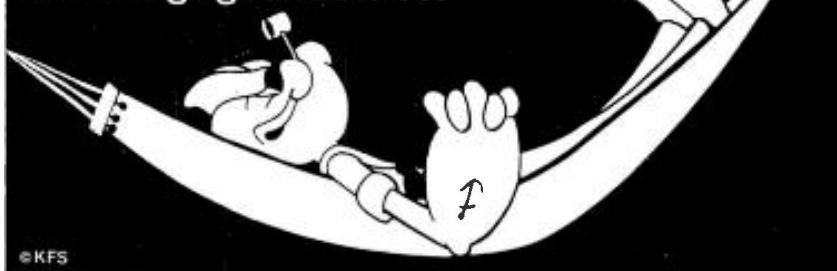
Bill Wheatley, on staff of WIBG Philadelphia, joins KFWS Los Angeles, as program director.

Sander Vanocur, NBC-TV news correspondent on *Today*, named congressional correspondent. Mr. Vanocur will continue interviewing government officials on *Today*. He succeeds **Ray Scherer,** recently named White House correspondent.

Joseph Weeks, news director at WRVA-TV Richmond, Va., named news director of WRVA-AM-FM, that city.

Elaine Shephard, foreign correspondent, assigned to cover Viet Nam action

Havin' a wonderful time in Miami.
Now swinging at WLBW-TV.



220 Popeye cartoons—in color



KING FEATURES SYNDICATE
235 E. 45th St., New York, N.Y. 10017 MU 2-5600

for Mutual.

Trudy Haynes, with WXYZ-TV Detroit, joins KYW-TV Philadelphia, as newscaster.

Charles M. Palmer, news director at KFBB Great Falls, Mont., joins news staff of KWTU(TV) Oklahoma City, as assistant editor. **Bob Chaddock**, PR director for Oklahoma Wild Life Commission, moves to KWTU as reporter-weekend newscaster.

Charles Cook, education writer and columnist with *Florida Times-Union*, Jacksonville, Fla., joins news department of WJXT(TV), that city. **Marjorie Wilder**, graduate of Rollins College, joins news department as assistant assignment editor.

Carole Simpson, former journalism teacher at Tuskegee Institute, joins WCFL Chicago as reporter.

Gale Mix, on news staff of KTVB(TV) Boise, Idaho, and former owner of KRPL Moscow, Idaho, named news director. Mr. Mix succeeds **Greg Jackson**, recipient of RCA-NBC fellowship to Columbia University, New York.

John J. Kennelly, announcer, WNBZ-AM-FM-TV Binghamton, N. Y., named news director.

INTERNATIONAL

Sam Kunitzky, United Artists' branch manager in Toronto, named director of Canadian sales for Seven Arts Television for all nonfeature film sales. **Charles S. Chaplin**, VP and Canadian sales manager, Seven Arts Productions Ltd., continues to handle feature film sales. Mr. Kunitzky's appointment had been indicated a few weeks ago (BROADCASTING, July 19).



Mr. Smee

Douglas Graham Smee, assistant general manager, The Marconi Co., Chelmsford, Essex, England, named commercial director. Mr. Smee has been with firm since 1933. **F. Wheeler**, commercial manager for Marconi, assumes advisory position to managing director pending formal retirement. Mr. Wheeler joined Marconi in 1918.

Fred Ursel, on sales staff of Standard Broadcast Sales Ltd., Toronto station representatives, named assistant manager of Toronto office.

Raimond D. Senior, office manager, Antwerp, Belgium, for J. Walter

Thompson Co., New York, moves to JWT, Montreal. Succeeding him in Antwerp is **George M. Black**, of Steinman Agency, JWT correspondent in Zurich, Switzerland.

EQUIPMENT & ENGINEERING

Charles Dietderich, with salesmobile division of contract and turnkey department, Ameco Inc., Phoenix, joins Viking Cable Co., Hoboken, N. J., as national sales manager of CATV operations.

John J. Hemberger, manager, northeastern district, for distributor products. RCA Electronic Components and Devices, Harrison, N. J., moves to manager for equipment and devices merchandising. **Robert J. Liska**, distributor products salesman, RCA Electronic Components, Chicago, named administrator, merchandising for test equipment and microphones. **Riley O. Etheridge**, manager, southeastern district, for distributor products, succeeds **Harold C. Vance**, who retires, as manager for sales engineering, Harrison office.

Allen L. Gunderson, engineering director at KTTV(TV) Los Angeles, joins WVUE(TV) New Orleans as chief engineer.

Hal Higgins, chief engineer at WBRC-AM-FM-TV Birmingham, Ala., moves to WGR-AM-FM-TV Buffalo, N. Y., as manager of engineering.

David Tennison, chief engineer at KCRC Enid, Okla., moves to similar position at KWAL Wallace, Idaho.

Vincent E. Uricchio, formerly sales manager for H & B Communications Corp., Beverly Hills, Calif., joins American Cable Television Inc., Phoenix, as sales manager.

Joseph S. Chicco, on engineering staff of WTEV(TV) New Bedford, Mass.-Providence, R. I.; **Thomas D. Doody**, with WHDH-TV Boston engineering staff, and **Carlton Perkins**, with WNHC-TV New Haven, Conn., engineering staff and technical advisor to WEDH Hartford, Conn., noncommercial, all named engineering supervisors at WNAC-AM-FM-TV Boston.

Raymond R. Williams, with National Aviation Facilities Experimental Center of Federal Aviation Agency, Atlantic City, joins Jerrold Electronics engineering laboratory, Philadelphia, as administrator aide to laboratory's assistant chief engineer.

FANFARE

Mary Bates, director of public relations and promotion for Indianapolis Symphony Orchestra, Indianapolis, named press relations manager for



"Hey, Ma, put daddy's bowling ball away—he's brought those big books home again!"

When harried buyers work at night
The chips are down, the time is right.
So if the budget you would share
In SRDS
YOU ARE THERE
selling by helping people buy

Another exclusive exposure opportunity for Service-Ads in **SRDS**
STANDARD RATE & DATA SERVICE, INC.

for Crosley Broadcasting, Cincinnati.

Hope H. Barroll III, national sales coordinator and member of board of directors at WFBR Baltimore, named advertising and promotion director.

Cliff Dektar, with ABC-TV press information division, Hollywood, moves to McFadden, Strauss, Eddy & Irwin, Los Angeles, as account executive.

Jim Denyer, education editor of *Los Angeles Herald-Examiner*, joins ABC-TV press information division, Hollywood.

David Bongard, formerly with Hill & Knowlton Inc., Los Angeles, and *Los Angeles Herald-Examiner* joins staff of

Kennett PR Associates, that city.

Chuck Panama, member of publicity department, 20th Century-Fox, Beverly Hills, Calif., named director of advertising and publicity for Arcola Pictures Corp., that city.

Del Benjamin, air personality at KVTU(TV) Sioux City, Iowa, named promotion manager.

Anita Steiner, on promotion staff at McGavren-Guild Co., New York, named director of promotion.

Kenneth R. Kappel, advertising manager for *Oregon Daily Emerald*, Eugene, Ore., joins promotion department of KTVU(TV) San Francisco.

DEATHS

LeRoy H. Dreher, 60, BBDO VP, director and management supervisor of advertising on Armstrong Cork Co. account, died Aug. 12 following heart attack in Lancaster, Pa., while on business trip. Mr. Dreher joined BBDO in 1929. He is survived by his wife, Lillie and two daughters.

James L. Rubenstone, 42, VP and branch manager of Broadcast Time Sales in Philadelphia, died Aug. 11 following heart attack. Mr. Rubenstone was assistant general manager and sales manager of WJMJ Philadelphia before joining BTS.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Aug. 12 through Aug. 18 and based on filings, authorizations and other actions of the FCC during that period.

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

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. unl.—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. *—educational.

New TV stations

ACTIONS BY FCC

Rosenberg, Tex.—D. H. Overmyer Broadcasting Co. Granted CP for new TV on UHF channel 58 (734-740 mc); ERP 1050 kw vis., 209 kw aur. Ant. height above average terrain 1,414 feet; above ground 1,430 feet. P.O. address c/o R. F. Adams, 41 East 42nd Street, New York. Estimated construction cost \$1,147,744; first year operation cost \$320,000; revenue \$350,000. Geographic coordinates 29° 34' 36" north latitude, 95° 30' 38" west longitude. Studio location Rosenberg; trans. location Stafford-Missouri City Division, Tex. Type trans. RCA TTU-50B, type ant. RCA TFU-46K. Legal counsel Fly. Shuebruk, Blume and Gaguine, New York; consulting engineer Paul Godley Co., Little Falls, N. J. Principal: D. H. Overmyer (100%). Mr. Overmyer has applied for UHF station in Toledo, Ohio, and through various Overmyer companies has applications pending for WATL-TV (ch. 36) Atlanta; WNOP-TV Newport, Ky.; UHF channel 55, Stamford, Conn.; UHF channel 29, Dallas; plans to file for assignment of WAND-TV Pittsburgh. Action Aug. 12.

New AM stations

ACTIONS BY FCC

Portage, Mich.—Portage Broadcasting Corp. Granted CP for new AM on 1560 kc, 1 kw, D. P.O. address Box 248, Portage. Estimated construction cost \$39,719; first year operating cost \$65,000; revenue \$72,000. Principals: Robert D. VanderRoest, Floyd O. Holes, Kenneth H. Krum, Meredith Clark and Italo Carl Candoli (each 16%). Mr. Holes is general manager of Portage Broadcasting Corp., advertising tape production firm. Others have nonbroadcast business interests in Michigan. Action Aug. 13.

APPLICATIONS

Rifle, Colo.—Oil Shale Broadcasting Co. 810 kc, 1 kw, D. P.O. address 2785 Speer Blvd., Suite 210, Denver, Colo. 80211. Estimated construction cost \$27,267; first year operating cost \$28,750; revenue \$23,000. Principals: J. Productions Inc. (23.5%), John W. and Joan L. Savage (18.41%), Jerome P. Vondergeest (11.53%), D. Eugene Cowen (9.13%), James H. Thompson (8.4%), Robert R. Tipton (8.4%), and others. J. Productions is engaged in motion picture, radio and TV productions. Mr. Vondergeest is vice president and 32% owner of J. Productions. Ann. Aug. 9.

Natick, Mass.—Natick Broadcast Associates Inc. 1050 kc, 1 kw, D. P.O. address c/o Edward F. Perry Jr., 203 Pond St., Natick. Estimated construction cost \$116,900; first year operating cost \$106,260; revenue \$112,000. Principals: Newell B. Kurzon (26.8%), Richard A. Smith (13.4%), Sumner L. Feldberg (13.4%), Stanley H. Feldberg (13.4%), Edward F. Perry Jr. (9%), Roland J. Boucher Jr. (9%), William F. Miller (9%) and Leon M. Fox (6%). Mr. Boucher is engineer technician at WIHS-TV Boston. Mr. Miller is new editor at WHDH Boston. Mr. Fox is attorney. Ann. Aug. 6.

Gold Beach, Ore.—James L. Hutchens. 1,370 kc, 1 kw, D. P.O. address Box 689 Corvallis, Ore. Estimated construction cost \$17,943; first year operating cost \$21,000; revenue \$22,000. Mr. Hutchens is president of Radio Broadcasters Inc. (licensee of KFLY and permittee of KFLY-FM, both Corvallis, Ore.) and has other business interests in Corvallis. Ann. Aug. 9.

***Pastillo, P. R.**—Grace Broadcasters Inc. 1050 kc, 1 kw, D. P.O. address 2125 Martindale Ave., S.W., Grand Rapids, Mich. Estimated construction cost \$27,630; first year operating cost \$77,000; revenue \$105,000.

Grace Broadcasters is nonprofit corporation connected with Grace Mission Inc., purpose of which is to conduct missions in various parts of world. Ann. Aug. 9.

Clemson, S. C.—Tri-County Broadcasting Corp. of Clemson. 1540 kc, 1 kw, D. P.O. address Box 479, Anderson, S. C. Estimated construction cost \$17,505; first year operating cost \$38,500; revenue \$40,000. Principals: Robert E. Livermore and N. Matthew Phillips (each 50%). Mr. Livermore is engineer-announcer-copywriter for Community Broadcasting Co., Belton, S. C. and is 25% owner and general manager of WFGN Gaffney, S. C. Mr. Phillips is salesman-announcer at Community Broadcasting Co., Belton, S. C. Ann. Aug. 3.

New FM stations

ACTIONS BY FCC

***Torrance, Calif.**—Torrance Unified School District. Granted CP for new FM on 89.7 mc, channel 209, 10 w. Ant. height above ground 100 feet. P.O. address 3620 West 182nd Street, Torrance. Estimated construction cost \$2,400; first year operating cost \$600. Principal: board of education, Dr. Henry Hull, superintendent of schools. Action Aug. 16.

Jackson, Miss.—Capitol Broadcasting Co., Granted CP for new FM on 96.3 mc, channel 242, 81 kw. Ant. height above average terrain 1,415 feet. P.O. address Box 8187, Jackson. Estimated construction cost \$72,442; first year operating cost \$30,000; revenue \$10,000. Principals: Mississippi Publishers Corp. (Jackson Clarion-Ledger and Daily News), stock voted by T. M. Hederman Jr. and Standard Life Insurance Co., stock voted by W. R. Newman. Capitol is licensee of WSLI and WJJV(TV) Jackson. Action Aug. 16.

***Trenton, N. J.**—Trenton State College

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Radio System. Granted CP for new FM on 89.7 mc, channel 209, 10 w. Ant. height above average terrain 113 feet. P.O. address c/o Bernard G. Feltz, assistant professor of Industrial Arts, Box 940, Pennington Road, Trenton. Estimated construction cost \$4,066; first year operating cost \$3,000. Principal: Student Cooperative Association, Action Aug. 16.

APPLICATIONS

Atlantic Beach, Fla.—Alumni Radio Inc. 104.9 mc, channel 285, 3 kw, unl. Ant. height above average terrain 293 feet. P.O. address Box 608, Atlantic Beach. Estimated construction cost \$18,585; first year operating cost \$7,500; revenue \$7,200. Principals: John J. Wheeler and others. Mr. Wheeler owns WKTX Atlantic Beach. If Alumni Radio is granted FM license Mr. Wheeler plans to assign WKTX to it in return for stock. Ann. Aug. 16.

Anderson, Ind.—Radio WBOW Inc. 97.9 mc, channel 250, 115 kw. Ant. height above average terrain 435 feet. P.O. address c/o Radio Station WHUT Anderson. Estimated construction cost \$23,500; first year operating cost \$12,000; revenue \$15,000. Principals: J. William O'Connor (91%) and Edward Ballantine (9%). Radio WBOW is licensee of WBOW Terre Haute, Ind., permittee of WBOW-FM Terre Haute and licensee of WHUT Anderson. Mr. O'Connor owns 40% of WCVS Springfield, Ill.; 50% of WPEO Peoria, Ill.; 22% of KASK and KOYA, both Ontario, Calif., and 23% of WAAM Ann Arbor, Mich. Ann. Aug. 4.

*Reading, Pa.—Albright College of Evangelical United Brethren Church. 91.3 mc, channel 217, 10 w. Ant. height above average terrain 98 feet. P.O. address 13th & Exeter Sts. Estimated construction cost \$7,149; first year operating cost \$1,660. Ann. Aug. 18.

McAllen, Tex.—Rio Broadcasting Co. 98.5 mc, channel 253, 29.4 kw, unl. Ant. height above average terrain 117 feet. P.O. address Casa de Palmas Hotel, 113 North Main St., McAllen. Estimated construction cost \$13,500; first year operating cost \$15,900; revenue \$16,000. Principals: Eduardo Izaguirre (18.75%), Severo Gomez (13.12%), Romulo B. Mascorro (12.50%), David Garcia (12.50%), Edward L. Gomez (9.68%) and others. Mr. E. L. Gomez is an announcer-salesman for KRGV Weslaco, Tex. Ann. Aug. 16.

*Superior, Wis.—Wisconsin State University. 91.3 mc, channel 217, 10 w. Ant. height above average terrain 86 feet. P.O. address Dr. Karl W. Meyer, president, Wisconsin State University, 18th & Weeks Ave. Estimated construction cost \$8,326; first year operating cost \$10,000. Ann. Aug. 17.

Ownership changes

ACTIONS BY FCC

WHMA Anniston, Ala.—Granted 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% before and after), to Edel Y. Ayers & First National Bank of Anniston, executors of estate of Harry M. Ayers (80% after). No financial consideration. Action Aug. 11.

WJLD Homewood, Ala. and WJLN(FM) Birmingham, Ala.—Granted assignment of

licenses from Johnston Broadcasting Co., owned by partnership of Rose Hood Johnston (20%) and Rose Hood Johnston as executrix of estate of George Johnston Jr., deceased (80%), to Johnston Broadcasting Co. (same owners). Consideration \$121,664. Action Aug. 17.

KBLA Burbank, Calif.—Granted 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 \$210,000. Gordon A. Rogers owns 100% of Broadcasters of Burbank Inc., 20% owner of Radio Station KBLA. Mr. Cameron is sole owner of purchasing firm. Action Aug. 11.

KSGV(FM) West Covina, Calif.—Granted transfer of control of licensee corporation, San Gabriel Valley Broadcasting Co., from Sherman J. McQueen (50% before, 12.5% after) and William H. McCarthy, to James E. Moser (none before, 55.9% after). No financial consideration. Action Aug. 11.

KLMO-AM-FM Longmont, Colo.—Granted acquisition of control of licensee corporation, Radio Longmont Inc., by William G. Stewart (50% before, 99% after), through sale of stock by Judson G. Rosebush (50% before, none after). Lila Jean Stewart also acquires 1% interest in Radio Longmont. Consideration \$44,250. Action Aug. 11.

WCCF Punta Gorda, Fla.—Granted assignment of license from Charlotte Radio 17%, to Charlotte County Broadcasting Co., owned by Loyal Phillips (98%), Lee Wotitzky and Mrs. Lynn Stephens (each Corp., owned by John C. Lotz (49%), Mary E. Lotz (49%) and Ralph W. Lotz (2%). Consideration \$50,000. Purchaser will also buy physical facilities of station presently leased, for \$75,000. R. W. Lotz is engineer at WCCF. Action Aug. 17.

KYSM-AM-FM Mankato, Minn.—Granted 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. Action Aug. 13.

WMGO Canton, Miss.—Granted assignment of license from Madison County Broadcasting Inc., owned by R. E. Hook (70%) and Lucille Hook (30%), to Canton Broadcasting Inc., owned by American Public Life Insurance Co. (55%), Richard O. Rush, Charles C. Rush and R. James Loflin Jr. (each 15%). Consideration \$62,000. Richard O. Rush is president and principal stockholder of American Life. Charles C. Rush is also associated with insurance company. Mr. Loflin is general manager of WMGO. Messrs. Rush and American Life are stockholders in applicant for new TV facility in Jackson, Miss. Action Aug. 11.

WFFF Columbia, Miss.—Granted assignment of license from Fortenberry Enterprises, owned by Jerry A. and William L. Fortenberry (each 50%), to Haddox Enterprises Inc., owned by Lester Haddox (100%). Consideration \$75,000. Mr. Haddox owns gas appliance sales and service firm. Action Aug. 11.

KULR-TV Billings, Mont.—Granted transfer of control of licensee corporation, Crain-Snyder Television Inc., from estate of Paul Crain through sale of 23% interest to Thor Myrre and 28% interest to Arthur Miller. Consideration \$178,806. Action Aug. 13.

WMBO-AM-FM Auburn, N. Y.—Granted acquisition of control of licensee corporation, Auburn Publishing Co., by Lithgow Osborne (19.15% before, 35.9% after), through distribution of stock by Marine Midland Trust Co. of Central New York and Agnes Osborne Trimmingham, co-executors of estate of Charles D. Osborne. Consideration \$270,122. Action Aug. 11.

WLLE Raleigh, N. C.—Granted assignment of license from Raleigh-Durham Broadcasting Inc., owned by Edward B. Kemm (50%), Ralph J. and Judith M. Baron (each 25%), to WLLE Inc., owned by Wallace L. Hankin (60%), John Cussen and Wendell R. Barney (each 20%). Consideration \$225,000. Mr. Hankin has 33 1/3% interest in WCUM-AM-FM Cumberland, Md. Mr. Cussen is manager of brokerage firm in Winchester, Va. Mr. Barney is CPA. Action Aug. 12.

WERI-AM-FM Westerly, R. I.—Granted transfer of control of licensee corporation, Westerly Broadcasting Co., from William E. Mathews (60% before, 37.25% after), to Natale L. Urso (51% after). Consideration \$30,000. Action Aug. 16.

APPLICATIONS

KXIV Phoenix, Ariz.—Seeks transfer of control of licensee corporation, Camelback Broadcasting Inc., from Edward J. Churchill (91.594% before, none after), to KXIV Inc., owned by Lotus Productions Inc. (80% after), Ira Lavin (4.2% before, 10% after) and James Spero (4.2% before, 10% after). Consideration \$389,999. Lotus Productions is owned by Richard W. Van Dyke (87 1/3%) and Byron Paul 12 1/3%. Ann. Aug. 4.

KBLU-AM-TV Yuma, Ariz.—Seeks transfer of control of licensee corporation, Desert Telecasting Inc., from Helen Noga (25%), John Noga (25%) and Patricia Crites (25% before, none after), to Robert W. Crites (25% before, 50% after). Consideration \$25,000. Ann. Aug. 13.

WELI-TV New Haven, Conn.—Seeks assignment of CP from Connecticut Radio Foundation Inc., owned by Richard W. Davis (51.5%), Anna Costa (9.1%), Edwin H. Schweitzer (8.1%), Rudy Frank (4.4%) and others, to Connecticut Television Inc., owned by Plains Television Corp. Consideration \$25,000. Plains Television is 50% owned by H & E Balaban Corp. and 50% by Transcontinental Properties Inc. Plains is licensee of WICS(TV) Springfield, WCHU (TV) Champaign, and WICD(TV) Danville, all Ill. Ann. Aug. 9.

WKTX Atlantic Beach, Fla.—Seeks assignment of license from John J. Wheeler to Alumni Radio Inc., owned by John J. Wheeler (50%), Albert M. Crabtree Jr. (25%) and Jan Lee Brundage (25%). Consideration \$65,700. Mr. Wheeler is station manager of WZOK Jacksonville, Fla., and president and 50% owner of WCRY Macon, Ga. Mr. Crabtree is attorney and has business interests in Jacksonville. Ann. Aug. 16.

WVOG(FM) Boca Raton, Fla.—Seeks assignment of CP from Homer and Carole Akers to WVOG Inc., owned by Homer Akers (40%), Carole Akers (40%), Edgar Speiden (2.4%) and Herman A. Youngman (7.6%). Consideration: transfer of 400 shares of stock to Mr. and Mrs. Akers. Ann. Aug. 9.

WDCF Dade City, Fla.—Seeks assignment of license from Pasco Broadcasting Corp., owned by Charles E. Varner and Wallis R. Kinney (each 50%), to James L. Kirk II, tr/as WDCF Radio. Consideration \$100,876. Mr. Kirk is president and 79% owner of KVOL Lafayette, La.; 79% owner of Cape Kennedy Broadcasting Inc., Eau Gallie, Fla., and 25% owner of Georgia Universal Corp. (real estate). Ann. Aug. 6.

WMEG Eau Gallie, Fla.—Seeks assignment of license and CP from Mel-Eau Broadcasting Corp., owned by Charles E. Varner and Wallis R. Kinney (each 50%), to Cape Kennedy Broadcasting Inc., owned by James L. Kirk II (79%), Josephine K. Jennings (11%) and Dean C. Wilson (10%). Consideration \$304,123. Mr. Kirk is president and 79% owner of KVOL Lafayette, La., and 25% owner of Georgia Universal Corp. (real estate). Miss Jennings is also 25% owner of Georgia Universal. Mr. Wilson is vice president and general manager of WMEG and vice president of WDCF Dade City, Fla. Ann. Aug. 6.

WIFN Franklin, Ind.—Seeks voluntary assignment of license from Howell B. Phillips

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Aug. 18

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,041	42	67	464
FM	1,345	9	246	310
TV	552 ¹	43	118	214

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Aug. 18

	VHF	UHF	TV
Commercial	510 ²	167	677
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.

to Voice of Johnson County Inc., owned by Dallas and Neva J. Montgomery (50% jointly) and Howell B. and Mildred J. Phillips (50% jointly). Consideration: assignee will give assignor all outstanding stock for WIFN, and will assume \$12,600 in debts incurred by assignor. Mr. Phillips and Mr. Montgomery are 1/2 owners of WBMP Elwood, Ind. Ann. Aug. 6.

KMAQ Maquoketa, Iowa.—Seeks assignment of license from Nathan L. Goetz, Robert Goetz and Merlin J. Meythaler, d/b as Jackson County Broadcasting Co., to Dennis W. Voy. Consideration \$150,000. Mr. Voy is general manager of KMAQ. Ann. Aug. 12.

WEZI(TV) Louisville, Ky.—Seeks assignment of CP from Mid-America Broadcasting Corp. to South Central Broadcasting Corp., owned by John A. Engelbrecht (39.6%), George F. Stoltz (39.6%), Leighman D. Groves (19.8%), Eileen O. Stoltz (.5%) and Bettie G. Engelbrecht (.5%). Consideration \$25,000. South Central owns WIKY Evansville, Ind.; WTVK Knoxville, Tenn., and WIKY Evansville. Mr. Engelbrecht is president of South Central. Ann. Aug. 12.

WLDR-FM Traverse City, Mich.—Seeks assignment of CP from Robert L. Greagle and Roderick C. Maxson d/b as Great Northern Broadcasting System, to Great Northern Broadcasting System Inc., owned by Roderick C. Maxson and Robert L. Greagle (each 50%). Consideration: transfer of partnership assets in return for 160 shares of stock. Ann. Aug. 16.

KRIK Roswell, N. M.—Seeks assignment of CP from Neil N. Levitt to KRIK Broadcasting Corp., owned by Neil N. Levitt (100%). No financial consideration. Ann. Aug. 4.

WFYI Mineola, N. Y.—Seeks assignment of license from Media Enterprises Inc., owned by VIP Radio Inc. (100%) which is owned by Whitney Communications Corp., to Bursam Communications Corp., owned by SeMg S. Burrows (45%), Hartley L. Samuels (23%), Margery S. Samuels (22%), Kenneth D. Burrows (5%) and Jonathan L. Burrows (5%). Consideration \$150,000. Mr. Burrows is director of New York World's Fair Corp. and has other business interests. Ann. Aug. 16.

WRNY Rome, N. Y.—Seeks assignment of license from Richard K. Thorman, to Roman Radio Inc., owned by David W. Derby (100%). Consideration \$110,000. Mr. Derby is station manager of WRNY. Ann. Aug. 4.

WEEZ Chester, Pa.—Seeks assignment of

license from WDRF Inc., owned by Ogden R. Davies (29.48%), Max Cornfeld (24.63%), Clyde R. Fry (17.68%), John M. Banzhoff (17.68%), and Jack Greenblatt (10.53%), to Radio Del-Val Inc., owned by Ernest Tannen (100%). Consideration \$250,000. Mr. Tannen owns WDMV Pocomoke City, Md., is president of WSAI Cincinnati, and is president and 50% owner of WYRE Annapolis, Md. Ann. Aug. 12.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward requiring Kenneth E. Miller, tr/as Kentown Speedway and Hobbies, Garden Grove, Calif., to cease and desist from operating or permitting to be operated electrically controlled toy racing cars in manner that causes harmful interference to TV reception or any other authorized radiocommunication service. Action Aug. 12.

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward waiving Sect. 73.24(g) of blanketing rule and granting application of Grenada Broadcasting Inc., to increase daytime power of WNAG-Grenada, Miss., from 250 w to 1 kw, continued operation on 1400 kc with 250 w-N; conditions. Action Aug. 12.

OTHER ACTIONS

■ By report and order, commission adopted new programming section for broadcast application from which will require AM and FM applicants to furnish information on efforts undertaken to discover and fulfill needs and interest of public. This is pursuant to commission's 1960 policy statement which obligates broadcasters to ascertain and serve programming needs of communities they serve or intend to serve. Action July 27.

Routine roundup

ACTIONS BY REVIEW BOARD

■ Denied motion by Farragut Television Corp. to enlarge issues as to Peoples Broadcasting Corp. in proceeding on applications for new TV's to operate on channel 47 in Columbus, Ohio. Member Nelson not participating. Action Aug. 17.

■ Granted request by Tedesco Inc. to continue Sept. 16 oral argument to Oct. 14 in proceeding on application and that of Edina Corp. for new AM's in Bloomington and

Edina, Minn., respectively. Action Aug. 17.

■ By order, granted joint request by Century Broadcasting Corp. (KSHE) and Apollo Radio Corp., St. Louis, for approval of agreement whereby latter would reimburse KSHE for expenses in return for amending application so as to continue operation on Channel 234 at Crestwood in lieu of St. Louis. Action Aug. 16.

■ By memorandum opinion and order in proceeding on AM applications of Webster County Broadcasting Co., Eupora, and Holmes County Broadcasting Co. (WXTN), Lexington, both Miss., granted motion by latter to extent of enlarging issues to determine efforts made by Webster County to ascertain programming needs and interests of area proposed to be served and manner in which applicant proposes to meet such needs and interests. Action Aug. 16.

■ By memorandum opinion and order in proceeding on applications of Morgan Broadcasting Co. and Dick Broadcasting Co. Inc. of Tennessee for new FM's in Knoxville, Tenn., granted petition by Dick to extent that it requests deletion of financial issue and dismissed as moot in all other respects; granted joint request by applicants for approval of agreement whereby Dick would reimburse Morgan for out-of-pocket expenses incurred in prosecuting application in return for withdrawal; dismissed Morgan's application; granted Dick's application for new FM to operate on channel 299 in Knoxville; and ordered that these actions shall not become effective for 20 days, thus allowing Broadcast Bureau time to advise board if it wishes to adduce relevant evidence under financial issue. Action Aug. 16.

■ Granted motion by WLEX-TV Inc. (WLEX-TV), Lexington, Ky., to extend time to Sept. 9 to file replies to exceptions and supporting briefs to initial decision in proceeding on application of WHAS Inc. (WHAS-TV), Louisville, Ky., in Doc. 15544. Action Aug. 12.

■ By memorandum opinion and order in proceeding on AM applications of WFLI Inc. (WFLI), Lookout Mountain, Tenn., and Newhouse Broadcasting Corp. (WAPI), Birmingham, Ala., in Doc. 15868-9, granted petitions by WAPI to extent of enlarging issues to determine whether WFLI is financially qualified and whether latter's proposal would cause objectionable interference to WHYZ Greenville, S. C., or any other existing broadcast stations, and, if so, nature and extent thereof, areas and populations affected thereby, and availability of other primary service to such areas and populations. Action Aug. 12.

■ Granted petition by Broadcast Bureau to extend time to Aug. 24 to file responsive pleadings to petition by Saul M. Miller for reconsideration and reopening of record in proceeding on his application and that of A-C Broadcasters for new AM's in Kutztown and Annville-Cleona, Pa., respectively. Action Aug. 11.

■ Granted motion by Voice of Dixie Inc. to extend time to Aug. 13 to file replies to oppositions to motion to enlarge issues in proceeding on AM application of Storz Broadcasting Co. (WTIX), New Orleans. Action Aug. 11.

■ Granted petition by Broadcast Bureau to extend time to Aug. 17 to file responsive pleadings to petition by El Mundo, Inc., to enlarge and modify issues in proceedings on TV application of American Colonial Broadcasting Corp. (WKBM-TV), Caguas, P. R., Doc. 15451. Action Aug. 11.

ACTIONS ON MOTIONS

By Commission

■ Commission on Aug. 16 granted petition by National Association of Educational Broadcasters to extend time from Aug. 16 to Aug. 26 to file oppositions to petitions for reconsideration of June 8 Fourth Report and Order in matter of fostering expanded use of UHF television channels.

■ Commission on Aug. 12 granted joint motion by National Community Television Association Inc. and National Association of Microwave Common Carriers to extent of further extending time from Aug. 3 to Oct. 5 to file reply comments in Parts II and IV of rule proposals concerning frequency allocations for common carriers serving CATV systems and technical standards for proposed community relay service.

■ Commission on Aug. 12 granted petition by Association of Federal Communications Consulting Engineers to extend time from Aug. 20 to Oct. 20 to file comments and from Aug. 31 to Nov. 1 for replies in matter of amendment of Field Strength Curves for FM and TV stations. Order also scheduled engineering conference to be held Sept. 16.

■ Commission on Aug. 11 granted request by Association of Maximum Service Tele-

(Continued on page 93)

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Young assistant manager, strong on sales, by midwest station, metro area of 50,000. Attractive compensation plan. Box H-181, BROADCASTING.

Manager for small southern market 5 kw daytime. Must have best references and ability to sell. 1st class ticket will help. Box H-272, BROADCASTING.

Radio station Assistant Manager for market in the deep south with big city characteristics and potential. Prefer a man with medium market experience who has a proven sales background and is promotion minded. You must have good administrative ability and an intense desire to collect your accounts. You will be part of a group operation. Starting salary from \$10,000 to \$12,000 plus an expense account. Good opportunity to prove yourself and become a station manager with top earnings for the industry. Write giving complete details of your experience. Box H-309, BROADCASTING.

Leading station in multi-station market now interviewing applicants for sales manager. Man who qualifies will have something to sell. Quality product, good music, highly rated local news. ABC, 5000 watts community service operation. Southeastern University city 75,000 population. Unparalleled opportunity for successful radio salesman. Will consider top salesman in smaller market who is ready for advancement. Box H-328, BROADCASTING.

Triple threat man . . . salesman-announcer-engineer with management ambitions. WJOE, Port St. Joe, Florida.

Managers of stations may add as much as \$10,000 a year to present personal income representing Columbia School of Broadcasting—See our ad on page 91.

Sales

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.

Not making enough? Need \$6-\$8M more a year? Keep your present position and enroll Columbia School of Broadcasting students evenings and weekends—See our ad on page 91.

Announcers

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.

Announcers—(cont'd)

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.

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.

Immediate opening for first phone "top 40" announcer for late-night shift. Some news, some production included. Good pay, good opportunities in middle west. Send tape and resume to Box H-262, BROADCASTING.

Morning personality and morning newsman needed by one of America's great good music stations. We need two men who are creative, imaginative and mature. One will handle a record show and the other will gather and read news in a distinctive and authoritative style. These are not just jobs, but career positions with unlimited potential. We are not as interested in what you have done as what you can do. If you are either of these men, rush us a tape, resume and references to Box H-267, BROADCASTING.

Experienced morning man for top rated station in SW market of 70,000. Middle-of-the-road and CBS. Send air-check, photo and background to Box H-275, BROADCASTING.

Announcer: 1st phone, pref. Good middle-of-road music tastes. Send all qualifications and audition tape immediately. NY State. Box H-277, BROADCASTING.

Promotion, production man—Good announcing voice, NY State good middle-of-road music station. Send resume and tape immediately. Box H-278, BROADCASTING.

Immediate opening for late evening-night shift with good music AM-FM-TV midwest station. Send tape, resume, picture and salary requirements. Box H-284, BROADCASTING.

Immediate opening for announcer at progressive AM-FM-TV stations, middle Atlantic area. Enclose photo. Box H-297, BROADCASTING.

Announcer for a pioneer southern New England station—No rock 'n roll—send tape, resume and salary requirement. Box H-320, BROADCASTING.

Experienced 1st phone announcer needed immediately. Possibly some sports. Box H-329, BROADCASTING.

First phone experienced announcer, salary commensurate with abilities. Multiple station group. Contact Norton Warner, KIMB, Kimball, Nebraska.

Announcer for daytime station. Adult format. \$90 weekly to start. Resume & tape to Wallace Stangland, KIWA, Sheldon, Iowa.

Announcers—(cont'd)

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.

Opening for enthusiastic, experienced dj. Send tap, resume to WAZY-AM-FM, Lafayette, Ind.

Announcer 1st phone, good music station 50 miles from N.Y.C. Top pay. WBNR, Beacon, N.Y. Phone 914-831-1260.

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.

Montgomery County, Maryland—Immediate opening for experienced announcer with 1st phone. Salary open. WHMC, Gaithersburg, 301-948-9400.

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.

Country & Western disc jockey—man with warm and mature, but tightly-produced approach and a belief in C&W music. Mid-night to 6 am show on 5 kw regional station. Write or phone W. P. Williamson, Sr., WKBN, Youngstown, Ohio. Phone 216-782-1144.

Immediate opening for 1st phone operator. Permanent job with one of Michigan's oldest stations. No maintenance, no announcing but will consider combo. Call or write immediately. H. W. Waddell, WKBZ, Muskegon, Michigan. 616-798-2141.

WKIZ, Key West, Florida has immediate opening for top 40, 1st phone man. Send aircheck and resume to Gayle Swafford, WKIZ, Key West.

Announcer for adult music-news station, 2 years minimum commercial experience. Send air check or audition and radio background in first letter. No phone calls. Manager, WRTA, Altoona, Pennsylvania.

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.

Disc jockey with local news experience and announcer-salesman with proven record needed by growing small market group. Send full information to Galen Gilbert, Box 346, Neosho, Mo. or call 417-GL 1-1379.

Technical

Chief engineer, 50,000 watt station major southwest station. Top salary. Please supply full information. Box H-194, BROADCASTING.

Experienced first phone engineer capable of full responsibility. Central West Virginia station. Minimum \$60.00 a week. Box H-287, BROADCASTING.

Technical—(Cont'd)

Attend the Society of Broadcast Engineers Northwest Regional Convention October 4 and 5. Dave Sather, KKLO, Lewistown, Montana.

Wanted: Combo engineer-announcer emphasizes engineering salary open. WLTC, Gastonia, N.C.

Engineer able to keep 250 watt daytimer on air and handle maintenance. Some board work required car needed. Send resume and requirements to Manager, WMBT, Radio, Shenandoah, Penna.

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 609-924-3800. No collect calls.

News

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.

Radio correspondent wanted to join staff in Germany. Must translate German to English. Brushup course might be arranged for right man with background for international news. Send complete resume, tape. Box H-288, BROADCASTING.

Professional newsmen to gather, write, and report news in SW city of 70,000. Must be steady, reliable, and experienced. Send tape, photo and background to Box H-274, BROADCASTING.

1st phone required. Secure position with No. 1 rated mid Atlantic news operation. Good salary, top benefits. Send tape and complete resume 1st letter. Box H-282, BROADCASTING.

Newsman-vacancy on AM-TV staff in rapidly growing, pleasant living Eastern area. Box H-298, BROADCASTING.

Radio reporter-TV news cameraman wanted. Must be capable of superior radio newscasting in large market, but camera experience is not essential. Box H-304, BROADCASTING.

Newsman to gather and air news in Scottsbluff, Nebraska market. No board work. Established news department fully equipped. Send resume and tape to KOLT, Scottsbluff, Nebraska.

Top flight newsmen wanted for one of America's great stations in one of America's top markets. Must be strong on delivery, re-write, mobile coverage. Should be mature, reliable, and sober. We have good future for top man. Write or call Ralph Petti, Station Manager, KONO Radio, 317 Arden Grove, San Antonio, Texas. CA 6-5171.

WDBJ-Radio in Roanoke, Virginia, has opening on 3-man news staff. College and some experience preferred. Contact Personnel Department giving previous employment and education details.

Newsman—half of two-man staff doing exclusively news. Top 40 station with much respect for news. Room for advancement in progressive chain of stations. Send air check and resume immediately to WKFR, 710 Michigan National Bank, Battle Creek, Michigan.

Newsman immediately for southern Connecticut regional radio operation. Need journalism pro with calm, authoritative air delivery. Tape, writing sample and resume first time to News Director, WICC, Bridgeport, Connecticut.

Newsman—Immediate opening for capable local news reporter & writer. Good news delivery required. Call C. B. Heller, WIMA, Radio, Lima, Ohio.

News (Cont'd)

WSOY Radio, Decatur, Illinois hasn't found the "right" newsmen—still seeking man to gather, write and deliver local news for our award-winning team. Salary open. Rush tape and resume to Box 789.

Conscientious newsmen to gather and air local news. Must become a permanent, integral part of our community. Tape, photo, resume. WSTU-WMCF, Stuart, Florida.

Production—Programing, Others

Program-director. Must be capable of delegating authority, also must handle air shift. Deep voice and first phone required. Send tape and resume. Excellent salary. Box H-290, 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-9818.

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.

Girl for merchandising and promotion director job at top pop music station in Washington, D. C. market. Must be alert and ambitious with good moral, academic and scholastic record. Call Harry Averill at 703-534-8300.

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.

General manager available, midwest area. Single or multiple market. Over ten years experience all phases. Strong promotion, sales, programming. Finest references from present and past employers. Box H-207, BROADCASTING.

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.

Experienced young successful general manager looking for small or medium market position. Finest references from present and past associates. Strong on sales and promotions. Available immediately. Box H-288, BROADCASTING or phone 208-733-9491.

General manager, experienced all phases small and medium market. Now managing. Prefer Midwest. Will consider all. Box H-325, BROADCASTING.

Versatile, experienced broadcaster! 15 years all phases radio management, sales, programming, production, announcer, 1st class license. Desire return managership small-medium market. College grad, age 40, married, two children. Available September 1st. Personal interviews, business-character references, resume upon request, Phone GR-1-8769, Address Lake Minnetonka, Route 1, Box 167, Wayzata, Minnesota.

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.

Attention New Jersey, New England, New York: Experienced disc-jockey, news and commercial announcer. Ten years in profession, Box H-169, BROADCASTING.

DJ, tight board, solid news, commercials, ready now. Box H-214, BROADCASTING.

1st phone, experience, sports prime consideration. Also news, dj. Relocate. Box H-242, BROADCASTING.

Professional broadcaster, \$12,000 minimum annual guarantee. Box H-258, BROADCASTING.

Announcer, dj, newscaster, beginner, tight board, bright sound, will relocate. Box H-261, 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-276, BROADCASTING.

Announcer-operator—with endorsed third. Little experience. heavy training. Tight board. Enthusiastic top 40 sound. Box H-283, BROADCASTING.

Highly skilled classical music and all round announcer. Warm, relaxed approach. Currently program manager 100 kw. Classical and good music station. Available Sept. 6. Box H-289, BROADCASTING.

50 kw wakeup Gimmick personality with voices who'd rather switch than fight becoming human jukebox. Seeking personality minded stable operation. Network quality delivery. First phone-Degree-Family. Phone 606-341-2460 or Box H-295, BROADCASTING.

Top forty dj/newsman ready for move up. 27, B.A. Degree, 7 years experience; 4 years in present slot. Heavy production. Now employed metro St. Louis. Minimum \$600/mo. Box H-296, BROADCASTING.

San Francisco area—Graduate student desires responsible half-time position. Now at Midwest 50 kw, completing master's. As relief man, I'll maintain your sensible sound. Box H-299, BROADCASTING.

DJ announcer, authoritative newscaster, tight board, versatile, 3rd phone, will relocate. Box H-312, BROADCASTING.

Beginner, go-go top 40's. Put a tiger in your tank, endorsed, third. Box H-314, BROADCASTING. . . .

Negro dj/newscaster, will relocate, experienced. Third phone, married. Box H-315, BROADCASTING.

Female minister of the Gospel. Show available for syndicated or live. Box H-316, BROADCASTING.

Negro DJ announcer, newscaster, experi-ence, married, Illinois, Ohio, Missouri, Alabama need apply. Box H-317, BROADCASTING.

Major markets, if you're looking. listen here. Top 40 personality ready to move up. Box H-318, BROADCASTING.

Young Negro dj-announcer looking for position in radio. Have bright sound. Willing to travel. Have third class permit. Box H-321, BROADCASTING.

Gospel—dj—announcer. 3rd class phone. Family man. Box H-323, BROADCASTING.

Staff announcer, experienced independent and network affiliate. Mature, married, family. Interested major market. Small market, option to purchase part ownership or all. Box H-327, BROADCASTING.

First phone announcer. Good music station only. 28, single, 3 years experience. J. Albert Wunder, 299 Parsippany Rd., Parsippany New Jersey. 887-7646.

Announcers—(cont'd)

Announcer 1st phone, limited experience, BE 7-6721 after 4. Walter Piasecki, 2219 N. Parkside, Chicago, Ill.

Young, married, just from service—3 years experience. Larry Brown, 514 White St., Toledo, Ohio. OX 3-9052.

Announcer—57. First phone (no maintenance) experienced, dependable, married. Desires position established good music or middle road station. No drifter. Reason this ad . . . new owners. Prefer Florida. Minimum \$125. Don McWhorter, 1203 Gunnison Ave., Orlando, Fla.

Top 40 DJ desires right station to demonstrate talent. Summer experience. Proven popularity—emcee, performer, director. College presently unemployed. 914-947-3652.

Technical

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.

First phone, technical school graduate, no announcing. Southeast. Box H-257, BROADCASTING.

First phone with radar, seven years technical experience. Strong on maintenance and construction. No air. East, will consider other location. Box H-319, BROADCASTING.

News

Personality, newsmen, PD, for middle of road medium major market. Copy and production experience. Box H-208, BROADCASTING.

Award-winning newsmen 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.

College graduate with 5 years experience seeks adult radio audience for his in-depth news reporting and analysis. Box H-260, BROADCASTING.

Experienced newsmen & announcer. Write, gather, & air news. Good references, character, voice. Worked all phases of Radio & TV. Box H-300, BROADCASTING.

Newsmen—Newspaper writing experience. First phone. Contact Bill Fisher, 445 Nw. 35th, Oklahoma City, Oklahoma. JA 4-5463.

Production—Programing, Others

Male copywriter. A decade of solid sell in radio and TV. Creative, effective, speedy. Copy counts! Declare war on the competition with a new sellational sound! Box H-285, BROADCASTING.

Program director . . . 1st phone . . . top contemporary morning man in top 75 market . . . college town desired for furthering of education . . . Can sell!!! \$125.00. Box H-313, BROADCASTING.

Creative writer-artist. P. O. Box 641, Chattanooga, Tennessee 37401.

TELEVISION—Help Wanted

Sales

Expanding sales force. Need 3 experienced television salesman. Excellent opportunity, salary and commission. Southeast ABC affiliate. Call 919-637-2111 or Box H-331, BROADCASTING.

Announcers

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—(Cont'd)

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.

Wanted—Engineer with first class license and extensive experience television studio equipment. KHOL-TV, W. Mirven Greely, Director of Engineering, Holdrege, Nebraska.

Experienced engineer who can supervise night operation of AM, FM and UHF TV. Excellent salary, paid insurance, and retirement plan for the right man. Contact Chief Engineer, WAIM-TV, Anderson, S. C.

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.

Chief engineer . . . fully experienced, qualified television man with electrical engineering degree preferred; excellent opportunity; new studios, film color operation, established VHF and UHF ETV stations. Contact Otto Schlaak, Manager, WMVS/WMTV, Milwaukee, Wisconsin.

Expanding engineering dept. Need 3 engineers with 1st class tickets. No experience necessary. ABC Affiliate. WNBE-TV, New Bern, N. C.

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.

\$9,000 video expert to design and build research equipment. Contact: C. Lescreiner, Marquette University, Milwaukee, Wisconsin.

Help—We need immediately a television engineer with vidicon camera experience. Image orthicon and VTR knowledge helpful. Interest in work with mobile videotape operation. Salary open. Write General Television Network, 901 Livernois Avenue, Detroit, Michigan 48220.

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 newsmen-reporter, prefer background in broadcast journalism. Send full information and picture, first letter. Box H-185, BROADCASTING.

Newsmen—Good newscaster, reporter/writer combination wanted immediately by major market VHF. Must be top fite. Send photo, tape, resume and salary requirement 1st letter. Box H-281, BROADCASTING.

Attention Asst. News director: Why wait behind the man who might be there for years. If your airwork is exciting and news ability strong come lead our news department. Immediate opening. Send Video tape, complete resume, salary first letter. Box H-292, BROADCASTING.

Radio reporter-TV News cameraman wanted. Must be capable of superior radio newscasting in large market, but camera experience is not essential. Box H-305, BROADCASTING.

TV news director must be young, knowledgeable, aggressive, able to handle production & administrator. 12-man department. No. 1 news operation major market east coast station. Send resume, and recent picture. Box H-322, BROADCASTING.

Wanted—Experienced newsmen for Southeast ABC affiliate. Give all details in 1st letter. Mail VTR if available. Box H-330, BROADCASTING.

News—(Cont'd)

Need newsmen for radio-TV. Must gather, write and report news. Must be experienced. Send tape and resume to Ed Huot, WTRC-WSJV-TV, Elkhart, Indiana.

Puerto Rico English-language TV station seeks newsmen for air work, writing, reporting. Reply with resume, picture, audio-tape letter on why you would like to work in Puerto Rico, WTSJ-TV P. O. Box 1312, San Juan, P. R.

Production—Programing, Others

Looking to move up? Seeking the exciting challenge of a highly competitive major market? Then apply for this job as promotion and public relations director in a large eastern city with a station belonging to broadcasting's largest group. Apply by sending resume with salary requirements. If you are the right man you will earn the chance to move up! Write Box H-269, BROADCASTING.

The Delaware State Educational Television Network seeks production, technical, curriculum and TV teaching personnel to staff the new production-resource center in Dover. Include complete resume with first letter. Box H-273, BROADCASTING.

Continuity director who's ability is being held back. Our station leads the market in sales and promotion and needs your ability to make copy sell. Send samples, resume, photo and salary. Box H-291, BROADCASTING.

New Television station going on the air soon on beautiful U. S. Caribbean Island. Will hire one Program director capable of good on-camera announcing performance, with ability to edit, splice, set up the daily film run and handle film shipments. One operator-switcher with first phone to assist chief with routine maintenance. One operator-switcher with first phone to assist with film, camera, etc. All must be capable of handling board shift, perform multiple duties relating to film, camera, etc. Recent photo, non-returnable tape, references, salary expected should accompany detailed first letter of application. Box H-306, BROADCASTING.

Excellent opportunity for man interested in Television career. Immediate duties include Cameraman—setting—lighting. Must be available for personal interview. Send complete resume to Production Manager, WSJV, Box 28, South Bend, Indiana.

College instructor beginning fall semester specially qualified to teach TV film and or writing courses. Advanced degree preferred but competence and quality of candidate most important requisite. Rush Credentials to Chairman, TV Radio Dept., Ithica College, Ithica, N.Y.

TELEVISION—Situations Wanted

Sales

TV sales, sales management, 14 years experience, reliable, self starter, top sales record, commercial production background. Box H-190, 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.

Staff announcer, 2½ years experience. Booth, commercials, weather, interviews. Wishes to move up to medium, three station market. VTR available. Box H-188, BROADCASTING.

Professional broadcaster, \$12,000 minimum annual guarantee. Box H-259, BROADCASTING.

Announcer—personality—8 years experience radio-television. Currently weatherman 6 nights weekly. Major eastern market. VT & resume available. Box H-270, BROADCASTING.

Technical

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.

Engineer: Experienced 5 years in TV transmitter operation, maintenance, and supervision of maintenance. Box H-266, BROADCASTING.

Engineer: Twenty-two years experience radio, television, microwave, some CATV. Chief engineer, construction, operation, maintenance. West or midwest preferred. Box H-326 BROADCASTING.

Recent graduate of RCA TV-Studio School wishes employment at north-eastern TV station. Will send resume and details on request. Fred Ficke, 1024 Madison Ave., Paterson 3, New Jersey 07501 phone 201-523-1865.

News

12 years in 1,000,000 market. Local TV news, sports, weather, quiz, interview, man-on-the-street, commercials. National film spots 38 years, married. Active civic, sports, church organizations. Financially stable. Would like major eastern market. Available Sept. 1. Top professional and personal references. Picture and VTR. Box H-264, BROADCASTING.

Veteran network reporter-editor seeks full-time TV and/or radio reporting job in major market outside New York. Box H-271, BROADCASTING.

Weathercaster and commercial personality. Five years solid experience. VTR, on request. Box H-279, BROADCASTING.

Documentary writer and producer. Newscaster. Narrator. Young adult. College. Box H-280, BROADCASTING.

Why not take credit for discovering me? Midwestern radio news personality wants first position as TV newscaster. Five years news director top rated station in top 14 market. Box H-307, BROADCASTING.

Production—Programing, Others

For rent: Director-announcer-writer. Includes creativity, loyalty and willingness to work. Reasonable. 507-637-8911.

Assistant promotion manager at #1 TV station in large midwest desires assistant's position in larger market or manager's position in smaller market. Will consider programing or production. Box H-263, BROADCASTING.

WANTED TO BUY—Equipment

Wanted—1 UHF transmitter 10 to 12 kilowatt, also Studio and film camera chains needed. Box H-226, BROADCASTING.

FM transmitter, 1 kw, suitable for multi-phase use for 2 sub-channels, replacement parts must be available. Write WEAW, Evanston, Illinois.

Used TV Mobile truck. Box H-310, BROADCASTING.

Microwave equipment for TV station. Box H-311, BROADCASTING.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-fund, 440 Columbus Ave. N.Y.C.

Co-axial cable. Hellax, Styroflex, Spirolite, etc. Also rigid and RG types in stock. New material at surplus prices. Write for price list. S-W-Electrical Cable Company, Willow & 24th Street, Oakland, Calif. Phone 415-832-3527.

FOR SALE

Equipment—(Cont'd)

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.

The complete source of used Radio-TV broadcast equipment. . . Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

For Sale: 524 Ft. H-40 Television Tower, 87 Ft. U. H. F. Antenna, Approx. 900 ft. 6 1/2" Coaxial Cable, Box H-23, BROADCASTING.

For sale 2 GPL model TA-100A 16mm projectors, serial numbers 124, 125, both in good operating condition. Spare parts include intermittent drive and an assortment of small parts. Units removed from standby service to make room for newer equipment. Ready to run as is or used as a wealth of spare parts. \$550 buys pair including spare parts and manuals but less lenses, or \$850 complete. Jim Harris, WVEC-TV, Hampton, Virginia. 703-722-6331.

Transmitter, Gates 250 watt, BC-250-GY, surplus all new consisting of modulation monitor, limiting amplifier, switching panel, power termination cabinet, desk, code beacon, tower lights, coax cables, and lead covered wire, including many extras, 27 boxes. Send for complete list. Also surplus all new 10 kw linear 2-18 MC. Make offer on either or both. G. Markos, 1720 North Jackson, Litchfield, Illinois. 324-3178 after 6 p.m.

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INSTRUCTIONS

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Continued from page 86

casters Inc. for extension of time from Aug. 16 to Aug. 26 to file responses to petition and motion by Midwest Program for Airborne Television Instruction Inc., for reconsideration and rehearing of report and order in Doc. 15201 pertaining to amendment of rules with respect to airborne television.

By Hearing Examiner Basil P. Cooper

■ Granted petition by Broadcast Bureau to extend time to Aug. 13 to file proposed findings in proceeding on application of Prattville Broadcasting Co. for new AM in Prattville, Ala., in Doc. 14878. Action Aug. 11.

By Hearing Examiner Thomas H. Donahue

■ Granted petition by Fort Campbell Broadcasting Co. for leave to amend application with respect to financial matters in proceeding on application and that of Campbell and Sheftall for new FM's in Fort Campbell, Ky., and Clarksville, Tenn., respectively. Action Aug. 11.

By Hearing Examiner Millard F. French

■ Granted petition by Lampasas Broadcasting Corp. (KCYL Lampasas, Tex.) to revise schedules of dates in proceeding on AM application; continued Oct. 5 hearing to Nov. 5. Action Aug. 12.

By Hearing Examiner Arthur A. Gladstone

■ Granted petition by Western Union Telegraph Co. for leave to intervene in Doc. 16070 regarding rates, terms and conditions of tariff schedules filed by Communications Satellite Corp. to cover satellite services to common carriers. Action Aug. 13.
■ In proceeding on applications of Capitol City Television Co. and Associated Television Corp for new TV's in St. Paul, granted petition by latter to change requested UHF-TV channel number from 23 to 29 and to reduce height of ant. structure. Action Aug. 13.

By Hearing Examiner Walther W. Guenther

■ In Rochester, N. Y., TV channel 13 proceeding in Doc. 14394 et al., granted petition by Rochester Area Educational Television Assn. Inc., for leave to amend appli-

cation to reflect resignation of one of trustees, Dr. William S. Litterick, with his successor to be elected to board of trustees at Sept. meeting. Action Aug. 12.

By Hearing Examiner H. Gifford Irlon

■ Granted joint motion by Regional Broadcasting Corp. and Evergreen Enterprises Inc. to continue Sept. 21 hearing to Oct. 21, and continued for 30 days various procedural dates in proceeding on applications for new FM's in Loveland, Ohio. Action Aug. 16.

By Hearing Examiner Chester F. Naumowicz Jr.

■ Granted motion by Chicago Federation of Labor and Industrial Union Council to extend time for exchange of exhibits directed to Sect. 310(a) issue to date to be specified by further order of examiner in proceeding on application and that of Chicagoland TV Co. for new TV to operate on channel 38 in Chicago. Action Aug. 11.

By Hearing Examiner Sol Schildhouse

■ On own motion, scheduled further pre-hearing conference for Sept. 10 in proceeding on application of United Broadcasting Co. for renewal of license of WOOK Washington, and Bowie Broadcasting Corp. for new AM in Bowie, Md. Action Aug. 13.

■ In Lebanon, Pa.—Catonsville, Mr. consolidated AM proceeding in Doc. 15835-40, granted petitions by Radio Catonsville Inc. and Cedar Broadcasters and extended to Sept. 1 date of exchange written material on certain issues; Sept. 13 hearing date to remain unchanged. Action Aug. 13.

■ Granted petition by Coastal Communications Corp., which has succeeded Capital Broadcasting Co. of Nevada as licensee of KPTL Carson City, Nev., for leave to amend pending application to substitute itself for Capital as applicant in AM consolidated proceeding in Doc. 16109 et al. Action Aug. 13.

BROADCAST ACTIONS

by Broadcast Bureau

Actions of Aug. 17

KMTW(TV) Corona, Calif.—Granted mod. of CP to change ERP to 69.2 kw vis., and 9.33 kw aur.; change type trans. and type ant.; relocate ant. structure, and decrease ant. height to 2,790 feet; condition.

American Broadcasting Companies Inc., New York—Granted extension of authority to transmit programs to stations under control of Canadian Broadcasting Corp. or to any licensed station in Canada, for period of one year to Aug. 17, 1968; without prejudice to such action as commission may deem warranted as result of final determinations with respect to: (1) conclusions and recommendations set forth in report of network study staff; and (2) related studies and inquiries now being considered or conducted by commission.

*WVUB-TV Oxford, Ohio—Granted extension of completion date to Feb. 17, 1968.
K71BD, K77BE, K80BG, K83AS Lakeport, Calif.—Granted renewal of licenses of UHF-TV translator stations.

*WMED-TV Calais, Me.—Granted license for noncommercial educational TV station; ERP 31.6 kw(DA) vis., and 14.4 kw(DA) aur.

KFEQ-TV St. Joseph, Mo.—Granted mod. of license to reduce aur. ERP to 20 kw, and change type aur. trans.

WHBF-TV Rock Island, Ill.—Granted mod. of license to reduce aur. ERP to 14.1 kw, and change type aur. trans.

K80BG Lakeport, Calif.—Granted mod. of license to change primary TV to KTVU(TV) Oakland, for UHF-TV translator.

Voice of Western Colorado Inc., Grand Junction, Colo.—Granted CP and license for new low power auxiliary station.

WNEP-TV Scranton, Pa.—Granted CP to change ERP to 44.7 kw vis., and 44.7 kw aur.; change type trans. and make other equipment changes; remote control permitted; conditions.

Actions of Aug. 16

Hillsboro T. V. Assn., Hillsboro, N. M.—Granted CP for new VHF-TV translator station, on channel 6, to rebroadcast programs of KTSS-TV (ch. 9), El Paso, Tex.

■ Granted renewal of licenses of following main stations and co-pending auxiliaries: KVII(TV) Amarillo, Tex.; KCBC Galeston, Tex.

WGRV-FM Greenville, Tenn.—Granted CP to change ant.-trans. and studio location and remote control point; install new trans. and ant.; increase ERP to 26.5 kw, and ant. height to 245 feet; remote control permitted; conditions.

K07DC Green River, Wyo.—Granted CP to replace expired permit for new VHF-TV translator.

*WGTS-FM Takoma Park, Md.—Granted mod. of CP to change ant.-trans. and studio location.

WCLT-FM Newark, Ohio—Granted CP to install new trans. and new ant., make changes in ant. system (increase height), increase ERP to 50 kw and ant. height to 390 feet, and make engineering changes; condition.

WTBO-FM Cumberland, Md.—Granted CP to change ant.-trans. location to Midland; decrease ERP to 4 kw; increase ant. height to 1,400 feet; install new trans. and new ant., and make engineering changes; remote control permitted.

Actions of Aug. 13

KOAL Price, Utah—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

WSGB Sutton, W. Va.—Granted increased daytime power on 1490 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, installation of new trans., and changes in ant. system; conditions.

WCRW Chicago—Granted increased daytime power on 1240 kc, SH, from 250 w to 1 kw, and installation of new trans.; conditions.

WODI Brookneal, Va.—Granted increased daytime power on 1230 kc, from 250 w to 1 kw, continued nighttime operation with 250 w, and installation of new trans.; conditions.

WPHC Waverly, Tenn.—Granted change in facilities from 1540 kc, 1 kw, D to 1060 kc, 1 kw, D; make changes in ground and ant. systems; remote control permitted; condition.

KDEB Dillon, Mont.—Granted change in facilities from 800 kc, 1 kw, D to 1490 kc, 1 kw, LS, 250 w-N; condition.

KRUN Ballinger, Tex.—Granted increased daytime power on 1400 kc, SH, from 250 w to 1 kw, and installation of new trans.; conditions.

WGLC-FM Mendota, Ill.—Granted mod. of CP to change ant.-trans. and studio location, install new trans. and new ant., and delete remote control operations; ant. height 98 feet.

K09DD, K11DJ Green River, Wyo.—Granted CPs to replace expired permits for new VHF-TV translators.

WOKB Winter Garden, Fla.—Granted increased power on 1600 kc, D, from 1 kw to 5 kw, installations of DA-D and new trans.; conditions.

KOLT Scottsbluff, Neb.—Granted CP to change from DA-2 to DA-N; conditions.

Actions of Aug. 12

■ Granted licenses for UHF-TV translators K71BH, K72CG, K76BU, K80BQ, K82BA, K83BB, all University of Utah, Milford and rural Beaver county, Richfield and Monroe, Enoch and rural Iron county, Orangeville and rural Emery county, rural Juab and San Pete counties, and Columbia, rural Duchesne, Carbon and Emery counties, all Utah.

■ KABC-AM-FM-TV Los Angeles, KGO-AM-FM-TV San Francisco, WABC-AM-FM-TV New York, WBKB(TV) Chicago, WLS-FM Chicago, American Broadcasting-Paramount Theatres Inc.—Granted mod. of licenses and mod. of CPs to change name to American Broadcasting Companies Inc.

Columbia Broadcasting System, Inc., Philadelphia, Pa.—Granted CP and license to add new trans. for low-power auxiliary station.

WEWO Laurinburg, N. C.—Granted increased power on 1080 kc, D, from 1 kw to 5 kw; install new trans., and change studio location; conditions.

■ Granted licenses for following VHF-TV translators: K12EZ, KTVB Inc., McCall and New Meadows, Idaho; K12FB, Phillips County TV Assn. Inc., Soca Hinsdale rural area, West and North rural areas, Mont.; K10FD, Boise Valley Broadcasters Inc., McCall and New Meadows, Idaho; K11GR, K13GO, Cascade Chamber of Commerce, Cascade, Idaho, W02AJ, Loyola University, Cuevas, Long Beach and Pass Christian, Miss.; K07DN, K09DN, K11FE, Yosemite Park and Curry Co., Yosemite National Park, Calif.

■ Granted licenses covering changes for following UHF-TV translators: K79AA, Palo Verde Valley T-V Club Inc., Blythe, Calif.; K80BX, K83BH, Minnesota Valley TV Improvement Corp., Granite Falls, Minn.

■ Following stations were granted extensions of completion dates as shown: WKVM San Jose, Calif., to Feb. 12 1966; Pinellas Park, Fla., to Feb. 1, 1966; WDEA Ellsworth, Me., to Jan. 23 1966; KRPM(FM) San Jose, Calif., to Feb. 12, 1966.

■ Granted renewal of licenses for following UHF-TV translators: W71AE, Midwest

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Television Inc., LaSalle, Ill.; W74AD, W81AC, Panhandle Television Corp. of W. Va., Paw-Paw, Levels, Okonoko, Points and Larget, W. Va.

Actions of Aug. 11

WKEY-FM Covington, Va.—Granted license covering change in ant.-trans. location and increase in ant. height.

WDEF-FM Chattanooga, Tenn.—Granted license covering installation of news trans. and ant. and increase in ERP.

WAMO Pittsburgh, Pa.—Granted license covering installation of former main trans. at main trans. site; remote control permitted.

WLAN Lancaster, Pa.—Granted licenses covering increase in daytime power, installation new daytime trans., deletion remote control; and changes in DA system and ground system; conditions; and use of main daytime trans. as auxiliary nighttime and main nighttime trans. as auxiliary trans. daytime; conditions.

WTMB-FM Tomah, Wis.—Granted license for FM and specify type trans.

KWNS-FM Pratt, Kan.—Granted license for FM and specify type trans.

WKNT Kent, Ohio.—Granted license for AM and specify type trans.

WSLM Salem, Ind.—Granted license to replace expired permit to increase power, install DA-D and new trans. and specify type trans.

KDNT Denton, Tex.—Granted license to replace expired permit to change ant.-trans. location.

KAYC Beaumont, Tex.—Granted license covering installation of new trans. as auxiliary trans. daytime and alternate main nighttime.

KODE-TV Joplin, Mo.—Granted CP to replace expired permit for changes in TV station.

WCLP-TV Chatsworth, Ga.—Granted ex-

ension of completion date to Feb. 11, 1966.

WDEC Americus, Ga.—Granted license to replace expired permit covering changes in ant. system.

WDLC Port Jervis, N. Y.—Granted license covering operation of former main trans. as auxiliary trans.

WDXY Sumter, S. C.—Granted license covering increase in daytime power and installation new trans.

Actions of Aug. 10

■ Granted renewal of licenses of following main stations and co-pending auxiliaries: **KALT** Atlanta, Tex.; **KBER** San Antonio, Tex.; **KERC** Eastland, Tex.; **KFMK** (FM) Houston; **KVWG** Pearsall, Tex., and **KUDI** Great Falls, Mont.

Rulemakings

PETITIONS FOR RULEMAKING FILED

■ **Newport, Ky.**—D. H. Overmyer Broadcasting Co. Requests institution of rulemaking proceedings to make changes in TV table of assignments so as to substitute channel 19 for channel 74 in Cincinnati and requests and consents to modification of CP of petitioner to specify channel 19 instead of channel 74. Received Aug. 10.

■ **Lexington, Ky.**—Kentucky Authority for Educational Television, Requests institution of rulemaking proceeding to amend rules to reinstate low band channels previously assigned and reserved for education in Bowling Green and Morehead, both Ky., or to provide equivalent low band channels; and further to assign and reserve for education low band channels in lieu of presently assigned high band channels in Ashland and Elizabethtown, both Ky. Received Aug. 9.

■ **WNJU-TV** Linden, N. J.—New Jersey Television Broadcasting Corp. Requests amendment of rules so as to delete channel 47 from New Brunswick, N. J., and assign it to Newark. Newark is now assigned 13

and New Brunswick is assigned *19 and 47. Also requests that commission issue order to New Jersey Television Broadcasting Co. modifying authority for operation of WNJU-TV to specify operation to serve Newark. Received Aug. 9.

■ **WESA** Charleroi, Pa.—Lauback Radio Properties Inc. Requests institution of rulemaking proceeding to effect following changes in FM table of assignments: Charleroi, add 252A; Uniontown, Pa., delete 252A and add 257A; Morgantown, W. Va., delete 257A and add 261A; Fairmont, W. Va., delete 261A and add 224A; Clarksburg, W. Va., delete 224A and add 280A, and New Martinsville, W. Va., delete 280A and add 240A. Received Aug. 8.

■ **Topeka, Kan.**—Broadcast Maintenance Service. Requests amendment of FM table of assignments to make following changes: Norman, Okla., add 259C; Alva, Okla., add 284C and 219C and delete 259C and 284C. Received Aug. 6.

■ **Miami**—John Raymond Meyers. Requests amendment of FM table of assignments to make following changes: Hollywood, Fla., add 222C; Hialeah, Fla., delete 221A and add 252A; Clewiston, Fla., delete 221A and add 296A; Homestead, Fla., delete 252A and add 272A; Miami, delete *219 and add *218. Received Aug. 6.

New call letters requested

■ **WGLI-FM** Babylon, N. Y.—WGSM Radio Inc. Requests WGSM-FM.

■ **San Diego**—Gross Broadcasting Co. Requests KJOG-TV.

■ **Spokane, Wash.**—Denbrook Enterprises. Requests KTWD.

■ **Monroe, La.**—Monroe Broadcasters Inc. Requests KREB.

■ **Burlington, Vt.**—University of Vermont. Requests WRUV.

■ **Ft. Lauderdale, Fla.**—Broward Broadcasting Inc. Requests WSMS-TV.

■ **Santa Barbara, Calif.**—Monte Mar Broadcasting Inc. Requests KIHPTV.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Aug. 18. 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.

Childersburg, Ala.—The Jefferson Cablevision Corp., whose president is Ben A. McKinnon (mgr., WSGN Birmingham), has applied for a franchise.

■ **Sulligent, Ala.**—A franchise has been granted to the West Alabama Cable Co., Fayette, Ala.

Greenfield, Calif.—Central California Communications Corp., 1238 John St., Salinas, Calif. (John C. Cohan, pres.), group owner, has requested a franchise. The system will provide all San Francisco stations for about \$5 a month and free cable service will be extended to schools.

Oakdale, Calif.—Valley Vision Inc., Modesto, Calif. has asked for a franchise to introduce 12-channel cable service.

■ **Pinole, Calif.**—A franchise has been granted to the Contra Costa Cable Co. for installation in Pinole Valley.

■ **San Mateo County, Calif.**—Giulio Francesconi, of San Carlos, Calif., has been granted a franchise for the Eichler Highlands near San Mateo and the Emerald Lakes district near Redwood City.

Tulare County, Calif.—Two Fresno, Calif. television stations, KFRE-TV (Triangle Publications Inc.) and KJEO-TV (Shasta Telecasting Corp.) have applied jointly for a franchise under the name of Central Valley Cable Television Inc.

Vista, Calif.—Escondito Community Cable Co., Escondito, Calif., has applied for a franchise. Another applicant is Coaxial Systems Engineering Co., Harbor City, Calif.

Cortez, Colo.—Colorado Televents Inc., a

group owner, has applied for a franchise. The Denver-based company already possesses ten franchises in Colo. and Neb.

■ **Harrisburg, Ill.**—Turner-Farrar & Associates (WSIL-TV Harrisburg, Ill.; KPOB-TV Popular Bluffs, Mo.) has been granted a 20-year franchise.

Monmouth, Ill.—Monmouth All-Channel TV Cable Co., represented by Arthur Padella, and Northwestern Illinois Cable Television Co., represented by Channing Pratt, have both applied for franchises. In both proposals the city would collect 3% of the gross service charges. Both systems would carry signals from Davenport, Iowa, Moline Ill., and Rock Island, Ill. Monmouth All-Channel would add three channels from Peoria, one from Chicago, an FM station and three educational channels. Western Illinois Cable Television Co. would add a St. Louis channel and most of those stations offered by the rival group.

■ **Bloomfield, Ind.**—Telesis Engineering Inc. (headed by Jack B. Hopkins, Evansville, Ind.) has been awarded a franchise. The firm has been granted franchises in Jasper, Ind., and Huntington, Ind. Under the system fees would be \$4.50 monthly and \$15 for installation. The franchise will be transferred to a subsidiary, All-Channel Cable Vision Inc. (president, Phil Dickens, former Indiana University football coach).

■ **Shreveport, La.**—The Shreveport Cable TV Co. has been chartered to apply for a franchise.

■ **Haddon Township, N. J.**—Jerrold Electronics Corp., Philadelphia, a group CATV owner, has been awarded an exclusive 25-year franchise. The firm will pay the township 5% of gross revenue or \$1,000 yearly, whichever is higher.

■ **Salem, N. J.**—Tri-County Cable TV Co., a subsidiary of Sunbeam Publishing Co., Salem, has been authorized to install cable TV service in the city pending completion of an ordinance by the city council. Other groups applying for franchise are Telesystems, Inc., Glenside, Pa. and Garden State Television Corp., Bridgeton, N. J.

■ **Malone, N. Y.**—Newchannels Inc., Syracuse N. Y. (a subsidiary of Newhouse Broadcasting Corp. WSyr-AM-FM-TV Syra-

cuse) has been granted a franchise.

■ **Pomeroy, Ohio**—Tower Antennas Inc., Coschocton, Ohio, represented by Ralph Squires, vice president, has been granted a franchise. The system expects to receive signals from three Columbus, Ohio, stations and two Cincinnati stations. The company is associated with the Ohio Valley Publishing Co., which publishes the *Pomeroy-Middleport Daily Sentinel*.

Duncan, Okla.—Radiocall Co., represented by C. V. Edwards, has applied for a franchise.

Madison, S. D.—Community TV Inc., headed by Merrill Hunter has applied for a franchise. Another applicant is Mid-Continent Broadcasting Co. (KELo-AM-TV Sioux Falls, S. D.)

Corpus Christi, Tex.—Segnam Television Distribution Corp., Robstown, Tex., has applied for a franchise. The firm, represented by attorneys Roger Butler and Philip Schraub, is also negotiating for a franchise with the Sinton, Tex. city council and is expected to make offers to Refugio, Alice, and Rockport, all Tex.

San Benito, Tex.—Fausto Yturria Jr., representing Southwest CATV Inc., Houston, a group owner, has applied for a franchise. A previous franchise holder, Valley Microwave Transmission, Harlingen, Tex., has declared that it does not plan to activate its franchise. Southwest CATV also holds franchises in Edinburg, Pharr, Mission, and Brownsville, all Tex.

■ **Sinton, Texas**—The Segnam Television Distribution Corp., represented by Roger Butler, Robstown, Tex., has been granted a franchise.

Texas City, Tex.—Three more groups have applied for a franchise. They are: Texarkana Cable Television Inc., Texas Community Television Inc., and a group consisting of Connor Patma, Floyd Bell, and Phil Dunklin. Two earlier applications have been filed by King Community Antenna Co., Houston and by M. K. McDonald, Bill Lyons, and Ray Peterson, of Texas City.

Madison, Wis.—WISC-TV Madison (a Morgan Murphy Station) has applied for a franchise. A previous applicant is Complete Channel TV Inc.

THE way not to run an advertising agency in 1965, in the opinion of David C. Stewart, is to have a free-swinging personality with a specialty as a president, while a "flint-hearted business manager runs that end of agency affairs."

Yet to Mr. Stewart, president and chief executive officer of Kenyon & Eckhardt Inc., that was the way many agency presidents operated 25 years ago. He doesn't downgrade them, pointing out that these were "brilliant, original and even flamboyant" individuals. Some were specialists, great copy writers or creative men, experts in art work, research, radio programming or marketing, Mr. Stewart says. "Some specialized in the care, feeding and entertainment of big, bread-and-butter accounts," while others concentrated on selling new clients, specializing in "high-level politicking and in socializing."

But as business boomed, agencies grew bigger and advertising more complex, the specialist president became something of an anachronism. The president's job, he says, now has come to demand a much broader scope of operations.

More Exacting Demands ■ Regardless of how much individual glamour or flamboyance has been squeezed out, Mr. Stewart's point is clear: The old-breed advertising agency president has given way to a new type who is conversant with a profit-and-loss statement and is, as well, a decision-maker who understands every aspect of an agency's function.

Mr. Stewart is a well-groomed advertising man who somehow looks more austere banker or distinguished senator than grey flannel. He is tall, his clothes well tailored, his hair cut close and turning a bit grey, and last week after two weeks vacationing in the sea air he appeared well tanned and relaxed.

He had just returned after having unwound for two weeks on his 44-foot cruiser in Atlantic waters off the tip of Long Island, Block Island and Cape Cod. In a routine August day, a group of executives waited for him in an adjoining conference room to talk about new business, and his secretary's chart of his appointments looked like the juggling criss-cross of a TV programmer's penciling of a network schedule.

"Our busy season starts after Labor Day—I'll be putting in three or four nights a week, finishing up around 9 o'clock those nights," he said.

His office on the 18th floor of the huge Pan American building that crowds New York's skyline is spacious, containing among other things a curved back wall, made necessary by the building's structure, a small conference table with chairs neatly in place, and a large executive-sized desk.

Depends on Individuals ■ Mr. Stewart dominates the agency as well as his

There is less time to relax at the top

office. He runs K&E, his associates attest, delegating authority to individuals rather than to sprawling committees. Executive committees and other necessary groups exist for discussion, advice, and as sounding boards. He believes an individual delegated authority leads from strength, the committee from weakness.

A former door-to-door salesman, Mr. Stewart is the proverbial businessman

who worked his way up the ladder. Part of his makeup is to drive himself. At K&E, he was brought in on the management level and proceeded to cram up on every important facet of the agency and of the advertising business. He dedicates himself to a long working day and is "in" on every new-business decision although that's not his prime function. He's the type of man who at first winced at having to make speeches but now has become accomplished in that area. He worked at this as he has at other things he's mastered. He often notes that an advertising agency has no image, and can only be projected through its spokesman—the chief executive.

He learned radio-TV in one of his famous "cram courses," from William B. Lewis, former president and now chairman of the board at K&E.

Changes Dictated by Times ■ Television now accounts for about half of K&E's billing, and the agency reflects its chief officer's awareness of broadcasting. The agency's move from its old Park Avenue site to the new Pan American building in 1963 introduced new TV facilities to K&E, including the testing talent products and commercials.

K&E employs a novel "film storyboard" technique, using still photographs and a sound track to provide agency experts and clients with an approximation of what a final commercial will look and sound like.

Mr. Stewart characterizes the rise of TV as having "forced the development within an agency of a whole new set of technical and creative skills, and many entirely new types of specialists. At K&E, for instance, we've developed a new breed of TV creative men who are neither writers, art directors, nor producers, but a combination of all three."

In a quick evaluation of TV, Mr. Stewart says: "Television is the greatest selling medium ever devised—if used properly." That three-word qualification underscores Mr. Stewart's insight as an advertising man.

Looking Ahead ■ What's in the future? Mr. Stewart now heads a big advertising business that bills annually over \$100 million for clients in the U. S. and abroad, with 29 offices in 19 markets around the world. Aside from meaning constant travel for Mr. Stewart that has accelerated each year that he's been in office, the growth calls for a continuing learning process.

Mr. Stewart respects his counterparts in the agency business who seek for themselves the mark of operating the "world's best agency." But he deplores those of his colleagues who would evaluate their agencies only by measuring and equating success with billing.

WEEK'S PROFILE



David Charles Stewart—President and chief executive officer, Kenyon & Eckhardt Inc., New York; b. April 1908, New York City; door-to-door salesman, Standard Oil of New York, 1926; executive training school, Standard Oil, and in 1933, transferred as management executive to Philadelphia; officer and director of independent oil company, 1938; management consultant, office of under-secretary of Navy, and electronics division, Bureau of Ships, as lieutenant commander, 1942-46; returned to oil company after discharge, and joined K&E in 1946, elected secretary and general manager in 1947, director in 1949, and in 1952, treasurer and member of executive committee, added title senior VP in 1956, executive VP in 1958, president and chief executive officer in September 1960; m. Mary Hughs, June, 1935; children—Eugenia, 28; David, 23, and James, 21; hobbies—music, fishing, boats.

Back to spot programs

SPOT radio got a boost a week ago with the news that Chevrolet, a major as well as an extremely successful advertiser, is shopping for quarter-hour news program franchises in 50 leading markets.

It has been a long time since so big an advertiser went looking for programs in spot radio on this scale for what clearly could become a year-round basis. Radio business has been edging up steadily in recent years, but spot's gains have been attained mostly through the sale of adjacencies and participations rather than program sponsorships, and usually on in-and-out rather than long-term contracts.

There is good reason to believe that Chevrolet's move will be successful. As reported in this magazine a week ago, it is not a sudden move but a carefully planned campaign that Chevrolet and its agency, Campbell-Ewald, are willing to spend a year or two, if necessary, in putting into full effect. They are not looking for audience numbers alone, but are seeking identification with quality news shows and newscasters—another indication that this is not a short-haul venture. In addition they are not picking their medium out of a hat: Chevrolet is well acquainted with radio's sales values through long and heavy use of network radio news. As a Chevrolet spokesman put it, the new plan is "a vote of confidence" in radio.

The sales results will be watched closely by other auto manufacturers and, in all likelihood, by big advertisers in other fields. If the plan pays off in Chevrolet sales-rooms it could revive interest in program sponsorships and lead into a trend toward long-term or franchise radio buying, whether the product is programs or spot announcements. Big corporate advertisers might even remember that they can easily do in radio what so many already do in television: buy on a 52-week basis and rotate the time among their different brands.

These developments may not come quickly, but they seem much closer now than they did two weeks ago. Certainly it is reasonable to expect that at the first signs of success in the Chevrolet approach other advertisers, if they do not take the plunge immediately, will at least begin more seriously to test the water.

Fights and rights

BROADCASTERS couldn't care less about professional boxing as a programing staple. Networks and stations dropped it long ago because of pugilism's bad odor plus desultory audience interest.

That, however, does not justify complacency when restrictive legislation is proposed to ban the interstate broadcasting of prize fights under certain conditions. This, as has been pointed out, constitutes prior restraint or classic censorship and sets a dangerous precedent in inhibiting broadcasters' freedom.

There's ample power under the criminal statutes for government to move in on crooked fight promotions, whether through fixes, coercion, intimidation or violence. The Department of Justice sees it that way and so advised the House Commerce Committee before it enacted the Harris bill (HR 8635) last week to establish a Federal Boxing Commission empowered to ban interstate broadcasting of fights, along with closed-circuit exhibition.

The Senate, which now gets the Harris bill, has a measure of its own (S 2124) to establish a boxing commission under the Department of Justice. This measure sensibly does not seek jurisdiction over the broadcasting of fights.

Some day the fight racket might reform and again

become legitimate. If and when it does it might again provide a worthwhile program source. In the era ahead there will be more stations and more competition and a consequent greater need for program material. Sports-oriented stations, notably new UHF's in major markets, would relish fight features if they were untainted.

The Senate bill would foster this prospect and deserves support.

The bauble business

MOST of the major award-giving organizations in broadcasting are having problems.

The Alfred I. duPont awards omitted this year their traditional recognition of a broadcast commentator, on the grounds that television and radio commentary had all but disappeared.

The Peabody awards jury thought for a while of skipping things altogether but finally found 11 achievements worth memorializing.

The Emmy awards of the Academy of Television Arts and Sciences had to be completely revised after two of the three networks expressed their displeasure with the system of selection. In the new form the Emmys are still being boycotted by CBS News whose president, Fred Friendly, has called the method of choosing winners in news "vague, contradictory and undisciplined."

This publication pretends to have no magic formula that would restore harmony or elevate the prestige of the Emmys, duPonts, Peabodies and who-knows-how-many other awards that are showered regularly on these promotion-minded media. It can be said, however, that the sheer profusion of awards diminishes the significance of even the best of them. It can also be said that the total output of television and radio is much too large and much too diverse to be surveyed intelligently by any one award-giving jury.

One progressive step would be to separate the journalism and entertainment functions of the media in the consideration of acknowledgements of excellence. David Brinkley and Danny Kaye may both be delivered by television, but their professions have nothing in common—except the same statuettes that have been given them by award givers that can't quite tell them apart.



Drawn for BROADCASTING by Sid Hix

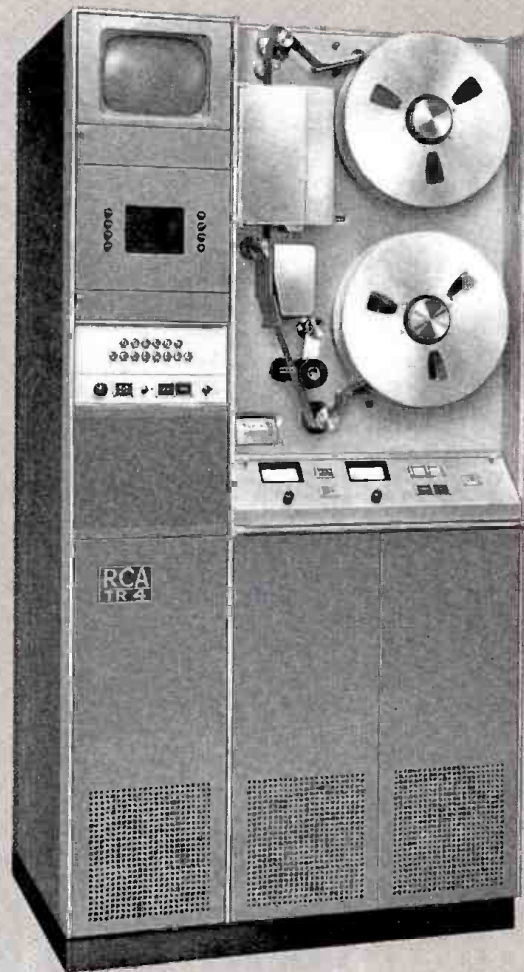
"I've never seen a crawl that long on any TV show!"



LOW-BUDGET

Color TV Tape Recorder

easiest, most economical way
to make and play color tapes!



**This compact, quadruplex Recorder—equipped for
color—accepts high band and electronic splicing accessories**

Complete in a 33 by 22 by 66 inch cabinet, the colorized TR-4 is the answer for installations where low initial cost and broadcast quality pictures are desired. It's a complete recording and playback machine. It has suitable monitoring facilities, built-in picture and waveform monitors, and other provisions for good quality pictures.

Like other RCA transistorized TV tape equipment, new circuit components needed for high band can be added to the TR-4. With such circuits (available as accessories) high band can be selected as a second mode of operation, with all its benefits

including multiple generation color tapes.

Features now standard on the TR-4, as on all RCA TV tape equipment, include air-lubricated tape guides, magnetic tone wheel, solid state control system, built-in switchlock and two-speed operation. Accessories available include high band, automatic timing control, cue record and playback and electronic splicing.

The TR-4 is the only recorder of its kind that's suitable for color operation. And standardized modules assure dependability, easy maintenance, and simplicity in adding accessories.

Can we give you more facts about this budget-priced recorder that accents quality? Call your RCA Broadcast Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.



The Most Trusted Name in Television

If you lived in San Francisco...



...you'd be sold on KRON-TV