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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

The lively sales picture of spot and network radio. p27
CATV bill supporting FCC near House action. p40
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FCC getting down to brass tacks on payola-plugola. p58

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Give the gang our best.



EDWARD PETRY & CO.
National Representatives

"Courtesy of Canada Dry Corporation"



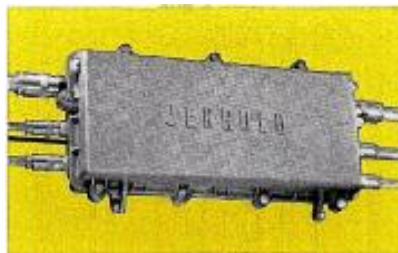
what does it take to be first in CATV (and how do you stay there) ?

Jerrold's answer is: "Customer satisfaction!" Our systems satisfy the CATV owner/operator because they're engineered for subscriber satisfaction. When you buy Jerrold, you get...

Reputation—15 years and 1,700 systems after we equipped the first commercially successful CATV system, more CATV operators depend upon Jerrold for subscriber satisfaction than upon any other single source. *Jerrold is Number One* in the CATV industry.

Know-how—Jerrold has consistently maintained the industry's largest

staff of development engineers. A staff which has provided such "firsts" as the Channel Commander which made 12-Channel systems a



STARLINE MAIN-TRUNK STATION
All active equipment for any specific location fits into a similar compact housing.

reality. A staff which is justifiably proud of its latest "first": Starline—the new standard for solid-state CATV distribution system quality and performance.

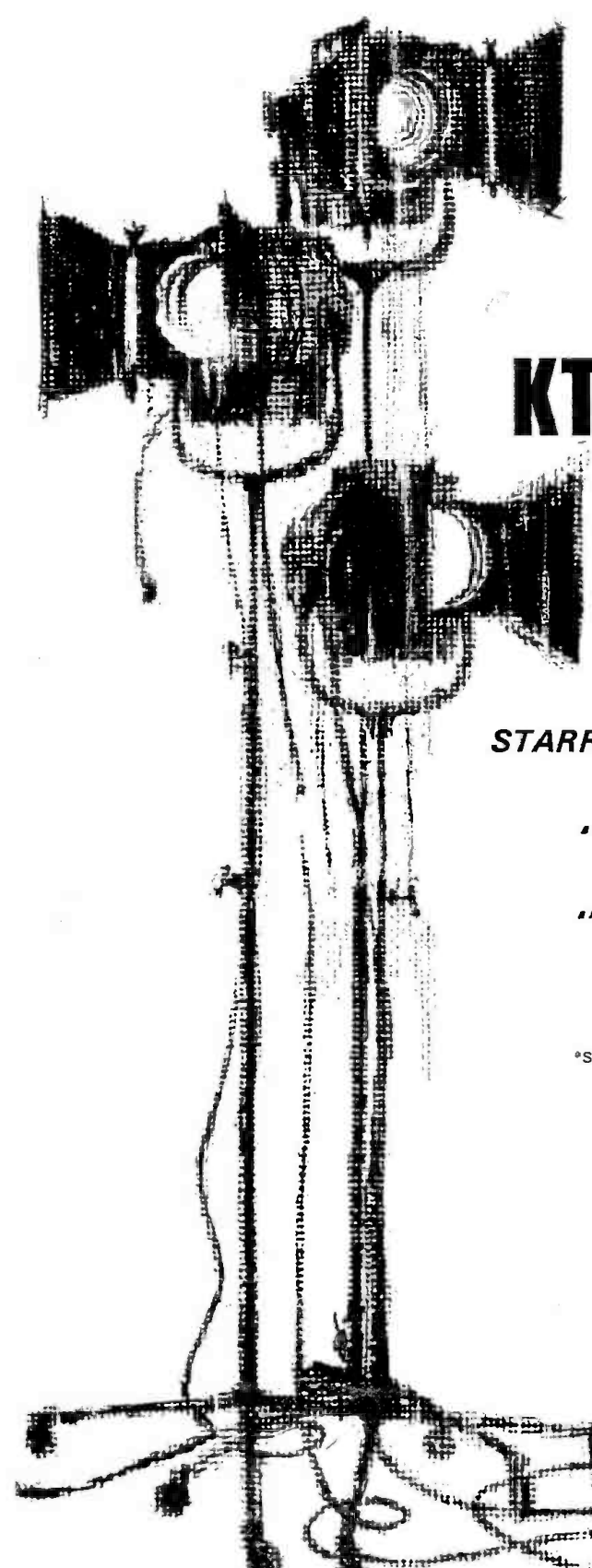
Services—Jerrold has built more systems on a "turnkey" basis than any other manufacturer/contractor in CATV. Our nationwide organization can help you in any and every stage of providing a profitable CATV system—from marketing and engineering-surveys, through system engineering and construction, to turning over to you a complete, operating system.

Whatever your CATV requirement—consult Jerrold first. Call 215-925-9870 or write: CATV Systems Division, **JERROLD ELECTRONICS CORPORATION**, 401 Walnut St., Philadelphia, Pa. 19106

JERROLD

FIRST IN CATV

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



**NOW SHOWING
TO AUDIENCE SHARES
AS HIGH AS 50%
EVERY WEEKEND IN THE
ST. LOUIS MARKET**

**KTVI's BIG
MOVIE**

STARRING SPECTACULAR RATING GAINS*

Saturday 145.5%
"Big Movie": up

Sunday repeat 207.4%
"Big Movie": up

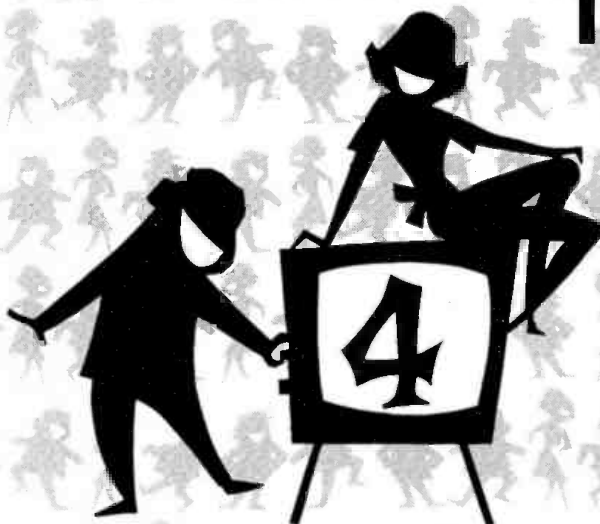
Combined 171.8%
Gain:

*Source: ARB September 1965 thru March 1966.

THE EXCITING NEW

KTVI 2

ST. LOUIS abc HR



THE PEOPLE'S CHOICE KRLD-TV CHANNEL 4 DALLAS-FT. WORTH

KRLD-TV continues to be the number one choice in the nation's 12th ranked television market. In prime-time, channel 4 delivers 363,900 viewers per average quarter-hour, 6:30-10:00 pm, Monday thru Sunday — 29% more than the second station, 37.8% more than the third and 175.9% more than the fourth.* An ATS representative will be happy to give you the additional information concerning the experienced and qualified leader in the Dallas-Ft. Worth market.

*March 1966 ARB, Television Audience Estimates, Station Audience Summary



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

FCC guessing game

With six weeks to go before term of Acting Chairman Rosel H. Hyde expires and with E. William Henry's Democratic vacancy to be filled, talk of future makeup of FCC is most avid conversation piece in communications circles. What President Johnson will do is still anybody's guess. Sure bet he'll try to spring it as surprise.

Talks persists that Mr. Hyde, with 20 years as Republican FCC member, might find himself indefinitely in chairmanship, possibly until he reaches statutory retirement age of 70 three years hence, which coincides with unexpired portion of Henry term. New appointee, Democrat or independent, might get Hyde seven-year term. Who's in running for Henry vacancy? James Barr, veteran FCC engineer; Lt. Gen. James D. O'Connell (Ret.) director of Telecommunications Management at White House; Richard M. Schmidt, Denver attorney now chief counsel of USIA; Nick Zapple, telecommunications expert of Senate Commerce Committee.

Late, Late on CBS?

In next week or two, CBS-TV is expected to poll its affiliates on whether they'd like CBS to go into late-night programing and, if so, what kind. Move is said to stem from affiliate pressures, not from CBS interest in opening up late-evening hours. Question has arisen from time to time for several years, but station interest has been found inadequate. Pressures this time have been heavier; questionnaire is intended to see whether they're wide-spread enough. Meanwhile CBS has queried stations on interest in special network news feeds for insertion in local late-night newscasts, is awaiting their response (BROADCASTING, May 9).

NBC-FM to go highbrow

Separate FM programing on NBC owned radio stations, it's understood, will aim for highbrow audiences. When separation from AM programing comes, NBC's outlets in New York, Chicago, Washington, Pittsburgh, Cleveland and San Francisco will emphasize serious, classical music.

Discount bonus

Net effect of discount cutbacks by TV networks, admittedly stimulated by House Select Committee on Small

CLOSED CIRCUIT®

Business hearings, should be to improve net profits of entities and have side effect of stimulating national spot. That's opinion of informed Washington observers expressed following hearings fortnight ago before House Subcommittee on Regulatory and Enforcement Agencies (BROADCASTING, May 16; see page 48).

Networks have strong defense against complaints from advertisers and agencies says one Federal Trade Commission source in that cutbacks on discounts were not of their own doing but induced by congressional study and scrutiny of FTC itself. With cutbacks, smaller advertisers would get better break as opposed to heavy buyers, with ultimate test, of course, whether advertisers still regard TV as prudent buy after discount losses.

CATV workload mounts

FCC is beginning to groan under burden of workload resulting from regulation of CATV. Preliminary staff studies indicate 25 new employees, mostly professional level, are needed. Scores of petitions have been filed by CATV's seeking relief from top-100 market and carriage and nonduplication rules, all opposed by broadcasters. In addition, stations are seeking protection beyond that provided by rules, and there are pending 26 petitions for reconsideration of rules. Most of job has fallen on Broadcast Bureau, where six lawyers and one parttime engineer are assigned to CATV.

Acting Chairman Rosel H. Hyde is expected to tell Senate Appropriations Subcommittee in hearing today (Monday) that commission "might" have to ask for supplemental appropriation to provide additional staff. But at moment, commission is striving to get for 1967 fiscal year amount that President recommended — \$17,520,000. House Appropriations Committee proposes cut of \$181,500.

More in Batman orbit

Riding hot streak, with *Batman*, *Green Hornet* and *Tammy Grimes Show* all scheduled for ABC-TV in fall, Bill Dozier's Greenway Produc-

tions has *Wonderwoman* and two "more meaningful" — presumably dramas—series lined up for 1967-68 season. Unlike *Green Hornet*, but like *Batman*, *Wonderwoman* will be played tongue-in-cheek. Chances are, however, that humor will be more subtle. Sex will be accentuated, but it'll be sex to laugh with not to leer at.

Early returns

New program reporting form in use for radio is providing evidence that medium isn't as overloaded with commercials as some had supposed. Of 254 New Jersey and New York stations, none proposed to carry regularly in one hour more than 20 minutes of commercial time, and only six proposed that much. Remainder proposed 18 minutes (National Association of Broadcasters code limit) or less. Staff, however, wants to question nine stations about policies for exceeding normal maximums. It also wants to probe into three stations concerning apparent discrepancies between promise and performance on commercials.

CATV copyright gambit

New approach being considered by CATV operators, is to request copyright indemnification protection when TV station, not being carried on cable, requests carriage. Rationale is that CATV operator is assuming risk of copyright liability for stations he does carry; why should he assume same risk for station he doesn't want to carry but may be required to under FCC orders?

Tough decision

Broadcasters in Montana may have to choose from among their own to fill seat in Congress this year. Rep. Arnold Olsen (D), who will seek fourth term, is strong proponent of bill to extend license terms to six years. Republican opponent probably will be broadcaster and veteran state legislator Richard Smiley, KXXL Bozeman. He has led fight for relief from demands of music copyright groups for good while.

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WJW-TV
CLEVELAND

STORE
BROADCASTING COMPANY

6

WEEK IN BRIEF

Radio finds it is once again eagerly wanted commodity by advertisers at national level. Spot sales averaging 19% higher than 1965 figures. Networks hint that new records are in wind. See . . .

BACK IN BIG TIME . . . 27

NBC-TV goes to Capitol Hill; eliminates fortnightly and comprehensive ad discounts from its prime-time rate card. Durgin hits proposed 50-50 programing rule as detrimental to industry. See . . .

NBC-TV FOLLOWS SUIT . . . 48

House Commerce Committee may pass on CATV legislation this week. Odds favor bill bearing strong resemblance to FCC's proposed draft. Possibility grade B protection area may be revised to mileage figure. See . . .

CATV BILL NEARS ACTION . . . 40

Procter & Gamble, Colgate-Palmolive rejoin spot radio's top 100 advertisers. Gross of \$225.7 million for list is up 5% from 1964. General Motors, Chrysler and Ford spend more than \$40 million. See . . .

SPOT RADIO . . . 30

Broadcasters have responsibility to public and should be in foreground to create national ETV authority. Taft's Rogers suggests Communications Act amendment to use levies on broadcasters to support plan. See . . .

CALL FOR ETV . . . 49

FCC may be issuing subpoenas on payola-plugola inquiry and begin taking testimony in 'nonpublic' hearings outside Washington. Staff wants to check into allegations of payoffs. See . . .

FCC STARTS COUNTDOWN . . . 58

Brighter day may be dawning for broadcasters who have long sought longer license terms. Rep. Nix offers bill for six-year terms. Staggers indicates that hearings could be upcoming shortly. See . . .

LONGER-LICENSE BILL . . . 47

Interest is rekindled in low-priced home video-tape recorders. Robert Sarnoff says work on color unit for home is progressing significantly. Several firms working on black and white \$300 to \$500 models. See . . .

THOSE LOW-PRICED UNITS . . . 80

NCTA supports FCC's assertion of jurisdiction over tariffs covering intrastate common-carrier service to CATV's; asks study of tariffs for possible antitrust violations where phone companies own CATV's they serve. See . . .

NCTA BACKS FCC . . . 41

ABC-TV plans to do white paper-type special on Dark Continent next spring. Moore estimates time and talent tab at \$3 to \$3.5 million. Says 3½-hour study will cover news, entertainment, sports, etc. See . . .

AFRICA CAPTURES ABC-TV . . . 64

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What is an influencible?

A radio lover. An influencible loves all kinds of radios. Car radios. Home radios. Away-from-home transistor radios. Most of all an influencible loves Storz radio. This young adult audience, many of them young marrieds with children, is influenced by your message on Storz radio.

Figure it out yourself. When you've got the buying audience, you've got the sale. *Influence the influencibles.*®

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STORZ

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

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

KOMA Oklahoma City
(Blair)
WQAM Miami
(Blair)

Ruling due today on CATV copyright case

Decision will be read from bench today (May 23) in New York district court in United Artists-Fortnightly case dealing with CATV copyright issue, and it will raise new strategy problems for contestants. Issue was pared down to whether copyright law protected UA from unauthorized carriage of its films over Fortnightly systems. But this doesn't insure clear-cut victory for either side because Fortnightly CATV's carried number of stations under variety of conditions and judge could conceivably get into differentiation of distant-signal and local-signal pickups. United Artists has said it will appeal immediately to higher court should it receive adverse ruling.

One top CATV industry attorney says district court decision will have terrific precedential importance as influence on congressional legislation dealing with problem. District Judge William Herlands is aware of this, he said, and that's why he took "unusual but not startling" measure of disclosing time of decision to contestants. Whether Fortnightly would appeal adverse ruling immediately is not certain. It might wish to litigate complete case with UA in district court. Its numerous defenses have included contentions that copyright notices on UA films were illegible or nonexistent and counter-charge of antitrust violations by UA in its film sales practices. It's thought if all issues are tried, case could drag on for months or even years.

Fortnightly Corp., which publishes *Reporter Magazine*, sold two CATV's in Clarksburg and Fairmont, W. Va., last year to John Kent Cooke's American CableVision Co.

More markets scheduled for Colgate dance party

Wonder where Gretchen Wyler went? Colgate-Palmolive, co-producer with Triangle stations of Miss Wyler's *Step this Way*, taped half-hour dance party series, will clear up question in mid-June with big splash for show, which has been off air because of Colgate's manufacturing strike problem.

Colgate, which buys at least one minute of commercial time in show in each market placed, will expand its station lineup and go national via syndication route. Thirteen of 26 shows taped had

played on limited number of stations when Colgate and series took eight-week hiatus at time of strike.

Initial buy had been in 16 test markets, now lineup has already expanded to 36 stations. In some markets, Colgate underwrites more than one announcement (remaining time in half-hour is open for sale to other advertisers). Norman, Craig, & Kummel, New York, is agency.

WLBT(TV) renewal order due this week

FCC order designating license-renewal application of WLBT(TV) Jackson, Miss., for hearing will be issued early this week.

Commission, acting on remand from U. S. Court of Appeals, is ordering hearing on charges station violated fairness doctrine and discriminated against Negroes in its programing.

In accordance with court decision—regarded as benchmark because of its holding that public should be given "standing" in renewal hearings—complainants who brought appeal will be designated as parties in WLBT hearing.

Complainants are United Church of Christ's office of communications, United Church of Christ at Tougaloo, Miss., and Aaron Henry and Robert L. T. Smith, Mississippi civil rights leaders.

Commission order reportedly places on parties burden of supporting charges brought against station. But station will be required to carry ultimate burden of establishing that license renewal will be in public interest.

Commission vote was 5-1. Commissioner Kenneth A. Cox was lone dissenter, reportedly because of difference with colleagues on question of where burden of proof should be placed.

Hearing will not involve license-renewal applications of WLBT's affiliated stations, WJDX-AM-FM, as commission staff had proposed (CLOSED CIRCUIT, May 2). Commission has reportedly voted to renew their licenses.

Commission originally granted one-year license renewals for all three stations (BROADCASTING, May 24, 1965).

Gets Greensboro CATV

Jefferson Standard Broadcasting Company's application for CATV franchise in Greensboro, N. C., has been approved. Group broadcaster hopes to start \$3 million operation in six months.

Now it's land mobile sharing on N.Y. VHF

Test of feasibility of land mobile radio sharing of vacant New York VHF channel is under consideration at FCC.

Commission staff is expected to recommend within few weeks that FCC issue further notice of inquiry into limitations and procedures that should be observed in test of such venture.

FCC Commissioner Kenneth A. Cox disclosed staff work last week at same time spokesman for land mobile radio users was calling for reallocation of four lowest UHF channels to safety and special and common carrier services.

Jeremiah Courtney, Washington attorney, urged those who use mobile radio to press vigorously need for more spectrum space in letters to, and contacts with, FCC members and their Congressmen.

Commissioner Cox and Mr. Courtney spoke at meeting of Manufacturers Radio Service in Washington.

Still pending at commission is petition of National Association of Manufacturers for test of feasibility of sharing vacant channels 14 and 15 in Los Angeles with land mobile radio.

Taft earnings up 23% for year

Earnings per share for the fiscal year rose 23% at Taft Broadcasting Co., Cincinnati, according to company.

Taft operates radio and TV stations in Cincinnati and Columbus, Ohio; Birmingham, Ala.; Buffalo, N. Y.; Kansas City, Mo.; Lexington, Ky., and Scranton, Pa.

Fiscal year ended March 31:

	1966	1965
Earned per share*	\$1.76	\$1.43
Net revenues	27,226,603	25,583,464
Net earnings	5,783,766	4,696,403

*Based on 3,295,089 shares outstanding March 31.

Quinlan sees threat to FCC independence

Within decade FCC "will be hampered, hounded, locked in and made ineffectual by a Congress that is knee-deep in broadcasting investment," Sterling C. (Red) Quinlan, WFLD(TV) Chicago, predicted Friday (May 20) in talk before Ohio State Broadcasters

WEEK'S HEADLINERS

Daniel T. Pecaro named VP and manager of programing for TV group stations of WGN Continental Broadcasting Co. Stations are WGN-TV Chicago, KDAL-TV Duluth and KWGN(TV) Denver.

Paul E. J. Gerhold, VP and director of research, development and planning, J. Walter Thompson, elected chairman of Advertising Research Foundation, succeeding



Mr. Gerhold

Dr. Peter Langhoff, who resigned from Young & Rubicam to accept presidency of American Research Bureau (BROADCASTING, May 9). Mr. Gerhold joined JWT in 1964 after 13 years at Foote, Cone & Belding where he served as VP, media and research, and chairman of FC&B's New

York plans board. He is former chairman of standing committee on market research of American Association of Advertising Agencies and former chairman of ARF's CIMA (committee on improving measurements of advertising) and technical committee.

Geoffrey Wade, formerly board chairman and major stockholder in Wade Advertising, Chicago, joins Interpublic Inc., New York, as VP and initially is assigned to Jack Tinker & Partners on vitamin products of Miles Laboratories Inc. Wade agency closed April 30 following loss of remaining Miles business to Tinker.

William G. White, director of media and TV programing for Cunningham & Walsh, New York, elected senior VP. Mr. White, secretary of operations committee for agency's internal administration, joined C&W in 1953 as assistant manager of timebuying department, was appointed associate media director and manager of media department in 1963 and elected VP last year.

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

Association meeting at Youngstown. He felt situation may become "major issue" in future presidential election.

Mr. Quinlan also predicted liquor ads on air will be accepted in five years and that by 1973 government will start reclaiming VHF spectrum for other uses and will move all TV into UHF. He foresaw multiple ownership limit raised from present seven to at least 10, maybe 15.

Praise for radio and recommendation that broadcasters make self-promotion year-round project "not just one for radio month or certain seasons," came from Lionel Baxter, vice president, Storer Broadcasting's radio division.

Mr. Baxter pointed to radio's outstanding work during emergencies and urged all year campaign to sell importance of transistor radio in every home, private and public building. Campaign must be accompanied by drive to educate owners to be sure transistors are in working order, he added.

Radio moving to provide better research data

Radio is riding crest of four years of advertising gains and total volume of \$889 million. Stephen B. Labunski, president, NBC Radio, told meeting of Iowa Broadcasters Association in Davenport Friday (May 20).

He stressed that radio is making rapid strides toward solving what advertisers consider to be medium's biggest problem: lack of meaningful research information.

Broadcasters were also told "good taste" should be controlling factor in broadcasting both cultural and commercial programs. Lloyd Griffin, president of Peters, Griffin, Woodward Television, New York, said national prosperity is television's first responsibility.

Although many feel commercial broadcasting poorly serves public interest, he said, "public interest is best served by money—spending money—the kind of money that keeps employment levels high in factories, offices, stores, mills, mines and farms—in all areas where people can be gainfully employed and so create individual family buying power."

Judge to view TV version

Having already viewed *A Place in the Sun* as it was shown theatrically (see page 62), Los Angeles Superior Court Judge Richard L. Wells decided Friday (May 20), to look at TV tape today (May 23) of March 12 telecast of movie on NBC-TV.

Decision was made in contempt of court case brought by producer-director George Stevens against network for

violating court order banning commercial interruptions on TV that would destroy "artistic impact" of feature.

Broadcasting destroys bigotry

Receiving honor citation from Massachusetts Committee of Catholics, Protestants and Jews in Boston, Thomas F. O'Neil, RKO General board chairman, noted broadcasting's "unique opportunities to attenuate the ignorance and emotion that are prime ingredients of prejudice." RKO General Broadcasting's WNAC-AM-TV Boston, and Yankee Network, are committed to public dialogue that will destroy ignorance and prejudice, Mr. O'Neil said.

He pointed out RKO General Broadcasting is pursuing plans for broadcast center in Boston, which he saw as further indication of community commitment.

See N.J. tavern ban lifted for beer, wine

New Jersey Broadcasters Association (NJBA) said Friday (May 20) that New Jersey Division of Alcoholic Beverage Control seems to have "looked benignly" on NJBA proposal to allow taverns and package stores to advertise beer and wine on radio and TV.

State body expects to issue formal statement in few weeks on proposed guideline for such non-liquor advertising, according to Arnold Zucker, NJBA executive secretary.

Although New Jersey allows wine and beer manufacturers to advertise on air, it forbids taverns and package stores to advertise same products, Mr. Zucker said. New Jersey does, however, allow taverns and package stores to use broadcast commercials for any restaurant or entertainment facilities they have.

Track dry—maybe

So what's new in TV? WPIX (TV) New York said Friday (May 20) it has rights to local *diaper derby* as part of package deal with Palisades Amusement Park. Station will tape "finalists" in baby-crawling contest on July 21 and play it at 8:30 that night as half-hour program. Babies begin "competing" on Memorial Day with weekly winners lined up for 50-foot crawl final in July. Borden's White Lamb Diapers, New York, will sponsor telecast. Needham, Harper & Steers, New York, is agency.

[illegible]

BIG SPENDERS FROM THE MIDDLEWEST

JHO-TV

If most of your dealers sell most of your product to consumers *between 18 and 49 years old*—WHO-TV is your best-bet television station in Central Iowa!

So if you're selling food, or drug-counter items, or automobiles, or anything else that's most heavily purchased by people in the 18-49 age bracket — please look us over.

Ask PGW for the whole story. It can help you *substantially* to increase your effective buying audience.

COLORFUL 13 • DES MOINES



PETERS, GRIFFIN, WOODWARD, INC.,
National Representatives





Sixty million years of entertainment: one hour a week on Time Tunnel.



Miles beneath the surface of the great western desert is an amazing secret scientific installation: a tunnel that launches man in the great vortex of time itself. Beyond this electronic threshold lie all the adventure, drama, thrills and suspense of man's past and future. From prehistoric days to other civilizations in the limitless reaches of time. This is Time Tunnel. Created

by Academy Award winner Irwin Allen, it stars James Darren and Robert Colbert as the daring young scientists who learn the incredible secrets hidden from the present. The starting time, four months into the future: Friday night, September 16, in color. Time Tunnel is one of the many exciting new and unusual ABC television shows now in preparation for Fall '66.

ABC Television Network 



YOU MAY NEVER SEE A 40-LB. SEED*—

BUT . . . Sales Surge in the 39th Market with WKZO-TV!

The Grand Rapids-Kalamazoo and Greater Western Michigan area served by WKZO-TV is far from being a late bloomer: it's already the nation's 39th television market.†

But it's getting even bigger —

WKZO-TV MARKET
COVERAGE AREA • ARB '65



and fast. In Kalamazoo alone, for instance, four new plants have created 7,200 industrial and service jobs, brought in over 18,000 new people, and added \$25,000,000 to retail sales. And this sort of thing is happening all over our coverage area!

If you want your sales to blossom and flower in this rich and growing market, *now's* the time to be investing seed money on WKZO-TV. Your Avery-Knodel man can tell you how widely and well we cultivate consumers all over Western Michigan.

And if you want all the rest of upstate Michigan worth having, add WWTW/WWUP-TV, Cadillac-Sault Ste. Marie, to your WKZO-TV schedule.

*The 40-lb. seed of the double coconut is the world's largest.

†ARB's 1964 Television Market Analysis.

WKZO-TV
100,000 WATTS • CHANNEL 3 • 1000' TOWER
Studios in Both Kalamazoo and Grand Rapids
For Greater Western Michigan
Avery-Knodel, Inc., Exclusive National Representatives

The Folger Stations

RADIO
WZZM Kalamazoo Battle Creek
WZZM Grand Rapids
WZZM Grand Rapids-Kalamazoo
WZZM FM Grand Rapids

TELEVISION
WKZO-TV Grand Rapids-Kalamazoo
WZZM-TV Grand Rapids
WZZM-TV Sault Ste. Marie
WZZM-TV Lansing
WZZM-TV Grand Island, Neb.

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DATEBOOK

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

■Indicates first or revised listing.

May 23-24—Annual conference of the National Association of Television Program Executives. Ambassador hotel, Chicago.

May 24—Special meeting of stockholders of Metro-Goldwyn-Mayer Inc. to consider a proposed amendment which would result in a 2-for-1 stock split. Hotel Astor, New York.

May 25—Deadline for comments on FCC's proposed amending of rules governing construction, marking and lighting of antenna structures. New rules would permit more expeditious handling of antenna tower applications and in particular would require applicants to file a statement certifying to the accuracy of the geographic coordinates.

May 25-27—Spring convention of Washington State Association of Broadcasters. Speakers include Vincent T. Wasilewski, president of National Association of Broadcasters; Andrew Haley of Haley, Bader and Potts, Washington; Jim Felton, Seaboard Finance Co., Los Angeles. Alderbrook Inn, Union.

May 26-27—Annual spring meeting of California Broadcasters Association. Speakers include Vincent T. Wasilewski, president of National Association of Broadcasters. Mark Hopkins hotel, San Francisco.

NAB RADIO PROGRAM CLINICS

May 23-24—Fayfair Lennox Inn, St. Louis.

May 26-27—Radisson hotel, Minneapolis.

June 6-7—Hilton Inn, Tarrytown, N. Y.

June 9-10—Sheraton hotel, Fort Lauderdale, Fla.

May 29-June 5—National Electronics Week. Civic Auditorium, San Francisco.

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

May 31—Eighth annual dinner-awards telecast of Chicago chapter, Academy of Television Arts and Sciences. Emmy awards on WBBM-TV Chicago at 9 p.m. Martinique Restaurant and Drury Lane theater, Evergreen Park, Ill.

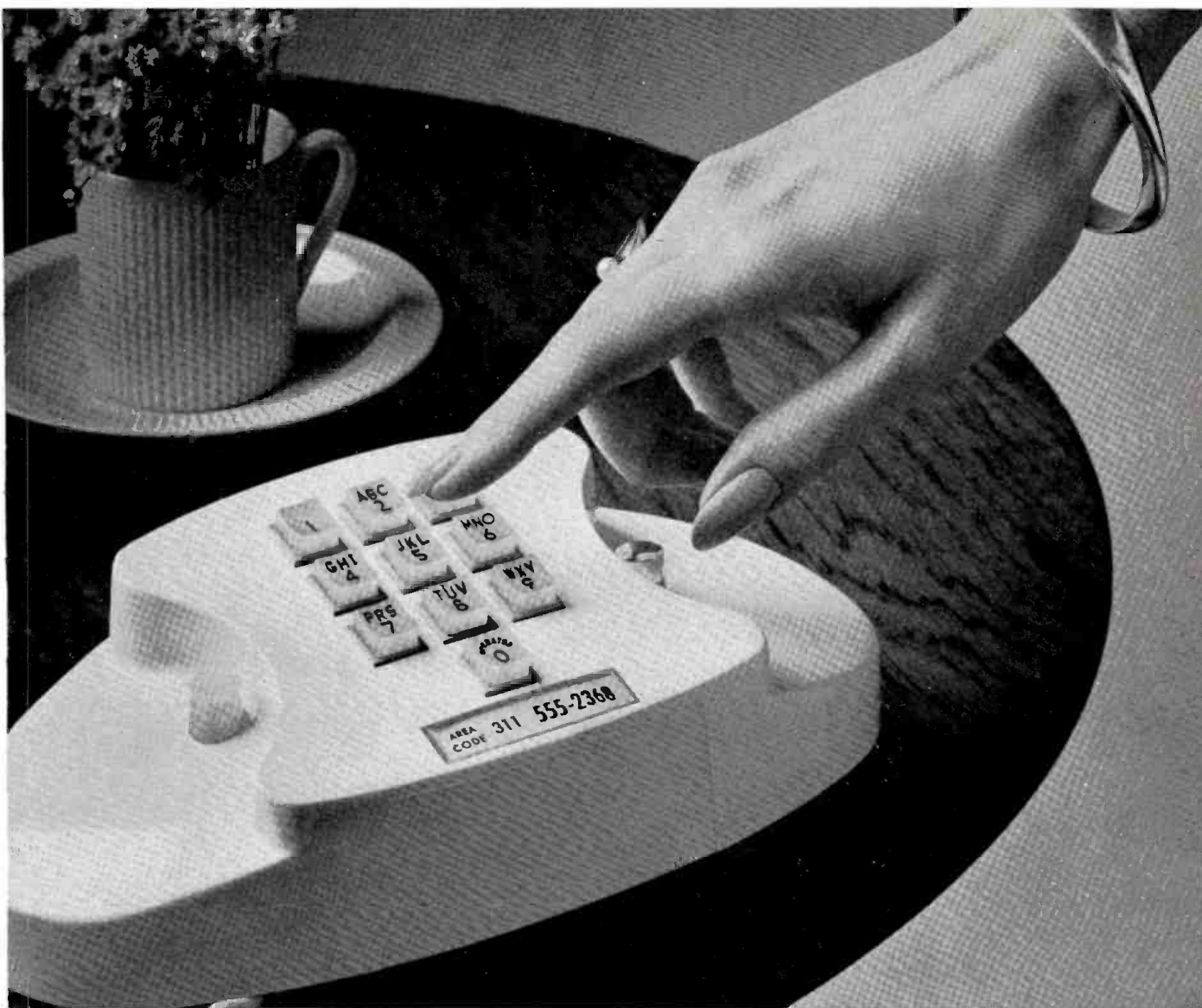
JUNE

June 1—New deadline for comments on FCC's proposed rulemaking which would authorize TV translator operators to use microwave relays to bring in TV signals.

June 1—New deadline for reply comments on FCC's proposed rulemaking to limit three major networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all non-news programming between 6 and 11 p.m., or to two hours of non-news programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. Former deadline was May 16.

June 2—Luncheon of the Broadcasting Executives Club of New England. Theme is: "The critics meet the broadcasters." Boston newspaper TV critics will address the luncheon. Sheraton-Plaza hotel, Boston.

■June 2—Special meeting of stockholders of Doyle Dane Bernbach Inc. to consider and act upon a proposed two-for-one stock



Touch-Tone push buttons are swift servants of the modern hand. With them you place calls faster and someday will "input" instructions into bank and store computers to render and pay bills, transfer money, charge purchases, verify credit and thus gain greater command of personal time and energy. Still other ways they can free you of daily drudgery are being explored.

Tomorrow's Telephone Service – A Forecast

Bell System planning now extends to the year 2000. We see possibilities that go beyond. Already, Touch-Tone® service has become a magic key to many doors.

New advances in telephone service promise to make your daily life easier, and give you still more command of your personal time and energy.

One advance is today's Touch-Tone service—the push-button means of placing calls that is now being introduced in many areas.

These buttons will not only let you call your bank, for example, but may someday put you "on line" into your bank's computer in order to pay bills, verify deposits, and use revolving

credit. There are many such "input" uses for these ten little buttons.

Another big step forward is the Electronic Switching System, which in the years ahead will be handling almost all phone calls. The first ESS office went into operation last year and more are being added.

Spurred by what we have learned from Electronic Switching, we are now adapting existing equipment to test new optional services that . . . switch your calls to your host's home for the

evening . . . add a third phone to a conversation . . . hold one call on your home phone while you answer another.

Picturephone* service that lets you see while you talk will add visual enjoyment to your calls.

There is no end to telephone progress. As new service needs arise, new Bell System thinking will meet them.

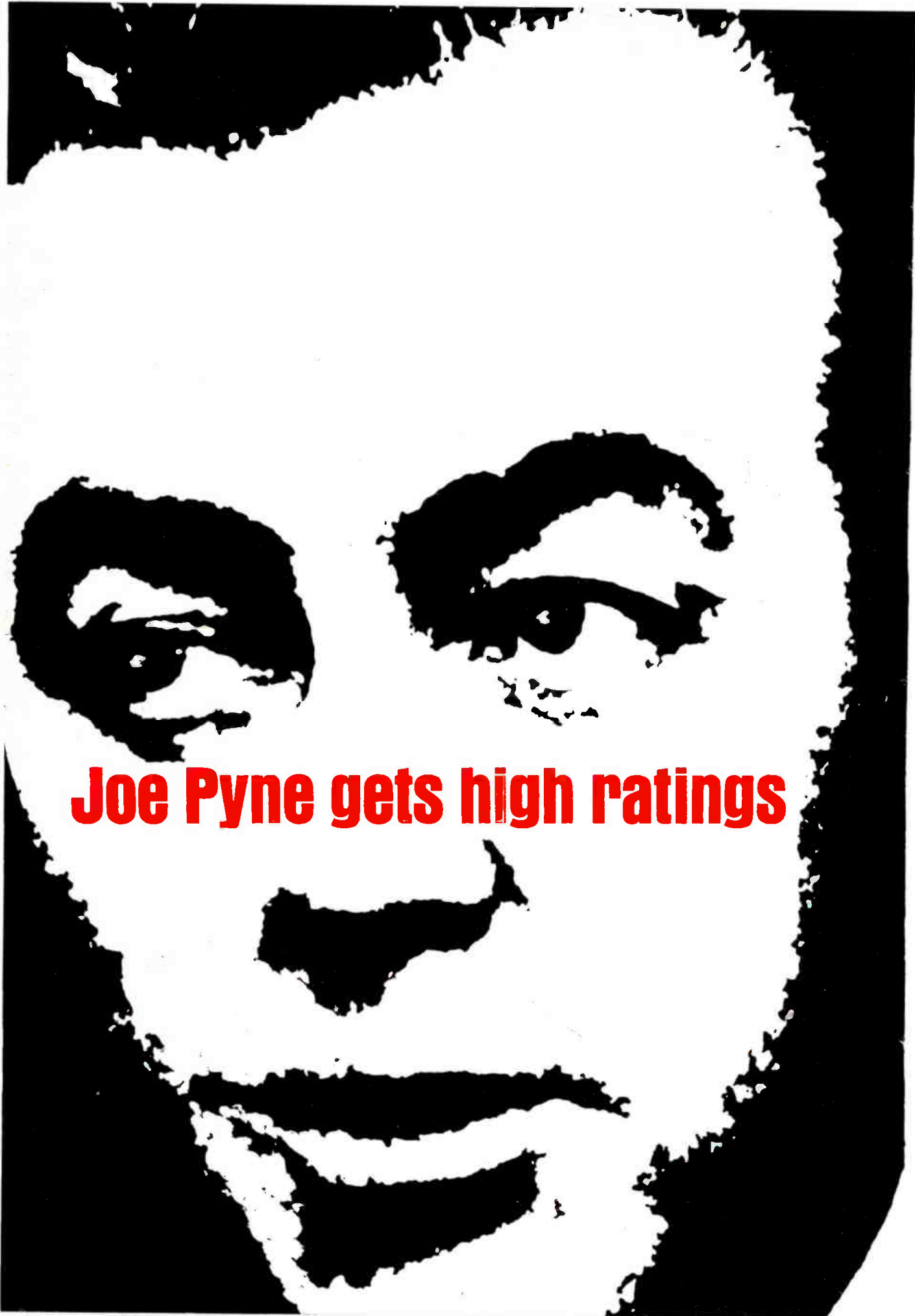
For the Bell System is simply people at work for other people, to make communications serve better in many more personal ways.

*Service mark of the Bell System



Bell System

American Telephone & Telegraph
and Associated Companies

A high-contrast, black and white portrait of Joe Pyne. The image is heavily stylized, with the subject's face rendered in stark white against a solid black background. The features are exaggerated, particularly the eyes and the wide, open-mouthed smile. The text "Joe Pyne gets high ratings" is superimposed in red across the lower half of the face.

Joe Pyne gets high ratings

KTTV proved it...ran 3 up to a 28

Yes—Joe Pyne against the most potent blockbuster features the opposition could program, zoomed from a 3 to a 28 and Joe Pyne will do it for you. Call before your competition does.



**Call Mr. Joe Peeples, V. P. Hartwest Television, Inc.
65 West 54 St., New York 10019 Telephone: 212 JU 6-7272**

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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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 TELECASTING* was introduced in 1946.

*Reg. U. S. Patent Office

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18 (DATEBOOK)

split and to transact other business. Bank-
 ers Trust Co., New York.

June 2-3—Annual summer meeting of
 Alaska Broadcasters Association. Speakers
 include Vincent T. Wasilewski, president of
 National Association of Broadcasters. Cor-
 dova.

June 3-5—Annual spring meeting of North
 Dakota Broadcasters Association. Speakers
 include George W. Bartlett, vice president
 for engineering, National Association of
 Broadcasters. Edgewater Inn, Detroit Lakes,
 Minn.

June 3-5—Annual spring meeting of Wyo-
 ming Broadcasters Association. Speakers in-
 clude William Walker, director of broadcast
 management, National Association of Broad-
 casters. Sheridan.

June 4—Deadline for reply comments
 on FCC's proposed amending of rules gov-
 erning construction, marking and lighting
 of antenna structures. New rules would
 permit more expeditious handling of an-
 tenna tower applications and in particular
 would require applicants to file a state-
 ment certifying to the accuracy of the geo-
 graphic coordinates.

June 4—Spring meeting of the North Dakota
 Broadcasters Association. Speakers include
 George Bartlett, National Association of
 Broadcasters vice president for engineering.
 Edgewater Inn, Detroit Lakes, Minn.

June 5—Commencement exercises of Wash-
 burn University. Robert W. Sarnoff, RCA
 president, will receive an honorary doctor
 of fine arts degree and will deliver the com-
 mencement address. Topeka, Kan.

June 5-8—Annual spring-summer conven-
 tion of New Mexico Broadcasters Associa-
 tion. Riviera hotel, Las Vegas.

June 7-9—Forty-second annual convention
 of the Electronic Industries Association.
 Continental Plaza hotel, Chicago.

June 7-9—Annual convention of the Armed
 Forces Communications and Electronics As-
 sociation (AFCEA). Featured speakers will
 be Dr. Hans K. Ziegler, chief scientist, U. S.
 Army Electronics Command; Leo Cherne,
 executive director, Research Institute of
 America; Dr. Edward C. Welsh, executive
 secretary, National Aeronautics and Space
 Council. Sheraton Park hotel, Washington.

June 7-11—Summer promotion workshop
 sponsored by the Broadcasters Promotion
 Association in collaboration with the Uni-
 versity of North Carolina. University of
 North Carolina, Chapel Hill. For information
 write H. Taylor Vaden, Triangle Stations,
 4100 City Line Avenue, Philadelphia.

June 9—Annual spring meeting of Vermont
 Broadcasters Association. Speakers include
 FCC Commissioner Robert E. Lee. Cupola
 motel, Burlington.

June 9-11—Annual summer meeting of
 South Dakota Broadcasters Association.
 Sheraton-Johnson hotel, Rapid City.

June 9-30—Broadcasters' European Sym-
 posium. Details are available from William J.
 Ballard, director of television, University
 Center, Mich.

June 10—Deadline for reply comments
 on the FCC's rulemaking proposal looking
 toward adopting new field strength (propa-
 gation) curves for the FM and TV broad-
 cast 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.

June 11-15—62nd annual convention of the
 Advertising Federation of America. Speakers
 include Leonard Marks, director of the
 United States Information Agency. Ameri-
 cana hotel, Bal Harbour, Fla.

June 12-14—Annual summer meeting of
 North Carolina Association of Broadcasters.
 Speakers include Howard Bell, code di-
 rector of National Association of Broad-
 casters; William Carlisle, NAB vice presi-
 dent for station services. Jack Tar hotel,
 Durham.

June 12-15—Convention of the Western As-

sociation of Broadcasters. Jasper Park
 Lodge, Jasper, Alberta.

■June 12-16—Sales promotion seminar spon-
 sored by Association of National Adver-
 tisers. Arden House, Harriman, N. Y.

June 13-15—49th national conference of the
 American Marketing Association. Palmer
 House, Chicago.

June 14—Annual meeting of stockholders of
 United Artists Corp. to elect 10 directors,
 to act upon a proposal to increase the au-
 thorized number of common shares, and to
 transact other business. Astor Theatre, New
 York.

■June 14—Dinner and presentation of "dis-
 tinguished service award" to Arthur God-
 frey, CBS radio personality, to be held by
 New York chapter of the Broadcast Pio-
 neers. Americana hotel, New York.

June 14-24—Educational television produc-
 tion workshop sponsored by the University
 of Utah. University of Utah, Salt Lake City.
 For information write KUED(TV), Univer-
 sity of Utah, Salt Lake City, or call (801)
 322-6336.

June 15—New deadline for reply com-
 ments on FCC's proposed rulemaking which
 would authorize TV translator operators to
 use microwave relays to bring in TV sig-
 nals.

June 16-17—Annual summer meeting and
 election of officers of Virginia Association
 of Broadcasters. Speakers include Charles
 Stone, manager, National Association of
 Broadcasters radio code. Hotel Roanoke,
 Roanoke.

June 16-18—Annual summer meeting and
 election of officers of Colorado Broadcasters
 Association. Speakers include FCC Commis-
 sioner Kenneth Cox; Alvin M. King, Na-
 tional Association of Broadcasters director
 of state association liaison. Stanley hotel,
 Estes Park.

June 17-18—Summer meeting of the Okla-
 homa Broadcasters Association. Arrowhead
 Lodge, Lake Eufaula, Canadian.

June 17-19—Annual summer meeting of
 Wisconsin Broadcasters Association. Spea-
 kers include Vincent Wasilewski, president,
 National Association of Broadcasters and
 Hope Martinez, BBDO. Island View Resort,
 Brown's Lake, Burlington.

June 19-21—Annual summer meeting and
 election of officers of Florida Association of
 Broadcasters. Speakers include Charles
 Stone, manager, National Association of
 Broadcasters radio code. Robert Meyer ho-
 tel, Jacksonville.

June 20—International Day at Hollywood Ad-
 vertising Club. Special guests include TV
 executives from Japan, Korea, Australia, Eng-
 land, France, Italy, Germany, Lebanon, Ni-
 geria, Canada, Switzerland, South America
 and the United States. Continental hotel,
 Hollywood.

■June 20—New deadline for comments on
 FCC's proposed rulemaking which would in-
 corporate into commission rules provisions
 of fairness doctrine relating to personal
 attack and to station editorials for or against
 political candidates. Former deadline was
 May 16.

■June 22—Deadline for submission by pay
 TV companies to FCC of detailed specifica-
 tions of their present or proposed systems
 for over-the-air subscription TV. Commis-
 sion will use information to determine
 technical standards if it ultimately decides
 to authorize nationwide over-the-air pay
 television.

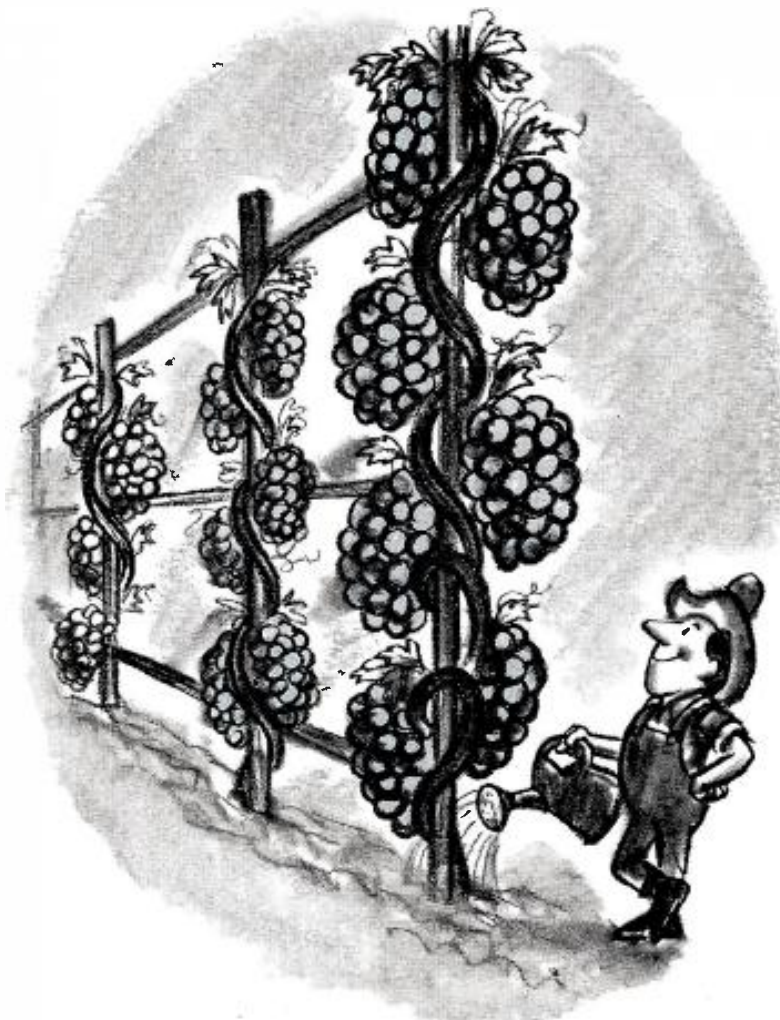
June 23-25—Annual summer meeting and
 election of officers of Maryland-D.C.-Dela-
 ware Association of Broadcasters. Henlopen
 hotel, Rehoboth Beach, Del.

June 24—Annual meeting of shareholders
 of General Instrument Corp. Robert Treat
 hotel, Newark, N.J.

■Indicates first or revised listing.

BROADCASTING, May 23, 1966

BEELINE® COUNTRY... AWFULLY BIG IN AGRICULTURE



...and BEELINE RADIO KBEE is a proven way to meet this important market

Just about everything grows fast in Beeline Country . . . including sales. Find out for yourself. Put your sales message on Beeline Radio KBEE and take full advantage

of the \$378,746,000 2-county Modesto market. KBEE is just one of four Beeline stations and a key to California's rich Inland Valley.

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



McCLATCHY BROADCASTING

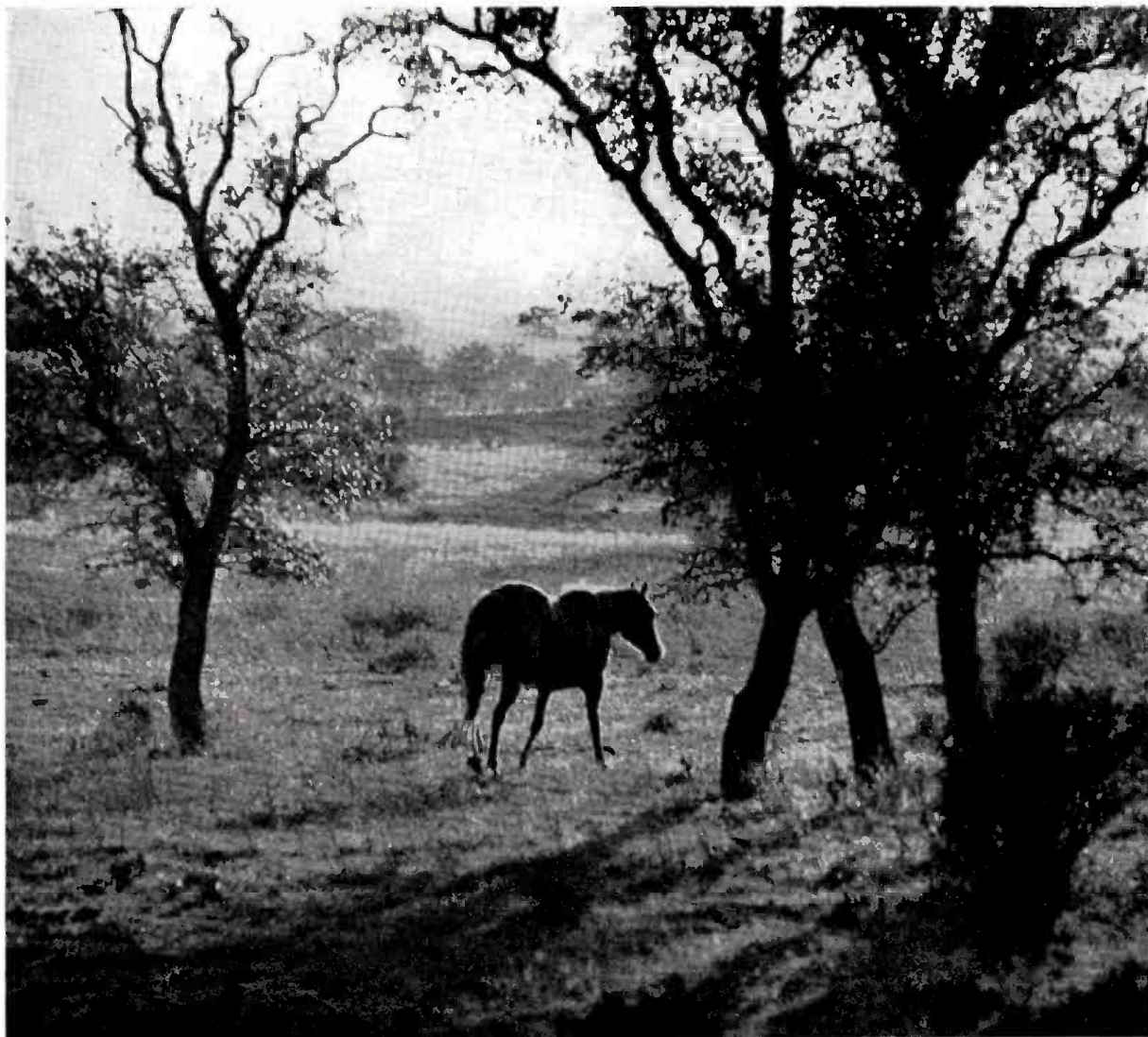
THE KATZ AGENCY, INC. • NATIONAL REPRESENTATIVE

KBEE • Modesto
BROADCASTING, May 23, 1966

KMJ • Fresno

KFBK • Sacramento

KOH • Reno



“Fascinating...Remarkable...Revealing...Perfect”

Two Monday nights ago, NBC News presented “The Hill Country: Lyndon Johnson’s Texas.” The President himself, accompanied by NBC News correspondent Ray Scherer, conducted this informal tour of his home region.

The response of the nation’s newspapers to this unprecedented special was extremely enthusiastic. A few representative comments:

“The sources of the rise of Lyndon B. Johnson to the Presidency were identified with remarkable clarity in the NBC televised program... Ray Scherer’s quiet reportorial technique was perfectly adapted to the purpose of the program.” —ARTHUR KROCK, NEW YORK TIMES



"...Fascinating television documentary, and one—obviously—of historic importance. Never before have we had this kind of a leisurely, spontaneous record." —CYNTHIA LOWRY, AP

"A pictorially superb NBC color documentary... A relaxed, pleasant, personally conducted tour...The overall effect of the interview was to give a more complete picture of the man."

—KAY GARDELLA, NEW YORK DAILY NEWS

"Its charm was in the projection of an image of the President few Americans have seen."

—ELEANOR ROBERTS, BOSTON TRAVELER

"An exceptional piece of genuine Americana... The natural, off-the-cuff approach, played off a veteran reporter [Ray Scherer] with whom he seemed distinctly at ease, was the perfect choice for Mr. Johnson." —RICK DU BROW, UPI

"[The program] will have value to generations of history students and biographers. A warm, intimate, revealing portrait of the President."

—LARRY LAURENT, WASHINGTON POST

"Fascinating... The President never has shown to better advantage on TV... A delight."

—JAMES B. FLANAGAN, CLEVELAND PLAIN DEALER

"...An effective representation of the frontier environment in which the President said he felt comfortable." —JACK GOULD, NEW YORK TIMES

"Television viewers...had an opportunity to get to know their President as never before."

—JOHN M. CUNO, CHRISTIAN SCIENCE MONITOR

NBC NEWS

for your tower
requirements **ROHN** ✓
check



A complete tower
erection service
that has these
special advantages:

- ✓ **DEPENDABILITY**
- ✓ **RELIABILITY**
- ✓ **COMPLETE
ENGINEERING**
- ✓ **COAST TO COAST
SERVICE**
- ✓ **REPRESENTATIVES
WORLD-WIDE**

Be sure to obtain price quotations and engineering assistance for your complete tower needs from America's foremost tower erection service.

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BROADCASTING
1735 DeSales St., Washington, D. C. 20036

OPEN MIKE®

Gets a belt out of Hix

EDITOR: Your May 9 editorial cartoon is the greatest!

As Hickok made its first real venture into spot TV last fall with excellent sales results, Mr. Hix's artwork is especially apropos to our situation. Would it be possible to obtain the original of this cartoon to hang in a place of honor in our advertising division?

I enjoy your publication very much.
—Richard J. Braun, advertising media coordinator, Hickok, Rochester, N. Y.
(Original is enroute).



Drawn for BROADCASTING by Sid Hix
"Don't get so damn cocky, J.B. We both know our TV ads made most of those sales!"

Doesn't see a debt

EDITOR: Your May 16 editorial on the audience rating for *Death of a Salesman* gets to the nub of the problem, although it does miss the point.

While it is true that the 70% of the TV audience watching other programs should not be disenfranchised, too often the 30% which prefers something other than trash has no place on the dial to which to turn.

This 30% does not owe CBS-TV a debt of gratitude. Let us not forget that the airwaves belong to the public, and the stations operate under a franchise granted by the public. The networks have an obligation to see that a minority audience gets the type of programming it wants, and in prime time, as part of their cost in enjoying the privileges that go with the license.—Walter Grimes, W. B. Grimes & Co., media brokers, Washington.

Bible-reading station folks

EDITOR: On the basis of the tremendous comments I got on the May 9 article [40 years at NBC: A Special Report], BROADCASTING certainly has a high level of readership.

I've done a lot of traveling to the

stations recently and your magazine is certainly their bible. Their comments on your excellent coverage is a wonderful indication of how good your magazine is.—Nancy M. Salkin, director, corporate color information, NBC, New York.

Manny's pen pals

EDITOR: I think the attached letter may interest you. BROADCASTING gets read fully "down under."—Manny Reiner, executive vice president, Four Star International, New York.

Dear Manny: I have just finished reading the "Week's Profile" about you in the April 25 BROADCASTING, and I must say that I think your hobby of letter writing to your friends around the world absolutely delights me.

I feel that unfortunately the art of letter writing is fast dying and am glad to think that, in this day and age, a man as busy as you would have the time to sit down and graciously communicate with his friends throughout the world. Inspired, I drop you this note.—Bruce Gyngell, general manager, Television Corp. Ltd., Box 27 P.O., Willoughby, Sydney, Australia.

Too good to miss

EDITOR: The May 9 ["Week's Profile"] about Don Feddersen is an exceptionally fine piece. Would you be good enough please to send a dozen extra copies and, if possible, perhaps 50 reprints or tear-sheets?

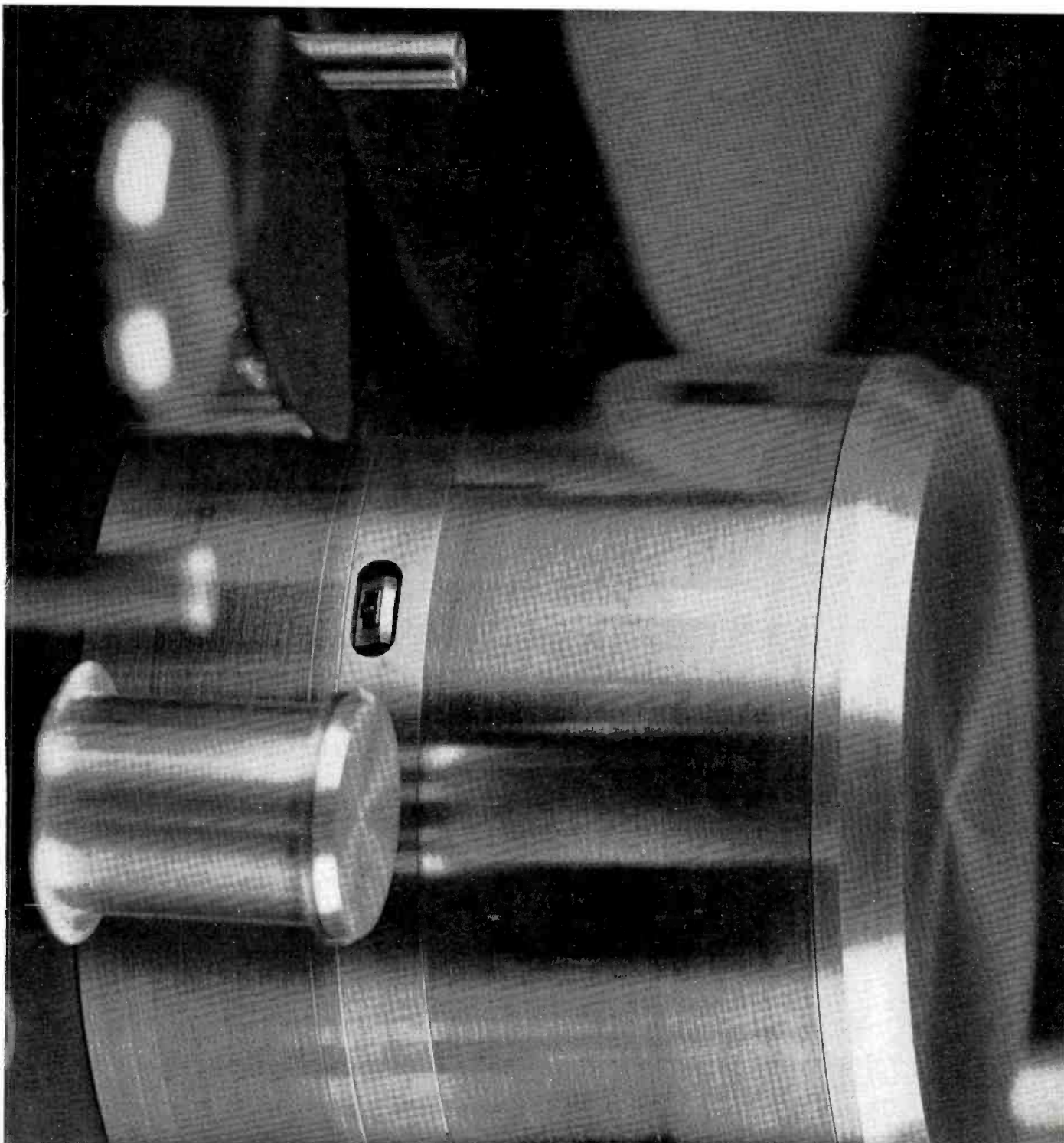
This is just too good a story to let lay, and I'd like to make sure that a number of people who might have missed the story for one reason or another, will read it.—J. L. Kaufman, Don Feddersen Productions, Hollywood.

McGoff not with AWARE

EDITOR: Your May 16 profile on Panax President John P. McGoff was a complete and accurate summary with only one correction . . .

Mr. McGoff was a co-founder of AWARENESS INC., a nonprofit educational foundation which produced and sponsored radio programs which dealt with the arts and was entirely cultural by nature.

Your article mistakenly connected Mr. McGoff with AWARE which was politically oriented and with which he never had any association.—Clarence E. Rhodes, vice president, Panax Corp., East Lansing, Mich.



End of the Rainbow

Color banding is a thing of the past when you record color television with a Westel* Recorder. Banding is due to phase mismatching between the heads of any multi-head video recorder, and is virtually impossible to eliminate for long—even on specially-tweaked machines. The Westel System sidesteps the issue neatly by recording video signals with a single head so that the problem can never come up. A lot tidier than adding a rackful of compensating electronics, don't you think?

How come everyone else is still doing it the hard way? Because Westel has invented the only method so far that makes possible a broadcast-quality single-head television recorder. It's called the Coniscan* System. Instead of

wrapping the tape around a cylindrical scanning drum, it is wrapped around a three-piece conical mandrel. Interesting what this lets you do. You can overlap the edges of the tape slightly without distorting it and achieve three things: minimal head drop-out time; elimination of edge effects; and, room for control and audio tracks without erasing any of the recorded video information. All possible with a single-head recorder for the first time. These and other advances that have made the Westel Recorder the first professional broadcast-quality single-head machine are clearly explained in our brand new 20-page illustrated brochure. Westel Company, 298 Fuller Street, Redwood City, California 94063



WESTEL

In radio, think FINK: Feed Imagination New Knowledge

Watching television is one of the world's best ways to find out what's good about radio. Watch the local news shows with on-the-spot interviews and see what happens to the average man when a TV camera is pointed at him.

You take a normal, everyday American, put him in front of a TV camera and he's no longer himself. He freezes at the controls, becomes stilted and unreal. But radio is the relaxed and human vehicle—flexible and unpretentious and uncomplicated.

Now, that may be the number one thing we must remember about radio if we are to use it more effectively. It's simply: radio talks to people.

There is no surer, better, more intimate way to communicate with anyone than through their ears. My generation listened to *Uncle Don*, *Jack Armstrong*, *The Fitch Band Wagon*, *Vic and Sade*, *Fred Allen* and we didn't just hear them. We saw them, in 3-D and glorious compatible color, in our minds.

The *ENO Crime Club* or *Ellery Queen* scared the hell out of us more than anything *Alfred Hitchcock* or *Outer Limits* or *Twilight Zone* can ever do on the big picture tube. Radio's power to communicate was enormous and it still is. But there is now an entire generation of men and women working in advertising and marketing who never learned this about radio first hand. They never heard of *Inner Sanctum* or *Let's Pretend*, or *Armstrong's Theater of Today*. They never experienced at an early age radio's incredible power to communicate pictures and emotions as well as words.

Forgotten Knowledge ■ The youngsters have something to learn about radio and the rest of us have something to relearn, which is why I think local radio creative workshops held jointly by ad clubs or agencies and stations, can be of great service.

For imagination without knowledge is as dead as faith without good works. And if we are to make more creative use of radio we must learn more about the medium, find out more about the stations at our disposal, their programs, their audiences. The truth is there are account and media men at every one of our agencies, their heads crammed full of this knowledge, while the creative people sit around with nothing but the imagination necessary to do something with it. This is a shame.

Let me give you an example of what can happen when you feed imagination

new knowledge. For years the knowledge was kicking around the brewing industry and the marketing departments of its agencies that 20% of the customers drink 80% of the beer. When somebody finally fed this information to the right creative people the result was one of the most effective and certainly one of the best-known regional beer campaigns in history: Schaefer is the one beer to have when you're having more than one.

Pepsi-Cola uses a lot of radio. There are 500-and-some Pepsi-Cola bottlers across the country. Every one of them is a local businessman. Some of them in certain seasons buy as many as 300-400 radio spots a week. They buy them like jellybeans and break the bag. Now these guys are hard-nosed businessmen. They spend so much of their money in radio only because it gives them so much in return.

Now they spend an awful lot of money in television. They put an awful lot of dough in newspapers. They're on three-sheet posters and truck-backs, but they never leave radio and for one simple reason: It works. And it does one thing better than any other advertising medium ever devised. It talks to people.

And that in my mind is the whole secret of radio. All you have to do to use it wisely, whether you're selling soup or cigarettes or soft drinks or you name it, whether you use music or sound or simple speech, is to talk to your audience. Talk to them by the millions until you're talking to them one at a time because that's the way they're listening. Give them something in return for their attention, something that an adult human being will be willing to spend 70 irrevocable heartbeats to listen to, something they can see in 3-D, in

color, in the theaters of their minds, something for them to think about.

If you're an advertising writer, I commend radio to you as a medium that can offer you more creative freedom than any other, freedom from TV's swarms of technical experts, freedom from new wave art directors—he's the kind that just had his hair done—freedom from print's static vulnerability. Radio doesn't just stand there like a four-color proof begging to be nit-picked into appalling mediocrity.

An Appeal ■ Let me deliver a short commercial urging creative people to write commercials.

Attention playwrights, unfulfilled geniuses, humorists, composers: Come right to the theater, the greatest theater of them all, the theater of the mind. Write for radio, the land of the Frebergs and the home of the rave reviews.

But before you start, do your homework first. Remember that creative people are problem-solvers. They are somewhat like electronic data processing machines in that the work that comes out of them can be only as valid as the knowledge fed into them.

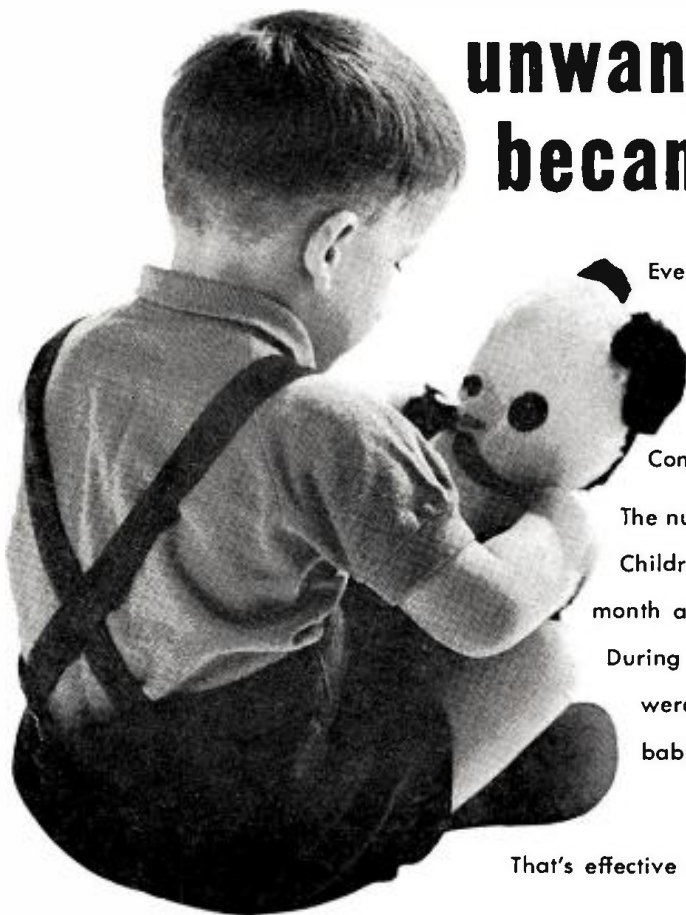
So, writers, get out and dig for facts. Pry knowledge from your clients and account men and media people and radio station salesmen about your product and your radio stations and your markets and your audiences. Cram your minds with information.

I want you to remember the word FINK so you won't forget my message. It's the only message I've come to give you. Any time you use radio and want to use it more creatively and more effectively as an advertising medium, think FINK—F-I-N-K. Feed Imagination New Knowledge. All it will do is work wonders.



Richard J. Mercer is vice president and associate creative director of Clyne Maxon Inc., New York. He's responsible for the creative work on the Gillette techmatic razor and Lanvin-Charles of the Ritz Inc. accounts. Before joining Maxon last February, Mr. Mercer was VP and associate creative director of BBDO for 17 years. The accompanying is adapted from his appearance April 18 before a luncheon meeting of the San Francisco Radio Broadcasters Association.

When WRVA-RADIO aired “A Child is Waiting” . . . unwanted children became wanted.



Even a couple in Clarkston, Michigan, wanted to know how they could adopt a child through the Children's Home Society of Virginia. So well-presented was WRVA's special series on the Commonwealth's homeless children.

The number of "prospective parent" applicants at the Children's Home Society increased 50 to 60% per month after the series was aired in November, 1964.

During the following year, a total of 726 inquiries were received, 239 applications filed, and 205 babies placed in homes throughout Virginia.

That's effective editorializing.

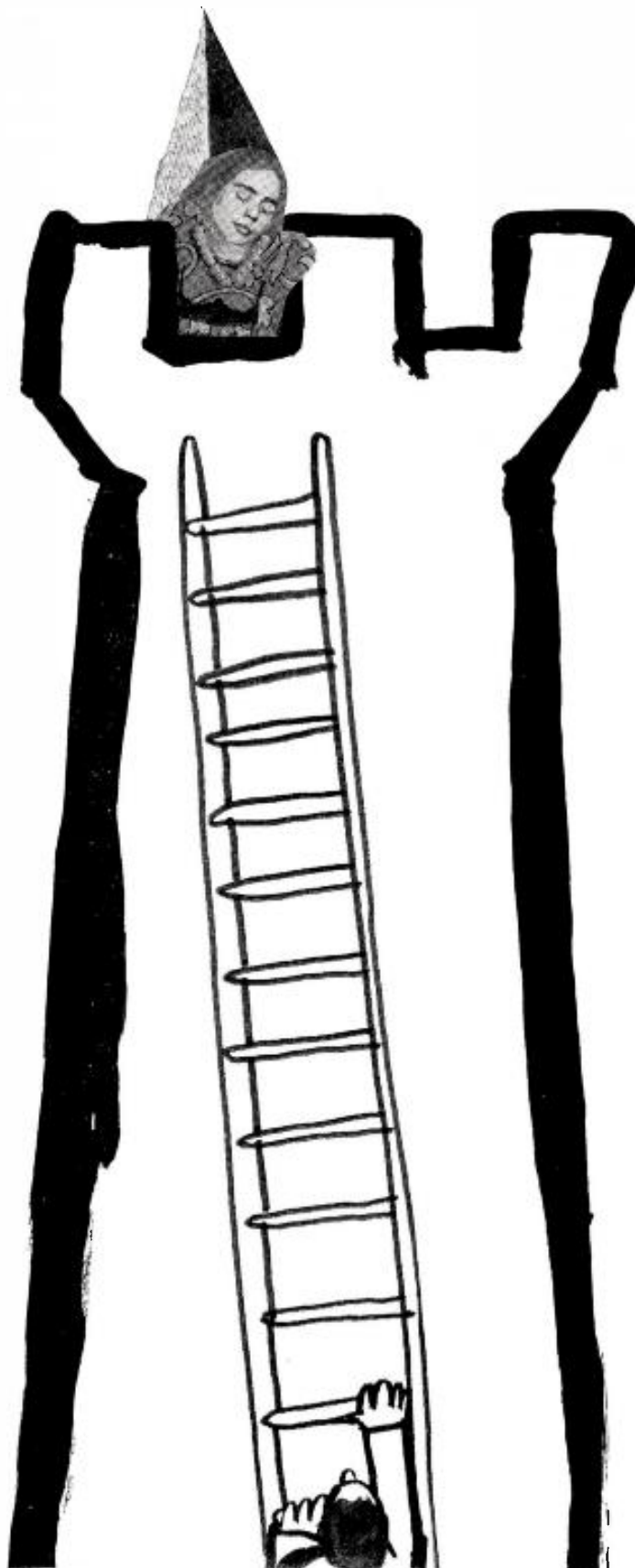
WRVA-RADIO



Richmond, Virginia
50,000 Watts AM, 1140 KC
200,000 Watts FM, 94.5 MC

Represented by
Peters, Griffin, Woodward, Inc.

Nothing's beyond your reach on Mutual Radio



The fairest prize of all is within your grasp on Mutual. The *home-maker!* She's forever busy buying... and forever listening to radio!

Mutual reaches her by the millions! In 97 of the top 100 markets. In over 300 exclusively Mutual markets. In over 500 markets coast to coast.

If you want to woo and win fair ladies... start climbing—with Mutual!



MUTUAL BROADCASTING SYSTEM

BROADCASTING, May 23, 1966

National radio back in big time

Sales of spot and network increase briskly with spot up an estimated 19% and network definitely up, although the exact percentage is hard to determine

National radio sales, spot and network, are gathering momentum at a rate substantially brisker than any that the business has experienced in recent years.

This conclusion appeared inescapable last week on the basis of a BROADCASTING sampling of leading station representation firms, the four national radio networks and top advertising agencies.

The reps reported spot radio sales this year ranging from 4% to 35%—and averaging almost 19%—higher than those for comparable periods a year ago.

The networks indicated they were on the verge of new records for recent years.

Agency officials were wary about figures but generally confirmed an increased commitment to—and a much-increased interest in—the radio medium (see page 29).

Television costs, difficulty in finding choice TV availabilities in many cases and a mounting volume of demographic and related research on radio audiences were among the factors most frequently cited for the surge in spot radio.

They Made It Possible ■ Mounting radio investments by the bellwether soap companies, once the mainstay of radio but largely out of it in recent years, and by automotive and cigarette advertisers were also seen as important contributors to the rise—not only for the dollars they themselves represent but also for the examples they set for competitors and other advertisers.

Whatever the causes, they were said to be producing campaigns with longer flights, more 52-week business and greater use of radio for new-product introductions, as well as bigger lineups and heavier frequency.

The findings were not universally upbeat. Spot radio's gains appeared to be concentrated largely in the bigger markets. Some reps said the top 40 or 50 markets were getting the bulk of the increase, others said not many be-

low the top 30 were getting a full share of it.

Generally, however, it was felt that the resurgence was filtering down to smaller markets to some extent, and in any case it was emphasized that—as always—activity varies from market to market and sometimes among stations within the same market.

The 1966 spurt in spot activity follows a year in which, according to Radio Advertising Bureau figures being released today (May 23), spot radio sales moved ahead by about 5%, reaching a total of \$255.7 million (see page 30).

RAB is Pleased ■ The 1965 report and 1966 outlook for spot prompted Miles David, president of RAB, to write thank you letters to leading advertisers, suggesting they “buy radio a year in advance, making a planned ‘corporate buy’.”

In the letters going out today, he says that “we are fast approaching the

time when radio may not be able to accommodate completely all of the national and regional advertisers who want to use the medium.”

He called attention to Colgate's \$4 million expenditure in spot radio in 1965, almost tripling its 1964 investment, and increased activity by Procter & Gamble (\$1.2 million in 1965) and, more recently, by Lever Brothers as signs that package goods giants are beginning to rediscover radio.

“As this re-entry gathers momentum,” he wrote, “effective radio buying will more and more require a long-range plan.”

Long-range buying would also give advertisers more time for better communication to their brokers, distributors and sales forces regarding radio advertising plans, he added, and would ease the agency's administrative burden, perhaps stimulating “greater investment on the part of the agency in more creative buying and creative com-

Chrysler biggest spot radio spender

The Chrysler Corp. was the leading spot radio advertiser in 1965, spending more than \$14.6 million, according to the Radio Advertising Bureau's listing of the top 10 spot advertisers. Ford cars, with an estimated \$6.9 million expenditure, was the biggest brand user of spot radio (see page 30).

The top 10 spot radio advertisers:

1. Chrysler Corp. \$14,672,000
2. General Motors Corp. \$13,709,000
3. Ford Motor Co. \$12,165,000
4. R. J. Reynolds Tobacco Co. \$10,648,000
5. Coca-Cola Co./bottlers \$8,361,000
6. American Oil Co. \$5,619,000

7. P. Lorillard Co. \$5,309,000
8. American Home Products Corp. \$5,281,000
9. American Tobacco Co. \$5,274,000
10. Anheuser-Busch Inc. \$5,215,000

The 10 biggest brands:

1. Ford cars \$6,969,000
2. Coca-Cola \$6,847,000
3. Dodge cars \$5,796,000
4. Winston cigarettes \$5,193,000
5. Plymouth cars \$4,874,000
6. AT&T \$4,710,000
7. Carling ale & beer \$4,203,000
8. Preparation “H” \$4,101,000
9. Amoco gas & oil \$3,998,000
10. Pall Mall cigarettes \$3,599,000

NATIONAL RADIO BACK IN BIG TIME continued

mercials."

Year-ahead buying would not require 52-week advertising if an advertiser didn't need it, Mr. David said, noting that orders could be placed to include "blank weeks" and that extra frequency and depth could be added to meet "sudden marketing needs."

"We believe that the days of close-to-the-deadline buying in radio are on the way out and that this would be a good time to start building a corporate buying plan for 1967, just as advertisers now plan use of TV corporate buys long in advance. We think the plan should include all types of radio time—mornings, afternoons, evenings, weekends."

Shortage of Time ■ The RAB president also said that on a recent extensive tour of major markets he found "an unprecedented number of stations who were having difficulty in supplying time for the number of advertisers now ordering radio."

BROADCASTING's canvass indicated that the four radio networks have more than recovered from the 1965 slowdown that produced, according to RAB figures gathered from the networks themselves, a 1% decline in their total business last year (BROADCASTING, May 9).

President Robert R. Pauley predicted ABC Radio's 1966 sales would reach the highest point in eight years. Sales for the first four months of 1966, he said, are up 23.5% over the comparable 1965 period.

George Arkedis, sales vice president,

said CBS Radio appears headed for its best sales year since 1958. He estimated that as of last week business was 28.4% ahead of the same time last year and that sales already on CBS Radio's books as of last Thursday represented 96% of the 1965 full-year total, with over six months of selling yet to go.

A spokesman for Mutual said his network expects to show a sales gain of about 20% for the first half of 1966 and that this would represent a continuation of a gain pattern that Mutual has experienced for several years.

President Stephen B. Labunski said NBC Radio's net time sales for the first six months are up and are with 1½% of the best first half since the 1960 introduction of a new program format. NBC's weekend *Monitor* service, he said, is 13% ahead of last year's first-half sales. Despite substantially higher costs, particularly in news, he said, NBC Radio's first-quarter profits were significantly greater than for the first quarter a year ago.

Representatives Report ■ Following are typical reports on this year's spot radio business as offered by leading station reps:

The radio vice president of a major independent rep organization predicted a handsome 30% for his combined station list and said that unquestionably there's an expansion of monies being allocated to spot radio industry-wide.

This official said that, as in the past, the bigger markets are getting bigger shares and that there appears to be a

clear break after the top 35 markets, with areas below that getting little or none of the increase.

A spokesman for another of the largest independent rep firms said radio business for the first four months was up, in the aggregate, by 25 to 30% if billings of several stations new to the rep this year were included. Ruling out accruals from these new associations, the company was still up 20%, he said.

He thought some of the gain for the whole spot radio field had been at television's expense.

The president of a major group-station rep firm described a new agency-advertiser attitude toward spot radio. It has graduated, he said, from perfunctory polite treatment for the time salesman to an "I want to be shown what radio can do for me" approach.

This rep expects to be up overall by at least 15% in sales volume for the first six months. Firm four-month figures show his volume ahead of the same period last year by 15%.

Better Viewpoint ■ He spoke excitedly of an "upbeat" attitude for the medium and said the reasons are several. First, he said, a closer look is being taken by advertisers at their television expenditures. They're beginning to find out where the bodies are buried," he said.

The agencies are now getting far more information about the efficiency of their buying, he went on, and they're processing data more efficiently with the aid of computers. The same rep official said some key pieces of radio business are coming from the older and more experienced media buyers, suggesting that a younger generation of buyers that has grown up with television doesn't share the same perspective on the broadcast media.

The executive vice president of another large firm said business has been "exploding" in the first four months of this year. Business has been particularly strong on automotive, cigarette and soap accounts, he reported, and an encouraging sign has been the use of spot radio for new-product introductions.

The reason for the upsurge? He expressed the view that the cost of television to advertisers and agencies is causing some of them to re-examine the use of other media. Radio, he continued, is gaining a portion, albeit a comparatively small chunk, of this media spread.

The volume of spot radio sales at another large representative was reported to be approximately 35% ahead during the first four months of 1966 as compared with 1965. He felt the basic factor was that advertisers and agencies are realizing that "spot radio makes too much sense to be ignored."

Contributing to this new attitude,

CBS Radio talks the sales graph up

Sales for the seven CBS-owned radio stations are currently running 8% above last year's level "and we



Mr. Ruegg

expect them to go higher as the impact of our talk, news and information programming builds," Fred Ruegg, CBS Radio vice president for station administration, said in a report last week.

In a report prepared for a CBS Radio sales seminar scheduled over the weekend at Pheasant Run Lodge,

St. Charles, Ill., Mr. Ruegg linked the rising sales curve with a record audience response to what the stations call "audience involvement radio" programming.

In March alone, he reported, busy-signal counters recorded 1,045,725 attempted phone calls from listeners to the seven stations. He said this was 62.7% higher than the previous one-month record set in February, the end of a six-month period in which 2.8 million attempted calls were counted.

CBS-owned radio stations are WEEI Boston, WBBM Chicago, WCBS New York, WCAU Philadelphia, KNX Los Angeles, KCBS San Francisco and KMOX St. Louis.

Agencies support rep claim of radio's surge

Advertising agencies confirmed last week, albeit more softly, what representation companies had declared without question—that national spot radio is enjoying a new billing surge in 1966.

Agency media officials checked by BROADCASTING generally cited the attractive price of radio relative to other media, especially spot and network television, as a principal cause for its good showing in the first half of this year. And they indicated no reasons to suggest the growth would not continue.

New-product introductions relying to a greater degree on radio, more extensive and sophisticated computations of comparative media values, a heavy influx of teen-age directed products and longer and bigger campaigns by radio's biggest users, were all mentioned by agencies as leading to the medium's current happy status.

The Buyer's View ■ Among agency comments on new advertiser interest in radio were the following:

Mort Keshin, vice president and media director of Lennen & Newell, said his agency is more involved with spot radio than it has been in years. L&N, he said, is pleased with radio's efficiency and frequency values for us as a supplement to television. He added that radio generally is staging a comeback, pointing out that network radio is also being used by L&N on a more substantial scale. Research generally has improved, he said, and with additional refinements, radio should be stronger in the years ahead.

A vice president in media at Sullivan, Stauffer, Colwell & Bayles said he had made a recent study of spot radio spending and that it is indeed enjoying new advertiser interest. He suggested more money is going into radio to reach teen-age audiences since there are more products com-

ing on the market directed at that segment of the population. He also referred to "exorbitant prices" of television, both network and spot, and said he is seriously considering advising some clients to cut back TV spending. Some of this surplus, he noted, might be directed to radio. This hasn't happened yet at SSC&B but it very well could, he said.

Jack Caplan, vice president and associate media director of Kenyon & Eckhardt, said that K&E has developed a keener appreciation of spot radio's values over the past year and that it has been investing in the medium on what is considered a fairly substantial basis.

He noted that in some major market areas, where TV time is tight or the available TV period does not fit marketing situations the agency has used spot radio in combination with spot TV and achieved satisfactory results.

Mr. Caplan felt one factor contributing to increased recognition of spot radio is the research information now available. Emphasis on demographics is yielding new data on specialized audiences within radio markets, he reported, and information on the teen-age segment is particularly useful.

A spokesman for J. Walter Thompson thought spot radio should have a stronger year in 1966 than in 1965. According to this agency official radio remains attractive to advertisers as a flexible medium, accommodating rapid buying to meet needs of the moment.

The media director of one agency, less bullish about the medium's outlook, said spot radio billing from his organization should be "somewhat higher" than in 1965 and added that more consideration is being given to it than in the past. He believes spot radio can give good results but criti-

cized what he considers radio's tendency to "too much negative selling, too much selling by one station against the other."

The View Across the Street ■ Radio representatives were asked by BROADCASTING to name agencies that appeared to be stronger this year in spot radio orders. Among those mentioned most frequently were BBDO, Young & Rubicam; Sullivan, Stauffer, Colwell & Bayles; J. Walter Thompson; William Esty; D'Arcy and Grey.

Ford Motor Co., through JWT, reportedly has picked up significantly in radio buys this year. The tobacco industry was said to be making substantial new radio expenditures; including American Tobacco, through SSC&B, and R. J. Reynolds through Esty.

A Lever Brothers campaign for Sunshine Rinso, through JWT, was heavily supported in spot radio.

Colgate was singled out as an outstanding example of a heavy spot user for both new and old products. Procter & Gamble is moving back into the medium and is expected to reinforce its effort.

United Biscuit, through Young & Rubicam, was cited often as a substantial spot user. One rep noted it started to become active during the last quarter of 1965 and has continued its spot splurge, using up to 50 markets on campaigns.

The apparel field was cited as one that is perking up for spot radio. Current and recent spot spenders in this area have been Burlington Hosiery, Russ Togs, HB Slacks, Wrangler Jeans, Hanes Corp. (hosiery) and DuPont Cantrese (nylon substitute).

Other spot spenders cited were Sylvania Electric, Tidewater Oil Co., American Express Co., and Equitable Life Assurance Society.

he said, are expanded and improved demographic information; quintile studies showing that TV does not reach everybody and the use of radio by such major advertisers as Procter & Gamble, Ford and Colgate.

Tops for Spot ■ Spot radio buys are largely concentrated in the top markets with campaigns centered in the leading 30, 40 or 50 areas of the country, he reported, but said some are filtering down to medium-sized sectors.

"We are having our best year in five years," according to the sales manager

of a firm specializing in a comparatively short list of major-market stations. "We are well over the goals we have set for the first four months of the year, and May should be a record month for us."

Business on the whole is 12% ahead of last year at this time and March and April were particularly fine months, he reported. He offered this explanation: "The soaps are coming back; automotive, including accessories and tires and gasoline, are buying more than ever; there are more 52-week contracts

in the house than in recent years."

He pointed out that some advertisers are using spot radio in combination with network TV, particularly in the top 20 and 30 markets, to provide frequency in support of their network buys.

Another leading radio rep estimated that his business on the average is about 33% over the figure for the first four months of 1965, with several major markets registering gains up to 50%.

He ventured that at least part of the increase came from expenditures that

normally would have gone to television and another part accrued from advertisers extending their radio schedules to 52 weeks a year.

Business has been particularly brisk from auto, cigarettes and oil companies, he said. He also noted an upward swing from companies in the apparel field.

Selling Brisk — Sales have been running exceptionally well at stations programming the top 40 format, he reported. The large proportion of dollars are going in the first 50 markets, he added.

A representative specializing in medium-sized markets estimated that sales for the first four months of 1966 averaged 12% over the same period last

year. He voiced the opinion that more and more package goods advertisers have become aware of the value of spot radio after years of selling and promotion.

This firm represents a substantial number of country-and-western-music stations. The spokesman said advertisers are recognizing that the "new kind" of C & W music is well-orchestrated and sophisticated and can deliver all types of audiences at a reasonable dollar investment.

Another independent firm, representing close to 50 radio stations, said business for the first four months gained 17% over the same period last year.

According to this firm, spot radio

users are coming in with bigger budgets and longer flights. It said there have been fewer campaigns in a number of its markets but that this trend was more than offset by the size of expenditures of those who were using spot radio.

Sales are averaging about 10% higher than last year but business varies from station to station, according to another major representative. He predicted that the rest of the spring will be good and that business will spurt in the summer and fall and taper off during November and December. He was optimistic that 1966 will find spot radio as a whole very nicely ahead of 1965.

Spot radio totals \$255 million in 1965

UP 5% OVER 1964 LEVEL, RAB ESTIMATES; P&G COMES IN 49TH

Advertisers in 1965 spent an estimated \$255.7 million (gross time costs) in spot radio, a 5% gain from 1964's level, the Radio Advertising Bureau is reporting today (May 23). Of that amount, \$213,831,000 was spent by the top 100 advertisers in the medium (see following list).

The bureau's estimates were accompanied by compilations of expenditures by the 100 leading spot radio advertisers and by individual brands.

In releasing the listings, Miles David, president of RAB, noted sharp advertiser activity in automobiles and soaps especially. The big-three auto companies—General Motors Corp., Chrysler Corp. and the Ford Motor Co.—spent a total \$40.4 million in spot radio last year, a \$5.5 million increase over the total investment of the three in 1964.

Though Procter & Gamble, he said, was "not even within the top 100 in our 1964 listing," it was 49th last year by investing \$1,218,000 in spot radio. Mr. David noted that Colgate-Palmolive, another major soap company, nearly tripled its spot radio spending by moving up from \$1.7 million in 1964 to more than \$4.3 million in 1965. Lever Brothers, which failed to make the top-100 list in spot radio last year, Mr. David said, should make the grade in 1966 based on its current activity.

Mr. David, who a year ago January had pointed up the surge developing with these three major soap companies in radio, said current data indicated "a number of important targets for further growth"—among them, appliances, apparel, package goods, and financial. These are areas, he said, where the bureau intends to increase its selling effort.

He noted that radio's stability hinges on gains that encompass "the widest

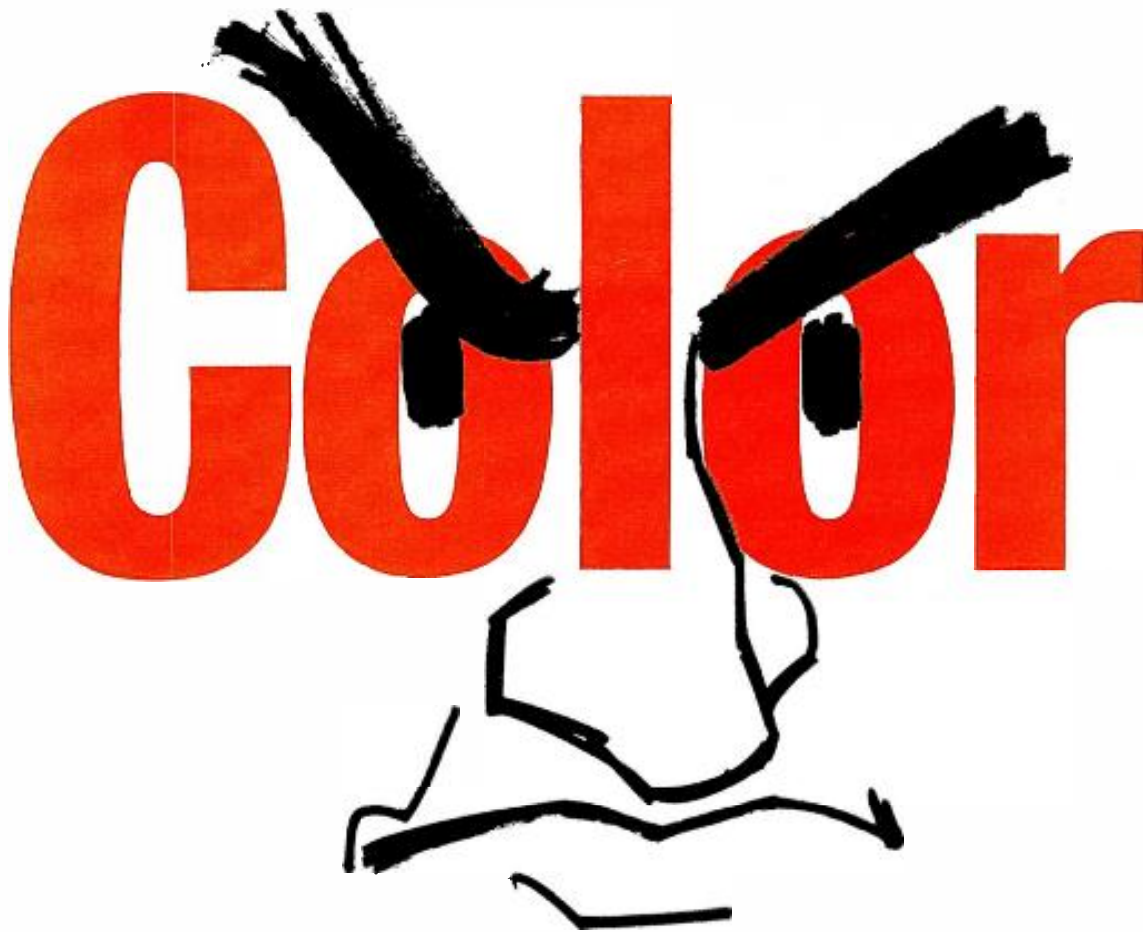
variety of advertiser categories," adding that efforts must be continued to "encourage new accounts . . . and at the same time maintain and upgrade current advertisers."

Both network and spot radio data are compiled for RAB by the accounting firm of Peat, Marwick, Mitchell and Co. from reports of station, networks and station representatives.

TOP 100 NATIONAL-REGIONAL SPOT RADIO ADVERTISERS IN 1965 (BY BRANDS)

	(\$'000) EST. EXPENDITURE
CHRYSLER CORP.	\$14,672
Chrysler cars	1,998
Dodge cars	5,796
Dodge trucks	55
Imperial cars	680
Plymouth cars	4,874
Simca cars	16
Dealer service	1,157
Marine division	82
Institutional	14
GENERAL MOTORS CORP.	13,709
Buick cars	2,046
Cadillac cars	909
Chevrolet cars	1,683
Delco-Remy Div.	3
Frigidaire	131
GMAC	904
Guardian Maintenance	1,802
Harrison Radiator Div.	662
Hyatt Division	6
Institutional	1,397
OK used cars	34
Oldsmobile cars	1,924
Opel cars	32
Pontiac cars	2,153
United Motors Service	23
FORD MOTOR CO.	12,165
Dealer service	1,573
Ford cars	6,969
Ford trucks	347
Lincoln-Mercury Div. Cars	3,171
Tractors	105
R. J. REYNOLDS TOBACCO CO.	10,648
Camel cigarettes	3,520
Camel filter cigarettes	44
Prince Albert filter cigarettes	23
Prince Albert pipe tobacco	292
Salem cigarettes	1,502

Tempo cigarettes	\$ 74
Winston cigarettes	5,193
COCA-COLA CO./BOTTTLERS	8,361
Coca-Cola	6,847
Fresca	12
Sprite	656
Tab	816
Teen-Age	30
AMERICAN OIL CO.	5,619
Amoco gas & oil	3,998
Amoco heating fuel	146
Standard gas & oil	612
Standard heating fuel	151
Tires, batteries, accessories	712
P. LORILLARD CO.	5,309
Kent cigarettes	2,326
Newport cigarettes	2,800
Old Gold cigarettes	94
Old Gold filter cigarettes	41
Spring cigarettes	22
York cigarettes	14
Gift star premiums	12
AMERICAN HOME PRODUCTS CORP.	5,281
Anacin	973
Anbesol	79
Bisodol	19
Black Flag	3
Dristan	81
Dualin	12
Heet	2
Medithane	1
Neet	1
Preparation "H"	4,101
Swinging Clear	9
AMERICAN TOBACCO CO.	5,274
Bermuda cigarettes	5
Carleton cigarettes	142
Lucky Strike cigarettes	277
Lucky Strike filter cigarettes	131
Montclair cigarettes	3
Pall Mall cigarettes	3,599
Pall Mall filter cigarettes	16
Sweet Caporal cigarettes	14
Tareyton cigarettes	1,087
ANHEUSER-BUSCH, INC.	5,215
Budweiser beer	3,570
Busch Bavarian beer	1,022
Michelob beer	623
AMERICAN TELEPHONE & TELEGRAPH CO.	4,710
Combined Bell System companies	4,710
PEPSI-COLA CO.	4,466
Belfast	26
Diet Pepsi	538
Mountain Dew	363
Nu-Grape	15



Doesn't scare us.

When you've been airing everything from the morning inspirational message to the station sign-off in full color for nine years, you get to know one end of a color camera from the other. And you get to know a few other things, too. Like the fact that a bunch of fancy equipment doesn't make a great

color station. WFGA-TV is a great color station because it has a fantastically competent, talented, and experienced staff to handle the fancy equipment. No, color doesn't scare us, but our record as a color station might scare a few other broadcasters. Talk to your PGW "Colonel" about WFGA-TV.



WFGA-TV/JACKSONVILLE

JACKSONVILLE'S AWARD-WINNING STATION — NATIONALLY, REGIONALLY, LOCALLY.

	(\$000)				
	EST.				
	EXPENDITURE				
Patio Pepsi	\$ 29	FALSTAFF BREWING CO.	\$ 2,675	Wink	\$ 129
Pepsi-Cola	3,349	Falstaff beer	2,675	AMERICAN AIRLINES, INC.	1,729
Teem	146	EQUITABLE LIFE ASSURANCE SOCIETY	2,600	Air travel	1,729
COLGATE-PALMOLIVE CO.	4,335	Insurance	2,600	GULF OIL CORP.	1,705
Ajax	12	B.C. REMEDY CO.	2,513	Gulf gasoline & oil	677
Beattles	70	B.C. headache & neuralgia remedies	2,513	Gulf spray	22
Colgate 100	127	ROYAL CROWN COLA CO.	2,467	Heating fuel	119
Cue	914	Diet Rite	1,356	"Special" products	47
Fab	146	Kick	111	Tires, batteries, accessories	840
Halo	32	Nehi	328	PABST BREWING CO.	1,668
Hour After Hour	3	Royal Crown Cola	672	Pabst beer	1,627
Loving Care	2	NATIONAL DAIRY PRODUCTS CORP.	2,218	Blatz beer	41
Lustre Cream	567	Breyer's ice cream	361	HOUSEHOLD FINANCE CO.	1,628
Palmolive Gold	158	Kraft cheese	231	Loans & financing	1,628
Tackle	1,375	Kraft corn oil	9	SHELL OIL CO.	1,604
Wash 'n Dri	323	Kraft margarine	204	Agricultural products	16
Wildroot	606	Kraft Miracle margarine	200	Gasoline & oil	1,313
CARLING BREWING CO.	4,203	Kraft sauces	13	Heating fuel	269
Carling ale & beer	4,203	Parkay margarine	530	Tires, batteries, accessories	6
CAMPBELL SOUP CO.	3,999	Sealtest dairy products	670	RHEINGOLD BREWERIES	1,556
Campbell Chili con Carne	146	BENEFICIAL FINANCE CO.	2,147	Rheingold beer & ale	1,556
Campbell Pork & Beans	197	Loans & financing	2,147	BEECHAM PRODUCTS	1,533
Campbell Soups	3,210	TRANS-WORLD AIRLINES, INC.	2,132	Brylcreem hair dressing	139
Campbell Stews	35	Air travel	2,132	Macleans toothpaste	1,394
Pepperidge Farm Products	254	AMERICAN MOTORS CORP.	2,069	PAN AMERICAN WORLD AIRWAYS	1,462
Red Kettle Soups	5	Rambler cars	2,069	Air travel	1,462
Swanson Frozen Foods	3	WARNER-LAMBERT PHARMACEUTICALS		FIRESTONE TIRE & RUBBER CO.	1,382
V-8 Juice	149	CO.	2,020	Firestone tires & tubes	1,382
HUMBLE OIL CO.	3,147	Adams gum	305	PLOUGH INC.	1,334
Enco gas	13	Bromo-Seltzer	23	Coppertone	313
Esso gas & oil	2,477	Chiclets	24	Creolin	7
Esso heating oil	344	Color Foam	93	Di-Gel	8
Tires, batteries and accessories	313	Controlax	18	Mexsana	42
SEVEN-UP CO.	31,131	Corn Huskers	777	Mistol	10
Like	1,256	Cosmetics	5	Musterole	65
Seven-Up	1,875	Dentyne	759	Nix deodorant	1
P. BALLANTINE & SONS	2,953	Listerine	3	Penetro	11
Ballantine beer & ale	2,953	Sloan's liniment	8	Q.T. Lotion	217
LIGGETT & MYERS TOBACCO CO.	2,769	Three Flowers brilliantine	5	Ril-Sweet	3
Chesterfield cigarettes	190	UNITED AIR LINES, INC.	1,990	St. Joseph aspirin	567
Devon cigarettes	15	Air travel	1,990	St. Joseph cough syrup	2
Granger tobacco	4	DELTA AIRLINES	1,948	Solorcaine	87
Lark cigarettes	571	Air travel	1,948	MONARCH WINE CO	1,320
L&M cigarettes	1,836	NORTHWEST ORIENT AIRLINES	1,902	Manischewitz wine	1,320
Red Man tobacco	153	Air travel	1,902	STUDEBAKER CORP.	1,319
F&M SCHAEFER BREWING CO.	2,716	WILLIAM WRIGLEY JR., CO.	1,895	Studebaker cars	142
Schaefer beer	2,716	Wrigley gum	1,895	(Chem. Comp. Div.) S.T.P. Additive	1,172
JOS. SCHLITZ BREWING CO.	2,692	TEXACO, INC.	1,824	PROCTER & GAMBLE CO.	1,218
Burgermeister beer	807	Texaco gas & oil	1,817	American family soaps & detergents	81
Old Milwaukee beer	887	Heating fuel	5	Camay	6
Schlitz beer	998	Tires, batteries, accessories	2	Cheer	23
		CANADA DRY CORP.	1,808	Crest	71
		Canada Dry	1,679	Crisco	6
				Folger coffee	607
				Gleem	3
				Head 'n Shoulders	70
				Hidden Magic	159
				Lava	15
				Lilt	8
				Mr. Clean	31
				Secret	4
				Tide	123
				Zest	11
				STANDARD BRANDS	1,215
				Blue Bonnet margarine	107
				Chase & Sanborn coffee	350
				Fleischmann margarine	230
				Fleischmann yeast	2
				Royal desserts	225
				Siesta coffee	279
				Tenderleaf tea	22
				NOXZEMA CHEMICAL CO.	1,185
				Cover Girl cosmetics	713
				Noxzema cream	333
				Noxzema lotion	139
				SWIFT & CO.	1,140
				Allsweet margarine	336
				Derby Foods Div.	56
				Jewel shortening	2
				Newhoff Packing Div.	6
				Old Hickory products	10
				Prem	5
				Proten	11
				Swift's Premium meats	714
				ROBERT HALL CLOTHES	1,130
				Clothing	1,130

RAB fall sessions set; Schneider in charge

"Professionalism in Radio Station Management" will be the theme of the Radio Advertising Bureau's 1966 fall series of management conferences, according to Miles David, RAB president.

Mr. David said the six two-day sessions, set for September and October, will be coordinated

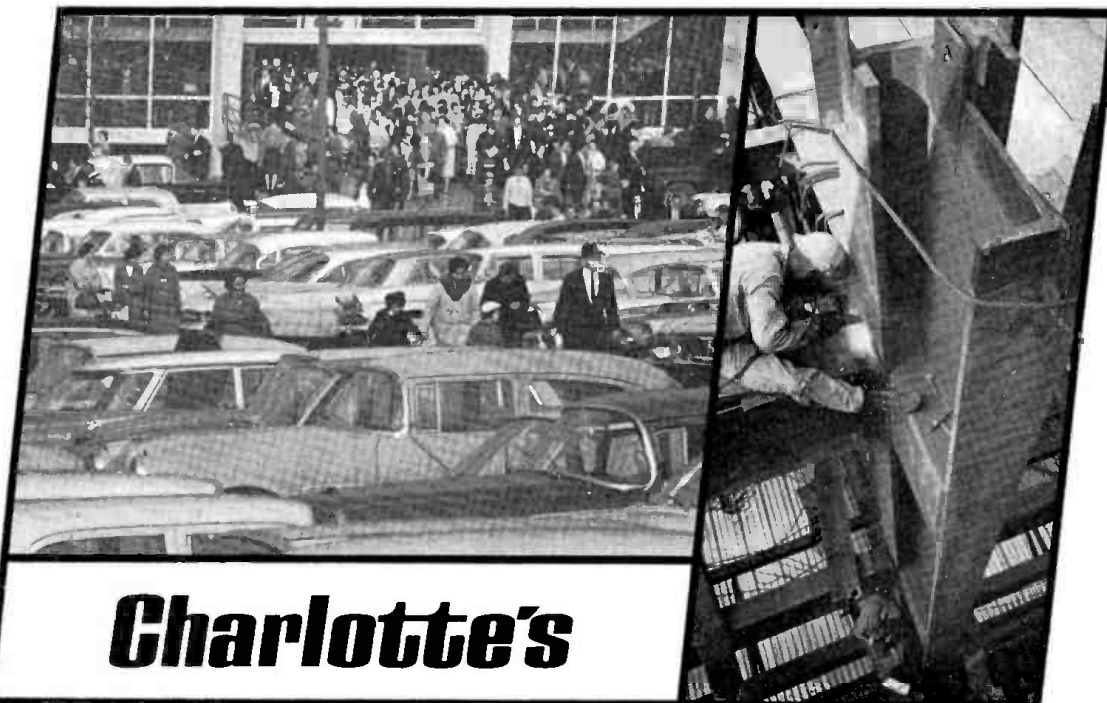


Mr. Schneider

by Sam B. Schneider, newly appointed RAB director of management services. Mr. Schneider has worked in sales management posts for such station rep firms as Crosley Broadcasting Corp. and its Broadcasting Communications Group Inc. For five years he served as corporate sales executive at KVOO Tulsa, Okla.

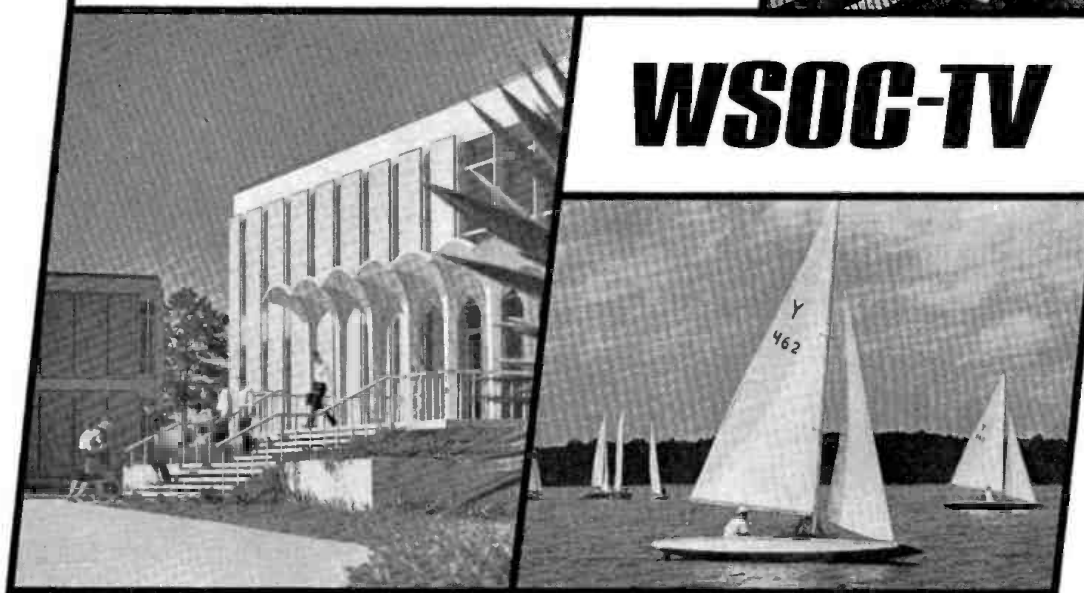
The 16 1966 meetings will feature split sessions (where market size is oriented to executive needs and sales problems) and guest speakers (a station executive's specific views on topics related to management and sales).

The action station in the action city!



Charlotte's

WSOC-TV



HAVE YOU LOOKED AT CHARLOTTE LATELY? Cultural and sports center; industrial, distribution and retail sales leader of the Carolinas. Charlotte has highest family income of any metropolitan area in the Southeast—32% above U.S. average. With WSOC-TV you sell not only Charlotte, but its entire market. Nearly 3 million consumers live within the influence of this great area station. Ask us or H-R to tell you about our news, sports, children's and family-fare programming. For programs, participations, packages, we believe you will see that you'll do better in the Carolinas with WSOC-TV.

NBC/ABC — Represented by H-R



COX BROADCASTING CORPORATION stations: WSP AM-FM-TV, Atlanta; WHIO AM-FM-TV, Dayton; WSOC AM-FM-TV, Charlotte; WHOD AM-FM; Miami; KTVU, San Francisco-Oakland; WHC-TV, Pittsburgh.

	(\$000) EST. EXPENDITURE
THEO. HAMM BREWING CO.	\$ 1,120
Hamm's beer	1,120
BEECHNUT-LIFESAVERS CORP.	1,102
Beechnut Baby Foods	16
Life Savers	25
Pine Bros. Cough Drops	78
Tetley Tea	983
NATIONAL BREWING CO.	1,088
Altes Golden lager	3
Colt 45 malt liquor	821
National Bohemian beer	199
National Premium beer	65
STROH BREWING CO.	1,059
Goebel's beer	50
Stroh's beer	100
Stroh's Bohemian beer	909
KELLOGG CO.	1,033
Cereals	1,033
INTERNATIONAL NICKEL CO.	991
Nickel products	991
AMERICAN EXPRESS CO.	970
Credit cards	306
Travelers cheques	664
DUNCAN FOODS CO.	866
Admiration coffee	212
Butternut coffee	654
SEABOARD FINANCE CO.	853
Loans & financing	853
EASTERN AIR LINES	850
Air travel	850
GENERAL MILLS	836
Betty Crocker mixes	126
Bisquick	331
Cereals	238
Gold Medal flour	58
La Pina flour	3
Morton foods	69
Pancake mix	11
MIDAS INC.	828
Midas mufflers	828
NATIONAL BISCUIT CO.	808
Cream of Wheat	361
Millbrook bread	111
Nabisco Flings	15
Nabisco wafers	151
Saltines	50
Shreddies	5
Shredded Wheat	1
Vanilla wafers	114
PUREX CORP.	801
Campana-Cuticura products	324
Dutch Cleanser	2
Fels	468
Purex Liquid	7
GREAT ATLANTIC & PACIFIC TEA CO.	777
A&P stores	777
QUAKER STATE OIL REFINING CORP.	747
Quaker State oil & lubricants	747
NESTLE CO.	738
DeCaf	377
Gerber Cheese Div.	87
Keen	179
Nescafe	23
Nestea	72
GENERAL ELECTRIC CO.	692
Flash bulbs	9
GE appliances	27
Hot Point Div. appliances	22
Lamps	334
Institutional	300
MCCORMICK & CO.	688
McCormick Mayonnaise	8
McCormick tea & spices	640
Schilling coffee	40
STANDARD OIL CO. OF CALIFORNIA	680
Chevron gasoline & RPM lubricants	680
CORN PRODUCTS CO.	610
Cacklebirds frozen chickens	25
Hellmann's mayonnaise & dressing	200
Knorr soups	92
Mazola oil	126
Nucoa margarine	111
Nusoft fabric softener	3
Old Manse syrup	31

Pourable dressing	\$ 17
Skippy peanut butter	5
SYLVANIA ELECTRIC PRODUCTS	604
Flash bulbs	303
Light bulbs	246
Institutional	55
HILLS BROS. COFFEE	602
Hills Bros. coffee	602
BLUE CROSS/BLUE SHIELD	599
Hospital & medical insurance	599
SOCONY-MOBIL OIL CO.	596
Gasoline, oil & lubricants	596
WATER SPECIALTIES CO.	581
Miracle White soap & detergent	581
SSS COMPANY	577
SSS Tonic	577
PET MILK CO.	576
BC Breakfast Cocktail	83
Evaporated milk	116
Muselman apple products	320
Non-fat dry milk	5
Laura Scudder potato chips & snacks	47
Whitman candy	5
SHULTON, INC.	572
Cosmetics & toiletries	572
NATIONAL AIRLINES	570
Air travel	570
TIDEWATER OIL CO.	570
Flying A gasoline & oil	570
SUN OIL CO.	564
Sunoco gasoline & oil	564
CONTINENTAL BAKING CO.	560
Bond bread	3
County Fair bread	48
Daffodil bread	21
Hostess cakes	11
Morton frozen foods	66
Profile bread	67
Rite-Diet bread	1
Wonder bread	343
CALO PET FOOD CO.	519
Calo pet food	519
CARBONATED BEVERAGE CAN MFRS.	518
Cans for beverages promotion	518
ARMOUR & CO.	517
Agricultural products	225
Dial soap	120
Meats	172
PUBLIC FINANCE CO.	516
Loans & financing	516
B. F. GOODRICH CO.	513
Tires & tubes	513
REVLON INC.	512
Natural Wonder cosmetics	512
RICHFIELD OIL CORP.	506
Heating fuel	22
Richfield gasoline & Richlube oil	484
MARS CANDIES	499
Mars candy	499
OLYMPIA BREWING CO.	496
Olympia beer	496
M.J.B. COMPANY	495
M.J.B. coffee	495
SALADA FOODS	482
Salada tea	451
Junket	31
BRISTOL-MYERS CO.	480
Ban	6

SOURCE: Radio Advertising Bureau
All figures shown are gross before deduction of any discounts or agency commission. This makes them comparable to data for other media including network radio, spot TV and network TV.

Brand expenditures are, in most cases, based on breakouts as reported. In the few instances where exact figures were not available due to product scheduling on a rotating basis, RAB has projected estimates of brand expenditures.

Educational and religious broadcasters are not included in this spot radio listing. The five leaders in this category are: Goodnews Broadcasting Assn., \$1,600,000; The World Tomorrow, \$1,057,000; Radio Bible Class, \$750,000; Billy Graham Evangelistic Assn., \$412,000; Gospel Broadcasting Assn., \$400,000.

Bromo Quinine	\$ 14
Bufferin	339
Clinicin	9
Luzier Div.	5
Mum	53
Score	48
Vitamins	6
PETER HAND BREWING CO.	476
Meisterbrau beer	476
CALIFORNIA PACKING CO.	474
Del Monte catsup	59
Del Monte foods	126
Del Monte juices	117
Del Monte soft drinks	71
Del Monte tomato sauce	101

Agency appointments . . .

■ Northern Laboratories, Manitowoc, Wis., names Sander Rodkin Advertising, Chicago, to handle national advertising for Charm and Capri lines of toiletries. Spot radio will be used.

■ Ronson Corp., Woodbridge, N. J., names McCann-Erickson, New York, as agency for flame products including table lighters effective July 15. Account bills about \$2 million and has been handled by Smith & Dorian, New York.

■ The Edward W. Brooke for United States Senator Committee (Mass.) has appointed Hoag & Provandie Inc., Boston, to handle its radio and television.

■ Scannon Ltd., new subsidiary of The Mennen Co., Morristown, N. J., has assigned Warwick & Legler, New York, to handle Kanen men's fragrance and toiletry line.

■ Knoll Associates (subsidiary of Art Metal Inc.), New York, has named Chirurg & Cairns, New York, for trade and consumer national advertising of furniture and textiles.

Rep appointments . . .

■ WGR-TV Buffalo, N. Y.: The Katz Agency, New York.

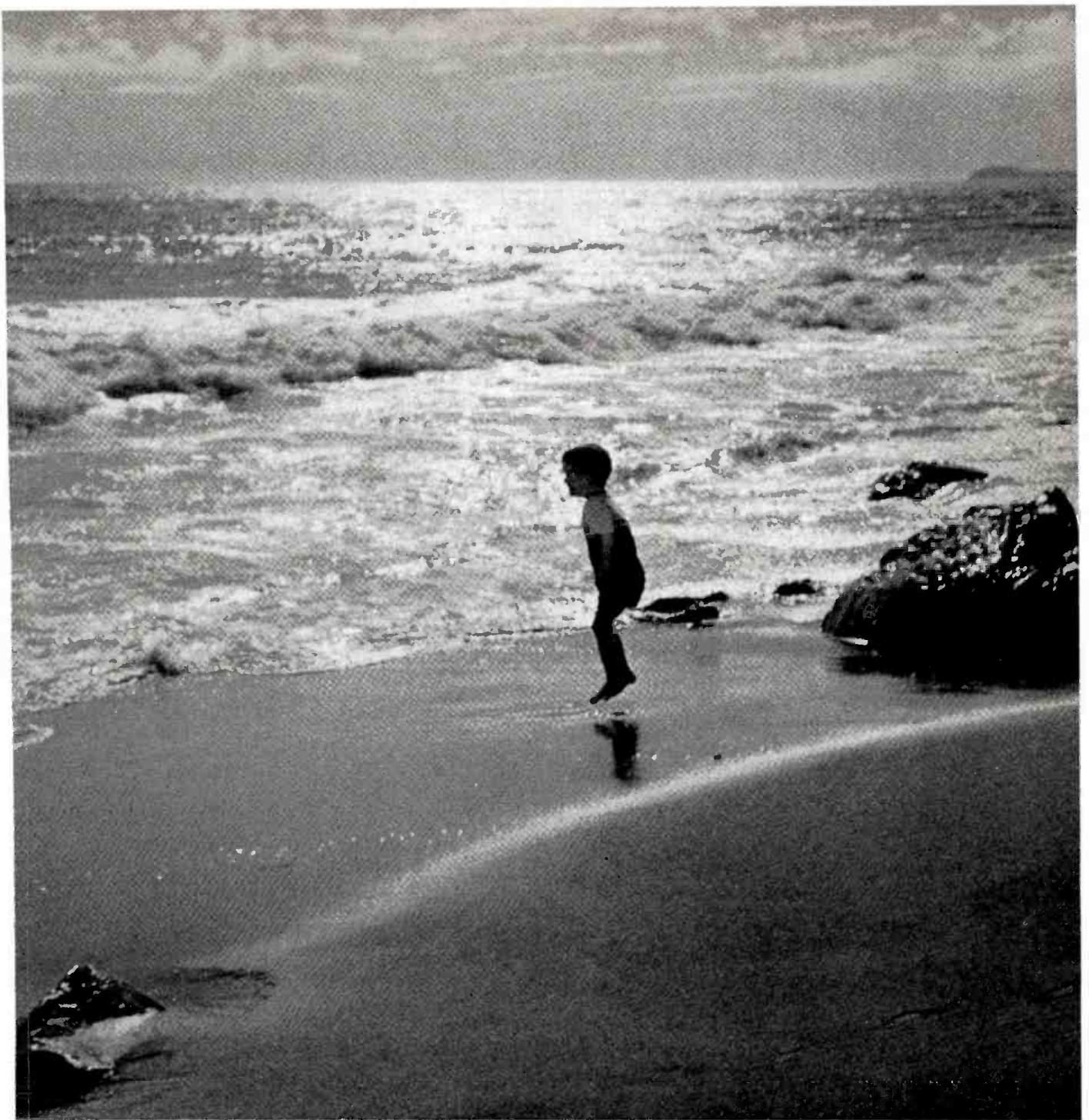
■ KLBK-TV Lubbock, KPAR-TV Abilene-Sweetwater and KWAB-TV Big Spring, all Texas: National Television Sales, N. Y.

■ WDEA Ellsworth, Me.: William A. Queen Inc., Boston.

■ WLOB Portland and WCOU Lewiston, both Maine: Bill Creed Associates Inc., Boston.

Domino sugar to leave Bates

American Sugar Co., New York, is breaking off its 18-year relationship with Ted Bates & Co., New York, and will reassign an estimated \$2 million Domino account to a new agency. The account bills close to 70% in broadcasting. Until a new appointment is announced, Bates will continue handling the advertising.



Have You Noticed How Summer the West Sounds Today

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

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

KRLA/Los Angeles' listened-to radio station.
Sold Nationally by H-R Representatives, Inc.

Object of SRA's affection: Bahr, Millar

BLANC SERIOUS ABOUT FUNNY MATTERS AT LUNCHEON

Warren Bahr of Young & Rubicam and William H. Millar Jr. of Geyer, Morey, Ballard, both of New York, were presented the Station Representatives Association's top advertising awards at its ninth annual awards luncheon in New York last week.

Francine Goldfine of Arthur Meyerhoff Associates, Chicago, had earlier been named to receive SRA's Chicago Timebuyer of the Year Award.

Mr. Bahr, senior vice president of Y&R, received the Gold Key Award for leadership in advertising. The award is presented annually to an agency executive who formerly was a timebuyer. Mr. Bahr met that qualification starting in 1954, three years after he joined Y&R. He rose through the media department to become vice



Miss Goldfine

president in 1960 and senior vice president in 1964.

Mr. Millar received SRA's Silver Nail Timebuyer of the Year Award, created by SRA in 1958 to honor veteran buyer Frank Silvernail upon his retirement from BBDO. Mr. Millar started with N. W. Ayer & Son in New York in 1949, serving as a media buyer for four of his nine years there. He then was with Lambert & Feasley for about five years on the Phillips 66 account, moved to J. Walter Thompson Co. for a year and joined GMB in 1963.

Humor That Flops ■ The May 16 awards luncheon, heard Mel Blanc, the voice of countless commercials, movies and programs, who now heads his own commercial production company, warn against "humorous" commercials that aren't.

There is more humorous advertising now than ever before, he said, but

there is also more bad humor.

"It is appalling to me to find that most radio advertisers use print and television concepts," Mr. Blanc asserted. "Humorous radio is at its best when it can create situations and atmospheres which are impossible with any other medium. In radio advertising, you don't want people talking about an event, you want to hear the events themselves, and especially when humor is used.

"If the advertising concept is strong, and the humor produced and written with taste, it will work and create impact for any kind of a product or service."

He cited his company's work for Bachman-Jack's, a moderate-sized maker of snack items, as evidence that creative commercials can create business for radio as well as its clients.

"The campaign called for four commercials and the radio budget allowed for time was \$100,000," he said. "By the time we were through with the first series of commercials it had grown to eight and Bachman-Jack's was spending \$400,000 to put them on the air."

Among other commercials he played for the luncheon audience was one for Hebrew National meat products in a campaign that lifted sales 28% "within 13 weeks of our first spot hitting the air."

Lloyd Griffin of Peters, Griffin, Woodward, president of SRA, presided at the luncheon. The awards were presented by Edward P. Shurick of H-R Television, who with Robert E. Eastman of the Eastman company was co-chairman of the 1966 awards committee.

Business briefly . . .

Olympia Brewing Co., Olympia, Wash., through Botsford, Constantine & McCarty, Seattle, will sponsor *Weekend West* on ABC Radio's western network. The summer campaign consists of half

sponsorship of all Saturday programs in the series of five-minute feature actualities through Aug. 20.

White House Foods Inc., Los Angeles, through Eisaman, Johns & Laws, Los Angeles, has started a concentrated California radio promotion for its Lady's Choice pickles and preserves. The campaign includes slightly more than 100 spots on nine stations in four markets: Los Angeles, Sacramento, San Diego and San Francisco. The spots will be aired in flights of from three to 30.

Helms Bakeries, Los Angeles, through Sachs, Finley & Kaye, Beverly Hills, Calif., began the biggest concentrated broadcast campaign in its history last week to promote seven of the bakery products it markets house-to-house. An average 50 spots per week will be shown for four weeks on five TV stations in four California markets: Bakersfield, Fresno, Los Angeles and San Diego. In addition, 125 to 150 radio spots will run weekly on five Los Angeles stations.

Eastern Air Lines, through Young & Rubicam, both New York, will sponsor ABC-TV's presentation of Samuel Goldwyn's film "Hans Christian Andersen." The Danny Kaye film will run Friday, Nov. 4 (7:30-10 p.m. EST) as the prime means of launching Eastern's winter resort selling season.

The Gillette Co., Boston, through Clyne Maxon, New York, will run a new TV campaign this spring and summer for its Lady Gillette Shaving Care Tote Bag. Spots will be on ABC-TV's *American Bandstand*, *Where the Action Is* and other programs for the under-24 age group.

American Tobacco Co.'s cigar division, through Gardner Advertising, both New York, has placed its largest-selling 10-cent cigar, Roi-Tan, in national network advertising for the first time. Roi-Tan will run spots in CBS-TV's *Jackie Gleason, Thursday Night Movie*, and *What's My Line* through June. The network campaign will be supported by spots in major markets.

Top Value Enterprises Inc. (Top Value stamps), Dayton, Ohio, will sponsor a color special, *Clown Alley*, featuring Red Skelton, on CBS-TV on Nov. 9 (10-11 p.m. EST), Agency: Campbell-Mithun, Minneapolis.

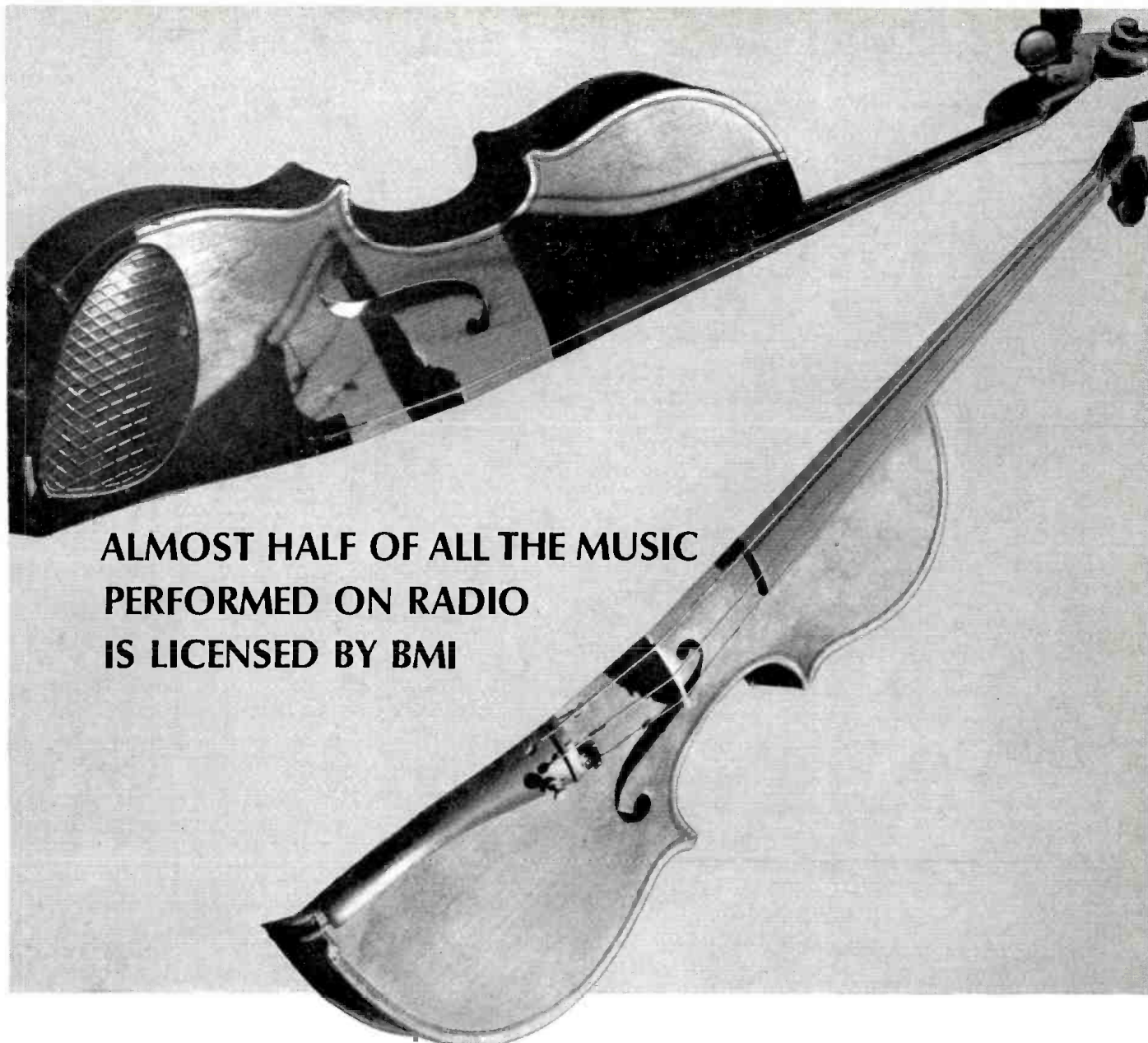
Quaker State Oil Refining Corp., Oil City, Pa., in its first buy on NBC Radio since 1957, has bought into the network's *News on the Hour* for 24 weeks. Agency: Kenyon & Eckhardt, New York.

National Dairy Products Corp. (Kraft marshmallows), Chicago, has bought



At the New York awards luncheon (l to r): SRA Managing Director

Hastings Baker, Messrs. Shurick, Millar, Blanc, Bahr and Griffin.



**ALMOST HALF OF ALL THE MUSIC
PERFORMED ON RADIO
IS LICENSED BY BMI**

THIS PROUD RECORD OF ACHIEVEMENT

is a tribute to the ability of the writers and publishers affiliated with BMI to create the music the American public prefers.

In a little over a quarter-century BMI has developed an organization through which more than 10,000 writers and 7,000 publishers have chosen to license their music for public performance. And their number is increased every day.

As a result of the opportunity that BMI has continued to provide during the years since its birth there has been a continuing process of diversification, growth and democratization in American music. New talents have found an audience. New music has been able to gain a hearing. New vitality has been brought to traditional forms of music.

The result is today's many worlds of music to which both music users and the public have unlimited access, and from which they both draw in a manner without precedent in the history of American music.



BROADCAST MUSIC, INC.

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

spots in NBC Radio's *Emphasis* and *Monitor*. Agency: Foote, Cone & Belding, Chicago.

Fotochrome Inc., Long Island City, N. Y., in a regional campaign for its no-negative color camera has started saturation buying of 100 one-minute spots on four New York stations: WABC, WHN, WINS and WNEW. Advertising will also extend to TV spots. Market-by-market plans will be switched to a national level when camera stocks are filled. Agency is Norman J. J. Berger Associates Inc., New York.

Commercials in production . . .

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

Filmfair, 10920 Ventura Boulevard, Studio City, Calif. 91604.

California Packing Corp., San Francisco (Del Monte canned fruits, juices and vegetables); three 60's for TV, live on film, color. Bob Gips, director. Agency: McCann-Erickson, San Francisco.

S. C. Johnson & Son Inc., Racine, Wis. (Bravo floor wax); one 60, one 30, one 20 for TV, live on film. Tommy Thomas, director. Agency: Foote, Cone & Belding, Chicago. John Rundall, agency producer.

Northwestern Mutual Insurance Co., Seattle (insurance); five 60's for TV, live and animation on film. Irv Anderson and Baldwin Baker, directors. Agency: McCann-Erickson, Seattle. Jerry Hoeck, agency producer.

Van Camp Seafood Co., Long Beach, Calif. (frozen seafood); three 60's for TV, live on film, color. Bob Gips, director. Agency: Young & Rubicam, Los Angeles. Norm Tobak, agency producer.

Sunkist Growers Inc., Los Angeles (oranges); one 60 for TV, live on film, color. Bob Gips, director. Agency: Foote, Cone & Belding, Los Angeles. Jim Weir, agency producer.

Continental Oil Co., Houston (Conoco gas and services); 14 60's for TV, live and animation on film, color. Bob Gips and Hawley Lawrence, directors. Agency: Clinton E. Frank, Chicago. Don Wallace, agency producer.

Pepper Sound Studios Inc., 51 South Florence, Memphis 38104.

Sears, Roebuck & Co., Chicago (department store); one 60 for radio, jingle. Hub Atwood, production manager. Placed direct.

Safeway Stores, Tulsa, Okla. (food); one 60 for radio, jingle. Hub Atwood, production manager. Placed direct.

Sealy Mattresses, Memphis (mattresses); one 60 for radio, jingle. Bud Smalley, production manager. Placed direct.

Gerald Schnitzer Productions, 6063 Sunset Boulevard, Hollywood 90028.

Eastman Kodak, Rochester, N. Y. (cameras); one 60 for TV, live on film, color. Gerald Schnitzer, production manager. Agency: J. Walter Thompson, New York. Art Kling, agency producer.

Procter & Gamble, Cincinnati (Crest toothpaste); three 60's for TV, live on film, color. Gerald Schnitzer, production manager. Agency: Benton & Bowles, New York. Gen Bassin, agency producer.

Frequency makes ads in color economical

Grey Advertising Inc., in a status report on color television last week, urged its clients to begin producing commercials in tint and using them on network color programs and in selected spot TV campaigns.

The report observed that the decision to use color or black and white by a specific advertiser centers on media, marketing and creative considerations. But it added that, in general, color is a reasonable investment for advertisers because of the rapid growth of set circulation; the concentration of color receiver ownership in the larger markets and the negligible or nonexistent premium costs.

When commercial costs are amortized over a 10-times use basis, there is no premium in using color, according to Grey. The agency gave as an example: The cost-per-thousand of a color commercial on a nighttime program would be \$5.04 on a one-time basis (compared to \$4.94 for black-and-white) and on a 10-time basis, the cost would be \$3.85 for color, actually less than for black-and-white which would amount to \$3.96.

Grey estimated that the actual increase in the production costs of a program in color versus black-and-white runs approximately 10-12% higher. Advertisers using sponsored programs have in the past split the cost of color with the network and the packager.

"It is the general feeling that total color costs will be passed on to the advertisers in the fall of 1966," the report stated. "What will probably happen is that the networks will attempt to get as much as they can from the advertisers. In some cases they will get the entire color cost and in some cases they will not, depending on the demand for the particular program.

"Since color costs have not been paid entirely by the advertiser in the past, the networks apparently have taken steps to make up for the additional costs of color. All three networks have increased their daytime rates to get back color costs. The average increase is approximately 16%, which means an additional \$30-\$35 million per year in daytime revenue."

Also in advertising . . .

Agency buys TV time ■ Golub and Levine Advertising, Albany, N. Y., sponsored on May 8, 6:30-7:30 p.m., a color special starring the Chad Mitchell Trio on WRGB(TV) Schenectady, N. Y. The program, produced by the station, carried 10 minutes and 20 seconds of

commercials promoting G&L and advertising in general.

New name ■ Smith, Henderson & Berey Inc., New York, has changed to Henderson & Roll Inc. The name change was brought about by the entry into the agency of I. C. (Win) Roll as president. Mr. Roll joined the agency in January after 12 years with Fuller & Smith & Ross.

Timex buys 11 NBC-TV specials

The largest single sponsorship purchase of special programs ever placed with NBC-TV was announced last week by Don Durgin, NBC-TV president, when he disclosed Timex watches (U. S. Time Corp.) has bought 11 color specials, totaling 10½ hours of prime time. Timex revealed that the cost of the package is in excess of \$5 million.

Timex, through Warwick & Legler, both New York, is bolstering its fall and spring 1966-67 product line with the TV thrust and associated print advertising from September 1966 through May 1967.

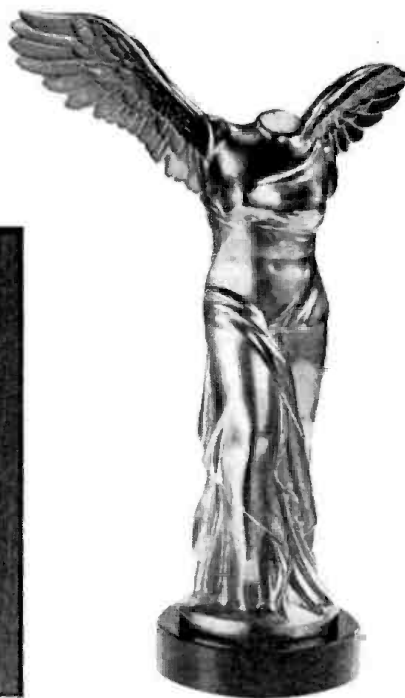
Highlighted in the Timex TV package are four Danny Thomas specials, including an encore presentation of this past season's *Road to Lebanon*.

In addition to a half-hour variety special to be presented in early 1967, the package includes *Class of '67* (a variety special with George Hamilton exploring what's happening with today's collegians); *Shipstads and Johnson Ice Follies* (highlights of the annual ice follies, with Don Adams); *It's a Dog's World* (first in a series of specials on the world of nature); *Mr. Magoo's Christmas Carol*; Ringling Bros. and Barnum & Bailey Circus, and *The Best on Record* (winners of the industry's Grammy awards).

Philip Morris moves two from B&B

Philip Morris Inc. has announced that because of anticipated product conflicts, the advertising account of its American Safety Razor and Burma-Vita Division, which bills about \$3 million, will be reassigned from Benton & Bowles, New York. The new agency has not been selected.

The company also said that the Benson & Hedges cigarette account, which bills about \$1 million and is primarily in the print media, has been moved out of B & B and assigned to Wells, Rich, Greene, New York.



"... a well-organized, lucid documentary. It makes no concessions to technique in its search for meaningful content. It presents controversy in context, without apology or self-consciousness. It doesn't over-exploit the drama of extreme retardation nor does it understate the potential for adjustment of the less severely retarded."

"... for providing a program that will remain current and can be used the world over to bring hope to parents and guide citizens to effective action. For making a permanent contribution to a better understanding of the problem of mental retardation, and for creating a program that will have tremendous impact in this field." The 17th Annual Albert Lasker Medical Journalism Television Award was presented to WABC-TV.

"A poignant study of a major human problem—retarded children and their care—this documentary was a prime example of television's all too infrequent forays into the positions of less than popular appeal. In recognition of a first-rate production the New York Deadline Club Television Award jury cited WABC-TV for Honorable Mention."

Who Will Tie My Shoe?

Who Will Tie My Shoe? is one of a steadily increasing number of special programs being produced by the WABC-TV Department of News and Public Affairs. Prints of this program may be obtained from WABC-TV by television stations interested in presenting it in cooperation with their local chapter of the National Association for Retarded Children, Inc.

WABC-TV New York

 ABC Owned Television Station. 

CATV bill nears House action

Commerce committee expected to report bill
that will support authority sought by
FCC to regulate cable television companies

Legislation empowering the FCC to regulate community antenna television may be forthcoming this week, and it is believed the bill to be reported out by the House Commerce Committee will in great part support the authority sought by the commission.

This seems to sum up the status of CATV legislation before Representative Harley O. Staggers (D-W. Va.) and his committee. The group met twice last week in executive sessions on the CATV bills. Another meeting is scheduled for Tuesday (May 24).

The prediction that a bill may be reported out this week was made by Chairman Staggers following the committee's meeting last Wednesday.

Mr. Staggers said that although some amendments might be made to the "administration" bill (HR-13286, which he introduced at the FCC's request), the committee was moving ahead in its consideration.

"We are proceeding in an orderly fashion," the West Virginian said, "in

good spirit. There is opposition, but no bitterness. Things are going along very well."

From other sources it was learned that the only opposition to authorizing the FCC to exercise jurisdiction over CATV came from Representatives Walter Rogers (D-Tex.) and J. Arthur Younger (R-Calif.). Mr. Rogers, who is chairman of the committee's Subcommittee on Communications, is the author of HR-12914, which would prohibit the FCC from regulating CATV.

Mr. Rogers contends that the FCC has no power to regulate reception of TV signals and should be barred from asserting this authority by congressional fiat. CATV, he maintains, "is an intrastate business not under federal regulatory jurisdiction."

In addition to the FCC and Rogers bills, the committee also has under consideration three others: HR-14201, proposed by the National Community Television Association and introduced by Representative James A. Mackay (D-

Ga.); HR-14454, submitted by Representative John D. Dingell (D-Mich.), which would give the FCC greater power than it asks by requiring CATV systems to secure licenses from the commission, and HR-7715, the original CATV bill introduced in the first session of the 89th Congress by former Representative Oren Harris (D-Ark.), now a federal judge.

Chart Gazing ■ During the meetings last week committee members faced a large chart showing salient provisions of all the bills and the positions of the various parties who testified during the hearings last March and April—the FCC, NCTA, National Association of Broadcasters, the Association of Maximum Service Telecasters and others.

Although the committee did not get beyond the early sections of the bill, principally the definitions of CATV, it is understood that several suggestions were made on more substantive matters:

■ One would revise the FCC's protection area for TV stations from grade B contours to a mileage factor. The NCTA's proposal suggests 30 miles from the main post office of a community, but there were hints that the mileage suggestion in the committee's executive sessions was greater than that.

■ Another would impose a time element on the legislation, requiring the FCC to report back to the Congress after a number of years (three to five was the reported proposal) to permit Congress to reconsider the legislation in the light of experience.

The question of FCC authority to regulate CATV is one of three prime elements in the various bills under consideration by the committee, and the majority view apparently is that the commission should be given this authority.

The other two key elements in the FCC proposals involve federal-state relationships in CATV and originations.

The FCC-supported bill would permit states and municipalities to grant CATV franchises, fix rates, and determine how much service must be performed by the cable companies. The FCC would not grant licenses or look at rates. The same bill would ban all program orig-

CBS gives a hand to St. Louis ETV

The kickoff luncheon for the 1966 fund raising campaign of KETC (TV) St. Louis, noncommercial station, made some fancy yardage last week when CBS opened the drive with a \$50,000 gift.

Dr. Frank Stanton, CBS president, in a letter accompanying the check, said: "CBS regards St. Louis as an important focal point in the development of a vigorous and broad educational television service in the United States. In making earlier contributions in material, technical and moral support, we have sought to reaffirm CBS's belief that educational television constitutes one of the great opportunities of our time for enriching the intellectual and cultural experiences of all Americans."

Presenting the \$50,000 check to Richard A. Young (left), chairman,



St. Louis Educational Television Commission, are Gene Wilkey (right), vice president and general manager of KMOX-TV, and Robert Hyland, CBS Radio vice president and general manager of KMOX.

inations by CATV operators except such services as time, weather, news which the FCC would be empowered to permit.

No Copyright ■ The committee has not discussed the copyright proposals that were relayed to it three weeks ago by Representative Robert W. Kastenmeier (D-Wis.) and his House Judiciary Subcommittee (BROADCASTING, May 16, 9). Mr. Staggers said that he expected this element would be discussed this week.

If the House unit should report out a bill this week, it is problematical whether the House itself would get around to voting on it for several weeks. If the bill passes the House the whole matter would have to be submitted to the Senate.

There, the CATV issue would come before Senator John O. Pastore, chairman of the Subcommittee on Communications of the Senate Commerce Committee.

Senator Pastore has said that he would not inaugurate hearings on CATV legislation until after the House has acted.

Stations plan use of IRTS ETV kit

The International Radio and Television Society's project to assist educational TV stations in promoting their facilities and encouraging community financial support is gaining widespread acceptance from the outlets and the local printed media.

More than 20 stations already have written to request mats and other materials and six newspapers have begun to use suggested advertising material created by the ETV committee of the IRTS. A spokesman noted that many of the stations have indicated they would start their campaigns in the fall to coincide with their annual drives for funds.

Last month a kit created by the ETV committee under John P. Cunningham, chairman of the executive committee of Cunningham & Walsh, was sent to approximately 115 educational stations. The kit consisted of advertisements for use in local newspapers as well as suggested on-the-air copy intended to call attention to educational television station programing and to urge financial support of these outlets.

The mats will be distributed upon request to stations by the Educational TV Stations Division of the National Association of Educational Broadcasters in Washington.

NCTA backs FCC on tariffs

**Says antitrust laws must
be weighed if AT&T
plea is considered**

The National Community Television Association, which normally opposes FCC regulatory incursions into community antenna television, is supporting the commission's latest move in that area—its assertion of jurisdiction over tariffs covering intrastate common-carrier service to CATV's.

NCTA says it fears that telephone companies could, operating under state-approved tariffs, engage in anticompetitive practices. It wants tariffs filed with the commission so that the federal government can examine them for "antitrust and related public policy questions."

NCTA expressed its views to the commission in comments filed in opposition to AT&T's petition requesting reconsideration of the commission order requiring telephone companies to file their intrastate tariffs for the service with the FCC (BROADCASTING, May 9).

The FCC says that, because of the interstate nature of the broadcast signals involved, the tariffs must be filed in Washington, even if the service does not cross state lines. AT&T, in asking for reconsideration, called FCC reasoning "novel" and unprecedented.

NCTA, while continuing to challenge the commission's authority over CATV's, supported the position that CATV's are engaged in interstate commerce. And, if that view is correct, NCTA added, the facilities furnished by common carriers are in interstate commerce.

Net Catches All ■ NCTA said AT&T seems to propose that the commerce being transported can be "segmented" in order "to catch in the net of federal regulation the CATV operators and, at the same time, allow AT&T to escape."

NCTA urged the commission to go farther than it has gone. It wants the commission to institute a rulemaking proceeding to determine whether the service that telephone companies offer CATV's are a common-carrier service or "a mere subterfuge" to engage directly in CATV service, "as several telephone companies are doing now through subsidiaries."

If the service is determined to be a

common-carrier offering, NCTA said, the commission should lay down policies to prevent the undue acquisition of ownership of the capital investment of CATV systems by telephone companies and to prevent practices that could lead to monopoly control by the telephone companies.

NCTA also asked the commission to order the telephone companies to stop providing CATV tariff service until appropriate tariffs have been approved.

The association said the Bell System may be attempting to convert CATV's into a common-carrier activity in order to circumvent the antitrust laws and a consent decree, entered in a federal court in 1956, forbidding Bell to engage in business other than the furnishing of common-carrier service.

Tariff Provisions ■ NCTA said Bell tariffs being filed provide for telephone company ownership of a majority of the physical plant of the CATV system—up to 80% in cases of large systems using "many miles of cable."

If AT&T is permitted to take over all that its tariffs propose to take over, NCTA said, "then it is proposing to render service only to itself and not to a CATV establishment, because there may well then be no independent CATV industry left in being."

NCTA also expressed concern over the possibility that telephone companies operating under state tariffs might require CATV's to take tariff service and deny them the option they now have of merely renting space on poles for their cables. Most CATV's prefer to rent pole space, at an average of \$2.50 per pole per year to taking the services provided under the tariffs, according to NCTA sources.

AT&T and General Telephone and Electronics Corp. have instructed their subsidiaries to offer CATV's their choice, NCTA said. But "other telephone companies," it added, "have not been so prudent and are trespassing dangerously upon antitrust violation grounds."

State Jurisdiction Limited ■ NCTA said that when the consent decree issue or antitrust implications of proposed tariffs are raised before state regulatory groups, they "usually decide that their sole jurisdiction is to determine whether the tariff offered by telephone companies is reasonable or whether it will, in effect, constitute a charge upon telephone users."

The association said that the FCC must examine the tariffs to consider the application of the antitrust laws and that CATV operators and the public should be allowed to raise questions about "the pertinency of the antitrust laws."

Mediastat plans new TV ratings

A new television rating service, geared for fast reporting and limited to early fall-season and mid-season audience measurements, was announced last week by Media Statistics Inc., Silver Spring, Md.

The Mediastat TV audience measurement will cover about 30 of the nation's top markets and will be based on a single week's diary measurement covering the end of September, just after the new schedules begin, and mid-January, when mid-season changes are made.

James W. Seiler, president of Media Statistics Inc., said that the metro TV reports will be printed 10 days after the measured week. The diaries will cover an entire weekly schedule by quarter hours. Each report will contain the viewing reports of approximately 300 families.

In addition to the printed report, a confidential supplement will be delivered a few days later to clients only reporting on the likes and dislikes of viewers to the new evening programs and their intentions to view or not view these programs again.

The charge for the reports will be \$1,500 for each survey or \$2,750 for both. At least two station clients per market will be required before that market is included in the list of markets to be surveyed.

Media Statistics issues radio audience surveys covering 32 markets. Mr. Seiler is the former president and founder of American Research Bureau.

Storer seeks grant without hearing

Storer Broadcasting Co. has asked the FCC to grant without a hearing its application to purchase WIHS-TV Boston.

Under an interim commission policy aimed at blocking the spread of multiple owners into the top markets, a hearing is required where a sale would result in a broadcaster owning more than three TV stations, no more than two of them VHF's, in the top-50 markets.

Under the policy Storer already owns its limit in the top-50 markets. Storer owns VHF stations WJBK-TV Detroit; WSPD-TV Toledo, Ohio; WJW-TV Cleveland; WAGA-TV Atlanta and WITI-TV Milwaukee. Storer also has a

permit for channel 23 in Miami that it has held since 1954.

The policy, however, provides exceptions to the hearing requirement when applicants make a "compelling affirmative showing" that the sale would be in the public interest.

Storer said that a grant of its application would permit the development of independent UHF television in the Boston market. The only hope of making WIHS-TV an effective competitor in a market with three well-established VHF's is to place its ownership in the hands of an experienced group owner, Storer argued. The commission recognized the problems facing independents in the top markets when it approved the sale of KCTO-TV (now KWGN-TV) Denver to WGN Continental Broadcasting Co., Storer stated.

The KWGN-TV grant was the first un-



Full turnout at Lincoln

The first annual Television Audience Measurement Seminar last week at Lincoln, Neb., drew 55 representatives from all branches of broadcasting and advertising.

The five days of morning and afternoon sessions at the University of Nebraska featured lectures on all phases of research and ratings by 15 specialists in the field.

Among those attending were (standing, l to r) A. James Ebel, general manager, KOLN-TV/KGIN-TV Lincoln; Arthur Schatzow, FCC's chief of research and education, Washington; (seated) Ginny Grant, media planner, Tracy-Locke Co., Dallas, and Robert Gillan, media director, Bozelle and Jacobs, Omaha.

der the commission's interim policy (BROADCASTING, March 7). The second grant without a hearing, also in March, involved the sale of WUHF-TV Milwaukee to WKY Television Systems Inc. (BROADCASTING, March 28). The commission has yet to designate hearings under its interim policy, which was adopted almost a year ago (BROADCASTING, June 28, 1965).

Storer said that a grant of its application would permit significant improvement in the station's service to the public, which should not be delayed by an unnecessary hearing.

WIHS-TV is being sold by the Archdiocese of Boston, which owns 85.7% of the station, and Austin A. Harrison, who owns 14.3%. The archdiocese through the Boston Catholic Television Center used the station to transmit educational material to its schools, but now plans to meet its educational needs in the 2500 mc instructional fixed service recently established by the commission. Storer said that a grant of its application would allow the center to begin use of the new service without incurring further losses from the operation of the UHF.

New facet added to WCIU-TV case

Another layer of litigation has been added to the already complicated case involving the fight for control of WCIU-TV (ch. 26) Chicago. Jay J. G. Schatz, a major investor in the licensee corporation, has asked the FCC to deny the application for transfer of control of the station to John W. O'Connor and Howard Shapiro, two of its principal stockholders.

Mr. Schatz said a transfer of control to Messrs. O'Connor and Shapiro had already taken place without FCC approval and, he said, they lack the resources to make the station a financially viable operation. He also charged that the transfer application contained misrepresentations in its financial section.

Mr. Schatz's petition follows a suit brought in a Chicago federal court by WCIU-TV and Messrs. O'Connor and Shapiro in connection with broadcaster Gordon McLendon's efforts to acquire working control of the station. He says he has a valid contract to purchase 50,000 shares of new stock, or a one-third interest, for \$5 a share.

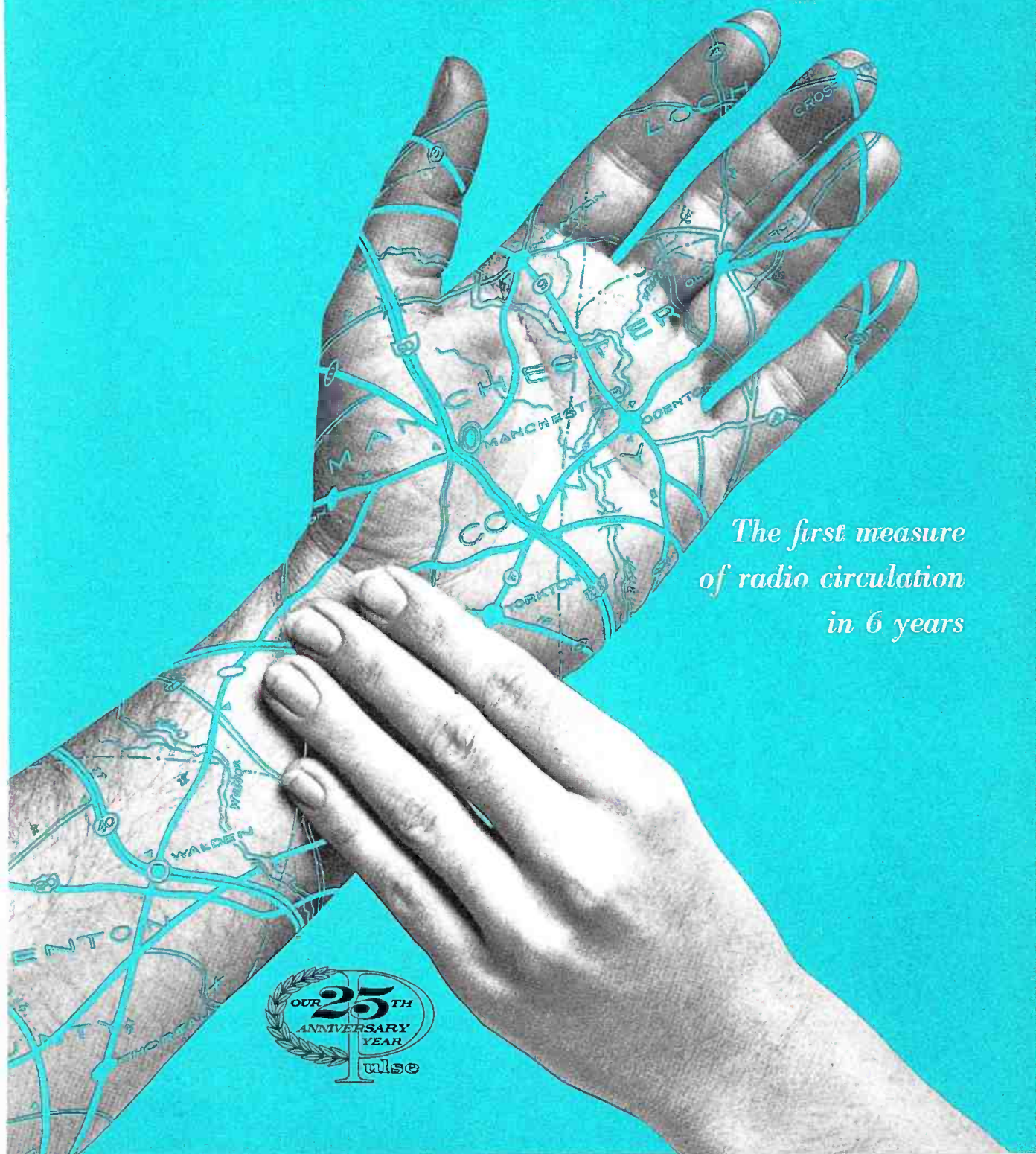
But the suit asks for a ruling that the contract is invalid, and asks the court to order Mr. McLendon to pay \$250,000 in damages for statements he made regarding the financial stability

circulationPulse

'67

A state-by-state, county-by-county study of
radio station coverage for the entire U. S.

In the field: January-March, 1967. For publication: Early Fall, 1967.



*The first measure
of radio circulation
in 6 years*



THIS STUDY is designed to yield estimates of the number of households and persons reached by each radio station in all of the counties in which it has a measurable estimate. These audience estimates are not the same as ratings. Ratings are estimates of audience size generally in terms of an average 1/2 hour. The coverage estimates in this study indicate the number of households or persons using a radio to tune in, listen to, or hear the station at any time during the period under study and without regard to the duration or extent of the listening.

In this sense, it yields the maximum number of households and persons which a radio station reaches

1. DATE OF COVERAGE STUDY

January-March, 1967. (Interviewing may be extended to complete field work.)

2. AREA

Continental U.S.—48 states.

3. METHOD

Personal interview, house to house (see reproduction of questionnaire). Interviews will be scheduled in each of 3,126 U.S. counties, accounting for each member of the family, with revisits to yield as many family members as possible. Ownership of (or telephone directory listing for) telephone will not be a factor. Willingness or capacity to keep a record or fill out a form will not be a factor.

In each county a minimum of 4 sampling points will be statistically selected with a target number of 50 households interviewed with all members of the household present interviewed and one revisit for absentee household members 4 years of age and over. In counties with over 500,000 population (latest SRDS estimates) a minimum of 8 sampling

points will be selected with a target number of 100 interviews. Interviewing will be scheduled for each county, but counties in which the number of completed interviews falls below 40 will be clustered with an adjacent county in order to achieve greater statistical stability.

4. BASIS FOR REPORTING STATIONS

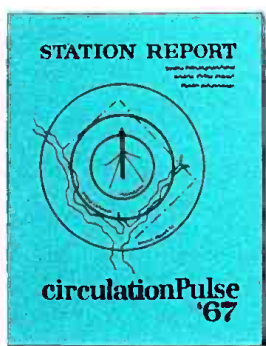
5% on homes basis for total week.

5. STATION SUBSCRIPTION

- (1) **Station** reports for subscribing stations and all other stations serving subscriber's metropolitan area or home-city (SRDS listing) included in #3 State/Station Report.
- (2) **State/County** reports for all counties in which subscribing stations have reportable audience estimates.
- (3) **State/Station** reports for all states in which subscribing station has reportable audience estimates.

6. ADVERTISING AGENCY SUBSCRIPTION

- (1) State/Station reports
- (2) State/County report



THE REPORTS

(1) Station Report:

Number of homes reached by the station in each county of each state, to be reported for daytime and nighttime on a daily and weekly basis and for total week.

Number of men (18 years of age and over) reached by the station per county, reported for total week.

Number of women (18 years of age and over) reached by the station per county, reported for total week.

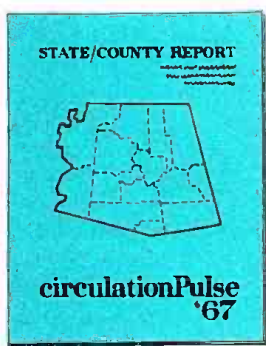
Number of teenagers (12-17 years of age) reached by the station per county, reported for total week.

Number of total persons (4 years of age and over) reached by the station per county, reported for total week.

STATION REPORT

WNNA MONTGOMERY, ALA.

	Radio Homes in Area	Weekly Circulation						Homes Reached			
		Homes Reached		Persons Reached				Weekly		Daily	
		(00)	%	Men	Women	Teens	Total	Day	Night	Day	Night
	(00)	(00)	%	(00)	(00)	(00)	(00)	(00)	(00)	(00)	(00)
<u>Alabama</u>											
Autauga	44	25	58	14	21	-	35	20	17	17	10
Bullock	22	17	76	10	16	-	28	15	14	9	5
Butler	49	16	32	14	14	-	30	12	9	8	6
Chilton	61	26	42	17	29	1	49	18	18	13	11
Coffee	2	30		14			36	16	11	13	4



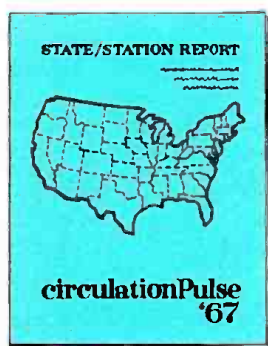
(2) State/County Report:

By states—a series of 48 reports. For each county (or county cluster) the number of homes and persons reached by individual stations. The data reported by homes and persons as in station reports.

STATE/COUNTY REPORT

ALABAMA

County	Station	Weekly Circulation						Homes Reached			
		Homes Reached		Persons Reached				Weekly		Daily	
		(00)	%	Men	Women	Teens	Total	Day	Night	Day	Night
		(00)	%	(00)	(00)	(00)	(00)	(00)	(00)	(00)	(00)
<u>Autauga</u>											
Radio Homes 4400	WBAD	9	21	7	8	-	15	9	x	7	x
	WKSA	20	46	7	13	9	32	14	13	10	8
	WMED	5	12	3	3	1	8	5	x	3	x
	WNGT-FM	2	5	2	2	-	4		2		2
	WNLA	14	32	2	7	12	26	10	9	7	3



(3) State/Station Report:

By states—for each station licensed to the state, the total number of homes and persons reached per county totaled for within the state and beyond the state. The data reported by homes and persons as in station reports.

(4) Other Reports:

On special order.

STATE/STATION REPORT

ALABAMA

	Radio Homes in Area	Weekly Circulation						Homes Reached			
		Homes Reached		Persons Reached		Teens	Total	Weekly		Daily	
		(00)	%	(00)	(00)			Day	Night	Day	Night
	(00)	(00)		(00)	(00)	(00)	(00)	(00)	(00)	(00)	(00)
WAAD											
Bibb, Ala.	28	4	15	3	4	-	7	4	2	1	1
Dallas, "	149	104	70	77	89	15	193	91	50	74	38
Hale, "	46	37	80	27	30	2	61	34	28	27	23
Perry, "	39	8	20	4	8	1	15	7	5	6	3
Total	262	153		111	131	18	276	136	85	108	65
WABE											
Greene, Ala.	30	19	64	9	12	17	44	14	19	12	17
Pickens, "	47	35	74	12	26	30	70	27	28	23	22
Sumter, "	37	19	52	8	10	17	40	12	14	8	12
Kemper, Miss.	21	6	30	1	3	6	12	6	6	4	6
Lauderdale, "	189	11	6	2	4	10	17	7	8	3	7
Noxubee, "	33	5	14	1	3	5	10	3	5	3	5
Total	357	95		33	58	85	193	69	80	53	69
WACX											
Butler, Ala.	49	37	76	21	34	2	65	30	26	21	19
Total	49	37		21	34	2	65	30	26	21	19
WADC-FM											

The Pulse, Inc.

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For further information, contact: George Sternberg, v.p., sales director

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In Chicago: Tribune Tower, 312 644-7141

In Los Angeles: 6404 Wilshire Boulevard, 213 OL 3-7733

of the station (BROADCASTING, March 28).

Mr. Schatz, who has a \$45,000 investment in the station, the largest by any single investor, is a long-time friend and associate of Mr. McLendon. He is a former broadcaster and one time Chicago night club owner who is now in the investment business.

Mr. Schatz said that an answer to the WCIU-TV suit would be filed soon alleging that Mr. McLendon had a valid contract to buy the station. Accordingly, he said, it would be "prudent" for the commission to delay a decision on the transfer application until the court case is decided.

Mr. Schatz said that even if the court decision favors Messrs. O'Connor and Shapiro their transfer application cannot be granted without a hearing on the "illegal transfer of control and the gross misrepresentations in the . . . application."

Mr. Schatz was one of a group of investors that had sought control of the station last June in return for \$500,000 in loans to bolster the station's shaky financial position. The board of directors voted to request dismissal of that application at the same meeting, in February, that it decided to turn down Mr. McLendon's offer to buy working control (BROADCASTING, Feb. 21).

Mr. Schatz cites the results of the meeting, at which Messrs. O'Connor and Shapiro were elected directors, as one indication of the control he says they are now exercising. Messrs. O'Connor and Shapiro now jointly own or control 44% of 97,428 shares outstanding, and propose to acquire positive control by purchase of 9,950 shares now owned by minority stockholders, who have placed their holdings in escrow.

NAB urges reversal in Corinthian case

The National Association of Broadcasters last week urged the U. S. Supreme Court to review a lower-court decision that upheld a National Labor Relations Board ruling holding that radio stations produce "products" advertised over the station's facilities and therefore lose the protection against secondary boycotts in labor disputes.

The NAB friend-of-the-court brief is in support of the petition for a writ of certiorari filed earlier by Corinthian Broadcasting Co. whose KXTV(TV) Sacramento, Calif., lost a complaint to the NLRB that two labor unions had engaged in an illegal boycott when they attempted to force merchants to discontinue advertising on the station. This position was upheld by the Ninth Circuit Court of Appeals earlier this year

(BROADCASTING, Feb. 28).

"The secondary boycott," the NAB said, "restrains and coerces broadcast stations through unfair economic pressure and seriously impairs their ability to pursue their legitimate business interests. Frequently, the economic injury suffered is far more lasting than the effects of a primary labor dispute. . . ."

Longer-license bill introduced

Rep. Nix's legislation
would double license
period for radio-TV

Broadcasters who have hoped for a change in the law to provide for a longer license period have legislation behind which they can rally.

Representative Robert N. C. Nix (D-Pa.) last week introduced a bill to double the life of the present three-year broadcast license, and prospects for hearing in this session appeared bright.

Identical bills were expected to be introduced early this week by Representatives Arnold Olsen (D-Mont.) and Paul J. Krebs (D-N. J.). All three congressmen are concerned with reducing the burden of paperwork carried by the government and the public. Representative Nix is chairman, and the other two are members, of the House Subcommittee on Census and Statistics, which is considering that problem.

The bill would specify six-year terms for licenses in both the broadcast and common-carrier services. Common carrier licenses now run five years.

Staggers' Assurances. Representative Olsen, who had been expected to introduce the bill first, has received assurances from Chairman Harley Staggers (D-W. Va.) of the House Commerce Committee that the panel will hold hearings. Representative Staggers gave the assurances in a letter last week.

Representative Olsen said he expected to learn "in a couple of weeks" when the hearings will be held.

Representative Olsen, in a letter to Representative Staggers, had said a longer license period would be an effective means of reducing the burden of paperwork carried by broadcasters and government.

The legislation is directly attributable to broadcasters. Representative Nix introduced his bill after conferring with broadcasters from his home town of Philadelphia. Representative Olsen said

he decided to sponsor his bill after talks with the president and vice president, respectively, of the Montana Broadcasters Association, William A. Merrick, KBMN Bozeman, and Shag Miller, KBOW Butte, both Montana.

Representative Olsen made his case for a longer-license period in a speech before the Montana Broadcasters Association in Billings two weeks ago. He said then that the license-renewal process was largely "ritualistic paperwork."

He noted that "only 20 people" at the FCC handle the 2,100 renewal applications filed annually. That leads to the conclusion, he said, "that many applications are in fact given short shrift."

He also pointed out that few licenses have been subjected to "severe" penalties—45 out of a total of the 6,300 who filed renewal applications between 1962 and 1965.

FCC's Position. The FCC, which in recent years has opposed legislation providing for longer license periods is in the process of changing its position, under prodding from the Budget Bureau. That department is putting pressure on all government agencies to reduce paperwork and save money.

Commissioner Kenneth A. Cox, in testimony before the Census and Statistics Subcommittee last month, said the commission expected to complete its review of the problem by June (BROADCASTING, May 2). However, he indicated the commission is considering supporting longer licenses for aural broadcasters, but not for television stations.

He said television is a newer service and needs closer scrutiny than is true of radio stations. He also said television stations, which generally have larger staffs than do radio stations, don't need the same relief.

But Representative Olsen, in his speech, said that the two services should be treated the same. Their problems are the same, "at least for the purpose making out renewal applications," he said.

And if TV broadcasters are not given relief now, he said "they might have to wait an awfully long time before any help is forthcoming in the future."

Consulting service formed

The establishment of the Ampli-Vision Corp., Los Angeles and New York, to perform management and consulting services in the community antenna television field was announced last week. Leslie Winik, president of the International Telemeter Corp., will be chairman; William C. Rubinstein, president and George Brownstein and Patrick R. J. Court, vice presidents. ITC is a subsidiary of Paramount Pictures Corp. Ampli-Vision is a subsidiary of ITC.

NBC follows suit on rate card

TV network leaves discounts for only individual program and alternate-week sponsors; tells of change at House small business hearing

More TV advertising discounts went down the drain last week as NBC-TV announced it was eliminating the fortnightly and comprehensive discounts, two of the four contained in its current prime-time rate card.

The announcement came, as had ABC-TV's a week earlier, before the House Subcommittee on Regulatory and Enforcement Agencies. And the subcommittee, as it had following the ABC-TV announcement (BROADCASTING, May 16), issued an immediate congratulatory statement.

NBC-TV President Don Durgin said the network has been studying its prime-time rate card since CBS-TV announced its changed card earlier in the year. He added that NBC would examine the details of the new ABC-TV card when it is issued.

He said the network had not decided if it will make other changes in its card, which still includes the station line-up and annual discounts, or whether "an entirely different type of rate card may be adopted."

Two weeks ago ABC said it was eliminating all discounts except for a

"small continuity" one. In February, CBS announced its new card which establishes two sets of prices and has only one discount for continuity (BROADCASTING, Feb. 7).

The NBC discounts are applicable only to "conventional" sponsorship; i.e. advertisers who place a certain level of business during each two-week period for 26 weeks (fortnightly) or a year (comprehensive). The fortnightly discount ranges from 2% to 10% depending on the aggregate percentage of hour rate per fortnight. The comprehensive discount can run up to 30% and is based on the value of the ordered station lineup based on gross class A hour rates.

(The networks have maintained that single or alternate-week sponsorships are on the wane and the increasing trend in the industry is to participations. The Arthur D. Little report, commissioned by the networks in opposition to the FCC's 50-50 rule, bears this out.

(The Little report shows that for the three networks in 1964 54.9% of all entertainment half-hours and 87.2% of

all hours in prime time were participating. Only 45.1% of the half-hours and 12.9% [rounded] of the hours were individually or alternately sponsored. The NBC figures were much higher than the average in hour sponsorships with 33.3% sponsored by one or two sponsors. For half-hours 30% of the NBC shows had single or alternate-week sponsors. Only CBS had a higher percentage and that was in the half-hour category with 71.4% single or alternate sponsorships. Neither ABC nor CBS had any single or alternate sponsors in the hour class.)

Praise From Dingell — Mr. Durgin had barely finished his 31-page statement before Representative John D. Dingell (D-Mich.), subcommittee chairman, launched into his prepared commendation of the NBC-TV move. He called it a "progressive step" and said the announcement to modernize the "rate structure is most gratifying." The network's decision "to eliminate discounts available only to the largest advertisers is a progressive step that will be of particular benefit to smaller national advertisers."

The previous week, Mr. Dingell had referred to the ABC-TV announcement as being beneficial "particularly for those smaller advertisers who were not in a position to earn maximum discounts under the previous rate card."

Mr. Durgin noted NBC's attempt to make network programs "more widely available to the small stations" with the creation of the Program Extension Plan in 1955 and the Program Service Plan in 1954. Both plans came about when the predominant form of network sponsorship was whole program rather than participation. The two plans, he said, "primed the pump" for small market affiliates.

He pointed to the success that small advertisers have had with the *Today* and *Tonight* shows. The programs, "large and risky ventures" on the network's part, have been the means "by which advertisers who have never used network television can enter the medium economically, experiment with it, and expand their use if they find it effective for them." He said more than 90 sponsors bought time on the shows last year and 14 of them were new to net-



Testifying before the House Subcommittee on Regulatory and Enforcement Agencies last week were (l-r): Don Durgin, president, NBC-TV; Herbert

Schlosser, vice president, talent and program administration, NBC-TV, and Thomas E. Ervin, vice president and general attorney, NBC.

work TV.

The NBC-TV president added that the network had its share of smaller national advertisers last year. In 1965, he said, there were almost 100 sponsors who spent less than \$200,000 on NBC-TV. Of these, 32 spent less than \$50,000 each during the year, and 20 others spent less than \$100,000 each.

Acknowledging that the NBC rate card has a "fairly elaborate discount structure" for full or alternate-week sponsors, Mr. Durgin pointed out that this covers only a minority of his business.

Smaller Businesses and Participations

The smaller advertisers aren't hurt by participation buys, he said, and cited cost-per-thousand figures for a typical month in 1965. In that month the 10 largest advertisers on NBC-TV spent about \$8.9 million for 285 spot minutes. It averaged to \$31,207 per commercial minute and a \$2.79 c.p.m. During the same month the 10 smallest advertisers on the network spent \$371,790 for 16 minutes, averaging to \$23,237 per minute and a c.p.m. of \$2.34.

He maintained, "on both a cost-per-commercial and a cost-per-thousand basis, the smallest advertisers received even better bargains than the largest ones."

As it had for ABC and CBS previously, the subcommittee spent much of the morning session delving into NBC's thinking on the FCC's proposed 50-50 programming rule and the role played by independent producers in network actions.

Not all of the questions originated with the committee members or its staff counsel. Several times during the session questions were asked that had been initiated by James Tierney, a member of the FCC network study office, who was an observer at the hearing. The proposed 50-50 rule was based in large measure on the report of that office.

Mr. Durgin said small advertisers would be "adversely affected" in their use of network television if the rule came into being. The assumptions the FCC based the rule on, he claimed, are invalid.

He said networks had not increased proprietary interests in programs to 93% of all prime-time programming, as claimed by the FCC. That figure, he charged, is built up by including independently produced shows in which the networks have no ownership interest.

Hurt Instead of Help ■ Currently, he said, NBC-TV only produces one entertainment series in the prime-time schedule with the rest supplied by independent producers.

Under the proposed rule, Mr. Durgin felt, these independent producers would be at "real disadvantages," since it

would "remove the networks as customers for half of their nighttime entertainment and it would discourage networks from providing financing assistance toward independent program development, including the preparation of scripts and pilots."

He cited the "enormous financial risks" the networks take in underwriting independent program development and said NBC-TV's "involves some \$70 million in advance commitments each season" for prime-time entertainment shows.

The assumption that a network would select a show because it had a piece of the action is false, he asserted. The judgment has to be one of the program's potential in attracting audience, otherwise a network would "violate its own economic self-interest."

Mr. Durgin denied that there is any type of network rule that would have a network say to one producer we'll take whatever you have and tell another that he has to show us a pilot first.

He was also critical of the comments made before the subcommittee by Don McGuire, producer of the *Mona McCluskey* series which had a 26-week run on NBC this season and was then cancelled.

Mr. McGuire had claimed that NBC wouldn't take the show until he agreed to give it a 25% interest even though he already had R. J. Reynolds set to buy the show for 26 weeks (BROADCASTING, March 7).

Mr. Durgin's version of that episode was that Wm. Esty Co., agency for Reynolds, came to NBC-TV with *Mona*, and said Reynolds was willing to be an alternate sponsor, if NBC would get sponsorship for the other half. As a result, Mr. Durgin said, NBC was committed to buy 26 episodes from United Artists with the network picking up the tab on 13 for sale to other advertisers, and Reynolds picking up the cost of the other 13. In addition, NBC paid \$7,500 for each of the 26 shows to be cut in color.

The profit share NBC wound up with, Mr. Durgin claimed "was not 25% of the ownership of the show, as Mr. McGuire testified, but 15% of any net profits that might be obtained from nonnetwork use of the series. . . ."

By the time it was all over and *Mona* was cancelled after being 93d on the A. C. Nielsen Co. list of the top 99 shows, NBC had lost almost \$250,000, Mr. Durgin said. As for income in syndication, he dismissed this as nil, since the program had had such a "lack of success."

Answers Montgomery ■ The NBC-TV president also gave his network's version of Robert Montgomery's testimony in April. Mr. Montgomery claimed the movement by networks to

eliminate the independent producer began about 1957 when his show, *Robert Montgomery Presents*, was cancelled by NBC-TV (BROADCASTING, April 25). Mr. Durgin claimed the demise of the show after seven years (1950-1957) on the air was "strictly a programming decision. . . . The series had lost its appeal and, in common with numerous other drama series on the air, was experiencing difficulty in acquiring strong scripts to maintain quality."

He added that in the same year NBC dropped *Alcoa/Goodyear Theater* "and that series was produced by NBC, not by an independent producer, and had substantially higher ratings" than the Montgomery anthology series.

Scheduled to testify before the subcommittee Tuesday (May 24) are representatives of the National Association of Business Educational Radio, an organization representing land mobile radio users. In June the committee will hear from representatives of the National Association of Broadcasters and from Donald H. McGannon, president of Westinghouse Broadcasting Co.

Call for federal ETV authority

Rogers says TV has to face responsibility; suggests license fee to support ETV

Amendments to the Communications Act providing for a national educational and cultural television authority and



Mr. Rogers

a license fee on commercial broadcasters to provide the authority with its administrative expenses were seen last week by one broadcaster as being a way to give the "highly articulate minorities" what they want.

Lawrence H. Rogers II, president of Taft Broadcasting Co., Cincinnati, told the Alabama Association of Broadcasters meeting in Birmingham Friday (May 20) that such a plan would create the national educational TV service these minorities demand.

Guaranteed Freedom ■ The proposed educational-cultural authority, he said, would take the form akin to the British Broadcasting Corp. or Comsat. How-

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Petry & Co. / WWDC Washington, D. C. / Represented by Blair / WWDC-FM Washington, D. C. / Represented by Quality Media

ever, it would not be a government service. It would be a government chartered service, guaranteed by law to be immune from government policy pressure.

Once the authority is established, he predicted, the money would be available for program development. He said it would come from the "dozens, if not hundreds, of cultural and educational foundations in the land whose tax-free status threatens to drown them in unexpended wealth."

Such organizations, he maintained, "all are dedicated to improving the nation's cultural denominator. All would welcome such a haven for their dollars. All of them would support educational program development if someone supplied the medium."

It is up to the commercial broadcasters, he said, to help their critics "recognize the simple truth that providing for the cultural uplift and in-depth education of the American people is not properly the principal function of mass communications—much less that form of the mass communication represented by American commercial television. It could not accomplish this goal even if it would.

"For as soon as commercial television aspires to a broad cultural and educational base, it automatically loses its reason for existence: its mass audi-

ence. At that point it becomes incapable of any significant contribution to higher cultural and educational levels."

His proposal would be "a sort of red-white-and-blue BBC with a bald eagle on it, paid for by the commercial broadcasters of the nation in return for the privilege of making a high profit margin instrument out of a vital public resource."

Broadcasting, he maintained, has just passed through one revolution and is on the threshold of another. "If we truly believe in the concept of free broadcast TV, then we had better stop mouthing platitudes about the First Amendment. We had better stop resisting the development of a minority service to provide for cultural and educational needs."

In the Future ■ Mr. Rogers warned the broadcasters that satellites and wired systems are getting closer. Although highly improbable, it is not inconceivable that an Orwellian society with one big-brother station could come to pass, he said.

Congress, he said, "will resist mightily any such wholesale change in our entire social and political structure. But I challenge the TV industry and its fat and happy licensees to recognize the potential threat that lies barely over the horizon—not just a threat to our own selfish corporate interests, but a threat to the very continuation of a free society."

He said it was foolish to expect Congress to understand the threat and solve the problem alone, and he called it "blind and foolhardy" to tell critics and educators to solve their own problems.

The Taft president charged that broadcasters "can't have it both ways any more than the regulators and the educators. We cannot have all the business and none of the obligation. . . ."

Just once, he said, let broadcasters show their statesmanship by "improving the scope of the service we are licensed to provide. Just one time, I'd like to see us plant our banner on an uncharted shore, rather than be dragged by a press gang aboard a government galley to be chained to an oar."

Mr. Rogers suggested these as amendments to the Communications Act:

- "Elimination of the FCC's efforts—however thinly disguised—at program and commercial control. . . . The FTC would continue to watch over all ads.

- Establishment of a permanent license term until revoked for just cause, although a five-year term would be agreeable.

- "Relaxation of the multiple-ownership rules to permit a viable economic balance among station licensees, national networks and program production companies."

Changing hands

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

- WENE Endicott-Binghamton, N. Y.: Sold by C. A. Bengston to TV personality Merv Griffin, for approximately \$650,000. Mr. Griffin also owns WWCO Waterbury, Conn. Herbert Bloomberg, former owner of WWCO, is executive director of that station and will be of WENE when it is acquired. WENE operates fulltime on 1430 kc with 5 kw. Broker: Blackburn & Co.

- KPOL-TV Los Angeles: Sold by Hugh R. Murchison Sr. and others to Thomas S. Bunn, Harry E. Straub, Frederick D. Custer and Robertson C. Scott for \$400,000. KPOL-TV is now owned by Coast Television Inc., which in turn is 90% owned by Coast Radio Corp. Mr. Murchison is 52.5% owner of Coast Radio Corp. whose KPOL-AM-FM Los Angeles is being sold to Capital Cities Broadcasting Corp. for \$7.8 million (BROADCASTING, March 7). Buyers of KPOL-TV are all minority owners of Coast Television, among them: Mr. Bunn, now owns 16.68%, would own 24.37%; Mr. Staub, now 12.5%, to 15.12% including family foundation holdings; Mr. Custer, general manager of KPOL-TV, 5% to 10%; Mr. Scott, program director, would retain his existing 5% ownership. KPOL-TV,

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274-8151

founded in 1963, operates on channel 22.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 88.)*

■ **WKFR-AM-FM** Battle Creek, Mich.: Sold by Knorr Stations to Joseph A. Waldschmitt for \$375,000. Mr. Waldschmitt is president of Page Communications Engineers, Washington, and owns Engineering Investment Corp., Potomac, Md. Knorr group retains **WKMR-AM-FM** Dearborn and **WKHM-AM-FM** Jackson, both Michigan. **WKFR** operates fulltime on 1400 kc with 1 kw day, 250 w night. **WKFR-FM** is on 103.3 mc with 20 kw.

■ **WSPK** Miami: Sold by William F. O'Neil and others to Edward Winton, Silvia M. Feldman, David Ginsburg, Norma Fine and Al Lapin Jr. for \$325,000. Mr. Winton is one-time president and general manager of **WQMR** Washington and **WGAY-FM** Silver Spring, Md., and is now with Hamilton-Landis and Associates station brokerage firm. Mr. Lapin owns minority interest in **KHP-TV** Santa Barbara, Calif. (ch. 14, dark). **WSPK** is a 250-w fulltimer on 1450 kc.

First Illinois to use Illinois Bell for CATV

First Illinois Cable TV Inc., Chicago, which has been granted a franchise and FCC approval to provide community antenna television service in the area of Springfield, Ill., is to sign an agreement today (May 23) with Illinois Bell Telephone Co. to provide and maintain the physical facilities involved. About one-third of the cable will be underground.

Earlier First Illinois planned to install and service its own cable and equipment. This reversal of plans is being described as significant to the entire CATV industry since the Springfield system is expected to be the largest of its kind in the country which has received approval under the new FCC regulations governing CATV in major markets.

The ultimate service potential is 30,000 CATV subscribers and will involve some 365 miles of urban distribution lines. The Springfield area has a population of more than 120,000. Illinois Bell, a subsidiary of AT&T, estimates its own investment in cable and facilities to serve First Illinois will be about \$1.5 million.

The basic distribution line cost to First Illinois will be \$16.50 per quarter mile a month. The cable will have 12

channels and is expected to include FM.

First Illinois also has CATV interests in Louisiana, Mo. It is a subsidiary of JFD Electronics Corp., a firm specializing in the TV signal reception field and which has developed antennas for use in CATV distribution systems.

Construction of the first segment of the Springfield system is expected to be completed seven months after final authorizations from the FCC and the Federal Aviation Agency. This initial segment will cover one-quarter of the area to be served.

Changes Its Mind ■ It was indicated that originally First Illinois planned to lease pole rights and install and service its own cable. But "Illinois Bell convinced us that their service was the most economical and effective way to provide CATV in the Springfield area," according to Ira Kamen, First Illinois's technical director. Since about 30% of the Springfield telephone system is underground, the usual rural methods of cable installation and service are not practical, he explained.

First Illinois expects to make similar agreements with Illinois Bell for its Waukegan CATV system and with Southwestern Bell Telephone Co. for the Louisiana system.

NAB hears report on survey of groups

The National Association of Broadcasters executive committee last week got a briefing on the research of the Council for Television Development. The CTD, formed last summer by group operators after the FCC announced its interim policy on ownership in the top 50 markets, had been after NAB for \$50,000 to help underwrite its research project.

NAB had deferred action on the contribution, waiting to see how the research turned out before deciding whether to chip in. One of the major concerns was whether the study would be restricted to showing the good side of group operations or would be aimed at the industry as a whole.

It was to learn how the survey was coming along that the executive committee invited W. Theodore Pierson, CTD's Washington counsel, to give it a briefing. The indications were that the research, being conducted by United Research Inc., Cambridge, Mass., does indeed have value to the whole industry. However, NAB still has made no com-

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mitment on funds for the project.

Among other elements, the study project is looking into:

- Broadcasting in general including the relationship of the group owners to the industry as a whole.

- The effectiveness of FCC moves, past and present, on multiple ownership.

- What makes a station profitable, using factors such as group or individual ownership, size of market, network or independent, etc.

CTD will meet with the FCC on June 23 and report on the project at that time, although the study is not expected to be completed until August.

Columbia regroups TV, radio in arts program

An upgrading of the study of radio, TV and motion pictures as art forms is indicated in the establishment of a new School of the Arts at Columbia University in New York. Davidson Taylor, a network executive in the late 1950's, was to be appointed Saturday (May 21) as director of the school.

The school represents a regrouping of courses in three broad areas—movies, radio and TV; the theater, and painting and sculpture—formerly offered within the university's "program of the arts." In addition to offering study to undergraduate students, the new school program now will offer instruction leading to a master of fine arts degree in either of the three areas.

Mr. Taylor was a vice president at CBS in public affairs and in programming before joining NBC in 1951. He left NBC as public affairs vice president in early 1958. He then went to Columbia in 1959 as director of an Art Center Program and was appointed chairman of the Committee on the Arts there in 1963.

Friendly envisions gains from CATV, satellites

Technological developments such as the communication satellites and community antenna TV have laid foundations for a new era in communication, according to Fred Friendly, former CBS News president and now professor at Columbia's Graduate School of Journalism. Mr. Friendly, appearing May 19 before The American Society of Newspaper Editors in Montreal, said that new communications will bring a revolution in journalism and in education within the next 10 years.

Eventually, Mr. Friendly forecast, it will be possible to tune in events

anywhere in the world, to reproduce out-of-town newspapers, to dial for library reference material and to make complete college courses (medical and scientific) available in each community. Television will be as different in the future as the silent films are in the present, he said.

WFTV (TV) opposes rival's interim proposal

Mid-Florida Television Corp., licensee of WFTV(TV) Orlando, Fla., last week asked the FCC to deny the application of Consolidated Nine Inc. for authority to operate the station on an interim basis.

The 10-year-old channel 9 case was sent back to the commission for the third time last year by the U. S. Court of Appeals for the District of Columbia for a new hearing with new applicants (BROADCASTING, March 8, 1965). The commission then vacated its 1957 grant to Mid-Florida but authorized mid-Florida to continue operating on an interim basis.

Mid-Florida said that it does not know of a single instance where the commission has deleted an existing service, where the operator was found fully qualified, in favor of an interim operation.

The commission has consistently held that a joint interim operation is basically inimical to the public interest and should be permitted only under the most compelling circumstances, according to Mid-Florida. It added that such circumstances do not exist in this case.

Mid-Florida also said that Consolidated Nine is not legally qualified, is not financially qualified, has not submitted adequate information relating to program proposals and has given no evidence demonstrating that it could carry out its program proposals.

Consolidated Nine had argued that granting exclusive interim authority to one applicant would prejudice the cases of the other applicants. Mid-Florida, however, said that its case would be prejudiced if Consolidated were allowed to go ahead and construct a new \$1.4-million facility for an interim operation.

The six applicants for permanent authority who are part of Consolidated Nine are Florida 9 Broadcasting Co., Orange Nine Inc., Howard Weiss, TV 9 Inc., Florida Heartland Television Inc. and Central Nine Corp. In addition, Comint Inc., another applicant for permanent authority, has filed independently for interim authority.

The Orlando case is one of the expert cases involving allegations of improper contacts with the late FCC Commissioner Richard A. Mack.

Spellman dedicates RCA ETV system in New York

The \$2.5 million educational television system of the New York Roman Catholic Archdiocese was dedicated in Yonkers, N. Y., last week by Francis Cardinal Spellman, archbishop of New York. The system will link more than 400 parochial elementary and secondary schools in a 4,700-mile area.

The ceremonies took place at the system's broadcast center in St. Joseph's Seminary. Programs will originate at the center in the 2,500 mc educational band and be transmitted to six major receiving locations. Participating schools in 10 New York counties will receive and convert microwave signals for use on color-compatible, black-and-white receivers.

The system, which will service 3,000 classrooms and some 225,000 students, was designed and built by RCA. RCA President Robert W. Sarnoff said at the dedication ceremonies: "With facilities for originating 'live,' film, tape and slide programs, this modern system should provide a new teaching tool of great versatility and flexibility."

One of the largest ETV systems in the nation, the facility is equipped to originate color programs from slides or motion pictures.

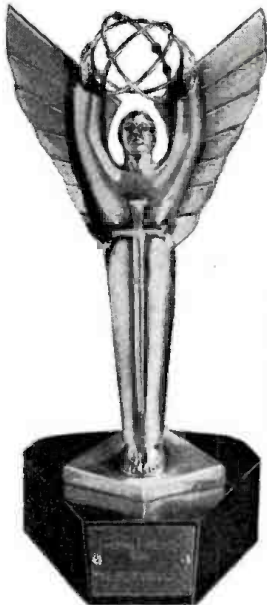
The FCC designated the 2,500 mc band for educational use three years ago. The service is sometimes called "on-the-air-closed-circuit" because its programs cannot be received by the ordinary home TV set. However, each of the receivers in the archdiocesan three channel system will have a converter for reception of the standard VHF and UHF channels.

NAFBRAT seeks funds to re-examine radio-TV

The National Association for Better Radio and Television is now searching for "a considerable amount of seed money" with which to launch a "national congress" next year to examine the public service performance and potential of American broadcasting.

The congress would meet in the summer of 1967 in Chicago, would function for some "extended period of time" and would draw thought leaders from all levels of society as well as the radio and television industries.

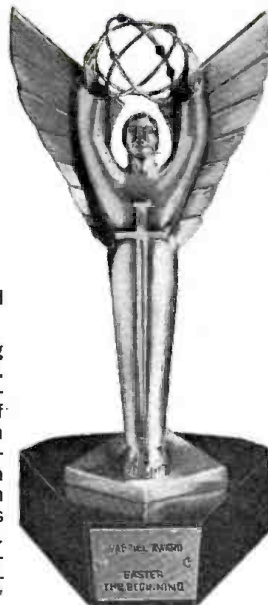
Such are the plans of NAFBRAT as disclosed in Chicago last week at a local awards dinner meeting held in cooperation with the Adult Education Council. The announcement was made by a NAFBRAT director, Henry H. Mamet, executive director of the Broad-



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AND NOW . . .

THE GABRIEL AWARD 1966 "EASTER THE BEGINNING"

"This program uses the medium creatively and effectively to recreate a very important event with dramatic impact and deep insight. By its use of a continuing report of the events of Holy Week, it gives the audience an experience of living through the passion, death and resurrection of Jesus Christ. The research, the artistic recreation and the production are all of the highest quality."

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Members of the NAB Small Market Radio Committee attended their first meeting last week.

Seated (l-r): Ted A. Smith, KUMA Pendleton, Ore.; Raymond A. Plank, WKLA Ludington, Mich., chairman;

Julian Haas, KAGH Crossett, Ark. Standing (l-r): John W. Jacobs, WDUN Gainesville, Ga.; John Hurlbut, WVMC Mount Carmel, Ill.; Frank Balch, WJOY Burlington, Vt., and Robert E. Thomas, WJAG Norfolk, Neb.

casting Commission of the Chicago Board of Rabbis.

Mr. Mamet indicated that the congress among other things might re-examine the American system of broadcasting and explore how to improve the fulfilling of broadcasting's public responsibilities. He stressed that the approach would be one of "constructive" criticism in view of the fact that "television is the greatest tool for the betterment of mankind since the invention of the wheel."

At the meeting last week NAFBRAT presented in absentia its national Lee de Forest award to Ralph Blumberg for his freedom of speech battle against the Ku Klux Klan while owner of WBOX Bogalusa, La. He now is at WCBS-TV New York.

The meeting's featured speaker, Robert J. Blakely, expressed personal views about the "profound corruption" involved in the interlocking commercial mass media today. He cited especially the "awesome power" of the "cartel" of a small group of companies in the newspaper and broadcasting industries that use their control for private gain. Mr. Blakely is editorial staff writer for the *Chicago Daily News* and is formerly vice president of the Ford Foundation's Fund for Adult Education.

His talk drew a standing ovation from the audience of about 100. Among those present were representatives of the federal judiciary, former Washington officials and many Chicago civic leaders.

NAB committee looks at pay-TV position

The National Association of Broadcasters' long-standing position on pay television—that there shouldn't be any—remained unchanged last week. The NAB's Future of Broadcasting Committee agreed that the NAB stand should be reaffirmed.

The committee's recommendation will go to the TV board during the joint board meetings in Washington next month. It will be up to the board to stay with the old line or adopt a new position.

The Future of Broadcasting Committee spent much of its meeting Wednesday (May 18) discussing whether the NAB should take a stand on satellite ownership. The major problem area was whether the association should support private ownership by broadcasters or public ownership by Comsat, if any position is to be taken.

ABC has asked to be allowed to put up its own satellite, Comsat, as a publicly held firm, has felt it should control all communications satellites.

Also before the committee was a summary of the proposed copyright legislation on community antenna television proposed by a House subcommittee earlier this month (BROADCASTING, May 9). The proposal would establish white, black and gray areas providing for full, none or limited copy-

right payment, respectively, by CATV's.

Pay TV, which has been a thorn in the NAB's side for more than 10 years, has traditionally been opposed by the association on the ground that it is not in the public interest. Although in the past the NAB has been opposed to pay TV in any form, its main attack has always been against pay TV using the airwaves. Traditionally it has taken no position on the use of wired pay-TV systems. However in its comments on CATV regulation NAB has expressed fear that uncontrolled CATV could lead to pay TV via wire.

The reappraisal of the situation came after the FCC introduced its proposed rulemaking on authorizing regular pay-TV service by broadcasters.

Attending the meeting were: Dwight Martin, WDSU-TV New Orleans, chairman; Clair McCollough, Steinman Stations, Lancaster, Pa.; William Grove, KFBC-TV Cheyenne, Wyo.; C. Howard Lane, KOIN-TV Portland, Ore.; John Lemme, KLTf Little Falls, Minn., and Willard Walbridge, KTRK-TV Houston. Absent were: John Murphy, Avco Broadcasting, Cincinnati; Richard Shaf-to, Cosmos Broadcasting, Columbia, S. C., and George W. Armstrong, WHB Kansas City, Mo.

Staff recruiting problems explored

The lack of convenient license examination sites for operators was cited last week as a major handicap in recruiting personnel for small market stations. As a result, the Small Market Radio Committee of the National Association of Broadcasters is asking state associations and the NAB staff to help out.

In its initial meeting last Tuesday (May 17), the committee offered five recommendations to help solve the "serious problem" of recruitment.

It suggested state associations request FCC inspectors to attend their annual meetings and give third-class examinations for station personnel and answer questions on technical rules.

The committee also recommended that the American Association of Junior Colleges be encouraged to establish broadcasting courses at junior and community colleges, that the NAB prepare a manual on organizing broadcasting clubs at high schools and that educational groups and schools be encouraged to include broadcasting in high school career day programs.

Another item covered by the committee was to learn ways the NAB fall conferences would be more attractive to small-market radio broadcasters.

HOW TO BE FIRST WITH THE NEWS IN CHICAGO



"NBC NEWS NIGHT REPORT"

Source: NSI March 1966. WMAQ-TV share of audience 50% M-F, 10-10:30 p.m. Audience and related data are based on estimates provided by NSI and are subject to the qualifications issued by this service. Copies are available on request.

WMAQ-TV's "NBC NEWS NIGHT REPORT" shows the way.

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Finally, you present this nightly coverage *in color*.

Result: a program that is not only first with the news but first with the news audience.

Fact is, in its time period (10-10:30pm), WMAQ-TV's "NBC News Night Report" attracts as large an audience Monday through Friday as all the other Chicago stations combined—and ranks 5th among Chicago's programs in *all* time periods, prime time, anytime.

Your move.

WMAQ-TV



Represented by NBC Spot Sales.

FCC starts countdown on payola-plugola

Nonpublic hearings outside D.C. planned; 'names to be named' but with damper on sensationalism

The FCC's 17-month-old investigation of payola and plugola surfaced briefly last week. But it was long enough to indicate the inquiry is moving into a new and meaningful stage.

The commission announced that the chief hearing examiner, or an examiner designated by him, has been authorized to preside at "nonpublic" hearings dealing with the inquiry and to subpoena witnesses and records.

The commission on Nov. 25, 1964, announced that it had instructed staff investigators to begin checking into what was said to be a lengthening list of complaints that broadcast station personnel were taking under-the-table payments to plug products—usually records—on the air. (BROADCASTING,

Nov. 30, 1964).

Commission sources said last week's order indicates that the investigation has reached the point where officials feel it would be "useful" to take testimony from witnesses before an examiner. Some individuals reportedly have indicated a willingness to testify—but only if subpoenaed.

The commission staff is said to be interested in pursuing specific allegations that have been made. Some individuals have claimed that they "paid off" to have records played, and have "named names." Staffers also say "they have reason to believe" that certain individuals could give testimony about "taking bribes," others about giving them.

Subpoena Power ■ The commission

in its Nov. 25, 1964, order, delegated subpoena powers to the commission chairman. But the delegation did not specify that hearing examiners could subpoena testimony and documents for hearings.

In directing that the hearings not be public, the commission affirmed its decision, announced when the inquiry was begun, to proceed in a "nonpublic" manner. Public sessions may be ordered, but only after a commission finding that they would serve the public interest.

Sources say the inquiry is being kept completely confidential to prevent any "character assassinations." "We want corroboration of any charges that are made before they become public," said one commission official. "We are trying to conduct this inquiry in the least sensational manner possible."

The commission may ultimately issue a report based on the results of the inquiry. But it's possible that the commission may never make the findings public. Evidence turned up that indicates violations of the federal law barring payola and plugola would be turned over to the Justice Department for its use. However, the commission would take action if a licensee appeared to be involved in any illegal activity.

There was no indication last week

Shapp's use of radio-TV biggest election aid

"Radio proved to be a very potent means of getting our message across to the people," a close aide to Milton J.

Shapp, chairman and founder of Jerrold Electronics Corp., Philadelphia, said last week after Mr. Shapp won the Democratic nomination for the governorship of Pennsylvania.

He defeated State Senator Robert P. Casey of Scranton, the organization's candidate, by almost 50,000 votes. He faces Republican Raymond P. Shafer, now lieutenant governor of the state, in the gubernatorial election this fall.

It is estimated that Mr. Shapp spent from \$800,000 to \$1.2 million of his own money in his race



Mr. Shapp

for the nomination. The bulk of this, his public relations and advertising people acknowledge, was spent in radio and television with radio proving to be "the most flexible and efficient medium in terms of dollars spent." It is estimated that about \$375,000 was spent in all media, with about 70% in broadcasting.

One of the most impressive uses of TV, these aides relate, was made by a 30-minute documentary depicting the life of Mr. Shapp, from humble beginnings to his present position. The program was shown at least once on every TV station in the state, they said, with the heaviest concentration coming the two weeks before the May 17 primary when it was shown on 16 TV stations in Pennsylvania a total of 45 times. "It was probably the most effective single thing we did," a Shapp worker stated.

In those last 14 days, according to informed sources, Mr. Shapp committed over 7,500 spots of varying

lengths on 90 radio stations in 38 cities, and 550 TV spots of varying lengths on 16 TV stations. He also mailed out 1.5 million copies of a 16-page brochure and bought 200 billboards, as well as newspaper space.

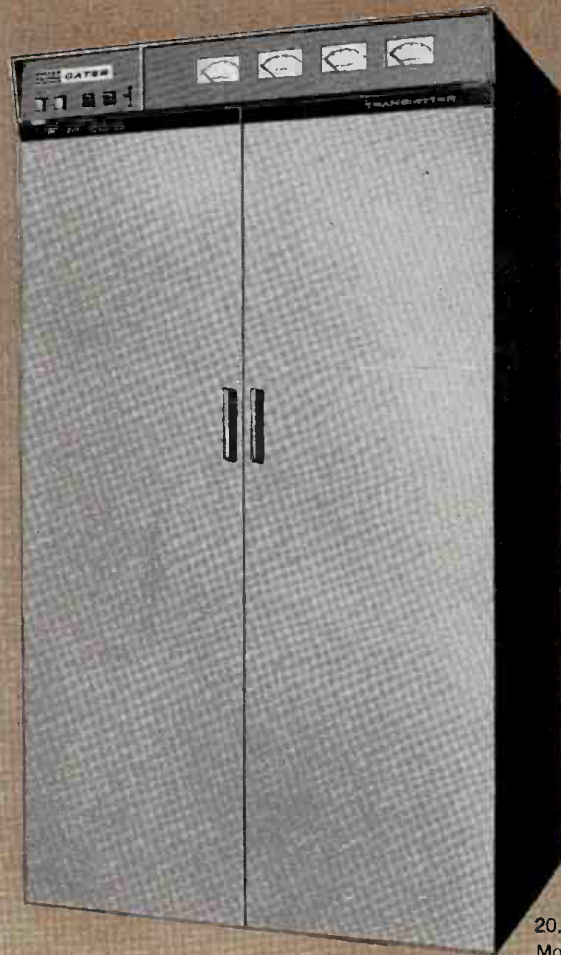
It was, one of Mr. Shapp's colleagues said, a classic, modern "up-to-date" use of all media, with radio and TV the "critical" factor in the success of the campaign.

Senator Joseph S. Clark (D-Pa.), calling for party unity behind Mr. Shapp for the November elections, credited the upset over the organization candidate to "an extremely skilled use of radio and television."

Jerrold Electronics Corp. is one of the major manufacturers of community antenna television equipment. It also makes the Harman-Kardon high fidelity, stereo home radio and phonograph equipment, TV antennas for the home and other electronic apparatus. Jerrold is also a group CATV system owner.

**The soundest sound in FM
is the new sound of GATES**

POWER UP SPACE DOWN



20,000-watt
Model FM-20G

**with the Gates
all-new
20,000-watt
FM transmitter
Model FM-20G**

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-15,000A 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. *Send today for complete description and specifications.*

**HARRIS
INTERTYPE
CORPORATION**

GATES

GATES RADIO COMPANY • QUINCY, ILLINOIS 62302, U.S.A.
A subsidiary of Harris-Intertype Corporation

For TV: some drum beating, some plain beating

ABC brass traveled to Washington last week to give the network's upcoming and already widely heralded series, *ABC Stage 67*, a promotional shot in the arm. The rest of television got the back of the hand.

Hubbell Robinson, executive in charge of production for the series, in an address at a National Press Club luncheon Wednesday (May 18), referred to television as a "wasteland" in need of watering. He spoke of an "erosion of the spirit of adventure by the compulsive tendency to hedge the bet by making new shows resemble existing winners."

He talked about "that particular kind of Madison Avenue mind which is uncomfortable in the presence of creative thrust and individuality." And he commiserated with TV audiences that have been "underprivileged and undernourished" as a result of "a totally forgettable diet of trivia."

He acknowledged that, on occasion, as in the Julie Andrews and Barbra Streisand specials and CBS's production of *Death of a Salesman*, "the home screen lights up." The weekly series "sometimes" achieves a high degree of accomplishment, he said. But "sometimes," he said, isn't good enough.

Stage 67, which is to be composed

of 26 weekly shows of drama, the dance, comedy, fantasy and documentary, and on which ABC is gambling \$10 million, represents a departure, he said—a "totally conscious and thought-out effort" to organize a creative environment in which "major talents" can "work for genuine excellence in television."

Top-drawer writers and producers who have never worked in the medium or who have been away "too long" have been engaged for the series, he said. In all 25 production teams at work, only one of them is assigned to more than one show. They will have the money and time to do their best, he said, and they will be free from the bugaboos commonly thought to afflict artists in television — restrictions on format, dictates on choice of talent, interference from clients, advertising agencies or corporate management. He used an announcement to help make his point regarding the character of the series: Ingrid Bergman had been signed to appear on *Stage 67* in Jean Cocteau's one-character drama, "The Human Voice."

And since *Stage 67* was conceived and initiated by ABC management, he said, the series may herald "a new day dawning" in television, one in which management can be expected to recognize that "cost-per-thousand and head counting" have

definite limits as measures of program worth.

The luncheon program, which was filmed in color for closed-circuit showing to ABC affiliates, was attended by a relatively small audience, as press club luncheons go. But it was a particularly interested one. Among those in attendance were members of the FCC and its staff, all of them guests of ABC, communications attorneys and press club members.

Head Table Guests ■ Leonard Goldenson, president of American Broadcasting Companies Inc., who had disclosed plans for *Stage 67* in a speech at the National Association of Broadcasters convention in Washington in 1965, was seated at the head table, along with acting FCC Chairman Rosel H. Hyde, NAB President Vincent Wasilewski, Dr. Eric Goldman, cultural adviser to the White House, and Senator Jacob Javits (R-N.Y.).

Backing up Mr. Robinson were two of the "major talents" who will produce two of the shows in the series, composer-lyricist-producer Richard Adler, and Jack Paar, who rose to fame as a late-night-show host on NBC, but who is better known in Washington these days as principal owner of WMTW-TV Poland Springs, Me.

Mr. Paar had agreed to lend his

when the hearings—which are to be held in cities outside Washington—will begin. A preliminary step still to be taken is establishing liaison with the Justice Department on the question of granting immunity to witnesses.

The Communications Act authorizes the commission to require testimony and documents from witnesses in hearings. But individuals required to give evidence after claiming their constitutional privilege against self-incrimination are automatically given immunity against prosecution.

The FCC will have to determine which witnesses Justice is willing to see granted that immunity.

Late-day movies draw high ARB ratings

The marked success of feature films strips in early evening time periods usually filled by children's and women-oriented programs is pointed up in a

special American Research Bureau regional survey covering eight southwest states and a total of 25 markets.

The study, commissioned by Seven Arts Associated Corp., covers the period from 3 p.m. to 7 p.m. and shows there are now 22 locally programed movies carried on a Monday through Friday basis in the 25 markets.

Four of the 22 "early show" strips began during the past year. The most widely used time slot, the survey reports, was the 4-5:30 p.m. period (10), followed by 3:30-5 p.m. (six).

The popularity of these strip features is underscored by the average ratings of these time periods on a Monday through Friday basis, according to Donald Klauber, executive vice president of Seven Arts Associated. They are registering an average quarter-hour rating of 11.4 with a 35.1% share of the audience, based on March 1966 figures.

The eight states covered in the ARB regional study were Alabama, Arkansas, Florida, Georgia, Louisiana, Oklahoma, Tennessee and Texas.

CBS-TV to air weekly public-affairs program

A regularly scheduled, prime-time public-affairs series has been set by CBS-TV for the 1966-67 season. The informational program, which will be aired Tuesdays from 10 p.m. to 11 p.m., was announced last week by Bill Leonard, CBS News director of programming.

Because of the confusion in the public's mind and in published reports over the difference between *CBS News Specials* and *CBS News Special Reports*, Mr. Leonard said, these titles will be abolished with the new series start. The programming will generally take its title from the various topics covered, and much of the material designated by the former titles will be included in the Tuesday hour.

CBS Reports will continue, many of which will appear under that title in the Tuesday night time period, Mr.



Hubbell Robinson (center), executive in charge of production for "ABC Stage 67" signs the guest book held by Wynn Booth of the National Geographic and president of the National Press Club, before

Mr. Robinson's address Wednesday. Looking on are (l-r) Jack Paar and Richard Adler, each of whom will produce a show for the series, and, at right, Leonard H. Golden-son, president of ABC Inc.

attention-commanding name and person to the proceeding only on condition that he not be required to talk. However, several questions from the audience following Mr. Robinson's talk were addressed to him, and he responded with alacrity and at length.

It was Mr. Paar who, in his own fashion, defended television as it is. He said he had never met a producer "who said he wanted to produce shows for 12-year-old minds." Mr. Paar added: "But then, of course,

some of the producers I've known have had 12-year-old minds."

Mr. Robinson also announced last week that James Mason and Hugh Griffith would star in a TV adaptation of John LeCarre's "Dare I Weep, Dare I Mourn," a filmed dramatic entry in the *ABC Stage 67* series. Mr. LeCarre wrote "The Spy Who Came in from the Cold." The TV adaptation written by Stanley Mann is already being filmed in London and Germany by Associated Redifusion Ltd.

Leonard said. The *CBS Reports* title will be reserved for investigative broadcasts of a controversial nature.

The new series will be supervised by four executive producers: Burton Benjamin, Don Hewitt, Leslie Midgley and Perry Wolff. Their broadcasts will include topical and cultural specials, audience-involvement tests and periodic transoceanic *Town Meeting of the World* originations.

CBS will continue its policy of relinquishing a half-hour of the Tuesday night public affairs series to local stations for their use once a month.

Warner Bros. new unit has TV products in plans

Warner Bros. Pictures Inc., which in recent months has added community antenna TV activities and a cosmetics-making subsidiary to its diversified portfolio, announced the start of still an-

other operation last week. The motion picture and television film production company will establish a completely new animation division at its studios in Burbank. This will reactivate Warner Bros. operations in the production of its own cartoons at its own studio.

The production company shut down its cartoon operation more than three years ago and since that time has contracted for animation product on a free-lance basis with David DePatie and I. Freleng, who have leased the studio space. Under a still existing contract, Messrs. DePatie and Freleng, who will make 26 half-hours of next season's Saturday morning series, *Super Bwoing*, for NBC-TV and Mirisch-Rich TV Productions have six more cartoons to deliver to Warner Bros.

The new operation will produce cartoons, documentaries, industrial and commercial films for both motion pictures and television. TV cartoon specials for possible network showings are also being planned together with the production of titles and TV commer-

cials. Such established cartoon characters as Porky Pig, Bugs Bunny, the Road Runner and Speedy and Daffy will be continued, but new cartoon series and characters for presentation on television and in movies also will be developed. William L. Hendricks, director of corporate public relations for Warner Bros., will be in charge of all operations for the new animation division.

WGN Continental adds video-tape subsidiary

Mid-America Video Tape Productions, a division of WGN-TV Chicago, has been established as a new corporate subsidiary of WGN Continental Broadcasting Co., it was announced last week by President Ward L. Quaal.

The production firm's name is now WGN Continental Productions Co. It produces commercials and syndicates program series and specials.

Within the past five years the syndication arm has become an international program production entity, Mr. Quaal noted, and the production facilities now are operating on a 24-hour daily, seven days a week schedule to keep up with sales and orders. The subsidiary is based at WGN-TV.

Officers of the new production firm in addition to Mr. Quaal as president include Bradley A. Eidmann, vice president-general manager; Sheldon Cooper, vice president for program development; F. A. Nichols, treasurer, and F. J. Byington, secretary. Among the company's TV series are *An Evening with Big Bands* and *Barn Dance*.

Leonard in new program planning for NBC-TV

Producer Sheldon Leonard has been signed by NBC-TV to a long-term exclusive arrangement, it was announced last week by Don Durgin, president of NBC-TV.

The agreement calls for the exclusive services of Mr. Leonard as executive producer on all new projects and for all new program series produced by Sheldon Leonard Enterprises, beginning with the 1967-68 season.

Since 1953 Mr. Leonard has been associated with Danny Thomas on such series as *The Andy Griffith Show*, *Gomer Pyle* and the *Dick Van Dyke Show*, but this relationship will end before the start of the 1967-68 season. Sheldon Leonard Enterprises produces NBC-TV's *I Spy* series.



A sign of fairness

KGEE Bakersfield, Calif., has found a subtle way to lick some of the problems created for broadcasting interests by the FCC's fairness doctrine. In front of the studios in Bakersfield is a large neon sign and KGEE sells space on it at \$15 a day. C. Dexter Haymond, station vice president, claims that, as far as he knows, the FCC cannot regulate the sale of advertising space on this sign to political candidates. Most important, implies Mr. Haymond, is the fact that "we don't have to fill out those damn political forms when we sell the sign either. . . maybe that's why our sales department always sells out the sign first."

Stevens, NBC volley over 'Place in Sun'

Contempt-of-court charges against NBC and Paramount Pictures Corp. over alleged "distortion" of one of his movies shown on television were made last week by producer-director George Stevens. The contempt hearing began before Los Angeles Superior Court Judge Richard L. Wells. Answering the charge, the defendant companies argued that the TV presentation of "A Place in The Sun," shown on NBC-TV's *Saturday Night at the Movies* March 12, was edited in good faith.

Mr. Stevens had obtained an injunction requiring that commercials accompanying the showing of the movie on TV should be inserted in an "artistic" manner. He contends this was not done and what was done detracted from the quality of the picture. NBC and Paramount Pictures maintained that the meaning of the injunction always was

kept in mind.

Among other arguments, the network also insisted that the court was without jurisdiction in the case under the First Amendment to the Constitution guaranteeing freedom of speech and asked for dismissal of the contempt complaint. Although this motion was denied, Judge Wells ordered Paramount dropped from the contempt action because the film production company was not involved in the television editing of the movie.

After seeing the movie in a screening room at the Desilu-Culver studios, Judge Wells, who is trying the case without a jury, took direct testimony from Mr. Stevens. The producer-director spent an entire day on the stand analyzing the March 12 telecast and pointing out instances that he contended as showing how each commercial interruption disrupted the mood of the movie.

At week's end, NBC was expected to call in experts in an attempt to prove that the story and showing on TV were not in any way artistically harmed by the insertion of the commercials.

Harmon plans films, TV specials for Bozo

Larry Harmon Pictures Corp., New York and Hollywood, is broadening its base from the production and distribution of Bozo syndication programs to encompass network TV specials and feature films for theaters.

The company recently completed a one-hour color special at Marineland in California, starring Bozo, and is preparing scripts for similar programs to be produced in the U. S. and abroad.

Larry Harmon, president, reported that each of these specials will have a theme and storyline and will use the scenic background of each area visited. These specials, like the current *Bozo's Big Top*, half-hour TV series, are produced live-action in contrast with the original *Bozo The Clown* five-minute cartoons.

In addition, Mr. Harmon is preparing his first live-action feature based on Bozo and another based on the comedy team of Stan Laurel and Oliver Hardy. The latter production will center around the antics and adventures of supposed nephews of Laurel and Hardy. Each of the two features will be budgeted in the vicinity of \$700,000 and Mr. Harmon hopes to have them in distribution by the spring of 1967.

Mr. Harmon, a long-time friend and associate of Stan Laurel, has the rights to the late comedian's properties and last year licensed Wolper Productions to make 156 five-minute cartoons.

'Driver's Test' tops Sloan awards list

The National Driver's Test, broadcast last year by CBS-TV, has garnered three of the 16 radio-TV awards for highway safety to be presented by the Alfred P. Sloan Foundation Tuesday night (May 24) in New York.

Secretary of Commerce John T. Connor and Everett Case, president of the Alfred P. Sloan Foundation, will present 12 bronze plaques to the winners in the commercial and sustaining categories, and four awards of \$1,000 each to writers and producers.

The awards are administered by the Automotive Safety Foundation in recognition of superior public service among broadcasters and advertisers in support of highway safety.

CBS News was cited in the sustaining category of national television for the broadcast of the driver's test on May 24, 1965, and its rebroadcast Aug. 30, 1965. The Shell Oil Co. was singled out in the commercial category of national television for sponsoring the test which directly quizzed the national audience on driving safety techniques. Warren V. Bush, the program's writer and producer, will receive a \$1,000 creative award.

NBC Radio was honored with a sustaining national radio award for its special traffic safety announcements on *World News Roundup*, *Meet the Press*, *Business Trends*, *Emphasis* and *Monitor*.

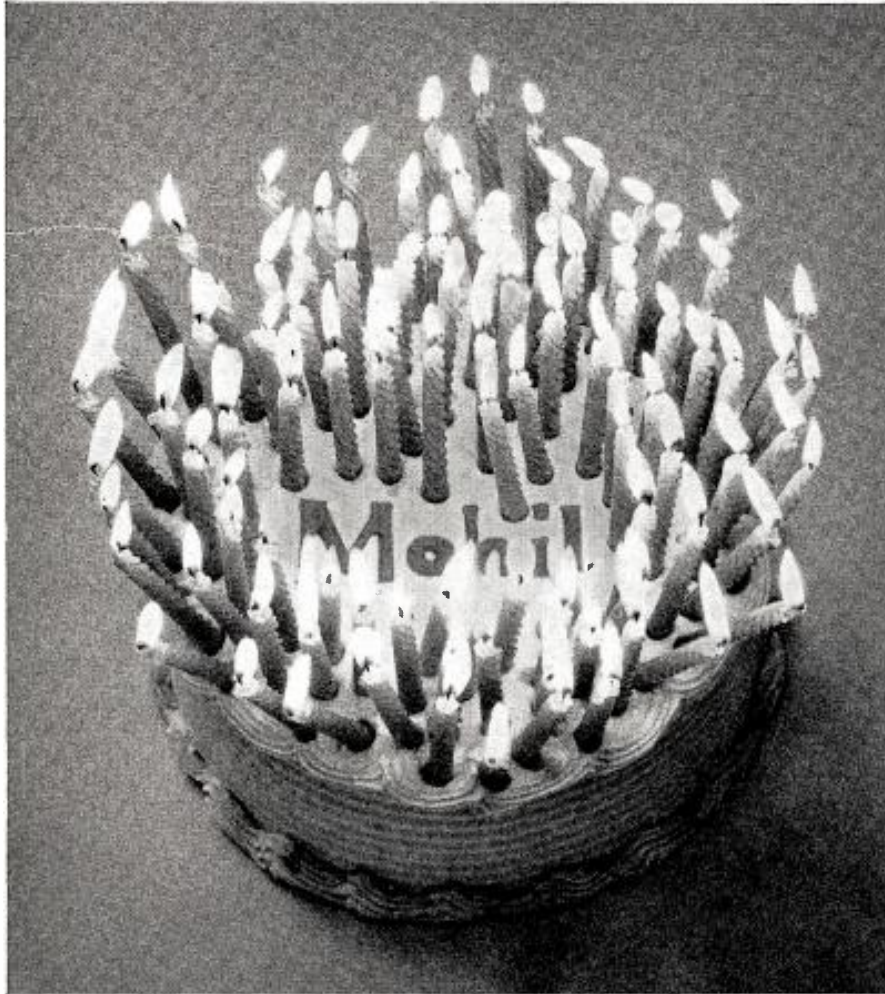
Other winners in the sustaining category are: radio-1 kw or less—WCUE Akron, Ohio; radio-over 1 kw—WSB Atlanta; regional radio—Northeast Radio Network, upstate New York; television stations—WNHC-TV New Haven, Conn., and WJBK-TV Detroit, and educational television—KUSU-TV Utah State University, Logan.

Other winners in the commercial category are regional radio—Frisch's Restaurants, Cincinnati; national radio—American Oil Co., and television—All State Insurance Co.'s.

Other winners of the creative awards: Elmo Ellis, general manager of WSB Atlanta, who wrote an editorial campaign to improve ramps on the Atlanta expressway system; Jim Hetherington, WFBM-TV Indianapolis, writer of a documentary on accident prevention titled *A Cross by the Road* and Leo Shields, KTVH(TV) Wichita, Kan., producer of a dramatic series for school children.

No awards were made in the sustaining categories of educational radio and regional TV; the commercial categories of radio—1 kw or less and radio—over 1 kw, and the creative category of radio producer.

Why did we shorten our name on our 100th anniversary?



For one thing, there wasn't enough room on the cake.

For another thing, people haven't called us "Socony Mobil" for years. "Mobil" alone did the job just fine.

So it seemed logical enough to make the change on our 100th anniversary.

You like "Mobil." We like "Mobil."

And, after all, who else is there?

~~**Socony**~~ **Mobil Oil Corporation**

Africa captures ABC-TV's eye

Network plans exhaustive study of continent in new documentary style

ABC is unlimbering a new project that it believes will pioneer a new documentary form in TV journalism. Next spring, probably in April, the TV network will fill three-and-a-half hours of prime time with a study of Africa. Next spring, probably in April, the TV network will fill three-and-a-half hours of prime time with a study of Africa.

NBC last year programed three-and-a-half hours in a single evening on U. S. foreign policy, and in prior years devoted a three-hour prime-time period to a study of racial tensions.

But Thomas W. Moore, ABC-TV network president, said ABC wanted to move beyond the presentation of "a white paper or reportorial report. We want to turn loose the best talents in entertainment, sports, news and public affairs, all of which, for the first time, will concentrate on one subject."

Though the plans are broad and sweeping, the available details are sketchy. But some shape of the concept, and what it entails, were disclosed last

week in an announcement and in subsequent explanations by various ABC officials.

The telecast on Africa will be available for sponsorship, Mr. Moore said. It's estimated that net time and talent will come to some \$3 million to \$3.5 million.

According to ABC, the television view of Africa will be treated "in conjunction with related activities by radio, records, publishing organizations and educational and civic groups." Just how these tie-ins will be translated into specifics has not been determined.

The various possibilities open for, say, the radio network were seen by ABC officials as being almost limitless. One said: "We might use the audio track of the TV program for ABC Radio. We possibly would want to edit portions for a series on radio, the radio network may be a contributor to the telecast, or we may see fit to produce an entirely independent show on Africa based on information provided by the TV study."

New Ground ■ Elmer Lower, president of ABC News said ABC hoped to break new ground in TV journalism with the show. Both he and Mr. Moore stressed that in addition to providing entertainment and information, the network hoped to deliver a product that would help foster international understanding.

ABC officials emphasized that the project will receive "intensive research" and encompass a search through several "authoritative sources" on Africa. As now conceived, the project would

begin with the broad areas of the continent (the geography and natural resources) then move into a study of the people, their lives and degree of sophistication or deprivation and later in the evening, examining the continent's culture and art, significance of its geographical position as well as the role of its emerging countries.

South America Next? ■ Mr. Moore said ABC has projected a second such evening to be programed for a study of South America, but that current thinking is to schedule South America in 1968. The latter effort, as well as subsequent explorations of other world regions, would depend on the success of Africa. "We would do a different continent each year," Mr. Moore said.

Mr. Moore said the project would be supervised by ABC News with the ABC-TV programing and ABC sports departments providing major contributions. A special production unit has been formed. James Fleming, veteran TV producer, has been named executive producer of this unit, and Blaine Littell has been appointed African coordinator and producer for special projects.

Film sales . . .

Gigantor (Trans-Lux): WKBS(TV) Burlington-N. J.-Philadelphia.

Felix the Cat (Trans-Lux): KOCO-TV Oklahoma City.

Tarzan Features (Banner Films): WTVT(TV) Tampa, Fla.

Speedway International (Banner



Seven accept awards at duPont awards ceremony

The annual duPont awards, announced earlier this month (BROADCASTING, May 9), were presented last Monday night (May 16) at a dinner in Washington. Pictured above are the winners, officials of Washington and Lee University, which administers the Alfred I. duPont Awards Foundation, and Donald H. McGannon, president of

Westinghouse Broadcasting Co., who was the key speaker.

Left to right: Mr. McGannon; Jack D. Summerfield, general manager, WRVR New York; Michael R. Hanna, general manager, WHCU Ithaca, N. Y.; Larry Haeg, general manager, WCCO Minneapolis; Dr. Fred C. Cole, president, Washington and Lee; Cecil Brown, commentator,

KCET(TV) Los Angeles; Jack Rosenthal, vice president-general manager, KTWO-TV Casper, Wyo.; Edward D. Kenefick, vice president-general manager, WBBM-TV Chicago; Robert Gamble, news director, WFBM-TV Indianapolis, and O. W. Riegel, director of the Lee Memorial Journalism Foundation of Washington and Lee.

Films). WJRJ-TV Atlanta.

Out of the Inkwell (Seven Arts TV): WFLD(TV) Chicago, WAIL-TV Atlanta, and WPHL-TV Philadelphia.

Faces and Places (Cardinal Programs Inc.): WJRJ-TV Atlanta and KOTV(TV) Tulsa, Okla.

Hawaii Calls (Cardinal Productions Inc.): WJRJ-TV Atlanta; KCFT-TV Concord, KXTV(TV) Sacramento and KICU-TV Visalia, all California.

Hollywood Without Makeup (Cardinal Productions Inc.): KBTv(TV) Denver; KCFT-TV Concord and KICU-TV Visalia, both California.

Philippine Adventure (Cardinal Productions Inc.): KTLA(TV) Los Angeles; KICU-TV Visalia and KCFT-TV Concord, all California.

Rifle group seeks larger fairness base

The National Rifle Association has asked the FCC to broaden its proposed rule on fairness to include broadcast reports that present "unfavorably" the positions of persons or groups on issues of public importance.

The NRA also wants networks to be required to make facilities available for reply to personal attacks. However, since the commission lacks direct jurisdiction over networks, it's not clear how that part of the proposed amendment could be enforced.

The commission has proposed incorporating in its rules those portions of the fairness doctrine dealing with personal attacks and station editorials for or against political candidates (BROADCASTING, April 11).

The NRA, composed of 12,500 gun clubs throughout the country, endorsed the proposal, but suggested a change to "strengthen" the doctrine and "protect persons attacked" as well as the licensees whose facilities are used.

The association suggested language to cover situations in which out-of-context quotations are used or statements attributable to a person or group are presented "unfavorably as the specific attitude or response of that group."

In such cases, as in the case of a personal attack, the station would be required to present the person or group with a script tape or summary of the program and to offer time for reply.

The NRA proposal also provides that, when the attack is carried by network affiliates, the obligation for conforming with the requirement to make time available would rest with the individual licensees. The person or group



Open house in House

Radio and TV correspondents covering the proceedings of the U. S. House of Representatives held an open house last Thursday (May 19) to show off their new radio-TV gallery. The new gallery, which cost \$145,000, gives the radio-TV newsman about three times as much floor space as they had previously. The new Capitol facilities include five radio booths and two studios, the larger of which will be able to accommodate full panel shows and interviews. Before construction was started about a year ago the space was occupied by the House Foreign Affairs Committee which has since moved to the new Rayburn House Office Building.

Among those present at the open house were: (l to r) Robert M. Menaugh, superintendent of the House radio-TV gallery since 1939; House Speaker John W. McCormack (D-Mass.), and J. W. (Bill) Roberts, chairman of the executive committee of the radio-TV gallery and Washington correspondent for Time-Life Broadcast Inc.

attacked, the proposed rule says, "shall be entitled to adversary access to the same network facilities as were employed in the initial personal attack."

A similar comment was filed by an individual, Joseph H. Chislow, an NRA member from Iowaco, N. J., who cited a program carried by CBS-TV in 1964 last year as an example of the kind of program he felt presented positions unfairly. It was entitled *Murder and the Right to Bear Arms*, which he said was an attempt to discredit opponents of strict gun legislation.

Details revealed for CBS's FM package

CBS Radio's new syndicated FM program service, called "The Young Sound" (BROADCASTING, April 25), will be music aimed primarily at the 20-to-35-year-old audience and will be offered to stations at prices ranging from \$400 to \$1,000 a month, depending on market size.

William D. Greene, CBS Radio's director of administrative operations, who developed the new service, said subscribers would get a library of 180 hours of programming and that this would be "refreshed" with 20 hours of new material each month. It will be enough to program a station up to 24 hours a day, he said.

Mr. Greene explained that the new service is intended for an audience that, he feels, is not being served by current radio programming. While the teen-age audience has plenty of rock 'n' roll available and other stations cater to the over-35 group's preference for music of the 1930's and 40's, he said, the 20-to-35 audience has been neglected.

The Young Sound, then, will concentrate on what he calls "music of the last 10 years, but done in a less frenetic, less frantic kind of way." It'll be "music with a beat, but quieter—contemporary music with a good-music sound."

For instance, Mr. Greene said, the programming will include music that Elvis Presley, the Beatles and the Everly Brothers made popular, but it will not include their performances of it. Instead, the music will be performed by such groups as the Hollyridge Strings, Kai Winding, the Hollywood Brass or the Tijuana Brass.

For Example ■ A sample quarter hour cited by Mr. Greene included "I Know a Place," with Tony Hatch; "Ask Me," with the Hollyridge Strings; "Baby It's You," with the Shirelles; "Hush, Hush, Sweet Charlotte," with Billy Strange, and "Spanish Flea," with the Hollywood Brass.

A one-minute commercial break will be programmed every quarter-hour, along with a recap of the selections played during that period.

Mr. Greene said that seven months had been spent in combing albums for the right music, and that the selections are being put together "with careful attention to the keys, the segues, the overall listener effect" by John De Witt, former music director of WRVR (FM) New York, a classical-music station, and before that with WBAI(FM) New York, who recently joined CBS Radio as producer for FM operations.

The service, to be supplied on com-

UHF owner plans teen slant to programing

Detroit real estate investor Aben E. Johnson Jr. is a three-UHF man. Mr. Johnson is sole owner of wxon-TV (ch. 62) Detroit, permittee of channel 62 in Hammond, Ind., and applicant for channel 67 in Akron, Ohio. A very nice trio for an individual owner, but, by his own admission, certainly located in areas of murderous metropolitan VHF competition. And, as he points out, UHF conversion has not been spreading like wildfire.

What makes Mr. Johnson so daring against such odds? Is he planning ethnic programing? Could that swing such a competitive market? No. Ethnic is not exactly what he has in mind.

It's teen-age television programing. Mr. Johnson feels that teen-age appeal is the one item that could elbow a way into the adult market controlled by VHF. *Newsweek*, in

its March 21 issue, pointed out that American teen-agers are scheduled to spend a beautiful \$12 billion in the next year, primarily for luxuries and recreation, and this takes no account of their effort on adult buying.

But Mr. Johnson emphasizes that his stations will not be visual rock 'n' roll experiences. He thinks that teen-agers "are looking for something a little better than what they've had—plays, local activity programing, instructional sessions and sports." Programing outlines include a series of "great moments" in history and in sports, community conferences, phone discussions, automotive mechanics instruction and a weekly foreign film.

Mr. Johnson admits a lack of previous broadcast experience, but speaks as a man with experience in his chosen market. He is a father of four children.

patible stereo tape, will be offered to stations for \$1,000 a month in markets of more than one-million population; \$750 a month in markets of 750,000 or more, \$500 in markets of 500,000 and \$400 in markets below 500,000.

The service is slated to begin Sept. 1. It was prompted by the FCC's move to require at least 50% nonduplication of programing by AM-FM combinations in top markets. CBS-owned FM stations plan to use it at night (6 p.m. to midnight) and on weekends, and to duplicate the programing of their associated AM stations during weekday daytime hours.

Radio series sales . . .

Close-Up (Woroner Productions): KOME Tulsa, Okla.; KXOA Sacramento and KPLS Santa Rosa, both California; KTEE Idaho Falls, Idaho, and KWKH Shreveport, La.

Easter the Beginning (Woroner Productions): KGRL Bend, Ore.

Searching services offered

The Entertainment Title and Copyright Research Co. has been formed to provide an information service to the entertainment industry. The company has set up reference files, which cover the domestic and international spheres of all the creative arts. The copyright service provided by the company in-

cludes a search for the origin of the basic work, dramatizations, picturizations, and radio and television presentations based on the original material as well as possible U. S. copyright registration, renewal, recorded assignments of instruments, and foreign copyright. Entertainment Title and Copyright Research is at 225 West 57th Street, New York.

Editorial conference set for July in N.Y.

The fourth annual National Broadcast Editorial Conference will be held in New York July 28-30 and will include a talk by Fred W. Friendly and various presentations and discussions on issues related to TV-radio news coverage.

Announcement of the conference was released jointly by the Radio and Television News Directors Association and the Columbia Graduate School of Journalism, which are the co-hosts of the meeting. Co-chairmen of the planning committee are John Corpron, news director of WDSU-TV New Orleans, and Professor William A. Wood of the Columbia School of Journalism.

Mr. Friendly, former CBS News president and now professor of journalism at Columbia and television advisor to the Ford Foundation, is expected to discuss the potential role of broadcast news and editorials during a July 29 session.

The conference agenda includes a

new report on the current state of editorializing throughout the country, based on research by the National Association of Broadcasters; film and tape presentations and critiques of editorials broadcast by various stations, and discussions on the philosophy of broadcast editorializing, government regulation, the FCC's fairness doctrine and equal-time requirements.

Program notes . . .

Kings tour ■ NBC has contracted with the British Broadcasting Corp. and Independent Television Authority for U. S. rights to a one-hour color telecast on the history of the British monarchy as illustrated through tours to six royal palaces (BROADCASTING, May 2). The show will be scheduled late in the year with scenes from Buckingham, St. James's, Kensington, Hampton Court and Windsor palaces in England and Holyrood House in Edinburgh.

Ortiz-Bizzarro bout ■ Sports Network Inc., New York, has scheduled live TV coverage of the 15-round fight between lightweight champion Carlos Ortiz and challenger Johnny Bizzarro on June 20.

ESP special ■ ABC-TV has set June 16 (10-11 p.m. EDT) for its special, *The Baffling World of ESP*. B. F. Goodrich Co., Akron, Ohio, through BBDO, New York, and Griswold-Eshelman Co., Cleveland, will sponsor it.

Second series ■ RKO General Productions, New York, has renewed its new TV syndicated series *Firing Line with William F. Buckley Jr.* for a second 13-week period. The debate program, featuring Mr. Buckley, editor of the *National Review*, has scheduled tapings with Pierre Salinger, Clare Booth Luce, Staughtan Lynd and Harry Golden.

Rodgers' score ■ Richard Rodgers will compose a score for an NBC-TV color special to be televised during 1967. The show, *Saturday Night*, will deal with peoples in different lands celebrating Saturday night. It will be a Talent Associates production with Irving Gitlin as producer and Daniel Melnick and David Susskind as executive producers.

TV fairy tales ■ RKO General Productions, in association with Henry Jaffe Enterprises, is syndicating 13 one-hour fairy tales, *Shirley Temple's Storybook*. The series, which ran several years ago on ABC-TV, includes "Mother Goose," "Hiawatha," "Rip Van Winkle" and "Sleeping Beauty."

Left and right ■ NBC-TV will explore extremist organizations on an NBC News color special on June 12 (6:30-7:30 p.m. EDT). *Politics: the Outer*

Fringe will be narrated by Chet Huntley. Chet Hagan is producer.

Money traffic ■ *Wall Street: Where the Money Is*, a one-hour documentary set for June 14 (10-11 p.m. EDT) on CBS-TV, will study the stock exchange, the commodity exchange, over-the-counter markets and wherever else the money traffic flows or stops and starts on Wall Street. The Xerox Corp., through Papert, Koenig, Lois, is sponsoring the broadcast, which was produced by Wolper Productions in cooperation with CBS News.

Vietnam Hotline ■ Hotline Productions, Chicago, which has been syndicating a series of Vietnam interview radio programs throughout the U. S., announces a new program package, *The Best of Hotline*. It comprises about 30 of the most dramatic shows to date.

Honey in the East ■ Initial local sales of the *Honey West* series, which is completing its run on ABC-TV, have been made to WPIX(TV) New York and KCOP(TV) Los Angeles, it was announced last week by Four Star International. Thirty half-hour episodes of the series are available for syndication.

Jersey derby ■ Sports Network Inc., New York, will carry live to 150 TV

stations the \$100,000-added Jersey Derby at Garden State Park on May 30 (5:30-6 p.m. EDT).

UHF added ■ Television Affiliates Corp. (TAC), which serves as an exchange for locally produced documentary programs, announced last week it has expanded its advisory committee to include representation by UHF stations. It has named to the committee Sterling C. (Red) Quinlan, president and general manager of Field Communications Corp., operator of WFLD(TV) Chicago, and Richard C. Block, vice president and general manager of Kaiser Broadcasting Corp., which operates WKBD (TV) Detroit and WKBS(TV) Burlington, N. J.-Philadelphia.

Shakespearean coup ■ WBAL-TV Baltimore, recently (May 2) pre-empted all NBC shows scheduled for an entire evening in order to present the British Broadcasting Corp.'s production of *Hamlet at Elsinore*. Starring Christopher Plummer as Hamlet, the three and one half hour telecast was sponsored by the *Baltimore News American*. According to a survey conducted by the W. B. Donor Co., Baltimore, advertising agency for both WBAL-TV and the *News American*, approximately 40% of Baltimore's available TV audience watched the performance.

Cultural dirge ■ Educational station WNDT(TV) Newark, N. J.-New York, has scheduled a Finnegan's Week beginning May 23, based on James Joyce's "Finnegan's Wake." Schedule will include "A Viewers' Guide to the Coach with the Six Insides" (dance created and choreographed by Jean Erdman) and interview by Stanley Kauffmann, *The New York Times* drama critic, with Mary Ellen Bute, producer-director of the film "Finnegan's Wake."

Hollywood film lab ■ As a reflection of broadcast advertising's ever increasing demands for more, better and quicker film processing, a new major television and motion picture film laboratory is opening in Hollywood. To be called American Color Laboratories Inc., the new company is scheduled to begin operation by early June. It will provide both additive and subtractive printing in both 35 mm and 16 mm. Harvey Gausman, film technician with DeLuxe Laboratories Inc., will become American Color Labs.' plant director. The company will be located 1040 North McCadden Place.

What's in a name? ■ Because of increased involvement in color videotape syndication and dubbing and tape-to-film transfers, Acme Film Labora-

Two good men, by George!



That's George in the middle—Director of all WIBW farm programming. He's always in the middle of the Kansas farm picture.

These three—Don Edson, George Logan and Larry McGhee—give the "Voice of Kansas" the most active farm department in the land. They sell Kansas agriculture in a big way. AND they sell products and services to Kansas farmers with the kind of *personalized* salesmanship that is *available only through WIBW*.

WIBW's college-trained farm broadcasters need no introduction to Kansas farmers. Twenty hours on Radio and 3½ hours on TV every week, plus 80,000 road miles annually calling on farm organizations and dealer groups, have taken care of that! It takes BIG farm programming to serve Kansas agri-business—a billion and a half dollars gross annual income BIG . . . and **WIBW delivers it!**

You just can't sell Kansas farmers (or their suppliers) effectively without these three astute fellows working for you. Ask Avery-Knodel.  Or call 913 CR 2-3456, by George.



TV • Radio • FM
Topeka, Kansas

Broadcast Services of Stauffer Publications

tories Inc., Hollywood, has changed its name to Acme Film & Videotape Laboratories.

Expanding talent ■ Jack Wormser Agency, Hollywood, which for the last seven years has been involved exclusively in handling talent used in TV commercials, is expanding its activities to include complete talent agency services. The agency now will handle not only actors for commercials, but will represent performers, writers and directors for television series and feature films.

Actor's workshop ■ The newly formed CBS-TV actors' workshop in Hollywood has its first batch of recruits. After a two-month period of individual and group auditions, 18 young actors and actresses have been selected to form the initial training group for the workshop. The acting group will meet in four weekly classes at CBS Television City studios.

Jury duty—on TV ■ A 27-minute documentary-style film on the role played by the juror and the importance of the jury system in America has been produced by Audio Productions Inc., New York, for the Departmental Committee for Court Administration of the First Judicial Department of the State of New York. The film, which features actor E. G. Marshall, is titled *The True and the Just* and was produced under a grant from the Ford Foundation. Free distribution to television stations, theaters, schools and clubs is through A. A. Schechter Associates, 551 Fifth Avenue, New York.

Documentary in production ■ KTXF-TV, Texas Tech College, Lubbock, Tex.,

WNEW-FM goes for girls

It will be Ladies Day every day at WNEW-FM New York, starting in June. An all-female, on-the-air format has been devised for the station, which will present five distaff personalities broadcasting live 14 hours a day, seven days a week—in stereo, too. The first feminine broadcaster to be signed for WNEW-FM is actress-model Arlene Kieta, with others to be added shortly. The format was instituted by Harvey L. Glascock, vice president and general manager of WNEW-AM-FM.

noncommercial, is producing a 30-minute radio documentary on the merits and shortcomings of the Texas constitution. The program, titled *The Spirit of 1876*, will feature interviews with state officials and others. The tape, which is available for \$5, can be obtained by writing Box 4027, Tech Station, Lubbock 79409.

Performing arts honor ■ Corinthian Broadcasting Corp. has established a performing arts scholarship that derives from the *Campus Talent '65* programs produced by its KHOU-TV Houston. The first grant was awarded to Eloise Laws, a senior at Texas Southern University, entitling her to live and study in New York under a special training curriculum for voice, drama and dance. *Campus Talent '66*, is now being produced by Corinthian's KHOU-TV; WISH-TV In-

dianapolis; WANE-TV Fort Wayne, Indiana; KOTV(TV) Tulsa, Okla., and KXTV(TV) Sacramento, Calif. Corinthian Special Productions, a subsidiary production unit, is now making 16 one-hour *Campus Talent* shows in Oklahoma, Kansas, Texas and Missouri, with Southwestern Bell Telephone Co. sponsoring the project.

Bleier urges viewers to view

The television industry's willingness to provide a "vast increase" in network TV programs requires the full support of viewers who have demanded such programming, Edward Bleier, vice president in charge of public relations and planning for ABC, asserted last week. He told a convention of the American Council for Better Broadcasts with the TV Action Committee for Today and Tomorrow in Columbus, Ohio, that all TV networks are preparing an ambitious schedule of quality shows in the months ahead, and urged his audience: "View them, weigh them objectively on merit, but don't neglect them."

Bullets for D.C.

WTTG(TV) Washington has signed a three-year contract with the Baltimore Bullets of the National Basketball Association to carry 12 road games and up to seven playoff games annually, all in prime-time. The contract, estimated to be about \$200,000 for the three years, will give WTTG exclusive television rights in Washington and Baltimore. National Brewing Co. through W. B. Doner Co., both Baltimore, has taken one-quarter sponsorship.

FANFARE

Western adwomen get their Lulu awards

Thirty-two gold Lulus, symbolic figures of excellence in the field of communications, were presented last week at a banquet in the international ballroom of the Beverly-Hilton hotel. The winners received their Lulu statuettes from the Los Angeles Advertising Women's organization, which sponsored this annual achievement awards competition for 20 years. They were chosen from among hundreds of entries submitted by women in advertising and public relations from 13 western states. The judging was done by an all-male jury of prominent men in advertising, public relations, research, marketing and education.

Competition covered eight categories—copy writing, art, sales promotion

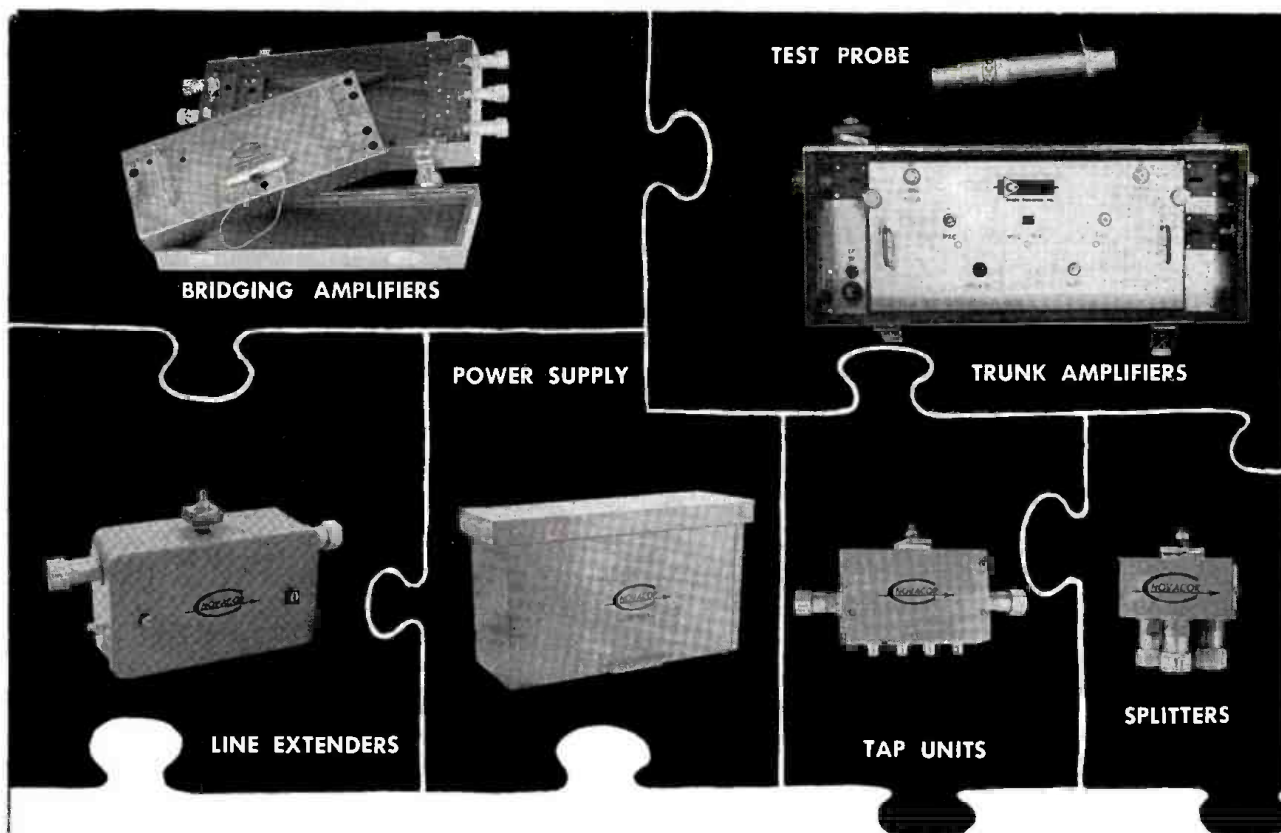
and merchandising, research, television and films, radio, public relations and complete campaigns. Radio and TV winners were Janet Boden of Doyle Dane Bernbach Inc. for a humorous radio commercial for Lawry's beef stroganoff mix, Bea Shaw of Bea Shaw Productions for a humorous radio commercial for Plymouth dealer's Barracuda car, Barbara Neswald of Klosterman Inc. for a national TV commercial for Cole of California and Betty Pierce of Grey Advertising Inc. for a local TV commercial for Knudsen buttermilk.

Race relation spots set by Ad Council

The Advertising Council Inc., New York, has announced it will conduct a national campaign for the U. S. Community Relations Service, Wash-

ington, a government agency. Purpose will be to elicit community awareness and response for better racial relations. This summer the council plans to extend its campaign into network radio and television.

As a public service, the "Better Community Relations" campaign was first test-marketed in Boston, San Francisco, Baton Rouge and Tallahassee, Fla. The council used local radio and TV spots along with print advertising, and found better than 50% acceptance of the messages. Its decision then was to broaden the campaign's scope to national media. The council's voluntary agency on the campaign is Grey Advertising Inc. TV messages of one-minute, 30- and 10-seconds length are being worked out with the three networks. The Advertising Council also has a jingle and talk message prepared for radio broadcast in 60-, 30- and 20-second messages.



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BRIDGING AMPLIFIERS

NOVACOR Bridger's modular design, incorporates new circuitry, and supplies 10 db more output than any other CATV amplifier. The case can become a permanent part of the plant; the electronic chassis unplugs. Bridgers, available in 12 different models, feature direct feed and directional coupler feed configurations. The direct feed is designed to feed from a "bridger out" of the Trunk Amplifier, an external splitter or directional coupler. The coupler feed is designed for insertion in the trunk without external coupler or splitters.

LINE EXTENDERS

NOVACOR Line Extenders utilize solid state circuit design for high output-low noise capabilities. Equipped with both fixed and variable attenuation for flexibility in system design, these line extenders are to be cable-powered with power feed thru or power "link" disconnect for feeding either end.

TEST PROBE

A NOVACOR Test Probe, TP-30, is supplied with each amplifier. It is designed with 30 db of attenuation ± 1 db with 3' of RG-59U cable. It can be utilized for measurements either at the input or output test points.

TRUNK AMPLIFIERS

NOVACOR Trunk Amplifiers supply 10 db more output than any other CATV Amplifiers. They are available in three basic models, which differ in gain and tilt capability to provide optimum spacing in systems of varying length and customer density.

TAP UNITS

NOVACOR Tap Units, a hybrid design for fastest response, are housed in epoxy sealed, aluminum cases, and come with pedestal mountings (TU) or messenger mountings (TM). These units feature true impedance match on service drops.

SPLITTERS

All NOVACOR Splitters are weather sealed with epoxy for long lasting, trouble-free performance. They feature a universal mounting for messenger or surface by use of a throw-away stud and messenger clamp assembly.

POWER SUPPLY

The PS-30 Power Supply is housed in a weather-proof aluminum case. Power feed and distribution is made through the connectors on the bottom of the case.



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KTTV (TV) billboards promote Dreier news coast to coast

How competitive is local television news? Nothing conveys the red-hot intensity of the internecine battle better than the background and details of one of television's most extensive local station promotional campaigns now at its zenith.

Earlier this year KTLA(TV), the Golden West Broadcasters-owned station in Los Angeles, wooed newscaster George Putnam away from KTTV(TV), the Metromedia-owned station in the same market. It was a coup for Gene Autry and a blow to John Kluge because George Putnam is the Maury Wills of broadcast news in Los Angeles. He does things with a flourish, in a highly dramatic style, and the people of Los Angeles surely love their histrionics.

Not to be outdone, KTTV, via a reported six-figure salary, lured veteran newscaster Alex Dreier away from WBKB-TV Chicago to take over where George Putnam left off. But Mr. Dreier, a man who never plays second fiddle when there's a sonorous sound to be delivered, was virtually

unknown in Los Angeles and his acceptance was questionable.

Yet in this deal KTTV had an ace in the hole that even Golden West Broadcasters, with its widespread empire, may have trouble matching. For Metromedia owns Foster & Kleiser purportedly the world's biggest outdoor advertising operation, and KTTV has put the billboards to work to sell Alex Dreier.

Using 30-sheet outdoor boards in major cities from coast to coast, KTTV has called attention to Mr. Dreier throughout the nation even though the news program being publicized is not seen in any market outside of Los Angeles. The flamboyant, three-color boards are obviously aimed at agency executives and advertisers in key cities across the country. Boards located at busy intersections and major routes traveled by agency personnel and either on or near each city's advertising row, were posted by Foster & Kleiser in such cities as New York; Cleveland; Chicago; Cincinnati; Toledo,

Ohio; Seattle; San Francisco; Oakland, Sacramento, San Jose, all California; Salem and Portland, both Oregon; Olympia, Wash., and of course, Los Angeles.

In the greater Los Angeles area, KTTV's saturation campaign is aimed at both advertiser and viewer, with more than 750 boards being posted. This is claimed to be the biggest outdoor campaign ever for a Southern California television program.

The station also is using king-size cards on more than 250 transit buses, featuring "Dreier and the KTTV news" slogans in color; large color posters on the rear of more than 225 Sparkletts drinking water delivery trucks and extensive newspaper advertising.

KTTV's campaign for Mr. Dreier and his 10 p.m. week night newscasts is being topped off with more than 450 radio spot announcements; video-tape, color-film and color-slide promotionals on the TV station's own channel 11 and miscellaneous other properties.

Seattle stations play King of the hill

The promotion department at King Broadcasting Co. in Seattle apparently is ready to climb even the highest mountain to produce promotional copy. In the process the promo boys figure to come up with a pretty good news story.

There's nothing figurative about the situation, because King Broadcasting literally is sponsoring a six-man expedition to climb an unconquered 10,185-foot mountain. Part of the St. Elias mountain range of Alaska and the

Yukon, Mount Seattle, is considered by many to be foremost among the unclimbed peaks in this hemisphere.

King Broadcasting, which comprises KING-AM-FM-TV Seattle and *Seattle* magazine, will provide radio coverage of the climb, with transmissions from the climbers on the mountain being taped on the scene and then fed to the company's radio outlets in Seattle for immediate broadcast. KING AM-FM will broadcast periodic reports from base camps, the advance camps and, possibly, from the summit of Mount Seattle. At later intervals, KING-TV will feature exclusive filmed reports from the scene.

Drumbeats . . .

CARE thanks radio-TV ■ On its 20th anniversary CARE has taken note of the broadcast industry's continued cooperation in helping enlist American public support for the relief organization. Vice President Humphrey (r)



presents an award of appreciation to the National Association of Broadcasters, for the industry. Accepting is Jack W. Lee, wsaz Huntington, W. Va., chairman of the NAB's radio board.

Frustrated on fifth ■ KMUZ-FM Santa Barbara, Calif., is offering membership



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cards in the new KMUZ-FM Fifth Friday Club, to former, present and potential station advertisers and to "other great people." The membership consists of "very busy people who are frustrated by the thought of facing any day of any week without a committee meeting." The association enables all members to enjoy a "very important meeting" sans speeches in every month that has a fifth Friday.

D. C. briefing ■ Dick Harris, general manager of KYW, Philadelphia conducted a news briefing with local agency executives. The agency personnel were taken to Washington's National Press Club for the briefing as well as a tour of the Nation's Capital.

Station reports ■ WSJS-AM-FM-TV Winston-Salem, N. C. is distributing the annual report of its public services in 1965.

Human relation award ■ NBC reporter and commentator Ben Grauer has been given a human relations award by the Anti-Defamation League of B'nai B'rith "for his outstanding contribution to the front-line defense of democracy—letting the people know the facts and emphasizing the courage and creativeness of the human spirit."

Medical award ■ WABC-TV New York

last week received a \$2,500 Albert Lasker medical journalism award for its one-hour documentary on mental retardation, *Who Will Tie My Shoe?* The program was cited for its "powerful, sensitive, yet factual and moving story." WABC-TV will donate the honorarium sum to the mental retardation clinic of Flower Fifth Avenue hospital.

No room at the top ■ Kwk St. Louis took a look at the number of stations proclaiming themselves as number one



and decided a number two station could be as much in demand as a good nickel cigar. This tongue-in-cheek dig at the number ones, as shown in this billboard, is now used throughout KWK's promotions.

Flying high ■ Arthur Godfrey and

three other prominent pilots will attempt to set 14 international speed records during the first around-the-world flight to be made in a twin-engine business jet. Mr. Godfrey and Dick Merrill, Fred Austin and Major Karl Keller will leave LaGuardia Airport in New York at 4 p.m. Wednesday (May 25) on a trip that is to take them 23,000 miles.

CBS-TV plans big blow-out for fall

The new television season should be so spectacular:

A luxury liner, a dirigible, a chartered Boeing 707, several helicopters, fixed-wing aircraft, fire boats, Coast Guard cutters, harbor escort vessels, a fleet of millionaires' yachts, a string of chartered buses, four cable cars, four rickshaws and a convoy of trucks all will rev into action this week (May 25-28) geared for the single purpose of promotion. It's not a re-creation of the Normandy invasion (although before all the fanfare clears the West Coast may be completely overwhelmed) but rather the CBS Golden Gate press voyage to the 1966-67 season.

More than 400 television editors,

Announcing Acme Accelerated Service

You set the deadline... we meet it!

New! Extra-expedited transfers, dupes, 16mm prints

ACME has always been known for superior service—and now we've added a new dimension. When you specify ACME ACCELERATED SERVICE your order is given uninterrupted attention from the moment it

enters our doors until it's back in your hands. In short, all systems are "go" until your job is finished. When cost is no object, you can count on delivery in only a fraction of the regular time. (CAUTION: May be habit-forming.)

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TV performers and network executives will be aboard when the CBS-TV's publicity and promotion departments open the 1966-67 season with a roar that's loud even by Hollywood standards. As an example, appearing as mere spear-carriers in the network's Diamond Jim Brady-style promotion will be the Los Angeles Symphony Orchestra and five other musical groups, an aquacade in San Francisco Bay, an air-sea rescue demonstration at Los Angeles harbor, a skywriting welcome to San Francisco, a Chinese new year's parade, two luxury hotels and a cast of thousands of helium-filled balloons.

The new season extravaganza opens with poolside news interviews at the Beverly Wilshire hotel with the stars of new and returning shows on CBS-TV next season. The mad TV world proceedings then move on to San Francisco via the S. S. Lurline steamship and a chartered Boeing 707 jet. In the Bay City, as an added flourish, the pro-

motion will be climaxed with a specially-staged Chinese new year's parade and a dinner at a celebrated Chinese restaurant, with that equally celebrated gourmet, Danny Kaye, the presiding chef.

Crowding into the act, to grab a piece of the promotion for themselves, will be 21 corporations and organizations with varying business pursuits. They include the City of Los Angeles, the Port of Los Angeles, the Beverly Wilshire hotel, the Gene Autry Hotel Corp., the U. S. Coast Guard, the Matson Steamship Co., the Port of San Francisco, the San Francisco Visitor's Bureau, the Goodyear Tire & Rubber Co., the elders of San Francisco's Chinatown and San Pedro's Port o' Call village.

Commercial producer Stan Freberg was overheard to remark: "If you loved D-Day, you'll be crazy about CBS's Golden Gate press voyage."

Curtis has magazine plan for TV stations

The Curtis Publishing Co., New York, plans to offer a direct-mail promotional magazine on an exclusive basis to a single station in individual TV markets. Curtis's first issue will coincide with program starts in the fall of this year.

The pocket-size magazine will be published once or a few times a year. It will contain the subscriber station's general program lineup, feature stories, and other audience-building materials. The magazine, which has no general name, will be personalized with the call letters of the subscriber station.

The package plan was developed by the Whisnand Management Corp., whose president, Roy V. Whisnand recently was named a vice president at Curtis in charge of the new operation.

FINANCIAL REPORTS

Seven Arts, Filmways scrap merger plan

The projected merger of Seven Arts Productions Ltd. and Filmways Inc. came to a halt last week.

A brief joint announcement last Wednesday (May 18) from Eliot Hyman, president of Seven Arts, and Martin Ransohoff, chairman of Filmways, said that "because of operating and contractual problems which had proven more difficult than previously anticipated, Seven Arts and Filmways have mutually agreed to terminate all further merger negotiations."

Officials declined to elaborate on the reasons for the abandonment of the proposal.

Some observers voiced the view that Seven Arts, after examining the proposal carefully, decided that it would not be advantageous because of distributions commitments Filmways has for both its theatrical and TV film properties. They noted that some of its features are tied up by various major distributors, while its TV properties that have come off the network recently, such as *The Addams Family* and *Mr. Ed* have been assigned to Len Firestone and MCA-TV, respectively.

In addition international distribution rights to Filmways series still on the network (*Beverly Hillbillies*, *Petticoat Junction* and *Green Acres*) are held by CBS Films.

The proposed merger was announced on March 31 (BROADCASTING, April 4).

Stocks of both companies are traded on the American Stock Exchange.

Filmways announced last week that it has increased its quarterly dividend to 15 cents a share from 10 cents and also declared a 2% stock dividend.

Singer Co. to buy Packard-Bell

In a deal that unites a stereo radio and phonograph-maker with a producer of color TV sets, Packard-Bell Electronics Corp., Los Angeles, will sell

its business and net assets for cash to Singer Co., New York according to a joint announcement released last week.

Singer will pay \$28.125 per share, Monday's closing price on the New York Stock Exchange, for the 998,000 Packard-Bell shares currently outstanding, or slightly more than \$28 million in aggregate. This agreement would supersede an earlier one between Singer and Marathon Securities Corp., calling for Singer to purchase a \$5-million Packard-Bell convertible note held by Marathon (BROADCASTING, May 2).

Packard-Bell currently is believed to be the biggest television, color television and stereophonic equipment manufacturer in the West. Singer manufactures stereo-phonographs, radios and power tools, in addition to its major product, sewing machines.

RCA-Random House merge

Completion of RCA's acquisition of Random House Inc. was announced last week. The publishing company is now a wholly owned subsidiary of the electronics complex.

The plan had been approved by Random House stockholders at a special meeting May 10. The agreement called for an exchange of stock with 0.62 share of RCA common being offered for each of Random House's 1,309,692 outstanding common shares.

With RCA stock trading at approximately 50 last week the transfer had a market value of about \$40.6 million.

TV helps set record at 20th Century-Fox

Darryl F. Zanuck, president of 20th Century-Fox Film Corp., told stockholders at the annual meeting in New York last week that film revenue, including television film, for the first quarter of 1966 topped all Fox company records.

First quarter film rentals totaled \$51,967,000, compared with 1965's first quarter of \$28,289,000, a gain of 83.7%. Rentals from films produced specifically for television rose from \$6,614,000 to \$13,277,000, more than



Does your company need \$1,000,000...or \$250,000,000?

You should talk to Reynolds & Co., the firm that arranged for over a half billion dollars of growth capital in the first quarter of 1966.

Acting as manager or co-manager, Reynolds & Co. raised well over half a billion dollars during the first three months of this year. Some of it came from public offering of securities; some from direct placements with institutional purchasers. The smallest financing was \$1,000,000; the largest, \$286,000,000 — in excess of half a billion dollars.

Whatever the size of your capital requirements, you will find it advantageous to discuss the matter with us. If a public offering seems in order, we can achieve broad distribution through our nationwide network of branch offices and our close relationship with correspondent firms. If circumstances dictate, we can effect direct placements under terms and conditions that fit your requirements.

Your inquiries are invited.

Reynolds & Co.

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Head office: 120 BROADWAY, NEW YORK, N. Y. 10005

100%.

Mr. Zanuck reported that Fox's net earnings after taxes for the first 1966 quarter amounted to \$3,048,000, equal to \$1.06 a share. In comparison, there was a net of \$2,899,000, equal to \$1.01 a share in the first 1965 quarter.

Earnings before taxes in this year's first quarter climbed to \$5,570,000 from last year's \$3,358,000, a gain of 65.9%.

Richard D. Zanuck, Mr. Zanuck's son and vice president in charge of production, spotlighted Fox's extremely active television subsidiary. Along with William Self, executive vice president

of 20th Century-Fox Television, the young Mr. Zanuck has taken Fox from a position three years ago when it had no regular programs on network television to this year's 10 prime-time programs.

Grey Advertising registers new stock

Grey Advertising Inc., New York, has filed a registration statement with the Securities and Exchange Commission covering an offering of 21,460

shares of common stock. Of this number, 18,623 shares will be offered to the public from time to time in the over-the-counter market. The company intends to issue the remaining 2,837 shares as a bonus to some of its employees.

Net proceeds of the sale are to be added to working capital. In addition to indebtedness, Grey Advertising has outstanding 1,207,119 common shares, of which management and members of their immediate families own 50.78%.

Grey's first report shows 5-year progress

The first annual report of Grey Advertising Inc. released last week shows gross billing and net income in 1965 rose substantially over 1964.

A five-year chart of Grey's progress reveals that billing moved upward from an approximately \$60.5 million in 1961 to more than \$119.4 million in 1965. Profit growth as gauged by income per share increased from 37 cents in 1961 to \$1.36 in 1965.

Grey went public in 1965.

For the year ended Dec. 31:

	1965	1964
Earnings per share	\$1.36	\$0.71
Gross billing	119,436,234	92,768,947
Net income	1,667,567	816,435

Reade/Sterling selling to all three networks

Officials of Walter Reade/Sterling Inc., Oakhurst, Ill., told a stockholders meeting that a \$2.5 million investment was recently made in motion picture acquisition for direct sale to TV.

Walter Reade Jr., chairman of the board and president, said for the first time WR/S is selling "successfully" to all three TV networks. Additional UHF stations slated for operation are helping the film industry by providing new markets for products; he indicated. A 33% earnings profit was recorded for 1965 (BROADCASTING, April 25).

Video Pictures plans merger

Video Pictures Inc., New York, and Electrographic Corp., listed on the American Stock Exchange, have announced their intention to merge subject to approval within their respective organizations. VPI now is privately owned. Electrographic would acquire VPI in exchange for a large block of its stock. George Tompkins, who will continue to head VPI, said the merger would not alter VPI in any other respect.

TV-RADIO AND CATV FINANCING

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MONEY for new equipment
MONEY for expansion
MONEY for modernization

Our long experience can be helpful. A pioneer in cable system financing for many years (we have financed over 10% of the industry - in 42 states), we have since expanded our Communications Finance Division to include radio and television financing. Let us design a program to meet your specific financial needs in any area of communications. Call us collect. Ask for Gail Oldfather or Harold Ewen.

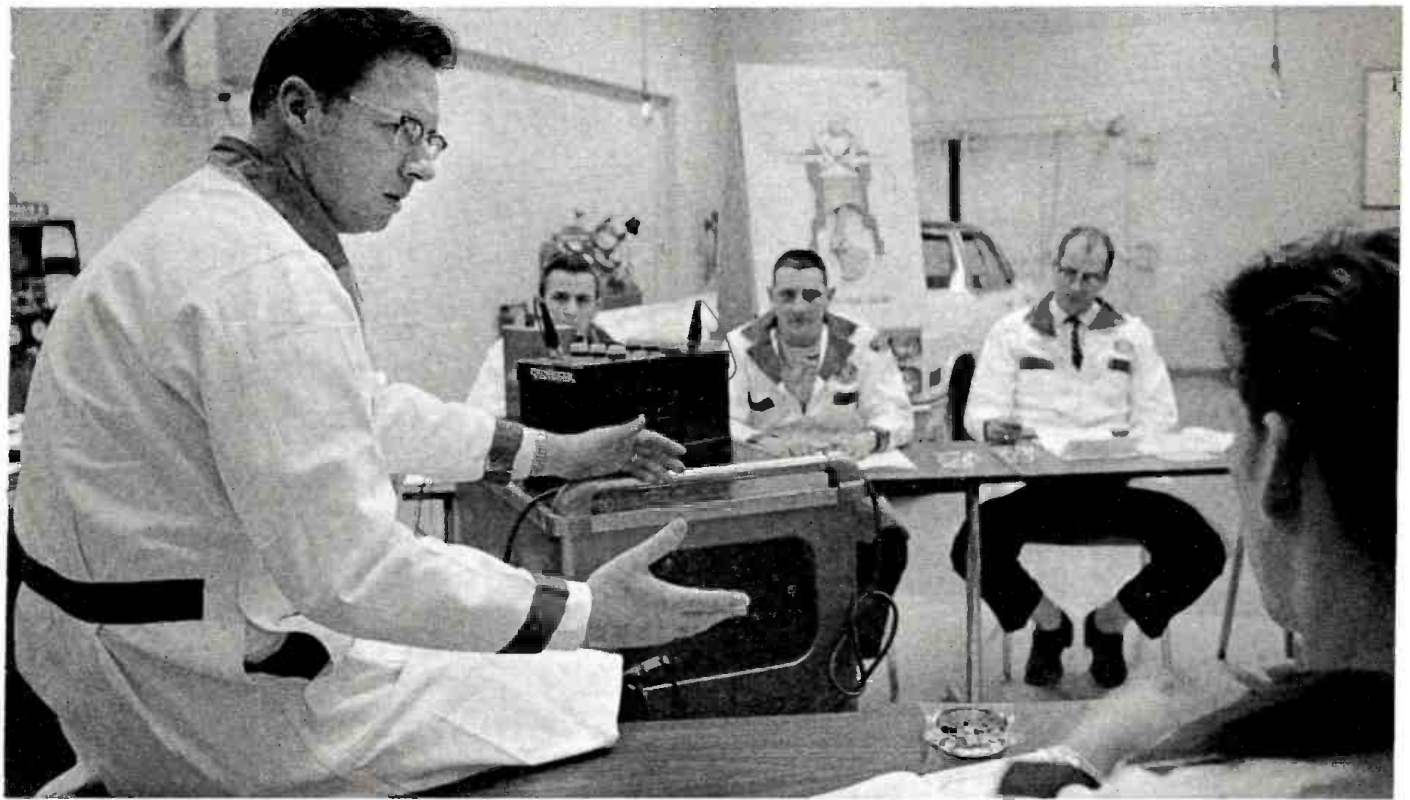
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Art Mayer—self-taught mechanic now teaches at a GM Training Center



He was the happiest boy in town when he landed a part-time job at the corner gas station. He wanted to be a mechanic for as long as he could remember. He wanted to learn all he could about cars and engines. And this was his big chance. He turned his part-time job into a full-time ambition. He never lost the desire to work on engines . . . or to learn more.

After serving as a helicopter mechanic during the war, Art joined one of the General Motors car divisions as a mechanic and soon worked his way up to Master Mechanic. Today, Arthur E. Mayer, Jr., is an instructor at one of 30 GM Training Centers across the nation, with a total annual enrollment of some 125,000 automotive mechanics drawn

from GM retail dealerships. The "refresher" courses taught at these centers keep local dealer mechanics constantly abreast of new advances in technology and service methods.

Art Mayer is happy working with his students, helping to advance their knowledge and skills. He's a fine example of the kind of people that make GM go.



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

SEC's April report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for April (all common stock unless otherwise indicated):

Capital Cities Broadcasting Corp.—Carl T. Hogan sold 600 shares, leaving 4,800. F. Sibley Moore acquired 2,000 shares plus 5,600 shares through a stock split, giving total of 11,200.

CBS Inc.—William A. M. Burden, holding 3,909 shares personally, sold 9,703 shares on beneficial account of W.A.M. Burden & Co., leaving none, and sold 6,386 shares on beneficially held trusts, leaving none. Michael Burke sold 600 shares, leaving 7,326. Leon Levy sold 59,000 shares, leaving 301,638 plus 2,496 in beneficially held trust account. Richard S. Salant sold 600 shares, leaving 14,819.

Cox Broadcasting Corp.—Frank Gaither sold 300 shares, leaving 8,023.

Filmways Inc.—Al Simon acquired 5,000 shares, giving total of 8,092.

Gross Telecasting—Raymond W. Mittel, holding 100 shares personally, acquired 1,072 shares and sold 810 shares, giving total of 672 on beneficially held Paine

Webber Jackson & Curtis account.
Jerrold Corp.—Wentworth P. Johnson sold 800 shares, leaving 2,000.

MCA Inc.—Milton R. Rackmil, holding 12,138 shares personally, sold 600 shares on beneficial account as trustee, leaving 599, and sold 400 shares on beneficial account as co-trustee, leaving 600.

National General Corp.—Lloyd Drexler sold 10,856 shares, leaving 1,000.
A. C. Nielsen Co.—Arthur C. Nielsen sold 81,100 class A shares, leaving 604,475, plus 89,460 on beneficial account as trustee (sales of 165,900 shares made from Nielsen trusts on Feb. 1) and 1,250 on beneficial account with wife. Arthur C. Nielsen Jr. sold 3,000 class A shares, leaving 14,387, and sold 3,000 shares on beneficially held trust, leaving 5,000, plus 2,000 on beneficially held account for minor children. Philip R. Nielsen sold 20,000 class A shares on beneficially held trust account, leaving 20,000, plus 2,000 on beneficially held account for minor children.

RCA—Arthur L. Malcarney exercised option on 8,928 shares, giving total of 82,675.

Reeves Broadcasting—Hazard E. Reeves sold 5,500 shares, leaving 560,822. Following disposed of 6% convertible subordinated debentures: Hazard E. Reeves, \$18,000, leaving \$7,000; Morris Schechter, \$3,000, leaving none.

Seven Arts Productions—Eliot Hyman sold 30,000 shares, leaving 32,650.

Storer Broadcasting Co.—John J. Kelly exercised option on 3,000 shares, giving total of 7,000.

Foote's foot about all the way in door

President Emerson Foote now owns 98.684% of Kastor Foote Hilton & Atherton Inc.'s common stock and all of its preferred stock. His purchase last week of close to two-thirds of KFHA's outstanding stock cost him in the range of six-figures, according to one agency spokesman.

Mr. Foote gained controlling interest by buying stock held by the late Henry Kastor Kahn, then chairman, and Peter Hilton, vice chairman and

chairman of the executive committee. Late last year, Mr. Foote had re-entered the advertising business by acquiring one-third of the agency's stock (BROADCASTING, Jan. 3).

The rest of stock not now in Mr. Foote's control—1.316%, is held by employees who owned it prior to Mr. Kahn's death May 2.

Mr. Kahn's post of chairman will remain vacant indefinitely, authorities said. It was learned that Mr. Foote will drop his title of chief executive officer but remain as president. Of the agency's \$12 million in billings, \$5.6 million, or 47%, is in broadcasting.

GT&E sets another record in first quarter

New first-quarter records have again been established by General Telephone & Electronics Corp., New York, in revenues, sales and net income, according to Donald C. Power, board chairman. Revenues and sales increased 18% over the previous record, set in 1965, and net income was 27% ahead of last year.

Mr. Power told an annual shareholders meeting recently that, upon his recommendation, he will be succeeded as chief executive officer on June 1 by Leslie H. Warner, the firm's president. Mr. Power will retain his position as chairman of the board.

GT&E is engaged in the manufacture

of television sets through its Sylvania subsidiary and is also involved in community antenna television through GT&E Communications Inc., a corporate subsidiary formed last year.

For the quarter ended March 31:

	1966	1965
Earnings per share	\$0.50	\$0.39
Consolidated revenues and net sales	553,825,000	469,567,000
Consolidated net income	44,243,000	34,881,000

Reeves backlog hits record high

H. W. Clapper, president of Reeves Industries Inc., New York, told a recent shareholders meeting that he expected the company's sales to reach at least \$10 million in the current year. The firm had record sales of \$9,006,422 in 1965. Mr. Clapper pointed out also that the company achieved its first million dollar sales month in its 20-year history.

Mr. Clapper said that the backlog of orders for Reeves products was at the highest level in the company's history. He said the orders provided a basis for his estimate of the increase in sales for 1966.

Reeves Industries supplies magnetic tape for the broadcasting industry through its Soundcraft division, and is also involved in the home recording market and the data processing field.

For the quarter ended March 31:

	1966	1965
Earnings per share	\$0.03	—
Sales	2,624,000	\$1,943,000
Net earnings (loss)	106,900	(153,100)

Carney reviews year at FC&B's annual meeting

There were few surprises at the Foote, Cone & Belding Inc. annual meeting held in Los Angeles last week. The company, enjoying a fine year in 1965, had client losses amounting to less than 5% of its overall billings but made up for this by snaring 11 new clients whose billings exceed \$20 million a year. What's more, most of this new business was not reflected in the agency's 1965 billings total. As already announced, the company's gross billings increased to \$59 million, up from \$49 million in the 1965 first quarter and earnings amounted to 21 cents a share up from the previous 18 cents a share (BROADCASTING, May 2).

These were the highlights of what

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Robert F. Carney, chairman of the board told barely 50 shareholders, most of them company employees, gathered in the Statler Hilton hotel.

During the 40-minute session, management's entire slate of 16 nominees for the board of directors was approved, as was a proposal to make 23,500 shares of common stock from the treasury available to present and future employees of the company at less than market price.

Last week marked the first time in FC&B's three-year history as a publicly owned company that its annual meeting was held in Los Angeles.

Seven Arts earnings up sharply for 9 months

Gross and net income of Seven Arts Production Ltd., Toronto and New York, rose substantially in the nine months ended March 31, the company reported last week.

For the nine months ended March 31:

	1966	1965
Earnings per share	\$1.60	\$0.14
Net income	4,060,465	308,429
Gross income	22,318,537	13,827,019
Non-recurring capital gain	—	1,276,801
Per share	—	\$0.56

Gilbert losses keep Wrather out of profit

It would have been a very good year for Wrather Corp. stockholders if the Beverly Hills-based company had not played with toys. For Wrather reported last week a consolidated net loss in 1965 of \$1,848,584, compared with a net loss of \$85,155 in 1964. But Wrather's 1965 net loss included A. C. Gilbert Co.'s 1965 net loss of \$2,910,598. Wrather owns 49.5% of Gilbert and its just released profit-and-loss statement had been held up pending clarification of the toy company's earnings.

If Wrather was not involved with A. C. Gilbert, it would have shown a tidy increased profit of about \$160,000 for fiscal 1965. A. C. Gilbert had a net loss of \$1,855,026 in 1964 but it was reported that the minority shareowners' equity in the net assets of the toymaker was exhausted that year and all of Gilbert's 1965 loss had to be included in Wrather's current financial statements. In comparison, only 54% of Gilbert's loss in 1964 was absorbed by Wrather, amounting to about five cents a share.

Gilbert's disappointing showing in

1965 was said to be caused by a number of problems among which were the tooling and production problems on one of its major new products. Wrather's other holdings all were claimed to be prospering, with the Disneyland hotel undergoing a \$5.5 million expansion program, a new animated *Lone Ranger* series starting on CBS-TV on Saturday mornings in the fall, the *Lassie* series readying for its 13th network season and the Muzak operation experiencing a 24% increase in gross income and 56% jump in pre-tax profits over 1964.

For the year ended Dec. 31:

	1965	1964
Earnings per share*	\$0.81	\$0.52
Gross earnings*	11,977,029	10,522,717
Net earnings*	1,071,014	907,623

* excluding A. C. Gilbert Co. results.

Earnings, income up at Screen Gems

Screen Gems Inc. reported last week that earnings for the nine months ended March 26 were at an all-time high.

For the nine months ended March 26, 1966, and March 27, 1965:

	1966	1965
Earnings per share	\$0.96	\$0.84
Gross income	70,573,000	51,374,000
Net earnings	3,849,000	3,345,000

Auditorium - Colosseum Complex
St. Petersburg, Florida

MODERN BUILDINGS LIKE THIS GRACE THE GROWING TAMPA - ST. PETERSBURG METROPOLIS

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THE RAHALL STATIONS:

WLCY TAMPA ST. PETERSBURG, FLORIDA	• WKAP ALLENTOWN, PENNSYLVANIA	• WWRN BECKLEY, WEST VIRGINIA	• WNAR NORRISTOWN, PENNSYLVANIA
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Committee studies CBC technical standards

The Canadian Board of Broadcast Governors has announced the establishment of a special commission which will determine a system of technical standards to be used for distribution of Canadian Broadcasting Corp. radio programming across Canada. Representatives of the CBC, the Department of Transport and network affiliates will form the committee, which is scheduled to submit a report to the BBG in September.

The main problem to be considered by the committee was highlighted last month when CHYM Kitchener, Ont., requested BBG permission to sever its affiliation with the CBC radio network. CHYM maintained that there was no need for it to carry CBC programming because adequate coverage was being provided by a CBC-owned station in Toronto.

The BBG has deferred any recommendation on the CHYM request.

International film sales . . .

Blue Light (20th Century-Fox TV): WKAQ-TV San Juan, P. R.; Radio Television de Guatemala, S. A., Guatemala; Telesistema Mexicano, S. A., Mexico; Corporacion Venezolana, S. A., Venezuela; Dicon, S. A., Argentina, and Televisora Nacional, S. A., Panama.

Batman, Blue Light, The Long Hot Summer and Valentine's Day (20th Century-Fox TV International): Thai-



Straus Voice consultant

R. Peter Straus, (l) president of the Straus Broadcasting Group, New York, was sworn in last week to serve as a consultant without compensation on various aspects of the Voice of America, radio arm of the U. S. Information Agency. Administering the oath was Leonard Marks (r), director of the USIA, as Lionel S. Mosley, director of USIA personnel, looked on.

TV, Bangkok, Thailand.

My Friend Flicka (20th Century-Fox TV International): Army television station in Bangkok.

Marine Boy (Seven Arts TV): Continental TV S. A., Brazil; Continental TV S. A., Argentina-Uruguay; Telecuracao Curacao, S. A., and CBT

Venezuela (Caracas).

Man in Space (Seven Arts TV): WKAQ-TV San Juan, P. R., and Telecuracao Curacao, S. A.

The Green Hornet (20th Century-Fox TV International): Canadian Broadcasting Corp.

The Big Valley (Four Star International): German television. Now in 20 foreign countries.

Waters buying CFRA, CFMO (FM) in Ottawa

Mrs. Frank Ryan, president of CFRA Broadcasting Ltd., announced last Monday (May 16) the sale of CFRA and CFMO(FM) Ottawa, to Allan Waters of Toronto. The two stations were formerly operated by CFRA Broadcasting Ltd. and the Kilreen Co. Mr. Waters owns CHUM Toronto.

A spokesman for the Canadian Board of Broadcast Governors stated that the board has not yet received an application for the transfer of shares. The transaction is subject to approval by the BBG, which is to hold its next meetings in June and September.

Mrs. Ryan, widow of the late Frank Ryan who founded CFRA in 1947, declined to disclose the sales price. Mrs. Ryan has been president of CFRA Broadcasting Ltd. since her husband died in March 1965, and she will continue to be active as a board member of the new company.

CFRA started May 3, 1947, and operates on 580 kc with 50 kw day and 10 kw night. CFMO went on the air in 1948 as CFRA-FM, and is on 93.9 mc.

EQUIPMENT & ENGINEERING

Are FM translators next on planning board?

The FCC has advanced the possibility of authorizing FM translators to serve remote areas unable to receive FM signals directly.

The commission last week authorized China Lake Community Council, China Lake, Calif., to test the suitability of a low-power FM translator. A transmitter will be located on Laurel Mountain, near Ridgecrest, Calif., and will serve China Lake, Ridgecrest and Inyokern, all California.

The commission also announced that it has received a petition for rulemaking from the Red River Valley Translator Association, Childress, Tex., to author-

ize FM translators on a regular basis.

The developmental translator will operate on not more than one watt of power on channel 296 (107.1 mc), the commission stated. China Lake Community must, however, obtain the prior approval of any station whose programs are rebroadcast, the commission said last week.

KGO-TV wins round in fight for Mt. Sutro

A 10-year struggle between two San Francisco VHF's as to whether or not a new tall-tower antenna was going to be placed on top of Mount Sutro took a turn into the home stretch last week. The San Francisco board of

supervisors sustained the previous decision of the city planning commission in naming Mount Sutro as the central location for all local TV station transmitters.

KGO-TV, the ABC-TV-owned station in San Francisco, has been spearheading the fight to make Mount Sutro the site for its new transmitter. KRON-TV opposed the site. Still pending is an appeal by the Chronicle Publishing Co., owner of KRON-TV, in the U. S. district court of appeals asking that the court set aside the grant to KGO-TV to build on Mount Sutro.

Though awaiting the court's decision, KGO-TV nevertheless is readying final blueprints and details to begin construction of 981-foot tower that is to be erected on top of Mount Sutro later this year.



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Maybe you've said it yourself.
But you might be wrong.

You see, some folks have a
mistaken idea about automating
a radio station. They think it
means throwing a switch, locking
the front door, and going home.

The real purpose of station
automation is to help you attain
greater operating efficiency and
save money on operating costs.

Now, how much would you be
willing to pay to attain
both goals?

\$65.00 a week?

Well, you might be interested to
know that for the price of a

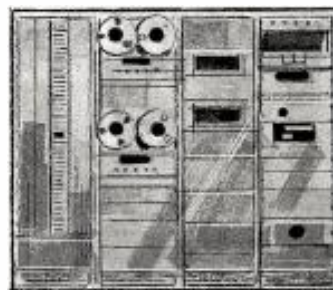
few extra spots per week you
can fully automate your station.
It might be less. It might be
more. It depends entirely on what
you want to accomplish.

You may want to automate only
certain segments of the day.
Or an entire weekend.
Or FM totally.

Whatever the goal, ATC has the
answer. And that answer will
relieve valuable, creative air
personnel from purely
mechanical control room
operations and make them
available for more productive
pursuits. Better programs, better
newscasts, sharper
commercials, more sales.

You can buy ATC equipment
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So, maybe it's time to find out
once and for all whether you're
big enough for automation.
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Bloomington, Illinois

What's with the home video recorder?

BESET WITH PROBLEMS, COMPANIES STRIVE FOR MASS PRODUCTION

The possibility that a home television tape recorder might soon become a mass consumer item has been teasing the imagination of equipment manufacturers for years. It has also been in the back of the mind of the broadcasting establishment as a potential influence on the public's entertainment habits, now so heavily oriented to conventional televiewing.

When three young inventors from Nottingham, England, brought a working video tape recorder prototype called Telcan to this country several years ago and reported it could be sold to the public for under \$200, the story got front-page treatment. Cinerama Inc. bought majority interest in U. S. manufacturing and distribution rights.

The possibilities seemed endless: home-made video tapes, taping off the air for replay at viewer convenience, rental of specialized programming from tape libraries and simultaneous viewing and taping of two different signals being picked up by the same television set.

The low-priced video taper has never come down from the realm of fancy into the market place. The Cinerama Telcan project languished and the design was never licensed to a manufacturer. Some of those involved in Telcan's development tried again under the name of Wesgrove Electrics Ltd., London, demonstrating a \$550 model to be introduced here. But according to Harvey Associates, a public relations firm that acted as U. S. spokesman for the group, the project failed and was discontinued.

Reality simply hasn't lived up to expectation in the field of home tape

its first year on the market and that recorders, but events of the last few weeks have rekindled interest. Two high-level communications industry executives speaking from formal platforms have talked about the development and influence of such equipment with more down-to-earth seriousness than blue sky in their tone.

RCA Color Recorder ■ RCA President Robert Sarnoff told his stockholders three weeks ago the company's work on a home color recorder for the consumer market was progressing significantly. Already, he said, prototype RCA models had been built that would out-perform any such devices on the market today. (There are black-and-white video tape recorders now being sold to consumers, notably a Sony model for \$995, but none at a mass-market price level.) Mr. Sarnoff said RCA won't be satisfied with anything less than a color-capable model with a price appealing to a mass market.

RCA also says picture quality must be comparable to best off-the-air reception. The company has been working on the project for 10 years. This was new and stronger emphasis on its importance and it was taken by some as a hint that an RCA model might not be so far away from a marketing stage.

In the same week John Schneider, corporate vice president in charge of all CBS broadcasting operations, addressing the affiliates of his television network, said CBS has its eye open to video-tape recording developments, that even though consumer priced models might be several years away, it wouldn't do to stick their heads in

the sand and ignore the potential impact.

Developments that haven't been publicized in the home video tape recorder field are viewed by some as a good deal more interesting than those that have. A design for a home color recorder from the I.I.T. Research Institute in Chicago has been licensed to three unidentified equipment manufacturers. The model, according to the institute's scientific adviser, Marvin Camras, might be priced to the public at \$550 and eventually considerably less than that. It operates with a fixed recording head at tape speed of 60 or 120 inches per second and can run for one hour with a seven-inch reel of premium quality audio tape costing about \$10 per reel, says Mr. Camras.

Fixed-Head Recorder ■ A small Clifton, N. J., concern called Par Ltd. went into New York City last week to demonstrate a prototype home video recorder called Par Vision before a small gathering of electronics trade reporters. Two years ago when the design was first announced (BROADCASTING, June 15, 1964), it was described as a \$300 to \$400 model in need of further refinements. It's a fixed-head recorder that shows moderately good fidelity with tape running at 60 i.p.s., but poor quality reproduction at 30 i.p.s. Company officials said they hoped to compromise at 45 i.p.s. They claim manufacturer interest in the design is high but no license agreements have been signed.

Par Ltd. says it has analyzed the potential demand for home video taping equipment and that a unit priced at \$500 could sell 100,000 units in

Tactics questioned in

Ill. repairman expose

Television as an industry suffered another black eye in Midwest newspaper headlines last week as the Illinois attorney general announced that a three-month probe of television repair practices disclosed 21 out of the 25 shops investigated in the state were cheating their customers. Identity of the shops was not disclosed.

Attorney General William G. Clark

said his office planted perfectly good color and monochrome sets with the shops in the study. However, he explained, the sets were "marked" with specific bad tubes or parts for the probe.

Charges of up to nearly \$50 were made for repairs and parts costing pennies in some cases, he said. In other situations the repairmen further tampered with the set so that additional repair work would be needed later, he alleged.

Frank L. Moch, director of the National Alliance of Television and Elec-

tronic Service Associations, said that his group has been working with the attorney general for a long time in an effort to put out of business known offenders who are a very small fraction of the majority. He felt, however, that Mr. Clark "stacked the deck" when he picked only those shops known to be bad from large files of complaints.

Mr. Moch said NATESA for 10 years has been trying to get repairman licensing legislation through the Illinois legislature. He said his group favors licensing even stronger than that now used in California.

by 1970 volume could reach 850,000 units.

Not long after Telcan made its first splash there were reports that Fairchild Camera & Instrument Corp., Syosset, N. Y., was getting close to presentation of a consumer-priced video recorder, and in April 1964 it demonstrated a prototype \$500 model with stationary head and 120 i.p.s. tape speed. Since then numerous reports that Fairchild was close to a licensing agreement with equipment makers proved premature.

Last week, however, Fairchild chairman John Carter, under questioning by a stockholder, said the company had brought its home video tape equipment to the color stage in cooperation with TV set manufacturers and still intends to license the design rather than produce the equipment itself. Bayard Hand, director of product and market planning for Fairchild, says the company hopes to demonstrate the color version in several months.

Fairchild thinking seems to match RCA's in respect to color. "With the whole industry riding the color TV boom, we think the only thing that will interest a domestic manufacturer is a color unit," says Mr. Hand. A marketable instrument for consumers will have to sell for under \$1,000, probably closer to \$500, he adds.

Plug For Black and White ■ Not all companies interested in the home recorders show the same color insistence. A spokesman for 3M, which recently introduced a \$1,495 unit for the "training and educational" market and which is working on a consumer model, says a popularly priced (\$500 or under) black and white recorder could be a hot item right now.

The Sony Corp. of Japan, which has a black-and-white video tape recorder currently selling in the U. S. for \$995, has demonstrated a color



Par Ltd. comes up with the newest, Par-Vision

model that it hopes to have available in this country next year.

Ampex has had an educational and industrial VTR (VR-6000) out since December with a price tag of \$3,150, intends to hit the consumer market with a \$1,095 unit next month in New York. An accompanying camera would cost \$550.

Many observers of home taping developments feel that availability of a camera for home-made tapes is a must for mass appeal of the equipment, that the ability to tape programs off the air or rent tapes won't be enough. An Ampex official says success is certainly partially dependent on a camera.

Popularity Depends on Price ■ When will a home video tape recorder become a mass-market commodity and when, if ever, could it upset the equilibrium of the entertainment industry? Certainly not before it carries a price tag of \$500 or less, according to most involved, and not even then, according to many.

One Wall Street analyst of the entertainment industry, questioned by BROADCASTING, doubted a color unit priced at \$500 could ever have a significant effect on national viewing habits.

Most seem to think the introduction of home tape recorders will come about in an evolutionary, not revolutionary way. What effect it may eventually have on the way the average televiewer will spend his entertainment time is open to question; few care to gamble a guess in the face of so many variables.

One theory is the home video tape recorder could have a more immediate effect on the advance of pay television than on conventional broadcasting. The same group with so-called discretionary income and time to devote to pay television might be diverted by the attraction of a miniature home TV studio allowing home-made video tapes and the rental of taped programing tailored to its tastes.

New RCA development for color-TV tubes

RCA announced last Friday (May 20) that for the first time optimum color reception will be achieved quickly through a new development in rectangular color-TV picture tubes.

The company has developed a temperature-compensated shadow-mask assembly that, it said, overcomes the problems of heat expansion during the period in which the picture tube is

warming up.

Color tubes employing the new development will be marketed as RCA "Perma-Chrome" tubes and will be incorporated in all RCA 25-, 19- and 15-inch rectangular color tubes.

Andrew enlarges factory

Andrew Corp., Chicago, plans to almost double the size of its suburban Orland Park manufacturing plant this year to keep up with the demand for

its antenna and coaxial cable products. The expansion will entail over \$2 million and is the third enlargement of facilities there in the past decade. Andrew also has factories in California and Canada.

Technical topics . . .

Booth wants Entron system ■ Entron Inc., Silver Spring, Md., CATV equipment manufacturer and construction firm, announces a \$250,000 contract to build a complete 65-mile CATV system in Summit township, Mich., for Michi-

gan Bell Telephone Co. Completion date is mid-August. Summit township encompasses a suburban area adjacent to Jackson, Mich. The franchise for Summit township is held by Booth Broadcasting Co. (group CATV owner).

Faster color ■ Spurred on mostly by the demand for more, better and faster color work, Pathe Laboratories Inc. is increasing the amount of negative and positive footage its Hollywood plant can process daily with installation of improved equipment. Advanced types of processing tanks and printers will handle the increased daily color and black-and-white footage coming in from stepped up television and feature pro-

duction in the U. S. and overseas. With its new equipment, Pathe says it can process dailies and return them to location sites anywhere in the world accessible by air within 48 hours.

'High-hat' spotlight ■ Lighting Services Inc., New York, has available a new mounting system for incandescent accent lights that converts recessed "high-hat" fixtures into adjustable surface-mounted spotlights. Average price of units is \$28.

Rohn expands ■ Rohn Manufacturing Co., Peoria, Ill., is adding two new buildings to its manufacturing complex. One building will house Rohn's new angle tower manufacturing equipment, punch presses, and automatic saws,

while the other expansion will be an extension to the galvanizing plant and the influx area.

Now on the market

Hancock Telecontrol Corp., Old Greenwich, Conn., has begun marketing a modified version of its \$55,900 Unicon II automatic television program controller, first displayed at the National Association of Broadcasters convention in Chicago (BROADCASTING, April 11). The automatic Unicon controller is used in master-control-room operations, and is said to provide continuity for all programing steps and effects controlling up to 100 video sources.

FATES & FORTUNES

BROADCAST ADVERTISING

George Coleman, associate media director at Norman, Craig & Kummel, New York, elected VP.



Mr. Coleman

Daniel Sullivan, Chicago manager of Doyle Dane Bernbach, and **Frank Yahner**, account supervisor, DDB, New York, elected VP's.

Frank Elliott, account executive at WLBW-TV Miami, named director of national sales for Overmyer Communications Co., New York.

Howard Rothenberg, in charge of research and sales development, Eastman TV, New York, elected VP.

Ewing R. Philbin Jr., account supervisor with Dancer-Fitzgerald-Sample, New York, named VP. **William P. Engel**, with D-F-S, Los Angeles, named media director.

Donald E. Whiting, executive VP and general manager of Perrin & Associates, Chicago, elected president.



Mr. Kauffman



Mr. McKee

Garth E. Kauffman and **Oliver McKee III**, account supervisors at Young & Rubicam, New York, named VP's.

Richard R. Strome, creative supervisor with Ted Bates & Co., New York,

joins Erwin Wasey as VP and director of creative services in Los Angeles.

James R. Beattie, executive VP and chief executive officer, Robert E. Wilson Co., New York, named VP and management supervisor on all medical accounts, Wasey, same city. **Ron Salmon**, account executive for Young & Rubicam, Chicago, joins Wasey, Los Angeles, in same position.

Louis Myers, VP at George/Savan Advertising Co., St. Louis, named creative director.

John J. Saunders, VP and account supervisor for Campbell-Ewald Co., Detroit, named associate manager-general accounts group. **Robert C. Doran**, VP and account supervisor for C-E, Detroit, named group VP. **Charles A. Hollis** and **Ron R. Kimler**, account executives, appointed account supervisors.

Gunnard H. Faulk, VP and art supervisor for Benton & Bowles, New York, named VP and director of creative arts for Van Praag Productions Inc., that city.



Mr. Faulk

Herbert G. Drake, Pacific Coast manager of N. W. Ayer & Son, elected president of San Francisco Advertising Club.

Jack Armstrong, operations manager of WYRE Annapolis, Md., named VP-sales.

Roselou Flanagan, VP, Norman, Craig & Kummel, New York, re-elected president of Advertising Women of New York.

Donald E. Leonard, resigns as VP and director of media, Tatham-Laird & Kudner, New York, to become director

of business development, Metro Radio Sales, New York, division of Metro-media.

Jack Kabateck, account executive for AM Radio Sales Co., named Los Angeles regional manager. He replaces **Ray Taylor**, who resigns to join KMPC Los Angeles as account executive. **Jack E. Sweeney**, national sales coordinator for KMPC, and **Frank A. Tessin**, San Francisco manager for AM Radio Sales, become Los Angeles manager and San Francisco manager, respectively, for Major Market Radio, new representative firm organized primarily to handle radio stations owned by Golden West Broadcasters (BROADCASTING, May 9). KMPC is Golden West station.

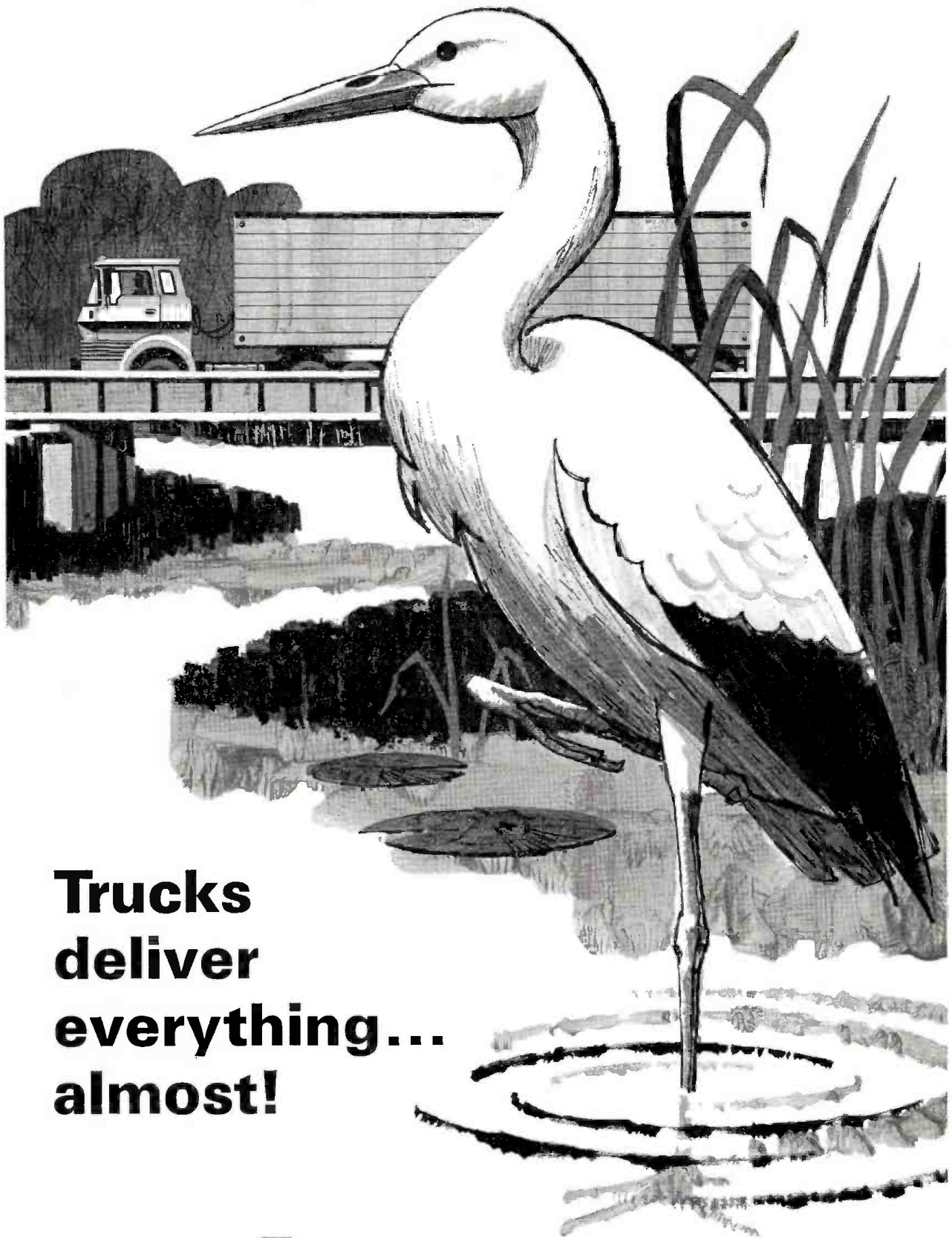
Dominick Spoto, formerly in media department of McCann-Erickson, New York, named media supervisor, Warwick & Legler, same city.

Robert Gordon, formerly assistant to controller of Metropolitan Broadcasting division of Metromedia Inc., New York, appointed business manager of Geer, DuBois & Co., that city. **Oliver Einstein**, formerly media supervisor with Doyle Dane Bernbach, New York, appointed media director of Geer, DuBois & Co., that city. **Fred Irwin**, VP, and **Penny Schmitt**, formerly assistant media director, named account supervisor and account executive respectively.

Edward Shea, account executive of WGN-TV Chicago, named midwestern sales manager for KWGN-TV Denver.

Fred Birnbaum, formerly with WCAU-AM-FM Philadelphia, appointed director of information services for AM Radio Sales Co., New York.

Frank J. Krontorad, assistant PR manager at Troxell and Associates Ad-



**Trucks
deliver
everything...
almost!**

ATA
AMERICAN TRUCKING INDUSTRY
The Wheels that go Everywhere

AMERICAN TRUCKING ASSOCIATIONS, INC., WASHINGTON, D.C. 20036

vertising, Houston, also appointed director of radio and television.

Kent N. Westrate, earlier with Wade Advertising, Chicago, joins Lilienfeld & Co. there as account supervisor.

Robert M. Fowler, national sales manager for WTVT(TV) Tampa-St. Petersburg, Fla., named general sales manager. **Jack L. Hitchcock**, sales development manager, appointed local sales manager.

Charles F. Mallory, advertising manager for Barker Motors, Eugene, Ore., appointed general sales manager of KWFS-AM-FM, that city.

M. Joseph Leahy, assistant promotion manager of WJW-TV Cleveland, named advertising and promotion director of WERE-AM-FM, that city.

Gary Willson, account executive at KXTV(TV) Sacramento, Calif., named account executive for KRON-TV San Francisco.

Dave Martin, sales service director of KPIX(TV) San Francisco, named account executive. **Joel Day**, assistant sales service director, succeeds Mr. Martin.

Dave Hazel, formerly advertising representative for *Philadelphia Bulletin*, named account executive for WIP-FM Philadelphia.

Paul Maguire, account executive with WOR-TV New York, joins RKO General Productions, that city, as account executive.

Larry Garrett, general manager of WDAD Indiana, Pa., named account executive for KQV-AM-FM Pittsburgh.

Robert A. Sestero, formerly merchandising manager of Sylvania Entertainment Products, Batavia, N. Y., joins VanSant Dugdale and Co., Baltimore, as account executive.

George Gothberg, former owner of WFPA Ft. Payne, Ala., appointed account executive at WRCP-AM-FM Philadelphia.

William J. Wiggins, formerly national representative for United Feature Syndicate Inc., New York, joins Henry J. Kaufman & Associates, Washington, as account executive.

Robert Davis, formerly advertising supervisor at Babcock & Wilcox Co., New York, joins Ries Cappiello Colwell Inc. there as account executive.

Ken Leslie, account executive at KFRC-AM-FM San Francisco, joins KKHI-AM-FM, that city, as account executive.

Salvatore Greco, formerly with Kenyon & Eckhardt, New York, joins Venet Advertising's Boston office. New branch, at 607 Boylston Street, was opened to service newly acquired

Ad Club elects directors

Directors were recently elected to board of The Advertising Club of New York. Named directors were: **Emerson Foote**, president, Kastor, Foote, Hilton & Atherton Inc.; **David C. Stewart**, president, Kenyon & Eckhardt; **Clifford O. Anderson**, president, Kinney Shoe Corp.; **Arnold M. Raphael**, senior VP, Kayser-Roth Inc.; **Mark F. Cooper**, president, Advertising Federation of America; and **Herman Goetz Jr.**, The Jam Handy Organization. **Walter B. Bruce**, American Can Co., was re-elected club's president for his third successive term. **Harry G. Wielage**, VP of Manufacturers Hanover Trust Co., was elected treasurer. New VP's are **Charles E. Ballard**, president, E. M. Frey-stadt Associates Inc., and **J. L. Blackledge**, executive director, Electrical League of New York. **Robert A. Cooper** continues as secretary and executive director of the Advertising Club of New York.

Prince Macaroni Manufacturing Co. account and other New England clients.

MEDIA

I. Martin Pompadur, formerly director of business affairs, ABC legal department, New York, elected VP-administration, ABC-TV. He succeeds **Stephen C. Riddleberger**, who resigned to join NBC (BROADCASTING, May 16).

Harold C. Lund, VP of KDKA-AM-FM-TV Pittsburgh, elected president of Pennsylvania Association of Broadcasters. Other officers who will serve with Mr. Lund are: **Ed K. Smith**, WCMB Harrisburg, first VP; **Joseph T. Conway**, WIBG-AM-FM Philadelphia, second VP; **Robert Magee**, WHUM Reading, secretary; **Lester P. Etter**, WLBR-AM-FM Lebanon, treasurer.



Mr. Richey
of UBA.

Orin D. Hood, with noncommercial WDET-FM Detroit, appointed manager.

Timothy G. Teeter, with KOUR Independence, Iowa, named manager.

John H. Perry Jr., Florida newspaper

chain owner, elected director of Cowles Communications Inc., New York.

Jack Kussart, program manager of WAND(TV) Decatur, Ill., named assistant general manager.

PROGRAMING

Thomas R. Smart, Detroit manager of Van Praag Productions, elected VP and director of Midwest division.

Dan Enright, director of international production, Screen Gems, elected VP in charge of production, international division.

Richard Kellerman, formerly manager, special projects, RCA, New York, appointed executive VP, Irving Gitlin Productions Inc., same city.

Hugh Heller elected president of Heller-Ferguson Inc., Hollywood, music-writing affiliate of The Heller Corp., and **Allyn Ferguson** named VP and general manager. **Edward Blau** appointed secretary and general counsel. Heller Corp. distributes radio and TV production aids.

Fred B. Adair Jr., president of Manhattan Sound Co., division of Pellin Enterprises Inc., New York, elected corporate VP of parent company. **Gustave E. Mortensen** and **John J. Gordon**, both with Manhattan Sound Co., named VP in charge of engineering and VP in charge of sales, respectively.



Mr. Loughlin
owned by WKY Television System Inc.

Bill Heath, editorial department head of Desilu Productions, Hollywood, named post production executive. Mr. Heath will be in charge of all post production work and will report directly to Herbert F. Solow, VP in charge of programming.

Leslie Walden, newsfilm photographer-editor-writer at WFBM-TV Indianapolis, joins National Television News, Detroit, as production supervisor.

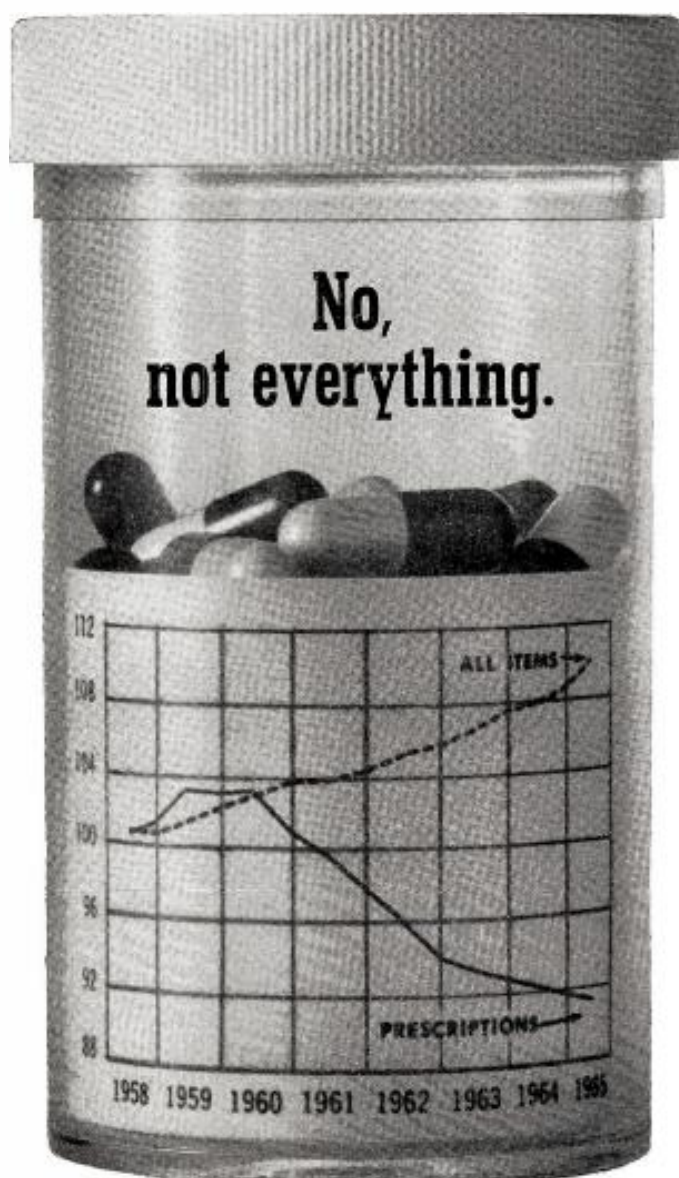
Anthony Hope, California attorney, appointed associate director of business affairs for 20th Century-Fox Television.

Frank Cason, with WAII-TV Atlanta, named program and promotion director.

Brench Boden, former director of continuity operations for WHAS-TV Louisville, Ky., named program director for WHAS-FM, that city.

Charles Keys, southwestern sales representative for Four Star Interna-

**Up
is where
the cost of everything
has gone.**



Trend of retail prices. 1957-1959=100.
U.S. Government statistics.

Not prescription drugs.

Prescription drug prices are *down* 9% from the 1957-1959 base period.

With many other prices climbing, the drug industry is proud it has been able to keep the prices of today's lifesaving drugs *down*.

The trend of prescription drug prices is definitely *down*. And they are *down* in the face of a continued rise in total medical costs.

The Council of Economic Advisers recognized this when they reported: "In the most recent 5 years, medical costs have risen less rapidly than in the 1950's. This has been due primarily to the fact that *prices of prescription drugs have been declining.*"

The italics are ours.

The benefits are yours and everyone's.

If you would like more information—brief and to the point—write for a free copy of the latest issue of "Key Facts on the U. S. Prescription Drug Industry."

PHARMACEUTICAL MANUFACTURERS ASSOCIATION

1155 Fifteenth Street, N.W., Washington, D.C. 20005

tional in Dallas, appointed Southwest division sales manager.

Pat Shanahan, with WRIT-AM-FM Milwaukee, appointed program director.

Tom N. Tyler, with WJPS Evansville, Ind., joins KILE Galveston, Tex., as program director.

Frank Glibber, former play-by-play commentator for Dallas Cowboys, named director of sports for WJW-TV Cleveland and also signed as play-by-play commentator for National Football League games of Cleveland Browns on CBS-TV.

Edwin Francis Moise, with Reuben H. Donnelley Corp., Los Angeles, appointed operations and production manager of WVUE(TV) New Orleans.

Buzz Long, formerly with WEAM Arlington, Va., appointed operations manager of WYRE Annapolis, Md.

Lewis Davis, with WRFD Columbus-Worthington, Ohio, appointed director of agricultural services, succeeding **Clyde Keathley**, who becomes operations manager.

NEWS

Robert Flaherty, assistant manager of news administration, CBS, New York, appointed national manager of vote collection, CBS News Election Unit.

Edward M. McManus, night bureau manager of United Press International, Albuquerque, N. M., appointed manager of Albuquerque bureau. He succeeds **John McMillion**, who resigns to become associate editor of *Albuquerque Journal*.

Luke Greene, director of community affairs for WAIH-TV Atlanta, appointed director of news, special events, and community affairs.

Greg Gamer, news director of KAKE-TV Wichita, Kan., appointed executive news director of KARD-TV, that city.

Charles Jenkins, wxvw Jeffersonville, Ind., elected president of Indiana AP Radio-Television Association. **Chuck Crouse**, WGL Fort Wayne, Ind., elected VP for north and **Ron Carrell**, WIRE Indianapolis, elected VP for central Indiana.

Charles Doss, WROM-AM-FM Rome, elected president of Georgia AP Broadcasters Association. **King Elliott**, WSB Atlanta, elected VP.

Daniel L. Akens, WAAY-TV Huntsville, elected president of Alabama AP Broadcasters Association. **Jack Venable**, WSFA-TV Montgomery, elected VP.

Joe Doyle, assistant news director of WFTV(TV) Orlando, Fla., appointed news director.

Al Fleming, news director for KTHI-

TV Fargo-Grand Forks, N. D., named news director of WTVM(TV) Columbus, Ga., replacing **Bob Harper**, now correspondent in Vietnam for ABC News.

FANFARE



Mr. Biard

ties, not only for local CBS-owned station, but also for regional network.

Alex Troffey, formerly communications manager and PR coordinator for Kaiser Industries Corp., Oakland, Calif., appointed director of public relations and advertising for United Press International.



Mr. Troffey

Tom Jones, publicist for Walt Disney Productions, appointed PR director of Dramatic Features Inc., Hollywood, production company headed by actor **Dick Van Dyke**.

Gary Davis, promotion-publicity director for WERE-AM-FM Cleveland, appointed director of promotion and publicity for WKYC-AM-FM, that city.

Cliff Johnson, editor at all-news WNUS Chicago, named director of sales promotion and merchandising.

John Culver, with WAIH-TV Atlanta, appointed director of public relations.

Robert W. Groves, promotion manager of WKBW Buffalo, N. Y., appointed promotion manager of WMEX Boston.

Sharon Malone, formerly with Conover-Nast Publications, Chicago, joins WMAQ-TV there as press assistant.

EQUIPMENT & ENGINEERING

Robert E. Ramsey, director of operations for Continental Electronics Manufacturing Co. and Continental Electronics Systems Inc., Dallas, named VP of operations.

Kenneth W. Lloyd, formerly southeastern regional manager for Channel Master Corp., Ellenville, N. Y., named Midwest regional manager at Jerrold Electronics Corp., Kansas City, Mo.

Richard Thomas, formerly with Honeywell Engineering Research, ap-

Hal Biard, assistant director of audience promotion for KNXT(TV) Los Angeles, named promotion manager. In his new position, Mr. Biard will supervise all audience, print and on-air promotion activities, not only for local CBS-owned station, but also for regional network.

Alex Troffey, formerly communications manager and PR coordinator for Kaiser Industries Corp., Oakland, Calif., appointed director of public relations and advertising for United Press International.

pointed chief engineer of WRCP-AM-FM Philadelphia.



Mr. Behringer

northeast area manager for Kaiser-Cox Corp., Phoenix.

Alexander J. Autote, formerly broadcast products manager for CBS Laboratories, Stamford, Conn., appointed marketing manager for professional products.

R. Douglas Wilber, treasurer and controller for Oak Manufacturing Co., division of Oak Electro/Netics Corp., Crystal Lake, Ill., named treasurer for parent company.

ALLIED FIELDS



Mr. Reams

Frazier Reams Jr., executive VP of Reams Broadcasting Co., parent company of WCWA-AM-FM Toledo, Ohio, named Democratic candidate for governor of Ohio in next November's election.

Raymond V. Muscarell, formerly VP and personnel director, Basford Inc., New York, named VP, Henry Schapper Agency, personnel agency for communications industry.

John L. Dales, national executive secretary of Screen Actors Guild, elected VP on 37-member executive council of California Labor Federation AFL-CIO.

William A. Kehoe Jr., senior trial attorney in FCC hearing division for past four years, joins Washington communications law firm of Haley, Bader and Potts.

Roy Leep, with WTVT(TV) Tampa-St. Petersburg, Fla., named board chairman of national Board of Radio and Television Weathercasting of American Meteorological Society, University Park, Pa. **Bob Thomas**, with WKY-TV Oklahoma City, appointed to four-year term as director on four-member Board.

Reginald P. Merridew, program director of WJR Detroit, 1959-1965, elected secretary of Kiwanis International.

DEATHS

Gordon L. Barnhart, 37, sales manager of WHLO Akron, Ohio, died May 16 of apparent heart attack at his home.

BARGAINING - NOT COMPULSION

The key to railroad labor peace

The March 31 strike of railroad firemen to gain negotiations ended April 3, on the promising note that, as compulsory working conditions ended, collective bargaining would follow.

President Lyndon B. Johnson's published statement, appealing for an end to the walk-out, said in part, ". . . *Whatever issue or issues may be in dispute should be resolved under procedures of the Railway Labor Act. The procedures of this Act can and should operate promptly and effectively and will as soon as work is resumed.*"

At no time since the strike's end has railroad management shown any willingness to come to the bargaining table. Instead, there has been a stepped up program in federal court

to obstruct and frustrate the Railway Labor Act procedures.

Despite the President's statement, railroad management arrogantly went to court to stop the National (Railway) Mediation Board from furthering the bargaining process.

Any objective view of these tactics must pinpoint rail management's refusal to bargain as a basic reason for the recent strike.

President Johnson had the answer, when he said the Railway Labor Act procedures *can, should and will* operate promptly to resolve the issues.

In the national interest, isn't it time the railroads paid heed to the President? Isn't it time they got off the legal merry-go-round and got on with collective bargaining?

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 12 through May 18 and based on filings, authorizations and other FCC actions.

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, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *—educational.

New TV stations

ACTIONS BY FCC

Hickory, N. C.—Catawba Valley Broadcasting Inc. Granted CP for new UHF on channel 14 (470-476 mc.); ERP 21.9 kw vis., 4.38 kw aur. Ant. height above average terrain 600 ft., above ground 465 ft. P.O. address: Box 1059, Hickory. Estimated construction cost \$164,726; first-year operating cost \$120,700; revenue \$120,000. Studio and trans. locations both Hickory. Geographic coordinates 35° 44' 03" north lat., 81° 19' 54" west long. Type trans. RCA TTU-1B, type ant. Jampro JZZ-5/D-30, Consulting engineer Barnett F. Goldberg, Columbia, S. C. Principals: Edmund S. Long (20.1%), Mrs. Mildred J. Gifford (13.1%), Mrs. Mary L. Cline (11.86%), Thomas E. S. Long (4%), Lester C. Gifford (15.87%) and others. Mr. Gifford is editor and publisher of Hickory Daily Record newspaper. Mr. Thomas Long is assistant general manager and assistant secretary-treasurer of WHKY-AM-FM Hickory. Mr. Edmund Long is general manager and secretary-treasurer of WHKY-AM-FM. Action May 13.

Ithaca, N. Y.—Anthony Ceracche. Granted CP for new UHF on channel 52 (698-704 mc.). ERP 208 kw vis., 43 kw aur. Ant. height above average terrain 1254 ft., above ground 540 ft. P. O. address: 518 W. State St., Ithaca. Estimated construction cost \$403,305; first-year operating cost \$135,000; revenue \$135,000. Studio location Ithaca; trans. location near Trumbull Corners, N. Y. Geographic coordinates 42° 23' 12" north lat., 76° 40' 11" west long. Type trans. RCA TTU-10A, type ant. TFU-27DH. Legal counsel Cohen & Berfield, consulting engineer Edward F. Lorentz both Washington. Principals: Anthony Ceracche (100%). Mr. Ceracche owns community antenna TV's in Ithaca, Montour Falls, Camdor, Horseheads and Saugerties, all New York. Action May 18.

APPLICATIONS

Greensboro, N. C.—Piedmont Triad TV Inc. UHF channel 48 (674-680 mc.); ERP 526 kw vis., 102.3 kw aur. Ant. height above

average terrain 812 ft., above ground 792 ft. P.O. address: c/o Ralph Clay Price, P.O. Box 6626, Greensboro 27405. Estimated construction cost \$540,000; first-year operating cost \$250,000, revenue \$250,000. Trans. and studio both to be located in Greensboro. Geographic coordinates 36° 13' 00" north lat., 79° 54' 28" west long. Type trans. RCA TFU 30A; type ant. RCA TFU 30J. Legal counsel Robert L. Heald Washington. Consulting engineer Palmer A. Greer Greenville, S. C. Principals: Ralph Clay Price (80%) and Jack H. Brown (20%). Mr. Price is owner of cattle farm and has ownership interests in diamond mines, installation of communications equipment and background music corporation. Mr. Brown is in real estate investments and banking and is 40% stockholder of Vuemore Cable Vision Inc., Greensboro, which holds franchise. Ann. May 18.

Manchester, N. H.—Merrimack Valley Communications Inc. UHF channel 50 (686-692 mc.); ERP 472 kw vis., 4.72 kw aur. Ant. height above average terrain 994 ft., above ground 594 ft. P. O. address: c/o Neal Cortell, Canterbury Forest, Plaistow, N. H. Estimated construction cost \$391,300; first-year operating cost \$135,600. Revenue \$90,000. Studio and trans. locations both Windham, N. H. Geographic coordinates 42° 49' 2" north lat., 71° 16' 54" west long. Type trans. Townsend Association TA-55AT; type ant. Jampro JZZ-3-O-A. Legal counsel Joseph H. Sharlitt, Washington; consulting engineer George R. Townsend, West Springfield, Mass. Principals: Neal Cortell, Aaron Shinberg and Paul Kazarosian (each 33⅓%). Mr. Cortell is producer of sports programs for radio-TV. He owns 54% of Beacon Broadcasting Corp. and 50% of Beacon Sports Inc. Mr. Shinberg is market research consultant and Mass. state representative. He is 100% owner of A-M-I Associates of America Inc. Mr. Kazarosian is lawyer. None of the principals have other broadcast interests. Ann. May 12.

Nashville—Mid-Continent Television Corp. UHF channel 30 (566-572 mc.); ERP 44.8 kw vis., 4.5 kw aur. Ant. height above average terrain 808 ft., above ground 298 ft. P.O. address: c/o Marion W. Crabtree, 812 Crabtree St., Chillicothe, Mo. 64601. Estimated construction cost \$254,475; first-year operating cost \$300,000, revenue \$300,000. Studio and trans. locations both Nashville. Geographic coordinates 36° 09' 00" north lat., 86° 48' 01" west long. Type trans. RCA TTU-2A; type ant. RCA TFU-24DL. Legal counsel Welch & Morgan, Washington; consulting engineer Serge Bergen, Fairfax, Va. Principals: Marion W. Crabtree and William E. Welch (each 50%). Mr. Crabtree owned clothing store and is now in insurance and investment business. Mr. Welch is executive and stockholder in bank. Ann. May 12.

Existing TV stations

ACTION BY FCC

■ By memorandum opinion and order, commission dismissed petition by Columbia Empire Broadcasting Corp., KNDO-TV Yak-

ima, Wash., requesting immediate grant of its renewal application and reconsideration of commission action of February 9 which deferred action on same. Commissioner Wadsworth present. Action May 18.

APPLICATION

Rollins Broadcasting of Delaware Inc., Wilmington, Del.—Amended to change frequency from 83 (884-890 mc) to 61 (752-756 mc). Pursuant to fifth report & order in Doc. 14229. Ann. May 12.

NEW CALL LETTERS ASSIGNED

Wichita, Kan.—Consolidated Broadcasting Co. Assigned KWIS-TV.
Waco, Tex.—WACO Broadcasting Corp. Assigned WACO-TV.

New AM stations

APPLICATIONS

Piggott, Ark.—Adrian L. White Inc. 1190 kc, 250 D. P.O. address: P.O. Box 508, Pochontas, Ark. 72455. Estimated construction cost \$15,014; first-year operating cost \$35,000, revenue \$45,000. Mr. White is 100% stockholder in Adrain L. White Inc., which is licensee of KPOC Pochontas and KTMN Trumann, both Arkansas. Ann. May 17.

Bay St. Louis, Miss.—Bay Broadcasting Corp. 1190 kc, 5 kw D. P.O. address: c/o Donald R. Moore, 1040 Royal St., New Orleans 70116. Estimated construction cost \$52,463; first-year operating cost \$36,000, revenue \$48,000. Principals: Joel Bluestone (80%) and Donald R. Moore (20%). Mr. Bluestone owns an employment agency and movie theaters and is film distributor. Mr. Moore is salesman with Sterling Electronics Inc., New Orleans. Neither have other broadcast interests. Ann. May 12.

Warrenton, N. C.—James Hartwell Mayes Jr. tr/as Warren County Radio 1520 kc, 1 kw D. P.O. address: P.O. Box 28, Durham, N. C. 27702. Estimated construction cost \$16,400; first-year operating cost \$30,000, revenue \$35,000. Mr. Mayes is 16⅓% owner of Carolina Radio of Durham Inc., licensee of WSCR-AM-FM Durham. Ann. May 17.

Toms River, N. J.—Arthur S. Steloff 1170 kc, 1 kw, D. P.O. address: 232 Ocena Ave., Deal, N. J. 08753. Estimated construction cost \$75,245; first-year operating cost \$60,000, revenue \$75,000. Mr. Steloff is 100% owner of Heritage International Corp., feature film producer. Ann. May 17.

Ponce, P. R.—Radio Antilles Inc. 1306 kc, 5 kw D. DA-D, P.O. address: c/o James W. Miller, RFD 2, Box 6F, Rio Piedras, P. R. 00745. Estimated construction cost: \$18,100; first-year operating cost \$42,800, revenue \$60,000. Principals: James W. Miller (90%) and Gabriel Figueroa (10%). Mr. Miller owns 18% interest in Atlantic Broadcasting Corp., Caguas, P. R. Mr. Figueroa is executive vice president of Atlantic Broadcasting Corp., but has no interest. Mr. Miller is also 100% stockholder of Miller International Ltd., publishers and radio program producers and 10% stockholder of Living Inc., guide book publisher. Mr. Miller also owns 44% interest in Quinnipiac Valley Service Inc., Wallingford, Conn., applicant for new AM. Ann. May 12.

Cedar City, Utah—New Era Broadcasting Co. 940 kc, 10 w D. P.O. address: c/o Charles F. Hunter, 397 West 400 South, Cedar City 84720. Estimated construction cost: \$45,500; first-year operating cost \$41,160, revenue \$71,600. Principals: Charles F. Hunter (20%), Elloyd T. Merchant, Dixie L. Leavitt, Reed B. Berrett and L. Verl Broadbent (each 7½%) and others. None of the principals have other broadcast interests. Ann. May 11.

Existing AM stations

ACTIONS

■ By letter, commission granted request by James C. Wallentine insofar as waiving sec. 1.571 of rules to expedite consideration of his application to change operation of KBRV Soda Springs, Idaho, from 540 kc, 500 w, D, to 790 kc, 5 kw, D, in order to correct "image" interference it experiences from operation of KVIS at Montpelier, Idaho, on 1450 kc. It denied waiver of requirements of sec. 1.580 of rules that notice of application be published in Federal Register with specified "cut-off" date for filing of conflicting proposals and petitions to deny. Action May 18.

■ By memorandum opinion and order,

BROADCASTING, May 23, 1966

EDWIN TORNBERG & COMPANY, INC.

**Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors**

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



commission (1) granted application of Willard Shoecraft to increase daytime power of station KINO Winslow, Ariz., from 250 w to 1 kw, continued operation on 1230 kc with 250 w-N; conditions, and (2) denied opposing petition of Radio Station KYVA (now The Kandel Corp.), licensee of KYVA Gallup, N. M. Action May 18.

APPLICATIONS

KAPA Raymond, Wash.—CP to change station location from Raymond, to Raymond-South Bend, Wash.; change ant.-trans. and studio location to Hwy 101, 2.1 miles WSW of center of city. Ann. May 16.

KHIL Willcox, Ariz.—CP to increase power from 1 kw to 5 kw; install new trans.; change studio and remote control point to 448 North Haskell, Willcox. Ann. May 11.

KACE Riverside, Calif.—CP to increase daytime power from 1 kw to 5 kw; install new trans.; make changes in directional antenna system. Ann. May 10.

NEW CALL LETTERS ASSIGNED

St. Pauls, N. C.—Duplin Broadcasting Co. Assigned WBVB.

Mason, Mich.—M. H. Wirth. Assigned WUNN.

WSIM Prichard, Ala.—Broadcasting Service of Mobile Inc. Assigned WZAM.

KWRV McCook, Neb.—Semeco Broadcasting Corp. Assigned KICX.

New FM stations

ACTIONS BY FCC

Mendocino, Calif.—Mathew V. Huber and Maria J. Huber jointly granted CP for new FM on 92.7 mc, channel 224, 3 kw. Ant. height above average terrain 165 ft. P.O. address: c/o Mathew V. Huber, Box 988, Ft. Bragg, Calif. 95437. Estimated construction cost \$15,045; first-year operating cost \$12,000; revenue \$10,000. Mr. and Mrs. Huber have been teachers in Ft. Bragg High School, Mr. Bragg has attended New York School, Mr. Huber has attended New York University Radio and Television School and has worked at several stations. Action May 17.

Carlsbad, N. M.—Radio Carlsbad Inc. granted CP for new FM on 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 185 ft. P.O. address: c/o D. A. Swayze, Box 70, Carlsbad, N. M. 88220. Estimated construction cost \$12,278; first-year operating cost \$26,750; revenue \$30,000. Principals: Darrell A. Swayze (94.65%), Robert S. Swayze (5.27%), Blanche A. Swayze (0.4%). Radio Carlsbad is licensee of KPBM Carlsbad. Action May 16.

Holland, Ohio—Maumee Valley Broadcasting Association granted CP for new FM on 102.3 mc, channel 272, 3 kw. Ant. height above average terrain 284 ft. P.O. address: c/o J. J. Fleck, 7112 Angola Road, Holland, Ohio 43528. Estimated construction cost \$17,085; first-year operating cost \$24,000; revenue \$36,000. Principals: Jesse J. Fleck, Duane O. Ashbaucher, Lowell Yoder, Leo J. Hoen, Donald Joseph Conklin, Clayton B. Shepler (each 16.3%). Mr. Fleck is superintendent of Cherry Street Mission; Mr. Ashbaucher is advertising makeup man for Toledo Blade; Mr. Yoder is owner of Yoder Machinery Co.; Mr. Hoen is farmer; Mr. Conklin is engineer for DeVilbiss Co.; Mr. Shepler is salesman for Page Dairy Co. Action May 17.

***Tacoma, Wash.**—Pacific Lutheran University Inc. granted CP for new FM on 88.5 mc, channel 203, 10 w. P.O. address: c/o Dr. Robert A. L. Mortvedt, Box 2068, Tacoma 98447. Estimated construction cost \$4,000; first-year operating cost \$4,500. Station will be financed through university funds and administered by board of regents. Action May 17.

APPLICATIONS

***Conway, Ark.**—Arkansas State Teachers College 91.9 mc, channel 220, .01 kw. Ant. height above average terrain 411 ft. P.O. address: c/o Don Garnett, ASTC Speech Dept., Conway 72032. Estimated construction cost \$3,423; first-year operating cost \$3,000; supported by funds supplied by college. Administered by board of trustees. Ann. May 12.

Gilroy, Calif.—John H. Gregory and Charles W. Jobbins db/as Gregory and Jobbins 94.3 mc, channel 232, 3 kw. Ant. height above average terrain minus 285 ft. P.O. address: 59 North Monterey, Gilroy 95020. Estimated construction cost \$18,100; first-year operating cost \$24,000, revenue \$30,000. Messrs. Gregory and Jobbins each own 50% and are partners with James D. Bernard in Radio KPER Gilroy. Mrs. Jobbins is also applicant for AM's in Grass Valley, and Costa Mesa-Newport Beach,

both California. Ann. May 13.

Quincy, Calif.—Richard G. Anderson, Benjamin L. Bell, R. Murray Mattice and Thomas E. Newell db/as Wonderland Broadcasting Co. 94.3 mc, channel 232, 3 kw. Ant. height above average terrain 285 ft. P.O. address: c/o B. L. Bell, P.O. Box 53, Quincy 95971. Estimated construction cost \$13,470; first-year operating cost \$9,000, revenue \$12,500. Principals: Richard G. Anderson, Benjamin L. Bell, R. Murray Mattice and Thomas E. Newell (each 25%). Mr. Anderson is owner of Anderson Mortuaries and has no present broadcast interests. Mr. Bell is owner of Sierra Enterprises, electrical, electronic and mechanical service engineering firm. Mr. Mattice is engineer for Feather River TV Cable Systems Inc. Mr. Newell owns "Thrifty TV and Appliance Service" in Quincy.

Stockton, Calif.—Albert I. and Virginia C. Chance, joint tenants, 99.3 mc, channel 257, 3 kw. Ant. height above average terrain 203.5 ft. P.O. address: 5930 Rincon Dr., Oakland, Calif. 94611. Estimated construction cost \$25,000; first-year operating cost \$25,000, revenue \$28,800. Mr. Chance owns Albert Chance Co., radio representation firm. Mrs. Chance is housewife. Ann. May 16.

Boulder, Colo.—International Electronic Development Corp. 94.7 mc, channel 234, 60 kw. Ant. height above average terrain 661 ft. P.O. address: 285 S. 40th St., Boulder 80302. Estimated construction cost \$34,074; first-year operating cost \$18,000, revenue \$25,000. Principals: Roger D. McGrath, George E. Bailey, Louis D. Breyfogle III, and Earl F. Anuta (each 18.94%), Louis D. Breyfogle (12.63%) and George P. Bailey (7.07%) and others. Mr. McGrath is in electronic equipment business. Mr. Anuta is attorney. Mr. Breyfogle III is physicist. George E. Bailey is public health officer. Louis D. Breyfogle is in real estate and general investments. George P. Bailey is physician. Ann. May 18.

Plantation Key, Fla.—Sounds of Service Radio Inc. 100.3 mc, channel 262, 100 kw. Ant. height above average terrain 451 ft. P.O. address: c/o M. J. Wilkinson, P.O. Box 217, Miami 33142. Estimated construction cost \$100,575; first-year operating cost \$24,800, revenue \$21,500. Principals: E. D. Rivers Jr. (99.98%), Marie Bie River (0.1%) and M. J. Wilkinson (0.1%). Mr. Rivers is 99.98% stockholder in KLYX-FM Memphis; KWAM Memphis; WEAS-AM-FM Savannah, WGOV-AM-FM Valdosta; WGUN Atlanta, all Georgia, and WSWN-AM-FM Belle Glade, Fla. Ann. May 12.

***Nampa, Idaho**—Northwest Nazarene College 88.1 mc, channel 201, 10 w. Ant. height above average terrain 90 ft. P.O. address: c/o Virgil W. Vail, 523 Maple, Nampa 83651. Estimated first-year operating cost \$8,200, supported by funds from the college. Administered by board of governors. Ann. May 18.

Danville, Ill.—Northwestern Publishing Co. 102.1 mc, channel 271, 11.53 kw. Ant. height above average terrain 377 ft. P.O. address: 17 W. North St., Danville 61833. Estimated construction cost \$43,490; first-year operating cost \$20,600, revenue \$27,400. Northwestern Publishing is wholly owned by Gannett Co. Gannett Co. also owns the following companies that have broadcast interests: Binghamton Press Inc., licensee of WINR-AM-TV Binghamton, N. Y.; WHEC Inc., Rochester, N. Y., licensee of WHEC-AM-TV Rochester, N. Y.; and WREX-TV Inc., Rockford, Ill., licensee of WREX-TV Rockford, Ill. Northwestern Publishing Co. is licensee of WGAN Danville, Ill. Gannett Co. also has interests in several CATV systems. Gannett Co. also owns newspapers in New York, New Jersey, Connecticut and Florida. Ann. May 12.

Prestonsburg, Ky.—Stephens Industries Inc. 105.5 mc, channel 288, 1.88 kw. Ant. height above average terrain 389 ft. P.O. address: c/o D. C. Stephens, Maple Ave., Prestonsburg 41653. Estimated construction cost \$14,171; first-year operating cost \$19,900, revenue \$31,000. Mr. Stephens is 100% owner of Stephens Industries. Ann. May 12.

New Orleans—WNOE Inc. 101.1 mc, channel 266, 55.625 kw. Ant. height above average terrain 175 ft. P.O. address: c/o James A. Noe Jr., 529 Bienville St., New Orleans 70130. Estimated construction cost \$33,500; first-year operating cost \$36,000, revenue \$36,000. Principals: James A. Noe (99%), James A. Noe Jr. (less than 1%) and Anna Sweeney Noe (less than 1%). WNOE Inc. is licensee of WNOE New Orleans. The stockholders of WNOE Inc. are also stockholders of Noe Enterprises Inc., licensee of

KNOE-AM-TV Monroe, La. Ann. May 12. New Orleans — American Broadcasting Corp. 101.9 mc, channel 270, 25 kw. Ant. height above average terrain 232 ft. P.O. address: 4245 Franklin Rd., Nashville 37204. Estimated construction cost \$19,900; first-year operating cost \$18,000, revenue \$54,000. Principals: H. C. Young Jr. (75%) and E. Donald Kern (25%). Mr. Young is executive and stockholder of Central Broadcasting Corp., Madison, Tenn.; Trans-American Broadcasting Corp., Bessmer, Fla., and Broadcasting Association of America, North Augusta, S. C. Mr. Kern is presently employed by WENO Madison, Tenn. Ann. May 11.

St. Peter, Minn.—Seehafer and Johnson Broadcasting Corp. 105.5 mc, channel 288, 50 kw. Ant. height above average terrain 129 ft. P.O. address: 1031 W. Grace St., St. Peter 56082. Estimated construction cost \$15,627; first-year operating cost \$6,000 (over AM), revenue \$16,000 (over AM). Principals: Donald W. Seehafer and Robert C. Johnson (each 50%). Applicant is licensee of KRBI St. Peter. There are no other broadcast interests Ann. May 12.

Lincoln, Neb.—Cornbelt Broadcasting Corp. 107.3 mc, channel 297, 50 kw. Ant. height above average terrain 205 ft. P.O. address: c/o Richard W. Chapin, Box 391, Lincoln 68501. Estimated construction cost \$49,150; first-year operating cost \$48,000, revenue \$40,000. Principals: James Stuart (98.5%) and Helen Stuart (1.5%). Mr. and Mrs. Stuart also own 100% stock of Grand Island Broadcasting Inc., licensee of KRGJ Grand Island, Neb.; Salina Broadcasting Inc., licensee of KSAL Salina, Kan.; Siouxland Broadcasting Inc., licensee of KMNS Sioux City; Hawkeye Broadcasting Inc., licensee of KOEL Oelwein, both Iowa, and Springfield Broadcasting Inc., licensee of WMAY Springfield, Ill. Cornbelt Broadcasting Corp. is also licensee of KFOR Lincoln, Neb. Ann. May 12.

Santa Fe, N. M.—Guy Christian 97.3 mc, channel 247, 50 kw. Ant. height above average terrain 86 ft. P.O. address: Box 1930, Flagstaff, Ariz. 86002. Estimated construction cost \$15,400; first-year operating cost \$9,600, revenue \$10,080. Principal: Guy Christian 100% ownership. Mr. Christian is also general manager and 100% owner of KAFF Flagstaff, Ariz. and KAFE Santa Fe, N. M. (not on air). Ann. May 11.

North Syracuse, N. Y.—WSOQ Inc. 102.9 mc, channel 275, 35.9 kw. Ant. height above average terrain 234 ft. P.O. address: c/o Frank Harms, P.O. Box 20, Syracuse 13212. Estimated construction cost \$50,375; first-year operating cost \$5,000 over existing costs, revenue \$10,000. Principals: Frank Harms (51%) and Mary C. Powers (49%). Mr. Harms is majority stockholder and executive of WSOQ Inc., licensee of WSOQ North Syracuse, and Miss Power is minority stockholder and executive of WSOQ Inc. Ann. May 10.

New Albany, Ohio—Christian Voice of Central Ohio 103.9 mc, channel 280, 3 kw. Ant. height above average terrain 200ft. P.O. address: 50 West Broad St., Suite 3610, Columbus, Ohio. Estimated cost of construction \$19,020; first-year operating cost \$30,000; revenue \$30,000. Applicant has no capital stock. Corrected item. Ann. April 13.

Wilmington, Ohio—David Joseph Kittel 102.3 mc, channel 272, 3 kw. Ant. height above average terrain. 300 ft. P.O. address: P.O. Box 592, Wilmington 45177. Estimated construction cost \$25,100; first-year operating cost \$25,000, revenue \$30,000. Mr. Kittel is printer of Middletown Ohio News-Journal and part time announcer, engineer with WFFB Middletown. Ann. May 12.

Albany, Ore.—Albany Radio Corp. 107.9 mc, channel 300, 29.4 kw. Ant. height above average terrain 538 ft. P.O. address: P.O. Box 278 Albany 97321. Estimated construction cost \$35,000; first-year operating cost \$20,000, revenue \$25,000. KWIL for Christ Inc. owns 100% of stock of Albany Radio. KWIL for Christ is nonprofit corporation. Ann. May 18.

Medford, Ore.—Radio Medford Inc. 93.7 mc, channel 229, 18.4 kw. Ant. height above average terrain 3,263 ft. P.O. address: P.O. Box 1306, Medford 97501. Estimated construction cost \$41,250; first-year operating cost \$29,520, revenue \$36,000. Principals: J. L. DeArmond, Dwight H. Findlay, George R. Johnson, B. E. Lageson and John R. Dellenbach (each 20%). Other broadcast interests of principals not available. Radio Medford is licensee of KMED-AM-TV Medford. Ann. May 16.

Portland—Star Broadcasting Inc. 103.3 mc, channel 277, 100 kw. Ant. height above average terrain 973 ft. P.O. address: c/o Don W. Burden, 8401 W. Dodge Rd., Omaha

68114. Estimated construction cost \$70,000; first-year operating cost \$55,000, revenue \$60,000. Principals: Don W. Burden (77.1%), J. P. Wilkerson (16.5%) and others. Star Broadcasting is licensee of KISN Vancouver, Wash. Ann. May 11.

*Austin, Tex.—Capitol Broadcasting Association Inc. 89.5 mc, channel 208, 1.32 kw. Ant. height above average terrain 878 ft. P.O. address: c/o Noyes W. Willett, P.O. Box 7158, Austin 78712. Estimated construction cost \$27,023; first-year operating cost \$17,346, to be provided for by fund drive. Administered by board of trustees. Ann. May 18.

Austin, Tex.—KVET Broadcasting Co. 100.7 mc, channel 264, 56.5 kw. Ant. height above average terrain 444 ft. P.O. address: c/o John R. Kreiger, 113 West 8th St., Austin 78701. Estimated construction cost \$47,450; first-year operating cost \$24,000, revenue \$30,000. Principals: Roy A. Butler (60%) and Ann Showers Butler (40%). Mr. Butler is automobile dealer and financier. Mrs. Butler is in business with her husband. KVET Broadcasting Inc., is licensee of KVET Austin, Tex. Principals have no other broadcast interests. Ann. May 12.

Rosenberg, Tex.—Fort Bend Broadcasting Co. 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 232 ft. P.O. address: c/o W. J. Sloan Jr., P.O. Box 832, Rosenberg 77471. Estimated construction cost \$18,545; first year operating cost \$10,000, revenue \$12,000. Principals: Mr. J. G. Cooper (23.33%), Julius E. Junker (17.5%), W. R. Shult, G. A. Kunkel and Mrs. D. I. Lowe (each 10%), Jack V. Cole and Mrs. Bobbie Wilson (each 9.17%), Jean E. Junker (5.83%) and Jefferson Amusement Co. (5%). Fort Bend Broadcasting is licensee of KFRD Rosenberg, Tex. Jefferson Amusement Co. is licensee of KJAC Port Arthur, Tex. Principals have no other broadcast interests. Ann. May 18.

Existing FM stations

APPLICATION

WCOW-FM Sparta, Wis.—License to cover CP's which authorized change ERP, TPO and HAAT; install new trans. and ant.; specify type trans. and ERP 47 kw. Ann. May 12.

NEW CALL LETTERS ASSIGNED

San Antonio, Tex.—San Antonio College. Assigned KSYM-FM.

Las Cruces, N.M.—Chaparral Broadcasting Systems Inc. Assigned KGRD-FM.

Lima, Ohio—Associated Christian Broadcasters. Assigned WTCN(FM).

Ridgway, Pa.—The Eld-Cameron Broadcasting Co. Assigned WKBI-FM.

Salem, Ind.—Don H. Martin. Assigned WSLM-FM.

Ownership changes

ACTIONS BY FCC

KBMS Los Angeles—Granted assignment of license and SCA from Planned Music Inc. to KBMS Inc., owned by Harry R. Gillespie (37½%), John F. McKenna Jr. (37½%) and Marguerite W. Scott (25%). Also granted transfer of negative control from Elias Schwarz to Corporate Acquisitions Inc. (William M. Scott), through stock transaction. Mr. Gillespie is president of electronic components company; Mr. McKenna is lawyer; and Miss Scott is director and asst. sec. of KBMS-FM. Consideration \$46,000. Action May 11.

KTIP Porterville, Calif.—Granted transfer of control of licensee corporation, Gateway Broadcasters Inc., from Henry Clay Lindgren (21.74% before, none after), Leo G. McClatchy (21.74% before, none after), Gareth F. Garland (21.74% before, 38.46% after) and Lawrence D. Cotta (13.04% before, 23.08% after) to Gareth F. and Anna White Garland as family group. Consideration \$23,000. Action May 13.

KGMS Sacramento, Calif.—Granted transfer of control of licensee corporation, Capitol Broadcasting Co. from A. J. Krisik (51% before, none after), Theodore J. Wolf (29% before, none after), A. Judson Sturtevant (10% before, none after) and W. W. Dustin (9% before, none after), to KULA Broadcasting Corp., the stockholders being the same as above. Messrs. Krisik, Wolf, Sturtevant and Dustin are stockholders in Klamath Broadcasting Corp. and Argonaut Broadcasting Co. Messrs. Krisik, Wolf and Sturtevant are also stockholders in K-FIV Inc. No consideration; stock transfer. Action May 12.

KARR(TV) San Diego—Granted transfer of control of licensee corporation, San Diego Telecasters Inc., from Paul Corriere

(33½% before, 22% after), to Town and Country Development Inc. and Sample-Brown Enterprises Inc. (together 33½% before, 56% after). Consideration \$340. Action May 12.

WXBR Cocoa Beach, Fla.—Granted acquisition of positive control of licensee corporation, Stereo Broadcasting Corp., by Richard C. Lang (33½% before, 66% after) through purchase of stock from Nicholas Farinella (33½% before, none after). When application was filed, Mr. Lang agreed to lend money for construction and operation of station. Stock of other stockholders was pledged to him for security. At this time Mr. Farinella wishes to be released from his obligation. Consideration \$750. Assumption of liabilities. Action May 12.

WSKP Miami—Granted assignment of license from WSKP Inc. to WSKP Broadcasters owned by Silva Feldman (35%), Ed Winton (25%), Norma Fine (15%), and others. Mr. Lapin has 31.58% interest in KIPH-TV Santa Barbara, Calif. Mr. Winton is in station sales. Action May 12.

WFMM(FM) Chicago—Granted assignment of license from Maurice Rosenfield, Lois F. Rosenfield, Jerome E. Rosenfield and Lucille K. Rosenfield d/b as WFMM Radio to Century Broadcasting Co. Century is owned by George A. Rafel (23.4%), George A. Colias, Howard Grafman (each 22.8%) and others. Mr. Rafel is president of electrical contracting firm. Mr. Colias is Chicago attorney. Mr. Grafman was central division manager of Allied Artists Pictures Corp. for TV film sales through 1965. Century Broadcasting is licensee of KSHE Crestwood, Mo. KMAP Dallas, and WABX Detroit. Consideration \$450,000. Action May 13.

KYSL Alexandria, La.—Granted transfer of control of licensee corporation, KSYL Inc., from Edna Fox, testamentary executrix of succession of Milton H. Fox, to Sylvan Fox. Transfer is to fulfill will of Milton H. Fox. No financial consideration. Action May 12.

KPLC-AM-FM Lake Charles, La.—Granted assignment of license from Calcasieu Radio Inc. to Calcasieu Television and Radio Inc. Calcasieu Television is licensee of KPLC-TV Lake Charles. No ownership change. Assignment is for legal convenience only. Action May 12.

WYRE Annapolis, Md.—Granted acquisition of negative control of licensee corporation, Radio Chesapeake Inc., by Martin Mirvis (25% before, 50% after) through purchase of stock from Martin Fox (25% before, none after). Consideration \$40,000. Action May 12.

WFOB-AM-FM Fostoria, Ohio—Granted transfer of control of licensee corporation from Eldren E. Layton and Jane E. Layton to Melvin L. Murray (15%), Richard H. Carter (26%), James D. Guernsey (26%), Robert J. Fast (13%) and Roger V. Wise (10%). Consideration \$46,562. Action May 12.

KEGG Daingerfield, Tex.—Granted relinquishment of negative control of licensee corporation, Beamon Advertising Inc., by Charles W. Monk (50% before, 25.8% after) through transfer of stock to Gerald Brogthitt, A. C. Anderson, T. R. Florey Jr. and W. L. Means (each 10.3% before, 16.3% after). Consideration \$4,000. Action May 13.

WDMS-AM-FM Lynchburg, Va.—Granted transfer of control of licensee corporation, Ruion Maynard Corp., from L. John Denney (100% before, 50% after) to Rosalind M. Denney (none before, 50% after). Consideration \$37,500. Action May 12.

APPLICATIONS

WAJM-FM Montgomery, Ala. — Seeks transfer of control of licensee corporation WAJM Inc. from Sebie B. Smith (34% before, none after), James H. Young (33% before, none after) and Fred Wright (33% before, none after) to Milieu International Inc. (none before, 100% after). Milieu International is owned by Boyd E. Quate (50%), Martha H. Quate (30%), Martha Alice Quate (5%) and Boyd Edward Quate (5%). Mr. and Mrs. Quate are 100% owners of Weather Engineers of Panama, engaged in meteorological research. Consideration \$55,000. Ann. May 12.

KPIN Casa Grande, Ariz.—Seeks assignment of license from John W. Parham to Casa Grande Broadcasting Inc. Casa Grande Broadcasting Inc. is owned by Bernard D. Bennett (51%) and Bonnie H. Emerson (49%). Mr. Bennett is presently sales manager of WTNS Coshocton, Ohio and Mrs. Emerson is owner of vacation resort. Neither has any other broadcast interest. Consideration \$100,000. Ann. May 11.

KVOI Cottonwood, Ariz.—Seeks assignment of license from Peter Viotti to Duane Dale Kirby and Violet Lucille Magnusson d/as The KM Broadcasting Co. (50% each). Mr. Kirby is news director with KFVS-AM-TV Cape Girardeau, Mo. Mrs. Magnusson is housewife. Neither have other broadcast interests. Consideration \$48,000. Ann. May 18.

KPOL-AM-FM Los Angeles—Seeks trans-

fer of control of licensee corporation Coast Radio Broadcasting Corp. from Hugh R. Murchison Sr. et al. to Capital Cities Broadcasting Corp. (WROW Albany, N. Y.). Consideration \$8,200,000. Ann. May 12.

KPOL-TV Los Angeles—Seeks transfer of control of licensee corporation, Coast Television Broadcasting Corp., from Coast Radio Broadcasting Corp. (90%) and Frederick D. Custer and Robertson C. Scott (each 5%) to Thomas Bunn (none before, 24.375% after), Frederick D. Custer (5% before, 10% after), Joanne I. Custer (none before, 5% after), Edna M. Jones (none before, 7.5% after), Hugh R. Murchison, Jr. (none before, 10% after), Straub Family Foundation Inc. (none before, 10.9% after) and Robertson C. Scott (5% before, none after) and others. Coast Radio Broadcasting, licensee of KPOL-AM-FM, is being sold to Capital Cities Broadcasting Corp., which does not wish to purchase Coast Television. Consideration \$400,000. Ann. May 13.

KCER Redding, Calif.—Seeks assignment of construction permit from Charles J. and Elma A. Reed, joint tenants, to High Fidelity Stations Inc., owned by Thomas P. Kelly and David H. McLaughlin (each 50%). High Fidelity is licensee of KAHK Redding. Principals have no other broadcast interests. Consideration \$2,150. Ann. May 9.

KPLS Santa Rosa, Calif.—Seeks assignment of license from Producers Inc. to KPLS Inc., owned by Joseph Stamler (67%) and Ruth Stamler (33%). Mr. Stamler, until April of this year, was executive vice president and chief executive officer of Polaris Broadcasting. Neither he nor Mrs. Stamler have other broadcast interests. Consideration \$115,000. Ann. May 12.

KEXO Grand Junction, Colo.—Seeks assignment of license from Voice of Western Colorado Inc. to KEXO Inc., owned 100% by H. Abbott Tessman, presently 22½% owner of Voice of Western Colorado. Consideration \$5,000 plus Mr. Tessman's 680 shares of stock. Ann. May 18.

Jacksonville, Fla.—Seeks assignment of CP from B. F. J. Timm to WBOM Inc., owned 100% by Mr. Timm. WBOM Inc. is new corporation. Transfer is for legal convenience only. No consideration. Ann. May 18.

WOKS Columbus, Ga.—Seeks assignment of license from Pam Radio Inc. to WOKS Broadcasting Co., owned by Joseph S. Ray and Milton Hirsch (each 50%). WOKS Broadcasting is parent corporation of Pam Radio. No consideration. Ann. May 12.

WROZ Evansville, Ind.—Seeks assignment of license from Radio Evansville Inc., owned 100% by J. B. Fuqua, to NATCO Communications Inc., owned 100% by NATCO Corp., 25.6% owned by J. B. Fuqua. Assignment is to avoid conflict of interest. Stock transfer. No consideration. Ann. May 18.

KFRM Salina, Kan.—Seeks assignment of license from KFRM Inc., stock held by V. M. Thompson Jr., executor of estate of Clyde Bruce McNeill deceased, to JACO Inc., owned by James C. Treat, M. Crawford Clark (49.9% each) and Frieda K. Garrett (.2%). Messrs. Treat and Clark are stockholders in KOOO Omaha. No other broadcast interests. Consideration \$175,000. Ann. May 2.

WFIA Louisville—Seeks assignment of license from Producers Inc. to Radio 900 Inc. Radio 900 is owned by Douglas D. Kahle, Edwin Tornberg and Edward Wetter (each 28.3%), Lasar Lowenstein (10%) and Robert Hickling (5.1%). Mr. Kahle is executive and stockholder of KLMR Inc. Lamar, Colo.; Radio One Five Hundred Inc., Indianapolis; KBND Inc., Bend, Ore.; Media TV Cable Systems Inc., Lamar, Colo.; Multi-Pix Inc., Pacific Grove, Calif., and Multi-Pix of Idaho Inc., Pacific Grove, Calif. Mr. Tornberg is 100% stockholder of Edwin Tornberg & Co., New York; and executive and stockholder of Radio One Five Hundred Inc., Indianapolis; KBND Inc., Bend, Ore.; Multi-Pix Inc., Pacific Grove, Calif., and Multi-Pix of Idaho Pacific Grove, Calif. Mr. Wetter is executive and stockholder of Radio One Five Hundred Indianapolis. Mr. Hickling is stockholder of Radio One Five Hundred, Indianapolis. Mr. Lowenstein is in restaurant business. Consideration \$25,000 plus \$3,500 per month for 30 months and \$2,000 for next 64 months with option to buy station after 73rd month for \$37,915. Ann. May 11.

WISH-TV Boston—Seeks transfer of control of licensee corporation, New Boston Television Inc., from Boston Catholic Television Center Inc. and Austin A. Harrison to Storer Broadcasting Co. Storer Broadcasting is owned by George B. Storer (30.21%), Francis S. Ryan (4.65%) and others, none of whom own more than 1%. Storer Broadcasting owns: KGBS Los Angeles; WGBS-AM-FM-TV Miami; WAGA-TV Atlanta; WJBK-FM-TV Detroit; WJW-AM-FM-TV Cleveland; WSPD-AM-FM-TV Toledo, both Ohio, and WITI-TV Milwaukee. Consideration \$2,276,513.16. Ann. May 16.

WMNB-AM-FM North Adams, Mass.—



This is a news desk?

Yes, but this "editor's" concern for the *who, what, when, where* and *how* is not to write a news story, but to make sure of delivery of a life-saving drug. The "editor" shown above is a security guard at Lederle Laboratories in Pearl River, New York. When the phone rings at two o'clock in the morning, he answers it. This time a hospital in Wyoming needs an emergency shipment of gas gangrene antitoxin, and there's no other place to get it. Just as your deskman knows how to handle the news story, this "editor" is trained to respond to

the most difficult situations.

Once the call is received, Lederle's emergency product shipment procedure goes into effect. It requires close and fast cooperation among Lederle physicians and people responsible for plant security, packing, routing and shipping the goods. Soon the life-saving antitoxin is aboard a plane headed west.

Routine procedure? Seems like it, but, just as in meeting any deadline, it takes preparation and practice to make it so.

LEDERLE LABORATORIES • A Division of American Cyanamid Company, Pearl River, New York



SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 18

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,044	21	77	370
FM	1,466	29	221	228
TV-VHF	472	21	20	180 ^a
TV-UHF	90	28	89	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, May 18

	VHF	UHF	Total
Commercial	515 ^a	204	719
Noncommercial	69	68	137

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30, 1966

	AM	FM	TV
Licensed (all on air)	4,042 ^a	1,454	558 ^a
CP's on air (new stations)	21	33	49 ^a
CP's not on air (new stations)	78	218	106
Total authorized stations	4,142	1,705	719
Applications for new stations (not in hearing)	294	173	123
Applications for new stations (in hearing)	68	37	56
Total applications for new stations	362	210	179
Applications for major changes (not in hearing)	200	43	29
Applications for major changes (in hearing)	40	1	6
Total applications for major changes	240	44	35
Licenses deleted	2	1	0
CP's deleted	0	2	0

^a Breakdown on UHF and VHF applications not available.

^b Includes three noncommercial stations operating on commercial channels.

^c In addition, one AM operates on Special Temporary Authority.

^d In addition, two licensed VHF's and two licensed UHF's are not on the air.

^e In addition, two VHF's operate with Special Temporary Authority.

Seeks transfer of control of licensee corporation, Northern Berkshire Broadcasting Co. from Robert Hardman (40% before, none after) and James A. Hardman (40% before, none after) to Donald Thurston and William H. Vanderbilt (100% together). Mr. Thurston is presently executive and stockholder of Berkshire Broadcasting Co. Mr. Vanderbilt is in real estate development and has no other broadcast interests. Consideration \$128,650. Ann. May 12.

WDTM(FM) Detroit.—Seeks transfer of control of licensee corporation, WDTM Inc., from Merle H. Miller (60% before, none after) and Ophelia L. Miller (40% before, none after) to Sunshine Broadcasting Co. (Gordon B. McLendon, president). Principals in Sunshine Broadcasting not available. Consideration \$300,000. Ann. May 18.

WTAC Flint, Mich.—Seeks assignment of license from Whitehall Stations Inc. to NATCO Communications Inc., subsidiary corp. of NATCO Corp., of which J. B. Fuqua is 25.6% owner. NATCO Communications is new corporation and has no other broadcast interests. NATCO Corp. and J. B. Fuqua both have numerous broadcast interests. Consideration \$900,000. Ann. May 12.

WJQS Jackson, Miss.—Seeks assignment of license and CP (for increase in daytime power) from Oren Zimmerman and Ann C. Zimmerman db/as Town and Country Broadcasting Co. to Town and Country Broadcasting Inc. 52% owned by Oren and Ann C. Zimmerman, 24% each by G. Lee Hodges and Percy H. Powers. Consideration \$10,000. Ann. May 18.

KENM Portales, N.M.—Seeks assignment of license from Plains Broadcast Co. to Portales Broadcasting Co. Portales is owned by Carol Cagle (40%), Wyeth Patterson, Gary Robert Ackers and Larry Dale Ackers (each 20%). Mr. Patterson is presently employed with KVOP Plainview, Tex. Messrs. Ackers both own 11.6% in KRBC Abilene, Tex. Miss Cagle owns 23.2% of KRBC and 9.6% of KRBC-TV and KACB-TV. Consideration \$240,000. Ann. May 18.

WREM Remsen, N.Y.—Seeks assignment of license and construction permit from Town and Country Broadcasting Co., principally owned by Edwin L. Slusarczyk, to P. H. Inc., owned by Joseph Uzdavinas and A. Richard Cohen (both 25%) and Allen F. Bonapart, Edward W. Susterich, Donald Majka, E. Porter Felt, Carmen Dondario,

Russel Baldwin Jr., William S'Doia and Richard V. Henry (each 6¼%), Messrs. Baldwin and Bonapart are officers and employees of WUFM(FM) Utica, N.Y. Mr. Susterich is employed by LMED Utica, N.Y. None of other principals have broadcast interests. Consideration \$20,000. Ann. May 12.

KVLH Pauls Valley, Okla.—Seeks assignment of license from Lewis W. Coleman and Edwin A. Anderson db/as Anderson Broadcasting Service (each 50%) to Edwin A. Anderson db/as Anderson Broadcasting Service. Consideration \$12,650. Ann. May 18.

WZUM Carnegie, Pa.—Seeks assignment of license from Hoyt C. Murphy, G. Russel Chambers (together 95% before, none after) and James D. Psihoulis (5% before, none after) db/as Carnegie Broadcasting Co. to P S Broadcasting Co., owned by James D. Psihoulis (50%), Samuel E. Shapiro (18%), Howard T. Shapiro (17%) and Jason H. Shapiro (17%). Mr. Psihoulis is general manager of WZUM. Messrs. Shapiro are in retail record business in Pittsburgh. None have other broadcast interests. Consideration \$200,000. Ann. May 12.

WMBS Uniontown, Pa.—Seeks transfer of control of licensee corporation Fayette Broadcasting Corp., from Joseph C. Burwell, (22.2% before, none after), Marlon B. Rider and W. Russell Carr (each 16¼% before, none after) to Philip O. Carr (none before, 16¼% after), Betty Burwell (none before, 22.2% after), Simon W. Rider (none before, 16¼% after). Both Jacob Echard (22.2%) and Robert I. Cotton (5.5%) keep their respective holdings. Transfer is because of deaths of three original stockholders. No consideration. Ann. May 12.

WMGZ(TV) Mayaguez, P.R.—Seeks transfer of permittee corporation Telesanjuan Inc., from Julio Morales Ortiz and Clement Littauer (each 50%) to Radio San Juan Inc. Radio San Juan is wholly owned by Transportation Communications of America Inc., which is principally owned by O. Roy Chalk, transportation magnate. Radio San Juan is licensee of WRJS(AM-FM) Bayamon, P.R. Transportation Communications also owns Trans-Caribbean Airways Inc. Consideration \$669,825 plus 27,900 shares of Trans-Caribbean Airways stock. Ann. May 12.

WPSJ(TV) Ponce, P.R.—Seeks transfer of permittee corporation, Telesanjuan Inc., from Julio Morales Ortiz and Clement L.

Littauer (each 50%) to Radio San Juan Inc. Radio San Juan is wholly owned by Transportation Communications of America Inc., which is owned principally by O. Roy Chalk, transportation magnate. (See WMGZ(TV) Mayaguez, P.R. above.)

WTSJ(TV) San Juan.—Seeks transfer of permittee corporation, Telesanjuan Inc., from Julio Morales Ortiz and Clement L. Littauer (each 50%) to Radio San Juan. Radio San Juan is wholly owned by Transportation Communications of America Inc., which is principally owned by O. Roy Chalk, transportation magnate. See WMGZ(TV) Mayaguez, P.R. above.

WWON-AM-FM Woonsocket, R.I.—Seeks involuntary transfer of negative control of The Evening Call Publishing Co. (parent corporation of licensee Woonsocket Broadcasting Co.) from Buell W. Hudson to Esther Pratt Hudson, Carl W. Christensen and Rhode Island Hospital Trust Co., co-executors of the estate of Buell W. Hudson, deceased. Ann. May 12.

WHYE Roanoke, Va.—Seeks assignment of licensee from Dove, Doyle and Quinn Broadcasting Corp. to Impact Radio Inc. Impact Radio Inc. is principally owned by Buford D. Epperson (40.74%), Charles F. Barry Jr. (25.93%) and T. Marshall Thompson (11.11%) and others. Messrs. Epperson, Barry and Thompson are all executives and stockholders of WCFV Clifton Forge, Va., and WBZB Selma, N.C. Consideration \$55,000 plus \$114,000 in debts. Ann. May 11.

KTW-AM-FM Seattle.—Seeks assignment of license from David M. Segal, sole owner, to Nordawn Inc., owned by Gloria Dawn and Norwood J. Patterson as joint tenants in common (100% together). Mr. and Mrs. Patterson jointly own 100% of Sierra Broadcasting Inc. and of Patco Inc., which in turn owns 100% of KBIF Inc. Mr. Patterson is also sole owner of a consulting engineering firm and advertising agency. Consideration \$250,000 and assumption of certain liabilities. Ann. May 11.

KUEN Wenatchee, Wash.—Seeks transfer of control of licensee corporation, KUEN Inc., from Miller C. Robertson and Matthew N. Clapp (50% each) to Miller C. Robertson and Matthew N. Clapp, voting trustees (50% each). Transfer is to add working capital. No ownership change. Ann. May 18.

Hearing cases

INITIAL DECISION

■ Hearing examiner H. Gifford Irton issued initial decision looking toward granting application of Tri-City Broadcasting Co. for new FM to operate on channel 27.2, 3 kw, in Eufaula, Okla. Action May 18.

FINAL ACTIONS

■ By memorandum opinion and order, commission denied petition by Cape Cod Broadcasting Corp. for reconsideration of March 10, 1965 action denying its request for waiver of sec. 73.37 of overlap rules and returned as unacceptable for filing its application for new daytime AM to operate on 1530 kc, 1 kw, in Hyannis, Mass. Action May 18.

Commission gives notice that March 25 initial decision which looked toward granting application of Jersey Cape Broadcasting Corp. to increase daytime power of WCMC Wildwood, N.J., on 1230 kc, U, from 250 w to 1 kw, continued nighttime operation with 250 w; conditions, became effective May 16 pursuant to sec. 1.276 of rules. Action May 17.

Commission gives notice that March 22 initial decision which looked toward (1) granting applications of Tri-State Television Translators Inc., for five new VHF-TV translator stations on channels 2, 4, 5, 8 and 12 to serve Cumberland, Md., by re-broadcasting programs of stations WJAC-TV Johnstown, Pa., WMAL-TV Washington, DKA-TV Pittsburgh, and WTOP-TV and WTTG, both Washington, and (2) granting Tri-State's request to withdraw its translator applications for operation on channels 3 and 10 and dismissing those applications for failure to prosecute, became effective May 11 pursuant to sec. 1.276 of rules. Action May 13.

■ In proceeding on order to Mission Cable TV Inc., and Trans-Video Corp. to show cause why they should not be ordered to cease and desist from further operation of CATV system in Poway, Calif., in violation of sec. 74.1107 of CATV rules, commission denied their application for review of May 5 action by review board denying their petition to enlarge issues. Action May 13.

■ By decision, commission (1) revoked license of Edwin H. Estes for WPPA Pensacola, Fla., and (2) denied application by WMOZ Inc. for renewal of license of WMOZ Mobile, Ala. It provided, however, that if bona fide application is made within 90 days

for assignment of WPFA's license to entity having no connection with Estes revocation will be stayed pending commission action and, if assignment is approved, revocation will be set aside. Action May 12.

OTHER ACTIONS

■ By memorandum opinion and order in proceeding on applications of Community Broadcasting Service Inc., and Mortimer and Vivian Eliza Hendrickson for new FM's in Vineland, N. J., commission granted application by Community for review of Dec. 22, 1965 decision by review board to limited extent of deleting and revising certain language concerning program proposals of applicants, but in all other respects denied review of decision which granted Hendrickson application and denied that of Community. Action May 18.

■ In proceeding on applications of Cosmopolitan Enterprises Inc. and H. H. Huntley for new AM's in Edna and Yoakum, both Texas, respectively, granted motion by latter to extend time to May 19 to file responsive pleadings to petitions by International Broadcasting Corp. and Cosmopolitan to enlarge issues. Action May 13.

■ By memorandum opinion and order in proceeding on applications of Ocean County Radio Broadcasting Co. and Seashore Broadcasting Corp. for new FM's in Toms River, N. J., review board granted petition by latter for leave to amend its application to reflect changes in biographical data of two of its officers and stockholders, Edward M. Levy and James E. Westhall; and directed Seashore to submit further clarifying information within 10 days. Member Berkemeyer abstained from voting. Action May 13.

■ By memorandum opinion and order review board in proceeding on application of Selma Television Inc., to change trans. site, increase ERP and ant. height and make other changes in facilities of WSLA-TV Selma, Ala., granted petitions by WCOV Inc. Montgomery, Ala., to withdraw "Withdrawal of Petition to Enlarge Issues," and reinstate its "Petition to Enlarge Issues," but denied latter petition. Action May 12.

■ By memorandum opinion and order review board in proceeding on applications of Cleveland Broadcasting Inc., and Community Telecasters of Cleveland Inc., for new TV's to operate on channel 19 in Cleveland, accepted amendments of Cleveland concerning its corporate structure and of Community as to current business interests of Charles W. Steadman, principal stockholder; and ordered that comments on amendments will be accepted within 10 days and replies within five days of time for comments. Member Berkemeyer concurred with statement. Action May 12.

■ Review board granted petition by Cedar Broadcasters to extend time to May 16 to file responsive pleadings to petition by Lebanon Valley Radio to enlarge issues and reopen record in Southington Broadcasters, Southington, Conn., limited proceeding in Docs. 15871 et al. Member Nelson not participating. Action May 12.

■ By memorandum opinion and order review board in proceeding on applications of WMGS Inc., for renewal of license of WMGS Bowling Green, Ohio, and Ohio Radio Inc., for a new AM in same city, denied motion by WMGS to clarify issue or, alternatively, enlarge issues. Action May 12.

■ Certified to commission appeal by Buckeye Cablevision Inc. from examiner's adverse ruling in proceeding on order to show cause why it should not be ordered to cease and desist from further operation of CATV system in Toledo, Ohio, in violation of sec. 74.1107 of rules. Member Nelson not participating. Action May 12.

Routine roundup

ACTIONS ON MOTIONS

By Commission

Commission on May 11 denied petition by Midwest Radio and Television Inc., Minneapolis, to extend time to file comments in matter of fostering expanded use of UHF-TV channels.

By Chief Hearing Examiner James D. Cunningham

■ Designated examiner Walther W. Guenther to preside at hearing in proceeding on order to Muskegon Television System and Booth Communications Co. to show cause why they should not be ordered to cease and desist from further operation of CATV system in Muskegon, Mich., in violation of sec. 74.1107 of CATV rules, scheduled prehearing conference for June 6 and hearing for June 16. Action May 13.

■ Designated examiner Isadore A. Honig to preside at hearing in proceeding on ap-

plications of Haddox Enterprises Inc. and WCJU Inc. for new FM's in Columbia, Miss.; scheduled prehearing conference for June 17 and hearing for July 12. Action May 13.

■ In proceeding on applications of Iowa State University of Science and Technology, Ames, Iowa, for special service authorization to operate additional hours from 6 a.m. to local sunrise CST with 1 kw and to change operation on 640 kc from 5 kw D to 5 kw-D, 1 kw-S.H., granted motion by applicant to change place of hearing from Washington to Des Moines, and hearing date from June 27 to June 20. Action May 12.

■ In proceeding on applications of Ultravision Broadcasting Co. and WEBR Inc., for new TV's to operate on channel 29 in Buffalo, N. Y., granted motion by Ultravision and ordered that brief session of hearings will be held in Buffalo, N. Y., May 18, in lieu of Washington, D. C. Action May 10.

By Hearing Examiner Basil P. Cooper

■ In proceeding on applications of Theodore Granik, All American Television Features Inc. and T.C.A. Broadcasting Inc. for new TV's to operate on channel 50 in Washington, denied motion by T.C.A. for order that depositions not be taken in part in New York City. Action May 9.

By Hearing Examiner Thomas H. Donahue

■ Denied petition by Star Stations of Indiana Inc., to extend time for publication notice and for oral argument in proceeding on its application for renewal of licenses of WIFE-AM-FM Indianapolis. Action May 11.

By Hearing Examiner Millard F. French

■ Granted motion by Palmetto Communications Corp. to extend from May 16 to June 6 time to file proposed findings and from May 31 to June 20 for replies in matter of revocation of license of WHHI Holly Hill, S. C. Action May 16.

■ Granted motion by Richland Broadcasting Co. to continue hearing from May 18 to June 16 in proceeding on its application and that of Twin-State Radio, for new AM's in Delhi, La., and Natchez, Miss., respectively. Action May 13.

By Hearing Examiner Walther W. Guenther

■ In proceeding on applications of HGR Broadcasting Co. and Farmers Broadcasting Service for new FM's in Kinston, N. C., denied petition by Farmers for leave to amend its application. Action May 16.

■ On own motion, corrected in various respects transcript of record in proceeding on order to Mission Cable TV Inc. and Trans-Video Corp. to show cause why they should not be ordered to cease and desist from further operation of CATV in Poway, Calif. in violation of sec. 74.1107 of rules. Action May 11.

■ Formalized ruling made on record at May 9 further prehearing conference and granted motion by Midwest Television Inc., San Diego for leave to intervene in proceeding on order to Mission Cable TV Inc. and Trans-Video Corp. to show cause why they should not be ordered to cease and desist from further operation of CATV system in Poway, Calif., in violation of sec. 74.1107 of CATV rules. Action May 10.

By Hearing Examiner Isadore A. Honig

■ On examiner's own motion, reopened record in proceeding on application of New South Broadcasting Corp. for new FM in Meridian, Miss., and scheduled hearing conference for May 12 to consider need for updating record to take accord of recent grant of FM on channel 287 in Meridian, and for affording parties opportunity to supplement post-hearing pleadings in light of evidential additions to or changes in record which may hereafter be made. Action May 11.

By Hearing Examiner H. Gifford Irion

■ In proceeding on applications of Tri-City Broadcasting Co. and Henryetta Radio Co. for new FM's in Eufaula and Henryetta, both Oklahoma, respectively, granted motions by applicants for waiver of sec. 1.594 of publication rules; granted petition by Henryetta for leave to amend its application to specify channel 258 instead of 272A; removed application from hearing docket and returned it to processing line; cancelled date for hearing and closed record in this proceeding. Action May 10.

By Hearing Examiner Jay A. Kyle

■ On examiner's own motion, scheduled further hearing conference for May 26 in proceeding on applications of WMGS Inc. for renewal of WMGS Bowling Green, Ohio, and Ohio Radio Inc. for new station in Bowling Green. Action May 16.

■ In proceeding on applications of WTCN Television Inc., Midwest Radio-Television Inc. and United Television Inc., Minneapolis, granted motion by applicants and Twin City Area Educational Television Corp. to extend time from May 23 to June 7 for exchange of latter's exhibits, and hearing from May 26 to June 20. Action May 13.

■ On examiner's own motion, scheduled further hearing conference for May 20 in proceeding on applications of Jupiter Associates Inc., Somerset County Broadcasting Co. and Radio Elizabeth Inc. for new AM's in Matawan, Somerville and Elizabeth, all New Jersey, respectively. Action May 13.

■ In proceeding on applications of D. H. Overmyer Communications Co. and Maxwell Electronics Corp. for new TV's to operate on channel 29 in Dallas, granted in part petition by Overmyer to change procedural dates and continued prehearing conference from June 6 to July 8 and hearing from June 13 to July 25. Action May 12.

By Hearing Examiner Forest L. McClenning

■ On examiner's own motion, rescinded directive that alternative showing be made in conformance with proposals contained in amendment of sec. 73.333 and 73.699, field strength curves for FM and TV broadcast stations in Doc. 16004, in proceeding on application of Selma Television Inc., Selma, Ala. Action May 13.

■ In Costa Mesa-Newport Beach, Calif., AM consolidated proceeding, granted motion by Pasadena Community Station Inc. to continue from June 8 to June 30 date for exchange of exhibits and from June 27 to July 18 for resumption of hearing. Action May 13.

■ In proceeding on applications of Central Broadcasting Corp., and Second Thursday Corp. for new FM's in Madison and Nashville, respectively, granted motion by Central to continue from May 12 to May 19 date for exchange of exhibits and from May 23 to May 31 for hearing. Action May 11.

By Hearing Examiner Chester F. Naumowicz Jr.

■ In proceeding on applications of KXYZ Television Inc. and Crest Broadcasting Co. for new TV's to operate on channel 26 in Houston, denied petition by KXYZ to extend time to file proposed findings but, on examiner's own motion, extended dates for filing proposed and reply findings to May 18 and June 6, respectively. Action May 10.

By Hearing Examiner Sol Schildhouse

■ In Lebanon, Pa.-Catonsville, Md., AM consolidated proceeding in Docs. 15835 et al., ordered that hearing will not resume on May 16 as scheduled and new date for hearing will be fixed at appropriate time. Action May 13.

■ Granted petition by Broadcast Bureau to extend time to May 26 to file proposed findings in proceeding on application of Patroon Broadcasting Co. for renewal of license of WPTR Albany, N. Y. Action May 12.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of May 17

KWFR San Angelo, Tex.—Granted CP to change ant.-trans. location and install new trans.; remote control permitted.

WABL Amite, La.—Granted CP to change ant.-trans. and studio location and delete remote control operation.

KLOM Lompoc, Calif.—Granted CP to make changes in ant. system; conditions.

KFOR Lincoln, Neb.—Granted CP to change alternate main auxiliary trans. location to main trans. site.

WZYX Cowan, Tenn.—Granted CP to change ant.-trans. and studio location and make changes in ant. system.

KLAC Los Angeles—Granted CP to install alternate main trans. at main trans. location; remote control permitted.

WJR-FM Detroit—Granted CP to install new trans. and new ant.

WBZ-FM Boston—Granted CP to increase ERP to 2.85 kw and decrease ant. height to 1,000 ft.

WJBK-FM Detroit—Granted CP to install ant., decrease ERP to 2.45 kw and increase ant. height to 500 ft.

KITT(FM) San Diego—Granted CP to install ant.; remote control permitted.

WBCM-FM Bay City, Mich.—Granted CP to install new trans.

WERI-FM Westerly, R. I.—Granted CP to change ant.-trans. and studio location, install new ant., decrease ERP to 16 kw and increase ant. height to 140 ft.; remote control permitted.

*WBFO(FM) Buffalo, N. Y.—Granted CP to change studio location and remote con-

trol point, install new type ant., change ant. system, increase ERP to 6.3 kw, and ant. height to 240 ft.

KSXY Dallas—Granted CP to increase power on 660 kc, D, from 1 kw to 10 kw, and install new trans.; remote control permitted; conditions.

WABI-TV Bangor, Me.—Granted CP to change trans. location to Pickard Mountain, near Maine Route 9, Dixmont, Me., and make changes in ant. structure.

KHTL-TV Superior, Neb.—Granted CP to change ERP to 100 kw vis. and 19.1 kw aur., increase ant. height to 1,130 ft., and change type trans.; conditions.

WVSC-FM Somerset, Pa.—Granted mod. to operate trans. by remote control; and make changes in ant. system; conditions.

WMMB-FM Melbourne, Fla.—Granted mod. of CP to change type trans., install ant.; ant. height 210 ft.; remote control permitted; conditions.

KPBC Port Sulphur, La.—Granted mod. of CP to change ant.-trans. and studio location, and make changes in ant. system; conditions.

WMMB-FM Melbourne, Fla.—Granted extension of completion date to Aug. 30.

WSWO-TV Springfield, Ohio—Approved engineering data submitted pursuant to fifth report and order in Doc. 14229 to specify channel 26 in lieu of channel 66; ERP 39.8 kw vis. and 7.41 kw aur., ant. height 341 ft.; changes in ant. structure and type ant.

Actions of May 16

Radio Carlsbad, Inc., Carlsbad, N. M.—Granted CP for a new class A FM station to operate on channel 221 (92.1 mc), ERP 3 kw, ant. height 165 ft.; remote control permitted; condition.

WFMX(FM) Statesville, N. C.—Granted CP to install new ant., increase ERP to 52 kw, and decrease ant. height to 290 ft.; condition.

WHRL(FM) Albany, N. Y.—Granted mod. of CP to change ant.-trans. and studio location to North Greenbush, and increase

ant. height to 245 ft.

WKIZ-FM Key West, Fla.—Granted mod. of CP to change type trans., install new ant., decrease ERP to 25 kw, and ant. height to 135 ft.; conditions.

KSFR(FM) San Francisco—Granted mod. of CP to increase ERP to 48 kw, and decrease ant. height to 1,060 ft.

KOB-FM Albuquerque, N. M.—Granted mod. of CP to make changes in ant. system, decrease ant. height to 4,150 ft., and increase ERP to 8.2 kw.

KLBS-FM Los Banos, Calif.—Granted mod. of CP to change type trans. and type ant., and increase ant. height to 125 ft.

WKIZ-FM Key West, Fla.—Granted extension of completion date to Oct. 15.

Actions of May 13

WFLY(FM) Troy, N. Y.—Granted license covering increase in ERP and ant. height.

KTIM-FM San Rafael, Calif.—Granted license covering change in ERP and installation of new trans.

WNAV-FM Annapolis, Md.—Granted license covering installation of new trans., change in ERP, and specify type trans.

***WHA-FM Madison, Wis.**—Granted license covering change in trans. equipment and ERP.

***KNHS(FM) Torrance, Calif.**—Granted license for FM.

WREY New Albany, Ind.—Granted license for AM and specify type trans.; condition.

WREC-FM Memphis—Granted mod. of CP to change frequency from channel 283 to channel 274.

WNTL(FM) Memphis—Granted mod. of CP to change frequency from channel 274 to channel 283.

KOIT(FM) San Francisco—Granted mod. of CP to change type ant.

Granted licenses for following FM's: **KLOR-FM Ponca City, Okla.**, and specify type trans.; **WCBL-FM Benton, Ky.**; **WCSM-FM Celina, Ohio**; **WRPM-FM Poplarville, Miss.**, and **WHIM-FM Providence, R. I.**

Actions of May 12

■ Granted renewal of licenses for the following main stations and co-pending auxiliaries: **KFDA Amarillo, Texas**, **KTUX(FM) Hayward, Calif.**, and **WHIM, Providence, R. I.**

WMAZ-FM Macon, Ga.—Granted license covering change in ant.-trans. location and remote control point, installation of new ant., and change in ERP and ant. height.

KCLV Clovis, N. M.—Granted license covering change in ant.-trans. location and changes in ant. system.

WATI Indianapolis—Waived sec. 73.30(a) of rules and granted mod. of license to the extent of permitting relocation of main studio beyond corporate limits of Indianapolis; conditions.

***WTHS(FM) Miami**—Granted CP to change ant.-trans. location to West Hollywood, Fla., install new trans. and new ant., increase ERP to 8.4 kw and ant. height to 400 ft.

WRHC Jacksonville, Fla.—Granted CP to increase daytime power on 1400 kc from 250 w to 1 kw, continued nighttime operation with 250 w; conditions.

WABC-TV New York—Granted CP to change type ant.

KXL-FV Butte, Mont.—Granted CP to change ERP to 100 kw vis. and 20 kw aur., and change type trans.

WNRI Woonsocket, R.I.—Granted renewal of license for main station and co-pending auxiliaries.

Westport Television Inc. Kansas City, Mo.—Approved engineering technical data submitted pursuant to fifth report and order in Doc. 14229 to specify operation on channel 41 in lieu of channel 30; change ERP to 1435 kw vis. and 287 kw aur.; condition.

Granted licenses for following FM's: **WLMC Okeechobee, Fla.**; **WKUZ Wabash, Ind.**; **KMUL-FM Muleshoe, Texas**, and **WKEU-FM Griffin, Ga.**

Granted licenses for following stations covering use of former main transmitter at main transmitter location as auxiliary transmitters: **WSNW Seneca, S. C.**, and **WEMJ Laconia, N. H.**

Following stations were granted extensions of completion dates as shown: **WRSA(FM) Decatur, Ala.**, to Aug. 15; **WFOR-FM Hattiesburg, Miss.**, to Nov. 1; **KLGS(FM) Los Gatos, Calif.**, to June 30; ***WBHS(FM) Warwick, R. I.**, to Aug. 25; **WTLN-FM Maitland, Fla.**, to Nov. 14; **WKKD-FM Aurora, Ill.**, to Aug. 16; **WRAY-FM Princeton, Ind.**, to July 28, and **KLOM-FM Lompoc, Calif.**, to Nov. 15.

Actions of May 11

KBMS(FM) Los Angeles—Granted licenses covering increase in ERP, decrease in ant. height, installation of new type ant. and auxiliary trans., and changes in transmitting

equipment; remote control permitted.

WAVO-FM Atlanta—Granted CP to decrease trans. power output to 4.9 kw; conditions.

WBAl(FM) New York—Granted license covering change in ant.-trans. location, installation of a new trans. and ant., and change in ERP and ant. height.

***KCUR-FM Kansas City, Mo.**—Granted license covering installation of new trans. and new ant. and change in ERP.

***WCWP(FM) Brookville, N. Y.**—Granted license covering installation of composite trans. and new ant., and change in ERP.

KALB-FM Alexandria, La.—Granted license covering change in ant. trans. location, ant. system, installation of new ant. and trans., and change in ERP and ant. height.

KJLH(FM) Long Beach, Calif.—Granted license covering installation of a new ant., and changes in ERP and ant. height; remote control permitted.

WCLIFM) Corning, N. Y.—Granted license covering installation of a new trans., change in trans. line, ERP and ant. height, and specify type trans.

WKPT-FM Kingsport, Tenn.—Granted license covering change in ERP.

WRFM(FM) & SCA New York—Granted renewal of licenses.

WTAK Garden City, Mich.—Granted mod. of license to change name to WTAK, Inc.

***WVHC(FM) Hempstead, N. Y.**—Granted mod. of license to change name to Hofstra University.

WBEA(FM) Elyria, Ohio—Granted CP to install auxiliary trans. at main ant.-trans. location.

WMFR-FM High Point, N. C.—Granted CP to install new type trans. and increase ERP to 10 kw.

WEWO-FM Laurinburg, N. C.—Granted CP to change studio location to ant.-trans. location; add new ant. to present ant.; increase ERP to 19.5 kw, and decrease ant. height to 180 ft.; conditions.

WNEW New York—Granted CP to change ant.-trans. location to Carlstadt Borough, N. J., and make changes in ant. system.

WNHC-TV New Haven, Conn.—Granted CP to change auxiliary trans. location to Downes Road and Hoadley Road, Hamden Town (new main trans. site) and install stand-by ant.

WOMC(FM) Detroit—Granted mod. of CP to install trans.; change type trans. and type ant.; ant. height 275 ft.

WTAP-FM Parkersburg, W. Va.—Granted mod. of CP to change type trans., increase ERP to 730 w and decrease ant. height to 550 ft.

Granted licenses for following FM's: **WHMP-FM Northampton, Mass.**; **WQMV(FM) Vicksburg, Miss.**; **KSIB-FM Creston, Iowa**; **WSEL-FM Pontotoc, Miss.**

Action of May 10

KBMS(FM) and SCA Los Angeles—Granted renewal of licenses.

Action of May 6

KPBM Carlsbad, N. M.—Granted change of remote control authority.

CATV REQUESTS FOR WAIVER

Intermountain Telephone Co. Galax, Va., requests waiver to carry **WFMV-TV Greensboro**; **WBT(TV) Charlotte**; **WSOC-TV Charlotte**; **WGHP-TV Greensboro-High Point-Salem**, all North Carolina; **WOAY-TV Oak Hill, W. Va.**, and **WJHY-TV Johnson City-Bristol-Kingsport, Tenn.**

CATV of Rockford Inc. Rockford, Ill., requests waiver to carry **WGN-TV, WFLD-TV, WCUI-TV, WBBM-TV, WMAQ-TV**, and **WBKB-TV**, all Chicago.

Laurel Cablevision Inc. Somerset, Pa., requests waiver to carry **WPSX-TV Clearfield, Pa.**; **WTRF-TV Wheeling**; **WBOY-TV Clarksburg**, both West Virginia, and **WSTV-TV Steubenville, Ohio-Wheeling, W. Va.**

General Electric Cablevision Corp. Peoria, Ill., requests waiver to carry **WOC-TV Dayton, Iowa**; **WCIA(TV) and WILL-TV**, both Champaign; **WTPV(TV) Decatur**; **WICS(TV) Springfield**; **WTTW(TV)**, **WGN-TV, WCUI(TV) and WFLD(TV)** all Chicago, all Illinois; **WTTV(TV) Bloomington-Indianapolis, Ind.**, and **WPLR-TV St. Louis**. **Television Wisconsin Inc. Whitewater, Wis.**, requests waiver to carry **WHA-TV Madison**; **WUHF(TV) and WMVT(TV)**, both Milwaukee, all Wisconsin; **WFLD(TV)**, **WGN-TV and WCUI(TV)**, all Chicago.

Rulemakings

AMENDED

■ By report and order, commission made following changes in the FM table of chan- (Continued on page 103)

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Mental health centers are needed to fight mental illness. They are needed to prevent the tragic suffering of men, women and children who need care NOW... before it is too late. One person in every 10 is in need of psychiatric help. 10% of school age children have emotional problems requiring treatment. 1/2 million children are seriously mentally ill. Help build mental health centers to provide treatment to all in need of it.

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Lee's Summit, Mo.
Phone Kansas City, Laclede 4-3777

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Cambridge 38, Mass.
Phone Trowbridge 6-2810

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Hopkins, Minnesota 55343
Phone (Area code 612) 935-7131

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(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

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RADIO

Help Wanted—Management

Experienced RAB sales manager or extremely successful promotional manager to train and direct sales force of five. Excellent salary, over-rides, bonuses, expenses, club membership. Ideal climate. California station. Box D-131, BROADCASTING.

General manager wanted: Small station northeast. Radio sales background needed. Send resume and photo. Salary and commission. Full charge of station. Possibility part ownership. Box E-276, BROADCASTING.

Major midwest market, Country fulltime needs experienced manager, must be strong in sales, promotion, programing, will consider #2 man who wants to move up and has what it takes. July 1st start, \$12,000 + override. Write full details first letter. Box E-312, BROADCASTING.

Wanted: One dedicated, imaginative and practical Broadcasting Education executive with five years or more of successful fulltime broadcasting experience. Should shine in Sales, PR, and Management and either be in or have a strong desire to get into the growing radio and television training field. Must meet prospective students, counselors, and fellow broadcasting executives and earn \$10,000 plus after a 30 day trial. Write Communications Institute of America, 112 North Iowa, Colorado Springs, Colorado.

Sales

Five figure income for sales pro. Northeast. You could be our number one salesman. Good base of active accounts to start. Good draw against 15%. Send resume to Box E-149, BROADCASTING.

Salesman for 5 kw in midwest. Sales manager position with five figure income open to right man. Must be ambitious. Reply Box E-277, BROADCASTING.

If you are not worth at least \$10,000 and up a year to yourself then let's not waste each other's time! Metropolitan Boston station has excellent opportunity for aggressive sales manager with a proven record. Also wanted, an imaginative salesman. Send complete resume to Box E-288, BROADCASTING.

Wanted: Sales manager or ambitious salesman desiring sales management. Eastern Pennsylvania daytime station. Want constructive, imaginative, ambitious man. Good future for right man. Box E-298, BROADCASTING.

Salesman. \$10,000 guaranteed first year to man who qualifies. Top 10 market. East coast. Top 40—excellent ratings. Send resume, references, recent picture and date available. Box E-353, BROADCASTING.

Salesman wanted: Top station—top market—rich growing area. New England FM (stereo). Room to grow and move into management. Prefer a man with experience, ambition and willing to work. Salary plus commission. Send qualifications and resume to Sales. WBMI-FM, Station A. Meriden, Conn.

Sales manager for WFIN-AM, Findlay, Ohio. 3 fulltime salesmen on the staff need strong manager to keep them producing top figures. Will handle all national and regional accounts. . . few local house accounts. 5-figure earnings with guarantee plus commission, fringe benefits. Station doing well. If you can help us to higher figures call Jim Kauper at 419-422-4545 or write WFIN Findlay, Ohio immediately!

Sales—(Cont'd)

Sales up 74% in 1966, 116% in April. Needed immediately another bright, aggressive, creative regional AE to live and work in Westchester . . . "20 minutes from New York." Excellent opportunity, salary, incentive, benefits. Write or call General manager WVOX, The bright new voice of Westchester—America's great suburban station, Pershing Square Bldg., New Rochelle, N.Y. 914-636-1460.

Radio salesman: Fast growing WHWH-AM Princeton & WTOA-FM Trenton, needs experienced salesmen. Excellent potential for right man. Contact H. W. Hobler, Box 1350, Princeton, New Jersey.

Wanted: Young, aggressive salesman for top rated top forty station in Washington D. C. market. Wonderful opportunity for eventual management position. Must have car. Experience preferred. Phone 301-424-9292.

Announcers

A good midwestern announcer wanted by high quality Missouri station. Salary up to \$150.00 weekly. Send resume and tape to Box D-193, BROADCASTING.

Top 40 djs with 1st phone. One of 5 most powerful in state. Send tape, resume, photo, airmail 1st letter. Box E-59, BROADCASTING.

Looking for sharp-voiced top-40 style personalities to M.C. Nashville sound on New England station. No cornballs need apply. If you are good, let us hear about you. Production-minded a must. Also looking for a sharp newsman to gather, write and broadcast. Salaries commensurate with ability. Send resume, tape and picture at once to Box E-105, BROADCASTING. All replies answered.

Good 1st combo man. Adult format for AM-FM-Stereo. Some maintenance. Company benefits. Excellent working conditions. Box E-190, BROADCASTING.

Announcer or announcer-copywriter for top grade midwest station. 15,000 population. Excellent opportunity. Box E-207, BROADCASTING.

New England station expanding, needs two announcers. Experience a must. Good music format. Rush tape, resume, salary requirements. Box E-225, BROADCASTING.

Good AM-FM station in southwest has opening for announcer with 3rd class license with endorsement. Good salary, housing, and working conditions. News delivery prime requirement. Send resume to Box E-234, BROADCASTING.

Announcer-1st phone staffman for Ohio net affiliate to fill PM drive slot in medium market. Good salary plus fringe and sales commission to experienced pro. Send tape and resume to Box E-257, BROADCASTING.

Announcer, experienced with 3rd ticket. Join a successful, well established operation. We are number one in our market in every survey. \$135 to start. Pleasant working conditions and security. East Coast. Box E-282, BROADCASTING.

Announce good music at well established Ohio medium market. Top pay and fine future. Must have experience and first phone. Send tape and resume to Box E-285, BROADCASTING.

Wanted: Combination announcer-engineer, strong on both. Maintenance for two stations close by. Send complete resume first letter to Box E-296, BROADCASTING.

Announcers—(cont'd)

Southern California fulltime new modern country music station. Explosive metro market. Seeking solid licensed smooth dj. Send resume, tape to Box E-302, BROADCASTING.

Wanted . . . A man with good qualifications as a top middle of the road announcer with a first ticket . . . excellent position in good medium size single station market . . . good working conditions with above average pay. Send tape to Box E-314, BROADCASTING.

Announcer with 1st phone for 5 kw Virginia station, strong country music format. Must be capable of cheerful enthusiasm midnight to 6 a.m. Send resume and pic to Box E-349, BROADCASTING.

First phone, conversational w/contemporary music . . . all nighter on Dakota's most listened station . . . immediate . . . with great opportunity. Salary depends on experience. Tape, resume, pic . . . now to: Bill Drilling, Program Director KFVR Bismarck, N. D.

Announcer—will accept beginner. Write KNIM, Maryville, Missouri.

Needed immediately. Experienced announcer with first phone (no maintenance) for 10,000 watt NBC affiliate. Send audition tape and resume to KOAM Radio, P.O. Box F, Pittsburg, Kansas. Good starting salary.

Top 40 announcer with ability to do production spots. Also chance for some play-by-play. Contact Paul Rahders, KSDN Aberdeen, South Dakota.

Need permanent staff announcer for 50,000 watt good music radio station. Send returnable tape, snapshot, salary and full details to Manager, KSWs Roswell, New Mexico.

Minnesota — Announcer experienced contemporary music and news. Well established radio-TV group station with top network affiliation. Opportunity to get ahead and live adjacent to Minnesota lakes area. Bonus for 1st phone. Telephone 218-233-1522 or write KVOX Moorhead, Minn.

Immediate opening for announcer with 3rd class license with broadcast endorsement. Good straight radio job with good salary and hours. KVWM-AM-FM Show Low, Arizona.

Immediate opening for announcer with 3rd class endorsed for 5 kilowatt independent operation. Send tape, resume & salary requirement to Program Manager, WASA Havre de Grace, Md.

Wanted: Disc-jockey must be personality. Afternoon dj show. Experience in production necessary. Contact WBLY Springfield, Ohio.

Announcer—1st phone. Immediate opening, middle of road AM-FM with TV pending. Rush resume and tape. WBRD Bradenton, Fla.

Top 40 program director-announcer. Good voice must be able to cut production spots. Tapes please to WDDT Greenville, Miss.

Virginia daytimer needs "top forty" dj with 3rd! \$75.00 to \$90.00 weekly (depends on your talent and experience.) Send tape, resume and photo to Mgr. WELK Charlottesville, Va.

Immediate opening for 1st phone announcer. Beginner considered. An excellent opportunity to learn radio in a lovely resort area. Send tape and resume to WHGR, Box A, Houghton Lake, Mich., or call Norm Pike at 366-5364.

Announcers—(Cont'd)

Experienced announcer with 1st phone. Leading station in area. 5 kw AM, 50 kw FM. Call WION Ionia, Michigan, 616-527-4400 between 8:00 and 8:15 a.m. EST. Good pay.

Relaxed deep voice, first phone, good music announcer for MOR daytime. Send tape and resume to WPVL Painesville, Ohio.

Announcer—1st phone for modern format station in Illinois' #2 market. Handle PM drive show. Send tape, photo and resume to Gen. Mgr. WRRR, 113 S. Court St., Rockford, Illinois.

Gather, write and air local news for station known for news excellence. Send resume, snapshot, and tape to WSMI Litchfield, Illinois.

First—fast! Need one 1st combo for bright Michigan AM. Excellent conditions. No maintenance. New equipment, friendly community. Salary open. Call collect (906) 341-2024, Ed Selleck or Dave Kelly, WTIQ Manistiquette, Michigan.

Announcer with good voice and 1st phone. Well established, progressive station. Good pay. Send tape and resume to Box 9053, Grand Rapids, Michigan.

Experienced announcer with first phone. Call Frank Teas, 603-882-1590.

Middle of the roader needs good afternoon announcer. Better than average salary. Excellent future. Rush tape to Manager, 1204 North 11th, Manitowoc, Wisconsin.

Country music station with top 40 format needs mature, happy-sounding announcers at once. Major east coast market. Send tapes, resume to: Erny Tannen, MEDIAmerica, 9414 Crosby Rd., Washington, D. C. 20910.

Technical

SE Pa. AM seeks competent first class engineer. Clean, successful operation with growth opportunity, liberal benefits, good salary. Box D-159, BROADCASTING.

Wanted by June 15th. Engineer for AM-FM-Stereo operation. Collins equipment. Good network operation. Right pay for the right man. Box E-191, BROADCASTING.

Midwest 5 kw directional and FM seeks engineer with know how. Ability to announce desirable but not necessary. Send complete resume and salary desired to Box E-278, BROADCASTING.

Quality Wisconsin station seeking top flight chief engineer immediately. Best equipment, directional and remote operated. Excellent working conditions, fringe benefits. Will pay top salary for right man. Box E-297, BROADCASTING.

Engineer—1st class license for maintenance. Some announcing included. New York state regional. Top salary Box E-300, BROADCASTING.

Upper midwest. \$7,000 for chief engineer-announcer. Send resume and tape. Box E-352, BROADCASTING.

Engineer familiar with Gates equipment and able to work with automation equipment. Florida. Box E-355, BROADCASTING.

Wanted—Chief engineer, with 1st class ticket, for 5 kw, KLMR in Lamar, Colorado, also companion CATV and microwave system. Announcing experience will be helpful. Phone 303-336-2206 . . . Royce E. Willis.

First phone man for transmitter. No announcing. WAMD Aberdeen, Md.

Immediate opening—chief engineer with experience, 5000 watt non-directional regional station, up-to-date equipment, fringe benefits. Call or Write WASA-AM-FM, Box 97, Havre De Grace, Maryland, 301-939-0800.

Chief engineer needed immediately by midwestern chain. No shifts but good maintenance ability required. Call collect Chuck Medford, WITL Radio, Lansing, Michigan.

Technical—(Cont'd)

1st phone needed. FM & Manufacturing experience helpful. \$7,800 and growth opportunity. WQAL Philadelphia, Pa. 19118.

The chief engineer at WRAP, Norfolk, Virginia, is retiring under a company retirement plan in July 1966. Require experienced, capable engineer as replacement. Write or call G. R. Chambers, Director of Engineering, Rollins, Inc., Wilmington, Delaware, 302-OL8-7127.

Immediate opening for 40 hour vacation relief board operator, limited announcing, 1st or 3rd license, can lead to permanent position. WSBC, 312-MO 6-9060. Chicago, Illinois.

Engineer with 1st class license who can do maintenance and wants dj experience. Young top 40 station WTSA, Brattleboro, Vt. 1-802-254-4577.

Chief engineer suburban Chicago, Evanston, Illinois, six tower dir., 5 kw FM, 180-kw ERP, two multiplex sub channels. Salary to reflect experience and ability. Phone collect 312-869-8900, Mr. Adler or Mr. Wheeler.

Michigan AM station with FM permit has opening for experienced AM-FM engineer who can qualify as chief. Top wages dependent your experience. Live in year round vacationland and enjoy life. Phone 616-627-5218 after 8 p.m.

NEWS

Wanted: Good, experienced newsman by high quality Iowa station. Must be able to gather, write and air local news with authority. Some television possible. Salary open. Contact Bud Chaldy, News Director, KBIZ-KTVO Ottumwa, Iowa. 515-682-4535.

Newsman who can gather, write, deliver. No board work. College town. Immediate opening. KIRX Kirksville, Missouri.

Michigan regional looking for good newsman ready to advance from small to medium market. WPAG Ann Arbor.

Production—Programing, Others

Production manager excelling in both live and produced (selling copy), station promos, contests, merchandising, public relations. California radio community oriented. Box D-130, BROADCASTING.

Wanted: Fast producing revenue promotions, will look at all, but only consider clean and worthy ones. Box D-132, BROADCASTING.

Graduate assistantships in Mass Media. Teach basic production courses for minimum \$1,200 plus remitted tuition while working for your Master's degree in Broadcasting. Inquire Box E-208, BROADCASTING.

Top background music programing available. Fifteen years experience. Have own equipment. Will build and maintain your tape library. Box E-303, BROADCASTING.

Copywriter-experienced. Ability to create sales-producing copy for prestige Hartford-market radio station. Salary open. WRCH, Box 910, Hartford, Conn.

Promotion-girl. Top pop music station in Washington, D. C. market. Must be alert and ambitious with good moral, academic and employment record. Call Harry Averill 703-534-8300.

RADIO

Situations Wanted—Management

Young Pennsylvania broadcaster interested in making move. Manager-Sales manager. Twelve years present employer. Promotion minded. Will invest. Prefer Pennsylvania. Box E-192, BROADCASTING.

Employed general manager—12 years in multiple and single station markets—Sales, programing, promotion—Excellent references—available minimum 30 days. Box E-197, BROADCASTING.

Clean cut, college, family, final move, 20 years manager and sales. Box E-209, BROADCASTING.

Situations Wanted

Management—(cont'd)

General Manager—16 years experience management, sales, all phases including complete executive ability. Will stimulate local salesmen. Will work national sales. Salary, bonus or override. California medium or metro preferred, other southeast areas considered. Interview desired. Resume on request. Box E-238, BROADCASTING.

Now successful station manager, sales expert. Guarantee make money for both of us.—Any station.—Top references. Box E-260, BROADCASTING.

Station owners: I have a format C&W sound with proven record. Can sale this sound in any market. 10 years programing modern C&W, limited, successful management time, will require a salary/commission. Will make my own raises. C&W properly programed, means money. You have the station, I have the sound, let's talk. Box E-309, BROADCASTING.

Experienced general manager. Not "Hot-shot," but can prove am one of best sales executives in this demanding, wonderful profession. Top ten market track record. Box E-317, BROADCASTING.

Can turn your loser into a winner. 25 years experience all phases AM and FM, including engineering. Presently manager. Want real challenge and opportunity to acquire some ownership. Married, 43, prefer Florida, consider all. Box E-339, BROADCASTING.

Sales

Attention Florida . . . Adult morning man—salesman, 2 years selling, composing, carting own accounts, 12 years experience. Extensive knowledge bright, listenable music. 3rd endorsed, excellent references, family, veteran. 305-585-3949.

Situations Wanted—Announcers

Sportscaster . . . experienced. Radio and TV. First phone. College graduate. Married. Box E-129, BROADCASTING

Announcer—swinging dj. Authoritative news. Will relocate, married, draft free. Box E-189, BROADCASTING.

1st phone dj-announcer, C&W specialist, Engineer. Solid professional operation only. Start \$150, 40-hours, Box E-252, BROADCASTING.

Veteran air personality available. Background: 25 years announcing experience as sports director and top newsman. 22 years in four major markets and on all leading networks and independents. No fly by night, having spent last 12 years at one station, 7 at another. All sports play-by-play with sports reviews, current events, both radio & TV. Married, World War II vet. Best references. Box E-273, BROADCASTING.

Sportscaster-newsman-announcer, family man seeking sports position with future, midwest or southwest. Five years experience, play-by-play all sports. First phone. Box E-286, BROADCASTING.

Pro announcer, mature, stable, family, college, excellent salary. Box E-289, BROADCASTING.

Talk show spot with major market station veteran broadcaster, author, world traveler. Bright, witty, quick ad-libber. Highest character and employment record. Now employed. Controversial but not bellicose. Box E-292, BROADCASTING.

Immediate opening for staff announcer at Houston, Texas good music station. Please enclose tape, picture and resume with initial application. First phone preferred. Box E-293, BROADCASTING.

Top forty: Nine years. Best ratings. \$165 minimum. Box E-301, BROADCASTING.

Beginner—format radio, fast paced rock jock, tight production; endorsed third military exempt. Box E-305, BROADCASTING.

Third phone, speech background. Six months experience, college. Box E-306, BROADCASTING.

Announcers—(cont'd)

Locutor Hispano: Experiencia en musica & noticias, voz agradable, personalidad alegre. Box E-315, BROADCASTING.

N.Y.C. area. Part-time announcer, for Saturday. 1st phone, college grad., excellent background, references available immediately. Box E-320, BROADCASTING.

DJ-announcer, news-sportscaster. Talented, well-trained beginner. Willing to learn, ready to work. Box E-322, BROADCASTING.

Network quality music man with 13 years experience in all phases. Good music presented with a smile. Married. Major mid-west market preferred. Box E-324, BROADCASTING.

Have spent 3 years in small towns getting ready for this move. Time now for major market. Morning man, drive-time, top 40 or swinging middle-road. Will send tape but prefer personal interview. Box E-327, BROADCASTING.

DJ—wants top 40. Two years experience. Prefers northeast. Single. Box E-330, BROADCASTING.

Sportscaster—Experienced radio-TV play-by-play plus top rated morning show. Prefer Florida but will accept any worthwhile offer. Best references. Thirty-four, married. Permanent position only. Box E-331, BROADCASTING.

First phone top 40 entertainer, Texas—South only. Box E-340, BROADCASTING.

I'm your girl! Smiling, friendly sound . . . 3rd endorsed. Experienced, ambitious (studying for 1st). Good voice. Definitely not prima donna. Just let me at that board! Prefer 100 miles of Boston. Box E-341, BROADCASTING.

Combo dj—Experienced, authoritative newscaster. Married. Will relocate. No floater. Box E-344, BROADCASTING.

First phone looking for position as broadcast technician, Box E-345, BROADCASTING.

Control board operator. Veteran, bright, alert dj. Authoritative newscaster. N.A.R.A. member, no prima donna. 3rd phone endorsed. Box E-346, BROADCASTING.

Pro announcer, mature, stable, family, college, excellent salary. Box E-347, BROADCASTING.

Professional combo-dj and newscaster. Have 3rd phone will travel. . . Graduate NYSAS. Family man. Box E-350, BROADCASTING.

Top 40 only—1st phone—Experienced—College graduate—desires to join station or chain with chance for real advancement. Dick Sharpe, 3348, Lupton Dr., Chattanooga, Tenn. 875-3195.

First class license. Beautiful music announcer! Mantovani, strings, smooth bands, lush vocals, Broadway. Understand? Cities of 200,000 or better preferred! Evenings or mid-night. Radio 18 years. Married. Must top \$150.00. Will relocate. (No maintenance) Glenn Martin, 236 Rutgers Lane, Parsippany, New Jersey. 201-227-1103 Understand?

Work horse announcer, 3rd phone available for cash(ews) not peanuts. Write or wire: Alex Kuhn, 240 West Sahara Street, Tucson, Arizona.

Good voice . . . 3rd endorsed . . . one year experience I.Q. 138. Can adapt . . . ambition terrific . . . prefer south. \$130.00 buys all . . . Charles Hampton, 288 Mebanewood Drive, Huntingdon, Tennessee. . . Call 901-986-5385. P.D. aware of advertisement.

First ticket, ten months experience, wants announcing in Texas Rio Grande Valley. Contact 214-875-2841.

Combo-dj. Free for vacation relief. 3rd ticket endorsed. Charles McAdoo, 765 March Ave., Brooklyn, N. Y.

Play-by-play sportscaster. Eight years experience. Strong on news, sales. Relocate with solid station. Andy Denonn. 135 Willow Street, Brooklyn, 1, New York 624-0088.

C&W dj with modern sound. See "Situation Wanted Management" under "Station owner."

Announcers—(cont'd)

Need a pro? See display on page 102.

Technical

Summer relief. AM-FM-TV; ex-chief. June to September. Presently attending college. Box E-290, BROADCASTING.

Chief engineer—19 years experience, AM-FM-directionals. Qualified as announcer, play-by-play and program director. West coast only. Box E-323, BROADCASTING.

Experienced radio-TV operating and maintenance engineer. Any location considered. Box E-336, BROADCASTING.

Hoosier chief wants new home. Experienced in AM-FM-TV etc. I thrive on maintenance and construction. Prefer Indiana or surrounding area. Box E-337, BROADCASTING.

Production—Programing, Others

Broadcasting is my profession with 10 years experience—5 with this medium market station. Sports-sales-programing-talk show. Consistently one of the top sportscasters in the state. I'm seeking a greater challenge with a major market organization. Box E-299, BROADCASTING.

A good man with PD, telephone/talk, swinging good music experience is now in a top 50 market . . . seeks to move up with large, dynamic organization. Fresh ideas galore, or will listen to you. Excellent with production and continuity. Best references (including current boss). Will locate anywhere with good group and right money. Married, college graduate. For a tape and resume, write: Box E-311, BROADCASTING.

Would like first pd job!! A number one station will be my goal, give me a chance to show you hard, energetic worker. Have ten years experience top 40 radio! Twenty-two years behind me, college grad., engaged to be married, honorable discharge, first class, private pilot. Worked top 26 market 8 years. Prefer off air, consider others. Have many contacts. Box E-316, BROADCASTING.

Promotion—public service manager—small-medium-large radio or TV or CATV experienced in all phases of advertising—promotion—public relations—stations—networks—syndication. Salary open. Will relocate anywhere. Box E-321, BROADCASTING.

Give your station a tight, professional sound . . . PD 9 years, production whiz, announcer—Available 6/1, Box E-329, BROADCASTING.

Play-by-play sportscaster—plus any combination—Sales—News—first phone. Minimum \$150. Box E-342, BROADCASTING.

Need a pro? See display on page 102.

TELEVISION

Help Wanted

Sales

Management position soon to be available in Sales department of Washington, D. C. Television station. Need go-getter who knows the Washington/Baltimore market, and can turn up business, as well as give service. All replies to Box E-357, BROADCASTING will be given strictest confidence.

Announcers

Everyone moves on at the same time. We need three men; a newsmen, an announcer and a director. We are a group owned VHF TV station in the midwest offering excellent advancement opportunities to competent people. We will consider recent graduates and radio people with no TV experience. Send a photo, an audio tape, and salary requirements. Box E-199, BROADCASTING.

College broadcast service needs mature experienced sports director to direct department, do play-by-play, supervise student participation in play-by-play, and organize TV sports programs. Salary depending upon qualifications and experience. Position open September 1. Graduate work possible. Send audition tape and resume to A.M. Greer, WOUB, Ohio University, Athens, Ohio.

TELEVISION

Help Wanted—(Cont'd)

Technical

Immediate requirement for experienced chief engineer—northeast network VHF, small market TV station. Good salary many benefits. Box A-310, BROADCASTING.

Expanding south Florida VHF has opening for experienced studio maintenance engineer. VTR experience required. Some color preferred. Presently have film color, planning to expand to all colors. Box D-265, BROADCASTING.

TV studio & transmitter maintenance engineers needed by group of California broadcast stations with wide-s read CATV operations. Position provides unlimited opportunity to the well-qualified engineer. 5 day week, holiday premium pay and good fringe benefits including employee credit union and medical insurance program. Send complete resume to Box E-211, BROADCASTING.

Chief engineer—supervise AM, FM, TV operations medium market. Growing company needs a working chief and offers great future. If you are now chief in small market, or indian in large one, and believe you have the know-how to handle this position and even more responsibility in the future, write: Box E-220, BROADCASTING, in full.

First phone engineer television transmitter work. No announcing. Excellent opportunity for man to learn television technical operation. Michigan station. Box E-229, BROADCASTING.

Southwest stations—need television technicians to fill vacancies in 3 markets of varying size. Some jobs require studio and/or transmitter experience; will also consider qualified license-holders without experience to begin at smallest station in group. Particularly need man with microwave background. Tell about yourself by writing: Box E-255, BROADCASTING, immediately.

First class television technicians with TV studio & microwave experience to work with consulting engineer in AM, FM, TV, & CATV. Box E-281, BROADCASTING.

Engineer, First class license. Experience not necessary. UHF station, eastern Pennsylvania. Reply to Box E-348, BROADCASTING.

Alert organization looking for a TV transmitter engineer. Ideal location, good climate, outdoor recreation, fringe benefits. Contact Alex Giese, KGBT-TV, Drawer 711, Harlingen, Texas.

Immediate openings for full time studio engineers. Reply to E. A. Latham, KNTV-Channel 11, POB 1188, San Jose, California.

Need immediate—two experienced engineers. New equipment and plant. Contact John Gort, Chief Engineer, WAOW-TV Wausau, Wisconsin.

Two TV studio technicians and one transmitter engineer maximum power VHF educational station. Excellent benefits and working conditions. Send full resume and salary requirements to Chief Engineer. WENH-TV, Box Z, Durham, New Hampshire.

Studio engineer—Permanent position, top scale. Require good maintenance background. Contact Chief Engineer, WJRT-TV, Flint, Michigan. 313-239-6611 (Collect).

Engineer with first class license needed by radio-TV operation in upstate New York. Immediate opening. Must have car. TV experience helpful but not required. No announcing. Excellent wage scale, liberal vacation. Company pays full cost of hospitalization, major medical plan and outstanding pension plan. Most of our employees have been with us more than 10 years. You will enjoy living in this beautiful vacation area. Apply in writing, including references and picture, to Glenn Hall, Director of Operations, WWNY-TV, Watertown, New York.

NEWS

News director — experienced professional with proven ability to find, write and air top news. Supervise five man staff. Box E-253, BROADCASTING.

Want to use all your news talents? This is your UHF outlet. Expanded coverage requires strong direction, ability to dig, write, shoot and strong on-air personality. Send tape, resume and picture to James Kelly, WCHU Channel 33, Champaign, Illinois.

Newsman—a qualified airman for radio and television who can gather, write and air news. Journalism educational background preferred, married, veteran; a dependable person capable of top performance in an 8 man news department. Salary commensurate with experience and ability. Write or phone 216-782-1144, W. P. Williamson, Sr., WKBN Broadcasting Corp., Youngstown, Ohio.

Production—Programing, Others

Publicity manager—western New York ETV station—prefer college graduate with writing/promotion experience. Up to \$8,000. Send resume to Box E-335, BROADCASTING.

Bookkeeper with extensive broadcast background needed immediately, for television station in major eastern market. Top salary. Send complete background information to Box E-356, BROADCASTING.

Staff artist. Progressive new station in major eastern market needs TV artist. Must be young, imaginative, fast and fully experienced in all phases of television art—including processing of 2 x 2 slides. Good opportunity for No. 2 man ready to move up. Send background info and samples to Box E-358, BROADCASTING.

Production manager. Experienced production manager needed for independent operation in large eastern market. Must be able to accept full responsibility for station operations, including live/tape and an ambitious remote schedule. This is an opening for a working executive, not a desk man. Send resume to Box E-359, BROADCASTING.

Film editor. Immediate opening for film editor with experience in all areas of film room operation, including screening, cutting, assembling spot reels, and shipping. Contact Al Dullin, WDCA-TV, Washington, D. C. 301-654-2600.

Production manager—a recent promotion has created this opening at one of the nation's oldest full-color stations, WLW-T, Cincinnati. We are seeking a young ambitious college graduate, with 5 to 7 years of heavy live programming experience, where he has fully demonstrated his creative talents and administrative ability. Excellent salary and fringe benefits and growth potential. Send complete resume including salary history to J. O. O'Hagan, Personnel Department, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An Equal Opportunity Employer (M/F).

Immediate opening for studio personnel: camera & production assistants. Applicants should be experienced in heavy live production. Phone Ted Payne, 202-882-2500.

TELEVISION—Situations Wanted

Management

Sales manager—Experienced all phases television. Seeks general management opportunity. Box E-284, BROADCASTING.

Sales

Fully experienced. Management, sales, production, news. Every operation outside engineering. Mature married man, excellent references. Good health. Will come for personal interview anywhere in west or midwest. Box E-294, BROADCASTING.

Announcers

Excellent television announcer-personality looking for excellent television station. Write for representative VTR. Box E-201, BROADCASTING.

News, interviews, live shows including childrens shows, panel shows. Network quality voice. Off the cuff commercials. Presently midwest, will relocate. Mature. Years of radio and television experience. Box E-295, BROADCASTING.

Technical

Summer relief. AM-FM-TV; ex-chief. June to September. Presently attending college. Box E-291, BROADCASTING.

Can layout new station or rework old station for color. I am chief engineer material, employed at full time color station. Some college with management training. Heavy on live color operation and maintenance, including color remotes. Box E-308, BROADCASTING.

"Total engineer" VTR, color, audio, transmitter. Installation, maintenance, proofs. Management oriented. Box E-332, BROADCASTING.

Highly experienced TV, AM, stereo FM, & microwave. All phases. Can modify, install & maintain. Looking for a chief or assistants job. Box E-333, BROADCASTING.

News

News caster available. Program director of top rated midwest TV station seeks on air news. Good video. Authoritative in every respect. This appears for well qualified personal reasons. Current mgr. knows of this decision and will furnish top references. Box E-38, BROADCASTING.

Exceptional news announcer seeks outlet planning future helicopter coverage. Box E-318, BROADCASTING.

News director . . . Graduate Journalist . . . mature administrator . . . network, major market on-camera . . . editorials . . . documentaries. Box E-328, BROADCASTING.

News director. Top rated on camera delivery, extensive administrative background, award-winning photographic experience add up to a triple threat for your operation. Heavy experience in editorial, public affairs and special events programming. Box E-334, BROADCASTING.

Photojournalist . . . College graduate in broadcasting seeks position in Television. Experience includes five years as photographer/writer for large daily newspaper. Also familiar with 16mm equipment and I.O. operation. Box 4563, Lubbock, Texas.

Experienced, mature news director—radio and TV background, seeks permanent east coast opportunity. Have additional experience in sales, some management and station promotion. Highest recommendations. Available now. Doug Hill, Rt. 2, Box 55, Edgewater, Maryland (301) 956-2893.

WANTED TO BUY

Equipment

We need used 250, 500, 1 kw & 10 kw AM transmitters, no junk. Broadcast Electronics Corp., 1314 Iturbide St., Laredo, Texas 78040.

Equipment Wanted: U.H.F. transmitter 10 or 12 kw. Box E-131, BROADCASTING.

Wanted 16mm b/w Reversal processor, good condition give full particulars on reply, also editing equipment. Cap Carpenter, 2117 Stadium Dr., Rock Island, Illinois.

60 watt base station mobile unit, preferably 80 watts. 150 megacycle band. Contact Bill Sherard, WOL, Washington, D.C., 202-462-3900.

Protestant Denomination interested in video equipment seeks black & white camera chains, motion picture chain, monitoring gear, VTR and related accessories. Contribution of such equipment as may be obsoleted in converting to color will be fully tax deductible. Box E-313, BROADCASTING.

600 foot guyer tower capable of supporting RCA TFU 30J Pylon. WACO Radio, Waco, Texas.

Broadcast Engineering Services—AM-FM-TV; everything from mike to tower to complete station. 10532 Stanford Avenue, Garden Grove, California, 92640. Phone: (714) 537-9502.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-Tek, 440 Columbus Ave. N.Y.C.

FOR SALE—Equipment

continued

Co-axial cable—Heliex, Styroflex, Spirolinex, etc. Also rigid and RG types in stock. New material. Write for list, Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

For sale, RCA type TTU 1B UHF television transmitter. Immediate delivery "as is" basis. Presently tuned to Channel 20. 6 weeks delivery if tuned to your channel and reconditioned. Box M-98, BROADCASTING.

Gates M-6144 dual limiter amplifier \$450.00. Gates M-5735 model ST-101 spot tape with 90 second tape \$500.00. Gates M-5136 "Blamote" 2 channel remote amplifier \$100.00. Gray viscous damped arms (less cartridges) 2 each 25.00 each. WNGC . . . P.O. Box 5758, North Charleston, S. C.

Whatever your equipment needs . . . Check first with Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Latest models Gates FM exciter and stereo generator and SCA generator, 18 months old and mint condition. Price \$1975.00. Contact Dexter Haymond, Radio KGEE, Box 937, Bakersfield, California.

Remote control, deluxe Gates good condition. First \$150 takes it. WFAR, Farrell, Pa. 16121.

1500 feet of 3/4 inch solid copper ohm air transmission line available with necessary line termination fittings. Price upon request . . . Box 209, Dunkirk, New York.

Prize-winning FM transmitter 10 kw low noise, ready for stereo. Available at sacrifice price of \$3,000 to the first to call or Write 211 Sutter Street, San Francisco, 415-986-2825.

Brand new Q.R.K.: turntables, any models, cash or trade, any type of used or surplus equipment. Audiovox, 4310 S.W. 7th Ave., Miami, Fla.

One complete FM station including Gates yard console, Gates 5 kw transmitter, 500 feet of 3/4 inch Andrews Heliex, 240 feet self supporting tower, Andrews 8 bay antenna—tuned to 99.5 mc and REL frequency and modulation monitor. Also small assortment of audio equipment. Available immediately. Contact Jan Gay, WQMR Silver Spring, Maryland.

Two 16-inch Presto turntables, 3-speed, standard and microgroove. Extra plate, extra motor, 12 Pickering cartridges. KWHW Altus, Oklahoma.

RCA turntables 70-C, 3 speed—\$125 each, F.O.B., Wash., D. C. Post, 144 11th St.

RCA BW-66F modulation monitor. Excellent physically, electrically. \$375 F.O.B., 6248 Oriole, Ventura, Calif.

UHER 4000 portable tape recorders, one new, one used, excellent condition. Highest offer, or might trade for FM station equipment. Celetron, 344 S. Salina, Syracuse, N. Y.

Standard broad-band 5 kw transmitter plus Standard matching stereo generator, harmonic filters, interconnecting cables and spare tubes. Used 3 years, now for sale because we went to maximum power. Originally \$13,000. Your check for \$5,950 takes it. WKLS, 1655 Peachtree Road, Atlanta, Georgia 30309.

Broadcast Engineering Services—your "one-stop stopping center" for new and used AM-FM-TV equipment—all types. 10532 Stanford Avenue, Garden Grove, California, 92640. Phone: (714) 537-9502.

950' 3/4" Teflon Rigid transmission line Andrew type 552-1. General Electric 12 bay TV3H (channel 9) antenna. 450' Fisher tower dismantled and ready to ship. Tower includes outside climbing ladder, complete lighting kit with flasher, guy wires and assembly hardware. 45 dual transmission line hangers for 3/4" Rigid transmission line. 1-8' X 12' passive reflector. Contact KVTU, Sioux City, Iowa, 51101.

FOR SALE—Equipment

continued

1 RCA-TG12 Field sync. generator, excellent condition, \$1,975.00; Bill Gregory, WYAH-TV, 393-6001. Portsmouth, Va.

Spotmaster—completely reconditioned & guaranteed, including new Hysteris synchronous motors & Nortronics heads. Model 500 record/playback (1) \$325.00. Model 505 playbacks (4) \$250.00 each. Ampex PR10-2 stereo (7 1/2—15 ips) in portable case—excellent condition—\$795.00. Magnacordette stereo model 101 like new. Special—Wall-mount cartridge racks—holds 90 cartridges—\$29.95 each FOB Washington, D.C. Broadcast Products Co., Box 324, Kensington, Md. 301-942-1224.

RCA 72B master disc recorder with head, microscope, all groove guides. Good condition. First reasonable cash offer. Ben Wills, 305-723-6723, Melbourne, Fla.

For sale: RCA 10 kw transmitter Model 10-U. Used as auxiliary transmitter for eleven month period. Has 620 actual hours on air. In operating condition when removed, but needs a good cleaning since it was exposed to smoke and dust. No tubes or crystals included. Call or write J.D. Bloom, WWL-AM, Roosevelt Hotel, New Orleans. 525-2194.

7 bay Jampro FM antenna, 106.1 Mc. Easily tuned to higher frequency. 240' 1 1/2" Helix. All two years old. WMSG, Oakland, Maryland.

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30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc., \$5.00. Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service, 1735 E. 26th Street, Brooklyn, N.Y. 11229.

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

Funnier than Peyton Place—Sample comedy tape and scripts \$1. Funnybits Productions, Box 647, Bettendorf, Iowa.

"TEKNITAPES"! Professionalism—amazingly fast—by mail! Deejay, announcing, news-casting! Broadcast Guides, 678 Medford, Patchogue, New York 11772.

"The Weekly Promoter." Radio Division, 4151 West Lake Avenue, Glenview, Illinois. Seven sections sample script. Exclusive.

INSTRUCTIONS

FCC license and A.S.E.E. degree programs, by home study and resident instruction. Resident FCC courses available in Washington, D. C.; Seattle, Wash., and Hollywood, Calif. Home study conducted from Hollywood. Write for free catalog. Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 133 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers, GI approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

INSTRUCTIONS—(Cont'd)

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting June 15, August 17, October 19. For information, references and reservation, write William B. Ogden Radio Operational Engineering School 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$295. Rooms \$6-\$12 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on June 27—Aug. 1—Sept. 5—Oct. 10. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

Announcing, programing, first phone. all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results, day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

Tutoring first phone. Three to six weeks. Outstanding results. Bob Johnson Radio License Training, 1060 Duncan, Suite D, Manhattan Beach, Calif. 90266.

See our display ad under Instructions. Don Martin School of Radio & TV.

Announcing, programing, commercial production, veteran approved. Individual instruction—Broadcasting Institute. Box 6071, New Orleans.

RADIO—Help Wanted

Sales

It's Time to Think of the Future

Are you managing or selling for a small radio station, a small television station, or a small newspaper? How long have you worked in a small market? How long since your last raise? Have you come as far as you can in your field? Why not make a change?

Outdoor advertising is on the move. In the next 10 years, outdoor advertising will have the largest business increase of any media. Why don't you get in on the ground floor?

Send your complete resume, salary requirements, and a recent picture to:

Box E-123, BROADCASTING

Sales—(Cont'd)

Audio Sales Specialist

Custom audio-equipment manufacturer has immediate opening for Audio Sales Specialist who knows complex audio systems and is familiar with the latest in transistorized equipment. Excellent salary and complete company benefits. An equal opportunity employer. Send resume to:

Box E-236, Broadcasting

SALES TRAINEE

Outstanding career opportunity for young man with future management potential in a growth electronics firm and a leader in the manufacture of broadcast-station equipment. Home-office product and sales training leading toward sales-engineer position.

Age 22-30. College degree with background of electronics. Located in progressive medium-size Midwest city with complete recreational facilities. An equal-opportunity employer. Send resume to: Box E-249, BROADCASTING

SALES ENGINEER BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast-equipment field, located in the Midwest, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self-starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to: Box E-254, BROADCASTING

District Salesmanagers Wanted

to sell stations on hottest vacation certificate plan ever. If station doesn't buy, the newspaper will, or sell direct to the local Ford Agency, or Goodyear store, etc., etc. You can average \$500.00 per close. Call write or wire. Can meet in New York, Atlanta, Chicago, New Orleans, or let's finalize by mail.

P.O. Box 12534, St. Petersburg, Fla.

Announcers

Disc Jockey

Top 40 Station number ONE for eight consecutive years looking for a swingin' jock to fill our 9 to noon slot. Send along a sample of your air work, production, pic, resume, etc. to:

Box E-326, Broadcasting.

RADIO-TV

TRIGG-VAUGHN Stations—looking for top good music personalities and alert, mature newsmen. Stations in Texas, Colorado, New Mexico and California. Write full details to:

Hal Davis, KHOW, Denver.

DJ Opening! AFTERNOON DRIVE

Personality Plus

Personality plus tight formatting, a great sense of humor, and a desire to be involved with your community—

—Can earn you upwards of \$12,000 a year in one of America's most desirable markets.

Please do not send tapes consisting only of music and commercials.

Box E-165, Broadcasting

DISC JOCKEY - WRITER

If you combine successful disc-jockeying with writing ability you may have what we are looking for. We are starting a youth magazine beamed toward young persons in their late teens and early twenties. We need an editor to take charge. Our company publishes daily and metropolitan newspapers on the southeastern seaboard and will circulate the magazine with the newspapers.

The opportunity is exciting for the enterprising person who knows the interests of young people and can write for this audience.

Write giving qualifications.

Box E-307, Broadcasting.

MUSIC DIRECTORS PRODUCERS ANNOUNCERS NEWSMEN

Openings in major New York City radio operation.

Send resume, tape, photo to

Box E-319, Broadcasting.

* Drive Time DJ *
* With successful morning or afternoon *
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* Grahame Richards *
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DESIGN ENGINEERS

New openings in an outstanding growth electronic communications company. BSEE or BSME degree and appropriate experience required for:

- * TV Project Engineers
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Located in a progressive medium-size Midwest city with the finest of schools and family living.

Send resume or call Robert T. Fluent, Employment Manager, (217) 222-8202; or evenings (217) 223-7949.

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Regional daytimer in delightful community only 40 minutes from Chicago's Loop. Immediate opening for experienced newsmen. Must be mature and able to gather, write, edit and voice. Also, adult music DJ with 1st phone and desire to be involved in his community. Good salary and rewarding future. Apply in person or submit resume and audition to:

Mike Wolverton, P.D., WAYK Radio,
P.O. Box 149, Valparaiso, Indiana.

Production—Programing, Others

WANTED: RADIO PROGRAM DIRECTOR

for station in key Rocky Mountain market. Must be capable of leadership in adult, good popular music and news operation.

Also NEWSMAN with mature, network quality voice, capable of thru-flight planning, writing and originating. Hustle mandatory

Reply Box E-124, Broadcasting.

Help Wanted—Production Programing & Others

Exciting opportunity with a view!

KFOG, San Francisco's top rated FM stereo station and part of Kaiser Broadcasting, is looking for a special kind of man.

We need a Production Manager versatile enough to handle almost any job at the station, and he must be a career radioman to boot.

As such, he should be a college graduate with a solid radio background. That means excellent references, a third class FCC ticket, familiarity with an FM stereo operation, and an understanding of what "good music" means to the mature and educated listener.

Our man will have a good radio voice. So be sure to accompany your application with a voice tape.

Now, if you've survived our requirements this far, and if you can add to the list a sense of humor, more than a dash of creativity, along with no aversion to an honest day's work, you might be our "special kind of man."



In that case, here's what's in it for you (besides the San Francisco view).

You will have landed a professionally rewarding and responsible position within the nationwide broadcasting family that's number one in the growth media today...Kaiser Broadcasting. And at that point, your opportunities will be bounded only by your ambition.

Address your applications to:

Robert Somerville

KFOG

900 North Point

San Francisco

Aside from the required voice tape, your résumé should consist of whatever you believe outlines your singular qualifications best.

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OPERATIONS MANAGER

Wanted for chain operation. Must know all aspects of top 40 programming and how to lead and supervise people. Excellent benefits and opportunity. Send complete resume, salary requirements, picture and references to:

Box E-241, Broadcasting.

RADIO—Situations Wanted Announcers

NEED A PRO?

Young (24), experienced (3yrs.), broadcast professional desires position south of the Mason-Dixon Line. Will consider South-west for right opportunity. Metro air slot or small market P.D. post only. Currently employed in one of the nation's top forty markets. . . . Experienced in all phases of modern radio . . . Top 40 . . . C&W . . . Programming.

AVAILABLE ON OR ABOUT JUNE 15th. My children begin school this fall and it's time to find a place to call home. Oh, by the way, I've got a first phone, too, but don't hold that against me!

Tape, photo, resume and references on reply to:

Box E-354, Broadcasting.

Production—Programming, Others

I'm bored to tears!

Sales oriented program manager now available. Strong background programming, operations, production, announcing and promotion. Looking for a permanent position with challenge.

For complete information write:

Box E-343, Broadcasting.

TELEVISION—Help Wanted—Technical

BROADCAST FIELD ENGINEERS

RCA

Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: D. K. Thorne, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden, N. J. 08101.

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RADIO CORPORATION OF AMERICA

ELECTRICAL ENGINEERS

CBS Television Network

has openings for Electrical Engineers with 2-5 years experience in the field of Television with emphasis in the area of FCC-station technical problems or experience in the CATV field.

We have a comprehensive benefits program including a stock purchase plan. Please submit resume stating current salary to:

William J. Reilly, Jr.
Columbia Broadcasting System, Inc.
51 W. 52 St., N.Y. 10019

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Outstanding on-camera presentation,
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San Francisco 94118

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FOR SALE—Equipment

USED TOWERS FOR SALE

One 300 ft. Blaw-Knox microwave with two reflectors (ten by fifteen ft.) Two parabolic antennas (eight ft.)
We have a large stock of CATV cable towers.

U. S. Towers
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SOLID STATE LENKURT TV-76-E, 3 Channels with Composite Sound, FULL FAULT ALARM REPORTING, 24V DC and 117V AC powered. BRAND NEW. NEVER BEEN INSTALLED. TUNED TO 12.2-12, 7KMC, easily RETURNED TO CARS FREQUENCIES. SYSTEM INCLUDES:

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FOR ADDITIONAL INFORMATION CONTACT:
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TELESIS ENGINEERING, INC.

Box 6066, Station B
EVANSVILLE, INDIANA
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Receive, and use up-to-the-minute weather maps and instant satellite pictures—right on camera—for authentic TV Weather Reporting.

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WANT TO BUY RADIO STATION

Anywhere East of the Mississippi. Price can go from 100,000 to 500,000. Must be in a growing market and making money. All information in strict confidence.

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FIRST TIME OFFERED!

Single market (City-55,000; County 300,000).
1000-Watt daytimer plus FM full time. Located in lush Pacific Northwest. Original owner has other opportunities. Nice downtown studios. Owns transmitter land. Deal direct and save.
Gross over \$135,000; Sale price \$215,000
Easiest Terms.

Box E-304, Broadcasting.

CATV FRANCHISE

Southern California Major Market
Will sell all or 80%—Attractive price.

Box E-287, Broadcasting.

PACIFIC NORTHWEST REGIONAL

Single market 1 KW fulltime facility located in a lovely community of nearly 10,000. Ideal suburban living within easy commuting distance of major city. Located on five acres of valuable land, the combination studios, offices and transmitter building is a showplace of 2,500 square feet. All new equipment within last two years. Grossing \$80,000 and needs sales oriented owner-manager to develop full potential. Priced at \$150,000 with \$75,000 down required. Balance over six years.

Box E-325, Broadcasting.

FOR SALE

Two excellent single market stations.

Texas: IKW, daytimer. Low frequency.

\$135,000 including real estate

Okla: Fulltime, class IV

\$85,000 including real estate.

Hardship due to health is only reason for offering. Terms can be arranged. Must show financial capabilities on first contact. No brokers.

Box E-338, Broadcasting.

SOUTHWEST \$70,000 FP
Profitable AM \$40,000 down \$500 per month on balance - No interest.

SO. CALIF. FM \$150,000 terms,
NO. CALIF. FM \$75,000 terms.
Principals only.

Box E-351, Broadcasting.

Lia Rue Media Brokers Inc.

654 MADISON AVENUE
NEW YORK, N. Y.

TE 2-9362

(Continued from page 94)

nel assignments based upon proposed rule making and comments in Doc. 16535; assigned 240A to Camarillo, Calif.; 288A to Tappahannock, Va.; 289A to Silsbee, Texas; and 296A to Boonville, Ind.; assigned 287 to Slidell, La., and deleted it from New Orleans submitted 288A for 285A at Corning, Ark.; 285A for 224A at Paragould, and assigned 224A to Wynne; substituted 293 for 257A at Jacksonville, Tex., and 257A for 293 at Tyler, Tex.; assigned 292A to Bolivar, Mo.; assigned 279 to Memphis, Tex., and added 223 to Ottumwa, Iowa, and deleted 224A from that city; substituted 221A for 224A at Trenton, Mo., and substituted 289 for 223 at Peoria, Ill. Action May 18.

Commission has revised its Radio Equipment List, Part A, of equipment acceptable for use, as of April 15, 1966, in television broadcast and TV translator stations, provided its use is in accordance with commission's rules and that technical specifications shown are not exceeded in operation. "Type acceptance" is required for listing of transmitters and translators; for monitors, "type approval" is required for listing. Action May 12.

DENIED

Charles E. Riedel, db/as Majestic Music Company, St. Charles-Batavia, Illinois—Requests amendment of rules so as to allocate FM channel 296-A at St. Charles-Batavia, Illinois. Action May 13.

Wichita-Hutchinson Co., Hutchinson, Kan.—Requests institution of rulemaking proceedings to change assignment of channel 12 from Hutchinson, Kan. to Wichita, Kan. Action May 6.

DISMISSED

Edward D. Keil, Oakland, Calif.—Requests commission to: (1) continue present assignment of channel 38 in San Francisco-Oakland, Calif., area as commercial UHF; or (2) institute special rulemaking proceedings wherein petition and other interested parties may participate and oppose any substantial revision of present assignment for channel 38; and (3) grant such other and further relief as is just and proper. Action May 6.

PETITIONS FOR RULEMAKING FILED

American Broadcasting Companies, stations in New York, Pittsburgh, Detroit, Chicago, Los Angeles and San Francisco—Requests commission to institute rulemaking looking toward amendment of its AM, FM and TV rules relating to indicating instruments so as to permit use of digital meters, printers, or other numerical readout devices in metering of broadcast transmitters. Received April 27.

Jel-Co Radio Inc., Mt. Carmel, Ill.—Requests that table of FM assignments in sec. 73.202 of commission's rules be amended to include class A FM channels for Mt. Carmel, Ill. as follows: present channel 235; proposed 235, 272A. Received May 2.

Clifford L. Hedberg, Morris, Minn.—Requests institution of rulemaking proceedings to allocate to Morris, Minn., channel 294 or 298 instead of channel 232A. Received May 3.

George Nims Raybin, Bronx, N. Y.—Requests that sec. 95.41(d)(1) be amended as follows, by adding italic words: "(1) The following frequencies, commonly known as channels 1 through 23, may be used for communications between units of the same station, and for units of different stations for the sole purpose of asking such units to change to a frequency listed in subsection (2)." Received March 31.

Rough River Broadcasting Co., Leitchfield, Ky.—Requests institution of rule making proceedings looking toward allocation of

Fla.	single	daytime	\$ 40M	terms
Pa.	small	daytime	75M	SOLD
Gulf	medium	daytime	65M	15M
M.W.	metro	FM	150M	29%
N.E.	suburb	power	550M	29%

CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

channel 285A to Leitchfield. Received May 3.

Tri-County Broadcasting Co., Jerseyville, Ill.—Requests issuance of notice of proposed rule making looking toward amendment of sec. 73.202(b) of its rules so as to assign FM channel 281 to Jerseyville. Received May 5.

Broadcasting Associates of America Inc., Augusta, Ga.—Requests institution of rule making looking toward assignment of channels 272A and 276A to Augusta. in lieu of channel 275C. Received May 5.

New call letters requested

Scranton, Pa.—Northeastern Pennsylvania Educational TV Assoc. Requests WVIA-TV.
WHOF Canton, Ohio—Douglas Properties Corp. Requests WOIO.
Calhoun, Ga.—New Echota Broadcasting Corp. Requests WEBS.

COMMUNITY ANTENNA ACTIVITIES

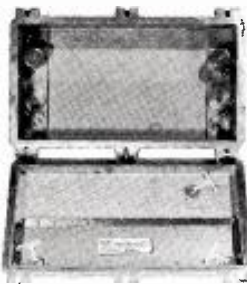
The following are activities in community antenna television reported to BROADCASTING through May 18. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

*Indicates franchise has been granted.

Conway, Ark.—Total Communication Transmitters Inc. has cancelled its franchise. The firm told the city council: "In view of the uncertain status of CATV pending congressional hearings" it believed that the franchise previously granted by the council should be voided.

***West Memphis, Ark.**—Ark-Cable Inc. has been granted a franchise. The firm will have a ten year contract with payments to the city of 5% of gross revenue for the first five years and 7½% the next five. A \$10 installation fee and a \$5 monthly fee will be charged.

WHY DOESN'T KAISER-COX BUILD SOME OF ITS CIRCUITS RIGHT INTO THE CASE?



If you ever climbed a pole you'd know!

But we'll tell you anyhow, if you write, wire or phone collect for more details



KAISER-COX CORPORATION

P. O. Box 9728, Phoenix, Ariz. 85020

Phone (602) 944-4411

When you install Kaiser-Cox equipment, you never wonder what's new in CATV — you know!

Fortuna, Calif.—Dale A. Owens. Requests KIMF.

Rochelle, Ill.—Tilton Publications Inc. Requests WROR.

Jacksonville, Fla.—B.F.J. Timm. Requests WBOM.

Middlebury, Vt.—Voice of Middlebury. Requests WFAD.

WIKI Chester, Va.—WIKI Radio Inc. Requests WKEX.

Springfield, Mass.—WCRB Inc. Requests WCRX(FM).

Forfeiture orders

After considering responses to notices of apparent liability, commission, by memorandum opinion and orders, ordered following broadcast licensees to forfeit amounts specified in previous notices for violations as noted:

Executive Broadcasting Corp., \$1,000, for

operator, maintenance log and technical violations by WTYM East Longmeadow, Mass. Action May 2.

KTOK Radio Inc., \$500, for broadcasting lottery information over KTOK Oklahoma City. Action May 2.

Forfeiture notices

Commission notified following broadcast station licensees that they have incurred apparent forfeiture liabilities as noted:

Ishpeming Broadcasting Co., \$1,500, for operating WJPD Ishpeming, Mich., with daytime power prior to local sunrise and after local sunset. Ann. May 2.

FM Broadcasting Inc. \$500, for 11 violations by KCMK(FM) Kansas City, Mo., involving operator, remote control, maintenance log and other requirements.

Licensees have 30 days to contest or pay forfeiture. Ann. May 2.

Decatur, Ind.—The Decatur Board of Works has recommended that the common council approve the application of Citicom Inc. for a franchise. Other applicants are Community Teleception and WADM Decatur.

***Gary, Ind.**—Gary Cable TV Inc. (subsidiary of H&B American Corp., group CATV owner) and Mobile Radio Communications, both Gary, have applied for franchises. Both firms have stated that monthly subscription rates would be \$4.95. Mobile Radio has proposed a \$20 installation fee and would pay 4% of its annual gross receipts to the city. Gary Cable proposes a \$10 installation fee and would give the city 2% of its annual gross receipts up to \$500,000, 3% on revenues between \$500,000 and \$1,000,000, and 4% on all gross revenues over \$1,000,000. Both franchise applicants have stated that plans for improving CATV systems to receive 18 channels were now on the drawing boards. Both have indicated that their 12-channel systems could easily be transformed to pick up the extra channels.

***Mitchell, Ind.**—Oliver Grunden of Mitchell has been granted a franchise.

Annapolis, Md.—Specialty Services Co. has withdrawn its application, leaving two applications for franchises: Chesapeake Antenna TV Inc., headed by C. Elmer Nolte, Jr. and United TV Cable Corp., with Morris H. Blum as president.

Clinton, Mass.—The Wachusett CATV Co. (Atty. Raymond Salmon, representative) and The Norton CATV Co. (Atty. Morris N. Gould, representative) have applied for a franchise.

East Longmeadow, Mass.—Audio Visual Communications Inc. has applied for a franchise. Pioneer Valley Cablevision Inc. has an application pending.

Springfield, Mass.—Westfield Cablevision Inc. has applied for a franchise. Applications are pending from Puritan TV Cable Inc., Pioneer Valley Cablevision Inc. and L. F. Cable Corp.

***Carney, Mich.**—Midwest CATV Inc. has been granted a 20-year franchise (L. G. Matthews, president).

Stanberry, Mo.—Albany Cable Co. has applied for a franchise. The firm agrees to pay the city of Stanberry 3% of its gross income.

Deming, N. M.—Sun Cable TV (James Voiers, representative) and Deming Entertainment Co. (James Glatt, representative) have applied for a franchise.

Dover Plains, N. Y.—John Lynch, Amenia, N. Y., who had previously been awarded a tentative franchise for Dover, has withdrawn his franchise bid. Mr. Lynch cited personal matters as the reason for his decision. Benjamin Seavey of the Pawling TV and Radio Co. has also applied for the Dover franchise.

Fulton, N. Y.—Unicable, Oswego, New Channels Corp., Syracuse, and OcCoTel Corp., Fulton, all New York, have applied for franchises.

***Haverstraw, N. Y.**—Rockland Cablevision Inc. has been awarded a franchise. The company was one of four applicants for the franchise.

Whitehall, N. Y.—Four franchise applications have been received by the village board. The applicants: Martin Karig, Glens Falls, and Frank Cioffi, Whitehall, both New York; Mr. and Mrs. J. Mueller, Manchester, Vt.; Rutland Cable Co. (Sidney Young) and Champlain Cablevision, Ticonderoga, N. Y.

Bryan, Ohio—Bryan Cable Television (Robert Shook and Wayne Shaffer, both Bryan, and George Milner, Oklahoma City) has applied for a franchise. The company has proposed a \$5 monthly service charge

with no installation fee. If approved the firm would pay 3% of its annual gross receipts to the city.

***Bucyrus, Ohio**—The city council has given second reading to an ordinance granting a franchise to Crawford County Cablevision Inc., Bucyrus. Two other firms, Direct Channels Inc., Akron, and Continental Cablevision of Ohio Inc., Tiffin, both Ohio, have also applied.

***Euclid, Ohio**—Total Vue Inc. has been granted a franchise. Telerama Inc., Cleveland (group CATV owner) already holds a franchise in Euclid. Each franchise ordinance contains a "time limit" clause, giving the firms 18 months to have 1,500 homes wired for service.

Lorain, Ohio—The applications of three firms are being considered by the city council's utilities committee. The applicants are Elyria Cable Service, Elyria Telerama Inc. and Lorain Cable Television Inc. A 15-year franchise will be awarded to one of the firms. The applications of two other firms, Lakeland Cablevision and Great Lakes Broadcasting were rejected by the committee which considered Lakeland's rate proposals to be too high and Great Lakes' application to have been improperly submitted.

***Bristol, Pa.**—Telexmax of Lo-Bux Inc., Fairless Hills, Pa. (Pat Deon owner) has been granted a franchise. Telexmax will pay \$500 to the township during the initial year. In succeeding years, the company will pay in township \$3,000 annually or 5½% of its annual gross receipts, whichever is higher. Installation fees will not exceed \$17.50 and monthly service charges will not be more than \$5.

Mount Carmel, Pa.—Kar-Mel Community Antenna Television Systems Inc. (Stephen Kent, president) has applied for a franchise in the township.

***Bay City, Tex.**—A franchise has been granted to Power Generation Inc., under the name Bay City Television Inc. The city will receive 4% of the gross revenue of the company for the 20-year franchise.

Cleburne, Tex.—Two firms have applied for a franchise: CAS Manufacturing Co. of Irving, Tex. (Ken Sparks, representative) and WBAP-TV Fort Worth (Bob Gould, representative).

Grand Prairie, Tex.—Hill Tower Inc. (John Allen, director), jointly owned by KRLD-TV and WFAA-TV, both Dallas, have applied for a franchise. The company proposes an installation fee of \$15 plus a monthly fee of \$5 for 12 channels, 24-hour time-weather service, and FM.

***Monahans, Tex.**—Monahans Broadcasters Inc. has been granted a 5-year franchise.

***Firecrest, Wash.**—KTNT-TV Tacoma has been granted a franchise.

Longview, Wash.—Cowlitz Cableview and Telecable of Cowlitz County have merged to become Cowlitz Cableview, jointly owned by KING Broadcasting group and the Longview Publishing Co. (Longview News). The president of the new firm is J. M. McClelland, Jr.—editor and publisher of the newspaper.

Alderson, W. Va.—Chem City Electronics (Ben Bennett, representative) has applied for a 25-year franchise. It will cost \$29.95 per subscriber to install and \$4.95 per month thereafter. The city will receive 2% of the gross revenue.

***Milwaukee**—A franchise has been awarded to Lake Shore Cable TV Corp., an affiliate of Universal Cablevision Inc. (group CATV owner). Lake Shore president is Tom E. Hayes and vice president is Harold Murphy. The company proposes a \$5 service fee per month.

WHEN you sail new waters, as every mariner knows, the biggest surprises may be just below the surface. So it often is with people.

Consider Hill Blackett Jr., board chairman of Clinton E. Frank Inc., Chicago. His unassuming demeanor belies a diversity of talents and experience both in broadcast advertising and out of it. And his frankness when the occasion demands has sometimes startled a client or visitor but usually won their respect, his associates attest.

When you enter Mr. Blackett's modest yet adequate office in Chicago's Merchandise Mart, you will at once spot the wall of sailing photographs, obviously, the dead giveaway of a weekend sailor.

The lifesize bust of a small child nearer the doorway, however, looks very much like some fine art reproduction you might pick up at a reasonable price off the shelf at Kroch's & Brentano's. But look again.

On closer inspection you learn it is an original sculpture by Mr. Blackett of his daughter at an early age. Its classical detail again is quite different from the many impressionistic works in metal he has done, including a powerful larger-than-life piece he created that depicts Abraham offering up Isaac in the Biblical test of the prophet's faith. It stands on the lawn of the Blackett home in suburban Winnetka.

But these reflect only one phase of the creative capacity of Mr. Blackett. For a dozen years now he has been responsible for the Toni Co. account at the Frank agency and during this time he often has been the principal writer of some of Toni's most successful television commercials. Toni consistently puts most of its ad dollars in television.

Other Clients ■ Since becoming board chairman, Mr. Blackett also has assumed top responsibility for three other accounts there, Curtiss Candy Division of Standard Brands, Formica Division of American Cyanamid and Northern Trust Bank. His portfolio of duties includes general finance and administration too, as well as the supervision of the agency's creative departments.

Since its inception in 1954 the Frank agency has grown from virtually no billings to some \$30 million today. They come from a full spectrum of consumer, industrial and service accounts and one dollar out of every two is made to work as effectively as possible in the broadcast media. Mr. Blackett notes that since most sponsors can't afford quantity in TV today, the commercial's "quality of impact" becomes a prime consideration.

Other Frank accounts that are active in radio and/or television advertising include Continental Oil Co., Dean Foods, Elanco Products, Hamilton

A skipper who values esprit de corps

Beach, Kemper Insurance, Kohler Co., Kraft Foods, O'Brien Paints and Reynolds Metals. The new United Airlines freight account may soon experiment in broadcast, Mr. Blackett says, marking a departure for what usually is a print-oriented account.

Mr. Blackett likes to point out how an agency's creative capacity can be put to work in the buying of media as well as in the creation of the advertising message itself. "Take Elanco, the agricultural products division of Eli Lilly & Co.," he explains, "for which we buy television to sell certain chemical products for particular crops. We buy the television on the basis of the acreage coverage rather than people coverage."

A Well-Known Name ■ Yes, Mr. Blackett is the son of the man who made radio advertising history in Chicago in the rough-and-tumble competition of the pre-war depression years, Hill Blackett Sr. But it is both his blessing and cross for he strives to be measured by his own accomplishments. His dad was perhaps best known for the radio successes of Ovaltine, Oxydol,

Wheaties and similar well-known products.

"Hill Jr. has the drive of his father and the gentleness of his mother," is the way close friends describe him. "A perfectionist," another cites, "one of those creative birds who insist on keeping things buttoned up. His air of quiet competence is unusual in contrast with the frantic activity generally associated with advertising writers."

Last year Mr. Blackett acted to try and button up one of the weak lines too often found in the creative process in the making of broadcast commercials, the separation of the creators from the finished product. Instead he sought to have all contributors involved with the commercial all throughout the process.

This was achieved by taking the radio-TV production section out of the broadcast department and putting it into the creative department. In some cases artists and writers have been able to develop into producers as well.

"You can attract and hold better people" if they can get more personal recognition and a chance to grow, Mr. Blackett believes, pointing to this as a strength of a smaller-size agency. "It results in a better end-product too," he feels. "We back them up with highly technical people as part of our staff," he points out, "such as editors, producers, music arrangers and composers."

Mr. Blackett very early in his career was well versed in television and radio. For a few months after college in 1949 he worked for his father's firm and then he joined Grant Advertising. In making many TV buys there he quickly learned of TV's ability to demonstrate product benefits and score with its selling impact before the viewer has a chance to "turn the page" to another channel even if so inclined.

Tenacity Pays Off ■ He joined Frank in 1954 and became account executive on Toni, subsequently writing commercials for White Rain, Tame and other products. He particularly praises Toni for sticking with a good copy theme long enough to get the best use from it and for the way the company includes the agency in product development.

Mr. Blackett sees bright futures for both AM and FM radio, especially in the development of specialized audiences, and Frank uses both aural media. He presently sees too much imitation in radio and wishes stations would develop greater differentiation in programs.

When Mr. Blackett finds something he likes he digs in with determination. Like sailing. In just a few short years he has moved up from a Sailfish to an Alberg 35, the *Tahara*, which he races on Lake Michigan. "The name is Tahitian for 'gentle wind' but that's all there is of it on that lake," he says.

WEEK'S PROFILE



Hill Blackett Jr.—chairman of the board, Clinton E. Frank Inc., Chicago; b. Jan. 11, 1925, Chicago; second lieutenant, U. S. Army Air Force, 1943-46; B.A. economics, Princeton, 1949; account executive, Grant Advertising, Chicago, 1950-54; joined Frank agency in 1954, shortly after its founding, as account executive, becoming VP in 1956, senior VP in 1961 and board chairman, 1964; m. Nancy Lourie of Chicago Dec. 29, 1947; children—Hill III 16, Scott 13 and Mary 11; hobbies—sculpturing, sailing and skiing.

EDITORIALS

Upbeat

RADIO got a coast-to-coast shot in the arm a few days ago—a series of booster shots, to be exact.

In New York, the people behind some of the sellingest commercials in recent radio history told the International Radio and Television Society's annual radio commercials workshop how the messages were developed and what they accomplished.

In Portland, Ore., and later in Houston, the first two of this year's National Association of Broadcasters radio program clinics found station executives turning a critical spotlight on themselves, their weaknesses and their strengths, in an effort to improve the programing that makes radio advertising a bargain in the first place.

It is unfortunate that all the advertisers and agencies that aren't using radio, or are using it only dabbingly, could not sit in on these meetings. By all accounts, the enthusiasm among the creators of commercials and the lively candor with which the station men tackled the problems of program improvement would have converted skeptics into believers—and users.

There is evidence, meanwhile, that converts are being won in the market place, which after all is where the most effective missionary work can be done. The Radio Advertising Bureau's compilation of spot radio's top 100 advertisers of 1965, reported elsewhere in this issue, shows they substantially out-spent 1964's top 100, and for spot radio as a whole RAB places the year's gain at 5%.

Five percent is nowhere near as big as it ought to be, of course, but it maintains the pace that has been par for the past several years, and over several years it all begins to add up. Moreover, there are indications that the gains are continuing in 1966.

Advertisers who use radio wisely find that it pays, and they use more. Then their competitors try it, and if they use it wisely, they too use more. Radio thus grows on what amounts to word-of-mouth testimonials.

Word-of-mouth won't move radio as fast as radio can move anybody else's goods and services, of course. But it does represent a solid base of satisfied customers. And its influence can be speeded and expanded if the forces behind both of radio's prime functions, programing and advertising, will approach their jobs as enthusiastically as those did, for example, a few days ago in New York, Portland and Houston.

Now is the time

SOME members of Congress finally have come to realize that the three-year broadcast license and all that it entails at renewal is archaic, inequitable, unjust and wasteful. Thus, for the first time in a decade there is a real opportunity to amend the law to extend the tenure—possibly even to get a perpetual license subject to revocation for cause.

Legislation now in the draft stage would double the license period to six years. The National Association of Broadcasters endorses a seven-year term (perhaps because FCC members are appointed for seven-year tenures). And, as far as we are aware, all incumbent commissioners except Lonesome Kenneth Cox, a one-man holdout, are for longer license periods.

The timing is right. The Johnson administration espouses economy in government and reduction of paper work. The longer license tenure would sharply curtail the FCC's biggest made-work load. It would be manna to harried smaller sta-

tions which can't afford the preparation of endless forms for license renewal.

Under the indefensible three-year rule, broadcasters who have invested hundreds of thousands, even millions, must go to the FCC, hat in hand, for renewals. The burden of proof is on them, permitting the FCC to exercise indirect censorship—but censorship nonetheless—of programing, since the FCC demands a showing of program categories, extent of commercialization and proof of performance versus their promises.

The burden of proof should be where Congress intended it to be—on the FCC, not the station. Under existing law the commission can call in a licensee for revocation whenever it finds that the station isn't serving the public interest. Moreover, anyone can apply for any existing facility if he feels he can make a better showing for it "in the public interest."

Nearly 10 years ago Senator John O. Pastore (D-R.I.), now chairman of the Subcommittee on Communications, proposed five-year licenses and suggested that network affiliation contracts, now limited to two years, should run concurrently with the license tenure. (The senator's suggestion expired for want of station support.)

While there is the momentum, broadcasters should join the FCC majority in pressing for license extensions. The strongest possible case should be for perpetual licenses even if the compromise, as a first step, must be that seven-year tenure the NAB espouses.

Copyright mousetrap

FROM the television broadcasters' point of view, about the worst piece of CATV legislation that the Congress could pass is the copyright measure proposed by Representative Robert W. Kastenmeier (D-Wis.), chairman of a House subcommittee that has been working on general revisions of the copyright law.

Mr. Kastenmeier's draft is so confusingly written that some of the best lawyers in Washington admit they do not fully understand its implications. But one thing about it does seem to be clear: The measure would for all practical purposes eliminate the broadcaster as a party to negotiations between CATV systems and their program sources. It would legalize CATV pickups of all local broadcasts at no cost whatever to the cable systems and would establish the machinery for direct dealings between CATV's and the holders of copyrights on programs imported from distant points. No wonder the National Community Television Association thinks Mr. Kastenmeier is on the right track.



Drawn for BROADCASTING by Sid Hix

"Our batboy's been seeing too much television!"



Portrait by
Gittings-Neiman Marcus

Sportsman—Texas style

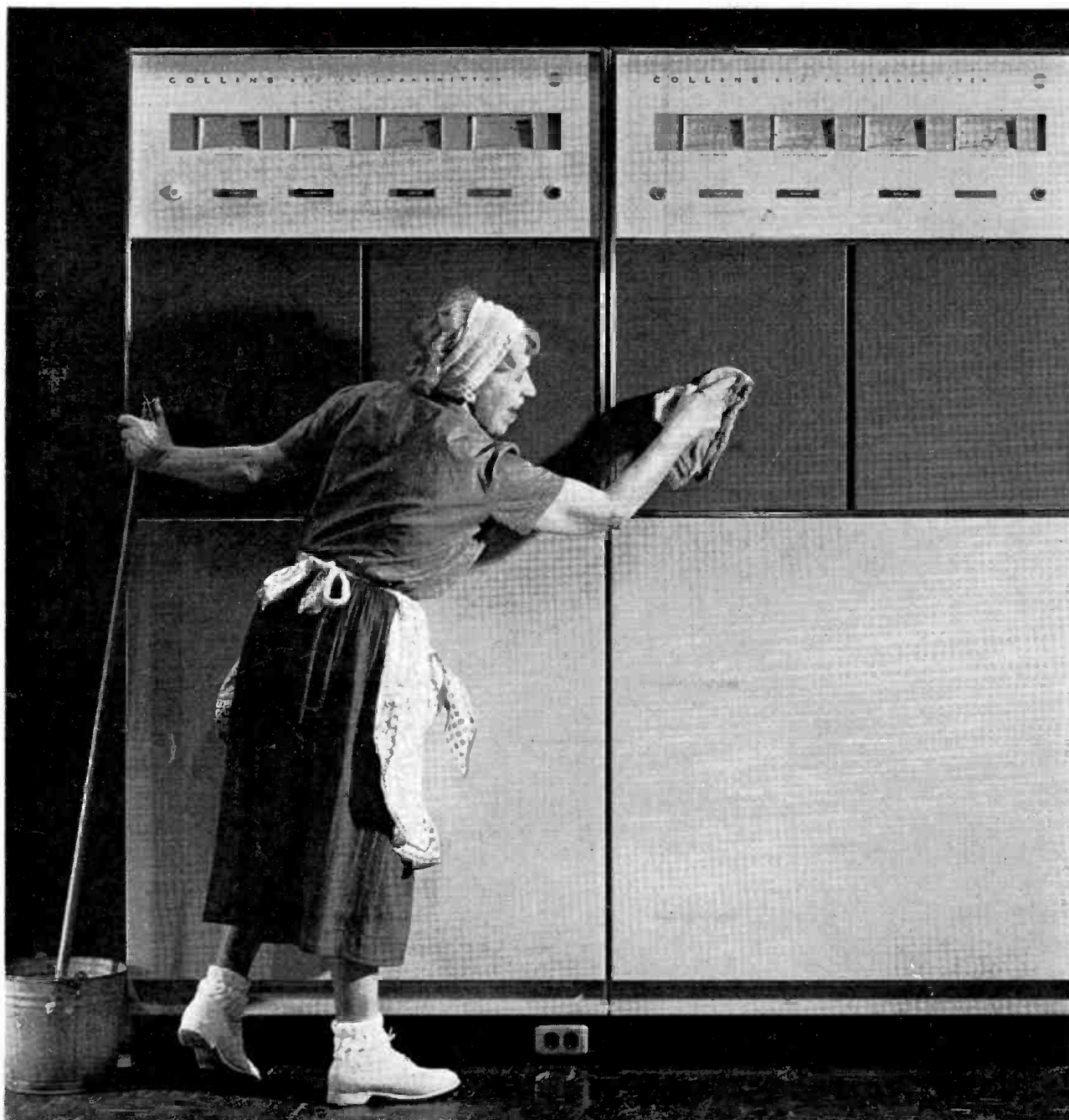
This husky fellow wraps up the sports world tonight. He likes football, baseball, basketball, karate, drag racing, archery, golf or you-name-it. In the ikonogenic tradition he looks the part. His name is Pete Talmadge.

WBAP-TV 

Fort Worth Dallas 

Peters, Griffin, Woodward, Inc., National Representatives

Maintenance for Collins FM transmitters



Collins' performance record of less down time than any other make of transmitter is a fact we can demonstrate. So, what maintenance amounts to is mostly regular dusting... with a good dust cloth. Keeps your Collins FM transmitter clean. And gleaming, as befits modern station decor. ☐ Of course, you don't have to dust (although we recommend it). In which case, your Collins FM transmitter will just stand there, dustily transmitting a clean, strong signal. Makes for great reception... happy listeners. And you know what that means to advertisers! ☐ Get complete information on Collins' complete line of FM transmitters. They're available in models from 250 to 20,000 watts (5 kw shown above). Call your Collins Broadcast Sales Engineer today.



COLLINS RADIO COMPANY / DALLAS, TEXAS • CEDAR RAPIDS, IOWA • NEWPORT BEACH, CALIFORNIA • TORONTO, ONTARIO
Bangkok • Beirut • Frankfurt • Hong Kong • Kuala Lumpur • Los Angeles • London • Melbourne • Mexico City • New York • Paris • Rome • Washington • Wellington