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# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Will copyright decision end CATV's free ride? p31  
ANA discusses ways to get maximum TV mileage. p40  
FCC money troubles may force cutbacks in work load. p58  
Advertisers open bag of mixed grievances on Hill. p44

OCT 24 1966

COMPLETE INDEX PAGE 7

Maxwell AFB, Ala. 36112

DUPLICATE



**PETRY**

color spot

THE TV MEDIUM FOR '66

Color Television has come into its own. The number of Color TV sets and viewers is soaring to new heights. Let the Television stations we represent present your products to full sales advantage—with Colorsport.

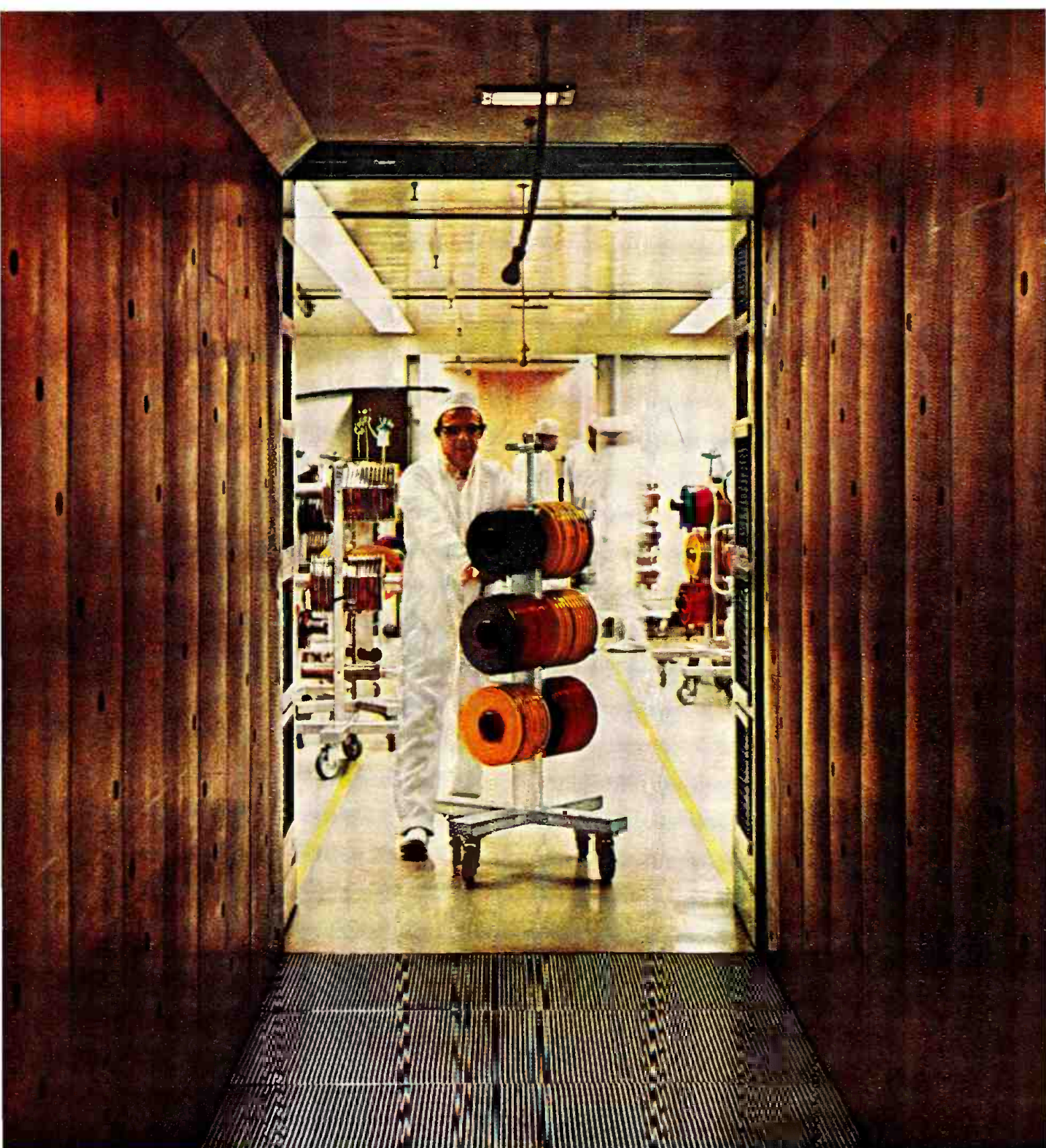
COLORSPOT—FOR FOUR DIMENSIONAL SELLING

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • PHILADELPHIA • SAN FRANCISCO • ST. LOUIS





## Latest generation tape maker

This is the most you will ever see of the new top-secret production area at Memorex. However, you will be seeing plenty of what it produces: Precision Magnetic Tape.

This super-clean facility was built to assure, for *all* your present and future applications, the smoothest, cleanest and longest-lived tape available. With Memorex magnetic tape, because it is manufactured and tested to exceed the most critical requirements, you know that *all* your information has been retained.

With the original Memorex production lines, several new generations of tape-making techniques and equipment came into being. Now, there is another new generation, further proof of Memorex's deep commitment to excellence. You will continue to benefit, with tapes that retain and recall *all* your data reel-after-reel-after-reel.

Ask your Memorex salesman to give you information about tape for your application.

**MEMOREX**  
PRECISION MAGNETIC TAPE

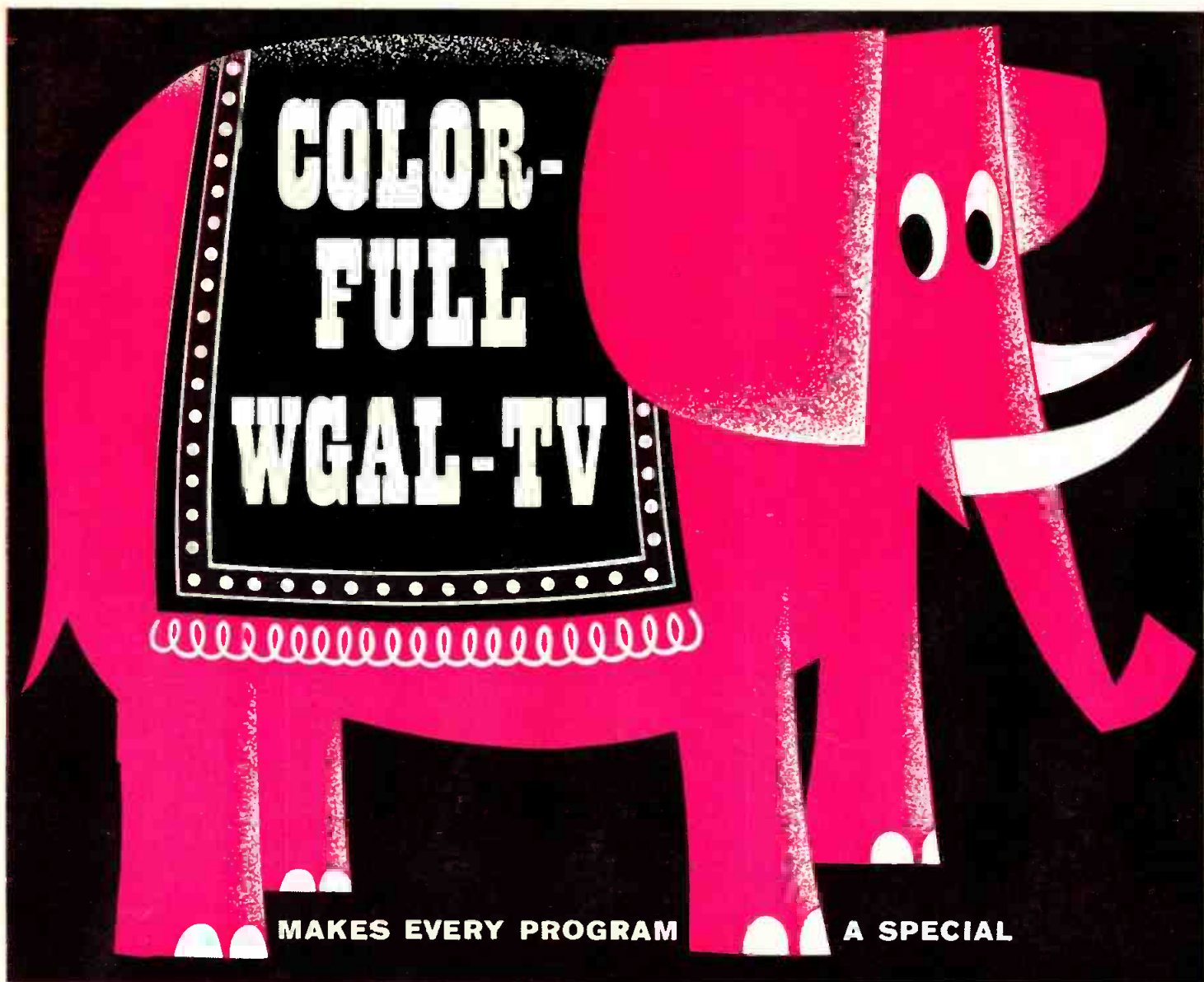
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**NO** HUDDLES  
PENALTY MARK-OFFS  
OFF-SIDES  
HALF TIME PARADES



**JUST THE SLAM-BANG ACTION OF THE NFL "GAME OF THE WEEK" IN FULL COLOR.** This coming season the NFL will film its entire schedule in color. Half hour programs of each game—with all the big action intact—will be available the Wednesday following the game. For full details on availabilities in your area, call **SCREEN GEMS.** 6



**Channel 8** colorcasts all local programs live, on film, tape, or via color tape recorders. Channel 8 is affiliated with NBC, the full color network. All this color reaches a multi-city market boasting 18% color penetration\*—and the multi-city market responds. Make the most effective, efficient use of color on WGAL-TV, the most color-full station in Pennsylvania.

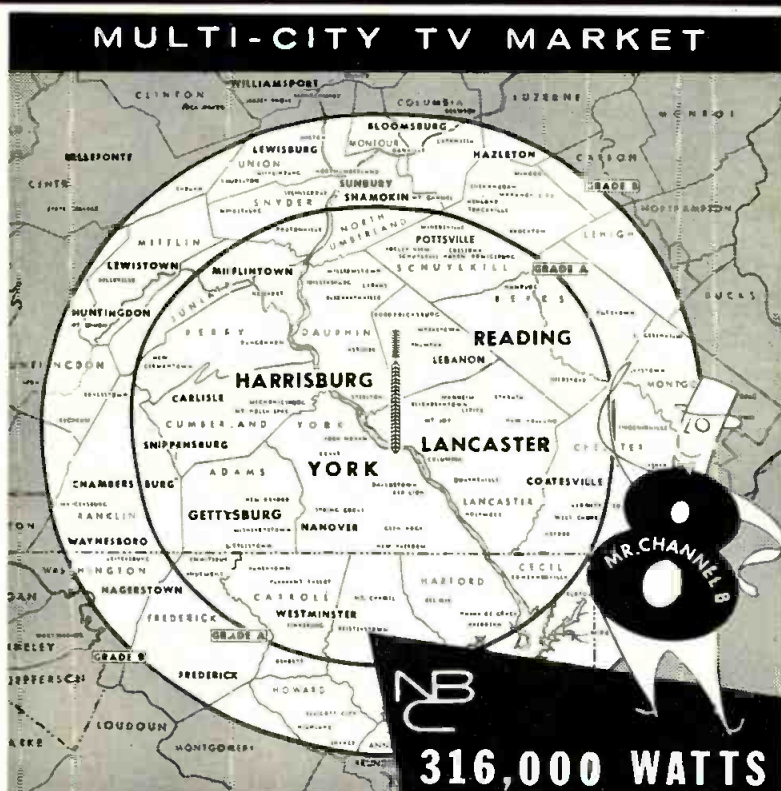
\*This statistic is based on Nielsen estimates and subject to inherent limitations of sampling techniques and other qualifications issued by that company, available upon request.

## WGAL-TV

### Channel 8 • Lancaster, Pa.

Representative: The MEEKER Company, Inc.

New York • Chicago • Los Angeles • San Francisco



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



## No hiatus?

Should FCC's usual August recess be scrubbed? That question was raised at FCC meeting last week in light of processing-line log-jam, new workload created by CATV regulation and manpower shortage. Moreover, FCC non-broadcast operations are sagging under heavy load, what with full scale AT&T rate investigation.

*Customarily FCC recesses from end of July until after Labor Day with no regular meetings. But with administration seeking economy in government operation and with FCC seeking restoration in Senate of \$181,500 cut made by House Appropriations Committee, some commissioners feel FCC would be in tight spot if it took customary hiatus.*

## At home or abroad

Question of runaway television production has craft and talent unions in Hollywood spitting nails. With *The Man Who Never Was* filming in Munich and *I Spy* shooting all over world, there's no doubt about trend towards cheaper overseas production. Unions just don't like to see it happen for any reason, but weight of their gripe is balanced on whether producers are going abroad to avoid heavy domestic labor costs or whether they're legitimately interested in enlarging scope of their shows—especially now that all are in color.

*Move that really has raised union hackles is announcement last week by ABC-TV that its *The Rat Patrol* series will be shot in Spain because of "prohibitive" costs and lack of labor cooperation in Hollywood. Unions also point finger at showing of foreign-produced movies on prime-time television as another way overseas talent is pushing out domestic workers and creating smaller employment market in Hollywood.*

## Hung up

FCC, in letter both cryptic and unusual, has privately notified parties it is deferring action on sale of Crowell-Collier's KFWB Los Angeles to Westinghouse Broadcasting Co. Commission didn't give reasons, saying only that it wants to make "further study of matters" in connection with proposed \$10.75 million sale. However, it's understood that "matters" under study involve payola allegations.

*FCC investigators have looked into*

# CLOSED CIRCUIT

*bushel-basketfull of payola charges made by Hollywood record promoter Albert Huskey in suit against number of defendants on West Coast, including KFWB and some of its officials and employees. Spokesmen for station say they believe matters now under review by commission involve old charges that Crowell-Collier has investigated and found groundless. Commission officials, however, say that staff feels "further look at the station" is warranted; that not all charges have been thoroughly checked out.*

## Uneasy seat

Fred Ford, president of National Community Television Association, has some fence-mending to do among influential NCTA members. Bloodied by FCC's adoption of harsh CATV restrictions, worried that Congress will confirm FCC's power, judged by federal court to be liable for payments to all program copyright holders, some cable interests are looking for someone to blame—and Mr. Ford, as head of their protective society, is easy target.

*Last week's court action on copyrights (see page 31)—a straight legal decision that no amount of lobbying by NCTA could probably have affected—only added to criticism of Mr. Ford. But NCTA president has some steadfast supporters in high CATV places who say things would be worse if he had not been doing good job. They say that at times he's been hampered by lack of clear direction from NCTA board.*

## Self help

ABC Films, which has relied substantially in past on off-network series obtained from ABC-TV, is headed in direction of self-production. With movement away from assigning syndication rights to networks, ABC Films intends to create product for itself. First two projects in development are half-hour *Man Talk* series, patterned after successful daytime strip, *Girl Talk* (60 markets), and *College Football Classics*, half-hour filmed series of outstanding grid games of past. In addition, ABC Films has completed one feature film, "Come Spy with Me," and plans for both

theater and TV distribution, it was revealed last week.

## Capital man

Dale W. Hardin, manager of transportation and communications department of U. S. Chamber of Commerce will be appointed vice president, corporate relations, D. H. Overmyer Co., in newly established Washington office. Overmyer is licensee or CP holder in six major-market UHF operations (see "Profile," page 93). Prior to joining chamber three years ago, Mr. Hardin was for 10 years congressional liaison officer and legislative counsel for Interstate Commerce Commission and is former FBI agent. He is 43 and native of Peoria, Ill.

## Where they came in

Don't be surprised if Bartell Media Corp. goes back into UHF television ownership—and one market being considered is Milwaukee, where Bartell brothers started in communications field 13 years ago. It was there that Bartells founded WOKY-TV on channel 18, later selling facility to CBS for \$350,000. Bartells still own WOKY-AM in Milwaukee as well as KCBQ San Diego and WADO New York, although it's believed one of these may be sold to underwrite move back into UHF.

## Cat and mouse

With summer production lines roaring into high gear, 1966-67 network season may be coming on like lion, but 1967-68 one is developing lamb-like. Hollywood film producers refuse to tread where they feel, in past, fools rushed in. They won't develop 1967-68 projects now until, if not firm, at least "strongly encouraging" high signs come from networks.

*Seemingly just about everyone in Hollywood suffers from deficit financing syndrome. Characteristic of this condition is no series done on pure speculation. Still, wise money on West Coast claims that producers only are playing at being hard-to-get to emphasize their dissatisfaction, but that—like perennial Pavlovian-dog—"they'll start to salivate when production bell rings."*



## will the real Laurel and Hardy please?

You can safely bet your ratings they will, more than ever. With each successive television season, new viewers come of age to join the laughter of their elders (siblings, parents, grandparents). These are sixty authentic original "two-reelers" and ten features by the Academy Award-winning comedy team with the yet-to-be matched talent for wholesome fun.



Walter Reade/Sterling, Inc. (TELEVISION DIVISION) 241 EAST 34 STREET NEW YORK, N.Y. 10016 MU 3-6300

# WEEK IN BRIEF

Broadcasters satisfied, copyright holders elated, CATV operators dejected over judge's ruling that CATV's are liable for copyright in all instances. CATV to appeal and seek congressional aid. See . . .

## FREE RIDE OVER? . . . 31

Four more blue-chip advertisers are about to return to radio's fold, RAB board learns. Board hears status report on ARMS; asks for committee to insure ARMS findings are used by some research firm. See . . .

## GIANTS MAKE RADIO JOLLY . . . 38

Senate antitrust subcommittee hears complaints of small advertisers. Several hit discounts to large advertisers; one charges illegal collusion to kill piggybacks in 1964. Networks expect to testify in late June. See . . .

## MIXED BAG . . . 44

Hard-liquor advertising about to make its TV debut in New York market. WNJU-TV, New Jersey UHF, will carry rum spots for 26 weeks in prime time. Buy is believed to be first for liquor advertising on TV. See . . .

## RUM FOR BIG APPLE . . . 51

FCC vacates one-year renewal grant in WLBT(TV) Jackson, Miss., case in accord with Court of Appeals order. Confers standing on parties who petitioned for denial; says examiner and site will be named later. See . . .

## WLBT HEARING . . . 59

Association of National Advertisers holds four-day seminar on TV ad management. Among topics: effect of CATV on advertising, advertiser-network relationships, growth in spot TV. See . . .

## TV AD MANAGEMENT . . . 40

FCC orders Buckeye to stop importing distant signals into Toledo; issues show-cause order to Telesystems concerning operations in Philadelphia market. Telesystems plans court case; Buckeye may appeal. See . . .

## COURT TESTS DUE? . . . 34

Hyde tells Senate appropriations group that superpower project is going on shelf for time being because there are higher priority items. Magnuson suggests top-50 market TV ownership rule be dropped. See . . .

## FCC MONEY TROUBLES . . . 58

Land-mobile radio users make another pitch for more spectrum space. Tell House subcommittee need is 'urgent.' Subcommittee asks FCC to 'take action to meet the shortage.' See . . .

## PINCH ON LAND MOBILE . . . 72

TV comes in for praise at annual meeting of television program executives. Professor Bluem says medium is only one freeing man to be himself. Senator Bass charges industry uses Section 315 as 'shield.' See . . .

## SHORT-SIGHTED CRITICS . . . 66

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## Broadcasting

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**TV 10 - KNOXVILLE  
GETTING READY\* FOR...**

**COLOR**



## **CIRCULATION UP - 53%**

WBIR-TV, Knoxville, now delivers nearly 240,000 homes net weekly according to the TV Coverage Study of 1965. In less than 18 months of operating from the new 1,751-foot tower (tallest in the Southeast), Channel 10 has doubled its audience in 27 outer counties, and has increased its net weekly audience in 21 nearby counties by 25%. The overall increase is 53% in 1965 over 1960! WBIR-TV gives you the only full CBS service in eastern Tenn., southeastern Ky., and important parts of southwestern Va. and western N. C.

### **BUSINESS IS GOOD IN KNOXVILLE**

Knoxville's economy is growing rapidly. East Tennessee, fastest growing area in the state, is expanding by leaps and bounds. Get the new Knoxville market brochure now from your Avery Knodel man.

\* Photo above shows addition to our studios, which with color cameras and equipment is a half-million-dollar investment in color for the larger-than-ever WBIR-TV audience.

### **COLOR FACTS**

- CBS Network programs in color now
- Local color films and slides, now
- Local color video tape, July 1966
- Local live color, January 1967
- Complete facilities now being prepared for color production

**wbir-tv**

**KNOXVILLE, TENN. CHANNEL 10**

*Signal Coverage in the Southeast...*

**SOUTHEASTERN BROADCASTING  
CORPORATION**

Offering advertisers coverage of approximately 1-million homes in six southeastern states.

Greenville, South Carolina

**WBIR-TV**

Knoxville, Tenn.

**WFBC-TV**

Greenville, S. C.

**WMAZ-TV**

Macon, Ga.

Represented Nationally by AVERY KNODEL, INC.



## FCC sternly tough in Toledo-Buckeye case

Television Grade B signal that merely clips edge of city in major market not only may be carried by local community antenna television system but must, if station requests carriage. That's word from FCC.

FCC issued ruling order Friday (May 27) requiring Buckeye Cablevision Inc. to stop importing Grade B signal of WJIM-TV (ch. 10) Lansing, Mich. (see story page 34). Buckeye carries total of 10 stations.

At issue was commission rule requiring CATV's to seek commission authority, in hearing, before importing TV stations' signals beyond their Grade B contour into any of top 100 markets. Toledo is 26th.

Commission show-cause order leading to cease-and-desist action had included WKBD(TV) (ch. 50) Detroit. However, in hearing, engineering data was introduced indicating Detroit station penetrates Toledo city limits in narrow peninsula.

Since rules require CATV to carry signal of station within whose Grade B area it operates, "in whole or in part," carriage of WKBD is permissible and required on request, commission said.

Buckeye, in carrying signal in violation of rule, commission said, raises question as to whether CATV's may bring in distant signals without regard to commission regulation "to condone such activity . . . would wholly frustrate orderly consideration of the very important public interest questions" involved, commission added.

In companion action denying Buckeye's petition for waiver, commission said it would not grant waiver to system operating in violation of rule involved. In that connection commission said it would "promptly" follow policy of considering petitions for waiver by systems deferring distant-signal operations and of not considering requests from systems operating in violation of rule.

Commission also discussed grandfather issue in separate order rejecting seven petitions for stay of rules pending reconsideration by commission or action by congress or courts. Commission said that in picking Feb. 15 date it was "more liberal" than it might have been.

That was date on which commission reached informal agreement on rules and on which plans for regulation were

announced.

"There is thus no question of retroactivity" as petitioners charge, commission said. "The rules were made effective on March 17, and affected systems operating as of that date, not before."

## California pay TV issue headed for Supreme Court

State of California will go to U. S. Supreme Court in attempt to overturn state court ruling that 1964 referendum outlawing pay television was illegal.

Frank Jordan, California secretary of state, will file appeal.

State already has lost two battles in three-year fight that saw voters declare pay television illegal in 1964, superior court call referendum unconstitutional and state supreme court uphold lower court's decision. Courts called vote violation of free speech.

## TV programing realigned at BBDO under Bud Stefan

BBDO said Friday (May 27) that its TV programing responsibilities have been realigned under Robert J. (Bud) Stefan, vice president and director of its TV-radio programing department. William H. Lynn Jr. was added earlier in year (see page 10).

Others are William R. Gibbs, former J. Walter Thompson Co. commercial production vice president and MGM Telestudios vice president, who becomes director of special projects; Wil-

liam J. Moore, BBDO vice president who was manager, but who now becomes director of business affairs.

Edward Stegeman continues as assistant director of business affairs; Robert Levinson and Ned Irish named directors respectively of network services and of news and public affairs, while David Donnelly and Hiram S. Brown Jr. continue as directors respectively of sports and of TV specials.

## All Gallo Wines to Burnett

E. & J. Gallo Winery, Modesto, Calif., consolidates its national advertising account at Leo Burnett Co., Chicago, by moving specialty wines from Foote, Cone & Belding.

Burnett already handles Gallo line wines. Total billings are \$5 million. Gallo is heavy TV advertiser.

## KOB-WABC file ideas for 770 kc solution

Reopening of clear-channel case or adding 770 kc to eastern clear channels which provide for class II-A assignment were offered to FCC Friday (May 27) as ways to solve 25-year-old fight between WABC New York and KOB Albuquerque, N. M., for frequency.

Stations offered their solutions as part of FCC's attempt to comply with 1965 court order. Court had held FCC had not been fair to ABC in requiring WABC to share frequency with KOB.

Appeals court decision said commission's action resulted in making WABC, as well as KOB, class I-B station, which is required to protect other I-B's at night, while CBS and NBC operate clear-channel I-A outlets in New York.

KOB said reopening clear-channel case "will provide the most effective and expeditious method" of following court mandate.

It does not agree with court's concept of "comparatively equal channel facilities for networks," KOB said, and in fact considers WABC "just another local" New York station. KOB maintained ABC "flagship" concept has been "grossly exaggerated."

As part of decision, KOB said, FCC should conduct "meaningful evaluation" of role of New York network-owned stations in relation to radio network operations.

ABC contended that adding 770 kc to 11 eastern clears and providing 11-

### Secret correspondence

What did Lyndon B. Johnson say to E. William Henry when latter resigned as FCC chairman? Question still remained unanswered last week although Mr. Henry stated in interview taped for broadcast over WMCT(TV) Memphis yesterday (May 29) that he had received letter from President, without however disclosing contents.

White House news officials insist President doesn't want to release his correspondence with retiring federal officials and refuse even to acknowledge that letter was indeed written to Mr. Henry.

## WEEK'S HEADLINERS

**Terry H. Lee**, VP for business planning and development for Storer Broadcasting Co., Miami, named VP, television division, succeeding **Bill Michaels**, who was named executive VP earlier this month (BROADCASTING, May 16). Mr. Lee will supervise company's operations at WJBK-TV Detroit; WSPD-TV Toledo, Ohio; WJW-TV Cleveland; WFFI-TV Milwaukee, and WAGA-TV Atlanta. He joined Storer in 1958 and later managed WITI-TV and WAGA-TV. In January, 1961, he became regional VP overseeing TV operations in Milwaukee, Toledo and Atlanta.



Mr. Lee



Mr. Lynn



Mr. Moore

**William H. Lynn, Jr.**, director of program planning, and **William J. Moore**,

director of business affairs, both in TV programming department of BBDO, elected VP's. Mr. Lynn joined BBDO earlier this year from Young & Rubicam where he was a television program supervisor. Previously he was director of program development with ABC, Hollywood. Mr. Moore joined BBDO in 1964 after four years as consultant for United Arab Republic to Middle East Broadcasting in Cairo, Alexandria and Aswan. From 1957-60 he was director of TV operation with Benton & Bowles, New York.

**Norman Glenn**, VP in charge of production for United Artists Television, New York, appointed VP of Universal Television.



Mr. Glenn

Mr. Glenn, who will serve as executive in TV production at Universal City studios in Hollywood beginning Aug. 1, will work with VP Sid Sheinberg. Both will handle new programming as well as continuing production of existing properties. Prior to relocating to West Coast, Mr. Glenn, one-time VP in radio and TV department at Young & Rubicam Inc., will work with Mitchell Johnson, Universal TV VP in charge of New York operations.

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

A channel for KOB can result in "promptly" concluding matter in conformity with court's order and "in furtherance of the public interest."

Network said KOB would have "no just cause for complaint" if it were to operate unlimited time with 50 kw on 770 kc as II-A, since station would have "substantially greater coverage than ever before. . . ."

deals more extensively with FCC's pending investigation of American Telephone & Telegraph Co. than with any other single issue. But it points out that far-reaching new problems—FM, TV, color TV, UHF, community antenna TV and pay-TV among them to date—are constantly created for FCC by new technology.

Commission, it continues, "has been engrossed—almost overwhelmed—for so long with the pressure and volume of immediate problems that it has had little chance to look ahead, a "failure of foresight" attributed in part to FCC's "organization," which "offers little opportunity for internal leadership."

Article points out that "nothing has been done" about reorganization plan advanced by former Chairman Newton Minow three years ago, although "the problems he encountered are still there, and, indeed, growing more urgent."

"The commission of the Kennedy-Johnson years," article says, "is ac-

corded unusually high marks for diligence and probity. Even those it regulates speak well of the FCC surprisingly often these days. But hard times may lie ahead because of the scope of the issues now before the commission, or soon to arrive."

## NBC loses court battle against Boise AM grant

U. S. Court of Appeals has dealt blow to clear-channel stations' hopes of upsetting in court FCC plan to duplicate 13 of 25 clear channels.

Three-judge court, in unanimous decision May 26, held that engineering question concerning interference involved in clear-channel cases has largely been settled, as result of 16-year proceeding leading up to decision in 1961 to duplicate 13 clears.

Court affirmed commission action denying NBC standing in case involving grant of KBOI Boise, Idaho, application to become II-A unlimited time station on 670 kc. That is clear channel occupied by NBC's I-A, WMAQ Chicago.

NBC had argued it was entitled to standing in case on ground that KBOI's nighttime operation on 670 kc would cause interference to WMAQ. Network also said such interference would constitute modification of WMAQ's license, which could not be done without hearing.

Court noted that decision to allocate II-A station to Boise, Idaho, had been made on basis of voluminous filings and hearings in clear-channel case. And in that proceeding, court noted NBC had exercised its hearing rights fully and completely.

Court also upheld commission action denying informal objection to KBOI application by KGEM Boise, affiliate of NBC. Commission had held—and court agreed—that KGEM failed to provide sufficient detail to support charge that KBOI grant would result either in economic injury to KGEM or degradation of service to public.

## Teleprompter record quarter

Teleprompter Corp., New York, community antenna television operator, reports record first-quarter earnings, although after-tax profit per share fell 10% due to increase in average number of shares outstanding during accounting period.

Pre-tax earnings were 48% ahead of their level for last year's first quarter on gross revenue gain of 40.4%.

Thirteen weeks ended March 31:

|                                                        | 1966      | 1965      |
|--------------------------------------------------------|-----------|-----------|
| Earned per share                                       | \$0.09    | \$0.10    |
| Gross revenues                                         | 1,639,331 | 1,167,215 |
| Federal tax                                            | 32,081    | *         |
| Net earnings                                           | 73,439    | 70,917    |
| Shares outstanding at end of accounting period         | 822,324   | 744,300   |
| *No tax provision due to operating loss carry-forward. |           |           |

## High marks are given to crisis-ridden FCC

FCC's problems are big and getting bigger, and "there is not likely to be an early end to crisis" there, according to article in June issue of *Fortune*, out tomorrow (May 31).

Article, "The FCC's Expanding, Demanding Universe," by Harold B. Meyers, an associate editor of *Fortune*,



# KIMBA

the white lion (everything else is  
in glorious color)

52 first run half hours

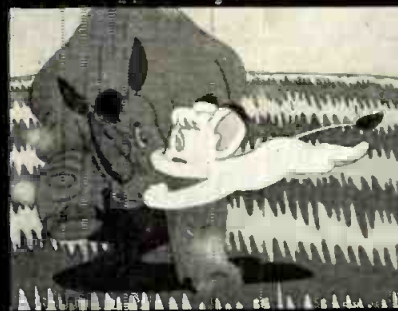
enough said!  
screen it

you will agree

KIMBA is unequalled  
*any*  
in ~~first~~ run syndication



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NEW YORK, N Y 10020  
CIRCLE 7-8300

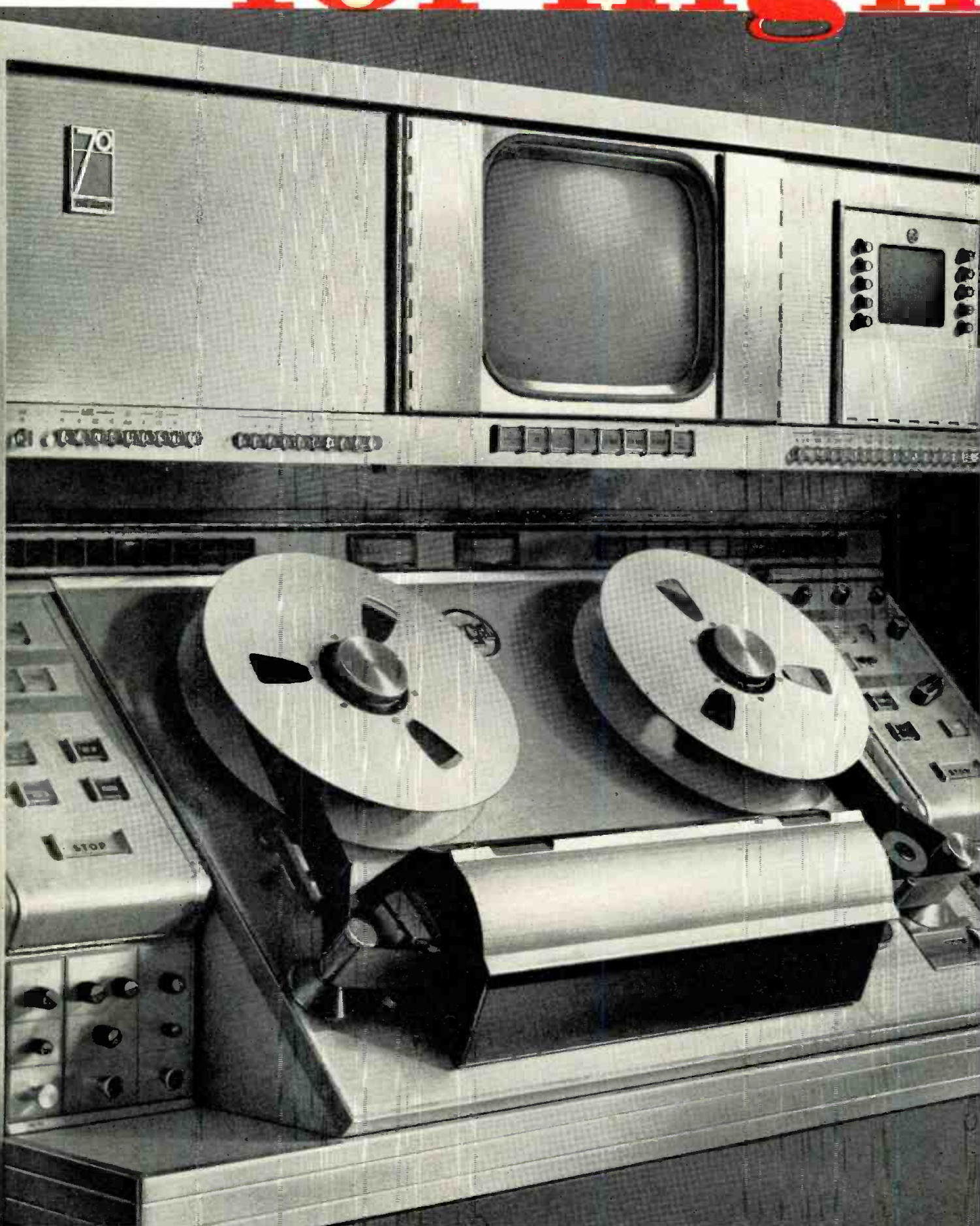




RCA  
TR-70

FIRST FULLY INTEGRATED TV TAPE RECORDING SYSTEM

for high





# band color

## **Superb Multiple Generation Color Tapes**

The TR-70 makes superb copies of color tapes that look for all the world like the original. Improvements in signal-to-noise, bandwidth, and "K" factor account for the superiority in picture performance. The TR-70 maintains this uniformly high quality on a day-to-day basis.

## **No Color Accessories Required**

The TR-70 is built and tested at the factory as a complete color system. There are no "black boxes" to be added. System features include: ATC, Air bearing Headwheel, Color ATC and Switchable Standards. This means the user may produce color tapes and go on-air immediately.

## **High Band at Touch of a Button**

There is instant selection of three recording standards—low band monochrome, low band color, or high band monochrome/color.

The TR-70 is RCA's newest and the first fully integrated high band color tape system. This "state of the art" system means best possible design and performance. Discover for yourself why the TR-70 color system is superior to any TV Tape Recorder built to date.

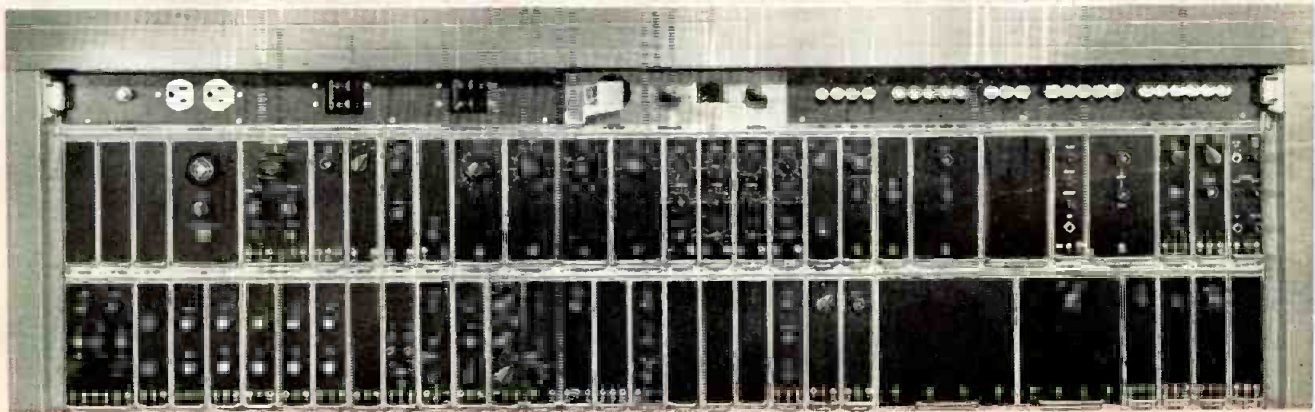
**Call your RCA Representative. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, New Jersey.**



*TR-70 makes multiple-generation color tapes look like originals.*



*TR-70 has "instant selection" of high band or low band, color or monochrome.*



*TR-70 comes with all color modules installed, wired, and "system tested" at the factory.*



**The Most Trusted Name in Television**



Best of Show - Root Vegetable  
1965 Harris County Vegetable Day  
Kenneth & Harvey Theiss, Humble, Texas



## BEST CARROT BUNCH IN THE HOUSTON MARKET

The station produces a  
big BUNCH of audience You'll  
See Better results, too!

Buy

# K•NUZ

THE PRODUCER STATION



THE KATZ AGENCY, INC.  
National Representatives

In Houston Call Dave Morris JA 3-2581

## DATEBOOK

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

■Indicates first or revised listing.

### MAY

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

■May 30-June 4—American Research Merchandising Institute. Fairmont hotel, 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 nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs. 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 split and to transact other business. Bankers 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. Cordova.

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 Wyoming Broadcasters Association. Speakers include William Walker, director of broadcast management, National Association of Broadcasters. Sheridan.

June 4—Deadline for reply 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.

#### NAB RADIO PROGRAM CLINICS

June 6-7—Hilton Inn, Tarrytown, N. Y.

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

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

June 5-8—Annual spring-summer convention of New Mexico Broadcasters Association. Riviera hotel, Las Vegas.

■June 7—Annual meeting of stockholders of MCA Inc. to elect directors and to transact other business. Sheraton-Blackstone hotel, Chicago.

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 Association (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 University 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—Luncheon of communications section, New York chapter of American Marketing Association. Speaker will be Charles A. Sweeny, director of bureau of deceptive practices, Federal Trade Commission. Waldorf-Astoria hotel, New York.

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

June 9-30—Broadcasters' European Symposium. 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 (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.

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

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

June 12-15—Convention of the Western Association of Broadcasters. Jasper Park Lodge, Jasper, Alberta.

June 12-16—Sales promotion seminar sponsored by Association of National Advertisers. Arden House, Harriman, N. Y.

■June 12-18—13th International Advertising Film Festival. Palazzo Del Cinema, Venice, Italy.

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

■June 13-24—TV Drama Workshop sponsored by the religious broadcasts department of CBS, WISH-TV, WFBM-TV, WLWI(TV), all Indianapolis; WTTV(TV) Bloomington-Indianapolis, Ind.; and the broadcasting and



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## WHEN JOE PYNE TALKS—THE RATINGS JUMP

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In the audience for a solid hour of fun: millions of belly-laugh buffs (the same Berle fans who zoomed his March 5th Hollywood Palace appearance to the highest rating in its history).

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**ABC Television Network**



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## TELEVISION

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PROGRAM  
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EARTH?

In June: What's to be done about soaring costs of network programming? The new season: all color, op and pop. The money watchers who make millionaires of actors. "Telecast" fold-out for permanent display of the 1966-67 season. Interested? Call or write Television Magazine, 1735 DeSales Street, N.W., Washington, D.C. 20036; phone (202) 638-1022. Or bureaus in New York, Chicago and Hollywood.

film commission of the National Council of Churches. Christian Theological Seminary, Indianapolis. For information write Dr. A. R. Edyvean, P.O. Box 88267, Indianapolis 46208.

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

June 14—Dinner and presentation of "distinguished service award" to Arthur Godfrey, CBS radio personality, to be held by New York chapter of the Broadcast Pioneers. Americana hotel, New York.

■June 14—Annual meeting of stockholders of Rust Craft Greeting Cards Inc. to elect directors and to transact other business. Rust Craft Park, Dedham, Mass.

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

June 15—New deadline for reply comments on FCC's proposed rulemaking which would authorize TV translator operators to use microwave relays to bring in TV signals.

■June 15-17—1966 International Communications Conference of the Institute of Electrical and Electronics Engineers. Sheraton hotel, Philadelphia.

■June 15-17—Annual summer meeting and election of officers of Virginia Association of Broadcasters. Speakers include Charles Stone, manager, National Association of Broadcasters radio code, and Mills E. Godwin Jr., governor of Virginia. Hotel Rcanoke, Roanoke.

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

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

June 17-19—Annual summer meeting of Wisconsin Broadcasters Association. Speakers include Vincent T. 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 hotel, Jacksonville.

June 20—International Day at Hollywood Advertising Club. Special guests include TV executives from Japan, Korea, Australia, England, France, Italy, Germany, Lebanon, Nigeria, Canada, Switzerland, South America and the United States. Continental hotel, Hollywood.

June 20—New deadline for comments on FCC's proposed rulemaking which would incorporate 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 specifications of their present or proposed systems for over-the-air subscription TV. Commission will use information to determine technical standards if it ultimately decides to authorize nationwide over-the-air pay television.

■June 23-26—Annual summer meeting and election of officers of Maryland-D. C.-Delaware Association of Broadcasters. Speakers include William Ray, Robert Rawson and Curtis B. Plummer, all of FCC; FCC Commissioner Robert E. Lee; Howard Bell of

National Association of Broadcasters; and Theodore F. Koop, vice president of CBS Inc. Henlopen hotel, Rehoboth Beach, Del.

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

■June 24-26—Newspaper editors meeting sponsored by the United Press International Newspaper Editors of Wisconsin. Meeting will be in conjunction with the UPI Broadcasters. Baraboo, Wis. For information write Ray Doherty, 918 North 4th Street, Room 214, Milwaukee 53203.

June 24-30—Annual convention of the Advertising Association of the West. Spokane, Wash.

June 25-28—Annual summer meeting and election of officers of Georgia Association of Broadcasters. Speakers include George Bartlett, vice president for engineering, National Association of Broadcasters; FCC Commissioner James Wadsworth; Miles David, president, Radio Advertising Bureau. Carriage Inn, Jekyll Island.

June 26-30—Annual convention, National Community Television Association. Americana hotel, Miami Beach.

June 27-28—Annual summer meeting of New York State Broadcasters Association. Otesaga hotel, Cooperstown.

### JULY

■July 5—New deadline for reply comments on FCC's proposed rulemaking which would incorporate into commission rules provisions of fairness doctrine relating to personal attack and to station editorials for or against political candidates. Former deadline was May 31.

July 8—New deadline for comments on FCC's proposed rulemaking aimed at incorporating into the commission rules a modified version of the rules of discovery now employed in all federal courts. The rules are designed to shorten hearings and prevent opposing sides from springing surprises. Former deadline was April 8.

July 11-22—Summer session in computerized simulation of market and competitor response sponsored by the Massachusetts Institute of Technology. M.I.T., Cambridge, Mass. For information contact Professor Amstutz, Sloan School of Management, M.I.T., 50 Memorial Drive, Cambridge.

■July 12—Annual meeting of stockholders of Taft Broadcasting Co., Cincinnati.

July 14—Deadline for comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

July 17-19—Annual summer convention of Idaho State Broadcasters Association. Lewis-Clark hotel, Lewiston.

■July 22—New deadline for reply comments on FCC's proposed rulemaking aimed at incorporating into the commission rules a modified version of the rules of discovery now employed in all federal courts. The rules are designed to shorten hearings and prevent opposing sides from springing surprises. Former deadline was April 22.

July 24-Aug. 5—Seminar in marketing management and advertising sponsored by the Advertising Federation of America. Harvard Business School, Boston.

■July 28-30—Fourth annual National Broadcast Editorial Conference sponsored by the Radio and Television News Directors' Association and the Columbia University graduate school of journalism. Speakers include Fred W. Friendly, professor of journalism at Columbia University. Time-Life Building, New York.

■Indicates first or revised listing.



# Call our bunch

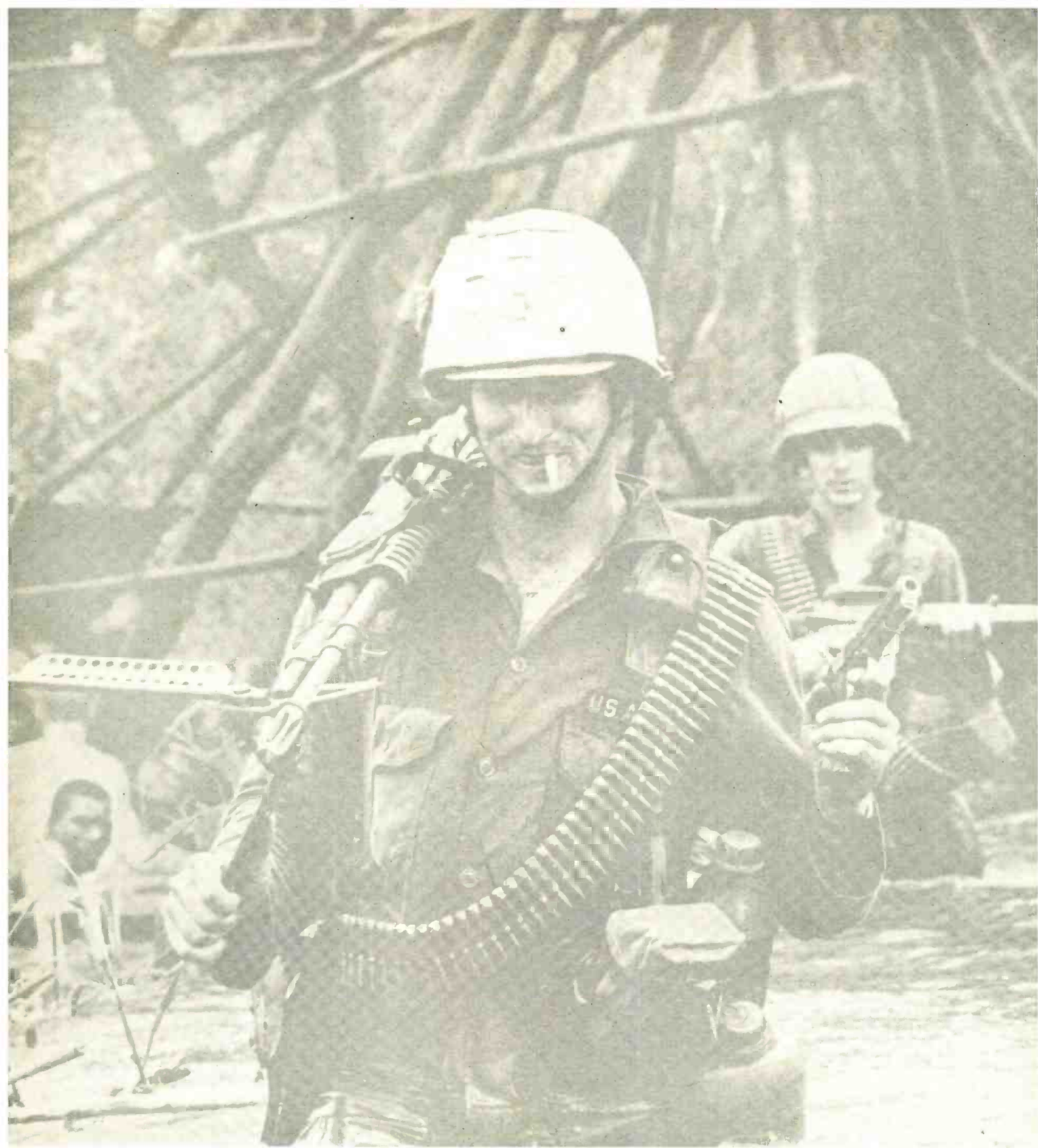


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MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV;  
BROADCASTING, May 30, 1966

PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV



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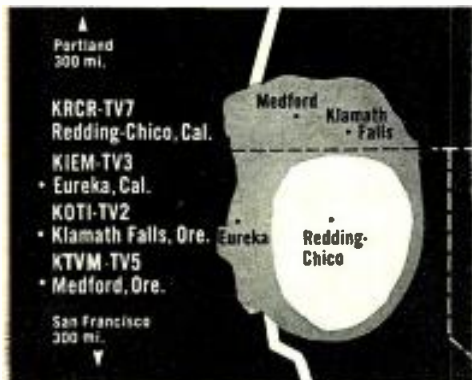
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## OPEN MIKE®

### Klein rebuts Golden

EDITOR: Your May 9 coverage of CBS's affiliates meeting carried this quote from Richard W. Golden's presentation on CBS's network audience standing: "And NBC had dropped back from a close second. Accordingly, NBC is no longer within striking distance of CBS. . . ."

The latest Nielsen national report available at the time of Mr. Golden's speech showed (April 11, 1966, 7:30-11 p.m. standings:

|     |             |
|-----|-------------|
| CBS | A.A. Rating |
| NBC | 18.5        |
| ABC | 18.3        |
|     | 16.9        |

Possibly to Mr. Golden 0.2 of a rating is not striking distance but to us it indicates that if Nielsen had a better representation of color homes we might very well be saying that CBS is out of the striking distance.—Paul L. Klein, vice president, audience measurement, NBC, New York.

### Pool uncoverage

EDITOR: MVR Corp., manufacturers of the instant-replay and stop action Videodisc, TV disc recorder, requests permission to reprint your Sid Hix cartoon of May 2. . . .—Frank Gonzalez Jr., sales manager, MVR Corp., Machtronics Inc., Palo Alto, Calif. (permission granted)



Drawn for BROADCASTING by Sid Hix

"One of the divers seems to have lost her suit . . . Let's have another look at that on video replay!"

### NBC's war contribution

EDITOR: Your fascinating review of the history of NBC (BROADCASTING, May 9) left out one exceptional and significant program, *The Army Hour*.

The *Army Hour* was coproduced by the War Department and NBC and won every award in war reporting categories only because it had men in uniform at every fighting front who had first won their spurs in some local radio station or

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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BROADCASTING, May 30, 1966



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**DAN DIAMOND**

# What on earth is “net balance”?

Look a little lower and to the right. You'll find the answer in half-pint type.

Now most advertisements are designed to inform. This one is designed to deceive. And it's this kind of deception that smears guilt-by-association on every honest man in advertising, publishing, broadcasting and the retail automobile industry.

Representing 22,000 franchised new-car dealers, N.A.D.A. is doing all it can to stop this kind of advertising. But we need your help.

What can you do to clean up and clean out ads

like this? Take a tough stand: refuse to have anything to do with false, misleading or deceptive advertising.

It's not easy for you. But it's much harder on the dishonest retailer. Without advertising to shout in, he'll be reduced to a whisper.

Send for your free copy of "Recommended Standards of Practice for Advertising and Selling, Rental or Leasing of Automobiles" published by N.A.D.A. in cooperation with the Association of Better Business Bureaus International. Write to: N.A.D.A., 2000 "K" Street, N.W., Washington, D.C. 20006.



**NATIONAL AUTOMOBILE DEALERS ASSOCIATION**  
Official organization of America's franchised new-car and truck dealers

# The Whole Story



*Gemini 9's ill-fated target leaves pad; May 17*



*The President speaks at Princeton; May 11*



*Senator Fulbright conducts hearings; May 11*

For the National Broadcasting Company, no aspect of television is more important than its ability to show major news events *at the moment they are taking place*.

Since news is by nature unpredictable, NBC News maintains a continuing policy of according every major news subject, from Vietnam to the exploration of space, the most complete and extensive coverage.

If a story is worth covering, NBC News feels it is worth covering *in full*—without prejudging its content or consequences. And while news wrap-ups have a valid place in TV journalism, NBC News will not allow such summaries to substitute for live, on-the-spot reporting and analysis.

## **A Boon to Viewers**

Plainly, such a policy brings advantages both to NBC News and its viewers. For NBC News, it often means an exclusive beat on news-in-the-making.

It was NBC News alone, for exam-



ple, which saw fit to give live coverage to the Senate hearings on foreign policy of May 11 *and* President Johnson's Princeton address the same day. (Indeed, NBC News' total coverage to date of the Senate inquiry into our Asian policy has far exceeded that on the other networks.)

Also, in recent months, NBC News has given special on-the-spot coverage—often on an exclusive basis—to such events as the UN deliberations on Vietnam; President Johnson's Honolulu journey; and the British elections.

What's more, when all three networks cover an event, it is NBC News which most often gets to the story first and stays with it longest. This was borne out again on May 17th, when NBC News devoted more than twice as much live coverage to the Gemini 9 mission as any other network—including the only complete coverage of the press conference which followed the decision to postpone the mission.

### **A Matter of Policy**

It's gratifying to know that the public agrees with NBC News' commitment to start-to-finish, live coverage. On May 17th, during the period in which all three networks were covering Gemini 9, NBC News attracted more viewers by far than the other networks combined.

Moreover, at a time when the other networks were broadcasting their regular daytime entertainment fare, their combined audience again did not equal the total audience tuned to NBC News, which was covering Gemini 9.\*

What is clear, then, is television's capacity to involve a nationwide audience in the events of our day; and NBC News' commitment to covering those events with every resource at its command—including *time*.

News may be unpredictable, but NBC News is not; whatever the story is, wherever it happens, NBC News will be there.

**NBC  NEWS**

# WHAT'S NEW, WHAT'S BEST IN CATV



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network and had respect for both the missions they served and the microphone they addressed.

I do not claim that the production of the *Army Hour* . . . made it unnecessary for the military and the White House to take over American broadcasting, as indeed they had the right to do under the Communications Act. I do say that it was the bellweather and prime example of the willingness of American broadcasting to cooperate in a responsive and intelligent manner that made government operation unnecessary and undesirable. . . .

Otherwise, who knows how long it might have taken American broadcasting to remove the shackles of government control [after World War II], as faced American railroads following World War II.—*Edward M. Kirby, director of public relations, United Service Organization, New York 10022.*

## Story sparks responses

EDITOR: Your excellent article on PGW's "Who Buys More?" study in BROADCASTING April 26 resulted in many favorable phone calls and letters and we are very grateful for the coverage. The study itself is being received very well, not only by the broadcast media but by print as well.—*Dr. John R. Thayer, director of research, Peters, Griffin, Woodward Inc., New York.*

## Shoes off before work

EDITOR: Perhaps a paragraph on an American advertising man's assignment in Thailand might interest your readers. I was sent here to assist the Rush agency in Bangkok by International Executive Service Corps. This company, in addition to being an agency, is also media representative of channel 7 television station owned by the Thai army. The other station (channel 4) and the radio



Mr. Kronstadt takes the brush to pass along a tip to a Thai commercial artist.

stations are owned by Thai government agencies.

My day starts at the agency about 8:30 a.m. I am brought here by a driver and car assigned to me. The agency is not in a large office building, but rather in a private studio-type-house, which has a little "spirit house", the size of a bird house. Every Thai home has one. Upon entering the office, as per Thai custom, I remove my shoes. My secretary greets me with fresh flowers from the office garden.

After dictating a few letters, I discuss production problems with the television producer. This agency has a subsidiary film company, where they produce film TV commercials. As in European countries, all commercials are at beginning and end of programs, no middle-breaks, except during fight broadcasts, which have commercials between rounds. Television, still being relatively new here, is very popular. They are originating programs, such as fights, soccer and rugby games, ceremonies, etc. Last week they had their "Oscar Awards" for best films and stars. It is the "Golden Doll Awards." The king and queen made the awards.

Incidentally, the king is quite a jazz buff. I presented a jazz record to him through Prince Wongsanuvatra Devakula, his principle private secretary.—*Henry L. Kronstadt, 360 Sukhothai Road, Bangkok, Thailand.*

(Mr. Kronstadt, a Washington advertising executive, is on a four-month overseas assignment and due to return in late August.)

## We added to confusion

EDITOR: When we changed our call letters from WCNY-TV to WWNY-TV last July 4, we expected some confusion, but nothing like what has happened.

The old call letters, WCNY-TV, were promptly adopted by a new UHF educational station in Syracuse, N.Y. Since then, some people in the trade have confused one station with the other (including one supplier, who insists on sending the Syracuse station's bills to us).

Now, BROADCASTING has stubbed its editorial toe. In your May 16 issue, you detail how a new employee has been hired by "noncommercial WCNY-TV Carthage-Watertown, N.Y."

To set the record straight: We are WWNY-TV Carthage-Watertown. We are in common ownership with WWNY and the *Watertown Daily Times*. We are a VHF (ch. 7) station, primarily affiliated with CBS, and also carry programs from ABC and NBC. In short, noncommercial we are not.—*James W. Higgins, general manager, WWNY-AM-TV Carthage-Watertown, N.Y.*

(Item should have reported Arthur J. Irons as joining staff of WCNY-TV Syracuse.)





The famous "rude bridge that arched the flood" stands in Concord, Massachusetts, as a monument to the minutemen who defeated British troops there on April 19, 1775, the first day of the Revolutionary War. "Here the embattled farmers stood and fired the shot heard round the world." For an 18" x 24" copy of this original watercolor by Robert Keenan, in full color without advertising, suitable for framing, write to WHDH.

# Buy Boston like a Bostonian...Buy WHDH

TELEVISION: CHANNEL 5  • RADIO: AM 850 KC 50,000 WATTS  FM 94.5 MC  
REPRESENTED NATIONALLY BY BLAIR TELEVISION-RADIO



## TV's vanishing sponsor breed survives well in 'Wild Kingdom'

The competitive jungle of television today, with all of its economic snares and rigors, still cannot crush out that hardy species, the program sponsor.

For example, the nation's largest health and accident insurance company and a team of dedicated zoologists and photographers have consistently been winning good will and good prospects on NBC-TV every Sunday at 5 p.m. through their program, *Mutual of Omaha's Wild Kingdom*. Last week the show also won the Emmy award as "the outstanding program achievement in daytime programming."

*Wild Kingdom* has just been renewed for a fifth consecutive year on NBC-TV. The first program in the award-winning series for the new 1966-67 season will premiere Oct. 16. This true-life animal-adventure show is produced by Don Meier Productions, Chicago, and is filmed on location.

**Format Evolution** ■ It has been a long and happy relationship which began back in 1954. At that time Mutual of Omaha first became associated with Mr. Meier and the program star, Marlin Perkins, when the company bought a 13-week schedule on *Zoo Parade* on NBC-TV. It was fruitful for everyone concerned so Mutual bought a larger schedule on *Zoo Parade* the next season.

Mutual of Omaha at that time however already had established a bright broadcast record. It was one of the first insurance firms to pioneer in advertising on network television, with the Bob Considine show on NBC-TV. For the past 15 years Mr. Considine as spokesman for Mutual of Omaha continues to do an outstanding job on ABC Radio every day.

When *Zoo Parade* ended its long network run, Mutual of Omaha maintained its network exposure through participations on several other programs. Then, in 1962, Mr. Meier and Marlin Perkins devised a new travel-adventure format. V. J. Skutt, Mutual's board chairman, liked the idea of leaving the more confining zoo format.

Mr. Skutt also was impressed with the possibilities of full sponsorship of the new program and of having the program stars, Mr. Perkins and Jim Fowler, deliver the company's commercial messages. So *Mutual of Omaha's Wild Kingdom* was born and the advertising integrated directly into the program.

**The Total Sell** ■ "The program has been perfect for us," Mr. Skutt observes, "because it is an excellent fam-

ily show that is both entertaining and educational. We've received nothing but favorable response from the viewing public and our staff." Wildlife officials like it too, he notes, because the show does much to help preserve our natural resources.

*Mutual of Omaha's Wild Kingdom* consistently has been one of the top-rated shows on weekend daytime television. Nielsen figures for the 1965-66 season credit the program with an average audience of some 16 million armchair explorers each week. The Jan. 30 show this year was viewed by over 24 million men, women and children. Obviously these high ratings and daytime television's lower costs give the sponsor a very effective cost-per-thousand performance.

At present *Wild Kingdom* is carried by 197 NBC-TV affiliates throughout the U.S., including Alaska and Hawaii. Of this total 177 deliver the show and its commercials in color.

Much of the success of the program can be traced to the high degree of cooperation among all involved, NBC-TV, Don Meier Productions, Mutual of Omaha and its agency, Bozell & Jacobs. Mr. Meier helps plan and also produces and directs the integrated cast commercial used in each show. He also assists Bozell & Jacobs in planning the collateral material produced to merchandise and promote the series.

**Educational Impact** ■ This past season the promotion material included 100,000 colorful world maps and program guides for school classroom use and a million "Mutual of Omaha's Wild Kingdom" comic books. The large maps are illustrated with original paintings of the animals featured in each of the programs. The pictures and

copy are keyed to the map so that students can quickly see just where in the world each program originates.

The comic books, also printed in color and in the style of "Mark Trail," are built around adventures of the program's stars and are distributed to schools as well. The comic books can be imprinted by the local NBC-TV affiliate station or by the local Mutual of Omaha representative.

There are several other promotion pieces prepared for the program, including posters, schedules, synopses, local advertising kits and television trailers. The advertising kits and TV trailers are sent to each of the more than 500 local Mutual of Omaha offices. The home office makes co-op funds available for those agents who want to buy time and space to promote the series in their markets.

**Spot Plum Too** ■ An innovation with the 1965-66 season was the 10-second and 20-second television commercials designed to fit right after the network program. They were personalized for each general agent by the stars of the show.

And how can any sponsor fail to reap benefits from a show like *Wild Kingdom* that is one of those programs which is popular not only with viewers of all ages but also the television critics. The show stands among those frequently cited for commercial television's contributions to education.

There is a lot of good customer service and salesmanship reflected too in the awards from many sources earned by *Wild Kingdom*. Such high praise has included citations from the National Wildlife Federation, the National Association for Better Radio and Television and the TV industry's Emmy award.



Dan Knight is account executive for Mutual of Omaha at Bozell & Jacobs, Omaha. He joined agency in April 1965. Graduated from Northwestern University in 1951, Mr. Knight for 10 years was with Chicago office of Young & Rubicam as radio-TV account executive and assistant to the broadcast manager. Then he joined McCann-Erickson there as assistant vice president in broadcast programming. He also was broadcast services director at MacManus, John & Adams, Chicago.



# 6-3=👁2

Wrong? No, right! This year, six Ohio State Awards were given "for excellence in educational, informational, and public affairs broadcasting." CBS Owned WCBS-TV won three of the six. How do you figure it? WCBS-TV NEW YORK



For "The Losers,"  
"Forgotten River" and "Make a Joyful Sound"

# EQUATION FOR TIMEBUYERS

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

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



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





# Is CATV's free ride over?

**Court decision on copyright issue hits cable operators in their money belts, but they'll appeal and hope for congressional relief**

The CATV business, its relationship with broadcasting and its regulation by the government will be radically changed if a ruling by a federal court last week withstands appeals.

Community antenna television operators were stunned when a federal judge declared them liable for payments to the holders of copyrights on any television program they pick up. A business that has yet to pay a cent for the programs it has been selling to its customers was suddenly told the free ride was over. Nobody can estimate what the decision could eventually cost the cable interests.

CATV spokesmen agreed last week that the court decision spelled nothing

but trouble. They also agreed that it would be appealed, a tactic intended to buy time while a concentrated assault is mounted in the Congress to get some kind of relief.

Broadcasters were generally pleased by the ruling which was handed down May 23 by U. S. District Judge William Herlands in the suit brought by United Artists against Fortnightly Corp. (see page 32).

Frederick W. Ford, president of the National Community Television Association, would say nothing more than: "We are very disappointed." He declined to amplify this statement or to comment any further.

Benjamin J. Conroy Jr., Uvalde, Tex.,

chairman of the CATV association, averred that "this is not the end of the road by a long shot." The ultimate resolution of the CATV-copyright issue, he said, will come from Congress. Already, he stated, CATV efforts are being made to revise some of the CATV provisions in the pending copyright bill. This referred to the CATV sections announced three weeks ago by Representative Robert W. Kastenmeier (D-Wis.) and his subcommittee number 3 (BROADCASTING, May 16, 9).

Also involved, Mr. Conroy said, is the FCC which will have to weigh the court decision in any regulation it promulgates.

Once CATV operators begin paying

## In the House: a dispute over CATV bill

The House Commerce Committee will try again this week to agree on a bill confirming the authority the FCC has already asserted to regulate community antenna television.

The committee struggled with the subject last Tuesday and Wednesday, had to postpone a Thursday meeting on it when the House was summoned into an early session on the minimum-wage bill and will meet again on Wednesday, June 1.

A majority of the committee last week was still favoring legislation giving jurisdiction to the FCC, but the committee is divided over how far to go, if at all, in spelling out the FCC's authority.

Representative Harley O. Staggers (D-W. Va.), chairman, and others were understood to favor a broad grant of power for the FCC to issue detailed CATV regulation. They were running into a determined minority that insists on specifying

limits on the FCC's authority. This group persuaded the majority to vote an amendment to the FCC-drafted bill that would change the definition of a local TV station from one putting a grade B signal over a CATV system to one within 35 miles of a CATV. The grade B signal can reach out 75 miles or farther.

But pending before the committee is an amendment to the amendment that would specify grade A contour or 40 miles, whichever is greater. The FCC rules require CATV's to carry all local stations.

Pending are other amendments, including one that would accord local stations no more than simultaneous protection against duplication of their programs. FCC rules give them 24-hour protection.

The committee has voted down a proposal that the FCC treat all markets alike. In its rules the FCC prescribes the importation (without

a hearing) of distant signals into the 100 biggest TV markets. The committee has also voted against a proposal, supported by some anti-CATV groups including the Television Accessory Manufacturers Institute (TAME), to put CATV under common-carrier regulation.

Leading the battle to limit FCC jurisdiction are Representatives Walter Rogers (D-Tex.), chairman of the Communications Subcommittee, J. J. (Jake) Pickle (D-Tex.), and J. Arthur Younger (R-Calif.).

In a newsletter to constituents dated May 23 Mr. Rogers said: "I am continuing to battle against attempts being made to turn over to a federal bureau the right to tell an American citizen what he can or cannot receive on his radio or television set."

Chairman Staggers predicted that a consensus would be reached on a bill differing in some respects from the one he introduced at the FCC's request. He would not, however, predict a date for the agreement.

# Hard words for CATV from the bench

"The term community antenna . . . is a misnomer and reflects a fundamental misconception. . . . The defendant's systems are large-scale commercial enterprises, advertising and promoting television programs and making profit out of the exploitation of television programs. . . ."

Right from the opening paragraphs of a 118-page decision read from the bench last week in a U. S. district court the community antenna television industry might have known that it was about to suffer a loss on the copyright front.

It did. Judge William Herlands found that Fortnighly Corp.'s operation of CATV systems in two West Virginia towns made it liable for infringing United Artists' rights in films licensed by UA to five stations picked up and carried on Fortnighly's wires.

Judge Herlands ruled the CATV's in question are not "simply passive antennas." In fact, he said, they "receive, electronically reproduce and amplify, relay, transmit and distribute television programs. . . ."

**No Difference** ■ The opinion held that transmitting signals through the air and transmitting them through a coaxial cable are equivalent in electronic terms. For each channel received by the CATV systems, Judge Herlands ruled, a function is performed substantially similar to that

of a network-affiliated station, a UHF translator, or a VHF repeater, insofar as they all retransmit signals. The head-end equipment of the cable systems, he said, "could operate as a low-power television transmitter."

The systems involved in the suit are located in Clarksburg and Fairmont, W. Va. Among the TV signals they carried were three from Pittsburgh, one from Steubenville, Ohio, and one from Wheeling, W. Va.

Judge Herlands made no distinction between signals on the basis of their distances from the originating stations to the CATV systems. There were several instances where the systems in question fell within the class B contours of originating stations.

However, the judge did say that reception of all five stations in both Clarksburg and Fairmont is "unsatisfactory on ordinary home antennas," that normal reception is materially blocked by local physiographic conditions.

**Hard Blow** ■ Attorneys for the defense and for the National Community Television Association, which supports its case, who were present as the decision was read Monday (May 23), appeared stung by the clear-cut victory achieved by the program interests.

And they admitted unequivocal defeat, at least in this round of the

fight. Whether there would be an immediate appeal of the interlocutory ruling (there are other issues to be tried in the UA-Fortnighly proceeding) was not known, although it was assumed there would be.

Judge Herlands ruled that Fortnighly's operations would constitute copyright infringement regardless of how it charged its customers whether by program, month or year. He also judged it irrelevant who controlled the sets on which the signals in question were eventually seen, a point raised by Fortnighly in its defense.

The argument of the community antenna industry generally — and Fortnighly in this case—that a CATV system is substantially similar in operation to an ordinary home antenna installation was set aside as "erroneous." The judge said that though home owners' antennas may include amplifiers and converters, this does not explain the nature of the Fortnighly systems and does not disprove reproduction and performance.

Judge Herlands said the Fortnighly-UA case "poses novel questions" on the application of the copyright law but he went on to suggest that to keep it a "living law" it must be read to cover novel methods of performance of the works it is designed to protect.

**Profit is Motive** ■ He ruled that al-

for programs, Mr. Conroy observed, cable companies may be forced into the business of programing. This, he commented, could lead to a situation where after paying a copyright fee CATV systems would not feel obliged to carry the commercials on the programs they were picking up from TV stations and feeding to their subscribers. It might very well go further, he explained. CATV operators might even begin to sell time on their own.

The "sheer mechanics" of clearances, fee payments, etc., he added, "would be stupendous."

Bruce Merrill, Phoenix, president of Ameco Inc. (manufacturing), American Cable Television Inc. (CATV systems), and of American Microwave Inc. (relay systems) and the immediate past chairman of the NCTA, also mentioned the possibility that CATV systems might delete commercials from TV signals.

"If CATV must pay for program rights," Mr. Merrill said, "then the foundation of CATV as an antenna

service that doesn't touch the signal becomes obsolete." In the ultimate, he added, it could mean that CATV becomes competitive with broadcast stations in programing and in commercials.

**Public Interest** ■ Leon Papernow, president of Community Cablecasting Corp., Pacific Palisades, Calif., and a CATV veteran, was one of the more optimistic CATV operators last week. "Whatever the findings are I can't conceive that the public interest is going to be so ignored that CATV will become less widely available than it is now or that it will become more costly to the viewer," he said.

He suggested that it might be wise now to consider how copyright fees and clearances should be operated. He suggested something similar to ASCAP as probably making the best sense. "Otherwise," he concluded, "we're going to have a nationwide state of pandemonium."

Charles Dolan, president of Sterling Information Services, which has the

CATV franchise for the southern half of Manhattan in New York, said the decision, if upheld, would probably lead to compulsory licensing and would give the CATV operator a new power over the programing he carried. The resulting royalty payment problems would have to be resolved, he thought, by creating a performing rights society.

**Into Programing** ■ A major CATV system owner, who refused to be identified, said the decision was indeed of landmark proportions, not because it cleared up the copyright law with respect to CATV, but because, as he put it: "It will change the face of the broadcasting industry by putting a thoroughgoing programing responsibility on the CATV operator."

If the copyright law says CATV must pay for what it carries, he continued, then it also gives CATV the right to pick and choose among program possibilities, to delete commercials from programs and to insert its own.

Whom do we believe, he asked: the



though CATV carriage of television programs does not represent performance in a "classical sense" it is nonetheless "a performance for profit." Technological developments he said, indicate a broader interpretation of "performance" than the traditional concept of stage actor and theater audience.

The court ruled against a Fortnighly contention that the Communications Act proscribes the charging of a fee for reception of television signals and hence prevents United Artists from collecting copyright royalties. The judge said that there was nothing in the Communications Act or in FCC regulations intended to have the effect of repealing Section One of the Copyright Act.

The reference to "proscription" applied to Fortnighly's claim that the Communications Act and FCC rules forbid the imposition of charges for "reception of commercial television broadcasts" and that "every person is free to receive such broadcasts by the equipment of his choice."

Fortnighly's contention was that in seeking CATV royalties on programs already licensed to TV stations, UA was trying to "impose an unlawful charge" on CATV subscribers.

Judge Herlands found "no merit to that defense." He said: "Beyond cavil, neither the policy nor the language of the Federal Communications Act or the regulations promulgated thereunder, nor the reports of

the FCC are intended to or have the effect of repealing or modifying Section One of the Copyright Act."

**The Benchmark** ■ Judge Herlands also cited the 1931 Supreme Court decision in the case of *Buck v. Jewell-La Salle Realty Co.* as "perhaps the leading case" in liability for commercial use of a broadcast.

In that case the Supreme Court ruled that a hotel owner who distributed a radio program by wire throughout his establishment as a service to guests was infringing the rights of music owners whose compositions were being aired on the radio program.

The six-year-old suit brought by United Artists against Fortnighly went to trial in the district court for the southern district of New York in February (BROADCASTING, Feb. 21). The same court has before it a suit brought by CBS against community antenna operator Teleprompter Corp. The CBS suit turns on the same basic question of whether CATV carriage of TV programs constitutes copyright infringement.

Yet to be tried in the UA-Fortnighly case are specific damage claims advanced by UA and several defenses offered by Fortnighly, including claims that the UA programing had been publicly performed and published without the required notice of copyright and accordingly was in the public domain, and that the statute of limitations also protects Fortnighly.

move of selling advertising to accompany these programs.

On the other hand, he noted, CATV's premise from the start has been that it is an antenna service; that it did not originate anything (except weather-time-news) and that it did nothing to the signal it was relaying to customers. Thus, there might be a concerted effort to get behind the Kastenmeier approach clearing CATV from copyright liability especially where CATV systems are providing programs from local stations already cleared by the copyright holders. This exempted area should extend beyond the grade B contours now imposed in the proposed revised copyright bill, he said, perhaps as far as areas where present TV service is inadequate.

He had calming words for those CATV operators who feared they would be forced into a copyright liability by the FCC ordering them to carry a particular station where they could not secure copyright clearance. No court, he said, has ever forced anyone to incur a liability because of a government order.

**Sound Decision** ■ Broadcasters and their spokesmen generally hailed the decision. They foresaw little or no problem for CATV systems carrying "normal" TV signals; they don't believe copyright owners would force payments where the cable companies are carrying the signals local residents are capable of receiving without CATV.

Douglas A. Anello, general counsel for the National Association of Broadcasters, expressed the view that "undoubtedly" some compromises will have to be made. "But," he added, "broadcasters have learned to live with the copyright law and so will CATV."

Ernest W. Jennes, attorney for the Association of Maximum Service Telecasters, said that the decision "is what we always thought the law is."

"Neither the copyright law nor the court's decision will have any impact on CATV systems operating in the traditional manner, filling in holes in the service areas of TV stations," he stated. "The decision, however, will have a decided effect on what we have been calling 'CATV Unlimited.' And from that point of view, we're delighted with it."

In amplifying his remarks about traditional CATV, he observed that for years translators, boosters and other forms of satellite TV have had no trouble from copyright owners. This is because they have been performing a service within the TV station's coverage area and where the TV station has already arranged for copyright rights, he noted.

One network attorney noted that theoretically copyright proprietors could now go to court for damages against

FCC which requires us to carry local stations, or this new interpretation of the copyright law which orders us to pay royalties for the programs we carry and must therefore also allow us to choose those we wish to carry?

The new interpretation, he said, would also create a host of new problems for the television networks vis-a-vis CATV systems. They'll have to find some uniform approach, he suggested, but they can't force CATV to take all their programs because this would put them in violation of antitrust laws against block booking.

The same system owner said enforcement of last week's ruling would require formation of a program licensing organization. There could be a thousand infringement cases brought next week on the basis of this decision, he said, and the result would be utter chaos. The courts wouldn't stand for it, he concluded.

E. Stratford Smith, Washington attorney who is a member of the legal

team defending Fortnighly Corp. and who is special counsel to the NCTA, foresaw a "basic conflict" between two federal laws—the Communications Act and the Copyright Law.

If the New York court's ruling stands, he said, it promises a "chaotic, impossible" situation as far as CATV systems getting advance clearances. CATV operators cannot know with any exactitude, he said, what is going to be broadcast and when.

A second Washington attorney who also specializes in CATV said there are two ways of approaching the problem (on the assumption that the decision will be upheld finally):

On the one hand, he said, CATV owners might decide to compete with broadcasters for copyright rights to programs. Some of the larger CATV systems might do this since they do have financial ability. This could result, he observed, in CATV systems presenting programs that are prohibited to broadcasters, and the obvious related

CATV owners, but he doubted this would be a practical result.

He suggested the CATV industry has been magnifying the practical problems involved in arranging for prior authorization to carry programs.

He thought a practical solution would be to have networks act as the licensing agent for all their programs and that local stations do so in the case of non-network programming aside from music licenses from BMI or ASCAP, with which networks and stations themselves have to deal separately.

This system, he said, would require that feature-film owners turn over CATV rights to networks and stations when they sell their product, and might involve additional rights payments from the broadcasters to film owners.

He said there would be no obligation on program owners to license their properties to CATV's, that there is no compulsory licensing provision covering films or television programming in the copyright law.

From more neutral ground, it was observed that the FCC in its Second Report and Order addressed itself to the copyright situation very clearly.

The commission, it was pointed out, stated (in paragraph 108) that the rules were being adopted in the light of the copyright situation then existing and that the requirement that CATV's carry local stations does not afford the system a defense against copyright suits.

But the FCC also said in that order that if the pending copyright litigation was decided adversely to CATV the rules may have to be revised. And it added in a footnote, stations in making requests for carriage on CATV "will have to take into account the effect of any copyright decision. . . ."

An FCC source observed that if the court decision is upheld, one of the premises underlying the CATV rules would have to be reviewed—that cable operators have an unfair competition advantage over TV stations in that CATV is not paying for its programs.

Another FCC official raised a cautionary warning against copyright owners who might be tempted to squeeze more than a fair fee from cable owners. This would not be considered in the public interest, he said, and might call for legislation to protect CATV's from being gouged. The FCC, this source said, would not like to see CATV's put out of business.

**Happy Owners** ■ Copyright sources were smugly satisfied at the judgment but were reserved in their comments.

While CATV operators contended that getting individual clearances would be intolerable, if not an impossible chore, copyright experts questioned why this should be so.

"You know what the programs are going to be," one expert observed, "and

you know who the copyright owners are. So what's the problem about negotiating for rights? The [UA] decision puts the CATV operator in the same position as the broadcaster. He must get the rights before carrying the programs."

Another official close to the copyright field thought performing rights societies to handle CATV licensing and royalties might evolve, but he thought it not very likely and not particularly necessary.

If one were formed, he said, broadcasters, especially networks, and independent producers as well as the major motion picture companies and syndication firms would have to be involved because they all hold copyrights on some programs.

He thought it would make more sense for broadcasters to acquire control of CATV rights when negotiating with program suppliers.

In this way, he pointed out, CATV operators would be able to deal directly with the stations whose programs they wanted to carry.

He acknowledged that many program suppliers, including major motion picture companies and their syndication subsidiaries, have resisted efforts of broadcasters to acquire authority to let their programs be carried on TV.

But he thought this resistance might weaken if broadcasters were more insistent and especially if they worked out a fair arrangement with suppliers for sharing revenues from the sale of these rights to CATV operators.

The UA decision, if it stands, is considered certain to bring the American Society of Composers, Authors and Publishers and Broadcast Music Inc., the major music performing rights organizations, actively into the field of CATV licensing. The question last week was not whether, but when.

Neither would comment formally on its plans, but it is known that both have long considered the possibilities of licensing CATV. Generally, it is believed they have delayed any formal moves at least partly to await the court's decision in the UA case.

This now gives them backing they lacked before—a clear-cut decision saying CATV operators were wrong in contending they didn't need licenses to use copyrighted material.

There was no immediate indication, however, as to when the music-licensing organizations might move into this field. Some indications suggested that they would wait, as one source put it, "until the dust settles."

It was also believed that they would probably be inclined to charge only those CATV systems that import programs from distant stations or compete with local broadcasters, and would grant gratuitous or at most nominal-

fee licenses where the system is non-competitive and is used only to carry programs into areas otherwise unserved by TV.

An ASCAP source said: "It won't be hard for CATV to get ASCAP music," pointing out that ASCAP operates under a consent decree permitting applicants to have the courts establish a reasonable fee if they feel that ASCAP is asking too much—a procedure well known and widely used by broadcasters in their own license dealings with the society.

A BMI source also suggested music fees charged CATV would not be large, declaring that "music is the smallest part of the CATV problem."

## Court tests due for CATV rules?

Commission moves against two CATV's and both appear ready to appeal

The FCC last week provided the basis for one court challenge to its CATV rules and began laying the foundation for another.

The commission adopted an order directing Buckeye Cablevision Inc. to stop importing distant signals into Toledo, Ohio. It was the first such order adopted under the CATV rules.

In a separate action the commission ordered TeleSystems Corp. to show cause why a similar order should not be issued against its system in Springfield, Pa.

Buckeye, which underwent a show-cause hearing last month, has indicated it might appeal a cease-and-desist order. And although the order had not been released as of Thursday (May 26), it was understood that its effectiveness will be stayed long enough for Buckeye to bring an appeal in the U. S. Court of Appeals and to ask the court for a stay.

TeleSystems had said it intended to violate the commission rules and thus bring about a court test of the commission's authority over the company's operations.

Both commission actions involve the rule prohibiting CATV's from transporting signals beyond their grade B contour into any of the top-100 markets. CATV's must seek commission permission in a hearing before providing such service.

**Distant Stations** ■ The stations involved in the show-cause order directed against Buckeye last month are WKBD-



# Welcome South Braves

*(you've picked a winner in Atlanta!)*



WSBeaver-Buddies: The Atlanta Braves . . . Big League Advertisers . . . WSB Radio! A great home-run combination, busy as Beavers entertaining and selling the dynamic, prosperous Atlanta market. Loyal fans depend on lively WSB for a year-round line-up of all-star sports. Loyal advertisers depend on WSB as their dominant Atlanta radio salesman. Sell-out crowds every day, around the clock, on WSB Radio!

## WSB RADIO ATLANTA

NBC affiliate. Represented by Edward Peery & Co., Inc.



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

# Emmy Says It Better



Last Sunday night, NBC won more Emmy Awards than any other network. And that's great, no matter how many times it's happened before.

To us, the most gratifying aspect of this current victory is the range and diversity represented by NBC's winning programs and performers.

The mere listing of these 1965-1966 Emmy Award winners and categories, it seems to us, tells more about the scope of NBC's programming than we can possibly say.



*Outstanding Continued Performance by an Actor in a Leading Role in a Dramatic Series*

**Bill Cosby, I Spy**

*Outstanding Single Performance by an Actress in a Leading Role in a Drama*

**Simone Signoret, "A Small Rebellion"; Bob Hope Presents the Chrysler Theatre**

*Outstanding Variety Series*

**The Andy Williams Show—Bob Finkel, Producer**

*Outstanding Variety Special*

**Chrysler Presents the Bob Hope Christmas Special—Bob Hope, Executive Producer**

*Outstanding Musical Program*

**Frank Sinatra: A Man and His Music—Dwight Hemion, Producer**

*Outstanding Single Performance by an Actor in a Leading Role in a Drama*

**Cliff Robertson, "The Game"; Bob Hope Presents the Chrysler Theatre**

*Outstanding Performance by an Actor in a Supporting Role in a Drama*

**James Daly, "Eagle in a Cage"; Hallmark Hall of Fame**

*Outstanding Writing Achievement in Drama*

**Millard Lampell, "Eagle in a Cage"; Hallmark Hall of Fame**

*Outstanding Directorial Achievement in Drama*

**Sidney Pollack, Director, "The Game"; Bob Hope Presents the Chrysler Theatre**

*Outstanding Directorial Achievement in Variety or Music*

**Alan Handley, Director, The Julie Andrews Show**

*Program Achievements in News and Documentaries*

**American White Paper: United States Foreign Policy—Fred Freed, Producer**

*Program Achievements in News and Documentaries*

**U.S. Senate Hearings on Vietnam—Chet Hagan, Producer**

*Special Classifications of Individual Achievements*

**Burr Tillstrom—"Hand Ballet, The Berlin Wall"—That Was the Week That Was**

*Program Achievements in Daytime Programming*

**Mutual of Omaha's Wild Kingdom—Don Meier, Producer**

*Program Achievements in Sports*

**Shell's Wonderful World of Golf—Fred Raphael, Producer**

*Individual Achievements in Music Conducting*

**Laurence Rosenthal**

**Michelangelo: The Last Giant**

*Individual Achievements in Film Editing*

**Marvin Coil, Everett Douglas, Ellsworth Hoagland: Bonanza**

*Individual Achievements in Electronic Production Video Tape Editing*

**Craig Curtis, Art Schneider: The Julie Andrews Show**

*Individual Achievements in Electronic Production Lighting*

**Lon Stucky**

**Frank Sinatra: A Man and His Music**

*Individual Achievements in Electronic Production, Technical Directors*

**O. Tamburri: "Inherit the Wind"; Hallmark Hall of Fame**

# National Broadcasting Company

The NBC peacock logo, featuring a stylized peacock with its tail feathers fanned out, in white on a black background.

(TV) (ch. 50) Detroit and WJIM-TV (ch. 10) Lansing, both Michigan. Toledo is the 26th market.

TeleSystems is carrying the signals of WNEW-TV, WOR-TV and WPIX-TV, all New York City, beyond their grade B contours into Springfield, which is part of the fourth-ranked Philadelphia market. The system is also carrying the signals of KYW-TV, WFIL-TV, WCAU-TV, WPHL-TV, WIBF-TV, WUHY-TV, all Philadelphia, and WHYI-TV Wilmington, Del.

In another action last week, the commission denied Buckeye's petition for a waiver of the top-100 market rule, and said the system would have to wait its turn for a hearing on its request for permission to import distant signals.

The commission last week also rejected seven petitions for stays of the CATV rules pending commission resolution of the petitions for reconsideration or adjudication by the courts.

The commission's votes on the Buckeye waiver request and the petitions for reconsideration were 4 to 1, with Commissioner Robert T. Bartley the lone dissenter. The majority was composed

of acting Chairman Rosel H. Hyde and Commissioners Robert E. Lee, Kenneth A. Cox and James J. Wadsworth. Commissioner Lee Loevinger was absent.

The same majority, with Commissioner Bartley concurring, adopted the show-cause order in the TeleSystems proceeding.

That order was the fourth issued under the new rules, and the first involving an apparent violation of the rule requiring CATV's to notify stations putting a grade B contour over them that they are commencing operations. The other orders were limited to the top-100-market rule.

**Money Involved** ■ TeleSystems, which is building systems in five Philadelphia suburbs besides Springfield, says it stands to suffer serious financial losses if it cannot proceed. It said that in addition to heavy plant investments, it has incurred expenses totalling \$150,000 in prosecuting its franchises and has leased space on a tower in Springfield at a total 10-year cost of \$156,000. It also is liable for pole-lease agreements with telephone and power

companies that will become void if it doesn't build its systems.

TeleSystems informed the commission of its intention to bring a test case, in a letter dated May 16. The company noted that it had asked the commission in a petition for reconsideration to declare the CATV rules invalid, and then said it was violating the top-100-market and station-notification rules "in order to properly raise justifiable issues."

TeleSystems added it doesn't intend to frustrate the agency's objectives and would "cooperate fully . . . in bringing this matter before a proper tribunal for a decision at the earliest possible date."

Two other cases involving the CATV rules are now in court. In one Midwest Video Inc., which owns CATV's and microwave common-carrier companies, is challenging the commission's jurisdiction over CATV's. In the other, Midwest Television Inc. contends the rules do not provide television stations adequate protection, and is requesting the court to order the commission to enact more stringent regulations.

## BROADCAST ADVERTISING

# Radio revived by big users

**RAB board told four major advertisers about to come into medium; report on ARMS evokes enthusiasm**

This is radio's year to make major strides in bringing blue-chip package-goods advertisers back into its client list, the Radio Advertising Bureau's board of directors was told last week.

The report came from RAB President Miles David, who told the semi-annual board meeting that in addition to gains already being made with such major advertisers as Colgate, Procter & Gamble and Lever Brothers (BROADCASTING, May 23), radio this year would get "substantial" budgets from "at least four corporate giants" that have used radio sparingly in recent years.

He did not identify the "four corporate giants" publicly, but it was understood that they include companies in the food, soap and cosmetic fields.

He attributed radio's resurgence to a growing advertiser awareness of the need to include radio in the media mix, along with a stepped-up campaign by RAB among national advertisers.

The board also heard a detailed report on the All-Radio Methodology Study (ARMS), a project underwritten by RAB and the National Association of Broadcasters to evaluate various techniques for measuring the radio audience.

**Arms Report in June** ■ A preliminary report on the ARMS project, made public during the NAB convention (BROADCASTING, April 4), touched off a con-

### Network radio up 30%

National advertiser investment in network radio last January represented a 30% gain over activity shown in January 1965, according to McCann-Erickson.

According to M-E's index, network radio increased from 96 in January 1965 to 125 at the start of this year. Investment in each medium in the report, published in last week's issue of *Printer's Ink*, is figured on a base of 100 that represents the average of total investments in that medium in the years 1957-59.

Spot TV was up 13% in the January comparison and network TV up 9%. Spot radio was not covered in the index.

trovery that NAB and RAB officials attributed primarily to confusion or lack of understanding. The final report was then promised within six or eight weeks. Authorities said last week that it had been delayed somewhat but would be ready for release "in June."

After hearing a "non-technical" report on the ARMS findings, the board was said to be "extremely enthusiastic." President Solomon Dutka and Vice President Maurie Gottlieb of Audits & Surveys, the independent research firm that conducted the study, were on hand to answer questions from board members. Mr. Dutka assured them that "radio is now out ahead of other media in having modern standards of audience size established through independent research."

The board adopted a resolution asking Harold Krelstein of the Plough Stations, the RAB chairman, to appoint a research committee "for the purpose of exploring means of seeing to it that findings of the ARMS study are put to use in producing valid measurements of radio audiences."

Board members questioned afterwards said that this might be taken to mean that the board wanted to make sure that one or more research companies—either those now engaged in audience research, or others—get into the business of measuring radio audiences along lines recommended in the ARMS report.

**Improvements Cited** ■ The board also heard a report by Robert H. Alter,



RAB executive vice president on "the new RAB," describing changes in the bureau's organization policy objectives and services during the last six months. Department heads also appeared before the board to submit brief reports on their activities. These were Maurice E. (Doc) Fidler, regional sales director; Jack Burke, director of midwestern sales and head of RAB's new Chicago office; Joyce Reed, director of large-market service, and Edward A. Whitney, director of the small-markets division.

Also adopted was a resolution "praising the board for its wisdom in reaching down into the ranks of management for appointment of our new administration of RAB," an apparent allusion to the elevation of Mr. David to the presidency and Mr. Alter to the executive vice presidency.

## Ayer and Y&R compete for Plymouth account

Both N. W. Ayer & Son and Young & Rubicam were busy last week preparing presentations for the broadcast-heavy Plymouth account of the Chrysler Corp., estimated to bill \$30-35 mil-

lion in all media.

Ayer has handled the account since 1943 and thus is fighting to keep the business. Y&R handles the Chrysler corporate account as well as the advertising for Chrysler and Imperial cars.

Earlier in the week Chrysler denied reports that the company already had decided to move Plymouth to Y&R and said that it only has asked both agencies to make presentations. The purpose, Chrysler officials explained, is because "we are looking for the most effective advertising we can get for the 1967 Plymouth."

On Thursday a Chrysler spokesman indicated a decision probably will be made soon but explained that does not mean immediately since both agencies were only informed last week and they must have time to prepare their presentations. In Detroit auto circles it is customary for basic advertising plans for the new model year to be pretty well outlined by June 1.

On the basis of total company spending, Chrysler Corp. was the number-one user of spot radio last year, investing nearly \$14.7 million in the medium (BROADCASTING, May 23). The company invests a substantial portion of its billing in TV too. Chrysler's Dodge division is handled by BBDO.

## KSTP-TV offers clients free sample color ads

The adage of "show me" is being used to dispel misconceptions advertisers might have in the use of color in TV commercials. KSTP-TV Minneapolis-St. Paul is offering, at no charge, sample color commercials produced with station facilities to advertisers uncertain how their commercials will look in color and hesitant because of anticipated high-budget costs for production.

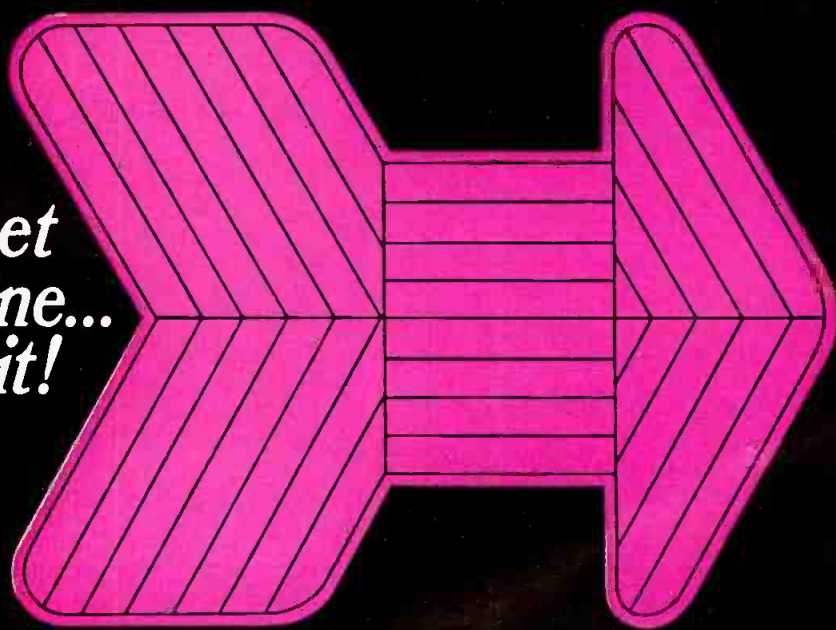
The station's offer includes color studios, crews, art work, talent and copy treatment.

The station said the plan came about after an advertising agency used such a "spec" for a client. Roger Harrison, an account executive with Kerker-Peterson Advertising Agency, Minneapolis, offered a series of color commercials on "spec" for client Schweigert Meat Co., a non-TV user. The station-produced spots shown to agency Vice President Allen Sandvik moved him to include them in the agency's annual budget presentation to the client.

If it worked that well with an advertiser not using TV, it was decided, the "spec" plan was worth extending to advertisers who want to get into color but have some reservations.

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we meet it!*



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# The tricks of TV ad management

They're worked over in detail at ANA seminar  
as advertisers spend four days learning how  
to get more mileage out of their TV investment

Sixty of television's biggest advertisers took a long, hard look at the problems and opportunities of TV advertising last week as the Association of National Advertisers held a four-day seminar on television advertising management at the Westchester Country Club, Rye, N.Y.

The sessions, held from Sunday evening (May 22) through Thursday morning (May 26), explored subjects as diverse as audience measurement, "how to buy and administer" spot and network TV, trends in programing and in government regulation, creative concepts, testing commercial effectiveness, the responsibility for future effectiveness and the role of television not only as an advertising force but also as a communications medium.

The sessions were closed to all but ANA members. Texts of a number of presentations were made available, however. Among those not immediately available were those of network and agency officials participating in a panel on advertiser-network relationships. These included James Duffy, ABC-TV; John Otter, NBC-TV; Carl Tillmanns, CBS-TV; Edmund C. Bunker, Interpublic Group of Cos.; Frank Kemp, Compton Advertising, and Richard A. R. Pinkham of Ted Bates & Co., who was moderator.

Sam B. Vitt, vice president and executive director of media and programing, Ted Bates & Co., discussed the mounting complexities of buying spot TV, concentrating on the effects of UHF television and community antenna TV and of various industry moves to achieve more widespread flexibility in the use of the medium.

**CATV Effects** ■ Mr. Vitt pointed out that CATV at present is not hurting the advertiser and is helping him in many cases, but is working toward a redistribution of his expenditures. He cited as an example a regional produce company that sold its products both in the home town and in a large city 200 miles away. With the establishment of a CATV system bringing the big-city station's signal into its own town, the company canceled a large portion of its home-town budget.

"Where CATV exists, he [the advertiser] is in all probability getting more for his money than he knows," Mr. Vitt ventured. "The logical extension, of

course, is that because of this, he may not be deploying his dollars as relatively efficiently as could be possible. The industry does not have comprehensive data on CATV systems and the areas they service; thus, CATV advertising pressure accrues as a haphazard bonus weight rather than a marketing-directed one."

The growth of UHF television outlets, Mr. Vitt continued, has the effect of splintering the audience to a considerable degree. The spot TV administration and buying functions accordingly become complex, he observed, and this means that effective management of proliferating detail can result in a decisive marketing edge, particularly for packaged goods.

Mr. Vitt cited the perplexities faced by media buyers in coping with a large

## TVB clean-up campaign

The Television Bureau of Advertising is ready to take a hatchet into the paperwork jungle of station-representative-agency accounting practices.

TVB President Norman (Pete) Cash last week announced a new bureau program involving long-term major expenditures to work at streamlining broadcast billing procedures.

A preliminary report by the accounting firm of Arthur Young, underwritten by TVB, found that savings through coordinated techniques and elimination of duplicated paperwork "could be in the millions of dollars, shared by telecaster and agency and advertiser."

Mr. Cash said the bureau project would work toward standard definitions of business accounting periods, uniform media and product codes for computer applications, elimination of redundant records and simplification of the entire area of paperwork accounting between segments of the broadcast advertising industry. TVB, he said, is underwriting a major study of systems used by stations, reps and agencies in handling spot TV.

number of varied rate cards offered by TV stations and the need for more effective coordination of spot TV buys primarily because of the surging use of piggyback commercials. Three basic approaches are being used to grapple with the question of coordination, he reported, with the advertiser sometimes managing the broadcast detail, with one agency among several sometimes assigned this responsibility and with two or more agencies dividing this function in designated markets or regions.

**Flexibility** ■ Mr. Vitt offered these suggestions to advertisers and agencies to meet the challenge of spot TV buying: Play the constructive critic role and explain to stations and their representatives the reasons for dissatisfaction or for dropping a spot TV schedule; pay more attention to the detail of buying the medium; be ready to make changes in media implementation since "new problems demand new solutions."

Norman E. Cash, president of the Television Bureau of Advertising announced a TVB project aimed at clearing a path through the paper jungle surrounding spot television buying (see box), and also described a booming and flexible spot TV market that has grown from under \$400 million in 1956 to over \$1 billion last year.

Among notable trends within those totals, he pointed to toy manufacturers' spot TV billings, up to more than \$25 million in 1965 from about \$1,250,000 10 years earlier, and a tremendous increase in soft-drink expenditures over the same decade. They may overtake beer and ale billings this year, he noted.

Mr. Cash suggested the practice of evaluating the spot television outlay for a market in terms of gross rating points should have given way by now to the more sophisticated approach of determining desired reach and frequency and allocating the budget accordingly.

**Burgard's Grievances** ■ A speech by John W. Burgard, vice president and director of advertising for Brown & Williamson Corp., Louisville, was titled "increasing the effectiveness of advertiser-network relationships," but actually was a lengthy complaint about network practices, although he noted that a great deal of the blame for advertisers' problems rests with the advertisers themselves.

His first complaint was over pricing



policies. Mr. Burgard claimed that costs to advertisers are rising constantly without any compensating increase in audience. He criticized sharply the pricing of new programs, which, he said, have a high rate of failure. The advertiser, he added, has little or no price protection on renewal of continuing programs. He singled out as "annoying" the networks' charge for extras, which take different names such as "networking."

For example, he said the cost of mechanically inserting commercials into original programs on ABC-TV next season would go to \$500 as against \$250 this season, a gain of 100%, while the same integration charge in ABC-TV repeats would go to \$850 as against \$700 this year, a 21% increase. On CBS, he said, integrating commercials and billboards will go from \$250 this season to \$800 next, whether the programs are originals or repeats. NBC's comparable charges, he continued, remain unchanged at \$250 for both originals and repeats.

By whatever name they're called, he said, extras like these "used to be trivial" but now, particularly with the addition of color, add up to "a significant sum" and, along with other price problems, work against "the continuing 52-week, year-in-year-out advertiser who is the backbone of the networks' business."

Mr. Burgard also deplored what he called the "nebulous position protection" offered by TV networks, contending that a show is often dropped or moved into another time period without regard to the advertiser's needs. Related to this, he said, is product protection, which "for all practical purposes has disappeared."

He scolded networks on other counts, for failing to provide audience composition information which he held to be "important to advertisers", for placing some commercials after the end of a show instead of scheduling them in favorable "island" positions and for neglecting to solve the problem of "clutter," created by billboards, titling and credits.

**Spate of Specials** ■ William Hylan, senior vice president and director of broadcasting, J. Walter Thompson Co., spoke on emerging programing trends and pointed to the blossoming of prime-time entertainment specials, the potential of the series pilot serving as feature-film entertainment and the upheaval in new program development.

He reported that both CBS-TV and NBC-TV, which had tended to limit the number of specials in the past, are now reported to be "out for all they can lay their hands on." He added that CBS-TV has notified advertisers it may exceed the two pre-emptions that had been the limit in past seasons. ABC-TV already is in the market booking special



Mr. Currin



Mr. Vitt



Mr. Hylan



Mr. Cowan



Mr. Cash



Mr. Burgard

programs for its *Stage 67* series, Mr. Hylan observed.

Mr. Hylan referred to "a considerable upheaval" going on behind the scenes that will affect future new program development. In January and February when new shows were selected for fall scheduling, the independent producers realized they were spending large sums of money to develop network programs with no way to recoup funds expended on unsuccessful pilots, according to Mr. Hylan. As a result, he said, program producers have "decided to call a halt and rewrite the book on program development."

He predicted there will be more and more shows like ABC-TV's upcoming *The Iron Horse*, which will be produced to serve the dual purpose of feature entertainment and series pilot, and added:

"It's somewhat ironic that television which killed the 'B' picture in theatrical distribution will be resurrecting it for inclusion in its own schedules."

Mr. Hylan said that with the possible exception of *The Monkees* on NBC-TV, with a novel technique of filming, and *Stage 67* on ABC-TV, he found it difficult to pinpoint any 1966-67 programs that break new ground or launch a new program trend.

**Ad Values in Specials** ■ Lee Currin,

vice president and director of programing, Benton & Bowles, explored the advantages and the drawbacks of TV specials to an advertiser.

He noted that the average number of entertainment specials has increased from 35 in 1954 to an estimated 100-150 in 1966-67, though the growth pattern has been uneven through the years. The number fell from 110-125 during 1959-1962 to 70-80 during 1963-64 as networks became more selective, Mr. Currin said. With a strong sellers' market in network TV developing in 1965-66, the number of entertainment specials topped the 100 mark.

Among the reasons cited by Mr. Currin for buying specials: the need to present a "deep sell" message, support special promotions, enhance the corporate image, bolster seasonal advertising, stimulate interest of sales force and distributors, and capitalize on special holidays.

He indicated these potential drawbacks in buying specials: It is difficult to project ratings for specials, as compared to a weekly series, as they can vary in pulling power; it is vital to have substantial publicity and promotion support since the special is telecast once at a certain day and at a specific time; it requires a satisfactory time period to attain its full potential.

Mr. Currin said prices for specials are skyrocketing. He reported that a special that could be bought for \$250,000 net per hour a few years ago now costs \$350,000 and will rise closer to \$450,000 next year.

**More to Be Done** ■ Louis Cowan, director of special programing of the Columbia University graduate school of journalism and former president of CBS-TV, said TV has fulfilled its potential as an advertising medium but has fallen short of target as a communications force.

He noted that TV accounted for an estimated \$2.5 billion of the approximate advertising expenditures of \$15 billion in 1965. He mentioned the comfortable profit margin in recent years of stations, group operations and the TV networks to support his assertion of advertising achievement.

"While I'm not commenting on any advertiser profits," Mr. Cowan remarked, "the Dow-Jones figures give expert testimony. Financially, then, it seems that, on the whole, the advertiser-network and station relationships have worked well."

Mr. Cowan expressed strong reservations about television's accomplishments as a communication force in these terms:

"If, on the other hand, television is to be regarded as an instrument for achieving fundamental objectives of a national policy dedicated to the common interest and improved quality of



## Napoleon pitches for Bonbel cheese

A famed engraving of Napoleon is a pivotal part of a 10-second color commercial prepared by N. Dorman & Co., New York, on behalf of its Bonbel cheese. The commercial began last week on WNBC-TV and WCBSTV in New York and the campaign will be extended to Los Angeles, Philadelphia and possibly other major cities later in the summer and fall seasons.

The engraving fades into an animated figure of Napoleon holding a Bonbel container and ends with the only four spoken words in the spot: "Tonight, Josephine!—Bonbel Cheese." The commercial was created for Dorman by its agency, Venet Advertising Co., New York and Union, N. J., and was produced by Stars and Stripes Forever Productions, New York.

our society, then I feel that it has fallen far short of its potential."

He said he was convinced that commercial television can be the freest and the best television. He urged TV broadcasters and advertisers not to appeal simply to "docile audiences" that demand nothing.

Mr. Cowan cautioned that the same kinds of mass audiences may not be there in the future. He pointed to the coming fragmentation of audiences resulting from satellite broadcasting, CATV and UHF and, as a consequence, urged that advertisers and the industry redefine their goals.

**Forecasting** ■ Paul Roth, vice president and media director of Kenyon & Eckhardt, outlined his agency's method of predicting the performance of television programs. He put strong emphasis on the importance of attitude research in this technique and said TV-Q and PI-Q scores—research which measures attitude rather than audience figures—are more important in predicting programs shares than the last season's Nielsen scores.

Kenyon & Eckhardt's system, called "key-pace," uses a computer with factor analysis and multiple regression techniques for weighing variables. For the 1965 television season the system predicted accurately for 67% of network programs within a margin of five share points according to Mr. Roth. For new shows it was 49% accurate within the

five-point margin.

John Kelley, director of advertising at Goodyear Tire & Rubber, said his company's sales have increased nearly \$500 million in the last two years, that television is getting 75% to 80% of its national advertising dollars and that "if our advertising didn't help us it also didn't hurt us."

Mr. Kelley described Goodyear's success with voiceless commercials for its snow tires and with the commercial series whose theme is "when there's no man around, Goodyear should be."

He offered recommendations for handling advertising creative departments, among them: "Manage, don't dominate," "immerse your creative people in advertising research," and "see to it that your creative people win more battles than they lose."

## Agency appointments . . .

■ Keebler Co., Chicago, formerly United Biscuit Co., has named Tatham-Laird there to handle its new products.

■ The Jeffrey Martin Co., Union, N.J., distributors of pharmaceutical products, has assigned Helitzer, Waring & Wayne Inc., New York, to handle campaign for Vita Yums (children's vitamin) in TV and consumer print. Former agency was Wermen & Schoor Inc., Philadelphia.

■ First Financial Marketing Group, Boston, has assigned Edward Thomas

Associates Inc., New York, to prepare public relations for its new Bancard-check, a combination travelers check and credit card. National introduction is scheduled through commercial banks supported by a campaign handled by Chiurg and Cairns Inc., Boston.

■ Brioschi Inc., Fair Lawn, N.J., has named Ketchum, MacLeod & Grove Inc., New York, to handle advertising for its product, Brioschi, an antacid alkalizer marketed primarily in drug and grocery outlets.

■ Celeste Italian Food Specialties, Stickney, Ill., names Geyer, Morey, Ballard Inc., Chicago, to handle its account. Broadcast media will be used.

## KWFT sends rate card to free-time promoter

Nelson Sykes Associates Inc., a New York public relations firm, has shocked KWFT Wichita Falls, Tex., with a new promotional stunt for the Mobil Oil Co., also of New York.

The station had received a 12-inch LP record from Nelson Sykes that contained 20 bands of "public service" messages, each of which mentioned the Mobil Oil Co. The messages, entitled "Let's Discover America," proclaimed "unusual and fascinating places or events in the U. S. and their history." Nelson Sykes requested free air time.

The station responded by sending its rate card to the PR firm, saying that it would be happy to work for Nelson Sykes and Mobil Oil "on a commercial basis which this LP record unquestionably is."

## Bell wants everyone's ideas on 'clutter'

A major review of the elements of clutter in television is underway by the National Association of Broadcasters Code Authority. Howard Bell, code director, told the Better Business Bureau of South Florida meeting in Miami Springs Villas last week that the study is being conducted "to see what can be done to meet the concerns of the viewer" and still be practical for the broadcaster.

The study, ordered by the TV code board, will include a review of the code's advertising standards. Mr. Bell said the problem of placing nonprogram elements in the schedule often give the "appearance of overcommercialization." He said he is seeking constructive comments and suggestions from all broadcasters, whether code members or not, on the problem of clutter.



NEW YORK  
LOS ANGELES  
CHICAGO  
PHILADELPHIA  
BOSTON - MANCHESTER  
DETROIT  
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SAN FRANCISCO - OAKLAND  
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ST. LOUIS  
DALLAS - FT. WORTH  
CINCINNATI  
BALTIMORE  
MINNEAPOLIS - ST. PAUL

**MIAMI**

NEW HAVEN - HARTFORD - NEW BRITAIN  
INDIANAPOLIS - BLOOMINGTON  
MILWAUKEE  
KANSAS CITY  
CHARLOTTE, N. C.

THE **MIAMI** MARKET  
MAY BE 19th TO SOME PEOPLE...

**BUT**  
**TO SMART ADVERTISERS**

THE **MIAMI** MARKET

**IS**  
**16th!**

647,100 TV HOMES (Television Magazine April 1966)

144,666 ADDITIONAL TV HOMES (Based on Horwath & Horwath, Accountants to Florida Hotel  
and Motor Hotel Ass'n., and Florida Development Commission)

791,766 TOTAL TV HOMES

Represented by



Television, Inc.



**WLBW-TV, CHANNEL TEN, MIAMI, FLORIDA**

AFFILIATED WITH WCKY 50 KW CINCINNATI, OHIO

# Mixed bag of TV grievances

Widely heralded Senate hearing on TV discounts produces some complaints from small advertisers, but consensus leans against more federal control

After eight months of preparation, the Senate hearing into possible discrimination in television advertising went before the public last week. It had the buildup of a lion and came in like a lamb.

- Several witnesses decried the unfair advantage the "giants" have with their huge discounts, but generally they didn't favor government regulation. They preferred to let the marketplace take care of possible inequities.

- One advertiser charged that Procter & Gamble and broadcasters had joined in "illegal collusion" to kill piggyback spots in 1964.

- One advertiser felt there are too many commercials on television.

- One advertiser said that the desire to get TV discounts has been a factor in company mergers. He also wanted the networks to sell 30-second spots.

- A station representative said the break between network shows should be extended from 40 to 60 seconds because one-minute spots are in more demand.

But when the first three days of the hearing had ended the Antitrust and Monopoly Subcommittee, in the words of its chairman, Senator Philip A. Hart (D-Mich.) was still seeking an "objective standard . . ."

Senator Hart, in his opening state-

ment, noted that network TV rates and discount structures "have reached an acme of sophistication." He said the hearing centered on the TV networks "not because their practices necessarily differ from other media" but because TV has an "enormous impact . . . particularly in the field of low-cost consumer items."

The new network rate cards will play a role in the hearing, he said. However, the marketplace will have to tell if they contribute "to a less discriminatory structure and what insurance they give, if any, concerning freedom from possible future discriminations."

CBS announced it in February, ABC announced it at a House hearing three weeks ago and NBC the following week announced it was dropping two of its discounts (BROADCASTING, May 23, 16).

A difference of opinion among the subcommittee members was evident at the outset. Following Senator Hart's statement, Senator Roman Hruska (R-Neb.) read a statement from himself and Senator Everett Dirksen (R-Ill.). They referred to the House hearing that indicated that 83% of all network TV today is being sold on a participation basis "with no volume discounts rather than under block advertising system with its volume discounts."

**A Decade of Change** ▪ Contentions

that large discounts, "amounted to discrimination among competitors," they said, were based primarily on the block advertising, the prevailing practice in television's early days. They asked for a "full, objective" picture of today's TV advertising practices and the "precise reasons for the apparent changes during the past eight to 10 years."

Several times during the hearing the question came up of what the rate cards, particularly the new ones, show. At one point Peter Chumbris, minority counsel, suggested postponing the hearing until all the rate cards are available for study.

Jerry Cohen, staff director and chief counsel, said he had seen the ABC and CBS cards, but hadn't seen NBC's card yet. The basic discrimination, he maintained, is not covered by the time card. Rather it's a question of availability. The basic problem, he added, is whether big advertisers, because they have huge advertising budgets, are getting better availabilities and better types of packages. The networks expect to testify late in June but have not been given definite dates.

The two-year-old story of the piggyback battle was brought into the picture by Allen D. Choka, vice president and chief counsel of Helene Curtis Industries Inc., Chicago. He charged that in 1963 the FCC's drive against overcommercialization and clutter produced "soul-searching" on the part of broadcasters that led many of them to feel that piggybacks were depriving the stations of income.

Mr. Choka said that when Procter & Gamble added its voice to the anti-piggyback clamor, the National Association of Broadcasters Code Authority got into the act and said it would recommend that piggybacks be banned. This action could only be viewed in one way, he said, "as collusion, and as illegal collusion at that."

**Improper Ultimatum** ▪ He said that Helene Curtis in letters to NAB, the FCC and P&G "indicated that we considered P&G's ultimatum and the broadcasters' acquiescence in the ultimatum as improper." The allegations that Helene Curtis would be injured by such a move, he said, were denied by Howard Bell, director of the code authority, and the new rule was "defended on the basis of public interest and a desire to



Mr. Klapman



Mr. Combe



Mr. Boslet



Mr. Young



Mr. Hills



Mr. Choka



Mr. Palucci



Mr. Melnicoff



avoid clutter."

Colgate-Palmolive, he noted, entered the fray and said that any extra charge for piggybacks would be met by a cancellation of the C-P schedule. This move came shortly after "many stations" raised their rates for piggybacks, leading to the conclusion that the spot "apparently lost its status as clutter only if you paid the broadcasters more money."

While all this was "onerous to the advertisers" Mr. Choka charged, the networks adopted their own rules that would allow piggybacks and "enable more advertisers to use networks." If anything, he added, "the networks were a bastion for the users of piggybacks against the onslaught of the broadcasters." He noted that the issue has since been put to rest and the antipiggyback policies have faded.

Deprecating Helene Curtis's role in the fray, Mr. Choka said the "economic reality involved" was the most important factor. With the networks and stations fighting for the advertising money, "the broadcasters just could not make a price increase stick. . . ."

Questioned by Mr. Cohen, the Helene Curtis executive said he doubted if the situation would have been different if P&G had been joined rather than opposed by C-P. The NAB position was what caused the difficulty. The broadcasters' self-interest just happened to coincide with P&G's at that time, he said.

There was also apparent misunderstanding on the connection between the NAB and the NAB codes. Mr. Choka said he believed "there are something like 500 station owners" who belong to NAB.

Mr. Cohen: "So that all the members of that association are either required to or voluntarily adhere to whatever code they establish. Is that correct?"

Mr. Choka: "That is a voluntary matter on their part, but they do subscribe to the TV code."

(NAB members do not have to belong to the code and code members do not have to belong to NAB. As of last week, 484 TV stations were NAB members and 394 stations were TV code subscribers.)

**Easier and Cheaper** ■ Asked if it is easier or harder for a small advertiser to go on network TV today, Mr. Choka said the "magazine or scatter plan" has allowed small advertisers to go on the networks with less money than ever before and has made it easier to go on.

However, the subcommittee learned that even smaller advertisers feel piggybacks represent big advertisers' attempts to cut the small ones out of the picture.

The need for a small advertiser to buy a 30-second spot was stressed by Ivan G. Combe, president of Combe Chemical Co., White Plains, N. Y. He

said he had tried to buy 30's but "it's well known that a single 30 isn't available." He called this a "real disadvantage" to smaller advertisers who must compete with large corporations that use piggybacks to push dissimilar products.

Asked by Senator Hart if he had tried to pool with other small advertisers to jointly buy a one-minute network spot that would be a piggyback, Mr. Combe said: "Yes. I didn't get to first base."

He also felt that some smaller firms merge to get TV discounts. He described this as a "factor, a frequent factor." As former president of the Proprietary Drug Association, he said the PDA membership in 1956 was 115 and only 96 in 1966. "The obvious discounts of up to 40% in television advertising," he said, "have to be a factor in a merger."

He said that Clearasil, an acne ointment, his biggest product, went from almost exclusive print advertising to television between 1950 and 1960. He sold the product in 1960. Mr. Combe said he never spent more than \$500,000 a year and was hucking people "who spent millions and got big discounts in advertising."

**First Call** ■ The participation route was credited as helping the small advertiser by Jeno F. Palucci, president of the Chun King Corp., Duluth, Minn. Although, he added: "I'm sure the giants are given the first call at the good show."

Describing his early dealings with networks in trying to buy time, Mr. Palucci said he attempted in the mid-fifties to buy "some one-minute spots" on Garry Moore's CBS-TV daytime show. He tried with two agencies, he said, and both times came up empty

handed. Since the show was on daily, "it was hard to believe there weren't some empty one-minute periods somewhere," he commented.

After the second agency was unsuccessful, he said, he went to New York for a direct confrontation with the CBS-TV sales manager. "I was there to plead our case, hat in hand," he said, asking the network to "please sell me some of that publicly owned air time."

Mr. Palucci said he "finally did get those one-minute commercials, but this incident taught me something—that my dollars were not as good, in the eyes of the network, as the dollars of other larger companies. The giants are given the red-carpet treatment when they want to buy time, whereas I was practically escorted to the elevator."

He said when Chun King landed an hour on ABC-TV "we were able to buy time, but not the prime time we wanted. The best we could get was an hour period on the fringe of prime time. . . . I didn't know it then, but the time for that show cost us about twice what it would have cost a giant advertiser." Mr. Palucci did not elaborate.

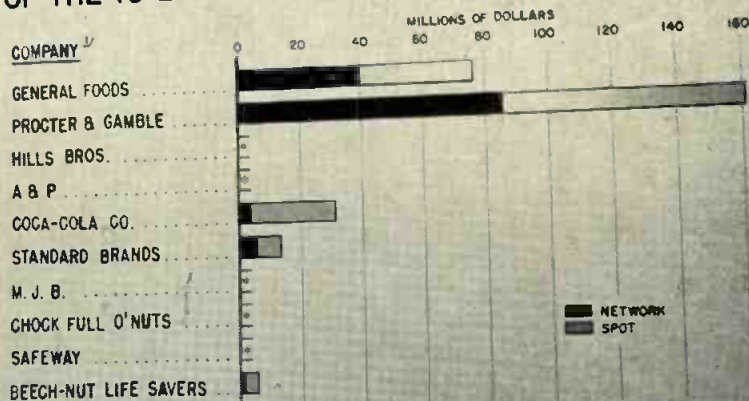
**Reasonable Discounts** ■ The Chun King president said he is not against discounts if they are reasonable—"about 10%." He is opposed to "huge discounts of 50% to 70%" that give big advertisers "an unfair advantage" over small ones. He also feels big advertisers get first crack at shows and that the big discounts contribute to "poor programming through reduced competition."

Mr. Palucci, who said he now has spots on NBC-TV's *Today* and *Tonight* shows, feels that availabilities have improved in the past five or six years. "The longer we buy and the more we buy," he added, "it's like getting senior-



At the hearing (l to r): Jerry Cohen, Senator Hart, Peter Chumbris

## TELEVISION EXPENDITURES IN 1965 OF THE 10 LARGEST ROASTERS OF COFFEE IN 1964



✓ Ranked by 1964 sales  
 • Under \$5 million  
 Source: Broadcasting, March 29, 1966, p. 50

### Label misleads truth-in-advertising champions

In an attempt to show how corporations with a variety of products spend much more in television than single-product firms, and can afford to do so because of discounts, the Senate Antitrust and Monopoly Subcommittee produced the chart (above) at last week's hearing into alleged discrimination in TV advertising practices.

The chart, showing the amount spent on TV in 1965 by the 10 leading coffee roasters in 1964, was unveiled during the testimony of Reuben W. Hills III, president of Hills Bros. Coffee Inc., San Francisco. It had been assumed it was his chart until Mr. Hills professed no knowledge of it.

The chart was considered misleading since it did not specify how much of the spending was for coffee advertising.

According to Television Bureau of Advertising figures, Procter & Gamble spent \$7.1 million in spot

for Folger's coffee out of the P&G TV budget of \$160.9 million. General Foods spent \$4.2 million in spot and \$4.9 million in network for Maxwell House, \$1.6 million in spot and \$314,200 in network for Yuban, \$80,510 in spot for Maxim, \$3.3 million in network and \$110,770 in spot for Sanka for a total coffee-advertising outlay of \$14.5 million out of a total TV budget of \$74.5

Coca-Cola spent \$1.2 million in spot for Butternut coffee out of a \$31.1 million television budget. Standard Brands spent \$1.7 million in spot and \$1.8 million in network for Chase & Sanborn out of a total TV outlay of \$13.3 million. Beech-Nut Life Savers spent \$266,620 in spot for Martinson's coffee out of a corporate TV budget of \$5.3 million.

The chart was prepared by the Hart subcommittee which has also been the instigator of legislation to require truth in packaging.

ity rights. You get preferences for better shows. They let you know the availabilities."

He feels there are too many commercials on TV and that this is "destroying television." He said the reason there are "so many" commercials is that time is "being bought so cheap by so many."

A regional advertiser, who is "wholeheartedly in favor of any television discounts that increase the marketing

efficiency of consumer goods," said he has no first-hand knowledge of discriminatory discounts. Reuben W. Hills III, president of Hills Bros. Coffee Inc., San Francisco, added he would oppose any discounts "not related to actual operating efficiencies" of stations or networks. Such discounts, he said, are not consistent with the basic principle on which quantity discounts are based.

**No Protest** ■ Mr. Hills said he uses spot TV, mixing 60- and 20-second

spots, with very few 60's during prime hours since they are difficult to obtain except in major markets where there are independent stations. Hills Bros. coffee, he said, has no "protest on existing" practices.

Mr. Cohen asked if the acquisition of Folger's coffee, a regional brand that competes with Hills Bros. in many areas, by Procter & Gamble might not put Hills at a disadvantage since P&G could use much of its ad budget, with discounts, to promote Folger's.

"I have no evidence that we have suffered discrimination or disadvantage from this," Mr. Hills said. He also told Senator Hart that the "principle of regulating everything" is not in the best interests of the public. "I think we can go too far in legislation."

Similar sentiments were expressed by Jules Klapman, secretary-treasurer of Dad's Root Beer Co., Chicago. He said we have "too much government intervention." Although there "may be discrimination in TV rates," he said, situations of this kind should be left to the marketplace and let competition take its course.

He implied that government rules caused more worry and cost than advertisers with bigger budgets who get discounts. Because of the various rules and regulations the government imposes on business, he said, "it costs us as a small company on a per dollar value more than it costs the giants."

The big three soft drink bottlers, Mr. Klapman charged, receive "fringe benefits, usually hidden" through their large ad budgets. He said "they will buy a segment, block purchase or package and be given extra time for free that is not noted in the package. We can't match these because of the limited dollars we spend."

B. A. Schloemer, advertising manager of the Hudepohl Brewing Co., Cincinnati, was critical of ABC's decision to let Falstaff beer sponsor the National Basketball Association games in Hudepohl's key markets in 1964-65. He maintained that Hudepohl had been the radio-TV sponsor of the Cincinnati Royals since 1959, approached ABC about buying five markets and was turned down since Falstaff had ordered three of them in a larger purchase.

"We have no quarrel with rates or availabilities," he said. "Those things tend to balance out." He added that the regional advertiser should have an opportunity to buy the local markets "particularly when you've helped develop the local sports franchise."

**No Complaints** ■ The Norwich Pharmacal Co., Norwich, N. Y., has never been treated "unfairly" by a TV network, but Robert J. Boslet, advertising manager, said he was testifying to be of assistance to the subcommittee.

Mr. Boslet described Norwich's scat-



*For the first time in syndication*  
RKO General Productions in association  
with Henry Jaffe Enterprises presents

# Shirley Temple's Storybook.



Here are 13 hours of family entertainment, with the timeless appeal of the world's best-loved stories and the marquee impact of a star-studded cast. Look at this line-up:

Great stories such as: *Sleeping Beauty*, *Ali Baba & The Forty Thieves*, and *Rip Van Winkle*.

Great stars such as: Lorne Green, Carol Lynley,

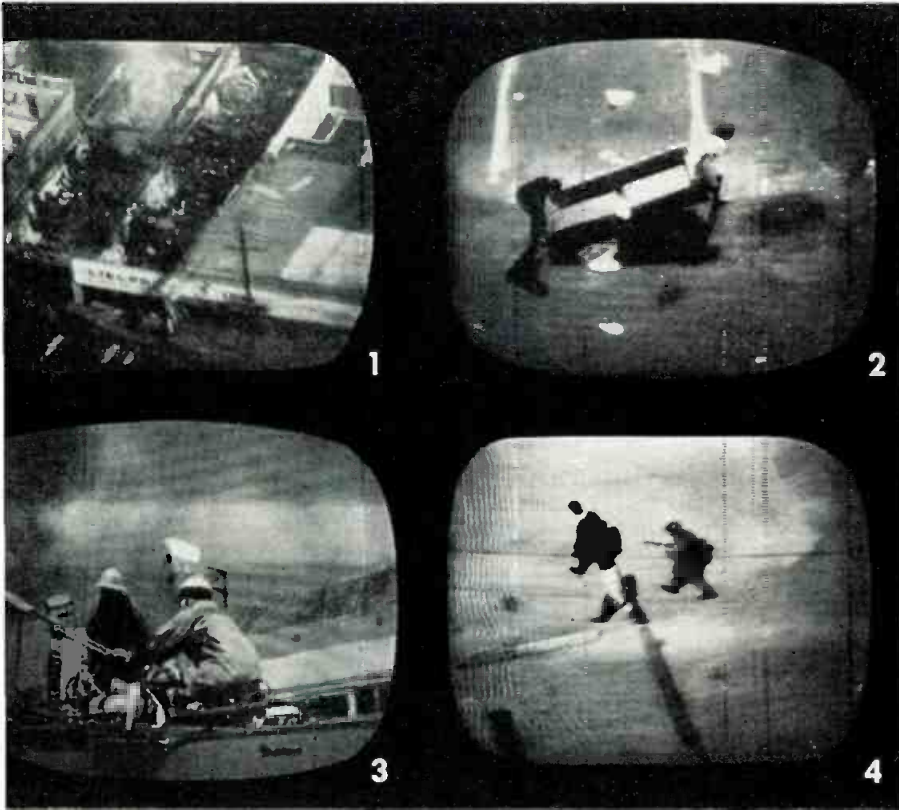
E. G. Marshall, Agnes Moorehead and, of course, Shirley Temple.

All 13 hours were produced at the Hollywood Studios of Columbia Pictures. All commanded dominant ratings and shares on the networks.

And all of the facts are yours for the asking. Contact Al Sussman. (212) 564-8000



RKO GENERAL PRODUCTIONS, 1440 BROADWAY, NEW YORK, NEW YORK 10018.  
BROADCASTING, May 30, 1966



2, 3, 4) Riot scenes as relayed from the Telecopter to home viewers • (5) The KTLA Telecopter • (6) Newsmen Stan Chambers and Hal Fishman discuss implications of the riots with Sam Yorty, Mayor of Los Angeles • (7) Pilot-announcer Larry Scheer and cameraman Harold Morby • (8) Hugh Brundage, head of news for GWB in KTLA's communications center where he coordinates reports from the station's ground and air teams • (9) Dean John E. Drewry of the University of Georgia presents the George Foster Peabody Award to Gene Autry, Chairman of the Board, Golden West Broadcasters, and GWB Executive Vice President Loyd C. Sigmon (center).

**KTLA**  
**IS PROUD TO BE THE**  
**FIRST**  
**INDEPENDENT**  
**TELEVISION STATION**  
**TO WIN A**  
**GEORGE FOSTER**  
**PEABODY AWARD**

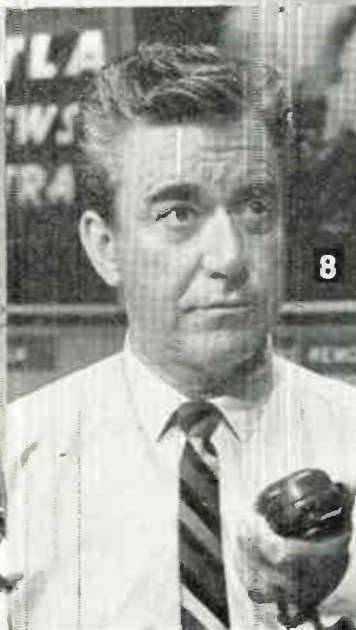
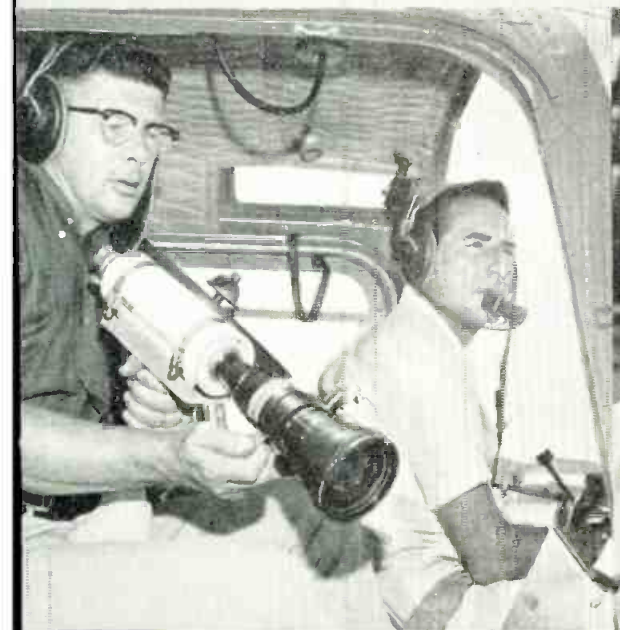


**FOR**  
**DISTINGUISHED**  
**NEWS COVERAGE!**





5



8



The weather was sultry, the crowd sullen. Soon a single incident flared into a mindless riot. With one exception, the news teams that rushed to the Watts area on that angry August evening were driven back by gunfire.

But KTLA News was on top of the story. Literally. For a total of twenty-four and a half hours the station's Telecopter hovered in the smoke of the looted buildings, keeping its live TV cameras trained on the strife below. Only KTLA's airborne

newsmen could provide this immediate coverage. Even so, KTLA relinquished its dangerously gained right to an "exclusive" and freely supplied its unique coverage to the nation's major networks and the other independent stations throughout the nation.

Golden West Broadcasters, owners and operators of KTLA, are deeply pleased that this feat of reportorial impartiality and daring has been honored with a George Foster Peabody Award.

ter-plan buys and said the only shows it can't get on are those that are sponsor owned or are sponsored under long-term contract. "We are able to buy the advertising in a satisfactory way to fulfill our marketing objectives," he added.

Questioned by Senator Hart if the time buy is more "negotiation" than following of the rate card, Mr. Boslet said: "I don't know the practice of other advertisers. I have no way of knowing what the other people on the same show pay. Audiences change and the networks are basically selling audience size. In scatter plans it's largely negotiation between sponsors and the networks. It's a good healthy buyers-and-sellers market."

The only witness to openly call for government intervention in this area of "business intercourse" was David C. Melnicoff, vice president of the Federal Reserve Bank of Philadelphia. However, he doubted if the answer would be in simply applying antidiscrimination legislation.

He testified on industry practices when he was president of Fels & Co., from 1959 to 1964. The structure of TV time, he claimed, "gives an important advantage to the large purchaser" with discounts up to 40% or 50%.

He said the price-discrimination ban of the Robinson-Patman Act would forbid current TV pricing practices if the act applied. The present rate structure, he added, appears to be a contributing factor of mergers of smaller firms into larger ones.

Mr. Melnicoff said he knew Fels was paying more for TV time than its larger competitors, but that if "we could have put together five Fels with five times as many products," it could have gotten competitive schedules.

**Conjecture** ■ Senator Hruska challenged Mr. Melnicoff's statement as "a conjecture, built on a conjecture, built on imagination." He replied that his impressions were based on his tenure with Fels and that it dates back several years. He maintained the observations were based on "what was generally well known. I mean well known in the trade."

"But you don't know now," Senator Hruska charged. "What you're saying is what you believe was true several years ago when you were head of Fels."

Adam Young, president of Adam Young Inc., New York, noted that many former spot advertisers have now gone into network participations since block time purchases have diminished. The rep claimed that some national and all regional and local advertisers are precluded from getting one-minute spots in prime time because the network-controlled station breaks are limited to 40 seconds. He maintained that 80% to 90% of advertiser requests are for 60-

second availabilities, but that none exist in prime time. He termed this an inequity between the national advertiser on the network and the advertiser buying spot time.

The hearing continues Thursday and Friday (June 2-3) with testimony from Gerald Arthur, president of Mercury Media, Islip, N. Y., licensee of WBIC Islip and an applicant for channel 67 in Bayshore, N. Y.; Arthur Howell, Creomulsion Co., Atlanta; Jess Nicks, General Brewing Co., San Francisco; Arthur Hyde, Mentholatum Co., Buffalo, N. Y.; Paul De Domenico, Golden Grain Macaroni Co., San Leandro, Calif.; Professor Harlan Blake, Columbia University; Robert Morris, Broadcast Advertisers Reports, New York, and Gaylord La Mond, Chock Full O'Nuts Coffee, New York.

## 'FCC serves best by serving least'

Broadcasting's responsibility to the public, to communicate honestly on even the most controversial subjects despite governmental pressures, was the theme of the keynote address made at the opening of the Western States Advertising Agencies Association's 16th annual conference. The four-day meeting (May 19-22) was held in Palm Springs, Calif., at the Canyon Club Inn.

In making the keynote address, Gordon B. McLendon, president of the McLendon stations group, cracked down hard on the FCC. In the field of program content, he said, "The FCC can serve best by serving least."

In all, there were 20 speakers in advertising and communications fields at the WSAAA sessions. Also included were lectures and seminars covering advertising production and creativity



Gordon McLendon (l) and Gordon M. Gumpertz, new president of the Western States Advertising Agencies Association.

and delving into the general area of techniques needed to produce more meaningful communication.

How humor and other emotional appeals can move in on the wings of sound were demonstrated by a radio panel that included Chuck Blore of Chuck Blore Creative Services, Dal Williams of Dallas Williams Productions, Hugh Heller of Heller-Ferguson Productions and Robert Light, president, Southern California Broadcasters Association. The role of the computer and computer-based systems in future advertising services was presented by Frank Crane of Informatics Inc., Van Nuys, (Calif.), developer of electronic processing systems. Anthony Newell, head of the International Division of Foote, Cone & Belding Inc., in London, described how the Institute of Practitioners in Advertising and other European organizations are working together to improve the quality, efficiency and impact of advertising abroad.

WSAAA awards for outstanding service were given and the new officers and directors for the 1966-67 year were announced. Gordon M. Gumpertz, president, Gumpertz, Bentley & Dolan, Los Angeles, will head the association as president. Robert Brandon, senior executive vice president of The Bowes Co., Los Angeles, will serve as executive vice president. Robert W. Boone, vice president, Ray Gage Inc., Los Angeles, becomes secretary-treasurer.

## Business briefly . . .

**Gillette Safety Razor Co.**, through Clyde Maxon, both New York, is pacing its Heads Up hair grooming campaign with network and spot TV during May and June. One-minute color commercials on CBS-TV and NBC-TV and spot across the country are backing Gillette's combination offer of Heads Up and a pair of sunglasses. Gillette, via same agency, also will use network and spot TV in an expansion of its Technomatic razor and razor band introduction throughout the Northeast.

**Marine Division, Chrysler Corp.**, through Ross Roy, both Detroit, has bought into NBC Radio's *Monitor*, *Monitor Sports* with Joe Garagiola and *Chet Huntley's Focus on the News*.

**International Harvester Co.**, through Foote, Cone & Belding, both Chicago, and Bank of America, National Trust & Savings Association, through D'Arcy Advertising, both San Francisco, have bought time in NBC Radio's *Monitor*.

**WTS/Pharmacraft**, Rochester, N. Y., a division of Wallace & Tiernan Inc., through Rumrill-Hoyt Inc., New York,



will promote its complete line of Desenx foot products with a summer campaign on Keith Jackson's *Sports West* program on ABC Radio West. The schedule is five participations per week starting July 18 for 13 weeks on 44 stations throughout California, Oregon, Washington, Idaho and Nevada.

**F&M Schaefer Brewing Co.**, Brooklyn, N. Y., through BBDO, New York, and **Stroh Brewery Co.**, through Zimmer, Keller & Calvert Inc., both Detroit, together have signed for one-half regional sponsorship of three color telecasts, each a \$100,000 race from Aqueduct racetrack: Metropolitan handicap (May 30), Suburban handicap (July 4) and Aqueduct stakes (September 5). **Liggett & Myers Tobacco Co.**, through J. Walter Thompson Co., both New York, has bought one-half sponsorship of the first race on 42 stations. The races (4:30-5 p.m. EDT) will be syndicated live to 17 eastern markets for Schaefer and to six midwestern markets for Stroh.

Advertiser buys on NBC-TV last week included **Bristol-Myers Co.**, through Grey Advertising, both New York, for a weekly participation in the 1966-67 season in *Please Don't Eat the Daisies* (Saturday, 8-8:30 p.m. NYT, starting Sept. 17), and 3M Co., through MacManus, John & Adams, both Minneapolis-St. Paul, in *The Girl From U.N.C.L.E.* (Tuesday, 7:30-8:30 p.m. NYT), *The Virginian* (Wednesday, 7:30-9 p.m., starting Sept. 14) and *Daniel Boone* (Thursday 7:30-8:30 p.m., starting Sept. 15).

## Also in advertising . . .

**Account resigned** ■ Miles Shoes, division of Melville Shoe Corp., New York, has resigned its advertising from Smith/Greenland Co., also New York. The account bills \$250,000 with close to 50% in broadcast.

**NBC revue** ■ Some 1,100 advertiser and agency personnel on May 24 saw the first showing in New York of NBC's 40th anniversary presentation, "40—count 'em—40," that had been run initially at the NBC affiliates meeting in Hawaii (BROADCASTING, May 16). Another rerun had been held in Chicago a week before. The presentation, using slides, rear projection, motion picture and voice-over, reviews NBC's 40 years of broadcasting and looks ahead with an emphasis on next fall's programming plans. The New York showing was held at the Hotel Astor. NBC-TV sales planning put the show together, and Dean Shaffner, who is director of the sales planning unit, was its producer.

# Rum for the Big Apple

**WNJU-TV accepts liquor advertising; the UHF nears break-even point**

WNJU-TV Newark-Linden, N. J., will start carrying commercials for Rum Superior of Puerto Rico on June 6. A station official said



Mr. Cooperstein

it is believed to be the first time that a hard-liquor product is being advertised on television.

The commercials, in Spanish, will be aimed at the New York area's 1.5 million Spanish-speaking residents to whom

WNJU-TV directs its prime-time programming. The agency for Rum Superior is Spanish Advertising and Marketing Services Inc., New York. The campaign will run for 26 weeks during a variety show conducted by Myrta Silva from 9-10 p.m. and will cost the advertiser approximately \$13,000 for two one-minute spots per week in color.

Edwin Cooperstein, president and general manager of WNJU-TV, said a spot check of industry sources has revealed no record of hard-liquor advertising ever appearing on TV in the U. S., although other countries in the world permit such advertising. Rum Superior has been advertised for several years on TV in Puerto Rico, he noted.

Mr. Cooperstein said his station is not a subscriber to the National Association of Broadcasters TV code although it generally adheres to the code. He added that he disagrees with the code's guidelines for alcoholic beverages and added:

"We see no reason why advertisers for alcoholic beverages other than beer and wine cannot be aired on television provided the commercials are done in good taste and that they are aired in what are primarily adult viewing hours."

For the first month, commercials will be semi-institutional, focusing on places of interest in Puerto Rico but including scenes of men and women in social situations drinking rum. Subsequently, the commercials will spotlight people having fun at parties and gatherings while drinking rum.

**Gross Up** ■ WNJU-TV completed its

first year on the air two weeks ago as the only commercial UHF station in the New York metropolitan area. It is still operating at a deficit but Mr. Cooperstein estimates that the channel 47 station will reach the break-even point by the spring of 1967. On the basis of business already on the books for 1966, the station's gross should reach \$1.2 million this year, Mr. Cooperstein reported, "which is close to the break-even figure of \$1.4 million."

The station raised its rates, effective May 16, by an average 35%, with prime-time charges rising 25% to an hourly rate of \$1,000. Mr. Cooperstein pointed out that WNJU-TV's average audience delivery in the Spanish-speaking community has jumped from 10,000 to 30,000 homes while UHF set penetration among the Spanish audience has risen from 65,000 to 100,000 homes in the past year.

WNJU-TV's prime-time schedule is 70% Spanish-language drama, music-variety, news, sports and public-affairs programming. The remainder of the evening time appeals largely to the Italian and Jewish groups. Daytime programming is New Jersey-oriented.

## 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.

**HR Productions Inc.**, 1818 Westlake North, Seattle 98109.

Valu-Mart Stores, Seattle (chain); two 60's for radio, musical. Frank Liberio, production manager. Agency: Seattle Advertising. Monte Solkover, account executive and agency producer.

Charles H. Lilly Co., Seattle (lawn food); one 60, one 30, one 10 for radio, musical. Jerry Rowan, production manager. Agency: Kraft, Smith & Ehrig Inc., Seattle. Warren Kraft, account executive. Mike Matson, agency producer. **Quartet Films Inc.**, 5631 Hollywood Boulevard, Hollywood 90028.

Harris Trust and Savings Bank, Chicago (services); two 20's for TV, animated on film, color. Agency: Leo Burnett, Chicago. George Bole, agency producer.

Foremost Dairies Inc., San Francisco (ice milk); one 60, one 20 for TV, animated on film, color. Agency: Dancer-Fitzgerald-Sample, San Francisco. Gerry Good, agency producer.

National Brewing Co., Baltimore (beer); five 60's for TV, live and animated on film, color. Stan Walsh, producer. Agency: W.B. Doner, Baltimore. Herbert Fried, account executive.

Theo Hamm Brewing Co., Minneapolis (Hamm's beer); 10 20's for TV, live and animated on film, color. Michael R. L. Lah, producer. Agency: Campbell-Mithun, Minneapolis. Richard Stevens, account executive.

Gold Seal Co., Bismarck, N.D. (Snowy Bleach); one 60 for TV, animated on film. Agency: Camp-

## Network TV billings 14.2% ahead of '65

Network TV net time and program billings by Day Parts and by Network  
(Source: TVB/LNA-BAR)  
(add 000)

|           | MARCH       |             |        | JANUARY-MARCH |             |        |
|-----------|-------------|-------------|--------|---------------|-------------|--------|
|           | 1965        | 1966        | % Chg. | 1965          | 1966        | % Chg. |
| Daytime   | \$ 29,505.7 | \$ 37,597.4 | +27.4  | \$ 87,389.4   | \$108,788.8 | +24.5  |
| Mon.-Fri. | 22,339.3    | 29,960.4    | +34.1  | 64,351.3      | 77,842.3    | +21.0  |
| Sat.-Sun. | 7,166.4     | 7,637.0     | + 6.6  | 23,038.1      | 30,946.5    | +34.3  |
| Nighttime | 77,554.1    | 85,314.8    | +10.0  | 223,065.0     | 245,716.6   | +10.2  |
| Total     | \$107,059.8 | \$122,912.2 | +14.8  | \$310,454.4   | \$354,505.4 | +14.2  |

| 1966      | ABC        | CBS        | NBC        | Total       |
|-----------|------------|------------|------------|-------------|
| *January  | \$34,097.8 | \$45,317.2 | \$43,136.1 | \$122,551.1 |
| *February | 32,090.8   | 39,737.7   | 37,213.6   | 109,042.1   |
| March     | 35,165.5   | 45,911.3   | 41,835.4   | 122,912.2   |

\*January and February figures adjusted as of May 17, 1966.

bell-Mithun, Minneapolis. Richard L. Stevens, agency producer.

Campbell Soup Co., Camden, N.J. (Franco-American spaghetti); two 60's, two 30's for TV, animated on film, color. Agency: Leo Burnett, Chicago. George Bole, agency producer.

Bank of America, San Francisco (Services); one 60, one 20 for TV, animated on film, color. Agency: D'Arcy Advertising, San Francisco. Warren Peterson, agency producer.

Borg-Warner Corp., Chicago (Marbon Purafil fiber); one 60 for TV, animated on film, color. Michael R. Lah, producer.

Procter & Gamble Co., Cincinnati (Clorox bleach); one 60 for TV, animated on film, color. Agency: Honig-Cooper & Harrington, San Francisco. Ron Berman, agency producer.

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

California Packing Corp., San Francisco (Del Monte canned foods and drinks); four 60's for TV, live on film, color. Bob Gips, production manager. Agency: McCann-Erickson, San Francisco. Jack Silver, agency producer.

Nestle Co., New York (instant tea); two 10's for TV, animation on film. Irv Anderson, production manager. Agency: Leo Burnett, New York. Bob Mayberry, agency producer.

American Oil Co., Chicago (gasoline); two 60's, two 20's for TV, live and animation on film, color. Ken Champin and Ken Mundie, production managers. Agency: D'Arcy Advertising, Chicago. John Madden, agency producer.

Goodyear Tire & Rubber Co., Akron, Ohio (tires); two 60's for TV, live on film, color. Ben Norman, production manager. Agency: Young & Rubicam, New York. Bob Clouse, agency producer.

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

Lake Seneca, Memphis (resort area); two 60's for radio, jingle. Hub Atwood, production manager. Agency: American Realty, Memphis. Ed Belote, account executive.

Ashworth Chemical Co., Memphis (hair preparation); one 60 for radio, jingle. Bud Smalley, production manager. Placed direct.

Pilgrim's Laundry, Houston (laundry and dry cleaning); one 60 for radio, jingle. Gerald Clements, production manager. Placed direct.

Snelling & Snelling, Richmond, Va. (employment service); one 60 for radio, jingle. Joe D'Gerolamo, production manager. Placed direct.

Colonel Sanders, Pittsburgh, (Kentucky fried chicken); one 60 for radio, jingle. Hub Atwood, production manager. Placed direct.

## McGredy defends ratings from 'mad' attackers

The ratings system was vehemently defended last week against a current antiratings "madness," which, according to a top station representative, is harming the whole advertising business, as well as television.

Robert M. McGredy, president of Television Advertising Representatives, New York, last Tuesday (May 24) gave



Mr. McGredy

members of the Houston Advertising Club his opinion of "the reason for the hysterical outcry against ratings. They are a report card—and . . . nobody likes a report card, nor the people who mark the examination."

"It seems that virtually anyone with an axe to grind" against the industry, he continued, "points to ratings as the culprit responsible for whatever he is against."

Mr. McGredy went on to give his indictment against irrational attacks on ratings, although he did not offer a blanket defense of the system.

He cited the Rex Sparger case (involving alleged tampering with the A. C. Nielsen Co. sample) as an instance of fuzzy thinking that "rating hysteria seems to beget." He said people, even in advertising and broadcasting, hailed Mr. Sparger as a Lochinvar, rather than viewing his tactics with distaste.

He emphasized that under the ratings system the mass viewer gets what he wants, which he said, is "almost pure democracy in action."

## FTC to cooperate with FDA on drug advertising

Chairman Paul Rand Dixon of the Federal Trade Commission told a House subcommittee investigating drugs last week that he would reserve judgment on the truth or falsity of the advertising of an aspirin-like drug called Measurin until the Food and Drug Administration had completed its investigation. Mr. Dixon said that the FTC would base its action on the findings of the FDA investigation. "We intend fully," he said, "that when the Food and Drug makes this determination, we are going to proceed on that basis rather than to duplicate" FDA's work.

Subcommittee investigator W. Donald Gray of the House Intergovernmental Relations Subcommittee said that the drug firm producing Measurin, Chesebrough-Pond's Inc. of New York, was conducting false advertising. "I don't agree with you," Chairman Dixon said, explaining it would be more in the public interest to await the outcome of the investigation. "It seems to be increasingly clear that FDA is establishing a pattern of approved therapeutic claims for many proprietary (over the counter) drugs," he said. "It seems to us that for such drugs the determination of efficacy by FDA as it reviews the new drug application will provide the [FTC] with a sound basis for evaluating advertising representations."

Mr. Dixon said his agency and the FDA were in the process of putting in writing cooperative procedures that have been in verbal form for several years.

## Philip Morris sets up own screening rooms

Marketing executives at Philip Morris, New York, were reported most satisfied last week with a newly installed, closed circuit TV system for advanced viewing of commercials from several film houses.

Philip Morris has two conference rooms, equipped with a 25-inch color set and a 23-inch black-and-white set. All four sets are Zenith standard home-viewing models and have auxiliary speaker systems to amplify commercial sound tracks.

Officials concerned with advertising no longer have to leave the office to view 35 mm interlocks, or rough cuts, at a film house. "We are also put a step closer to the way the consumer sees the finished commercial, instead of viewing the production on sophisticated monitors," Vincent Weiner, PM's New York production supervisor, said.

The PM system, said Mr. Weiner, cost between \$9,000 and \$10,000.



# Way out front in this event!

America's standing in the world is something we all think about. So it's good to know that our nation is way out front in a very important measure of strength—electric power.

Take the top six nations of the world ranked in terms of the electricity they produce. The U.S.A. heads the list, with more electric power than the other five combined. And we have almost 2½ times as much as the Soviet Union.

Why are we so far out front?

*You* are one of the reasons! It's your interest in new things, your desire to live in a more satisfying way—your hopes for the future—that spurs every business onward, including more than 300 investor-owned electric light and power companies across the nation.

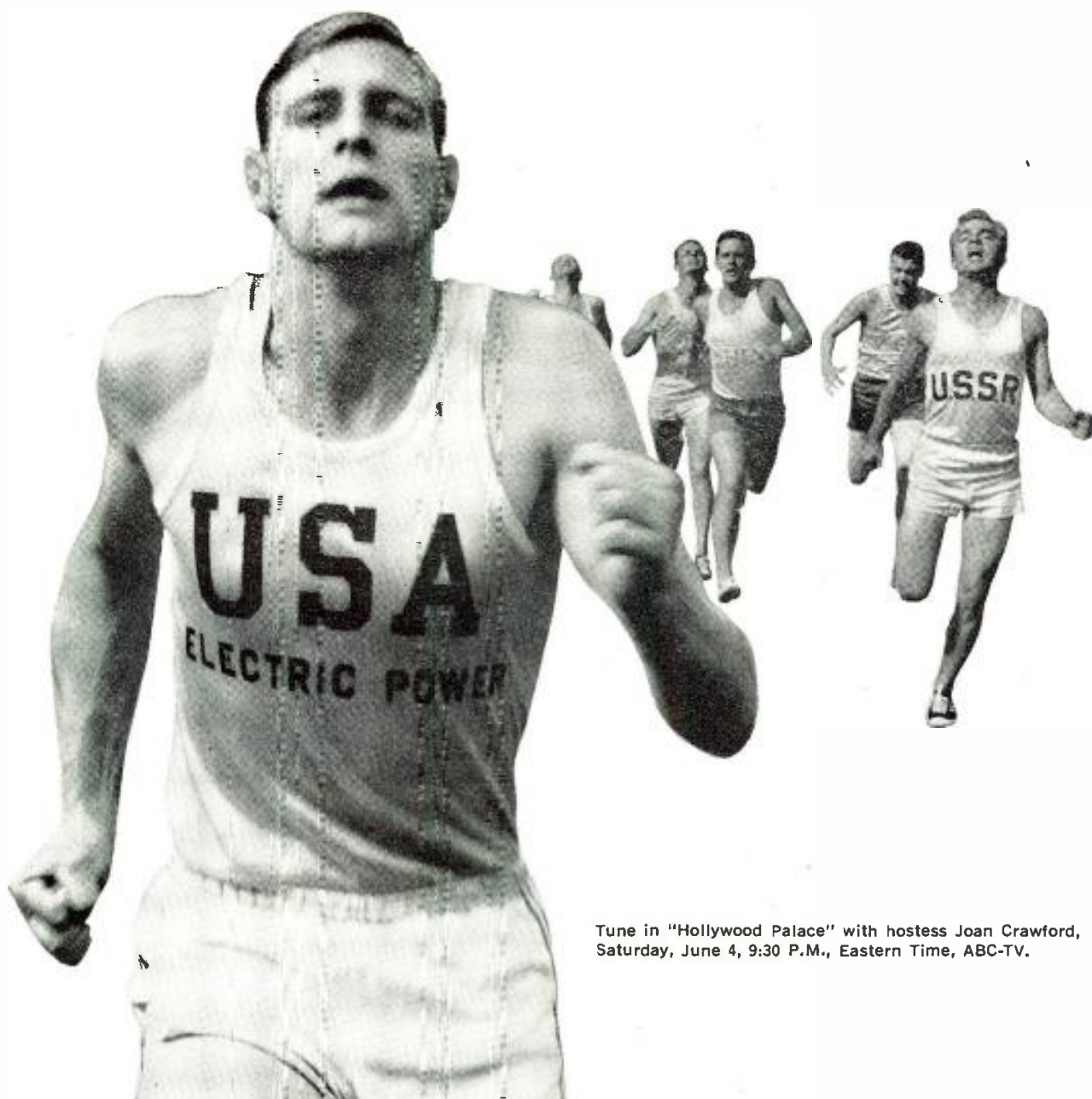
And it is not by chance that Americans enjoy the greatest abundance of electricity in the world. The

wants and wishes of *people*—provided for by business management working in a free economy—make a winning combination.

This way of doing the job assures you of plenty of dependable, low-priced electric service now and in the years to come.

You've got good things going for you with service by  
**Investor-Owned Electric  
Light and Power Companies\***

\*Names of sponsoring companies available to you through this magazine



Tune in "Hollywood Palace" with hostess Joan Crawford, Saturday, June 4, 9:30 P.M., Eastern Time, ABC-TV.

# Emmy appears with a new, sedate look

## AWARD CATEGORIES REVISED AND PRESENTATION MORE SUBDUED

NBC-TV, the Bob Hope-Chrysler and Dick Van Dyke series and Hollywood's production center were the big winners at television's annual tournament of posies: the Emmy awards. Originating on Sunday, May 22, before jam-packed, celebrity-littered audiences in both Hollywood's Palladium auditorium and New York's Americana hotel, the event—the 18th in a series staged by the National Academy of Television Arts and Sciences—was telecast in color over CBS-TV. Although it was handled strictly as an award-giving ceremony rather than as presentation punctuation among song-and-dance substance, the program, scheduled for 90-minutes, ran 14 minutes overtime.

With Danny Kaye as host in Hollywood and Bill Cosby running things in New York, some half-hearted attempts

were made at comedy, but for the most part the 1965-66 Emmy awards were a straight act, which, on a network basis, NBC-TV dominated. NBC-TV took 20 awards against 14 for CBS-TV and nine for ABC-TV. NBC-TV's Bob Hope series won four awards, its *Hallmark Hall of Fame* programs won three awards and NBC News copped two Emmys.

CBS-TV's *Dick Van Dyke Show*, now in its fifth and final season, tied Bob Hope for top individual honors with four Emmys. Besides being named the outstanding comedy series, its stars, Dick Van Dyke and Mary Tyler Moore, received Emmys for best actor and actress in leading roles in a comedy series and Bill Persky and Sam Denoff took awards for outstanding writing achievement in a comedy. The *Bob*

*Hope Christmas Special* was honored as the best variety special, and statuettes for outstanding single performance by an actor and an actress in a leading role in drama went to Cliff Robertson for "The Game" and Simone Signoret for the "A Small Rebellion" segments of the *Bob Hope Presents the Chrysler Theater* series. Sydney Pollock won as director of "The Game" episode.

**More In The West** ■ In the competition over who originates more award-winning productions and performances, New York or Hollywood, the West Coast was the winner by a big margin. In an unofficial tabulation of results (the lines of demarcation in this area often can be indefinite), the West gathered 23 awards to 13 for the East.

Unlike last year, Emmys were given for "outstanding" achievement, as well as multiple awards for program and individual achievement in noncompetitive categories. In addition to these regular awards, a Board of Trustees award was voted for the late Edward R. Murrow. It was accepted on behalf of the Murrow family by a long-time friend and co-worker, CBS News United Nations correspondent Richard C. Hottelet.

In a surprise presentation that gave recognition to the hand that feeds television's programming, another Trustees award went to Xerox Corp. for exercising good taste in its use of commercials. A second posthumous award—this one, though, won in competition—came about when Alice Pearce (she died of cancer earlier this year) was chosen as the best supporting actress in a comedy for her role in ABC-TV's *Bewitched* series.

Winner of the international award was "Wyvern at War—No. 2 'Break-out'," produced by Westward Television Ltd., Plymouth, England. The station award, presented to a local operation, was won by WBBM-TV Chicago for its program *I See Chicago*.

Winners of this year's Emmys were selected by panels of judges whom the academy refuses to identify. In all, some 180 judges serving on 18 panels were involved. An academy official explained the policy of anonymity of judges was adopted "because the academy is afraid the possible adverse publicity that would result would make it difficult for them to get judges next year."

**The Awards** ■ Following is the complete list of awards:

### Critics limit their list to four awards

The first "Critics' Consensus for Exceptional Contribution to Television" awards were announced last Wednesday (May 25) in the respective newspaper columns of the 12 participating TV critics. The dozen geographically distributed critics, who are protesting the present Emmy award system as being too elaborate and indiscriminating (BROADCASTING, May 16), divulged their own selections shortly after the public presentation of the Emmys by the National Academy of Television Arts and Sciences.

Under the "Critics' Consensus" system, conceived last year by Harry Harris of the *Philadelphia Inquirer*, a series, network, sponsor, program, or performer must receive at least eight of a possible 12 favorable ballots. Out of 168 different nominations this year, 120 received at least one vote, but only one program, one network, one sponsor and one individual were given enough votes to win awards:

**Exceptional drama**—"Death of a Salesman" by Arthur Miller, produced by Talent Associates and directed by Alex Segal. Cast included

Lee J. Cobb, Mildred Dunnock, George Segal, James Farentino and Edward Andrews.

**Exceptional contribution by a network**—NBC for its introduction of an all-color format, for presenting a weekly series with a Negro co-star (*I Spy* with Bill Cosby) and for coverage of U.S. Senate hearings.

**Exceptional contribution by a sponsor**—Xerox Corp. for underwriting programs on the United Nations, documentaries such as *The Making of the President, 1964* and *Let My People Go*, and outstanding drama such as "Death of a Salesman."

**Exceptional contribution by an individual**—Fred W. Friendly, former president of CBS News, who received awards for high TV standards, for originating audience-involvement tests, for bold news documentaries, for inspiring international debate, for pioneering discussion on South Vietnam, for resigning when CBS refused to provide complete coverage of the Senate Foreign Relations Committee's hearings on Vietnam and for not supporting the Emmy awards.



Outstanding comedy series: *The Dick Van Dyke Show*, CBS-TV.

Outstanding variety series: *The Andy Williams Show*, NBC-TV.

Outstanding variety special: *Chrysler Presents the Bob Hope Christmas Special*, NBC-TV.

Outstanding dramatic series: *The Fugitive*, ABC-TV.

Outstanding dramatic program: *Ages of Man*, David Susskind and Daniel Melnick, producers, CBS-TV.

Outstanding musical program: *Frank Sinatra: A Man and his Music*, NBC-TV.

Outstanding single performance by an actress in a leading role in a drama: Simone Signoret, "A Small Rebellion," *Bob Hope Presents the Chrysler Theater*, NBC-TV.

Outstanding single performance by an actor in a leading role in a drama: Cliff Robertson, "The Game," *Bob Hope Presents the Chrysler Theater*.

Outstanding children's program: *A Charlie Brown Christmas*, Lee Mendelson and Bill Melendez, producers, CBS-TV.

Outstanding performance by an actor in a supporting role in a drama: James Daly, "Eagle in a Cage," *Hallmark Hall of Fame*, NBC-TV.

Outstanding performance by an actress in a supporting role in a drama: Lee Grant, *Peyton Place* series, ABC-TV.

Outstanding continued performance by an actor in a leading role in a dramatic series: Bill Cosby, *I Spy*, NBC-TV.

Outstanding continued performance by an actress in a leading role in a dramatic series: Barbara Stanwyck, *The Big Valley*, ABC-TV.

Outstanding continued performance by an actor in a leading role in a comedy series: Dick Van Dyke, *The Dick Van Dyke Show*.

Outstanding performance by an actor in a supporting role in a comedy: Don Knotts, "The Return of Barney Fife," *The Andy Griffith Show*, CBS-TV.

Outstanding performance by an actress in a supporting role in a comedy: Alice Pearce, *Bewitched* series, ABC-TV.

Outstanding writing achievement in a comedy: Bill Persky and Sam Denoff, *The Dick Van Dyke Show*.

Outstanding writing achievement in drama: Millard Lampell, "Eagle in a Cage," *Hallmark Hall of Fame*.



From the shadow of condemnation to the spotlight of industry acclaim. That epitomized the satisfaction of writer Millard Lampell, an Emmy winner for his writing achievement in "Eagle in a Cage" on 'Hallmark Hall of Fame.' In his acceptance, Mr. Lampell reported that he had been "blacklisted for 10 years," an obvious reference to the inclusion of his name in 'Red Channels,' an extremist right-wing and influential publication of the '50's, that pointed a finger at those in the entertainment field that it considered politically dangerous. The compilation that included Mr. Lampell's name was said by 'Red Channels' to show those who had been "inveiged to lend their names, according to public records, to organizations espousing Communist causes."

Outstanding writing achievement in variety: Al Gordon, Hal Goldman, Sheldon Keller, *An Evening with Carol Channing*, CBS-TV.

Outstanding directorial achievement in variety or music: Alan Handley, *The Julie Andrews Show*, NBC-TV.

Outstanding continued performance by an actress in a leading role in a comedy series: Mary Tyler Moore, *The Dick Van Dyke Show*.

Outstanding directorial achievement

in comedy: William Asher, *Bewitched* series.

Program achievements in news and documentaries: *American White Paper: "United States Foreign Policy,"* NBC-TV; "KKK—the Invisible Empire," CBS-TV; "Senate Hearings on Vietnam," NBC-TV.

Program achievements in daytime programming: *Camera Three*, CBS-TV; *Mutual of Omaha's Wild Kingdom*, NBC-TV.

Program achievement in sports: *ABC Wide World of Sports*, *CBS Golf Classics* and *Shell's Wonderful World of Golf*.

Individual achievement in educational television: Julia Child, *The French Chef*, National Educational Television.

Individual achievement in music: Laurence Rosenthal, *Michelangelo: The Last Giant*, NBC-TV.

Individual achievement in art direction and allied crafts: James Tritipo, *The Hollywood Palace*, ABC-TV.

Individual achievement in cinematography: Winton C. Hoch, *Voyage to the Bottom of the Sea*, ABC-TV; special classification: L. B. Abbott and Howard Lydecker for photographic effects, *Voyage to the Bottom of the Sea*.

Individual achievement in film editing: David Blewitt and William T. Cartwright, *Making of the President 1964*, CBS-TV; Marvin Coil, Everett Douglas and Ellsworth Hoagland, *Bonanza*, NBC-TV.

Individual achievement in electronic production: for audio engineering—Laurence Schneider, "Seventh Annual Youth Performers Program," *New York Philharmonic Young People's Concert*, CBS-TV; for video tape editing: Craig Curtis and Art Schneider, *The Julie Andrews Show*; for lighting: Lon Stucky, *Frank Sinatra: A Man and His Music*.

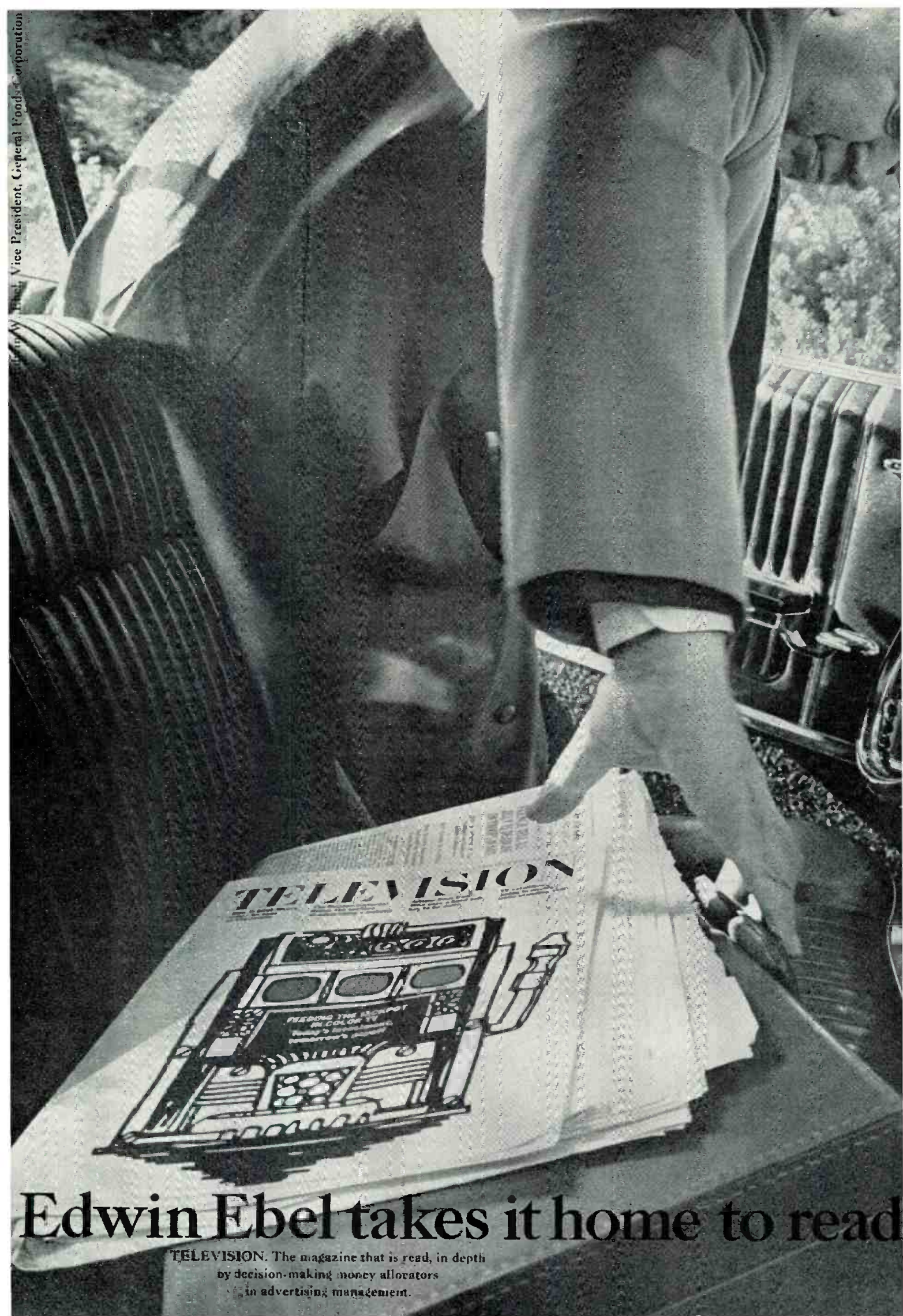
Individual achievement (special classification): Burr Tillstrom, Berlin Wall hand ballet on *That Was the Week That Was*, NBC-TV.

Individual achievement in electronic production: O. Tamburri, "Inherit the Wind," *Hallmark Hall of Fame*.

Individual achievement in engineering development: CBS-TV and MVR Corp. for the National Football League stop-action playback and to the Hughes Aircraft Corp. for the Early Bird satellite.

Trustees awards: Xerox Corp. and the late Edward R. Murrow.





Edwin Ebel takes it home to read

TELEVISION. The magazine that is read, in depth  
by decision-making money alligators  
in advertising management.



## Three networks win School Bell awards

National School Bell awards were extended last week to ABC, CBS and NBC by the National Educational Association (NEA) and five other national educational groups.

The networks were honored along with winners in the print media for distinguished coverage of the educational field.

NBC received an award for outstanding dramatic interpretation of education for "Inherit the Wind," a program in the *Hallmark Hall of Fame* series.

CBS News was named for the national testing series, which included *The National Drivers' Test*, *The National Citizenship Test*, and *The National Health Test*.

An award for distinguished documentary interpretation of education in a single program series went to ABC News and to David L. Wolper Productions for *The Teen-Age Revolution*.

The five national organizations that sponsor the annual awards in addition to the NEA are: the American Association of School Administrators, Council of Chief State School Officers, National Association of Secretaries of State Teachers Associations, National Congress of Parent and Teachers and the National School Boards Association.

## Big productions for radio sales pitch

Efforts of stations participating in the periodically held CBS Radio Sales Seminar to dramatize their strong points reached a new high, or pitch, at the May 20-24 meeting. At Pheasant Run Lodge, St. Charles, Ill., 85 executives, sales and promotion personnel attended the event highlighted by presentations of 12 stations represented by CBS Radio Spot Sales and small-group sales sessions.

Several presentations built up enough enthusiasm for a 40-piece band—and one station actually brought in such an entourage for its presentation. KMOX St. Louis struck up the band (high school, 40-piece assemblage) to accompany George Jessel who likened the hall to William Paley's (CBS board chairman) office and otherwise cut-up as the station's presenter. Al Capp (creator of "Lil' Abner") "narrated" a presentation for WEEI Boston, and WBBM Chicago flew in four of its air personal-

ities for the occasion by helicopter to make a "live" presentation. Other presentations were shown by WCAU Philadelphia, WCCO Minneapolis-St. Paul, KCBS San Francisco, WKAT Miami, WCBS New York, WTOP Washington, KTRH Houston, and KCMO Kansas City, Mo. During the meeting such executives as Fred Ruegg, CBS Radio vice president for station administration, reported to the seminar (BROADCASTING, May 23).

Why all that hoopla? Each station, said a CBS spokesman, wants to impress the national salesman (CBS Radio Spot Sales) with the selling message. Last such seminar was held two years ago.

## Drumbeats . . .

**Boss of the year** ■ Herbert E. Evans, president, Peoples Broadcasting Corp. Columbus, Ohio, has been named 1966 International Boss of the Year by The National Secretaries Association. Peoples Broadcasting operates: WRFD-AM-FM Columbus-Worthington; WGAR-AM-FM Cleveland, both Ohio, and WATE-AM-TV Knoxville, Tenn.

**Youth employment** ■ The U. S. Department of Labor has asked TV to help its Youth Opportunity Campaign this summer. Spots and slides were sent to TV stations and will be followed up with three one-minute spots by the vice president, secretary of labor and secretary of commerce. The TV campaign is to urge participation by employers in the youth campaign.

**GMB picked** ■ KPAT Berkeley, Calif., has appointed Geyer, Morey, Ballard, New York, to handle advertising within the nine San Francisco-Bay Area counties.

**The Missoula market** ■ KGVO-TV Missoula, Mont., has released a market brochure for agencies and advertisers. The four-color booklet tells of the \$310.9 million market covered by KGVO-TV.

**Terre Haute data** ■ WTHI-AM-TV Terre Haute, Ind., is distributing to advertisers and agencies a 1965-66 consumer brand purchase research study of its market compiled by the bureau of business research, Indiana State University.

**Two for Sarnoff** ■ RCA president Robert W. Sarnoff will receive two honorary degrees next weekend, doctor of laws at the graduation convocation of LaSalle College in Philadelphia on June 4, and fine arts at Washburn University (Topeka, Kan.) on June 5. Mr. Sarnoff will deliver the commencement address to the graduating class at Washburn.

**Cox quizzed** ■ Sixteen junior high students fired questions at FCC Commissioner Kenneth Cox last week as part of their three-day tour of Washington



under sponsorship of Pittsburgh National Bank and WTAE(TV) Pittsburgh. They were members of the two winning teams that defeated 30 other school teams in *Junior High Quiz* this past season on WTAE. L to r: Program creator-moderator Ricki Wertz; Commissioner Cox; Scott Spadafore, captain of the Charleroi Junior High team, and Richard Thomas, captain of St. Edmund's Academy team.

**Convention services expanding** ■ Convention and Exposition Services Inc. is now providing extensive production, staging and associated services for television and allied fields in the south Florida area. George Gill, company vice president and general manager, has announced that affiliate services and offices are being established in other regions. Convention and Exposition Services Inc. is located at 4116 Meridian Avenue, Miami Beach.

## Bristol, Scott named to AFA hall of fame

The late Lee Hastings Bristol, former chairman of the board of the Bristol-Myers Co., and the late Walter Dill Scott, former president of Northwestern University and early author on advertising subjects, have been elected to the Advertising Hall of Fame. The hall was established in 1949 by the Advertising Federation of America (AFA) to honor individuals who have made lasting contributions to the social and economic values of advertising.

Mr. Bristol, the AFA noted, was a founding member of the Advertising Council and was largely responsible for his company's growth as a broadcast advertiser. Professor Scott established much of the foundation for advertising education at colleges and universities, particularly through his books, *The Theory of Advertising* (1903) and *The Psychology of Advertising* (1908).

# FCC money troubles may force cutbacks

Hyde tells Hill group that higher-power project will be put aside; Magnuson opposes top-50 proposal

The FCC is shelving proposals for "superpower" tests on clear-channel stations. The demands on a tight budget of what are considered higher-priority items, such as community-antenna-television regulation, are too great to permit a follow-through on the proposed experiments in the foreseeable future.

Acting FCC Chairman Rosel H. Hyde made the disclosure last week while appearing before a Senate appropriations subcommittee on the commission's budget request for fiscal 1967.

At the same time, an influential member of the Senate indicated there was another controversial proposal he wouldn't mind seeing abandoned—the one to limit the expansion of multiple TV-station owners in the top-50 markets.

Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee, indicated he felt the proposal would discriminate against newly developing group owners. He made the comment while wearing his hat as chairman of the Appropriations Subcommittee on Independent Offices, before which the commission was testifying.

Chairman Hyde, in his prepared testimony, "urgently" requested the Senate to restore the \$181,500 that the House voted to cut from the \$17,520,000 appropriation that President Johnson recommended for the agency. He said the reduction, if allowed to stand, would require sharp cutbacks in the amount of personnel now available to handle an increasing workload.

**On The Shelf** ■ Chairman Hyde, in answer to a question said one job the commission has decided to put aside for the foreseeable future involves the plan to permit some clear-channel stations to operate experimentally with power in excess of the present 50 kw limit.

The commission staff has drafted technical criteria which might be used in determining which of the remaining 12 unduplicated clear-channel stations should be authorized to operate with higher power. The commission began considering the tests two years ago, at

the time it began implementing its order to duplicate 13 of the 25 clear-channel stations.

Public disclosure of the staff document touched off a campaign on the part the Association of Broadcast Standards, in Congress and at the FCC, to head off any grants experimental or otherwise (BROADCASTING, May 9). The 100 ABS stations, mostly class III regionals, are worried about the competitive effect of "superpower" grants to a handful of clear-channel stations.

However, Chairman Hyde said the



Senator Magnuson  
Is top-50 rule discriminatory?

decision to drop the project was made before the campaign began. He said the commission felt, "in light of the man hours involved in the project, and in light of [its] overall program, the commission should not take any action at this time."

**Allott's Concern** ■ Senator Gordon Allott (R-Colo.), who had expressed

concern about the higher-power matter, asked when the commission might consider it. In view of the commission workload, Chairman Hyde said, he didn't contemplate action "for months."

The disclosure was not unexpected. Commission members and staffers over the past few weeks have indicated that, at a time when pressures for economy are great, experimentation with higher power could be considered an "expensible" project (BROADCASTING, May 9).

The commission is worried about its funding for the next fiscal year. Chairman Hyde said that even if the full amount requested were approved the commission would have to eliminate 11 positions. And if the amount voted by the House—although equal to the appropriation approved for the current fiscal year—is allowed to stand, 18 more positions would have to be cut—all this, he said, at a time when the commission is "experiencing an expansion of activity and basic responsibility in extremely important regulatory areas." The additional \$181,500 requested for 1967 would merely cover pay increases voted by Congress.

CATV regulation, undertaken two months ago following the preparation of the budget request, is a case in point. Chairman Hyde strongly hinted that the commission will request a supplemental appropriation to finance that activity (CLOSED CIRCUIT, May 23). He said that preliminary studies indicate that the commission would have requested funds for 41 positions if it had budgeted for CATV regulation.

However, it's not clear yet whether some of those positions could be filled by reassigning existing personnel. Congressional action on CATV, if any, will have a bearing on commission staffing needs, as will the kind of commission policies that evolve under the rules. The commission is expected to make firm decisions on its staff needs some time next month.

**Magnuson On Top 50** ■ Senator Magnuson commented on the proposed multiple-ownership rule after Chairman Hyde cited it as an example of the work that is occupying the commission. The rule would bar broadcasters from acquiring more than three TV stations in the top-50 markets, and would permit no more than two of the stations to be VHF's. An interim policy based on that rule is now in effect.

Senator Magnuson, noting that broadcasters with existing holdings in excess of the proposed limits wouldn't have to divest, said: "You don't allow anyone else" to develop to a point where he could compete with existing large multiple owners. "You ought to treat them [broadcasters] equally, no matter



who they are."

Senator Magnuson thus joined Senators John O. Pastore (D-R. I.), chairman of the Commerce Committee's Subcommittee on Communications and Vance Hartke (D-Ind.), a member of that subcommittee, in criticizing the proposal. Senators Pastore and Hartke commented on it during a hearing last year (BROADCASTING, March 1, 1965).

**ETV Growth** ■ In a matter close to Senator Magnuson's heart, Chairman Hyde reported that the number of operating educational television stations had reached 100 in the past year and that, within the next five years, "we hope to see at least 300 stations on the air providing a nationwide educational service." Senator Magnuson sponsored the legislation providing for federal aid for construction of educational television stations.

Chairman Hyde noted that the commission set aside 750 UHF allocations for ETV and said it "anticipates increasing activity in the ETV field." Senator Magnuson, "pleased" with the way the Magnuson Act has been used, said the Commerce Committee staff is studying "what more can be accomplished" if the act is extended before its expiration next year.

Chairman Hyde said he believes the commission can "make a greater contribution to excellence in programing" through educational television "than any other way." He sees educational television as an "important stimulant" to commercial broadcasting in terms of programing.

Senator Magnuson offered some hope that the commission may in the not too distant future be given quarters to house all of its Washington activities. Commission offices are spread through portions of two downtown Washington buildings, and the agency is being pressured to leave the one containing most of its functions—the Post Office Department Building.

The Post Office wants the commission to give up some one-third of the 100,000 square feet of space it occupies in the building by July 1, the remainder by next year. However, a compromise is being worked out whereby the commission dislodgement this summer will be minimal.

Senator Magnuson said the General Services Administration, the government's housekeeping agency, told his subcommittee that if Congress restores the funds for new buildings cut by the House, two regulatory agencies could move into the structure now housing the Labor Department. A new Labor Department building was among the victims of the House action.

Told by Chairman Hyde that the Post Office "is pressuring us to get out," Senator Magnuson said, "Tell 'em to wait."

## In the wings: WLBT hearing

### FCC votes to schedule court-ordered renewal hearing on race issue

The FCC, acting under orders from the U. S. Court of Appeals, began setting the stage last week for a license-renewal hearing that, for delicacy and potential controversy, has few parallels in the commission's history.

The license at stake is that of WLBT (TV) Jackson, Miss., owned by the Lamar Life Insurance Co. The issues involve charges that the station was unfair in its treatment of the race question and discriminated against Negroes in its programing. And the hearing will probably be held in Jackson.

The order stated that the examiner who will preside and the date and place of the hearing will be specified later. But it is customary for the commission to order a license-renewal hearing in the community of the station involved.

Thus the commission in the spring of 1966 is moving toward the kind of hearing it thought unnecessary and probably unwise in the spring of 1965, when it granted WLBT a one-year license renewal (BROADCASTING, May 24, 1965). Commission members then privately acknowledged they didn't relish the prospect of a hearing involving the race question in Jackson. And the order providing for the renewal noted that Jackson "is entering a critical period in race relations" and said that the station could contribute to a resolution of the problems "arising in this respect."

**Court Action** ■ But the U.S. Court of Appeals in Washington, acting on an appeal, directed the commission to hold an evidentiary hearing on the renewal application, and, in a benchmark holding, declared that "responsible" members of the public should be permitted to participate in renewal hearings (BROADCASTING, March 28). Previously, the commission limited its grant of standing to persons claiming that they would be economically damaged or that their stations would suffer electrical interference from the grant of a license. The commission had held it could represent the public.

Accordingly the commission last week voted to vacate its one-year license-renewal grant, and conferred standing on the parties who had petitioned for a denial of WLBT's renewal application and who had taken the

court appeal: the United Church of Christ's office of communication, the United Church of Christ at Tougaloo, Miss., and Aaron Henry and Robert L. T. Smith, Mississippi civil-rights leaders (BROADCASTING, May 23).

The commission indicated that, in following the court's ruling in the future, it generally would confer standing on groups as a means of keeping the number of parties in hearings within manageable limits. "We believe that organizations rather than individuals are likely to be representative of the community and helpful to the commission in a proceeding such as this," it said. The commission added that since the four parties in the WLBT case have joined in their pleadings and are represented by the same counsel, "there will be no proliferation of parties."

**Burden of Proof** ■ The commission placed on the four the burden of proof in connection with two of the four issues in the hearing—whether WLBT has afforded reasonable opportunity for the discussion of conflicting views on issues of public importance and whether the station offered Negroes in its service area an opportunity to use its facilities.

The commission's Broadcast Bureau will be required to shoulder the burden of proof on a question of whether the station acted in good faith in connection with the presentation of programs on racial discrimination and, "particularly, whether it has misrepresented" this aspect of its programing to the commission and the public.

The station will bear the burden of proof on the final issue: "Whether in light of all the evidence," a license renewal "would serve the public interest, convenience or necessity."

In this connection the commission held that the examiner should admit evidence dealing with the station's performance in the past year.

**Cox Dissents** ■ The commission vote ordering the hearing was unanimous, but Commissioner Kenneth A. Cox dissented from various parts of the order. He said the commission should have included an issue relating to the "possible unauthorized transfer of control of the station" from Lamar Life Broadcasting Co. to Lamar Life Insurance Co. He also disagreed on the allocation of the burden of proof. He said the parties should be responsible for presenting evidence on the issues but that the station should bear the burden of proof—"that is, the risk of nonpersuasion."

The question of a possible unauthorized transfer of control had originally been raised by the complainants. And Commissioner Cox and former Chairman E. William Henry, in voting for a hearing on the station's license-renewal application last year, said there

was a question as to whether the insurance company had controlled the station since it was first licensed in 1953. The insurance company had created Lamar Life Broadcasting and sold its stock in it to insurance company employees and stockholders for \$10,000.

In a separate order, the commission granted the license-renewal applications of WLBT's affiliated stations, WJDX-AM-FM. The order noted that the grants were "not to be construed as determinative of any issues contained in the WLBT hearing."

Acting FCC Chairman Rosel H. Hyde and Commissioners Lee Loevinger and Robert T. Bartley voted for the renewal grants. Commissioners Cox and James J. Wadsworth concurred in the result but would have made the renewals subject to the outcome of the WLBT hearing.

## Springfield, Ill., says its size exaggerated

Usually city officials are all for bigger and better ratings for their cities, but last week the Springfield, Ill., city council took a different tack: It wants Springfield to be removed from the top-100 market list.

The council unanimously passed a

resolution backing the request of First Illinois Cable TV Inc. to the FCC seeking permission to bring into the city five independent TV stations from Chicago and one from St. Louis, and in so doing seconded First Illinois' principal argument that Springfield should not be considered a part of the 73rd market, but should be somewhere between



Mr. Clancy

103 and 110.

This is the key contention of First Illinois in its petition last week to the FCC for a waiver of the rules forbidding a community antenna TV system from bringing into its community TV signals that do not place a Grade B signal in the area.

First Illinois maintains that the Springfield-Decatur-Champaign-Danville area is a contrived and false combination. Only one station, First Illinois said, puts a Grade A signal over Springfield, and that is WICS(TV) Springfield, on channel 3. The other area TV stations, WCIA(TV) Champaign-Urbana, WTVB(TV) Decatur and WICD(TV) Danville, barely put a Grade B signal over the area, First Illinois contended.

First Illinois also maintained that its

franchise with the city calls for it to furnish not only the local TV stations but also the five from Chicago and the one from St. Louis. If the commission denies its request, First Illinois said, it would force a violation of this contract.

The five Chicago stations to be brought in are WGN-TV, WCIV-TV, WFLD(TV), and educational WTTW(TV) and WXXW(TV). KPLR-TV would be brought in from St. Louis.

Last Monday (May 23) First Illinois announced its lease arrangements with Illinois Bell Telephone Co., and its plans to serve Springfield's 120,000 people with a 365-mile CATV system (BROADCASTING, May 23). The company is 60% owned by JFD Electronics Corp., New York (receiving antennas); 32.5% by William E. Clancy, who is president of First Illinois, and 7.5% by Ira Kamen, consulting engineer. First Illinois holds franchises also for Waukegan, Dwight, Kewanee and Harrisburg, all Illinois; Louisiana, Mo., and for a section of Tucson, Ariz.

## Computer Sciences seeks Seiler firm

Computer Sciences Corp., which acquired the Alfred Politz research firm in an exchange of stock earlier this year (BROADCASTING, Feb. 28), was reported last week to be negotiating for acquisition of Media Statistics Inc.

The Politz organization is widely known for its research work in the print media. It also has done some radio and TV audience research. Media Statistics of Silver Spring, Md., headed by James Seiler, formerly of American Research Bureau, concentrates on the broadcast measurement field.

Mr. Seiler confirmed last week that his firm had been approached by Computer Sciences and that some discussions had been held regarding a possible merger. He said also, however, that no discussions were now in progress, and indicated that no further developments were expected soon, if at all.

## Kansas TV network formed

The Greater Kansas Broadcasting System has been established by five TV stations in the state. The new regional network includes KTVH Wichita-Hutchinson, WIBW-TV Topeka, KAYS-TV Hays, KTVC Ensign-Dodge City and KLOE-TV Goodland. The national sales representative is Avery-Knodel Inc. Advertisers may buy all or any part of the network according to individual marketing needs.

## Rev. McIntire's association delayed AM grant

The Navajo Bible School and Mission Inc. was granted a construction permit by the FCC last week to build a daytime AM station in Window Rock, Ariz., to, as the application put it, "bring the gospel of salvation" to the Navajo Indians in the area. The grant, however, was not made without some soul-searching on the part of the commission.

Among the 14 directors of the school is the controversial Rev. Dr. Carl McIntire. Another is a member of the faculty of the Faith Theological Seminary of Philadelphia, which Dr. McIntire heads. And mention of Dr. McIntire's name automatically causes eyebrows, and sometimes temperatures, to rise at the FCC.

His right-wing-oriented broadcasts, heard on more than 600 radio stations, are frequently cited in fairness-doctrine complaints to the commission. And WXUR Media, Pa., whose transfer of control to the Faith Theological Seminary was granted last year despite protests from labor, liberal and church groups (BROADCAST-

ING, March 22, 1965) has been charged, by the Pennsylvania House of Representatives, among others, of right-wing bias.

**Tenuous Relationship** ■ Accordingly, commission action on the application for a station to bring the gospel to the Navajos was delayed. The commission staff, however, finally determined that Dr. McIntire's connection with the Navajo Bible School was tenuous at best; he had permitted himself to be listed as a director years ago, but had never participated in the operation of the school. Further, the staff noted that he was only one of 14 directors of a nonprofit organization and, therefore, very likely could not exert much influence on the station.

As a result, a grant was recommended, and the commission vote was 4-1. Commissioner Kenneth A. Cox, the lone dissenter, issued no statement. But he was also the lone dissenter from the commission action approving the WXUR transfer. Commissioner Lee Loevinger was absent.





## This is television's first UHF super gain zig-zag antenna.

Overmyer Communications Company just ordered 3 of them.

General Electric's new super gain antennas, series TY-97-A for channels 14 to 83, offer you an almost unlimited choice of directional patterns. The standard omnidirectional version has a power gain of 44.5—with 20% null fill-in and 0.75° beam tilt.

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The antenna shown here is 1 of 3 purchased by Overmyer Communications. It's for channel 24, and has a directional pattern giving a maximum power gain ratio of 131.3.

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GE-31

**GENERAL  ELECTRIC**

## ABC answers KOB: it's still WABC owner

ABC has asked the FCC to dismiss the petition of KOB Albuquerque, N. M., that opposes ABC's application for assignment of WABC New York (BROADCASTING, May 16).

The assignment is part of ABC's merger with International Telephone and Telegraph Co. ABC is assigning WABC to the new corporation that will merge with IT&T.

KOB, which has been competing with WABC for the 770-kc frequency since 1941 had asked for denial of the transfer application on the basis that WABC's license renewal application is still pending and that, therefore, ABC has nothing to assign.

ABC answered that the expired license continues in effect while its renewal application is pending and that ABC has every right to assign this license.

KOB also had argued that since it is competing for the New York facility with WABC it has a right to a comparative hearing with WABC as presently organized rather than with a new licensee. KOB filed an application for the New York facility in 1960, on top of

ABC's application for renewal of WABC's license.

ABC said that since no hearing has begun and since KOB's application hasn't even received an FCC docket number, it is "nonsensical" to argue that KOB has an absolute right to a comparative hearing with ABC as presently organized. The network added that KOB has not explained why it would be worse off competing against the new ABC rather than the present ABC.

## Two bills call for longer license terms

Broadcasters who are seeking a longer license term received additional support last week in the form of two bills introduced in the House of Representatives.

The bills, which were introduced by Representatives John Buchanan (R-Ala.) and Arnold Olsen (D-Mont.), are identical to a bill introduced two weeks ago by Representative Robert N.C. Nix (D-Pa.) (BROADCASTING, May 23).

All three bills provide for six-year license terms in both the broadcast and common-carrier services.

Representative Paul J. Krebs (D-N.J.) also is expected to introduce an

identical bill. All four congressmen are members of the House Subcommittee on Census and Statistics, which is looking into the government's paperwork problem.

## Brooke says state doesn't have CATV jurisdiction

Massachusetts Attorney General Edward Brooke said last Thursday that his state does not have jurisdiction over community antenna television.

The Massachusetts House had requested Mr. Brooke's opinion on a bill that would place CATV activities under the authority of the state public utilities department. With such jurisdiction the state would have been able to regulate rates and charges.

Mr. Brooke stated that Congress assumed control over TV regulation via the 1934 Federal Communications Act and that the federal legislative body now intends to occupy the entire field of TV regulation.

"General state regulation of community antennas has been precluded by the Federal Communications Act," he said. The state attorney general said, however, that state and local officials do have the authority to regulate the use of municipal rights of way or to legislate ordinances to govern pole and cable locations.

## Changing hands

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

■ KDEO El Cajon, Calif.: Sold by John Hearne and Howard Tullis, principal stockholders in Tullis-Hearne Broadcasting Corp., to Metro Communications for \$425,000. Principal stockholders of Metro Communications are Mortimer W. Hall, former president and owner of KLAC Los Angeles; Don Balsamo, KHJ-TV Los Angeles; Morton Sidley, RKO General, and Leonard Cohen. Mr. Balsamo will be vice president and general manager. KDEO is on 910 kc fulltime with 1 kw.

■ KBUY Amarillo, Tex.: Sold by Radio KBUY Inc. Giles E. Miller, president, to John B. Walton Jr. for \$405,000. Mr. Walton owns KVII-FM-TV Amarillo, KVKM-FM-TV Monahans, KERP-AM-TV El Paso, all Texas; KFIF Tucson, Ariz., and KVOB Albuquerque, N. M. He also has recently purchased KCUL-AM-FM Fort Worth, which is pending FCC approval. KBUY operates fulltime on 1010 kc with 5 kw. Broker: Hamilton-Landis.

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of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 78).

■ **WKPT-AM-FM Kingsport, Tenn.:** Sold by C. P. Edwards Jr. and associates to Holston Valley Broadcasting Corp., subsidiary corporation of Home News Publishing Co., (*New Brunswick* [N. J.] *Home News*) for \$500,000. Home News has majority interest in WINE and WGHF(FM) Brookfield, Conn. WKPT operates on 1400 kc with 1 kw day and 250 w night. WKPT-FM operates on 98.5 kc with 10 kw. Price includes covenant not to compete for five years within 50-mile radius.

■ **WEZY-AM-FM Cocoa, Fla.:** Sold by WEZY Inc. (Irving Braun, president and general manager) to Gannett Florida Corp., a subsidiary of Gannett Co., for \$350,000. Gannett Co., newspaper publisher and broadcaster, owns WHEC-AM-TV Rochester, WINR-AM-TV Binghamton, both New York; and WDAN Danville, and WREX-TV Rockford, both Illinois. WEZY operates fulltime on 1350 kc with 1 kw. WEZY-FM operates on 99.3 mc with 3 kw. FCC Commissioners Robert T. Bartley and Kenneth Cox dissented.

■ **WNEL Caguas, P. R.:** Sold by Atlantic Broadcasting Corp. (John W. Sexton, president) to Quilanz Broadcasting Corp., which is owned by Segismundo Quinones Jr. for \$328,629. Mr. Quinones is licensee of WPRM-FM San Juan, P. R. WNEL operates on 1430 kc with 5 kw day and 500 w night.

■ **Note:** Edward Winton, one of the buyers of WSKP Miami, was erroneously identified as being associated with Hamilton-Landis & Associates, station brokers, in report on FCC station sale approvals two weeks ago (BROADCASTING, May 23). Mr. Winton has no connection with Hamilton-Landis or any other station brokerage firm.

#### COMMUNITY TELEVISION

■ **Corning, N. Y.:** Sold by Charles W. Fibley Jr. to Newhouse Broadcasting Co. for consideration reported to be in excess of \$1 million. The seven-channel system, which was established in 1954, serves over 5,500 subscribers with TV signals from Syracuse, Buffalo, Binghamton, and Rochester, all New York, and WPIX(TV) New York City via microwave. It also serves South Corning and Gibson, both New York. Newhouse Broadcasting, through its CATV subsidiary, Newchannels Corp., owns six operating CATV systems and five franchises in upstate New York communities. Sale is subject to city council approval. Newhouse spokesman said that the new owner plans to increase the system to receive 12 channels.

## Gault heads Viking's busy new CATV arm

Systems Construction Corp., Dallas, a subsidiary of Viking Industries Inc., announces four major construction contracts to build community antenna television systems.



Mr. Gault

Work has already started on a 250-mile, \$1.6 million system for Gregg Cablevision Inc. in southern Illinois, including the communities of Marion, Herrin,

West Frankfort, Johnston City, Carterville, Carbondale, Murphysborough and Energy. Completion of the system for the group CATV-broadcast owner, is scheduled for late fall.

In Hobbs, N. M., Systems Construction is building a \$240,000 12-channel system for Lin Broadcasting Corp. (same ownership as Gregg Cablevision) with completion due in late summer.

In New Castle, Pa., a 200-mile system is being built for the franchise

holder which is jointly owned by Neptune Broadcasting Co. (Rust Craft Broadcasting), Brush-Moore Newspapers and Viking Industries' Continental CATV Corp. In Steubenville, Ohio, a 70-mile extension is being built for Neptune Broadcasting, with completion due in mid-summer.

Continental CATV Corp., formed to operate Viking Industries' CATV properties, was established early this month and is headed by John F. Gault as executive vice president.

Viking owns CATV systems in Rochester, Beaver and Monaco, all Pennsylvania, and, in conjunction with Neptune and Brush-Moore Newspapers, in East Liverpool and Wellsville, both Ohio, as well as New Castle, Pa.

Viking Industries, which manufactures coaxial cable, amplifiers and other electronic equipment for the CATV industry, reported 1965 earnings of \$602,080 (72 cents a share) on sales of \$11,683,610. First quarter 1966 earnings, said to be the best in the company's history, reached \$232,000 (27 cents a share) on sales of \$3,750,000. This is 200% over 1965's first quarter earnings of \$80,000 (9 cents a share) and 41% over the same 1965 period's sales of \$2,650,000. On May 9, Viking Industries split its stock 3 for 2.

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**NORTHWEST**—Daytimer in major university town. \$30,000 in real estate included. Total price of \$85,000 with \$20,000 down. **Contact—John F. Hardesty in our San Francisco office.**

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## Sterling wants CATV franchise in Hoboken

Sterling Communications Inc., a subsidiary of Sterling Information Services, New York, is seeking a franchise for a community antenna television system in Hoboken, N. J.

The city council of Hoboken is scheduled to hold a public hearing June 15 to decide on Sterling's petition. Sterling has proposed rates of no more than \$6 per month for each subscriber in the first five years, and installation charges not over \$70 for that period.

Sterling's parent company, SIS, now holds a CATV grant in New York City (BROADCASTING, Dec. 6, 1965). Its major stockholders are Time-Life Broadcast (largest interest at 20%), William Lear of Lear Jet Corp., station owner J. Elroy McCaw, former Secretary of the Treasury Robert Anderson and Sterling Movies. SIS also owns Channel 6 Teleguide of New York, a hotel information service.

## Media notes . . .

**New AM this week** ■ WKXR Exeter, N. H., licensed to Coastal Broadcasting Co., will begin broadcasting June 4 as a 1-kw daytimer on 1540 kc. WKXR is represented by New England Spot Sales and Vic Piano Associates. President is Frank B. Estes, and vice president and general manager is Ronald P. Allard.

**Expansion** ■ The annual two-day National Association of Broadcasters state presidents conference may be a thing of the past. Next year's session in Washington has been set for three days, March 1-3. The extra time on the first day will be turned over to the executive secretaries' meeting.

**Overflow crowd** ■ The maximum enrollment of 70 broadcasting executives will attend the National Association of Broadcasters fifth Management Development Seminar at Harvard University's Graduate School of Business Administration, July 17-29. The seminar had been set for 60, but extra registrations pushed the number to the limit. The two-week course is to develop skills in sales, personnel, budgeting and competitive programming.

**California tax relief bill** ■ A bill to exempt nonprofit educational television stations from the personal property tax was given a "do pass" recommendation by the California state senate revenue and taxation committee last week. The measure was later amended to include nonprofit educational radio stations. The original bill was presented by As-

semblyman John Quimby of San Bernardino county who pointed out that there are four nonprofit ETV stations currently operating in California and that other such stations would be discouraged from coming into the state unless the tax exemption is granted. Objections that ETV does not meet the constitutional requirements for personal property tax exemption were overridden in committee.

**FM entry** ■ KXIC-FM Iowa City, Iowa, has gone on the air at 100.7 mc. The fulltime stereo station, owned by the Johnson County Broadcasting System, has an effective radiated power of 26.6 kw horizontal and 3.56 kw vertical. Gene Claussen is KXIC-FM's station manager.

**LaRue changes streets** ■ LaRue Media Brokers, New York, is moving to new headquarters at 116 Central Park South, effective June 1. New telephone number is (212) 265-3430.

## Study analyzes '64 political spending

A study of the financing of the 1964 presidential election, *Financing the 1964 Election*, was released last week.

Written by Herbert E. Alexander and published by the Citizens' Research Foundation, Princeton, N. J., the 137-page study contains material on the conventions, the general-election campaigns, the sources of funds, labor and business in politics and political broadcasting.

Total network and station charges for political broadcasting at all levels during the general election in 1964 were \$24.6 million, compared with \$9.8 million spent in 1956, the report said. Of this amount, \$17.5 million was spent in television and of that total 73% was in spot TV, the study reported.

The volume is packed with facts and figures and raises questions concerning some widely held beliefs about national political campaigns that it says were refuted in 1964.

## Broadcasters cited for safety efforts

The major problem in highway safety is the driver and "he is the person our transmitters can reach," John F. Dille Jr., chairman of the National Association of Broadcasters, said last week.

Speaking at a banquet in New York for the Alfred P. Sloan Radio-TV Awards for Highway Safety, Mr. Dille congratulated radio-TV networks, advertisers and station personnel on their

contributions to the national highway-safety effort. He stated that a broadcaster's participation in the safety campaign is based on the "conviction that the horrifying carnage on the highways demands a contribution of his personal time and effort, the commitment of his broadcasting facilities, and his unduplicated ability to speak directly and immediately to the public."

## Robison bill would extend aid to ETV

A bill to extend federal aid to educational television was introduced in the House last week by Representative Howard W. Robison (R-N.Y.).

The four-year-old program, which is due to expire next year, provides for federal funds to states on a matching basis for ETV.

Representative Robison's bill would extend the program for another five years. It also would increase the maximum amount any state could receive from \$1 million to \$2 million.

## WIFE says FCC acted on erroneous facts

WIFE-AM-FM Indianapolis has asked the FCC to reconsider its action designating for hearing the stations' license renewal applications because of alleged misrepresentations to advertisers and mishandling of contests (BROADCASTING, May 2).

WIFE said last week that the commission, did not have all the pertinent facts before it and that its action was based upon "a series of erroneous assumptions and clearly erroneous facts."

The station contends that many of the advertising errors concerned the scheduling of spot announcements, and that when the errors were discovered, the advertisers were notified promptly. Where there were errors concerning the number of spots carried, the advertisers were given complete restitution according to WIFE.

The commission also charged that the stations had conducted a contest in which they continued to broadcast clues after all of the prizes had been won. WIFE replied that part of the chance of the contest was the knowledge that someone else might have already submitted a winning entry prior to the closing date for entries.

In a footnote to its petition WIFE pointed out that the commission action was taken by a 4 to 2 vote with former FCC Chairman E. William Henry in the majority. It also pointed out that the absent commissioner, Lee Loevinger, is now back at the commission.



# Can TV use a shot in the arm? We say yes.

And right now in major cities across the country we're preparing the medicine.  
Competition.

Toledo got some first, with the inauguration of WDHO-TV 24 this month.

Other cities will follow: Pittsburgh, Atlanta, San Francisco, Cincinnati, and the Houston area.

There will be six Overmyer stations in all, and all planned for this year.

That's a very healthy dose of competition. We think it will be good for everybody.

Most importantly, that long-suffering member of the population known as The Viewer.

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## The Overmyer Group

# TV warned against short-sighted critics

Bluem hits 'conscience commission' at NATPE meeting; Bass urges decisiveness on equal time

Television is the single form of public communication that is "freeing man to be himself," a college professor told broadcasters last week.

He also said:

■ Television's great contribution to mankind appears to be that it is giving to each man himself the ultimate power to control the communication process, that is, the ability to decide whether he will see what is offered and the manner and degree he will respond, if at all.

■ TV is doing this in spite of its own desires or those of the various "elites" within our social orders who long since have gained control of the older mass media. Therefore no national-conscience commission or similar power group could shape TV into any form that would recapture control of the viewer.

The speaker was A. William Bluem of the Newhouse Communication Center at Syracuse University. His audience was the National Association of Television Program Executives meeting in Chicago for its third annual conference.

It is because TV fails to demand uniform responses of its audiences, professor Bluem indicated, that the traditional power centers in our various institutions of society have declared war on the new medium and are insisting that it do better.

Just over 100 station program officials were present at the two-day NATPE meeting. Also on the agenda were discussions of good taste in television, political broadcasting and alternative sources of program supply.

**Formally Organized** ■ In its closing business session NATPE adopted its constitution and by-laws and became a formal national organization, incorporated on a nonprofit basis in New York State. John H. Haldi, WBNS-TV Columbus, Ohio, is NATPE's new president (see page 76).

Professor Bluem noted that in our democracy we traditionally have expected the major media to "support a stable social fabric" and at the same time "help institutions revise, reshape

and redirect their aims and purposes." Because of TV's dominant control of public attention, he said, "many regard the medium as a sheer and raw electronic power to not only introduce but to force change."

But, he held, it is possible that television is not equipped to do this because of its unique nature. Whatever else television may be, he said, "it has



Senator Bass



Mr. Werner



Mr. Block



Mr. Cott

this undeniable virtue: In all crucial matters of taste and social behavior, it leaves people alone."

Professor Bluem explained that viewers are "only casually related to the experiences set forth upon the small screen." Thus the message that urges the older media to "watch-and-learn" is ignored, he said, because TV "has so shaped the message as to rob it of the demand for response."

When the message becomes too insistent or too stark, he continued, it is merely "stared at", that is, viewed without seeing, "or physically turned away from—as evidenced by the recent chan-

nel-switching which occurred when the lives of two American astronauts were threatened."

**Conformity** ■ Considering the present structure and direction of the mass media in this century, Mr. Bluem said, "it becomes perfectly obvious that the only force which is at least working toward some individualization of spirit and independence of mind among the masses of mankind is television." Both the print and theatrical media (drama, movies) have gradually succeeded in both their public and educational aspects, he noted, "in forcing rigid conformity within our society."

Television "demands no course of action and seeks no conformist response to those myriad situations and conditions of life which it brings before us," he said, while the requirements of mass marketing and the necessity for government assignment and control of frequencies "have fostered a public medium which is as nearly free of group or institutional power as any in history."

Professor Bluem thought it clear that those who make a career of telling TV what it must do to be more adult need to do some growing up of their own. He refuted the arguments of former newspaperman W. H. Ferry, now with the Center for the Study of Democratic Institutions, and the "conscience commission" proposal of Harry S. Ashmore, chairman of that group's executive committee (BROADCASTING, May 2, April 25).

**Analyze Critically** ■ "There certainly is hope for a greater use of this medium in the further development of our democratic society," Mr. Bluem said. "But all such hope depends upon a critical analysis which must grow out of and away from ancient, tired slogans and resentfulness of institutions we have long since admitted into partnership as controlling forces in our society."

If TV is to make significant contributions, he held, it will have to ignore all short-sighted criticism "and stumble ahead as it has been doing. It can not betray its own style."

Each person in the TV audience, for reasons which are his alone, Professor Bluem said, "wants television to divert, to play, to engage him lightly, and—in all matters of vital social concern—to let him see for himself."

He continued: "After nearly five centuries of being tyrannized and directed by print, after five decades of being pushed and literally carried outside himself by cinematic 'story' images and after 20 centuries of being made part of a theatrical mob, man is at last left alone amidst the richness of experience in a total world civilization."

"No pedagogue, author, director,



playwright, politician, editor or anyone else who demands that man watch—and employs all the wondrous technology of this age to make that demand insistently persuasive—can make man do so.”

**An Invisible Shield** ■ Senator Ross Bass (D-Tenn.), who took part in NATPE's political broadcast panel, contended that Section 315 of the Communications Act, dealing with equal time for candidates, “is one of the least enforced laws on the books. It is used by your industry as a shield. It should either be repealed or enforced. I know of no station that takes it seriously. And no one has ever lost a license over 315.”

Asked if he personally favors repeal of the law, Senator Bass agreed that there are two sides to the issue and it should be studied more carefully.

The need for new forms of political expression in the broadcast media was voiced by Ted Cott, president of Oakland Productions Inc. He cited success in recent campaigns through use of the political telethon technique.

William Sheehan, vice president of ABC News, reviewed technical advances in political coverage. He also cited the various proposals given for improved use of the media such as the shorter election campaign and the British plan of giving TV time according to previous election popularity.

**Sex Symbols on TV** ■ A second college professor at the NATPE meeting took an alarmed look at the sexual extremes to be found in TV commercials today, particularly hidden symbolism. Dr. Alfred A. Messer, professor of psychiatry at Emory University, Atlanta, reported that, based on what he sees in his medical practice involving young adolescents, he is very concerned about the effect of sexually stimulating advertising in all media. Editorial content in some cases is obviously bad too, he added.

Doctor Messer especially cited marketing's use of the tools of psychiatry to insert excessive sexual interest in advertising to heighten attention. “In our society the sexual motor is being driven by advertising and marketing,” he said, “and not by psychiatry. We may have given you the driver's license, but you are racing the motor.”

One of the most flagrant uses of symbolism in a TV commercial is a spot for a cigar. He listed various symbols including the final one where the “commercial ends with the scene of a train ramming home in a tunnel.” Other commercials of the same firm are guilty of double entendre too, he charged.

Television personality Burr Tillstrom said he objects to the subtle innuendoes more than the more obvious matters of bad taste in programs. He also felt the

“seduction” of youth by cigarette commercials “really comes under the class of being immoral.” Standards of decency “are individual and begin at home,” Mr. Tillstrom said.

Louis Lomax, author and KTTV(TV) Los Angeles commentator, said “the most indecent thing on television is our unwillingness to make people think.”

Roy Danish, director of the Television Information Office, pointed out there is no single image of TV today because there are an infinite number of personal notions based on varied backgrounds and viewing habits. He said public behavior is the only sure measure of television's acceptance and it demonstrates general favor.

**TV Farm System** ■ Mel Goldberg, vice president of research and planning, Blair Television, urged local stations to develop some sort of “farm system” to encourage talent and ideas. He warned stations to enhance their local service and program individuality before some satellite, cable-TV or pay-TV development left them unneeded by either the viewer or advertiser.

The elaborate and expensive methods of the networks in seeking out new talent and programs were outlined by Mort Werner, vice president-programs, NBC-TV, and Irwin Segelstein, New York program vice president of CBS-TV. Both cited grave concern over the escalating costs of production, especially labor.

They also indicated much of the criticism of TV is not justified in view of the extensive and diversified schedules presented by both networks and stations. Mr. Werner cited the praise given “Death of a Salesman” and commented that there was really nothing different about the show except that “it was just done better.”

Richard Block, vice president and general manager, Kaiser Broadcasting, UHF station group owner, suggested there is less mutual affinity between UHF stations than people think. Each is unique in its own market, he held. Stations will achieve their uniqueness as in radio, he felt, through their own personality and packaging of basic elements.

Les Arries Jr., vice president, Westinghouse Program Sales, said the future for “live on tape” production by stations and groups is virtually unlimited. Through more creative efforts by stations willing to risk a few dollars in experimentation, he said, a vital new program source could be developed successfully.

Michael S. Kievman, programing vice president of Avco Broadcasting, related his group's success in extensive local program development that now has blossomed into syndication. It doesn't take a big organization, he said, “only a good ideal, hard work and a lot

of guts.”

Herb Jacobs, president of TV Stations Inc., New York, warned local stations to invest more in local program development now or abdicate future programing to a few major interests.

Rod Serling, retiring president of the National Academy of Television Arts and Sciences, pointed out that local stations can be more than “learning houses for network programs.” He suggested the “burning issues” of the day give stations great opportunities to develop local shows based on exploring the conflict of ideas. “People understand controversy and want to take sides,” he noted.

Technical advances in local station colorcasting were explored during a half-day meeting of NATPE at WGN-TV Chicago.

## C&W: the new breed that's hot

That's what they say as program clinics continue in St. Louis, Minneapolis

Part two of the radio program clinics of the National Association of Broadcasters unfolded last week in the Midwest as the traveling roadshow of new creative ideas piled up attendance records at St. Louis and Minneapolis.

Total attendance for the four clinics so far this year is now 452, based on house counts by Sherril Taylor, the NAB's vice president for radio. St. Louis attracted 114 and Minneapolis 145. Earlier clinics were held at Portland, Ore., and Houston (BROADCASTING, May 16).

There still are two clinics to go: Tarrytown, N.Y., June 6-7, and Fort Lauderdale, Fla., June 9-10.

Country music's rising profitability and rapid growth were highlighted in St. Louis by Jerry Glaser, WENO Madison, Tenn., and at Minneapolis by George Dubinetz, WJJD Chicago.

“There is a new breed of country and western music and it's the hottest thing in broadcasting today,” Mr. Dubinetz declared. Stations are going C&W at the rate of one a day, he noted.

There are few forms of music that can equal the broad appeal of C&W music in the full ranges of tempo, arrangements, instrumentation, beat and composition that are current today, Mr. Dubinetz said.

**Advertisers Like It** ■ WJJD went to C&W last year, he related, and met tre-

mendous audience success from all segments of the population. Advertiser billing has tripled and extensive blue chip national accounts acquired, he said. Rates have been increased several times and go up again July 1.

The great quality improvement in country music was emphasized by Mr. Glaser, who recalled that for many years broadcasters felt such music "had to be bad to be country." National agencies are giving a second look at the "hayseed sound" and are finding that country music "is a force that can make the cash register ring," he said, reviewing C&W station successes today from coast to coast.

John Hurlbut, WVMC Mount Carmel, Ill., who spoke at both clinics last week, pointed out that a good measure of how well stations are serving their markets is to watch where the politicians go when they want something done. "Do they go to the radio stations or do they head for the nearest publisher's office?" he asked.

"If one journalistic force could ever dominate, it can be radio," Mr. Hurlbut said. Radio "can walk circles around newspapers in influencing, moving and motivating the public, especially in the smaller markets," he said, pointing out he is in a position to know since he is a broadcaster who since has become a publisher.

Edward D. Allen Jr., WGOR Sturgeon Bay, Wis., told the St. Louis clinic that news should be fast to reach the microphone but delivered clearly and with understanding. "Scoops are not as important as accuracy," he said.

Names of local people are always news. Mr. Allen said, suggesting small-market stations should air every kind of personal news possible, including everything from births and deaths to traffic fines. This type of station should be in as many places in the community as possible, he urged, covering every activity.

**News to the Hilt** ■ Jim Bormann, news director, WCCO Minneapolis, told



Taking part in the NAB clinic in St. Louis were sitting (l-r): Gil Bond, KIXI Seattle; Bob Bruton, WFAA Dallas; John Hurlbut, WVMC Mount Carmel, Ill.; George Volger, KWPC Muscatine, Iowa, and Jim Bormann, WCCO Minne-

apolis. Standing (l-r): Grover Cobb, KVGB Great Bend, Kan., vice chairman of NAB radio board; Wally Nelskog, KIXI, and Jerry Glaser, WENO Madison, Tenn.

the clinic "radio is the only medium capable of right-now reporting and if we don't play this advantage of immediacy to the hilt we're not being true to our medium."

Mr. Bormann described how WCCO employed eye-witness reporting by phone to relate the movement of tornado funnels that swept through Minneapolis suburbs a year ago. The emergency occurred in the evening during prime TV time, he recalled, "but TV viewers instinctively turned to radio for immediate information because they knew they could depend on radio for that kind of service."

Jack Lemme, KLTF Little Falls, Minn., told the Minneapolis clinic that editorializing is the key element that gives stature and depth to the local station's news coverage and everything else it does. "You'll find a drastic change in the way your public looks at you if you speak out," he said, noting "it also

gives purpose and meaning for our responsibility to serve in the public interest."

## TV covers L.A. murder inquest

Television, in a sense, was on trial throughout the tension-packed inquest hearing into the May 7 fatal shooting of Negro motorist Leonard Deadwyler that took place all last week in Los Angeles county courthouse. A crowd of 1,000 disrupted the opening inquest session on May 19 and while only about 300 turned out the next day, still, some 150 persons were unable to get into the courtroom. It took a skirmish line of 100 helmeted nightstick-carrying deputies to force them from a courthouse corridor. But thanks to television the Negro community's bitterness over not being able to attend the sessions was largely dissipated.

First the coroner's office turned down a request for live television coverage. District Attorney Evelle J. Younger, however, interceded. Reasoning that everyone who wished to should have a chance to witness the hearings, Mr. Younger attained permission for KTLA (TV) Los Angeles to telecast the proceedings live. The station carried the hearings from 10 a.m. to 4 p.m. every day. Other stations in the market showed film clips on their regular news programs.

"It's my feeling," the district attorney explained, "that by giving the inquest live-TV coverage, it will be possible for all to see that it is being con-

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But the telecast soon succeeded in compiling serious ramifications and in outraging influential officials. One key witness, bus driver Jonathan Preston was reluctant to testify because of the widespread exposure his appearance would get on television. He finally agreed to be questioned in the case only after the district attorney's office guaranteed protection for himself and his family.

Meanwhile, Los Angeles county supervisor Warren M. Dorn, a candidate for the Republican gubernatorial nomination in California, charged that the television inquest is "more like a side-show and a circus . . . It's a show that is beneath the dignity of the county."

## N.Y. stations televise legislative debate

WGR-TV Buffalo, N. Y., given clearance at the 11th hour by New York state officials, provided a total of 16 hours of live pickup from the capitol in Albany during debate on New York's Medicaid law.

The lawmakers' re-examination of the program, currently one of the state's more controversial issues, was carried 11 hours last Tuesday (May 24) by WGR-TV which also fed its telecast to WKBW-TV Buffalo, WHEN-TV Syracuse, WMHT(TV) Schenectady non-commercial and WHEC-TV Rochester, all New York.

All except WKBW-TV carried an additional five hours of coverage the next day. WGR-TV had offered pickups to all TV stations in the state.

## One apple can spoil the whole court scene

The public expects more than paper-and-pencil reporting from television but it's hard for TV to deliver this from courtrooms. In Texas and Colorado, where the state bar associations left it to the judges to decide if they want radio and TV coverage, it has become "very difficult for us to cover a trial the way we are best equipped to do it."

Ray Miller, news director, KPRC-AM-TV Houston decried those critics who claim TV cameras in courtrooms are a recent innovation. He told the Women's Auxiliary of the South Texas College of Law last Friday (May 27) that courtroom pictures have been allowed in Texas for 14 or 15 years and there is not "a single recorded case that I know of where any of this coverage has caused anyone to be convicted of anything he would not otherwise have been

convicted of."

Mr. Miller claimed that the cameras in the court had nothing to do with the conviction of Billy Sol Estes in Tyler, Tex. Television did not make Estes notorious, he said, the cameras "simply reacted to that notoriety" he had made for himself.

The Estes case, in which the Supreme Court ordered a new trial because of the TV coverage, was cited by Mr. Miller as one in which "a handful of people simply went overboard and overdid it to the point that they provided a horrible example for the people who were looking for horrible examples."

He complained that the "unfortunate" Tyler incident and the subsequent Supreme Court decision have allowed critics of live coverage to ignore the dozens of cases where stations have "quietly and unobtrusively covered criminal cases with film cameras, no extra lights . . . no complaints, no appeals and no protests."

## Illinois resolutions

Proposals to permit broadcast coverage of the U.S. House of Representatives and to provide access to public records have received "strong endorsement" in resolutions approved by the Illinois Broadcasters Association and the Illinois News Broadcasters Association. The resolutions in both instances were introduced before the state groups by Bruce Dennis, vice president and manager of news, WGN-AM-TV Chicago, at their meetings about 10 days ago. They supported HR-641, now pending in the House, that would allow radio-TV coverage of that body of Congress, and S-1160, a Senate bill, soon to be reported to the House, that would assure availability of public records to the news media.

## UPI to keep stations up to date on pictures

United Press International is offering TV stations a new 35mm color slide library service called Unislide.

The initial package contains 250 35mm color transparencies in cardboard mounts of people and places having lasting news value, according to Wayne Sargent, UPI general sales manager. The package will be updated at the rate of at least four slides per month.

Mr. Sargent said the service was previewed to the industry at the NAB convention last March and at that time more than 100 stations indicated interest. He added that delivery of the service will begin on or before July 1.

Unislide will be offered to all TV stations but UPI picture subscribers will be provided with special prices, according to Mr. Sargent. There will be a one-year period of free updating service.

The service is designed primarily for color news programs and documentaries, but slides may be used on black-and-white shows, it was pointed out.

## King releases sports package

King Features Syndicate, New York, has begun distribution of a third radio series entitled *Sport Shorts*.

The newest package comprises 365 one-minute stories of unusual sports events, compiled and produced by sports writer Mac Davis. Radio stations buying the series before July 1 will also receive a special bonus of 49 short baseball stories for separate programming. King Features' other two radio packages are *Here's Heloise* in five-minute programs, and *Starscope* in five and one-minute versions.



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## Tele-graff Film plans movie production

Tele-graff Film Corp., New York, which was formed five months ago as a TV program distributor, is moving into the field of production of features primarily for TV and is concluding co-production agreements with Spanish and Italian film companies.

E. Jonny Graff, president, reported last week that the first two feature projects are "Dayton's Devils," which centers around a U. S. Army payroll theft, and "The Monument," an action-adventure story set on the boundary of East and West Berlin. Each feature will be budgeted at approximately \$500,000 with "Devils" shot in Spain (with producer Angel Ibarra) and "Monument" in Germany and Italy (with Interfilm of Italy). Each film will have some theatrical exposure in the U. S. prior to TV release here, according to Mr. Graff. Americans will be cast in the leading roles.

Mr. Graff, who resigned as vice president for television of Embassy Pictures earlier this year, has been assembling a package of feature films from abroad and has acquired 23 features to date, 17 of which are in color. They are in the process of being dubbed and edited and are being offered for sale to TV although a few will have prior theatrical exposure, Mr. Graff noted.

The bulk of the features being offered to TV by Tele-graff were produced in Italy and Spain. Mr. Graff views Spain as a growing source of



Mr. Graff

features for TV in the U. S., adding that a more liberalized stance by the government there is resulting in "more provocative and exciting features." Spanish performers who are gaining international stature, he said, are Francisco Pabal, Fernando Sanchez and Nuria Hespert.

## ABC-TV special heads for theaters for UN

"The Poppy Is Also a Flower," an ABC-TV 90-minute TV special depicting a United Nations crackdown on international narcotics smuggling, will be given worldwide theatrical distribution taking the unusual route of TV to movie theater. Telsun Foundation Inc., New York, produced the show and Xerox underwrote costs (time and production).

Major American distributors will release the full-length theatrical version in the U.S. and Canada and Wiener-Stadthalle Stadion, an Austrian production-distribution firm, will handle overseas distribution.

Profits after investment and distribution costs will be turned over to the UN and other organizations working for UN goals. The production, starring some 22 internationally-famous actors, was telecast on April 22.

## NET gets Xerox help

Under a public service grant by Xerox Corp., Rochester, N.Y., National Educational Television established a hookup of 11 eastcoast stations last Tuesday (May 24) to broadcast a speech by Secretary of State Dean Rusk live from New York. Mr. Rusk spoke at a dinner given by the Council on Foreign Relations and CBS on the occasion of the establishment of the Edward R. Murrow Fellowship for American foreign correspondents.

## Writers-producers talk about contract

No progress has been made and none appears imminent in the negotiations that are currently going on between the television networks, television film producers and the Writers Guild of America West on a new television-film agreement to replace the present one that expires June 15. The WGAW already has told producers that its members will not work without a contract and that there will be no extension of the old one. The strike threat brings negotiations among these factions to their most crucial stage since 1960 when the writers staged a 22-week walkout.

Among other advances, the guild is looking to increase the minimum scale its members get for writing television scripts, while management is hoping to sign a longterm contract but is not prepared to meet the WGAW's money demands. More than a dozen negotiating sessions between the union on one side and TV network representatives and the Association of Motion Picture and TV Producers and Society of Independent Producers on the other already have taken place. So far some give-and-take has been noted on secondary problems, but key issues are at a standstill.

Meanwhile, three new members were elected and five incumbents were returned to the Writers Guild Council as a result of an annual membership meeting held May 19. Chosen to serve until May 1968 are John Furia Jr. and Sam Rolfe for television-radio and Rod Serling for motion pictures. Re-elected were screen writers Edward Anhalt, Fay Kanin, Leonard Spigelgass and television writers Joel Kane and Sy Salkowitz.

## Radio series sales . . .

*Jimmy Fidler Hollywood News Program* (Jimmy Fidler Productions): WJIL Jacksonville, Ill.; KXGI Fort Madison, Iowa, and WVLD Valdosta, Ga.

*John Doremus Show* (Functional Media): KMYO Little Rock, Ark.; WIVC-FM Peoria, Ill.; WFBM-FM Indianapolis; WDEA-FM Ellsworth, Me.; WOOD-AM-FM Grand Rapids, Mich.; KNXR Rochester, Minn.; KOCY-AM-FM Oklahoma City; KVIL-FM Dallas, and KCBF Lubbock, Tex.

*The Joe Pyne Show* (Hartwest Productions): KJOY Stockton, Calif.; KLVJ Beaumont, Tex.; KGLC Miami, Okla.; WTTT Toledo, Ohio, and WBKH Hattiesburg, Miss.

*Point of Law* (Signal Productions):

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WILZ St. Petersburg and WFTL Fort Lauderdale, both Florida, and KFPW Fort Smith, Ark.

*Doctor's House Call* (Signal Productions): KYMO Little Rock, Ark.

*Sports Close-Up* (Signal Productions): KMO Tacoma, Wash.; KFPW Fort Smith, Ark., and KPAY Chico, Calif.

*July 4, 1776* (Woroner Productions): WFHR Wisconsin Rapids and WMAD Madison, both Wisconsin, and KZIN Yuba City, Calif.

*Close-Up* (Woroner Productions): KZIN Yuba City, Calif.

*Tips On Tots* (Woroner Productions): KSEL Lubbock, Tex.

## Film sales . . .

*The Big World of Little Adam* (Banner Films): WFLD(TV) Chicago.

*Bold Journey* (Banner Films): WSUN-TV St. Petersburg, Fla.

*Secret Agent* (ITC): WTOP-TV Washington; KTVT(TV) Fort Worth-Dallas and CKLW-TV Windsor, Ont.-Detroit.

*Seaway* (ITC): KPRC-TV Houston.

*The Exploitable 13* (ITC): WTCN-TV Minneapolis-St. Paul.

*Of Lands and Seas* (Olas Corp.): KSTP-TV Minneapolis-St. Paul.

*Surf's Up!* (RKO General): WFLD-TV Chicago.

*Fashion: Italian Style* (RKO General): WISH-TV Indianapolis.

*Night Train* (Seven Arts TV): WGHP-TV High Point, N. C.

*The Discophonic Scene* (Seven Arts TV): WKEF(TV) Dayton, Ohio, and WLYH-TV Lancaster-Lebanon, Pa.

*Oh, My Word!* (Seven Arts TV): WGN-TV Chicago and WCPO-TV Cincinnati.

*The Gypsy Rose Lee Show* (Seven Arts TV): WHEC-TV Rochester, N. Y.

*Big Night Out* (Seven Arts TV): WLUK-TV Green Bay, Wis., and Zimmer, McClaskey, Lewis Advertising Agency, Louisville, Ky.

*Man in Space* (Seven Arts TV): WNEF-TV Binghamton, N. Y.; WLEX-TV Lexington, Ky., and KOLO-TV Reno.

*Looney Tunes Cartoons* (Seven Arts TV): WRAL-TV Raleigh, N. C.

*Behind the Scenes with the Royal Ballet* (Seven Arts TV): WGT(TV) Athens, Ga., noncommercial.

*Boston Symphony Orchestra* (Seven Arts TV): WLEX-TV Lexington, Ky.

*Volume 10* (Seven Arts): WFIL-TV

Philadelphia; WNAC-TV Boston; KOMO-TV Seattle; WLKY-TV Louisville, Ky, and KRDO-TV Colorado Springs, Colo.

*Marine Boy* (Seven Arts TV): WBNS-TV Columbus, Ohio; CKLW-TV Windsor, Ont.-Detroit; WLEX-TV Lexington, Ky., and WLUK-TV Green Bay, Wis. Now in eight markets.

*Out of the Inkwell* (Seven Arts TV): WFLD(TV) Chicago, WAIH-TV Atlanta and WPHL-TV Philadelphia. Now in 13 markets.

*The Fast 23* (Seven Arts TV): KABC-TV Los Angeles; KOIN-TV Portland, Ore.; KERO-TV Bakersfield, Calif.; WVEC-TV Norfolk, Va.; WDAU-TV Scranton, Pa.; KTVK(TV) Phoenix, and KGMB-TV Honolulu.

*If These Walls Could Speak* (TV III): WNEW-TV New York, KTTV(TV) Los Angeles and WTTG(TV) Washington.

*New Three Stooges Cartoons* (TV III): KPHO-TV Phoenix; WFMY-TV Greensboro, N. C.; WDHO-TV Toledo, Ohio; WFAA-TV Dallas-Fort Worth; KRIS-TV Corpus Christi, Tex.; WTAZ-TV Norfolk, Va.; KBAY-TV San Francisco; KJDO Rosenberg-Houston; WSCO-TV Newport, Ky.-Cincinnati, and WATL-TV Atlanta.

*1965 United States National Parachuting Championships* (Triangle): KING-TV Seattle and WDIO(TV) Duluth, Minn.

## 'Lassie' in syndication with 156 episodes

One of television's durable properties, *Lassie*, will be romping on both the network and local station trail next season. The syndicated version, titled *Timmy and Lassie*, was reported last week to have generated sales in excess of \$600,000 in its first 10 weeks of syndication.

Hardie Frieberg, president of the Telesynd Division of the Wrather Corp., revealed in New York that since mid-March *Timmy and Lassie* has been sold in 15 markets, including Los Angeles, Chicago, San Francisco and Boston for starts in the fall. Available for syndication are 156 black-and-white half-hour episodes which were presented on CBS-TV from 1960 to 1964.

"Most stations will be stripping *Timmy and Lassie* in early evening periods," Mr. Frieberg said. "We are selling them to stations for two runs, and we now are close to making a number of other deals."

Concurrently, *Lassie* begins its 11th network season next fall on CBS-TV in the Sunday, 7-7:30 p.m. period. Episodes will be in color, as were those for the 1965-66 season.

Telesynd has been involved primarily

in the sale of TV properties of the Wrather Corp. (*Lassie*, *The Lone Ranger*, *Sergeant Preston of the Yukon*) but is seeking to handle suitable programming of independent producers. In line with expansion plans, Mr. Frieberg said, Telesynd recently appointed Dick Perrin, formerly with Embassy Television as an account executive in New York.

## Program notes . . .

**Fourth for Storer** ■ Storer Broadcasting Co. has produced its fourth radio public affairs service program. *America the Beautiful* was recorded by Mrs. Lyndon B. Johnson, Mrs. Hubert Humphrey, two Cabinet members and several Cabinet members' wives. Lionel F. Baxter, vice president of Storer Broadcasting Co., has announced that the series will be made available to all broadcasters on request and without charge.

**SDX study** ■ Sigma Delta Chi, the professional journalistic society, has published a pamphlet on the opportunities in broadcast journalism, written by David von Sothen and Wallace Fanning. The pamphlet, one of Sigma Delta Chi's career series, tells how top executives in broadcasting learned "the way" through the news ranks.

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# The pinch on land-mobile users

House group responds to plea that FCC be asked to explore ways to allow more space in spectrum

A House subcommittee last week agreed to send the FCC a letter requesting that action be taken to meet the frequency shortage in the land-mobile radio services.

The decision was made by the House Small Business Subcommittee on Regulatory and Enforcement Agencies after it heard testimony from licensees in the FCC's business radio service. Testifying before the subcommittee were Val J. Williams, executive vice president of the National Association of Business and Educational Radio Inc., and several individual business radio licensees.

Mr. Williams asked for the subcommittee's assistance in pushing the FCC to initiate a rulemaking action to give the land-mobile services additional spectrum space.

At the conclusion of the testimony Representative Silvio O. Conte (R-Mass.) suggested that the subcommittee transmit the testimony to the FCC and request the commission "to take action to meet the shortage." Representative Neal Smith (D-Iowa), who was

presiding at the time, then instructed the committee staff to draft a letter to the commission.

**Where?** ■ Although Mr. Williams told the subcommittee of "the urgent need for additional frequencies" in the land-mobile services, he did not say where those frequencies should come from.

Several proposals have been advanced in the past, however, to appropriate or share part of the TV spectrum as a step toward solving the frequency shortage problem for the mobile radio users.

Mr. Williams said that the number of licensees in the business radio service has increased from 2,333 in 1958, the year the service was established, to 73,915 in 1965. And the number of individual vehicles which have transmitters in this service has increased from 25,328 in 1958 to over half a million in 1965, he said.

Several of the licensees who testified about their experiences in business radio said that the frequency shortage in some cities was so severe that five or

six different licensees were being assigned the same frequency. Some said that they were forced to halt expansion of their businesses because of the shortage of frequency space.

**Fastest Growth** ■ Mr. Williams pointed out that the business radio service is only one of some 20 services under land-mobile radio. He said the business radio service, however, has the largest number of stations and has experienced the most rapid growth.

Because of research and technological advances the use of the available spectrum space for land-mobile users has quadrupled in the past 20 years, Mr. Williams said. But he added that the possibility of frequency relief through further technical advances has been just about exhausted. He said that the future growth potential of mobile radio can be realized "only by the allocation of additional spectrum."

Mr. Williams quoted liberally from FCC reports and testimony to show that "the FCC has repeatedly acknowledged the need of the mobile radio services for frequency relief." He added that although the commission is well aware of the problem it has initiated no proposal to allocate additional spectrum space.

While acknowledging that there are proposals before the commission that would afford some relief by bringing about more efficient use of the spectrum, Mr. Williams emphasized his belief that long-term relief must involve additional frequency allocations.

The subcommittee has been looking into the problems of small businessmen who are under the jurisdiction of the regulatory and enforcement agencies of the federal government. In June the committee will hear from Donald H. McGannon, president of Westinghouse Broadcasting Co. and from the National Association of Broadcasters.

## Broadcast Bureau grants its first CAR license

A community antenna television system in Santa Maria, Calif., has become the first recipient of a microwave license in the new Community Antenna Relay—or CAR—service.

The commission's Broadcast Bureau, acting under delegated authority, made the grant to Santa Maria Valley Cable TV Inc., last week, some seven months after the CAR service was established.

The service was created for noncommon-carrier microwave operators that serve CATV's in order to relieve growing CATV pressure on common-



Testifying before the House Small Business Subcommittee on Regulatory and Enforcement Agencies last week were the National Association of Business and Educational Radio Inc.

and several licensees in the FCC's business radio service. Above are Val J. Williams (r), executive vice president of NABER and Donald C. Beelar, Washington attorney for NABER.



## A picture-by-phone device for TV news

A quick way to get black-and-white still pictures by telephone to a TV station has been developed by the Magnavox Co., Fort Wayne, Ind., for marketing by Xerox Corp., Rochester, N. Y., officials of the companies reported last week.

They said the first experiment with the Xerox Magnavox Telecopier, a facsimile transmission device, had been conducted by WROC-TV Rochester.

Newsman Mort Nusbaum, covering a Xerox annual meeting in Chicago, photographed scenes with a Polaroid instant-processing camera. Each finished print was inserted into a Telecopier changed to tone signals, then transmitted over conventional telephone lines to the WROC-TV studios. On the receiving end, another Telecopier picked up the tones for conversion back to graphic form.

Mr. Nusbaum's 6 p.m. deadline for a program *How's Business*, was met with a taped commentary and reproduced pictures.

The 46-pound unit can be plugged into a standard 110-volt a.c. power outlet. TV stations that lease it will be charged \$35 per month plus a minimum meter fee of \$15, equivalent to 600 minutes monthly. A Xerox spokesman indicated an 8- by 10-inch photograph can be relayed in six minutes with the Telecopier.



WROC-TV studio technician zooms in on the still shot of C. Peter McColough (left on monitor), new president of Xerox, and Mr. Nusbaum.

carrier frequencies. CAR licensees operate in the 12,700-13,200 mc band, well above the 6,000 mc band reserved for common carriers.

The Santa Maria system will provide 12 channels of service, nine of them by relay from Los Angeles—KNXT(TV), KNBC(TV), KTLA(TV), KABC-TV, KHJ-TV, KTTV(TV), KCOP(TV), KCET(TV), and KMEX-TV. The three stations whose signals the system receives off the air are KSBY-TV San Luis Obispo, KCOY-TV Santa Maria and KEYT(TV) Santa Barbara.

The system, which is 80% owned by H&B Communications Corp., will operate on 12,700-12,925 mc with 1 w power. Some 20 other CAR applications are pending.

## Emergency power offered

Caterpillar Tractor Co., Peoria, Ill., a manufacturer of power generating equipment, last week announced it is offering emergency stand-by power equipment packages to broadcasters and other businesses. The technical presentation in New York, said by officials to have been stimulated by the extensive electric-power blackouts in the Northeast and Southwest last November, featured facts on the costs and value of battery-powered systems, gasoline and diesel generators, and gas turbines. Agency for Caterpillar is N. W. Ayer & Son Inc., Chicago.

## RCA plans color plant in Puerto Rico

RCA's color-TV production this year will be supplemented by a new electron-gun facility to be located near San Juan, P. R. RCA President Robert W. Sarnoff announced plans for the new plant to an RCA Sales Corp. distributors meeting in San Juan last week.

In his announcement, Mr. Sarnoff referred to RCA's progress this year including the budgeting of an added \$65 million for improvements in home-instrument manufacturing facilities.

A total \$156 million set aside by RCA since 1964, he indicated, has made possible a \$20 million Memphis TV-receiver plant that is about ready to produce some black-and-white sets and will add a color-receiver line later this year; a Bloomington, Ind., color-TV set plant expansion, color TV tube factories increased production in Marion, Ind., and Lancaster, Pa., and a new \$26-million TV tube division in Scranton, Pa. that will open before 1967.

The forecast of a total color-TV industry volume, Mr. Sarnoff said, has been revised upward to 5.5 million sets, replacing an earlier (1964) estimate of 2.5 million units for 1966. The current revision—a doubling of last year's volume—means retail sales of nearly \$3 billion, he added.

Mr. Sarnoff predicted his company would be the first to make and sell over 3 million TV sets in a single year, not-

ing that in 1966, RCA is edging close to that mark.

The proposed 25,000-square-foot plant near San Juan will make electron guns for RCA color TV picture tubes. Mr. Sarnoff reported that limited quantities of the components will be produced by late this year to complement the production of RCA's Lancaster and Marion divisions. RCA Electronics Components and Devices will direct operation of the new plant situated south of the capital in Juncos.

## Technical topics . . .

**Monitors required** ■ The FCC has amended its rules to require FM stations engaged in multiplex stereophonic programming or subsidiary communications authorizations operation to install type-approved frequency and modulation monitors. The effective date is June 1, 1967. Certain installed equipment that meets in part the new requirements may continue to be used until Jan. 1, 1972.

**Two appointments** ■ Ameco Inc., Phoenix, Ariz., manufacturer of community antenna television equipment, has appointed Jennings and Thompson, also of Phoenix, to handle a campaign in national trade publications. Sherrill Dunn (former editor of *TV & Communications*) is Ameco's new advertising director.

**New generator** ■ Kaiser-Cox Corp., Phoenix, Ariz., CATV equipment man-

ufacturer, announces new KCPG pilot carrier generator. Equipment provides frequency-stable, constant RF output for automatically controlling gain and/or equalization of amplifiers. KCPG operates on 166.5 mc with plus or minus 0.05% stability, with direct output level of plus 55 dbmv maximum and low level output of plus 45 dbmv maximum.

**Darker lights for TV** ■ Skirpan Electronics Inc., Long Island City, N. Y., has announced a new line of SCR dimmers for TV studio lighting. Available in capacities of 2, 3, 6 and 12 kw, the dimmers are compact, inert and silicon controlled. The solid-state units have square law dimming curve characteristics and filtering to prevent RFI and lamp noise. Activated by a 24v dc

signal at 1.65 ma, they are ideally suited for remote control by either a single potentiometer or by a complex infinite-preset console.

**Lots of color** ■ Orders for more than \$1.5 million worth of live color cameras have been received by the General Electric Co., Syracuse, N. Y. GE's new PE-250, four-Plumbicon camera, at \$70,000 each, have been ordered by Taft Broadcasting Co. (12), KPRC-TV Houston (six) and KRLD-TV Dallas-Fort Worth (four).

**New U. S. distributor** ■ Canon U.S.A. Inc., New York, has been formed as an import and marketing subsidiary of Canon Camera Co., Tokyo, a TV lens manufacturer. The new firm, formerly a Canon branch office, will be directed by Dr. Matao Mitsui, president.

## FCC ups minimum power for AM stations

The FCC last week amended its rules to increase the minimum power for AM stations from 100 w to 250 w, day and night.

The commission said the new rule would not apply to the nine stations that now operate with 100 w power or to the five applicants for 100 w.

A rulemaking proposal was issued last December because the commission said it regarded the operation of AM stations on less than 250 w as an inefficient use of the AM frequencies.

The vote last week was 5 to 1 with acting Chairman Rosel Hyde casting the dissenting vote.

## FINANCIAL REPORTS

### Northrop, Hallicrafters air merger plans

If a new merger proposal carries through Chicago-based Hallicrafters Corp. will become a subsidiary of the Northrop Corp. of Los Angeles by mid-October. Announcement of proposed merger was made last week by the legal department of the midwest electronics firm.

Hallicrafters' stockholders will receive some \$15 million worth of Northrop stock in exchange. Northrop's basic field is aircraft but it also has electronics and other divisions.

The merger agreement is expected to be signed in June. It then faces approval by the Securities and Exchange Commission, the Internal Revenue Service and various stock exchanges as well as the boards of directors and stockholders of the two firms.

Hallicrafters has been operating at a loss for over two years. President Robert Halligan and his family are still controlling stockholders.

### Seven Arts registers stock offering at SEC

Seven Arts Productions Ltd., Toronto, has registered 500,000 shares of common stock with the Securities and Exchange Commission. The company proposes to offer 200,000 shares to the public while 300,000 shares will be offered to present stockholders. Proceeds from the sale are to be used for reduction of a bank loan, for production of motion pictures to be distributed to the-

aters and television stations, and for working capital.

Allen & Co. Inc., New York, will head a group of underwriters for the offering.

The prospectus lists 44 selling stockholders, including Carroll Rosenbloom, who will offer 100,000 of 200,000 shares held. Other stockholders will offer shares in amounts ranging from 61 to 17,750. In addition to indebtedness, the company has outstanding 2,534,278 common shares, of which management owns 8.63%.

The company is engaged primarily in selling feature films to TV stations.

### Outlook rosy for Collins in fiscal year

Third-quarter results of Collins Radio Co., Dallas, rose sharply for the nine months ended April 29. Backlog on April 29 was reported at \$337 million, up from \$261 million a year ago and \$320 million Jan. 28.

Arthur Collins, president, said that the outlook for the fiscal year ending July 29 appeared favorable "to the extent that earnings are expected to approximate \$3.30 per share on the basis of a weighted average number of shares outstanding during the year." In fiscal 1965 the firm earned \$4,550,000, or \$2.04 a share, on sales of \$282,014,525 (BROADCASTING, Sept. 13, 1965).

The projection, Mr. Collins noted, assumes that \$7,460,000 of 4¾% convertible subordinated debentures due 1983 will be converted to 271,270 shares of common stock before the end of the current fiscal year. Of the original \$12.5 million of the 1983 deben-

tures, \$5,040,000 have already been converted into 183,236 shares of common stock. Mr. Collins noted that the board of directors will consider calling for redemption of the remainder of this series of debentures at its next meeting on June 14.

|                            | 1966        | 1965*       |
|----------------------------|-------------|-------------|
| Earned per share           | \$2.37      | \$1.31      |
| Sales                      | 272,062,000 | 197,080,000 |
| Income before taxes        | 9,873,000   | 4,945,000   |
| Net income                 | 5,357,000   | 2,913,000   |
| Average shares outstanding | 2,260,717   | 2,230,080   |

\*Restated to reflect allocation of yearend tax credit recorded in fourth quarter of 1965.

### Paramount earnings up

Paramount Pictures Corp. operating earnings increased 36% for the first quarter. Quarter ended March 31:

|                      | 1966      | 1965      |
|----------------------|-----------|-----------|
| Earned per share     | \$2.25*   | \$1.49    |
| Net operating income | 3,292,000 | 2,341,000 |
| Shares outstanding   | 1,618,131 | 1,569,956 |

\* Includes profit on sale of assets equivalent to 22 cents a share.

### Financial notes . . .

■ The board of directors of Storer Broadcasting Co., Miami, has declared a regular quarterly dividend of 25 cents a share on common stock payable June 9 to stockholders of record May 20. The board of directors also declared a quarterly dividend of 12½ cents a share on class B common stock.

■ Warner Bros. Pictures Inc. has declared a dividend of 12½ cents per share on common stock, payable Aug. 5, to stockholders of record July 8.

■ MCA Inc., New York, has declared a dividend of 37½ cents a share on outstanding convertible preferred stock, payable June 30 to stockholders of record June 6.



## BROADCAST ADVERTISING



**James Woodward**, senior art director of Norman, Craig & Kummel, New York, elected VP.

**Hank Greene**, assistant general manager of WBZ-TV Boston, joins AM Radio Sales Co., New York,

as VP.

**Norton J. Wolf**, formerly VP and creative supervisor at Benton & Bowles, New York, joins Kastor, Foote, Hilton & Atherton there as VP and creative director.

**David S. Williams**, formerly executive VP of Wade Advertising, Chicago, joins Knox-Reeves Advertising, Minneapolis, as administrative VP effective June 15.



Mr. Pando



Mr. Harwood

**Alan Pando**, management supervisor, and **Jerome Harwood**, associate director, both with Kenyon and Eckhardt, New York, elected VP's.

**Ronald W. Plummer** named VP and director of client services, Buchen Advertising, New York.

**Francis J. Malley**, VP and PR director of Doremus & Co., New York, elected senior VP.

**Joel Raphaelson**, VP and joint copy chief at Ogilvy & Mather, New York, named senior VP. **William E. Whitney Jr.** and **John Heston**, account supervisors at O&M, New York, named VP's.



Mr. Raphaelson

**Henry C. Goldman**, formerly sales manager of WVPO-AM-FM Stroudsburg, Pa., named sales manager of WZIP-AM-FM Cincinnati.

**Robert Jeremiah**, senior media supervisor, Cunningham & Walsh, New York, named director of media planning services, C&W, San Francisco. **John K. Ball**, previously with Filnax Inc., New York, joins C&W there as

producer.



Mr. Parmet

**Gus Parmet**, New England advertising executive and sports broadcaster, forms his own advertising and PR agency, Gus Parmet & Associates, at 86 Burlington St., Providence, R. I.

**Dennis Gillespie**, TV sales manager-Chicago for Peters, Griffin, Woodward Inc., elected VP and placed in charge of special projects and administrative assignments, newly-created post at PGW's New York headquarters. **John McGowan**, who joined PGW in sales in 1964, succeeds Mr. Gillespie in Chicago.

**Dean Ward**, formerly general manager of KOFM(FM) Oklahoma City, named sales manager for WCEE-TV Freeport, Ill.

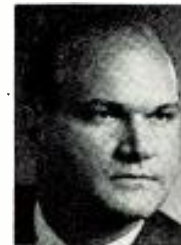
**Milton H. Strasser**, with promotion department of WNEW-TV New York, appointed to new post of assistant director of advertising for Metromedia Inc., that city.

**George L. Holmes**, assistant advertising manager for Alberto-Culver Co., Melrose Park, Ill., appointed account executive at George P. Hollingbery Co., Chicago. **Edward G. Lane III**, time-buyer at Compton Advertising, New York, appointed account executive for Hollingbery in Atlanta.

**James W. Bratten**, formerly head of his own agency in San Diego, and **Donald R. Evers**, advertising director of San

Diego division of Mayfair Supermarkets, form Bratten & Evers/Advertising, 3073 4th Avenue, San Diego.

**Robert Beale**, promotion executive for WATL-TV Atlanta, appointed to newly created position of sales promotion director for KRON-TV San Francisco. **John Chase**, specialist in communications field with Navy, joins KRON-TV's promotion department to handle merchandising.



Mr. Groome

**William R. Groome**, VP and account group head at Ted Bates & Co., New York, elected senior VP.

**Stanley Judell**, controller for General Film Labs., Hollywood commercial film processing firm, assigned to handle overall financial, credit and business management of General Film and West Coast plant of its parent company, DeLuxe Labs. Inc.

**Hooper White**, creative production manager, broadcast commercial production section, Leo Burnett Co., Chicago, appointed VP. Three others made VP there: **Thomas D. Heath**, account supervisor; **William H. Lyman**, associate creative director, and **Wayne A. Wiggins**, account supervisor.

**W. S. Redpath**, chairman of executive committee and vice chairman of board at Ketchum, MacLeod & Grove, Pittsburgh, named chief executive of KM&G's New York office.



Mr. Redpath

**Roger Weil**, former assistant secretary of Papert, Koenig, Lois Inc., New York, named secretary.

**Charles Hirschkind**, controller at Storer Television Sales, New York, joins National Television Sales, that city, as business manager and controller.

**Joel Farrell**, formerly with General Electric Co., appointed manager of advertising and sales promotion for Schick Electric Inc., Lancaster, Pa.

**Ruth Lessley Taylor**, formerly production manager with Kampmann & Bright, Philadelphia, joins The Gerald F. Selinger Co., Bala-Cynwyd, Pa., in same capacity.

**Alan Appleton**, formerly with Young & Rubicam, Chicago, where he has been supervisor on Chrysler Imperial Dealers Association account, joins McCann-

## New RAB assignments

New assignments to major committees of Radio Advertising Bureau were announced last week at RAB board meeting in New York (see page 38). Named to chairmanships: **Lester M. Smith**, KXL Portland, Ore., executive committee; **Roger W. Clipp**, Triangle stations, finance committee; **Harold L. Neal Jr.**, ABC-owned radio stations division, membership committee; **James McKenna**, McKenna & Wilkinson, Washington, by-laws committee, and **John Box Jr.**, Balaban stations, nominating committee. In addition, **Victor C. Diehm** of WAZL Hazleton, Pa., and **Frank P. Fogarty**, Meredith Broadcasting Co., were named to serve as advisory committee.



## Whitley, Allen, Ward named VP's

In a series of management changes at Blair Radio, (l. to r.) **Ed Whitley**, VP and New York sales manager, was appointed VP and general manager of division, and **Peter Allen**, Detroit manager; **Hank Chadwick**, Philadelphia manager, and **Oliver**

**Ward**, Los Angeles manager, elected VP's. **Thomas C. Harrison**, president of Blair Radio (right) announced appointments during two-day session of division managers that took place in New York May 20-21.

**Erickson**, Detroit, next month on Buick account.

**Donald E. Shettko**, director of marketing of Duke Laboratories, South Norwalk, Conn., appointed account executive for The Stuart Co. at Sudler & Hennessey, New York.

**Jim Kelly**, account executive with WNEW-TV New York, joins WOR-TV, that city, as account executive.

**Vincent M. Cremona Jr.**, with Robert E. Eastman & Co., Los Angeles, joins New York sales staff as account executive.

**Frank F. Patterson**, account executive with N. W. Ayer & Son, Philadelphia, joins VanSant Dugdale and Co., Baltimore, as account executive.

**William Simpson**, general manager of KHFI-AM-FM Austin, Tex., named account executive at KHFI-TV, that city.

**Ann Berk**, with Television Bureau of Advertising, New York, appointed writer, sales promotion, NBC Radio, that city.

**Arthur Sakelson**, manager of WDFH (FM) Chicago, and **Robert Gahagan**, formerly with Rollins Outdoor Advertising, Philadelphia, appointed account executives at WRCP-AM-FM Philadelphia.

**Frank Morello**, formerly with Peters, Griffin and Woodward, New York, joins Harrington, Righter & Parsons, same city, as account executive.

**Richard Weis**, for two years with WYLO Jackson, Wis., joins WUHF-TV Milwaukee as account executive.

**Roy Young**, marketing projects manager for Liggett & Myers Tobacco Co., New York, named advertising manager of S. A. Schonbrunn and Co., Palisades Park, N. J.

**Helen Ottomanelli**, with Advertising

Time Sales, New York, named research and promotion associate.

**Kenneth Teason**, formerly creative director at Carr-Liggett Advertising, Cleveland, joins Post-Keyes-Gardner, Chicago, as copywriter.

**John Collins**, with Norman, Craig & Kummel, New York, joins account service group at Smith/Greenland Co., that city.

## MEDIA

**John Haldi**, VP in charge of programs, WBNS-TV Columbus, Ohio, elected president of National Association of Television Program Executives at annual meeting in Chicago (see page 66). He succeeds **Roy A. Smith**, WLAC-TV Nashville. Other new officers: first VP, **Peter A. Kizer**, WOOD-TV Grand Rapids, Mich., and second VP, **Lew Klein**, WFIL-TV Philadelphia.

Elected to NATPE board: **Bob Rier**son, WBTV (TV) Charlotte, N. C.; **Jerry Danziger**, KOB-TV Albuquerque, N. M.; **Bill Wadman**, WGAN-TV Portland, Me.; **Sam Gifford**, WHAS-TV Louisville, Ky.; **Allen Sternberg**, WCKT (TV) Miami; and **Herb Victor**, WMAL-TV Washington. **Roberta Puleo** continues as association's secretary-treasurer at national office, 215 East 49th St., New York.



Mr. Curtis

**L. H. Curtis**, general manager of KSL-TV Salt Lake City, also named executive VP of KSL Inc., (KSL-AM-FM-TV).

**B. Hillman Bailey Jr.**, Natchitoches, La., elected president of Louisiana Association of Cable TV Operators at spring con-

vention in Leesville. He succeeds **Virgil G. Evans**, Alexandria. **Norman Williams**, Stan-Socia Corp. (group, CATV owner), elected secretary treasurer.

**Denson Walker**, manager of WFAA AM-FM Dallas, named president of Association of Broadcast Executives of Texas, succeeding **Jim Terrell**, general manager of KTVT (TV) Fort Worth-Dallas. Other new officers: **Tommy Thompson**, Tracy-Locke Advertising, VP; **Judy Statman**, Bloom Advertising secretary; and **George Watts**, Republic National Bank, treasurer.

**Wayne Kearn**, general manager of KENS-TV San Antonio, Tex., appointed VP of parent Express Publishing Co.



Mr. Villar

**Bob Villar**, sales manager of WSFA-TV Montgomery, Ala., named general manager, succeeding **Carter Hardwick**, who becomes general manager of WIS-TV Columbia, S. C. (BROADCASTING, April 18).

**John Beaty**, with WBNF Binghamton N. Y., appointed station manager of WQAL (FM) Philadelphia.

**Arthur K. Crawford**, formerly sales manager of KCBH (FM) Los Angeles named general manager, replacing **Arthur Crawford**, who will devote full time to Pacific Fine Music Inc., one of 13 applicants for license of KRL/Pasadena, Calif.

**George B. J. Adkisson**, former assistant sales manager of Peters, Griffin Woodward, Chicago, appointed general manager of KFQD Anchorage, Alaska effective June 15.

**Calvin H. Druzman**, general manager of sales for KAUZ-TV Wichita Falls, Tex., appointed general manager of KHFI-AM FM Austin, Tex.

**Howard S. Meighan** and **Albert B. Shepard** re-elected chairman and president, respectively, of International

## Ebel GF consultant

**Edwin W. Ebel**, VP, advertising services, General Foods Corp., White Plains, N. Y., will continue to serve company as consultant on TV advertising after Oct. 1 retirement. Mr. Ebel earlier had announced plans to retire (BROADCASTING, March 14). Mr. Ebel will report to James D. North, VP-marketing services, who assumes responsibility for General Foods' broadcast advertising when Mr. Ebel retires.



Radio and Television Foundation. Foundation was established in 1962 to seek financial support for educational projects of International Radio and Television Society.

**James Winters**, with WABI Bangor, Me., appointed station manager of WPOR Portland, Me. Both are Horace Hildreth stations.

**David D. Matson**, formerly general manager of WBAZ Kingston, N. Y., named co-manager of WEET Richmond, Va.

PROGRAMING

**Ben Fox**, once manager of programing for Dumont TV network in New York and more recently free-lance producer-writer, named program executive for 20th Century-Fox Television, with general supervisory responsibilities for all renewed series. Mr. Fox also will handle liaison with network program executives and currently is developing two new series for 1967-68 season.

**Frank J. Havlicek**, formerly regional sales manager, Sterling Movies, Washington, elected VP and moves to Chicago as regional manager.

**Louis F. Feldman** was re-elected president of Screen Producers Guild at annual meeting in Hollywood. Other officers elected for one-year term are: **Norman Felton**, first VP; **Robert Cohn**, second VP; **David Dortort**, third VP; **Frank McCarthy**, secretary; **Lewis J. Rachmil**, treasurer, and **Aubrey Schenck**, assistant treasurer.

**Lewis Freedman**, director of programing at noncommercial WNDT(TV) Newark, N. J.-New York, named VP of programing.

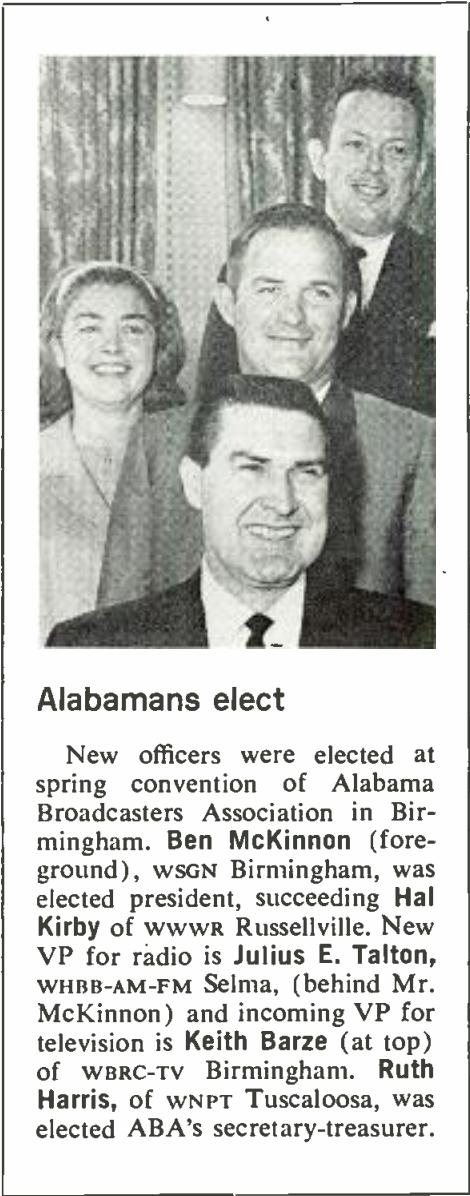
**Norman Rubin**, in real estate, tenant relations and development of studio facilities, MCA, Universal City, Calif., elected VP and secretary of MCA Development Inc., same city, division of MCA Inc.

**Barry Wood**, executive producer of the *Bell Telephone Hour* at Henry Jaffe Enterprises, New York, named VP and executive producer of all projects. With Jaffe since 1959, Mr. Wood produced first Telstar communications satellite telecast for AT&T on July 10, 1962.

**Dale Wehba**, with KOMA Oklahoma City, appointed director of programing, succeeding **Don McGregor**, who becomes director of programing at WTIX New Orleans. Both are Storz Stations.

**Jim Power**, announcer from Norwood, Mass., named program director of WMRC Milford, Mass.

**Jack E. King**, executive with certified public accounting firm of Peat, Marwick, Mitchell and Co., Los An-



Alabamans elect

New officers were elected at spring convention of Alabama Broadcasters Association in Birmingham. **Ben McKinnon** (foreground), WSGN Birmingham, was elected president, succeeding **Hal Kirby** of WWR Russellville. New VP for radio is **Julius E. Talton**, WHBB-AM-FM Selma, (behind Mr. McKinnon) and incoming VP for television is **Keith Barze** (at top) of WBRC-TV Birmingham. **Ruth Harris**, of WNPT Tuscaloosa, was elected ABA's secretary-treasurer.

geles, named controller of Don Fedderson Productions, Hollywood.

**John Rodi**, internal auditor for Desilu Productions Inc., named assistant controller for studio. He replaces **Art Barron**, appointed assistant general manager of Desilu Sales.

**David E. Wilson**, producer, writer and director at WCAU-TV Philadelphia, joins KYW-TV, that city, as director of public affairs. Mr. Wilson replaces **John Baker**, who becomes executive producer.

**Russell D. Martz**, features writer and editor with *Pittsburgh Press*, appointed director of community affairs for KQV-AM-FM Pittsburgh.

**Phil Stout**, program manager of WDVR(FM) Philadelphia, named operations manager.

**David E. Pavlock**, night news editor at WCOA-AM-FM Pensacola, Fla., appointed operations manager.

**Keith H. Fowles**, former manager of WPOR Portland, Me., appointed director of public affairs for WAGM-AM-TV Presque Isle, Me., and operations

manager of WAGM-TV. All are Horace Hildreth stations.

**Bob Speck**, writer for *Hollywood Citizen-News*, appointed director of sports programing for KTLA(TV) Los Angeles.

**Weymeth Simpson**, with news staff of KHQ-TV Spokane, Wash., appointed farm director of KHQ-AM-FM-TV, replacing **Tom Templeton**, who becomes assistant marketing director for Western Wheat Associates in Tokyo.

NEWS

**John Gilligan**, with noncommercial WNDT(TV) Newark, N. J.-New York, appointed director of public affairs and news.

**Nate Churchill**, operations director of WAGM-TV Presque Isle, Me., appointed news director of WAGM-AM-TV.

**Gene Arnold**, with KODA Houston, appointed news director, succeeding **Joe Coffer**, who becomes news director of KXYZ, that city.

**Tom Koller**, program director of WMRC Milford, Mass., appointed news director.

**Don Foster**, KELI Tulsa, elected president of Oklahoma Associated Press Broadcasters Association.

**Chet Murphy**, general manager of KYSS Missoula, elected president of Montana AP Broadcasters Association. **Stan Stevens**, KOJM Havre, elected VP.

**Craig Mailloux**, formerly with United Press International, Los Angeles, appointed manager of UPI's newspicture bureau in Columbus, Ohio.

**Jim Kemp**, newsman with WDSU-AM-FM-TV New Orleans, named state capitol correspondent in Baton Rouge, succeeding **Robert M. Wagner**, now news director of WALA-TV Mobile, Ala. **Doug Ramsey**, news editor at KATU(TV) Portland, Ore., and **Richard Townley**, formerly with ABC News, New York, join news department of WDSU-AM-FM-TV.

**Charles Lambert**, news director of WBCI-AM-FM Williamsburg, Va., joins WCOA-AM-FM Pensacola, Fla., as night news editor.

**Ken Thomas**, news director of WKBN-AM-FM-TV Youngstown, Ohio, joins news department of WXYZ Detroit.

**Alan DePetro**, with WKBN-AM-FM-TV Youngstown, Ohio, joins news staff of WJAS-AM-FM Pittsburgh.

**Roy S. Inouye**, former staff photographer, *Sacramento* (Calif.) *Union*, named chief cameraman, Broadcasters News, Sacramento.

**Joseph P. Bradis**, in charge of Pittsburgh bureau of Associated Press, named AP regional membership ex-

ecutive for broadcast relations in Pennsylvania and Ohio. He succeeds **Gerald B. Trapp**, who has been named broadcast executive in New York.

**Robert E. Berryman**, former PR director for WTRX Flint, Mich., named newscaster for WJRT-TV, that city.

## FANFARE

**John Bechtel**, director of operations for D. H. Overmyer Communications Company, New York, appointed director of creative services, assuming responsibility for all promotion, advertising and publicity functions of group.

**Sam Elber**, editor of *Sponsor* magazine, New York, joins CBS Radio there as executive editor, press information.

**Bernard Ruttenberg**, with CBS Radio, New York, named director of public relations for WNEW-AM-FM, that city.

**Hugh Ferguson**, national sales coordinator for WCAU-AM-FM Philadelphia, appointed director of information services.

**Phyllis Lovejoy**, general manager of KZIX Fort Collins, Colo., joins KLAQ-AM-FM Lakewood, Colo. as promotion director.

**Fred King**, program manager of KQRS-AM-FM Golden Valley, Minn., appointed director of public relations for Minneapolis Symphony Orchestra.

## EQUIPMENT & ENGINEERING

**James C. Bell**, with Day & Zimmerman, Philadelphia, appointed assistant

treasurer and controller of Stainless Inc., North Wales, Pa., designer and manufacturer of broadcast and communications towers.



Mr. Spencer

**Donald Spencer** resigns as board chairman of Spencer-Kennedy Laboratories, Boston. He will continue as director and consultant. **George W. W. Brewster**, who served as chairman until September 1965, succeeds Mr. Spencer.

**Glenn Littlejohn**, with The Boeing Co., named southeast area sales manager for Kaiser-Cox Corp., Phoenix.

**Raymond M. Swenson Jr.**, technical director for CBS-TV's *The Red Skelton Show*, named technical supervisor of engineering staff for KPIX(TV) San Francisco.

**Garth J. Heisig** appointed assistant to board chairman, Motorola Inc., Chicago. His former post of group director-consumer products engineering goes to **Richard A. Kraft** who has been chief TV engineer.

## ALLIED FIELDS

**Stephen B. Labunski**, president, NBC Radio network; **Carl Lindemann Jr.**, VP in charge, NBC Sports; **Don Kirshner**, president, Columbia Pictures-Screen Gems TV music division; **Louis A. Lotito**, president, City Playhouses Inc.; and **Spyros Skouras**, president, 20th Century-Fox Corp., named to lead entertainment industry drive for

1966 fund campaign of American Red Cross in greater New York.

**Carolyn E. Hersh**, supervisor, special studies, NBC research department, New York, appointed manager, program research. **Sam Tuchman**, formerly supervisor, marketing studies, in NBC research department, named manager, marketing and management research.

**James Gray**, president of WALB-TV Albany, Ga., and WJHG-TV Panama City, Fla., has announced his candidacy for Democratic nomination for governor of Georgia.

## INTERNATIONAL

**Stan Wilson**, VP in charge of operations for CTV Television Network, Toronto, becomes resident partner-in-charge of South East Asian office of N. J. Pappas and Associates in Kuala Lumpur, Malaysia.

## DEATHS

**Jay E. Tapp**, 59, pioneer Southern California radio engineer, credited with design and installation of KGER Long Beach, Calif., died May 9 in his Long Beach home after long illness. Surviving are his wife, Doris, son and daughter.

**Robert Sloan**, 47, account executive of KFMB-TV San Diego, died of heart attack May 14. He is survived by his wife, Phyllis, daughter and son.

**Edward J. Whitehead**, 53, VP and account supervisor of The Marschalk Co., New York, died May 22 of heart attack at St. Agnes Hospital in White Plains, N. Y. Surviving is his wife, Virginia.

## FOR THE RECORD

### STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 19 through May 25 and based on filings,

authorizations and other FCC actions.

Abbreviations: Ann. — announced, ant.—an-

tenna, 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

**Tampa, Fla.**—Hillsborough Broadcasting Co. Granted CP for new UHF on channel 28 (680-686 mc); ERP 275 kw vis., 27.5 kw aur. Ant. height above average terrain 290 ft., above ground 309 ft. P. O. address: 1801 East Oakland Park Boulevard, Fort Lauderdale, Fla. Estimated construction cost \$373,000; first-year operating cost \$300,000; revenue \$330,000. Studio and trans. locations both Tampa. Geographic coordinates 27° 57' 06" north lat., 82° 27' 32" west long. Type trans. RCA TTU-10A, type ant. RCA TFU-30-J. Legal counsel Welch & Morgan, Washington, and Paris G. Singer, Fort Lauderdale, consulting engineer, George C. Davis,

|  |                                                                                                                                                                                                                                                                                                                                 |
|--|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  | <p><b>EDWIN TORNBURG<br/>&amp; COMPANY, INC.</b></p>                                                                                                                                                                                                                                                                            |
|  | <p><b>Negotiators For The Purchase And Sale Of<br/>Radio And TV Stations • CATV<br/>Appraisers • Financial Advisors</b></p> <p>New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242<br/>West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164<br/>Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531</p> |



Washington. Principals: Lucille Frostman, Richard B. Wiggins, Melvin R. Young, Howard I. Scott, Paris G. Singer, Richard R. Ferayorni, John H. Monahan, Ray C. Qualman, Diran M. Seropian (each 10%); Clay Armstrong, and Wyn Blair Sutphin (each 5%). Miss Frostman is real estate broker and holds 5% of Broward Broadcasting Co., permittee of channel 51, Fort Lauderdale; Mr. Ferayorni has real estate interests and holds 5% of Broward Broadcasting; Messrs. Wiggins, Young, Scott, Singer, Monahan, Qualman, Seropian, Armstrong and Sutphin, each hold 10% of Broward Broadcasting and other non-broadcast interests. Action May 25.

Cheyenne, Wyo.—CCC Inc. Granted CP for new UHF on channel 27 (548-554 mc); ERP 230 kw vis., 46 kw aur. Ant. height above average terrain minus 3 ft., above ground 131 ft. P. O. address: c/o Walter B. Phelan, 1600 Van Lennen Ave., Cheyenne. Estimated construction cost \$306,000; first-year operating cost \$270,000; revenue \$200,000. Studio and trans. both located in Cheyenne. Geographic coordinates 41° 08' 05" north lat., 104° 48' 52" west long. Type trans. RCA TTU-10A; type ant. RCA TFU-24DL. Legal counsel Welch & Morgan; consulting engineers George C. Davis, both Washington. Principals: Willits A. Brewster, Frank J. McCue, Walter B. Phelan, Harry S. Harnsberger, Sam B. Levine, Paul J. Preston, Thomas R. Searl, Fred G. Hirsig, Lewis E. Bates, Harry T. Thorson, C. N. Bloomfield Sr., John C. Esmay, Florence Esmay (each 7.69%). Mr. Brewster is life insurance district manager, Mr. McCue is realtor, Mr. Phelan is attorney and banker, Mr. Harnsberger is banker, Mr. Levine is realty broker, Mr. Preston is life insurance company director, Mr. Searl is realtor, Mr. Hirsig is rancher, Mr. Bates is Wyoming representative of trading stamp company, Mr. Thorson is owner of crude oil production company, Mr. Bloomfield is banker, Dr. Esmay is dentist. Action May 24.

APPLICATIONS

Muskegon, Mich. — Muskegon Telecasting Co. UHF channel 54 (710-716 mc), ERP 22.95 kw vis., 2.34 kw aur. Ant. height above average terrain 212 ft.; above ground 248 ft. P. O. address: c/o Kenneth J. Yonker, 387 W. Western Ave., Muskegon. Estimated construction cost \$32,129; first-year operating cost \$65,800, revenue \$80,000. Studio and trans. both to be located in Muskegon. Geographic coordinates 43° 14' 08" north lat., 86° 15' 09" west long. Type ant. RCA TFU-27 DH; type trans. General Electric TT-20A. Legal counsel none, consulting engineer E. Harold Munn Jr., Coldwater, Mich. Principals: A. E. Jackson (20%), Edna M. Johnson, John Halmond, Richard Hammer, George D. Stribley, Kenneth Yonker, T. Operhall, Emert R. Lange and W. B. Rude (each 10%). Mr. Jackson is employee of WMUS-WFFM Muskegon. Mrs. Johnson is executive of advertising agency. Mr. Halmond is teacher and real estate salesman. Mr. Hammer owns sound and TV engineering company. Mr. Stribley is lawyer. Messrs. Yonker and Operhall are executives with sound company. Dr. Lange is dentist. Mr. Rude works for paper company. Principals have no other broadcast interests. Ann. May 23.

Existing TV stations

APPLICATIONS

Sidney E. Young Burlington, Vt.—Amended to change frequency from 62 (758-764 mc) to 22 (518-524 mc); change ERP to vis. 36.3 kw aur. 7.2 kw; change type of ant. to G.E. TY-25B, make change in ant. structure and change ant. height above average terrain to 2752 ft. Ann. May 23.

KPAZ-TV Phoenix, Ariz.—Mod. of CP to change frequency from 14 (470-476 mc) to 21 (512-518 mc), ERP to vis. 82.7 kw, aur. 16.5 kw; studio location to 1610 East Buckeye Road, Phoenix; change type of trans. to RCA TTU-10A; and increase ant. height above average terrain to 1546 ft. Ann. May 23.

WRTV(TV) Asbury Park, N. J.—Mod. of CP to change station location from Asbury Park, N. J. to Newark, N. J.; frequency from 58 (734-740 mc) to 68 (794-800 mc), ERP to vis. 452 kw, aur. 45.2 kw; trans. location to Empire State Bldg., New York; studio location to "to be determined." Newark, N. J.; type of trans. to RCA TTU-30A (LA); type of ant. to RCA Special; increase ant. height above average terrain to 1197 ft. Ann. May 20.

NEW CALL LETTERS ASSIGNED

West Monroe, La.—Howard E. Griffith. Assigned KUZN-TV.

Kansas City, Mo.—Westport TV Inc. Assigned KBMA-TV.

Jacksonville, Ill.—Moyer Television Corp. Assigned WJJY-TV.

Hammond, Ind.—Aben E. Johnson Jr. Assigned WAXN(TV).

New AM stations

ACTION BY FCC

Andalusia, Ala.—Campanion Broadcasting Service. Granted CP for new AM on 1530 kc, 1 kw, D. P. O. address: c/o James A. Williams, Brantley Highway, Opp, Ala. Estimated construction cost \$19,214; first-year operating cost \$32,400; revenue \$42,000. Principals: James A. Williams, Arthur W. Fuller, Betty Jean Williams and Willow Dean Fuller (each 25%). Mr. and Mrs. Williams, and Mrs. Fuller are employed at WAMI Opp, Ala. Action May 23.

APPLICATIONS

Macon, Ga.—Rowland Broadcasting Co. 1500 kc, 1 kw, D. P. O. address: c/o Marshall W. Rowland, 1924 North Main St., Jacksonville, Fla. 32206. Estimated construction cost \$16,373; first-year operating cost \$42,400, revenue \$55,000. Principals: not available. Ann. May 25.

Westwego, La. — Audubon Broadcasting Corp. 1540 kc, 500 w, D. P. O. address: 4212 Green Acres Rd., Metairie, La. Estimated construction cost \$25,000; first-year operating cost \$65,000, revenue \$90,000. Principals: C. J. Viosca (43%), William A. Monteleone, Frederick J. Forstall (each 25%), Jim Bryan (5%), W. D. Womack and Andy Valence (each 1%). Mr. Viosca is owner of aviation products sales company. Mr. Monteleone is owner of hotel. Mr. Forstall is owner of general contracting business. Mr. Bryan owns automobile dealership. Mr. Womack is 57.25% owner of Plaquemines Broadcasting Corp., CP for AM in Port Sulfur, La., and also 49.9% owner of Pearl River Broadcasting Corp., application to transfer WBOX Bogalusa, La. Mr. Valence is alderman and employee of ship building company. Ann. May 6.

Del Rio, Tex.—Don Renault tr/as Green Valley Radio 810 kc, 1 kw D. P. O. address: P. O. Box 897, McCamey, Tex. 79752. Estimated construction cost \$21,300; first-year operating cost \$15,400, revenue \$47,000. Don Renault owns 100% of Green Valley. Mr. Renault is 100% owner of KAMY McCamey (pending assignment of license to George Fox), and KBLT Big Lake, both Texas. He is also owner of communications and broadcast engineering company. Ann. May 20.

Tappahannock, Va.—Rappahannock Broadcasting Corp., 1000 kc, 500 w D. P. O. address: 318 Prince St., Tappahannock. Estimated construction cost \$24,961; first-year operating cost \$48,000, revenue \$70,000. Principals: George C. Clanton (47%), Mrs. Minnie M. Clanton (49%), and Anna F. Clanton (2%). Mr. Clanton is owner of motion picture theater and printing concern. He is also mayor of Tappahannock. (Overlooked on compilation of May 2 issue.)

Hurricane, W. Va.—Valley Broadcasting Inc. 1080 kc, 1 kw, D. P. O. address: c/o

James O. Holliday, Main St., Hurricane 25526. Estimated construction cost \$24,904; first-year operating cost \$37,825, revenue \$45,360. Principals: John L. Sinclair Jr. and Robert M. Sinclair (each 50%). Messrs. Sinclair are each 50% owners of chain restaurants in Macon and Augusta, both Georgia. Mr. John L. Sinclair is Charleston manager for WSAZ-TV and Mr. Robert Sinclair is station manager for WCHS both Huntington, West Virginia. They have no other broadcast interests. Ann. May 25.

APPLICATIONS READY FOR PROCESSING

AM applications ready and available for processing on June 29. Lorain, Ohio—Lorain Community Broadcasting Co. Requests 1380 kc, 500 w, D.; June 30. KBRV Soda Springs, Idaho—James C. Wallentine 540 kc, 500 w D. requests 790 kc, 5 kw D.

Existing AM stations

APPLICATIONS

KUDU Ventura, Calif.—CP to increase daytime and nighttime power from 1 kw to 5 kw; change from DA-1 to DA-2; change ant.-trans. and studio location to one mile south of Montalvo, Ventura, Calif., install new trans. Ann. May 25.

KWCL Oak Grove, La.—CP to increase power from 500 w to 1 kw; install new trans.; make changes in ant. system. Ann. May 25.

WFAW Fort Atkinson, Wis.—CP to increase power from 250 w to 500 w; make changes in DA pattern; install new trans. Ann. May 19.

WWJC Superior, Wis.—CP to change frequency from 1270 kc to 850 kc; increase power from 5 kw to 10 kw; install new trans.; make changes in ant. system; and make changes in ground system. Ann. May 19.

KGRB West Covina, Calif.—CP to increase power from 250 w to 500 w; make changes in directional ant. system. Ann. May 19.

NEW CALL LETTERS ASSIGNED

Mendocino, Calif.—Mathew and Marie Huber, joint tenants. Assigned KMFB.

Harriman, Tenn.—Harriman Broadcasting Co. Assigned WXXL.

Brunswick, Md.—Elektra Broadcasting Co. Assigned WTRI.

WKKW Troy, N. Y.—The Iroquois Broadcasting Co. Assigned WOVE.

New FM stations

ACTIONS BY FCC

Hamilton, Ala.—Kate F. Fite. Granted CP for new FM on 92.1 mc, channel 221, 3 kw. Ant. height above average terrain 165 ft. P. O. address: P. O. Box 427, Hamilton 35570. Estimated construction cost \$20,274; first-year operating cost \$10,000, revenue \$10,000. Mrs. Fite is sole owner. She also owns WERH Hamilton. Action May 17.

Honolulu — Royal Hawaiian Radio Co. Granted CP for new FM on 94.7 mc, channel 234, 29 kw. Ant. height above average ter-



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rain 870 ft. P. O. address: c/o Floyd Farr, Radio KEEN, Hotel DeAnza, San Jose, Calif. 95100. Estimated construction cost \$23,500; first-year operating cost \$24,000; revenue \$30,000. Royal Hawaiian Radio Co. is licensee of KAHU Waipahu, Hawaii. Royal Hawaiian is owned by George M. Mardikian, B. Floyd Farr, George D. Snell (each 33⅓%). Messrs. Mardikian, Farr and Snell each own: 32.26% of United Broadcasting Co., licensee of KEEN-AM-FM San Jose, Calif.; 33⅓% Las Vegas Electronics Inc., licensee of KVEG and permittee of KVEG-FM Las Vegas. Action May 25.

Corbin, Ky.—Corbin Times-Tribune Co. Granted CP for new FM on 107.1 mc. channel 296, 3 kw. Ant. height above average terrain 259 feet. P. O. address: Box 509, Corbin. Estimated construction cost \$17,695; first-year operating cost \$7,400; revenue \$7,200. Principals: J. Springer Robinson (60%), John L. Crawford (27.5%) and James O. Crawford (12.5%). Applicant is publisher of Corbin Times-Tribune and is licensee of WCTT Corbin. Action May 25.

Jackson, Miss.—Rebel Broadcasting Co. of Mississippi. Granted CP for new FM on 99.7 mc, channel 259, 100 kw. Ant. height above average terrain 281 ft. P. O. address: Box 986, Jackson 39205. Estimated construction cost \$37,545; first-year operating cost \$19,365; revenue \$21,000. Principals: T. E. Wright (38.88%), W. B. McCarty Jr. (15.34%), Jane Brown Travis, Elizabeth McCarty Edwards (each 15.33%), Mrs. W. B. McCarty Sr. (3.0%), Marjorie Anne Wright, Ruth Wright Eager, Mrs. Mildred Wright Maley (each 2.78%), W. B. McCarty Sr. (1.0%), and four others less than 1.0%. Both Wright and McCarty families are involved in large number and variety of local enterprises; Rebel Broadcasting owns WRBC(FM) Jackson. Action May 19.

Mexico, Mo.—Audrain Broadcasting Corp. Granted CP for new FM on 95.7 mc, channel 239, 54.5 kw. Ant. height above average terrain 302 ft. P. O. address: c/o Earl Dougherty, Box 260, Mexico 65265. Estimated construction cost \$59,302; first-year operating cost \$18,900; revenue \$27,300. Principals: J. B. Arthur (29.7%), Walter G. Staley (30.6%), W. Earl Dougherty (19.8%), Dorothy Romberg (9.9%), Howard Kizer, B. Turner Williams (each 5.0%). Audrain Broadcasting owns KXEO Mexico. Action May 19.

Utica, N. Y.—Carleton H. Freedman granted CP for new FM on 96.9 mc, channel 245, 12.5 kw. Ant. height above average terrain 740 ft. P. O. address: 344 S. Salina St., Syracuse, N. Y. 13202. Estimated construction cost \$10,075; first-year operating cost \$10,000, revenue \$15,000. Mr. Freedman is executive and 50% stockholder of dry cleaning operation. Action May 23.

Greencastle, Pa.—Benjamin F. Thomas and Roy A. Grove db/as Greencastle Broadcasting Co. Granted CP for new FM on 94.3 mc, channel 232, 1.75 kw. Ant. height above average terrain 367 ft. Estimated construction cost \$17,633; first-year operating cost \$10,000; revenue \$18,000. Principals: Benjamin F. Thomas (95%) is involved in manufacture and sale of mobile homes; Roy A. Grove (5%) is manager of Greencastle Ice and Cold Storage Co. Action May 23.

#### APPLICATIONS

Little Rock, Ark.—The Valley Corp. 98.5 mc, channel 253, 100 kw. Ant. height above average terrain 337 ft. P. O. address: c/o Calvin L. Collier, 1390 Tower Bldg., 4th and Center Sts., Little Rock 72200. Estimated construction cost \$93,800; first-year operating cost \$84,000, revenue \$48,000. Corporation owns KMAG-FM Fort Smith, Ark. Ann. May 10. (Corrected item.)

Lebanon, Ind.—Charles R. Banks and Michael R. Freeland db/as Banks and Freeland Broadcasters 100.9 mc, channel 265, 3 kw. Ant. height above average terrain 300 ft. P. O. address: P. O. Box 342, Elwood, Ind. 46036. Estimated construction cost \$5,475; first-year operating cost \$23,380, revenue \$40,000. Messrs. Banks and Freeland are 50% partners. Mr. Banks is part owner of WBMP Elwood, Ind. Mr. Freeland is owner of WFWL Camden, and WKTA McKenzie, both Tennessee. Banks and Freeland Broadcasters own WXTA Greencastle, Ind. Ann. May 24.

Austin, Minn.—Lee Broadcasting Corp. 99.9 mc, channel 260, 50 kw. Ant. height above average terrain 1000 ft. P. O. address: c/o Walter J. Rothschild, 2nd, and Pa. Ave., Mason City, Iowa. Estimated construction cost \$68,200; first-year operating cost \$28,000, revenue \$30,000. Principals: Mrs. Elizabeth N. Norris (12.64%), Lee Enterprises Inc. (10.19%) and others. Lee

Broadcasting Corp. holds licenses for: KGLO-AM-TV Mason City, Iowa; KEYC-TV Mankato, Minn.; WTAR-AM-FM Quincy, Ill., and WHQA-TV Hannibal, Mo. Ann. May 19.

Mankato, Minn.—Lee Broadcasting Corp. 99.1 mc, channel 256, 50 kw. Ant. height above average terrain 900 ft. P. O. address: c/o Walter J. Rothschild, 2nd, and Pa. Ave., Mason City, Iowa 50401. Estimated construction cost \$68,200; first-year operating cost \$28,000, revenue \$30,000. See above Austin, Minn.

Cape May, N. J.—WRIO Broadcasters Inc. 101.7 mc, channel 269, 3 kw. Ant. height above average terrain 181 ft. P. O. address: c/o Owen W. Hand, 100 E. Vermont Ave., Rio Grande, N. J. Estimated construction cost \$19,650; first-year operating cost \$36,000, revenue \$40,000. Principals: Owen W. Hand (49%), Lorraine E. Hand (1%), Edward Evanchyk (49%) and Marian Evanchyk (1%). None of principals have other broadcast interests. Ann. May 19.

#### Existing FM stations

##### ACTIONS

WAVO-FM Atlanta—Granted application to change station location to Decatur, where its companion AM is located. Action May 25.

##### NEW CALL LETTERS ASSIGNED

Petersburg, Va.—Petersburg Broadcasting Co. Assigned WSSV-FM.

San Antonio, Tex.—Trigg-Vaughn Stations Inc. Assigned KITE-FM.

Tallahassee, Fla.—WMEN Inc. Assigned WMEN-FM.

Devils Lake, N. D.—KLDR Inc. Assigned KLDR-FM.

Tucumcari, N. M.—Tucumcari Broadcasting Co. Assigned KMTN-FM.

Lexington, Ky.—WLEX-TV Inc. Assigned WLEX-FM.

Barnwell, S. C.—Radio WBAW Inc. Assigned WBAW-FM.

Pittsfield, Ill.—Piko Broadcasting Co. Assigned WBBA-FM.

Corbin, Ky.—James Calvin Vernon. Assigned WYGO-FM.

WYFE(FM) Lansing, Mich.—Metropolitan Radio Corp. Assigned WITL-FM.

#### Ownership changes

##### ACTIONS BY FCC

KALO Little Rock, Ark.—Granted assignment of license from Glen Harmon Corp. to Arkansas Broadcasting Co. owned by Douglas J. Romine, H. Lee Bryant, Larry E. Page (each 30%) and T. K. Barton (10%). Mr. Romine is vice president of Arkansas Radio & Equipment Co., licensee of KARK-AM-FM-TV Little Rock. Mr. Bryant is sales director of same. Mr. Page is station manager of KARK-FM Little Rock. Mr. Barton is vice president of securities and investment company. Consideration \$168,000. Action May 24.

KERN-AM-FM Bakersfield, Calif.—Granted assignment of license from Radio KERN Inc. to Edward E. Urner and Ernest Winn db/as Urner Broadcasting Co. Mr. Urner (80%) is general manager of KEWB Oakland, Calif. Mr. Winn (20%) is general manager of KERN. Consideration \$200,000. Action May 19.

KDOL Mojave, Calif.—Granted assignment of license from Forest W. Ogan (50% before, 20% after) and Alta I. Ogan (50% before, none after) db/as Mojave Broadcasters, to Golden Desert Broadcasting Corp. owned by Chester C. Fields (40%), Joe F. Means (20%), Forest W. Ogan (20%) and John A. Bagley (20%). Mr. Means, Mr. Ogan and Mr. Fields are officers of Golden Desert Broadcasting Corp. Mr. Bagley is public accountant and officer of Golden Desert Broadcasting Corp. Consideration \$23,000. Action May 23.

KIMN-FM Denver—Granted assignment of CP, which authorized new FM from KIMN Broadcasting Co. to Karlo Broadcasting Ltd. owned by Craig R. Bowers, Morton L. Shapiro (both 33⅓%), Stephen T. Susman and Morris H. Susman (both 16⅔%). Mr. Bowers owns record store. Mr. Shapiro is lawyer. Stephen Susman is lawyer. Morris H. Susman is medical student. Consideration \$6,973. Action May 23.

KREZ-TV Durango, Colo.—Granted assignment of license from Mesa Verde Broad-

casting Co. to Western Slope Broadcasting Co., principally owned by Rex Howell. No consideration. Action May 19.

KREY-TV Montrose, Colo.—Granted assignment of license from Black Canon Broadcasting Co., owned 51% by Western Slope Broadcasting Co. and 49% by Carl Q. Anderson, to Western Slope Broadcasting Co., principally owned by Rex Howell. Consideration \$75,000. Action May 19.

WEZY-AM-FM Cocoa, Fla.—Granted assignment of license from WEZY Inc., to Gannett Florida Corp., subsidiary of Gannett Co., newspaper and publishing chain. Gannett owns WHEC-AM-TV Rochester, WINR-AM-TV Binghamton, both New York; WDAN Danville, WREX-TV Rockford, both Illinois. Consideration \$350,000. Action May 25.

WDEW Westfield, Mass.—Granted assignment of license from Westfield Broadcasting Co. to Radio Westfield Inc., owned by Sherwood J. Tarlow, Joseph Kruger, Allan W. Roberts and John Warner (each 25%). Mr. Tarlow is owner of KUTY Palmdale, Calif., and principal stockholder of WHIL-AM-FM Medford, Mass. Mr. Roberts is 99% stockholder of WARE Ware, Mass. Mr. Kruger is director and stockholder with Mr. Tarlow in WHIL-AM-FM. Mr. Warner is public works commissioner of Commonwealth of Mass. and has newspaper and contracting interests. Consideration \$80,000. Action May 23.

WKFR-AM-FM Battle Creek, Mich.—Granted assignment of license from Southern Michigan Broadcasting Corp. to Engineering Investment Corp., owned by Joseph A. Waldschmitt (98.7%). Mr. Waldschmitt has minority interest (less than 5%) in applicant for channel 29, St. Paul, Minn.: KGSL-TV San Jose, Calif.; WGMF(TV) Miami; applicant for channel 50, Washington, and former applicant for channel 4, Henderson, Nev. Consideration \$375,000. Action May 18.

WJIC Salem, N. J.—Granted assignment of CP authorizing new AM from Paul W. Stoneburner tr/as Salem County Radio to Jersey Information Center Inc., owned by Paul W. Stoneburner (50%), Vernon H. Baker (45%) and Virginia H. Baker (5%). Also granted extension on completion date to July 28. Mr. Stoneburner is former broadcasting partner of Mr. Baker, presently part owner of construction and engineering company in Harrisonburg, Va. Mr. Baker is 60% stockholder in WESR Tasley, Va., 90% stockholder in WGIC Xenia, Ohio, and 75% stockholder in applicant for new FM in Xenia, Consideration \$6,992. Action May 19.

KRAC Alamogordo, N. M.—Granted assignment of license from George O. Cory to Radio Alamogordo Inc., owned by Dennis Behan (33⅓%), Harlan Johnson (33⅓%) and Marvin Strait (33⅓%). Mr. Behan is president of KSIL Inc., Silver City, N. M. and has interest in KLMR Inc. and Media TV, both Lamar, Colo. Mr. Johnson is lawyer. Mr. Strait is CPA. Consideration \$97,000. Action May 23.

KGLC Miami, Okla.—Granted transfer of control of licensee corporation from Miami Investment Co. (50% before, none after) and Louis Marjanich (21% before, none after) to K. C. Jeffries. Mr. Jeffries has oil interest. Consideration \$61,525. Action May 18.

WPRM-FM San Juan, P. R.—Granted assignment of license and SCA from Puerto Rico Music Services, owned 100% by Segismundo Quinones Jr. to Quilanz Broadcasting Corp., new corporation owned presently 100% by Segismundo Quinones Jr. Stock transaction; no consideration. Action May 17.

WKPT-AM-FM Kingsport, Tenn.—Granted assignment of license and CP from Kingsport Broadcasting Co., owned by E. P. Edwards Jr., to Holston Valley Broadcasting Co., owned by Home News Publishing Co., principal stockholder being Hugh N. Boyd. Consideration \$500,000. Action May 23.

##### APPLICATIONS

KOAD Lemoore, Calif.—Seeks assignment of license from Elbert H. Dean and B. L. Golden (50% each) to Braun Broadcasting Co., owned by V. J. Braun (68%), Charles T. and Martha H. Linehan (20%) and V. Joseph Braun Jr. (12%). Applicants have no other broadcast interests. Consideration \$65,000. Ann. May 20.

KPRL Paso Robles, Calif.—Seeks assignment of license from KPRL Inc., principally owned by Arthur C. Youngberg Jr., to Paso



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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, May 25

|        | Lic.  | ON AIR<br>CP's | NOT ON AIR<br>CP's | TOTAL APPLICATIONS<br>for new stations |
|--------|-------|----------------|--------------------|----------------------------------------|
| AM     | 4,044 | 21             | 78                 | 374                                    |
| FM     | 1,468 | 27             | 228                | 226                                    |
| TV-VHF | 472   | 21             | 20                 | 181 <sup>1</sup>                       |
| TV-UHF | 90    | 28             | 91                 | .....                                  |

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, May 25

|               | VHF              | UHF | Total |
|---------------|------------------|-----|-------|
| Commercial    | 515 <sup>2</sup> | 206 | 721   |
| Noncommercial | 69               | 68  | 137   |

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30, 1966

|                                                 | AM                 | FM    | TV               |
|-------------------------------------------------|--------------------|-------|------------------|
| Licensed (all on air)                           | 4,042 <sup>3</sup> | 1,454 | 558 <sup>4</sup> |
| CP's on air (new stations)                      | 21                 | 33    | 49 <sup>5</sup>  |
| 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                |

<sup>1</sup> Breakdown on UHF and VHF applications not available.

<sup>2</sup> Includes three noncommercial stations operating on commercial channels.

<sup>3</sup> In addition, one AM operates on Special Temporary Authority.

<sup>4</sup> In addition, two licensed VHF's and two licensed UHF's are not on the air.

<sup>5</sup> In addition, two VHF's operate with Special Temporary Authority.

Robles Broadcasting Inc., owned 100% by James J. McGiffin. Mr. McGiffin owns and publishes newspapers, but has no other broadcast interests. Consideration \$190,000. Ann. May 25.

KXOA-AM-FM Sacramento, Calif.—Seeks transfer of control of Producers Inc., parent corporation of licensee corporation Cal-Val Radio Inc., from The Polaris Corp. to Natco Communications Inc., owned by Natco Corp., which is 25% owned by J. B. Fuqua. Natco Communications and Polaris are merging for financial reasons. No consideration. Ann. May 25.

KHER Santa Maria, Calif.—Seeks assignment of license from Raymon C. Curry to Hospitality Broadcasters Inc., owned by Stanley Saueressig (49%), Mrs. Harold Saueressig (45%), Harold Saueressig (5%) Joan E. Saueressig (1%). Mr. Stanley Saueressig is employed by NBC. Principals have no other broadcast interests. Consideration \$72,000 plus \$20,000 consulting fee and non-compete covenant. Ann. May 23.

WDEE-FM Hamden, Conn.—Seeks assignment of license from The Southern New England Broadcasting Corp., licensee of WDEE Hamden, Conn., to KOPS Communications Inc. Consideration \$50,000. Ann. May 25.

WTVW(TV) Evansville, Ind.—Seeks transfer of control of Producers Inc., parent corporation of licensee Evansville Television Inc., from The Polaris Corp. to Natco Communications Inc. See above KXOA-AM-FM Sacramento, Calif.

WDSU-AM-FM-TV New Orleans—Seeks assignment of license from Royal Street Corp., Delaware corporation, to Royal Street Corp., as Louisiana corporation. No ownership change. Assignment is to change corporate domicile from Delaware to Louisiana. Ann. May 23.

KULR-TV Billings, Mont.—Seeks transfer of control of licensee corporation Crain-Snyder Television Inc., from Rex H. Baker (44% before, none after), Arthur Miller and Thor Myhre (each 28% before, none after), to Harriscope Broadcasting Corp., owned by Burt I. Harris (11.4%), Irving B. Harris

(14.34%), Donald P. Nathanson (11.84%), Harriscope Inc. (15.57%) and others. Harriscope has numerous broadcast interests. Consideration \$350,000. Ann. May 20.

KAVE-AM Carlsbad, N. M.—Seeks assignment of license from Voice of the Caverns Inc. to J. Ross Rucker. Mr. Rucker is presently general manager of KVKM-AM-TV Monahans, Tex. He also owns 36% of Monahans Broadcasters licensee of KVKM-AM-TV. Consideration \$118,574.64. Ann. May 23.

KAVE-TV Carlsbad, N. M.—Seeks assignment of license from Voice of the Caverns Inc. to John B. Walton Jr. Mr. Walton is owner of KVKM-TV Monahans, KVII-FM-TV Amarillo; KELP-AM-TV El Paso, all Texas; KVOD Albuquerque, N. M. and KFIF Tucson, Ariz. Consideration \$326,425. Ann. May 23.

WKJK Granite Falls, N. C.—Seeks assignment of license from James B. Childress db/as Radio Station WKJK, to Broadcasting Enterprises Inc., owned by Robert W. Scott, David A. Rawley Jr., and J. Archie Laney (each 33⅓%). Mr. Rawley is 63% stockholder of LaFollette Broadcasting Co., licensee of WLAJ LaFollette, Tenn., 50% owner of Rawley Broadcasting Co., and 100% owner of WVGT Mt. Dora, Fla. Mr. Laney is general manager of WVGT and is also executive with farm equipment sales company. Mr. Scott is owner of dairy farm and also lieutenant governor of North Carolina. Consideration \$80,000. Ann. May 25.

WMVR-AM-FM Sidney, Ohio—Seeks assignment of license from Van Wert Broadcasting Co., owned by G. Dale Wilson (25% before, none after), Raymond Waldron (25% before, none after), Stephen S. Beard (25% before, none after) and Merl Knittle (25% before, none after) to Dean Miller Broadcasting Co., owned 100% by Dean C. Stuhlmuehl. Mr. Stuhlmuehl is 100% stockholder of WLMJ Jackson, Ohio, and 41.5% stockholder of WNOP Newport, Ky. Consideration \$125,000. Ann. May 19.

KEOR Atoka, Okla.—Seeks assignment of CP with authorized new AM on 1110 kc. from Bill Hoover, 100% owner, to Eastern Oklahoma Television Co., majority of voting stock held by Bill Hoover. Eastern Oklahoma

is licensee of KTEN(TV) Ada, Okla. Oklahoma Broadcasting Co., wholly owned subsidiary of Eastern Oklahoma Television has three applications pending for new FM's at Ada, Tulsa and The Village (Oklahoma City), all Oklahoma. Eastern Oklahoma Television also has applications and franchises for CATV system. Stock transfer; no consideration. Ann. May 25.

WORC Orangeburg, S. C.—Seeks acquisition of positive control of licensee corporation, Radio Orangeburg Inc., through purchase of stock from J. T. Lyman (50% before, none after) by H. E. Crapps (50% before, 75% after) and E. R. Paulling (none before, 25% after) Mr. Crapps is full owner of WBLR-AM-FM Batesburg, S. C. Consideration \$15,200. Ann. May 20.

WDXI Jackson, Tenn.—Seeks assignment of license from The National Bank of Jackson trustee under will of Aaron B. Robinson, (64%) deceased, Janet Prince, (6.67%), Harold Simpson, (13.33%), Frank M. Davis (6.67%), James Hoppers (2%), Simpson Russell (.66%) and Dave M. Palmer (6.67%) db/as Dixie Broadcasting Co. to The National Bank of Jackson trustee under will of Aaron B. Robinson (70.76%), Harold Simpson (13.33%), Frank M. Davis (6.67%), Dave M. Palmer Jr. (6.67%), James Hoppers (2%) and Simpson Russell (.66%), as partnership. Ann. May 20.

WDIX Jackson, Tenn.—Seeks assignment of license from The National Bank of Commerce of Jackson trustee under will of Aaron B. Robinson (70.67% before, none after), Harold Simpson (13.33% before, none after), Frank M. Davis (6.67% before, none after), Dave M. Palmer Jr. (6.67% before, none after), James Hoppers (2% before, none after) and Simpson Russell (.66% before, none after), as partnership to Kosciusko Broadcasting Co., owned 100% by Cy N. Bahakel. Mr. Bahakel owns following licensee companies: Mississippi Telecasting Co., Greenwood Broadcasting Co., WKIN Inc., Lynchburg Independent Broadcasters Inc., Bowling Green Broadcasters Inc., WOOD of Chattanooga Inc., KXEL Broadcasting Co., Montgomery Independent Telecasters Inc., Mississippi Telecasting Co., and Mecklenburg Television Broadcasters Inc. Consideration \$900,000. Ann. May 20.

KIZZ El Paso, Tex.—Seeks transfer of negative control of licensee corporation, Sunland Broadcasting Co., from Frank Feuille III, Gordon W. Faster, Robert H. Hoy, James P. Tant, Roger F. Moore and William W. Berryhill (together 50% before, none after) to Summit Saving Stamp Co., 49.26% owned by Big 8 Stores Inc., a corporation, and others. Principals have no other broadcast interests. Consideration \$60,000. Ann. May 25.

## Hearing cases

### FINAL ACTIONS

■ By order, commission denied application by Hi-Desert Broadcasting Corp., Twentynine Palms, Calif., for review of March 9 decision by review board granting application of Marion Moore for new AM in Joshua Tree, Calif. Action May 25.

■ Review board granted joint request by Twin-State Radio Inc., and Richland Broadcasting Co. for approval of agreement whereby Twin-State's application for new AM in Natchez, Miss., would be dismissed; dismissed latter's application; granted Richland's application for new AM to operate on 1390 kc, 1 kw, D, in Delhi, La.; condition; and terminated proceeding. Action May 18.

### DESIGNATED FOR HEARING

■ Lafayette Broadcasting Co., Lafayette, Tenn., State Line Broadcasting Co., Scottsville, Ky.—Designated for consolidated hearing applications for new FM's to operate on channel 257 (99.3 mc), with ERP 3 kw; Lafayette with ant. height 199 ft., and State Line with 258 ft. ant. Action May 25.

■ Jones T. Sudbury, Northwest Tennessee Broadcasting Co., Martin, Tenn.—Designated for consolidated hearing applications for new FM's to operate on channel 269 (101.7 mc), ERP 3 kw—Sudbury with ant. height of 176 ft. and Northwest with 274 ft. ant. Action May 25.

■ American Colonial Broadcasting Corp., Caguas Radio Corp., Borinquen Broadcasting Co., Caguas, P. R.—Designated for consolidated hearing applications for new FM's to operate on channel 277 (103.3 mc)—American with ERP 25 kw, ant. height 1123 ft., Caguas Radio ERP 29.5 kw, ant. height 710



ft., and Borinquen ERP 50 kw, ant. height 365.2 ft. Action May 25.

#### OTHER ACTIONS

■ Commission directed TeleSystems Corp. to show cause why it should not be ordered to cease and desist from further operation of its CATV system in Springfield Township, Pa., by extending signals of New York City TV's WNEW-TV, WOR-TV and WPIX-TV beyond their grade B contour in violation of sec. 74.1107 of rules and by failing to notify TV's within whose predicted grade B contours system lies of commencement of CATV operation in violation of sec. 74.1105 of rules. Action May 25.

■ By letter, commission granted request by Elim Bible Institute Inc., for waiver of sec. 1.569 of rules and accepted for filing its application for new AM to operate on 1140 kc. 1 kw, D, in Lima, N. Y. Action May 25.

■ Commission, on its own motion, waived sec. 1.571 of rules to permit expeditious consideration of application of Tioga Broadcasting Corp. for new daytime AM to operate on 1090 kc, 250 w, in Tioga, N. D. Action May 25.

■ By order, commission (1) on petition by Connecticut-New York Broadcasters Inc., reconsidered and vacated Feb. 23 action which denied previous petition to accept notification nunc pro tunc of its intention to resume broadcast operation of WICC-TV Bridgeport, Conn.; (2) granted mod. of CP to increase ERP of WICC-TV to 275 kw vis. and 27.5 kw aur. and change trans., and (3) held its renewal application in abeyance for period of six months. Commissioner Bartley dissented. Action May 25.

■ Review board granted request by Broadcast Bureau to extend time to June 6 to file exceptions to second supplemental initial decision in proceeding on application of Southern Radio and Television Co. for new AM in Lehigh Acres, Fla. Member Nelson not participating. Action May 24.

■ Review board granted petition by Gordon Sherman to extend time to May 25 to file reply to opposition and statement in partial support of his petition to enlarge issues in proceeding on Sherman's application and that of Omicron Television Corp. for new TV's to operate on channel 35 in Orlando, Fla. Member Nelson not participating. Action May 24.

■ Review board scheduled oral argument for June 21 in following proceedings: applications of La Fiesta Broadcasting Co. and Mid-Cities Broadcasting Corp. for new AM's in Lubbock, Tex.; and Connecticut Coast Broadcasting Co. for new AM in Bridgeport, Conn. Actions May 24.

■ In proceeding on applications of Cosmopolitan Enterprises Inc. and H. H. Huntley for new AM's in Edna and Yoakum, both Texas, respectively, review board granted motion by Cosmopolitan to extend time to May 24 to file oppositions to petitions by International Broadcasting Corp., Cosmopolitan and Huntley to enlarge issues. Member Nelson abstained from voting. Action May 20.

■ In Southington Broadcasters' Southington, Conn., review board limited proceeding in Docs. 15871 et al., granted petition by Cedar Broadcasters to extend time to May 19 to file responsive pleadings to petition by Lebanon Valley Radio to enlarge issues and reopen record. Member Nelson abstained from voting. Action May 18.

■ Scheduled oral argument for June 14 in proceeding on AM application of WHOO Radio Inc., Orlando, Fla. Action May 18.

■ In proceeding on applications of Hennepin Broadcasting Associates Inc., and WMIN Inc., for new FM's in St. Paul, review board granted petition by Broadcast Bureau to extend time to May 26 to file comments to applicants' joint request for approval of agreement for withdrawal of Hennepin. Action May 18.

■ Granted petition by Star Stations of Indiana Inc., and stayed, pending review by board, examiner's action of May 12 which denied its petition to extend time for publication notice and for oral argument in proceeding on Star's application for renewal of license of WIFE-AM-FM Indianapolis. Action May 18.

#### Routine roundup

##### ACTIONS ON MOTIONS By Commission

■ Commission on May 18 granted petition by The Television Advisory Committee,

State of California, to extent of extending to June 1 time to file reply comments in "low power community station" proceeding in Doc. 14229.

■ Commission on May 20 granted motion by Radio Station WKIN Inc., Kingsport, Tenn., to extend time from May 20 to May 27 to file comments and from May 31 to June 7 for replies on proposals to amend FM table of assignments with regard to Kingsport, Tenn., Norton, Va., and Neon, Ky. (Doc. 16601).

By Hearing Examiner Thomas H. Donahue

■ Scheduled a prehearing conference for June 1 to discuss ways and means of proceeding to hearing on issues specified by review board on March 11 on application of Northern Indiana Broadcasters Inc. for new AM in Mishawaka, Ind. Action May 24.

■ Scheduled prehearing conference for May 26 in remand proceeding on AM application of Naugatuck Valley Service Inc., Naugatuck, Conn. Action May 20.

■ In proceeding on application of Northern Indiana Broadcasters Inc. for new AM in Mishawaka, Ind., granted petition by South Bend Tribune and Michiana Telecasting Corp. to extent that they are made parties to so much of proceeding as involves disposition of issues designated by review board action of May 11. Action May 18.

By Hearing Examiner Millard F. French

■ In proceeding on applications of State Gazette Broadcasting Co. and McQueen and Co., for new FM's in Dyersburg, Tenn., granted request by State Gazette to extend from May 20 to May 31 date to exchange exhibits; cancelled June 3 date for exchange of rebuttal exhibits; and ordered that presently scheduled dates of June 7 and June 13 for notification of witnesses and hearing to remain firm. Action May 18.

By Hearing Examiner Walter W. Guenther

■ On examiner's own motion, continued further prehearing conference from May 26 to June 3 in proceeding on applications of Brown Broadcasting Co., and Dixie Broadcasting Corp. for new AM's in Jacksonville and Aurora, both North Carolina respectively. Action May 24.

■ Pursuant to mandate of commission of April 11, certified to commission record of hearing which was closed on May 20 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 23.

By Hearing Examiner Isadore A. Honig

■ In proceeding on application of New South Broadcasting Corp. for new FM in Meridian, Miss., afforded Broadcast Bureau opportunity to reply to, or otherwise comment on, comments of New South regarding recently authorized FM in Meridian, with any such written submission by Bureau to be filed by June 1. Action May 24.

By Hearing Examiner Jay A. Kyle

■ Denied petition by Jupiter Associates Inc., for leave to amend its application for new AM in Matawan, N. J., and continued hearing from June 1 to July 6 in Docs. 14755-7. Action May 20.

■ Rescheduled July 6 hearing conference for July 5 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. Action May 20.

■ In proceeding on applications of WMGS Inc., for renewal of license of WMGS Bowling Green, Ohio, and Ohio Radio Inc., for new AM in Bowling Green, granted request by WMGS to continue hearing conference from May 26 to June 27. Action May 18.

■ In proceeding on applications of Elyria-Lorain Broadcasting Co. for renewal of licenses of WEOL-AM-FM Elyria, Ohio, et al., in Docs. 16209-10, granted petition by Broadcast Bureau to reschedule June 17 in lieu of May 27 date to file proposed findings, and replies, if any, by June 24. Action May 18.

By Hearing Examiner Forest L. McClenning

■ In Costa Mesa-Newport Beach, Calif., AM consolidated proceeding in Docs. 15752 et al., granted request by Robert Burdette and scheduled certain procedural dates applicable to interrogatories to be directed to Burdette relative to programing of KGRB West Covina, Calif. Action May 16.

By Hearing Examiner  
Chester F. Naumowicz Jr.

■ In proceeding on applications of Seven League Productions Inc. for renewal of license of WIII, and South Dade Broadcasting Co., and Redlands Broadcasting Co., for new AM's Homestead, Fla., granted their joint motion and extended to May 31 time to file affidavits specified in examiner's action of May 5. Action May 20.

By Hearing Examiner Sol Schildhouse

■ Granted joint request by Broadcast Bureau and United Broadcast Co., and corrected in various respects transcript of record in proceeding on application of United for renewal of license of WOOK Washington. Action May 17.

By Hearing Examiner Herbert Sharfman

■ Pursuant to agreements reached at prehearing conference of May 19, rescheduled hearing from June 15 to July 19 in proceeding on AM applications of KWHK Broadcasting Co., Hutchinson, and KAKE-TV and Radio Inc., Wichita, both Kansas, and Columbia Broadcasting System Inc., Philadelphia. Action May 9.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement reached at prehearing conference of May 11, continued hearing from May 16 to May 17 in proceeding on AM applications of The Tidewater Broadcasting Co., Smithfield, and Edwin R. Fischer, Newport News, both Virginia. Action May 11.

#### BROADCAST ACTIONS

By Broadcast Bureau

##### Actions of May 24

WINK-TV Fort Myers, Fla.—Granted CP to change ERP to 316 kw vis. and 55 kw aur.; decrease ant. height to 960 ft.; change trans. location to 3.8 miles south of Tuckers Corner; change type trans. and type ant., and make other equipment changes.

WIBF-TV, Philadelphia—Granted CP to change ERP to 390 kw vis. and 39 kw aur.; trans. location; type ant., and make changes in ant. system; ant. height 1,110 ft.; conditions.

\*WRLK-TV, Columbia, S. C. — Granted mod. of CP to change type trans.

KVET-TV Austin, Tex.—Granted mod. of CP to change ERP to 39.8 kw vis. and 7.94 kw aur.; ant. height to 520 ft.; change trans. and studio location; type trans.; and make changes in ant. structure.

Granted renewal of license for main station and co-pending auxiliaries for KALO Little Rock, Ark.; condition.

Following stations were granted extensions of completion dates as shown: KASA Phoenix, to Aug. 23; KAVE Carlsbad, N. M., to Aug. 30; KBGO Waco, Tex., to Aug. 1; KNOX Grand Forks, N. D., to Nov. 15; KRSN Los Alamos, N. M., to Sept. 1; KVEG Las Vegas, to Sept. 1; WCMR Elkhart, Ind., to July 18; WJKM Hartsville, Tenn., to Sept. 20; WLOB Portland, Me., to July 30; WLOL Minneapolis, to Aug. 1; and WMBR Jacksonville, Fla., to Aug. 21.

##### Actions of May 23

Commission, by its Broadcast Bureau, made first CATV relay service station grant pursuant to rules adopted Oct. 13, 1965 in Doc. 15586 establishing new class of service for non-common carrier microwave relay facilities serving CATV systems. It went to Santa Maria Valley Cable TV Inc., to bring signals of several Los Angeles TV's to its CATV system in Santa Maria, Calif. It will operate on 12,700-12,925 mc with 1 w, with trans. located on Mt. Solomon, with call letters KHS-76. Action May 23.

KLEA-FM Lovington, N. M.—Granted license for FM.

WKIP Poughkeepsie, N. Y.—Granted license covering increase in daytime power, change in ground system, ant.-trans. location, and installation DA-D; remote control permitted while operating non-DA; condition.

KPOL-FM Los Angeles—Granted license covering changes in ERP and ant. system. KOIT Barstow, Calif.—Granted CP to increase power on 1310 kc, D, from 500 w to 5 kw, install DA-D and new trans., change studio location to same as trans. and delete remote control operation; conditions.

WWMO(FM) Reidsville, N. C.—Granted CP to install new type trans. and type ant.,

(Continued on page 91)



# CLASSIFIED ADVERTISEMENTS

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## RADIO

### Help Wanted—Management

Major midwest market, Country fulltimer 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.

Business manager—for leading west coast radio station. Should be familiar with accounting, personnel & labor relations. Good opportunity with outstanding group broadcaster. Replies confidential. Box E-425, BROADCASTING.

Selling station manager for excellent, profitable, lower New York medium market station with good current gross. Age 30-40, married, stable. Fine living area. Interested heavy retail time sales background only. Salary to \$10,000 plus strong incentive on increased sales. Complete resume only, snapshot to Box E-451, BROADCASTING.

Continuous growth of four station group in Illinois, Iowa and Wisconsin medium-size markets requires us to look for men with intelligence, vitality and ambition. Our projected expansion will give you unprecedented scope if you desire to get ahead with an aggressive organization. If you are radio executives, salesmen, engineers, combomans, announcers, newsmen, seeking better opportunities, send resume in complete confidence, including salary history to Robert O. Moran, WBEL, Beloit, Wisconsin. All replies will be answered and kept on file for future referral when openings occur.

### Sales

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.

Sales 18/20/22/25% escalator commissions, if you're the right man and can qualify. Excellent opportunity to make big money but must have successful track record in radio sales. If you can handle and are ready, rush resume, including pertinent data to: WCLU Broadcasting Company, 1115 First National Bank Bldg., Fourth & Walnut Streets, Cincinnati, Ohio 45202.

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!

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.

Combination salesman/announcer, work morning shift. Must have production ability. Send all information 1st letter. WTAP Parkersburg, W. Va.

## Sales—(Cont'd)

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.

Move to sunny Arizona! Major Phoenix adult full-time AM and FM requires aggressive account executive who can successfully sell against strong competition. Major agencies and direct accounts will be assigned to man selected. No house accounts. Strong fringe benefits plus compensation limited only by your own ability and efforts. Airmail detailed resume and photo if available to: Commercial Manager, P.O. Box 426, Phoenix, Arizona 85001.

Salesmanager for top radio station on the growing DelMarVa peninsula. Group operation. Man chosen will be in line for general manager position, minimum \$10,000 first year. Salary, commission, many fringe benefits. A great opportunity to enjoy working and living in one of the countries finest areas. Call Mr. Charles W. Stewart, 301-957-0540 or write Box 825, Salisbury, Maryland.

Announcer-salesman — daytime — morning man & sell remainder of the day. Alone in the immediate market, 3 stations in county. New, modern, air conditioned studios, jingle service, sales aids, cartridge equipment, list of active accounts. Advancement opportunities here or sister station larger market. \$100 weekly to start. Salary, draw & commission arrangement. All accounts spread between you and management. Call Bob Hyle, 717-462-2759, Shenandoah, Penna.

## Announcers

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.

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.

Looking for a job with a future? This Ohio medium market is offering top pay and excellent facilities. Send tape and resume to Box E-362, BROADCASTING. First phone necessary.

Immediate opening for C&W announcer with good voice, who is able to do considerable selling, in small but expanding market in central Texas area: with population in excess of 50,000. Unlimited financial possibilities for right party. Write Box E-365, BROADCASTING.

Announcer for Latin station. Must speak Spanish fluently. Good pay, good hours, good location; send tape and resume to Box E-366, BROADCASTING.

Wanted: Top 40 disc jockey for immediate opening. Medium market in New England. Salary commensurate with ability and willingness to cooperate. Send photograph, resume and a recent tape to Box E-387, BROADCASTING.

Announcer for adult, good music, Michigan station. Send tape and resume. Excellent opportunity. Box E-392, BROADCASTING.

New Jersey independent seeks announcer/newsmen with friendly, relaxed delivery. Send tape, resume and salary requirements. Box E-403, BROADCASTING.

## Announcers—(cont'd)

Immediate opening for experienced staff announcer, with commercially successful, professionally operated and top rated Philadelphia market area FM station. Excellent opportunity! Rush resume, photo, tape and salary requirements. Box E-394, BROADCASTING.

Announcers wanted: I need three hard-working, great-sounding, humble jocks . . . Now. Box E-412, BROADCASTING.

Announcer for middle road. Bright, fast-paced. Midwestern group station. Must have mature delivery. Send tape, photo & resume to Box E-429, BROADCASTING.

2 third phone announcer-salesmen for east coast daytime going soon to 1 kw. Top 40 format. Box E-430, BROADCASTING.

Major midwest outlet wants an experienced announcer with a bright, mature delivery; a man who is inventive in his approach to a record show and at home with a pop-standard format. Send air check photo and complete information with first letter to: Box E-439, BROADCASTING.

Announcer: Experienced 1st phone, bright, happy, fast-paced. Major market. Box E-441, BROADCASTING.

Southwest metropolitan. Excellent opportunity to join growing organization. Box E-442, BROADCASTING.

Major market, 5 kw needs announcer with small market or limited experience for position offering great development & advancement potential. Box E-448, BROADCASTING.

Modern C&W dj desiring major market experience wanted by progressive, midwest station. Enthusiastic middle of road delivery a must. Box E-449, BROADCASTING.

Wanted: announcer with experience and third class telephone operators license with an endorsement. Send resume to Box E-450, BROADCASTING.

Southwest radio group, NBC, has three openings: Announcer-salesmen, one should have first-phone. Write Pat Sell, Mgr., KIKO Globe, Arizona, or phone 602-473-3435.

Needed immediately, an announcer salesman for 32 hour board shift per week. Start at \$85.00 to \$90.00 at end of six weeks plus 10% on sales and servicing. Some established accounts to supplement base wage. First phone preferred. Write or Call Roy Maple, Mgr., KIML Gillette, Wyoming.

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.

FM announcer—Phoenix. Immediate opening for qualified announcer at top-rated KRFB. 100 kw, full-time FM stereo. No simulcast, no automation, no beginners. Exciting, aggressive operation. Airmail tape and resume to Tom Churchill, KRFB, 329 N. 3rd Ave., Phoenix, Ariz. 85003.

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, KSWB Roswell, New Mexico.

First-phone airman needed immediately. No maintenance. Contact Manager, KWVY Waverly, Iowa.



## Announcers—(Cont'd)

Major market station has opening for experienced announcer with first ticket. Must be well grounded, mature, conscientious and production-minded. Rush resume, tape, including references to: WCLU Broadcasting Company, Inc., 1115 First National Bank Building, Fourth & Walnut Streets, Cincinnati, Ohio 45202.

Announcer—some experience with 3rd class ticket. Opportunity to join excellent station in fine city. Many extra benefits. Contact: Jerry Castor, Program Director, WCSI Columbus, Indiana. 812-372-4448.

Top 40 program director-announcer. Good voice must be able to cut production spots. Tapes please to WDDT Greenville, Miss.

Pittsburgh, country music station with plans for 50,000 watts needs morning man with sharp modern sound. Desire man with production knowhow, but will consider all who feel they can do a big league job in America's 8th market. Great future for the right man. Rush tape, resume to Art Gunther, WEEP, 210 Wood St., Pittsburgh, Pennsylvania.

Baltimore area station has immediate opening for announcer with first class license. No maintenance. Call collect. Manager WISZ. 301-761-7197.

Immediate opening—staff announcer. Some experience, adult format. NBC affiliate. WLDB Atlantic City, New Jersey.

Immediate opening for announcer, with bright, lively sound, good on news and 3rd class license. Clean, air-conditioned operation. Need car. Send tape, air resume at once to Manager, WMBT Radio, Shenandoah, Pa.

We need another deep voice, no regional accents, first phone, air salesman. 135 wk to best man. Rush tape and resume to WPVL Painesville, Ohio.

Production oriented, creative personality wanted. WRAN, only 35 miles from the heart of New York City, needs afternoon drive man to boost those ratings. Full time station. Best pay. Come swing with us! WRAN Dover, New Jersey. Phone 201-366-1510.

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.

Sportcaster—Program director for active small market station. Approximately 50 football, basketball games plus other sports per season. Salary plus talent per game. Send tape, resume etc., WSTR, Box 70, Sturgis, Michigan.

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 Manistique, Michigan.

Vermont station has good opening for capable young announcer to handle night trick. Progressive outlet. Excellent facilities. Good chance for advancement. Send resume, tape and photo. Genral Manager, WTVN St. Johnsbury, Vermont.

Announcers: New R&B station. Experience desired, but if you're a beginner with real talent, this is the job for you! Excellent salary, opportunity to MC record hops. If you want to work with a real swinging station, send resume to Marc Paskin, 1147 Erwin, Madison, Wisconsin.

Announcer-salesman—daytime morning man & sell remainder of the day. Alone in the immediate market 3 stations in county. New, modern, air conditioned studio, jingle service, sales aids, cartridge equipment, list of active accounts. Advancement opportunities here or sister station larger market. \$100 weekly to start. Salary, draw & commission arrangement. All accounts spread between you and management. Call Bob Hyle, 717-462-2759, Shenandoah, Pa.

## Technical

SE Pa. AM seeks competent first class engineer. Clean, successful operation with growth opportunity, liberal benefits, good salary. Box D-159, BROADCASTING.

Southeastern AM has opportunity for reliable engineer with directional and maintenance experience. Excellent working conditions. New equipment. No announcing required. If interested please send qualifications and salary requirements to Box E-15, BROADCASTING.

Wanted: Combination announcer-engineer, strong on both. Maintenance for two stations close by. Send complete resume first letter to Box E-296, 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.

Upper midwest. \$7,000 for chief engineer-announcer. Send resume and tape. Box E-352, BROADCASTING.

Michigan resort area station seeks services of competent chief engineer who can also announce. We hold FM, CP with plans to build this year. Above average salary with fringe benefits for experienced engineer with AM-FM background. Live in ideal year round vacationland. Box E-361, BROADCASTING.

First class engineer-announcer to handle engineering for fulltime, well-equipped AM outlet in New England. Some announcing involved. Good pay and working conditions. Nice area to live in. Send resume, tape, and snapshot. Box E-371, BROADCASTING.

Engineer-announcer; Michigan group stations, opportunity for advancement, regular salary increases, paid Blue Cross-Blue Shield insurance, pension plan, light maintenance. Send resume and salary desired to Box E-385, BROADCASTING.

Wanted: Transmitter engineer. First phone. Capable of keeping five kilowatt transmitter on air. Box E-397, BROADCASTING.

Major Indiana market has opening for first class engineer who can maintain present equipment, work on future expansion, pull small board shift, and act as consultant to manager. University city. Need resume and tape. \$125 start. Box E-398, BROADCASTING.

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, Harve De Grace, Maryland. 301-939-0800.

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.

Wanted: Transmitter engineer, first phone, some experience necessary. Excellent working conditions, under top notch chief. Call 614-TR 5-4400 between 12 and 5 p.m. EST.

## NEWS

Five-man Missouri news department needs newsman, or announcer wanting to do news. Will train. Box E-375, BROADCASTING.

Illinois daytimer seeks news director. Excellent salary and fringe benefits await qualified man. Opportunity for growth and advancement. Send tape and resume to Box E-413, BROADCASTING.

Newsman for North Carolina regional station. Writing and airwork. Send tape, resume & sample of writing. Box E-424, BROADCASTING.

## NEWS—(Cont'd)

Immediate opening for authoritative newsman. Adult music format. Call 301-228-4800. WCEM Cambridge, Maryland.

Michigan regional looking for good newsman ready to advance from small to medium market. WPAG Ann Arbor.

News editor—Immediate opening in major market radio-television group broadcaster. Heavy on TV production and air work. Call collect John Griffin, News Editor, WTAR-AM-FM-TV Norfolk, Va. 625-6711.

## Production—Programing, Others

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.

Successful Ohio indie needs program director now! Must be strong on production and be able to teach willing dj's how to run a really tight show and enjoy it. Play-by-play capabilities helpful but not necessary. We have the personnel, equipment and production materials for you . . . we need a good man to pull it all together and make it sing! Start at \$120 weekly plus talent for play-by-play. You'll be a key man in our operation with plenty of room for advancement. If you're a small market PD now or a good production dj interested in moving up let us hear from you with full details on your background and capabilities. Box E-369, BROADCASTING.

Reference librarian for Washington, D. C. office of network radio news commentator. Send all pertinent personal & professional background, and qualifications to Box E-426, BROADCASTING.

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

Employed general manager—12 years in multiple and single station markets—Sales, programming, promotion—Excellent references—available minimum 30 days. Box E-197, BROADCASTING.

Young Pennsylvania broadcaster interested in making change. 12 years present employer. Prefer manager-sales manager. Heavy sales and promotion background. Will invest. Background will stand rigid investigation. Box E-372, BROADCASTING.

Station manager—young, ambitious, family man looking for 1st station manager position. Experience as account executive selling on advertising agency level. Also worked in public relations, programing, merchandising and station promotion. Currently sales manager in five station market. Excellent references, Excellent credit. Active in community. Prefer midwest or Rocky Mountain states. Completely confidential. Box E-386, BROADCASTING.

Management and sales twenty years. College. Aggressive. References. Box E-399, BROADCASTING.

Looking for new leadership? Write and tell me about your station and market, southwest or south. Last two years with leading station metro southwest. Why don't we move up together? Box E-405, BROADCASTING.

Ten years experience. Lots of small market background. Now selling in major market. First phone Arkansas, Oklahoma, or Texas preferred. Box E-414, BROADCASTING.

Seeking small market management. I know radio. Creative, ambitious, experienced (sales, management, programing, announcing, sports). Young, family, some college. Box E-435, BROADCASTING.

## Situations Wanted

### Management—(cont'd)

Experienced small and medium market manager desires challenging position. Successful, young, educated, hard working, excellent sales, family. Available today. Station worked for sold. 301-277-3850.

### Sales

Salesman-announcer . . . eight years experience. Looking for permanent position. Will relocate anywhere. Available July 1. Box E-370, BROADCASTING.

Married, experienced radio sales, TV-newsman & play-by-play announcer, who can organize and direct sales department, is now seeking position with stable organization. Will consider all offers in any area. Presently employed in the L. A. area. Box E-383, BROADCASTING.

Sales manager, strong on sales and creating original copy and programs. 15 years at two jobs. Seeks affiliation with progressive station or group. Highest character references. Family man. Also willing to invest. Box E-431, BROADCASTING.

### Situations Wanted—Announcers

Top jock wants top pop operation. Availability: Immediate. Box D-254, BROADCASTING.

Sportscaster . . . experienced. Radio and TV. First phone. College graduate. Married. Box E-129, BROADCASTING

Negro dj-announcer—recent graduate seeking first position. 3rd class FCC permit, available immediately. Box E-279, BROADCASTING.

Top forty: Nine years. Best ratings. \$185 minimum. Box E-301, 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.

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.

Announcer—Bright, happy sound, no floater. No prima donna. Box E-367, BROADCASTING.

Married country music personality, six years commercial experience, looking for opportunity with modern country station. Currently employed and enjoying top ratings in major market. An air personality well versed in the growing field of country music. Box E-376, BROADCASTING.

DJ-announcer experienced, authoritative newscaster, tight board, married and willing to travel. Box E-377, BROADCASTING.

Announcer-news. 1st phone DA transmitter and studio maintenance. Adult format. Southeast preferred. Box E-378, BROADCASTING.

DJ or newsmen, fast pace, tight board. Smooth delivery. Prefer R&B format. Box E-381, BROADCASTING.

Professional combo dj and newscaster. Have 3rd phone will travel. Graduate NYSAS. Family man. Box E-382, BROADCASTING.

Announcer, announcer-copy. 7-years experience. 26, married. \$425. Now in Nebraska. Available August 1st. Box E-384, BROADCASTING.

Sincere, warm announcer. Family man. Want to settle. Box E-388, BROADCASTING.

Announcer. Negro. Sparkling personality. Some experience. Tape available. Box E-396, BROADCASTING.

## Announcers—(cont'd)

Enthusiastic, ambitious time salesman in midwest market seeks position in newscasting, or announcing. Solid previous experience in newscasting, sportscasting, and production. 2 years sales experience. College education. Engaged. Desire plus a third phone, plus a mature dynamic voice are my total assets. Box E-389, BROADCASTING.

Personality top 40 jock. 3rd ticket, endorsed. Married. Box E-400, BROADCASTING.

Six months experience, speech trained, college. third phone. Box E-401, BROADCASTING.

Mature, relaxed voice for MOR or soft rock. West coast, southwest, south. Third. \$500. I'm good. Box E-402, BROADCASTING.

Country, contemporary, middle road. Top announcer, PD. Excellent news. Prefer southwest, midwest, west. Family, 25. Desire permanency, \$140 minimum. Immediate! Box E-407, BROADCASTING.

Near Chicago or Carolinas. No rock. Bill Dillner, Box E-409, BROADCASTING.

Charming lady announcer, experienced—pleasing air personality—continuity, tight board, third class, single. Box E-415, BROADCASTING.

Top 40 announcer/engineer, 23, 4-A, first phone, 5 years experience. Excellent production and newsmen, have ideas, will use. \$500. Box E-417, BROADCASTING.

1st phone award winning newsmen, announcer, employed ½ million market, married, vet. Box E-419, BROADCASTING.

Experienced announcer desires news. Twenty-seven, married, three children, eight years experience radio and TV announcing, with some news, network recognition, college degree, top references, desires newsmen in major market, preferably in the east. Box E-428, BROADCASTING.

Salesman—sportscaster, first phone, seeks college sports, \$150. Box E-433, BROADCASTING.

Talk star available. This man has debated everyone from Hubert Humphrey to Kim Novak. Will locate top market. Has background of news-sports-world affairs-travel. . . . This Performer is well known to National Reps. for record on major station. . . . Mature responsibility but tough and knowledgeable. A well groomed pro. to hang your sales on. Call 212- KI 3-3498 or Write Box E-436, BROADCASTING.

Experienced combo dj/announcer and newscaster. 3rd phone. Graduate NYSAS. Any locale. Available June 20th. Box E-438, BROADCASTING.

DJ/announcer, authoritative newscaster, experienced Negro, married, will relocate. No floater. Box E-444, BROADCASTING.

Excellent news—commercials—dj—any format—full-part time—commute N. Y., 3rd endorsed, mature. Box E-445, BROADCASTING.

Experienced: Combo man can do any type of show. Have 3rd class endorsed. Box E-446, BROADCASTING.

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.

Twelve yrs. experience. Announcer—sales—news. Want Florida. J. McFadden, KCKY, Coolidge, Arizona, phone 602-723-5448.

Minnesota, midwest, FM-AM. College grad., four years experience, last two as FM PD. Knows music, news, friendly personality mid-road. Married; military ok. Writes copy, phone-talk. Third. Employed top 50 market, format change prompts move. Present manager, best reference. Box 160, 1549 E. Atherton, Flint, Michigan. Phone 313-742-0909.

Real original (country-boy dj). 2 years C&W. Extensive knowledge of music. Available June 20th due to format change. WCOF Radio, Immokalee, Florida.

## Announcers—(cont'd)

Third phone, endorsement, dj-announcer, newscaster, broadcasting school graduate seeking first position. Married, will relocate. Prefer equal opportunity employer. Call Johnson after six: 312-638-4097.

Mature voice—top 40, 1st phone, no maintenance, 4 years experience, excellent production, hard worker—Draft exempt. Prefer medium or major market—150 week minimum. Roy Cheverie, 1151 West Adams St., Chicago, Ill. 312-439-6000.

3rd phone, 6 years experience, 4½ at present location, tired of 15 hour 7 day weeks. Dependable, married. Prefer top 40 but place security first. Have worked all types. 803-546-9533.

Announcer-salesman, 3rd phone—wishes to make change. Excellent on news delivery and direction. Married. 3 years experience. College. 415-657-4411. Jim, 41882 Chadbourne Drive., Fremont, California.

## Technical

Chief engineer—19 years experience, AM-FM-directionals. Qualified as announcer, play-by-play and program director. West coast only. Box E-323, BROADCASTING.

Chief engineer. Professional station maintenance and construction. Competent air shift and administrative duties. Box E-379, BROADCASTING.

## NEWS

TV booth announcer/newsmen seeks radio news director post. Experienced, young, good writer, average delivery clean character. hard worker. High school Valedictorian, some college. Station must be near university with good journalism school and hours must provide opportunity to continue education. Will consider TV booth or newscaster work. Box E-373, BROADCASTING.

Attention Tampa and vicinity: Veteran newsmen forced to warmer climate wants to locate in Tampa area. Ten years experience. College degree. Full details, resume, references, etc., on request. Available July first. Contact: Ralph Baum, WILS, Lansing, Michigan 517-339-2571.

## Production—Programming, Others

There are two of us—we write things! Box E-391, BROADCASTING.

We are a team—experienced—program anything! Our business is music! If interested please write Box E-427, BROADCASTING.

## 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.

## Help Wanted—Technical

Immediate requirement for experienced chief engineer—northeast network VHF, small market TV station. Good salary, many benefits. Box A-310, BROADCASTING.



## Technical—(Cont'd)

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.

First phone engineer television transmitter work. No announcing. Excellent opportunity for man to learn television technical operation. Michigan station. Box E-229, BROADCASTING.

Engineer, First class license. Experience not necessary. UHF station, eastern Pennsylvania. Reply to Box E-348, BROADCASTING.

Chief engineer for midwest UHF station now undergoing major expansion. All RCA equipment. Send complete resume first letter. Box E-410, BROADCASTING.

Studio supervisor capable of full maintenance and operations of newly completed plant including live. VTR and local color film. Basic RCA equipment. Box E-411, BROADCASTING.

Transmitter engineer with experience on high band 50 kw G.E. equipment, major market station. Box E-416, 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 R. A. Latham, KNTV-Channel 11, POB 1188, San Jose, California.

Video switcher—1st phone. Maximum power, up-to-date plant, color film & VTR's. Lots of hunting and fishing near by. Resume to: KULR-TV. Box 2512, Billings, Montana.

Transmitter engineer wanted immediately. New installation, air conditioned, auxiliary transmitter, standby power plant. CBS affiliate. Contact Robert Ridgeway, KXJB-TV, Box 1231, Fargo, North Dakota 58103. Telephone 701-235-4461.

Need immediately—two experienced engineers. New equipment and plant. Contact John Gort, Chief Engineer, WAOW-TV Wausau, Wisconsin.

Studio engineer—Permanent position, top scale. Require good maintenance background. Contact Chief Engineer, WJRT-TV, Flint, Michigan. 313-239-6611 (Collect).

TV Engineer—Immediate opening for young man with first phone license. Some experience preferred but could consider man with fundamental knowledge and capability to learn quickly under chief engineer. WSAV-TV, Savannah, Georgia.

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.

Engineers—Space communications—5 years minimum experience in broadcast engineering TV, FM, AM and studio. Will participate in satellite relay experimentation programs. Excellent opportunity to broaden engineering experience into new and growing space communications field. Periodic relocation at our expense. Choice of domestic and foreign assignments available. Many company benefits. Send resume to: C. R. Maynard, Dept. 911, Westinghouse Baltimore Divisions, P. O. Box 1693, Baltimore, Md. 21203.

## NEWS

Group owned midwest TV station needs late evening on-air newsmen. Writing and telephone ability important. Four man department top-rated in the area. Send resume, tape, photo to Box E-390, BROADCASTING.

Ready for TV news? We're looking for a solid, stable man, probably now in radio in the southwest to gather, write and present our local news. Good character more important than news experience. Send tape, resume and picture to Program director, KBTX-TV, Bryan, Texas, 77801.

News director to gather, write and air news. Should be able to handle 16mm camera. Air work for TV, duplicate writing for AM. Send resume, tape and pic, or VTR, and salary requirements to Ed Peiss, Gen. Mgr., KXLF-TV, Box 3500, Butte, Montana. 59701.

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., WKBK Broadcasting Corp., Youngstown, Ohio.

Newsman wanted: Strong on air. Shoot and edit own film; SOF. stills. Rocky Mountain VHF station NBC full power. 2 VTR's. Send VTR or SOF & complete resume to Jim Burris, P. O. Box 2512, Billings, Montana.

## 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.

TV continuity—commercial writer, client contact. Major No. Calif. market, outside San Francisco. Some experience, knowledge production. Salary \$5,000 plus. Send resume, copy of commercials you've written to Box E-368, BROADCASTING.

Associate producer needed for major market station documentary film unit. This job, for a weekly series, requires ability and desire to research material, bird dog, do a bit of everything. M.A. in communications or previous TV documentary film experience preferred. Send complete resume and salary requirement to Box E-395, BROADCASTING.

Production manager—a recent promotion has created this opening at one of the nation's oldest full-color stations, WLW-TV, 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).

## TELEVISION—Situations Wanted Management

Proven sales manager—Television; Ready for move to general manager. Box E-363, BROADCASTING.

TV account executive. 7 years advertising. Age 32, relocate family anywhere. Resume upon request. Box E-437, BROADCASTING.

## Announcers

Excellent television announcer-personality looking for excellent television station. Write for representative VTR. Box E-201, BROADCASTING.

## Technical

TV engineer, 1st phone, 1 years experience. Some color. Interested in locating Calif., Nev., Ariz., New Mexico. Permanent position, excellent references. Box E-374, BROADCASTING.

## Technical—(Cont'd)

Engineer in a rut wants out. Chief or assistant. College trained, plus advanced technical training. 12 years experience. xmtr, studio, maintenance, microwave, construction, consider educational TV. Not a floater; presently employed. Northern—north central states only. Box E-434, BROADCASTING.

## News

Reporter who knows how to do it, available for top 15 market station with real interest in news. Background includes 7 years all phases of TV news, two graduate schools, fellowship, top references. Box E-408, BROADCASTING.

## Production—Programing, Others

10 years in broadcasting. Experience in traffic, continuity, promotion & public affairs. Resume & Materials on request. Box E-393, BROADCASTING.

Serious business, this radio . . . and it's been my serious business for the past ten years, five in this medium market. Even more serious business have been the market's 15 competing AM's (mostly metro) signals, Community involvement and imagination have been regarded with consistent  $\pm 1$  ratings, but financial advancement makes relocation inevitable. Successful background in contemporary, middle, and golden. Sparkling production! 1st; A.B. Look forward to your inquiry! Box E-432, BROADCASTING.

## 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.

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.

Wanted: Used 1000/500 watt AM broadcast transmitter. Late vintage size important. A. Costello, KIEV, Glendale, California.

Cartridge tape recorder and two playbacks in excellent condition. Describe completely, by mail. WBKV, West Bend, Wisconsin.

## FOR SALE

### Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-Ind, 440 Columbus Ave. N.Y.C.

Co-axial cable—Heliac, Styroflex, Spiroline, 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.

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 1/2 inch Andrews Heliac, 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.

Whatever your equipment needs . . . Check first with Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

## FOR SALE—Equipment

### continued

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-shop stopping center" for new and used AM-FM-TV equipment—all types. 10332 Stanford Avenue, Garden Grove, California, 92640. Phone: (714) 537-9502.

950' 3 1/2" Teflon Rigid transmission line Andrew type 552-1. General Electric 12 bay TY3H (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 1/2" Rigid transmission line. 1-8' X 12' passive reflector. Contact KVTU, Sioux City, Iowa, 51101.

Ampex model 450R and Altoform 450 for background music system complete with 10 tapes. \$2,500 value for only \$1,500. Vincent French, Box 814, Charleston, S. C.

For sale: Used 4-bay Collins 37 M FM antenna. \$1,000.00 F.O.B. WCTA Andalusia, Alabama.

Video Tape, syndicator releasing master library. 3M-379, recent batches, burnished and evaluated. No splices. Maximum 3 passes. Replacement or refund if not satisfied. \$135 per hour. Write or wire, Video Suppliers, Box 64, Buena Park, Calif.

Television studio and television control room equipment. We have been appointed the exclusive selling agent by a major TV and film producing company to dispose of their present operating Television studio and recording installation. Located on the east coast—this installation includes: RCA TR22 video tape recorders, (color & black & white), RCA TK60 camera chains, Ampex video tape recorders, film equipment and film accessories plus many other accessories equipment. Complete details on this equipment can be obtained by writing on your Company letterhead to: Dept. KS 32/4, Herbach & Radiman, Inc., 1204 Arch St., Philadelphia, Penna.

RCA channel 32 antenna TFU-24EM cost 10G's. WBPZ, Lock Haven, Pa.

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.

A broadcast trailer ideal as a second studio or a new station. Presently in operation. Could be purchased with or without equipment. Box E-443, BROADCASTING.

## MISCELLANEOUS

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.

## 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.

## INSTRUCTIONS—(Cont'd)

since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting 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.

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.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers. G.I. approved. Request free brochure. Elkins Radio License School, 2603 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St. Chicago 4, Illinois.

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.

See our display ad under Instructions. Don Martin School of Radio & TV.

## RADIO—Help Wanted

Earn Up To \$30,000  
Or More In Six Months—

## GOLDEN OPPORTUNITY FOR BROADCAST MANAGERS—SALESMEN

Delaware holding company has best effort underwriting, upon SEC approval, for sale of \$1,500,000 quality broadcasting stock issue in Southeastern states, projected to start in July. Radio managers or salesmen are invited to participate with underwriter in stock sale and then be considered for executive position in expanded company in one of Eastern, Mid-western, Southeastern or Southwestern major city acquisitions. Must have NASD license or be willing to study and take test towards license.

WRITE: Hudson Millar, President, Airmidia, Inc.  
1212 Bank for Savings Building, Birmingham, Alabama  
Phone: Code 205 - 734-3171

## Management

### RADIO CHAIN MANAGER

We have radio stations in some of the fastest growing markets in the country. We need a man with strong sales background to handle the sales and help with the operations of these stations.

Some of our stations are #1 and some are poorly rated but with wonderful potential. We need a man who can sell and show sales departments how to sell with numbers as well as without numbers.

Send complete resume, picture, salary requirements in the first letter.

Box E-420, Broadcasting.

### AM SALESMAN-MANAGER OWNERSHIP POTENTIAL

Opportunity for right man with strong management ability. AM in growing market next to Washington. D.C. Experience in similar market essential. Interview & references. Call Bill Shifflett, 703-437-1440.

### NEED HELP?

Place Your AD in

**Broadcasting**

where it gets nationwide readership.



## ATTENTION: RADIO STATION MANAGEMENT PRO! ARE YOU ONE OF THE 6 RADIO PROS IN THE U.S.

With these specific qualifications? Are you interested in a once-in-a-lifetime opportunity & your last job? Substantial absentee owned multi-station small/medium market group seeks top exec to handle complete day-to-day operations under direction of part-time consultant.

### ESSENTIALS:

- (1) Age 30-40
- (2) Married with a stable job history of retail radio time sales & management in small to medium market stations.
- (3) Actual management experience in creating substantial profits. Intimate knowledge of essential costs & cost controls critical.

The man we seek is a post graduate ACE salesman/sales manager and now possesses the experience and know-how to run a group operation & improve current sizable profits through increased sales and strict expense controls. Salary to \$25,000 plus profit sharing and stock incentive when ability is proven. Unlimited future for the right man. Only complete resume, photo from real sales/management Pros please, to:

Box E-360, Broadcasting.

### 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 MANAGER

Large, fast-growing, diversified company needs a sales manager who can head up the local sales departments for several of our stations. We would want this man to take full charge of all our local sales for radio.

We are interested in sales managers or salesmen with proven records, only, to handle this job.

Send complete details to:

Box E-421, Broadcasting.

## EXPERIENCED SALESMEN

We are looking for experienced salesmen only! Preferably men currently calling on radio station management, or who have proven sales experience in radio or TV syndicated program sales. You must be able to travel a multi-state territory, and have your own car. Our product line is well accepted throughout the United States & Canada, and the excellent commission affords a proven high income opportunity. Send complete resume to:

Mr. John P. Fields  
Creative Marketing & Communications Corp.  
3914 Miami Road; Cincinnati, Ohio.

## 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

## SALES EXECUTIVE

REGIONAL REPS. CORP., the country's largest regional rep firm—and still growing—needs another top man for its constantly expanding organization. Our present offices are located in Cleveland, Cincinnati, Pittsburgh and Rochester. Liberal Fringe benefits including excellent pension plan.

Send full information to: Leonard F. Auerbach, President, REGIONAL REPS CORP., 2nd Floor Fidelity Bldg., Cleveland, Ohio 44114.

## SYNDICATION SALESMAN

To sell station ID's and programing material.

Musicreations Associates Inc. of Dallas is expanding its sales force. Desirable protected territories available, exceptional draw and commission structure. Earning potential unlimited for the right person. Send resume and recent photo to:

2510 Farrington  
Dallas, Texas 75207

# 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.

## ATTENTION TOP FORTY JOCKS AND NEWSMEN

Growing chain of large market format stations has immediate openings for capable people! Medium market backgrounds will be considered. Starting salaries from \$150.00 to \$300.00 per week. Call Byron Holton now!

Area code 312-337-7940

## WANTED

Sharp all-around C & W announcer, who can SELL, SELL, SELL—in central Texas area, population over 70,000.

Write Box E-364, Broadcasting.

### Technical

## DESIGN ENGINEERS

New openings in an outstanding growth electronic communications company. BSEE or BSME degree and appropriate experience required for:

- \* TV Project Engineers
- \* FM Transmitting Equipment Engineers
- \* Broadcast Audio Circuit Design Engrs.
- \* Mechanical Design Engineers

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.

Gates Radio Company

A subsidiary of Harris-Intertype Corporation

Quincy, Illinois 62301

An equal opportunity employer (M&F)

## NEWS

### Regional News Manager

to assist east coast News Director in planning reporting assignments and other aspects of the bureau's daily operation. The majority of his work will be outside coverage of features, side-bars and some hard news.

He should have three to five years experience, be in his middle twenties and be worth at least \$7500 annually. Send audio tape, copy and other supporting material:

Box E-440, Broadcasting.

### WIXY

America's hottest new radio station needs experienced, aggressive newsman to gather, write & air fast-paced modern format news. Rush tape & resume to Gerry Spinn, 1935 Rockside Rd., Cleveland, Ohio

### RADIO—Situations Wanted Management

### \*\*\*\*\* INVESTING IN TV RADIO or CATV? CAPITAL \*\*\*\*\*

and consultant with many years of practical experience

### NOW AVAILABLE

Donald Alfred Gray Assoc., Inc.  
420 Lexington Ave.  
N. Y. Tel: 212-OR9-5590  
\*\*\*\*\*

## NEWS

### STATION MANAGERS & PROGRAMERS —VIET NAM—

is on the minds  
and in the hearts  
of your listeners.

Now . . . hear what our fighting men have to say . . . recorded on the scene. HOTLINE newsman Stan Major talks with over 600 servicemen thruout Viet Nam . . . 30 interviews were selected as . . .

### "The Best of Hotline"

Flat rate to all stations . . . \$50.00  
For tape with intros fill in below  
(no obligation)

Name & Title \_\_\_\_\_

Station \_\_\_\_\_

City \_\_\_\_\_

Rush to: **HOTLINE PRODUCTIONS**  
5202 Marina City  
Chicago, Ill. 60610

Or call: Stan Major at 312-321-1680  
**HURRY . . . IF YOU DON'T GRAB  
THIS YOUR COMPETITION WILL!!!**

## Production—Programing, Others

### MOST SUCCESSFUL MODERN RADIO PROGRAM DIRECTOR AVAILABLE

Made winners of losers in top markets. Best results record in nation. Wish to affiliate with decent management team. Contract and permanence essential. Don't reply unless you have problems and will turn your station over to me for big ratings. \$18,000 salary.

Box E-418, 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.

An Equal Opportunity Employer M&F  
**RADIO CORPORATION OF AMERICA**

## Television Help Wanted News

### EXCITING NETWORK STATION RADIO — TV OPPORTUNITIES IN HAWAII

TV News Director  
Outstanding on-camera presentation,  
Provocative interview style

Radio TV Sports Director  
Dedicated sports personality  
Radio Football play-by-play.  
Authoritative & Entertaining  
on-camera Sports News style.

### SALARY OPEN

Send resume, tapes: Gene Erger, P.O. Box 581, Honolulu

## Production—Programing, Others

### COMMERCIAL PRODUCER

Top TV Station in northeast market creating all new position for all new approach to local sales development. Our man must write, be imaginative, sales oriented & possess a cracker-jack production background.

Please send complete resume including anticipated salary level and commercial samples to:

Box E-404, Broadcasting.

## Help Wanted—Technical—(Cont'd)

# HELP!

The fastest growing  
group owner in CATV  
has immediate openings  
for the following:

- \* Regional Chief Technicians
- \* System Chief Technicians
- \* CATV Technicians
- \* Draftsmen
- \* Construction installers

Send resume and salary requirements in strictest confidence to

Box E-422, Broadcasting.

## Situations Wanted

### Announcers

### Announcer-Newscaster

8 Years in TOP TEN TV.  
Now available for Major or Top  
Market TV and/or Radio  
UHF inquiries welcomed  
Box E-380, Broadcasting.

### LOOKING?

Let BROADCASTING's classified pages announce your availability through a regular or "Blind Box" ad.



## EMPLOYMENT SERVICE

### ANNOUNCERS—1st NEWSMEN—ENGINEERS DJ's—SALESMEN

If you need a job, we have one for you!

### C.B.I. PLACEMENTS

1615 California St., Denver, Colo. 80202  
Phone 303-292-3730

## FREE PLACEMENT

Send your resume and tape, if applicable, so that our staff of professional broadcasters can evaluate your background and qualifications.

If you are qualified, we will refer your application to our various clients who are in large, medium, and small markets.

There is no charge to qualified applicants and starting salaries for these top radio and TV openings range from \$600.00 to \$1800.00 per month.



RADIO-TV  
EMPLOYMENT  
AGENCY

645 North Michigan Ave., Chicago, Ill.  
Phone area code 312 837-7075

RON CURTIS—President

527 Madison Ave., New York, N.Y. 10022



BROADCAST PERSONNEL AGENCY  
Sherlee Barish, Director

## BUSINESS OPPORTUNITY

### \$ DOLLARS \$

Put your CASH back in your business.

Sell us your land & tower and we will lease it back to you. Long term leases arranged

WRITE:

TOWERS UNLIMITED  
120 Flamingo Rd.  
Las Vegas, Nevada

## INSTRUCTIONS

Your 1st Class Ticket  
in 6 weeks or Less  
at America's Foremost

SCHOOL OF BROADCASTING  
the

DON MARTIN SCHOOL OF RADIO & TV  
Register now for June 13th or Aug.  
1st CLASSES. For additional information call or write to:

DON MARTIN SCHOOL  
OF RADIO & TV

1653 N. Cherokee HO 2-3281  
Hollywood, Calif. 90028

## FOR SALE—Equipment

### DRAMATIZE TV WEATHER REPORTING GEMINI 9 STYLE

Receive, and use up-to-the-minute weather maps and instant satellite pictures—right on camera—for authentic TV Weather Reporting.

1 Official weather maps come to your studio direct from the U.S. Weather Bureau's Facsimile Network—on the same Alden Electronic equipment they use on TV coverage of latest Gemini 9 flight.

2 Viewer Impact mounts when you use Alden APT Recorders to show them colorful Automatic Picture Transmissions—as they are being sent—direct from orbiting weather satellites such as NIMBUS and ESSA.

Alden Electronic Facsimile Equipment is in use nationwide by the U.S. Weather Bureau, TV stations, and Universities; and worldwide by governments and other meteorological groups. Lease plans available. Write or call: Irving R. Tatro, Manager Meteorological TV Systems, ALDEN ELECTRONIC & IMPULSE RECORDING EQUIPMENT CO., INC., Westboro, Mass. 01581 Tel. 617-366-4467.

## FOR SALE—Stations

### 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.

### SOUTHWEST

Fulltime, Single Station Market Prosperous Area. Good Station History. Well Accepted. Deal Direct with owner. Principals only.

Box E-406, Broadcasting.

### VHF TELEVISION STATION FOR SALE

Now available half-interest in established VHF station in Southeast. Over 350,000 TV homes and Network affiliated. Full details available.

Box E-447, Broadcasting.

### Lia Rue Media Brokers Inc.

654 MADISON AVENUE  
NEW YORK, N. Y.

TE 2-9362

|       |        |         |        |       |
|-------|--------|---------|--------|-------|
| Tenn. | small  | daytime | \$120M | cash  |
| N.Y.  | suburb | daytime | 500M   | terms |
| Miss. | medium | daytime | 136M   | 29%   |
| M.W.  | metro  | FM      | 150M   | terms |
| M.W.  | major  | daytime | 630M   | cash  |



CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

(Continued from page 83)

increase ERP to 50 kw, and decrease ant. height to 285 ft.; condition.

WGH Newport News, Va.—Granted CP to change nighttime ant.-trans. and studio location to Hampton.

\*KUOR-FM Redlands, Calif.—Granted mod. of CP to change type trans., make changes in ant. system, increase ERP to 700 w, and change ant. height to minus 500 ft.

WFOR-FM Hattiesburg, Miss. — Granted mod. of CP to change type trans., type ant., increase ERP to 100 kw, and decrease ant. height to 255 ft.; condition.

WPGH(FM) Pittsburgh—Granted mod. of CP to change ant.-trans. location to Murryshill Rd., East Deer Township, studio location, type trans. and ant., increase ERP to 50 kw, and ant. height to 500 ft.; condition.

Granted renewal of license for following main stations and co-pending auxiliaries: KSEW Sitka, Alaska; \*WSCB(FM) Springfield, Mass.

### Actions of May 20

KRML-FM Carmel, Calif.—Granted mod. of license to change name to KRML Inc.

KIFG-FM Iowa Falls, Iowa—Granted mod. of license to change name to PBW Broadcasting Corp.

WTAX-FM Springfield, Ill.—Granted request for SCA subcarrier frequency of 67 kc.

Following stations were granted extensions of completion dates as show: WLEO-FM Ponce, P. R., to July 15; KLBS-FM Los Banos, Calif., to Dec. 1; WBRB-FM Mt. Clemens, Mich., to Aug. 15; WABF-FM Fairhope, Ala., to Aug. 12; WGSF-FM Ephrata, Pa., to Nov. 30; WOYE-FM Mayaguez, P. R., to Oct. 30; KIGO St. Anthony, Idaho, to Oct. 6; KING Seattle, to July 14, and WPRC Lincoln, Ill., to Nov. 1.

Remote control operation permitted following stations: KSFV(FM) San Fernando, Calif., condition; and KBMR Bismarck, N. D.; condition.

### Actions of May 19

KLAS-TV Las Vegas—Granted mod. of license to reduce aur. ERP to 11 kw.

KFTW Fredericktown, Mo.—Granted CP to make changes in ant. system; condition.

\*WMHT Schenectady, N. Y.—Granted CP to reduce ERP to 186 kw vis. and 37.1 kw aur. and make changes in ant.

KHAR-TV Anchorage—Granted mod. of CP to change ERP to 27.5 kw vis. and 5.5 kw aur., and change type trans.

WKBW-TV Caguas, P. R.—Granted mod. of CP to reduce aur. ERP to 13.2 kw. DA.

WPHL-TV Philadelphia—Granted mod. of CP to change type trans.; condition.

Granted renewal of license for following main stations and co-pending auxiliaries: KFAX San Francisco; KREN Renton, Wash.; WBRU(FM) Providence, R. I.; WPEP Taunton, Mass.; KWWJ Portland, Ore.; KQMS Redding, Calif.; KUDY Spokane, Wash.; WCFR Springfield, Vt.; WGOK Mobile, Ala.

WBRU(FM) Providence, R. I.—Granted license covering change in ant.-trans. and studio location; decrease in ant. height; and operation by remote control.

### Actions of May 18

WBMK-FM West Point, Ga.—Granted license for FM.

KWIZ-FM Santa Ana, Calif.—Granted license covering change in ant.-trans. location, installation of new trans., ant., change in ERP and ant. height, and deletion of remote control authority.

KPTC-TV Kansas City, Mo.—Approved engineering data submitted pursuant to fifth report and order in Doc. 14229 to specify channel 62 in lieu of channel 54; and ERP as 44.7 kw aur.

KFDW-TV Clovis, N. M.—Granted CP to change ERP to 182 kw vis. and 36.3 kw aur.; ant. height 1,070 ft.; change trans. and studio location to near Rogers; type trans. and type ant.; and make other equipment changes.

KFBD(FM) Waynesville, Mo.—Granted CP to replace expired permit to change ant. system.

KTVI St. Louis—Granted CP to change type trans.; condition.

KTVA Anchorage—Granted mod. of CP to reduce aur. ERP to 5.25 kw.

\*KTNE-TV Alliance, Neb.—Granted mod.

(FOR THE RECORD) 91

of CP to change ERP to 288 kw vis. and 57.5 kw aur.; type trans. and type ant., and make changes in ant. system; ant. height 1,550 ft.; condition.

\*KUNF(FM) La Canada, Calif.—Granted license for noncommercial educational FM.

\*WDOM(FM) Providence, R. I.—Granted license for noncommercial educational FM.

Granted SCA for following stations: KBEY(FM) Kansas City, Mo., on subcarrier frequency of 67 kc; WRLM(FM) Taunton, Mass., on subcarrier frequency 67 kc, and \*WUWM(FM) Milwaukee, on subcarrier frequencies of 41 and 67 kc.

Following stations were granted extensions of completion dates as shown: WSMS-TV Fort Lauderdale, Fla., to Nov. 18; WVCB Coral Gables, Fla., to Oct. 22; WITA San Juan, P. R., to July 31; WJJD Chicago, to Sept. 8; WAAM Ann Arbor, Mich., to June 15, and WADA Shelby, N. C., to June 30.

#### Actions of May 16

Remote control permitted following stations: WAPX Montgomery, Ala.; and KIXZ Amarillo, Texas (aux. trans.).

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through May 25. 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.

■ Long Beach, Calif.—Signal Hill Cable TV Inc. (Robert G. Owens, secretary-treasurer) has been granted a 21-year franchise. The firm will pay the city 2% of its gross revenue. In addition to a \$10 installation fee, the company will collect a \$5 per month service charge. The firm presently serves

## Rulemakings

### PETITIONS FOR RULE MAKING FILED

Mark Twain Broadcasting Co., Hannibal, Mo.—Requests that notice of proposed rule making be issued looking toward the amendment of its table of TV assignments by making following necessary changes: Plan number one Iowa City, Iowa, channels present \*12+, 20, proposed 20, \*52; Manchester, Monticello or Anamosa, Iowa, channel proposed \*12+; Hannibal, Mo., channel present 7—, proposed 7—, 12; plan number two Iowa City, Iowa, channels present \*12+, 20, proposed \*20, 52; Manchester, Monticello or Anamosa, Iowa, channel proposed \*12+; Hannibal, Mo., channel present 7—, proposed 7—, 12. Received May 16.

### CATV REQUESTS FOR WAIVER

Tennessee Cablevision Inc. Kingston Tenn., request waiver to carry WRCB-TV, WTVN (TV), WDEF-TV, all Chattanooga; and WLOS-TV Greenville-Spartanburg, S. C.-Ashville, N. C.

several hundred subscribers in Signal Hill, Calif.

■ Rockford, Ill.—CATV of Rockford Inc. has been granted a 20-year franchise (Harley Swanson, president).

Mishawaka, Ind.—GT&E Communications Inc. (group CATV owner), subsidiary of General Telephone and Electronics, has applied for a franchise. Previous applicants are Community Teleception Inc., Indianapolis, and Valley Cablevision Inc. The Board of Public Works and Safety has approved Community Teleception's application and has passed it on to the city council for consideration.

Topeka, Kan.—Topeka Telecable Co. (John F. McGivern, founder) has applied for a franchise. The firm will offer the city a fee of 5% of monthly gross receipts for the first two years, then 4% with a guaranteed minimum of \$100 per month. There will be a monthly service charge of \$5 and no initial installation charge. In addition to TV other available services will be a 24-hour time, news and weather channel, FM, educational TV and a Civil Defense alarm channel. Previous applicants: CATV Systems of Topeka Inc.; Topeka Cablevision Systems Inc.; American Quality TV Co.; Total TV of Topeka Inc. and Cable TV Construction Inc.

St. Tammany, La.—St. Tammany Community Cable TV Co. has applied for a nonexclusive franchise for the St. Tammany Parish. The firm previously applied for a system in the city of Slidell. It proposes to pay the parish 5% of gross annual receipts for both city and parish.

■ Thibodaux, La.—Lafourche Communications, a group headed by Vernon Troups of Thibodaux, has been granted a franchise.

■ Carrollton, Md.—Marshall Cable TV Inc. has been granted a 25-year franchise. The city will receive 2% of annual gross receipts the first five years and 3% for the duration of the contract. The cost of the service to each customer will be \$5.95 per month.

Glen Burnie, Md.—Specialty Services Co. has withdrawn its application. However, two applications are still pending: Chesapeake Antenna TV Inc., headed by C. Elmer Nolte Jr., and United TV Cable Corp., of which the president is Morris H. Blum.

Billings, Mont.—Montana Video Inc. and Bellevue Inc. have each applied for a franchise. Application from Multi-Vue Inc. is still pending.

■ Aurora, Mo.—KSWM Aurora has been granted a 20-year franchise. The system will include multiple TV channels, including two local channels and two FM stations.

■ Auburn, Neb.—Lincoln Telephone and Telegraph Co. has been granted a 20-year franchise. The company will pay 2% of its gross receipts. Eleven channels, FM and a weather information channel will be available for subscribers.

Dover, N. Y.—Pawling Radio and TV Co. has applied for a franchise. Last month the board awarded a franchise to John Lynch Associates, Amenia, N. Y., but the company has since withdrawn its application.

■ Haverstraw, N. Y.—Rockland Cablevision Inc. has been granted a franchise.

Ramapo, N. Y.—Good-Vue CATV, New City, N. Y., has applied for a franchise. The town board will consider the application at a public hearing June 20.

## New call letters requested

Kansas City, Mo.—Allied Broadcasting Co. Requests KCUF-TV.

Newburgh, N. Y.—Nelson Broadcasting Co. Requests WFMN(FM).

WYAK Valparaiso, Ind.—Porter County Broadcasting Corp. Requests WAKE.

Fontana, Calif.—International Panorama TV. Requests KLXA-TV.

WKIZ-FM Key West, Fla.—Florida Keys Broadcasting Corp. Requests WFYN-FM.

WSKP Miami—WSKP Broadcasters. Requests WOCN.

Phoenix—American Telecasters Inc. Requests KGPA-TV.

\*Linville, N. C.—University of North Carolina. Requests WUND-TV.

KJLM(FM) San Diego—E. Edward Jacobson. Requests KDIG(FM).

Louisville, Ky.—Consolidated Broadcasting Co. Requests WLK-TV.

\*St. John, Ind.—St. John School Township of Lake City. Requests WCAE(TV).

\*Richmond, Va.—Central Virginia Educational TV Corp. Requests WCVW(TV).

■ Smithtown, N. Y.—Suffolk Cable of Smithtown and Smithtown CATV Inc. have been granted franchises. Fees have been set at \$30 for installation and \$5 for monthly service. The firms will pay 3% of their annual gross receipts to the city.

Wappingers Falls, N. Y.—Time-Life Broadcasting Inc. (group CATV owner) has applied for a 25-year franchise. If approved the firm would provide a 12-channel system, which would include a closed circuit educational channel available for civic purposes only. The company also hopes to offer an FM service.

Greenville, N. C.—Carolina Communications Corp. (J. R. Fowler, representative) has applied for a franchise. Other applications pending are Jefferson Standard Broadcasting Co., Greenville Utilities, The Daily Reflector Publishing Co., WNCT-TV and WOOW, both Greenville.

Ashtabula, Ohio—Although some 12 firms have sent correspondence to the city, councilmen are seriously considering only five applications. The applicants are Great Lakes Broadcasting, Lorain, Ohio; Total-Vue (owned by Time-Life Inc.); Videosonics, Cleveland; Realms Co., and Armstrong Utilities Inc., both Pennsylvania.

■ Bedford, Ohio—Total-Vue Inc. (partially owned by Time-Life Broadcasting, a subsidiary of Time-Life Publications) has been granted a nonexclusive franchise. Installation charges will be \$15 and monthly service charges will be a maximum of \$4.95. Total-Vue will pay 4½% of its annual gross receipts to the city. This amount is to be a minimum of \$1,000 a year.

Urbana, Ohio—Champaign Cable TV Co. (William Spellman, representative) has applied for a 25-year exclusive franchise.

Greensburg, Pa.—WHJB Greensburg has applied for a franchise. The city council has directed its solicitor to draft an ordinance which, if adopted, would authorize installation of a system by WHJB. The proposed system would provide service for residents of the South Greensburg Borough. WHJB eventually hopes to install the service in Greensburg, South Greensburg and Southwest Greensburg, all Pennsylvania.

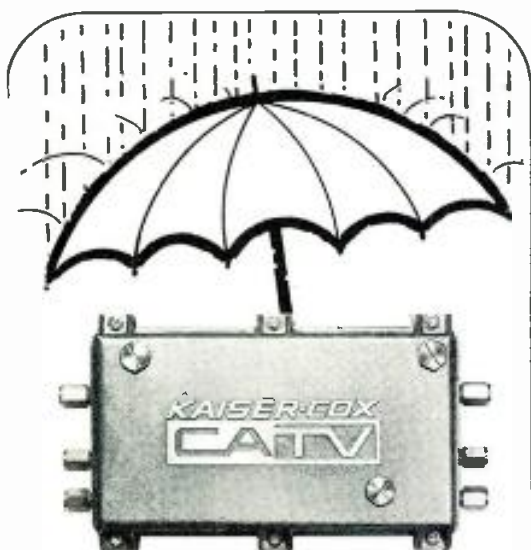
■ Fircrest, Wash.—KTNT-TV Tacoma, Wash., has been granted a franchise. The service will make available multiple channels and a 24-hour weather station. The cost to subscribers will be \$15 for installation and \$5 per month for service.

Pierce county, Wash.—Cable TV Puget Sound has applied for a franchise. President George F. Russel reported that a \$5 monthly service fee and an installation fee will be charged. The company will pay the city 4% of its gross annual receipts.

■ Renton, Wash.—Colorcable Inc. has been granted a 10-year nonexclusive franchise. The firm will pay the city 4% of its gross receipts. The monthly rate will be \$3.95.

Menominee, Wis.—Midwest CATV Inc. has applied for a franchise. Universal Cablevision Inc., Milwaukee, also has an application pending in Menominee.

■ Whitewater, Wis.—Whitewater Cable Corp. has been granted a nonexclusive franchise after two previous rejections based on grounds that the city was not committed until June 21. The city will receive yearly income of \$300 for the first 1,000 subscribers.



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**F**OR a newcomer in the television field, Daniel Harrison Overmyer would appear to be a man in a terrific hurry. He's brand-new to broadcasting and admits it, but his plans are as extensive as the law and marketplace allow.

He wants to get seven UHF stations on the air—and quickly. He even made a plea for special dispensation to the FCC, hoping the government would allow him, as a wholesale patron of UHF, an eighth construction permit.

He's already on the air with channel 24 WDHO-TV Toledo, has construction permits in Pittsburgh; Newport (Cincinnati) Ky.; San Francisco; Atlanta; Rosenberg (Houston) Tex., and an application for Dallas.

Mr. Overmyer will have committed at least \$10 million to his broadcasting operation through 1967, probably more. He's unabashedly bullish about the prospects for UHF broadcasting. "There'll be a fourth commercial network certainly by the fall of 1967," he says. "U's are going to change broadcasting as it hasn't been changed since television came in." He predicts "the proliferation of UHF is going to restrict the growth of community antenna television. If you get 14 stations in Los Angeles without cables, how many more will people want?"

Until recently Mr. Overmyer shunned personal publicity in connection with his broadcasting plan, but now seems willing enough to speak out on his new enterprise. Politically, he describes himself as an "independent thinker and middle-of-the-roader", and seems ready to have his stations become unflinching commentators on the affairs of the communities they will serve.

Mr. Overmyer says he has no intention of getting directly involved in the day-to-day programing of his outlets in either entertainment or news, but he professes an interest in having the stations become involved community spectators.

**Dislikes Bland Approach** ■ He describes most newscasters as "Casper Milquetoasts" and thinks "there ought to be more interpretive reporting in which the opinion of the commentator comes through. There's too much pussy-footing. Every television station has a responsibility to present editorials. There's no difference, in my mind, between the broadcast media and any other media in this respect."

Mr. Overmyer, who is a large man and a hard-driving personality at 41, opened a warehouse in Toledo in 1947 with several thousand dollars in borrowed cash and a vision of warehousing on a grand scale with a national, integrated chain of storage facilities.

In 1966 that vision is indeed a thriving warehouse chain grossing more than \$20 million annually, operating

## He's hitched his wagon to a UHF star

in 56 cities with 260 warehouse installations and claiming to be the largest such organization in the world.

Sitting in his New York headquarters with tie off, shirt sleeves up, and generally relaxed, Mr. Overmyer displays confidence and changeable moods. A discussion of his broad plans for television lights his eyes with enthusiasm and he may jump from his chair to stroll the office as he talks. But an annoying call on the phone, involving a small operational matter, can cause a lightning-quick change of mood.

He delights in relating the origin of his stations' call letters; each bears the initials of a member of his family. Thus, first on the air is WDHO-TV, for Dan Harrison Overmyer. The Newport station, WSCO-TV, stands for Shirley Clark Overmyer, his wife, and there are call letters for each of his four children.

Mr. Overmyer would obviously like

to bring the economies that led to a successful chain warehousing operation to the field of group station broadcasting. And he's convinced the way to get started in UHF is with a group plan. "There's no reason UHF shouldn't be completely competitive with VHF," he claims. To reach this status in Toledo he's built a 1,460-foot antenna tower and has a power authorization of 275 kw. WDHO-TV estimates that 47% of the market in its coverage area is now UHF-equipped, that by January 1967, the figure will have reached 79%.

**The Local Potential** ■ Mr. Overmyer feels local advertising is a largely untapped resource and that UHF represents a remarkable opportunity to the local distributor. He's not a complete stranger to the media world. D. H. Overmyer Warehouse Co. owns a small weekly business paper, the *Toledo Monitor*, aimed at local business men. It claims a circulation approaching 10,000. Other interests of the parent company are a national leasing company and a Toledo bank. A finance company is being planned and the warehousing operation is moving into Canada and overseas.

After two weeks on the air, WDHO-TV has orders for time totaling more than \$150,000, according to Robert Bryan, president of the new UHF group.

National representation for Overmyer Communications Company is handled by National Television Sales.

Asked if the Overmyer organization might someday become a public company, he responded, "not in the foreseeable future."

Mr. Overmyer's own history includes two years at Dennison University, split by a three-and-a-half-year term in the Army. He entered the service as a private, emerged three and a half years later a warrant officer, having taken part in the Normandy invasion and seen duty as a prisoner-of-war camp interpreter.

His working day now is about 14 hours long during the week and about 10 hours on Saturdays. An associate says those who work with and around him are worked hard, but by comparison with the boss they can't find much room for complaint. The boss's diversified warehousing business and other enterprises keep him traveling about 60% of the time.

Mr. Overmyer says he came to broadcasting because "it is a field with obvious growth potential," but he indicates he's aware that establishing his UHF group is not going to be a push-over. Although he wants to get his stations on the air as soon as possible, he says he's ready to take a long-term view of his broadcasting venture. And he's got the resources of his own large company to help him.

## WEEK'S PROFILE



**Daniel Harrison Overmyer**—president, D. H. Overmyer Warehouse Co., which owns Overmyer Communications Company and "Toledo Monitor" b. Dec. 6, 1924 in Toledo, attended Dennison University. U. S. Army, warrant officer. Formed D. H. Overmyer Warehouse Co., 1947. m. Shirley Anne Clark, 1943. Children, Barbara M., 13; Elizabeth C., 8; John D., 4 and Edward M., 2. Hobbies, skiing, hunting, golf.

## Salud

THE institutional reaction of broadcasting to the news that hard-liquor commercials have been accepted by a New York area TV station will be one of at least mild alarm. It has been accepted policy in both television and radio that the advertising of strong drink would arouse political pressures to outlaw the advertising of beer and wine. And that prospect is indeed unsettling.

Still, it has always seemed to us that as long as the sale of liquor is legal, the advertising of it ought to be as acceptable as that for any other product in widespread use. As with the advertising for any other product that ought to be consumed with reasonable discretion, advertising for hard liquor would require special care in placement and content.

It remains to be seen whether the rum commercials that WNJU-TV intends to broadcast will stir up the dregs. We doubt it. The advertising will be contained in Spanish-language programs aimed at the Spanish-speaking audience, which includes a heavy proportion of Puerto Ricans who are accustomed to seeing rum commercials on the TV back home.

## Still the best way out

THE influence of last week's decision in the United Artists CATV copyright case could project itself far beyond the thorny question of the ownership of programs carried by community antenna television systems.

It could also point the way for settlement of the equally fundamental and perhaps even pricklier issue of competition between CATV and broadcasters.

The decision, by Judge William Herlands in U.S. Southern District Court in New York, unquestionably will be appealed. Any study of its probable effects must therefore be hedged on the big uncertainty that is always present in litigation.

On its face, however, the decision is a clear victory for copyright proprietors, whether they be the original owners, such as UA in this case, or licensees of the original owners, such as stations and networks when they buy the rights to programs.

What it says is simply that a CATV system may not carry programs without permission of the copyright proprietors. No ifs, ands or buts. In his own word, Judge Herlands "completely" upheld UA's contention that its copyrights had been infringed by a CATV operator.

While the meaning is clear, the mechanics for compliance remain to be worked out—again assuming that the decision is not overturned. Would CATV systems seek out individually the copyright owner of each program they proposed to carry? CATV operators contend this would be an intolerable burden, although many broadcasters argue that it would not. Might there evolve, as others have speculated, performing rights societies through which CATV rights would be licensed, a la Broadcast Music Inc. and the American Society of Composers, Authors and Publishers in the music field?

We submit there is a better and simpler way. There is a certain parallel between Judge Herlands's decision and Section 325(a) of the Communications Act. Judge Herlands says that CATV operators may not carry copyrighted programs without permission of the copyright owners. Section 325(a) says that a station may not rebroadcast the programs of another station without the other station's consent.

Why not, then, combine the two? Why not, as we have suggested many times, simply expand Section 325(a) to

require that CATV companies get permission from the station before retransmitting its signals? Admittedly some suppliers, particularly the big-motion picture companies, are reluctant to grant control of CATV rights along with broadcast rights in their dealings with broadcasters. But the simplicity of this approach, coupled with hard bargaining by broadcasters and equitable arrangements for sharing CATV license fees, could be persuasive. Then the issue of CATV competition would become a matter for negotiation between the broadcaster and the CATV operator.

The basic issues will probably not be resolved, either in the courts or in Congress, for months, perhaps years. This is all the more reason to intensify efforts to get Section 325(a) amended. The beauty of this plan is that it will work—and will provide an equitable solution—whether last week's decision is upheld on appeal or not.

## Radio-TV blitz

TIMOROUS politicians must view with concern the outcome of the gubernatorial primaries in Pennsylvania which saw a neophyte win the Democratic nomination without the backing of his party by parlaying determination with a \$1 million bankroll, much of it spent in a blitz radio-television campaign.

Milton Shapp, who learned about the potency of the broadcast media as a highly successful CATV equipment manufacturer and systems owner (Jerrold), decided last January he would give political life a whirl. He turned over management of his booming electronics-CATV business to able Robert Beisswenger, who became president, and immersed himself in his campaign, against all advice.

Mr. Shapp bucked his own party organization by attacking bossism in a campaign that included 7,000 radio spots and 34 half-hour television appearances, plus a heavy spot TV schedule. He carried 41 of the state's 67 counties over his party's nominee, state Senator Robert P. Casey.

Milt will have a tough row to hoe in November against the Republican nominee, Lieutenant Governor Raymond P. Shafer. But strange things happen in politics. For example, the upset victory of John F. Kennedy over Richard Nixon in the wake of the now historic Great Debates of 1960.



Drawn for BROADCASTING by Sid Hix  
"Oh, dear! Hadn't we better buy transistor radios?"

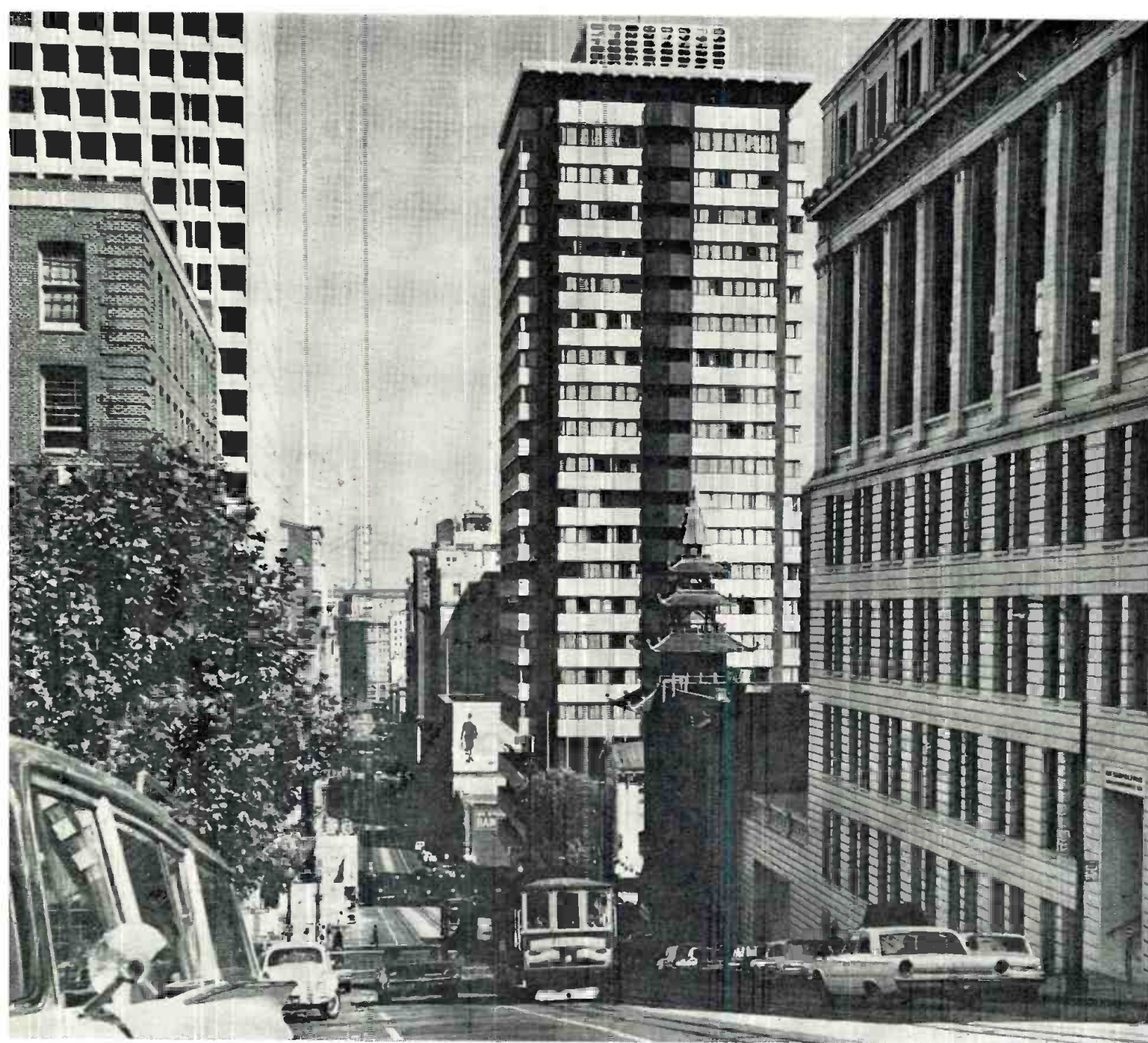


**WGR-TV, the  
Taft Broadcasting Station  
in Buffalo,  
will be nationally  
represented by  
The Katz Agency  
starting June 1.**



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