



Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Who took the wind out of spot television's sails? p27

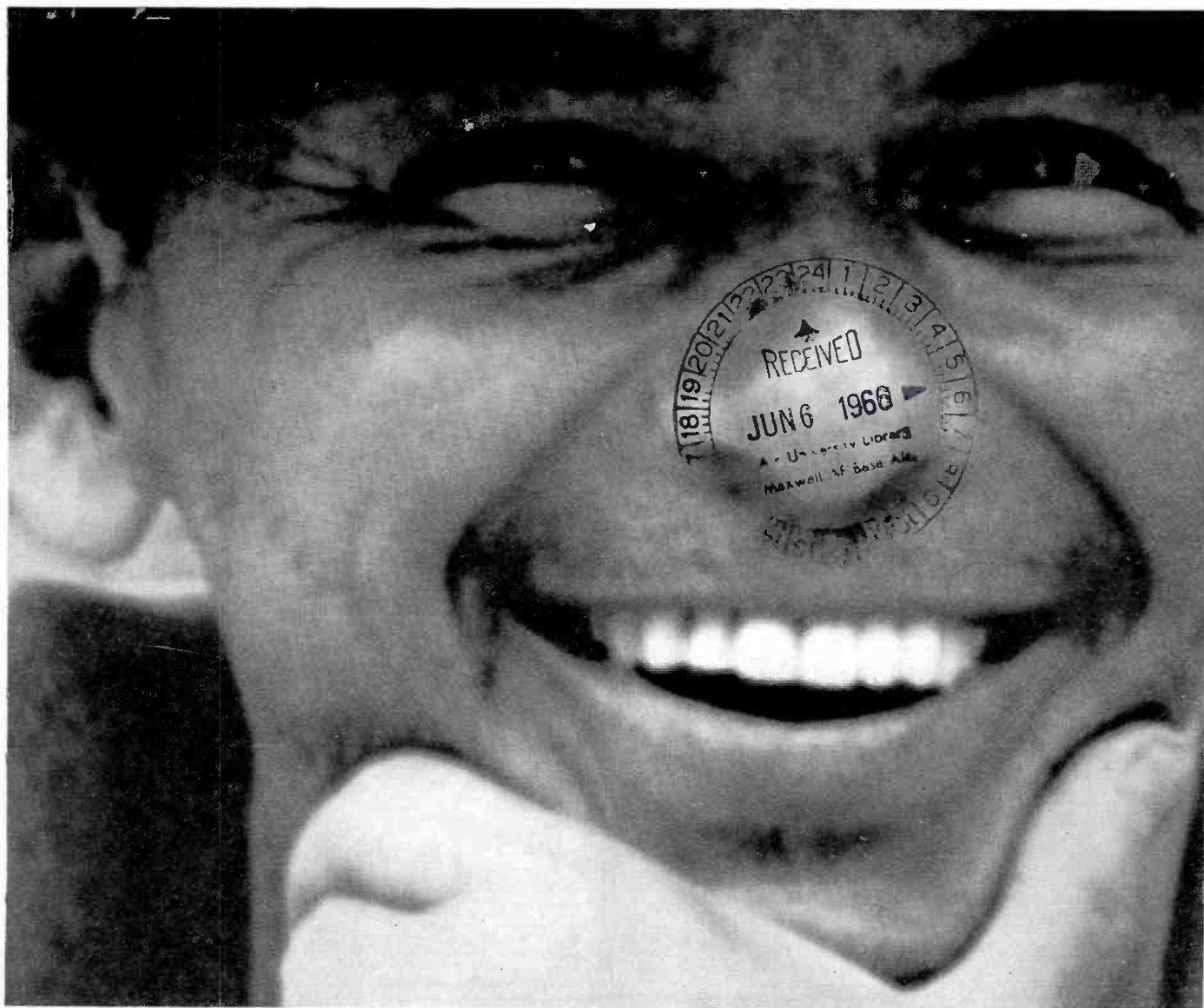
Do small companies merge to get better TV deals? p32

Have networks written 'Requiem for the 50-50 rule'? p52

Is FCC on threshold of new program regulation? p62

COMPLETE INDEX PAGE 7

SERIAL ACO SEC
AIR UNIV LIB
JUN 14 1966
MAXWELL AFB AL
36112
EC EXP 1/67



FRANK SINATRA AND SPENCER TRACY STARRING IN "THE DEVIL AT 4 O'CLOCK"—A RIP-ROARING DRAMA. ONE OF SIXTY GREAT POST-60's. THERE IS MORE OF WHAT YOU'RE LOOKING FOR WITH THE NEW SCREEN GEMS POST-60's **SCREEN GEMS**

GO TO THE DEVIL



Being the most **colorful** station in Tulsa
is important, but it's not everything.

That's why we pay such close attention to our programming. That's why we've invested in the finest movie packages available. And, that's why we strive so hard to keep our viewers happy (triple spotting is taboo). The fact that we're Tulsa's most colorful station is just a big *PLUS* for our buyers!

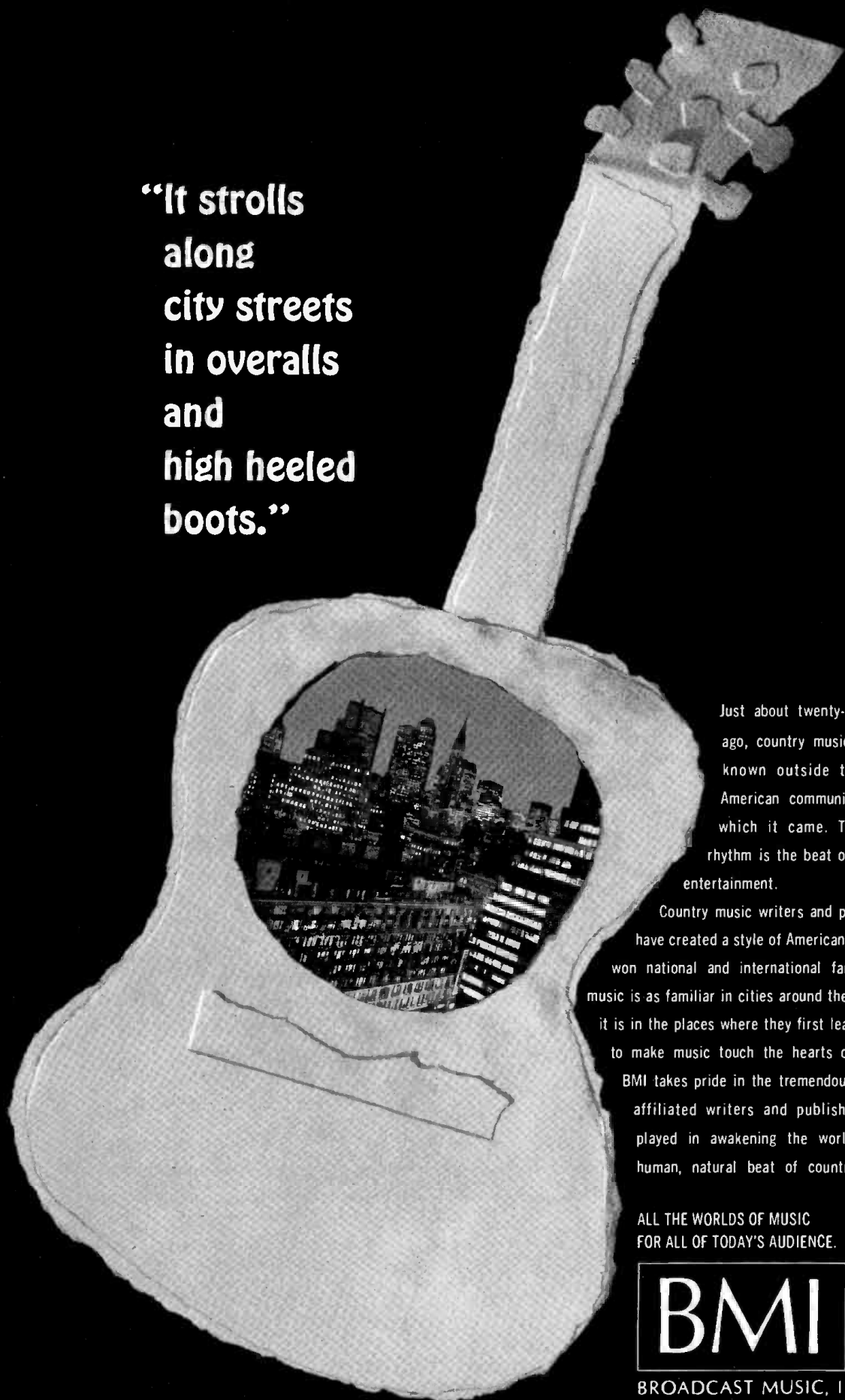
KVOO **2 TV** 
TULSA

Represented by



The Original Station Representative

**"It strolls
along
city streets
in overalls
and
high heeled
boots."**



Just about twenty-five years ago, country music was unknown outside the small American communities from which it came. Today, its rhythm is the beat of big-time entertainment.

Country music writers and performers have created a style of Americana that has won national and international fame. Their music is as familiar in cities around the world as it is in the places where they first learned how to make music touch the hearts of people. BMI takes pride in the tremendous part its affiliated writers and publishers have played in awakening the world to the human, natural beat of country music.

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

BMI

BROADCAST MUSIC, INC.

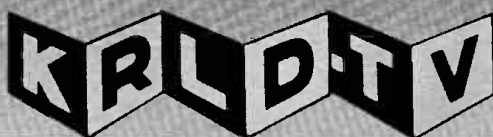
SUMMER DOLDRUMS IN TELEVISION VIEWING?

***NOT ON KRLD-TV,
DALLAS-FT. WORTH!***

In the air-conditioned Dallas-Ft. Worth market, Channel 4 daytime summer viewing exceeds that of the winter season.

According to the March 1966 ARB Market Report, there were 75,900 homes and 109,500 viewers per average quarter-hour, 9:00 AM to 6:30 PM, Monday through Friday tuned to the leading station in the market, KRLD-TV — BUT, the June/July 1965 ARB Market Reports show that KRLD-TV delivered 1,000 more homes and 12,900 more viewers per average quarter-hour in the comparable period during the summer months.

Contact your Advertising Time Sales Representative for complete details on the increased summer viewing on KRLD-TV and choice 60-second availabilities.



represented nationally by
Advertising Time Sales, Inc.



THE DALLAS TIMES HERALD STATIONS

Channel 4, Dallas-Ft. Worth

Clyde W. Rembert, President



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

New tack

Latest expression of interest in broadcasting matters by Representative Harley O. Staggers (D-W. Va.) is cause of some puzzlement. Chairman of House Commerce Committee has had aide combing FCC records to compile list of television stations in top 50 markets—and AM's in top eight—that have been sold at least twice in past 12 years. Reason for his interest? He's not talking. But speculation includes possibility of connection with commission's proposed rule to limit multiple-TV ownership in top-50 markets.

What's to be counted

Next decennial population census will probably include at least three questions of direct interest to broadcast and advertising fields: (1) number of radio sets in household (but so far no indication of separation of AM and FM); (2) number of TV sets; (3) color TV sets. Census Bureau is now holding meetings with civic and business groups for its guidance in determining questions to be retained from 1960 census and those that might be recast or added.

Softer talk

Special meeting of National Association of Broadcasters television code board is tentatively set for Friday (June 10) to review language in new derogatory advertising section. Code staff is concerned over restrictiveness of present wording and hopes to get it modified before full TV board votes on it later in month. Language approved by code board in March would ban identification of product "when the reference is derogatory, either overtly or by implication." This has been interpreted as ban on factual comparisons that do not belittle competition.

Code staff would like this provision to be closer to language adopted last month by radio code board. Although banning ads used for "discrediting, disparaging or unfairly attacking" competition, radio code phrasing would allow factual product comparisons.

The right people

Wiley T. Buchanan Jr., former State Department chief of protocol and well-known Washington figure, will reportedly be prominently identified in

CLOSED CIRCUIT®

new ownership of Mutual Broadcasting System, though his name has not been announced in that connection. Mr. Buchanan has for some time wanted to get into broadcasting, made bid last year for WOJL Washington which was later sold to Edmont Soderling, group owner. Option to buy MBS for \$3.1 million is held by new Mutual Industries Inc. whose principals have previously been identified as Loren M. Berry, head of nationwide telephone directory advertising company based in Dayton, Ohio, and his son-in-law, John P. Fraim (BROADCASTING, May 16).

Lively Arts

Seven Arts Production Ltd., already involved in production of motion pictures, TV program series and Broadway presentations, is blueprinting diversifications spree and actively seeking to acquire TV and radio stations and CATV systems and to expand into nonentertainment areas. Although its proposed merger with Filmways fell through, Seven Arts is still hopeful of making alliance with some TV-motion picture production combine in U. S.

ARB to be target

Station Representatives Association is loading up for blast, probably this week, at one and maybe two parts of American Research Bureau's plans for its TV market reports this fall. Reps don't like dates for fall sweep (Sept. 28-Oct. 25), whose results they say will be "contaminated" by such things as World Series, mixed patterns of daylight and standard time, election campaigns and lack of time for viewing habits to settle after start of networks' new seasons. SRA would rather see sweep start Nov. 9, day after elections. It's also considering stand against inclusion of new feature—"area of dominant influence", assigning counties to markets whose stations they watch most, which is already under attack on grounds it'll favor big markets at expense of small.

ARB officials contend that sweep dates were chosen after broadcasters protested original plan to start on Nov. 9, date SRA wants; that World Series dates will be dropped; that Sept. 28 to Oct. 25 measurement will permit delivery of reports before mid-December

and avoid another situation like last winter's when lag in January spot buying was widely blamed on reports' not being delivered till around year-end holiday season. As to "area of dominant influence," they say it's material agencies want and now prepare for themselves.

Cold shoulders

National Community Television Association had sticky time getting "names" for its convention to be held late this month in Miami. Because Congress is considering legislation on CATV no congressman or senator wants to appear before CATV members. Because of copyright suits same reason holds for federal judges. Although NCTA feared same response from FCC, it was delighted when Commissioner James J. Wadsworth and FCC lawyers headed by General Counsel Henry Geller accepted (see page 76).

Who's boss?

Communications Satellite Corp. and FCC are locked in regulatory dispute that may wind up on Congressional doorstep. Comsat in public statements and inner circles, has contended FCC is cramping its style in negotiations with other nations. On other hand, FCC until now has quietly attempted to persuade Comsat that it should follow statute that created it and cooperate with FCC by filing necessary applications.

In current hot dispute, which has had White House repercussions at telecommunications staff level, FCC argues that Comsat has failed to file essential material in timely fashion, and it implies that glamor corporation has all but held FCC in contempt in seeking to go its own way.

Machine age

Carson/Roberts Inc., leading West Coast-based agency, has teamed up with United California Bank to develop computerized system of automated timebuying and media payment. If system works, bank will offer it as service to entire advertising business. Informatics Inc., Los Angeles think organization, is programming project which is to begin operation today (June 6).

Q.

Do Philadelphians
admit their age
graciously?

A.

Of course!
It's **Wibbage**
Listen! You'll hear it
all over town.



Represented Nationally by The Katz Agency, Inc.

STORER BROADCASTING COMPANY	LOS ANGELES KGBS	CLEVELAND WJW	MIAMI WGBS	TOLEDO WSPD	DETROIT WJBK	WIBG PHILADELPHIA
NEW YORK WHN	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPD-TV	DETROIT WJBK-TV	

WEEK IN BRIEF

Perennial big boom in spot TV isn't materializing this year. Majority of stations say pace is running ahead of last year's but no longer expect major gains over 1965. Local sales moving at good clip. See . . .

WHO STEPPED ON BRAKES? . . . 27

Who did you talk to and what did they suggest? FCC will ask that of 28 radio licensees in first step toward new regulations in programing. FCC wants more explicit answers than stations have given on form. See . . .

GATEWAY TO REGULATION? . . . 62

Kenyon & Eckhardt tosses flock of facts into computer and gets read out on next season's TV network shows. Says CBS will have five shows with 40 or better shares; ABC will have two and NBC one. See . . .

NEXT SEASON . . . 58

Industry committee rips into FCC's proposed new TV reporting form. Claims that, like radio form, it harrasses more than helps and tries to influence licensee's programing judgment. See . . .

LOWER SCORES FOR FORM . . . 55

Radio costs to advertisers decreased from 1960-65 on cost-efficiency basis: TV costs increased slightly: overall gross national advertising costs rose 23%. These are conclusions of Needham, Harper & Steers study. See . . .

RADIO BEST BARGAIN . . . 34

If FCC puts any stock in comments, it would appear burial of proposed 50-50 network programing rule is imminent. Networks file only reply comments. CBS, NBC also hit at WBC proposal. See . . .

COUP D'ETAT? . . . 52

Effect of big advertising discounts has produced trend toward mergers by smaller firms, witnesses tell Senate subcommittee. Feel they should be allowed to join forces and split minute spots. See . . .

COMPANIES MERGE TO BUY . . . 32

Possibility of joint NTSC-PAL color system may be in wind. Delegates to annual CCIR meeting in Norway may adopt sysem combining elements of U.S. and West German color television standards. See . . .

HEAVY AGENDA . . . 81

Commissioner Cox in magazine article talks about TV vs. CATV; criticizes CATV operators who are heading for the big cities and those who want no limitation on program origination. Says FCC acted 'belatedly.' See . . .

COX'S VIEWS . . . 74

Triangle suggests FCC allow two of its CATV systems to run controlled experiments for three to five years to find out what effect, if any, CATV's have on UHF. Test would run in Philadelphia area. See . . .

CATV EXPERIMENT . . . 68

DEPARTMENTS

AT DEADLINE	9	LEAD STORY	27
BROADCAST ADVERTISING	27	THE MEDIA	68
BUSINESS BRIEFLY	43	MONDAY MEMO	22
CHANGING HANDS	72	OPEN MIKE	14
CLOSED CIRCUIT	5	PROGRAMING	52
DATEBOOK	14	WEEK'S HEADLINERS	10
EDITORIAL PAGE	102	WEEK'S PROFILE	101
EQUIPMENT & ENGINEERING	78		
FANFARE	80		
FATES & FORTUNES	84		
FILM SALES	66		
FINANCIAL REPORTS	76		
FOR THE RECORD	87		
INTERNATIONAL	81		



Broadcasting

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BEELINE[®] COUNTRY...

AWFULLY BIG IN RECREATION



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

It is full speed ahead for your Western sales when you are in Beeline Country. Hundreds of thousands of visitors come to Reno's Lake Tahoe recreational area every year to go boating, ski and relax. Add to that the \$635,344,000 residents have to spend and

you have a lot of buying power. Beeline Radio KOH can help you tap this big market. And KOH is one of four Beeline stations — the key to California's rich Inland Valley and Western Nevada.

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



McCLATCHY BROADCASTING

THE KATZ AGENCY, INC. • NATIONAL REPRESENTATIVE

KOH • Reno

KFBK • Sacramento

KBEE • Modesto

KMJ • Fresno

TV discounts foster twin evils is charge

Network television advertising discounts were characterized as "double-barreled" threats to nation's economic health by witnesses at close of current Senate hearing Friday (June 3).

And on same day, Senator Philip A. Hart (D-Mich.), chairman of investigating subcommittee, raised spectre of extension of inquiry into large advertisers' influence on television programming.

He told Federal Bar Association luncheon in Washington that "equal opportunity" for advertisers may not be restricted solely to huge discounts and time availabilities.

Earlier Professor Harlan M. Blake, Columbia University Law School, New York, told Senate Antitrust and Monopoly Subcommittee that network rate practices foster acquisition of small advertisers by industry giants who enjoy discounts, and prevent small firms from adding new products because of heavy advertising burden. Prof. Blake who, with Jack Blum now on subcommittee staff, conducted study last year of rate structure's antitrust implications, added that practice hurt television by chaining large advertisers to present networks thus preventing growth of independent network and stifling programming initiative.

These charges were echoed by Paul De Domenico, vice president of Golden Grain Macaroni Co., and Gaylord La Mond, president of Chock Full o' Nuts Corp. Mr. La Mond suggested possibility of regional advertising structure to give small, regional firms opportunity to compete on equal basis with giants. Both told of numerous approaches by large firms to acquire their respective firms with advertising discounts playing significant role in discussions.

After hearing, subcommittee staff director and counsel Jerry Cohen said hearing would resume at later, unspecified date. He said staff had contacted networks and asked for data, adding investigation would continue when networks respond.

Possible new approach to hearing was suggested by Senator when he said trend toward "giantism" is influencing program content on networks and networks "must become increasingly subservient" to biggest advertisers as fewer advertisers buy more time.

Networks, he added, cannot afford to

"ignore the desire of the biggest customers to cater to the mass audience when developing the programs which the networks in some 92% of the cases control themselves."

Senator Hart suggested government-developed "ground rules that will outlaw economic discrimination."

Senator said TV advertising was singled out for hearing because "having it or not having it is a matter of life or death to companies selling consumer products. . . ."

NBC cleared of violating Stevens' artistic virtue

Los Angeles Superior Court Judge Richard L. Wells decided Friday (June 3) that NBC-TV did not act in bad faith and thus was not in contempt of court when it showed movie "A Place in the Sun" on March 12. Producer-director George Stevens had obtained court order prohibiting "artistic damage" to his movie by network, but this injunction was not violated, judge ruled.

In his five pages of opinion, judge said he did not find any of spots shown during playing of film to be in bad or questionable taste or jarring and pointed out that average TV viewer is too "thick-skinned" to TV advertising to be bothered by commercial interruptions.

Network was slapped lightly for not even "reducing slightly" commercial content of movie presentation. Decision was reached after seven-day trial that ended May 25. Contempt decisions usually cannot be appealed.

Around world by Godfrey

CBS reported Friday (June 3) that Arthur Godfrey will broadcast capsule comments while in flight during trip around world for taping at various cities and replay on his CBS Radio morning program today (June 6) and tomorrow. Mr. Godfrey, licensed jet and helicopter pilot, was scheduled to take off June 4 from New York on first around-world twin engine business jet flight sanctioned for record by Federation Aeronautique Internationale and its U. S. affiliate, National Aeronautical Association.

Mr. Godfrey and three co-pilots were to make 23,000-mile trip in 53 hours actual flying time. Total time for flight was projected 87 hours, with scheduled stops including Madrid, Moscow, Bombay, Singapore, Anchorage and Oklahoma City.

Bill Putnam signs up for Telemeter pay TV

Three franchise agreements announced today (June 6) grant Telemeter subscription TV rights for two systems that would be operated on air and one system by wire to UHF station operator William L. Putnam of Springfield Television Broadcasting (WWLP[TV] Springfield and WJZB[TV] Worcester, both Massachusetts, WKEF [TV] Dayton, Ohio, and WRLP[TV] Keene, N. H.), all UHF's.

On-air systems, pending FCC approval of such station transmission of pay TV programs, would be operated in Worcester area and in Pittsburgh, while cable operation is proposed for Washington, D. C., metropolitan area.

Mr. Putnam has set up subsidiary Capital Communications Corp. that has effected agreements with International Telemeter Corp., New York, subsidiary of Paramount Pictures Corp. Operation in Worcester would originate with WJZB and in Pittsburgh with WENS(TV), also UHF, being built by Springfield. Latter also has construction permit for another U—WJHF(TV) Raleigh, N. C.

Telemeter system in Washington will be operated by cable using Telemeter's three-channel system that underwent five-year test in West Toronto in Canada (1960-65). Washington franchise encompasses all of metropolitan area

Nippon tuck

Multiple-station owner Richard Eaton received sweet-and-sour treatment from FCC in same day last week. Commission granted full three-year license renewals for six Eaton-owned AM and FM stations that had been operating on short-term renewals. It also dispatched letter to him asking for additional information in connection with his proposed \$550,000 purchase of ch. 13 KTRG-TV Honolulu. Mr. Eaton proposes to introduce heavy budget of Japanese-language programming, and commission wants to know basis for that decision. Answer will probably be prompt. Mr. Eaton has made survey, and is ready to file it.

WEEK'S HEADLINERS

Gregory T. Lincoln, manager of radio and television operations for Colgate-Palmolive Co., New York, appointed director of advertising services at Liggett & Myers Tobacco Co., New York. Mr. Lincoln was with Colgate for seven years after joining from Crosley Broadcasting Corp. where he was Midwest director of sales.



Mr. Lincoln

He began his broadcasting career in 1948 with WPIX(TV) New York in film editing, program direction and sales.



Mr. Lasker

Mr. Lasker will continue as VP and member of Avco Broadcasting board of directors.

Felix A. Kalinski, formerly VP, corporate development planning, International Basic Economy Corp., New

York, elected to newly-created post of VP, planning at CBS Inc. Mr. Kalinski, who joins CBS in New York on June 20, will be responsible for long-range planning on corporate level. His other associations had been with Vertol Aircraft Corp. as senior VP and with Pereira & Luckman architects as VP and general manager.

Walter D. Scott, chairman of NBC, and **Bennett Cerf**, chairman of Random House, both subsidiaries of RCA, elected to RCA board of directors. **Robert T. Howard**, general manager, KNBC(TV) Los Angeles, elected VP of NBC. Mr. Howard became general manager of KNBC May 1, succeeding Thomas C. McCray, who retired (BROADCASTING, Feb. 7).



Mr. Tinchler

Tinchler was formerly VP of Cowles broadcasting division and director of public affairs of WREC-AM-TV Memphis. He has also been general manager of WHTN-TV Huntington, W. Va.; KVTU-TV Sioux City, Iowa; and WNAX Yankton, S. D.

Robert R. Tinchler, president of Cowles Florida Broadcasting Inc., subsidiary company which operates WESH-TV Daytona Beach-Orlando, Fla., elected VP of Cowles Communications Inc., New York. Mr.

who had opposed proposal vigorously, filed action in chancery court in Wilmington, Del., Friday to enjoin two-for-one stock split.

Electronics can bridge humanities-science gulf

Electronic instruments of communication form key to challenge facing new generation—bridging of gulf between technology and humanities, according to Robert W. Sarnoff, RCA president, in speech prepared for receipt of honorary doctorate of fine arts at Washburn University of Topeka, Kans., commencement yesterday (June 5).

"Scientists, engineers and technicians," said Mr. Sarnoff, "frequently suffer from the absence of values which give meaning to life and direction to work. On the other hand, the creative artist and social commentator rarely take the time or make the effort to understand the technology which has become so much a part of their life."

Solution, he said, lies in organization and dissemination of knowledge through such means as TV, computers, microwave channels, satellites and laser beams. Only with these means and "man's own will for truth and understanding" will gap be closed between two cultures and man regain mastery over own knowledge.

Set sales continue up

Sales of TV and radio sets by distributors to retailers for first 1966 quarter continued up in all categories compared with same period last year except one—auto radios.

Total TV sales were up 22.6%, with color jumping 95.8% and monochrome mere 4.1%. Home radios were up 23.6%, with FM set sales up healthy 60.9%.

Distributor sales for three months this year as reported by Electronic Industries Association:

TELEVISION

Period	Total	Mono-chrome	Color
Jan.-Mar. 1966	2,925,203	1,983,219	941,984
Jan.-Mar. 1965	2,385,399	1,904,302	481,097

RADIO

Period	Home	FM	Auto
Jan.-Mar. 1966	3,264,467	939,893	2,433,012
Jan.-Mar. 1965	2,641,069	584,301	2,589,640

RCA quarterly dividend

RCA board voted Friday (June 3) to declare quarterly dividend of 20 cents per share on common stock, payable July 25 to stockholders of record June 17, and 87½ cent dividend on cumulative first preferred shares for period from July 1 to Sept. 30, payable Oct. 1 to stockholders of record Sept. 16.

For other personnel changes of the week see FATES & FORTUNES

of District of Columbia.

Leslie Winik, president of International Telemeter, said Mr. Putnam's franchises are first in U. S. for Telemeter on-air operation. Pay-TV broadcast system has been field tested on experimental Telemeter U in Los Angeles (KM2XOG) since 1961. There are four other franchises—all for cable systems—licensed by Telemeter in principal cities: Miami, Atlanta, Dallas and Houston.

DDB stock split approved

Two-for-one split of Doyle Dane Bernbach stock is scheduled June 9 with additional shares to be issued June 23. New York advertising agency's stockholders have approved issuance of 1.5 million shares of class A stock with par value of \$1. Split authorized stock increase to 3 million shares with par value of 50 cents. Stockholders voted on actions June 2.

Agent for Korean station

Agreement of ABC International Television Inc. to provide Joong-Ang Broadcasting System Ltd. of Korea (JBS-TV Seoul and Pusan) with program buying service and worldwide sales representation was reported Friday (June 3).

Vote MGM stock split

Stockholders of Metro-Goldwyn-Mayer have authorized management's proposal for increase in authorized shares and for two-for-one stock split, Robert H. O'Brien, president, announced Friday (June 3). He said 51.35% of outstanding shares voted favored management's proposal to increase authorized shares from 3 million to 8 million and to split stock.

Dissident director Philip J. Levin,



Starring Roger Smith as Mister Roberts, Steve Harmon as Ensign Pulver, Richard X. Slattery as Captain Morton and George Ives as Doc. 30 half-hours. Available for fall start.

MISTER ROBERTS

...the only off-network half-hour
service comedy available in

COLOR



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

Can a Los Angeles radio station that cares train the responsible broadcasters of tomorrow?

KABC believes they can.

That's why they have established the first fellowship for graduate study in radio editorializing at the University of Southern California's Department of Telecommunications. This fellowship program will strive to better educate outstanding students seeking the challenging opportunities presented by broadcast editorializing.

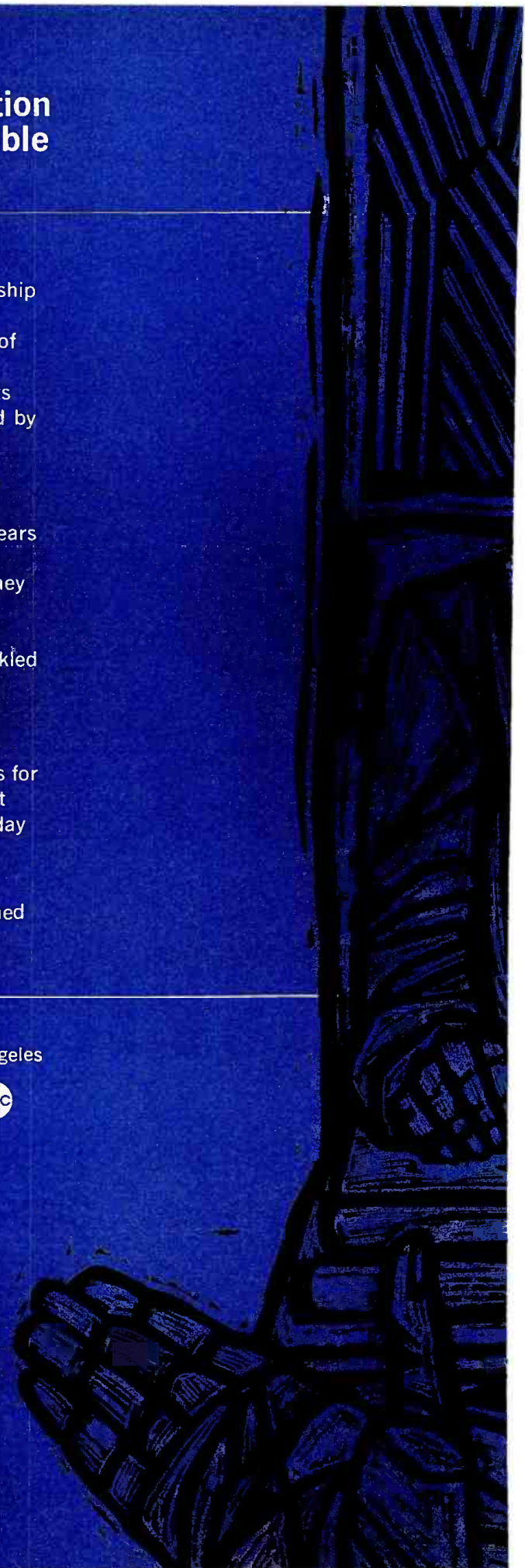
KABC knows that the community, as well as the student, will derive untold benefits from this unprecedented fellowship program. In the few years that radio stations have been broadcasting editorial opinions on subjects of vital interest, they have met with overwhelming public response. It has encouraged stations into bold ventures. Community issues and problems have been tackled that clearly require enlightenment and constructive solutions.

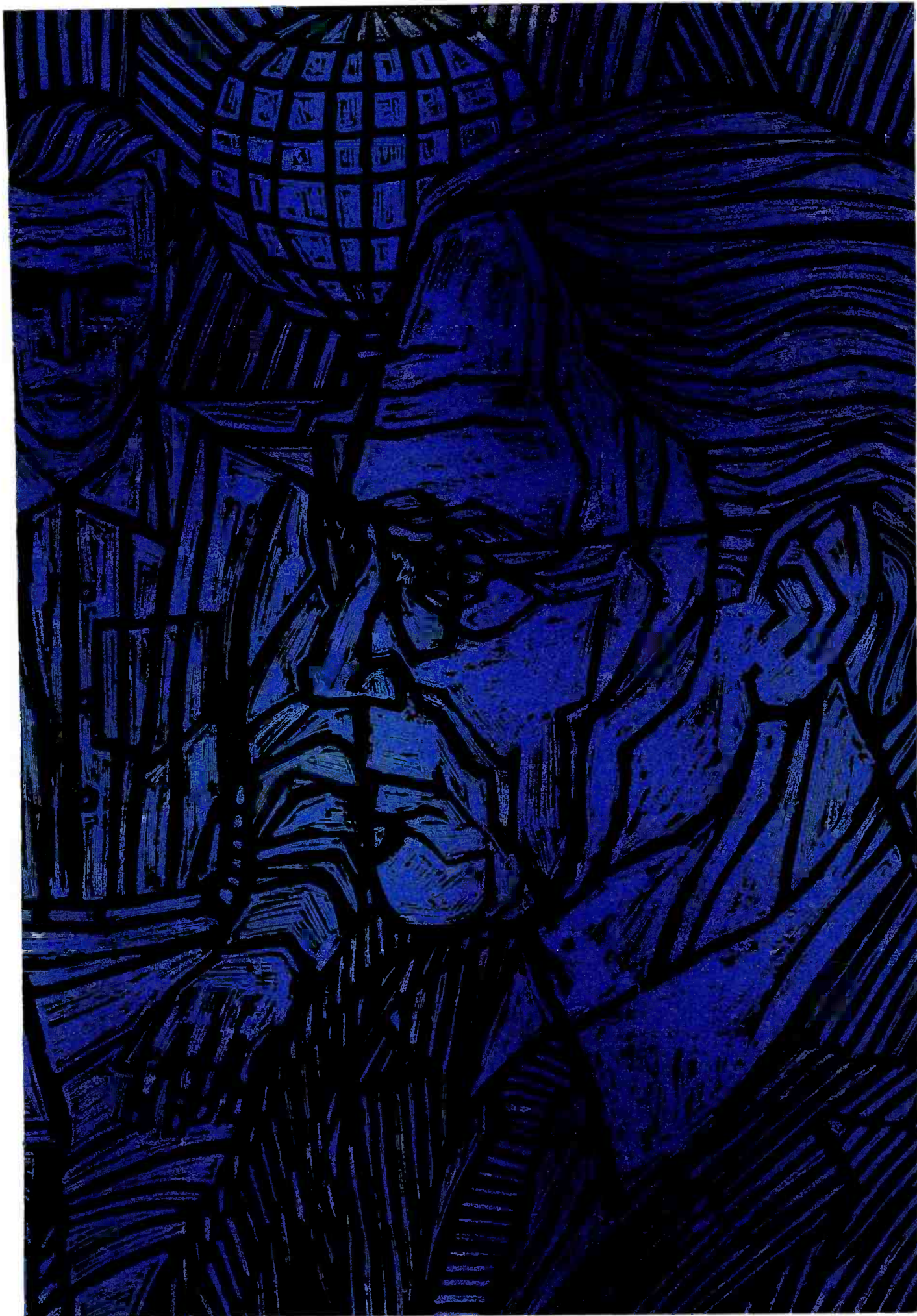
Broadcasters are now meeting the challenging needs of their communities. Their concern now is for the future. The KABC fellowship program is just one effort being made by the radio industry today to mold the responsible objective broadcasters of tomorrow.

It takes a station like KABC, one of the ABC Owned Radio Stations, to care enough—to make things happen.

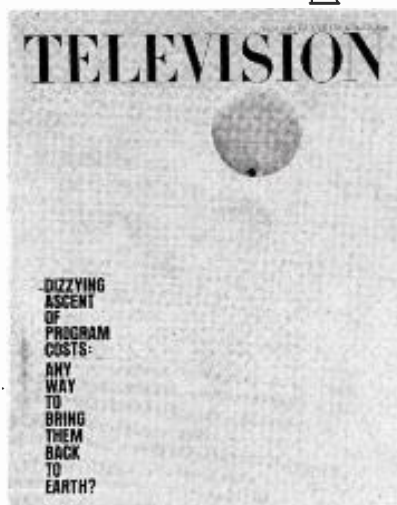
WABC New York KQV Pittsburgh WXYZ Detroit
WLS Chicago KGO San Francisco KABC Los Angeles

ABC Radio Stations 





We get
channels
you
can't get
anywhere
else.



In June: What's to be done about soaring costs of network programing? 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.

DATEBOOK

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

■Indicates first or revised listing.

JUNE

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.

NAB RADIO PROGRAM CLINICS

June 6-7—Hilton Inn, Tarrytown, N. Y.

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

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—62d 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—Annual meeting of the North Carolina AP Broadcasters. Speakers include Fred Strozier, AP, New York. Jack Tar hotel, Durham.

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 film commission of the National Council of Churches, Christian Theological Seminary, Indianapolis. For information write Dr. A. R. Edyvean, P.O. Box 88287, 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.

OPEN MIKE®

Emphasis on 'Emphasis'

EDITOR: Your May 16 editorial, "Change of Emphasis," is certainly logical. I have contended for several years since the CATV controversy developed that the problem would not and should not be solved by artificial protective means, but that TV stations should be forced to move into local service programing to attract listeners and grow and survive.

Radio stations have thrived in a competitive, nonprotected atmosphere for many years. We request and receive no "artificial protection" and stations which concentrate on service to the audience prosper. TV can and should operate in a similar way.

As your editorial notes, technology

and the practical demands of spectrum limitation will bring the answer to the surface quickly.—Galen Gilbert, president, KBTN Neosho, Mo.

Golden answers Klein

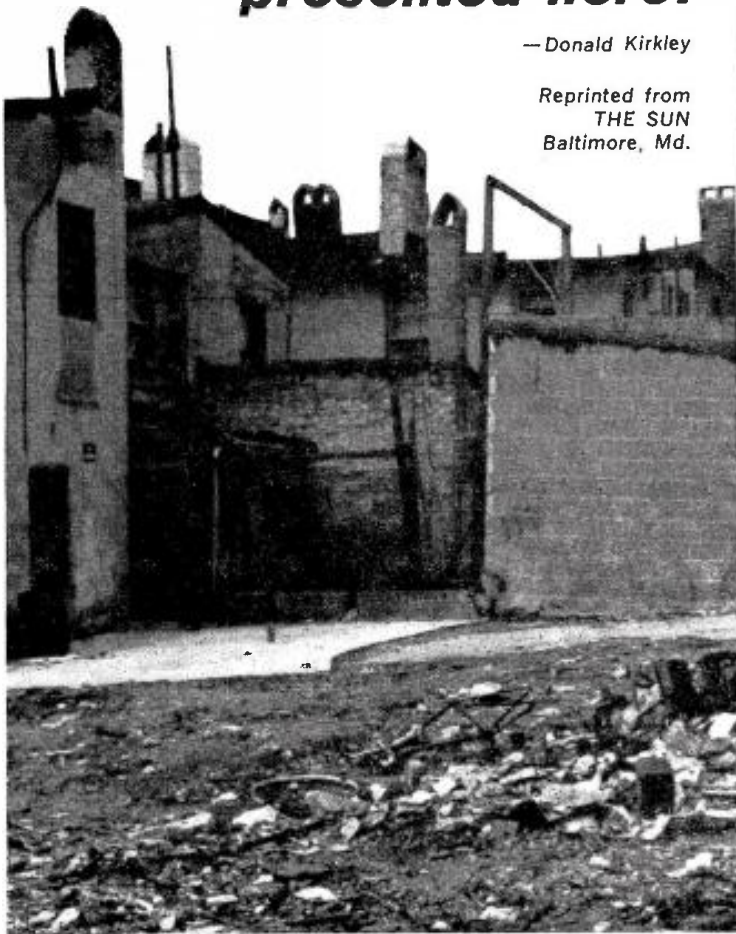
EDITOR: The May 30 BROADCASTING carries a letter—regarding a presentation made by the CBS Television Network to its affiliates—from Paul L. Klein, vice president, audience measurement, NBC.

Mr. Klein's letter takes exception to the statement (relating to "second season" developments) that "... NBC is no longer within striking distance of CBS. . . ." To refute this statement,

**"This was one of the
most unusual
documentaries ever
presented here."**

—Donald Kirkley

Reprinted from
THE SUN
Baltimore, Md.



'Carnival Of Ugly'

Baltimore television had its first pop documentary Tuesday, and a very clever one it was. "A Carnival of Ugly," produced and written for WMAR-TV by George Gipe, was unique in total format, dramatizing an all-out combination of the ear-nose-and-eye-sores of Maryland in irregular verse, to the accompaniment of music from "A Carnival of Animals" by Charles Camille Saint-Saens.

Instead of fitting bits of music to a rapid sequence of scenes, as is customarily done, each section of the score was played at length, while the inspired camera of Charles Purcell roamed meaningfully about the cityscape, waterscape or mountainscape which had been described, in suitably sarcastic tones, with grim humor, by Stu Kerr.

Visually, it was a work of art. Mr. Purcell discovered fantastic patterns, reminiscent of ultra-modern styles in painting and sculpture, in automobile graveyards, gutters, poisoned streams, dumps, hideous arrays of billboards and other unlikely places. Often he used contrast, with buildings, beauty spots or skyline pictures, to drive home the facts of the anti-tourism script, and the theme: a thing of ugliness is a pain forever.

There was no need for a spoken editorial; what more could Bob Cochrane, executive producer, have added to the built-in moral? This was one of the most unusual documentaries ever presented here.

D.K.



■ WMAR-TV feels that mere quantitative presentation of comment and criticism on topics of public interest is not the highest form of response to community needs.

■ Such programs are productive only when the public sees them. It is not enough that the public could have done so.

■ That is why, at least once monthly, the WMAR-TV News-Documentary unit produces a program on a local issue of importance with infinite care, and with due attention to artistic merit.

■ That is why WMAR-TV promotes these programs just as commercial programs are promoted. That is why WMAR-TV documentaries are telecast in prime time.

■ Perhaps that is why President Johnson invited the documentary department to the signing of the bill that made Assateague Island a national park.

■ Perhaps it is also why the Maryland Legislature passed a resolution commending WMAR-TV for its documentary "The Will And The Way"—pointing up the need for a state comprehensive rehabilitation center.

■ This may be why . . . *In Maryland*

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WMAR-TV

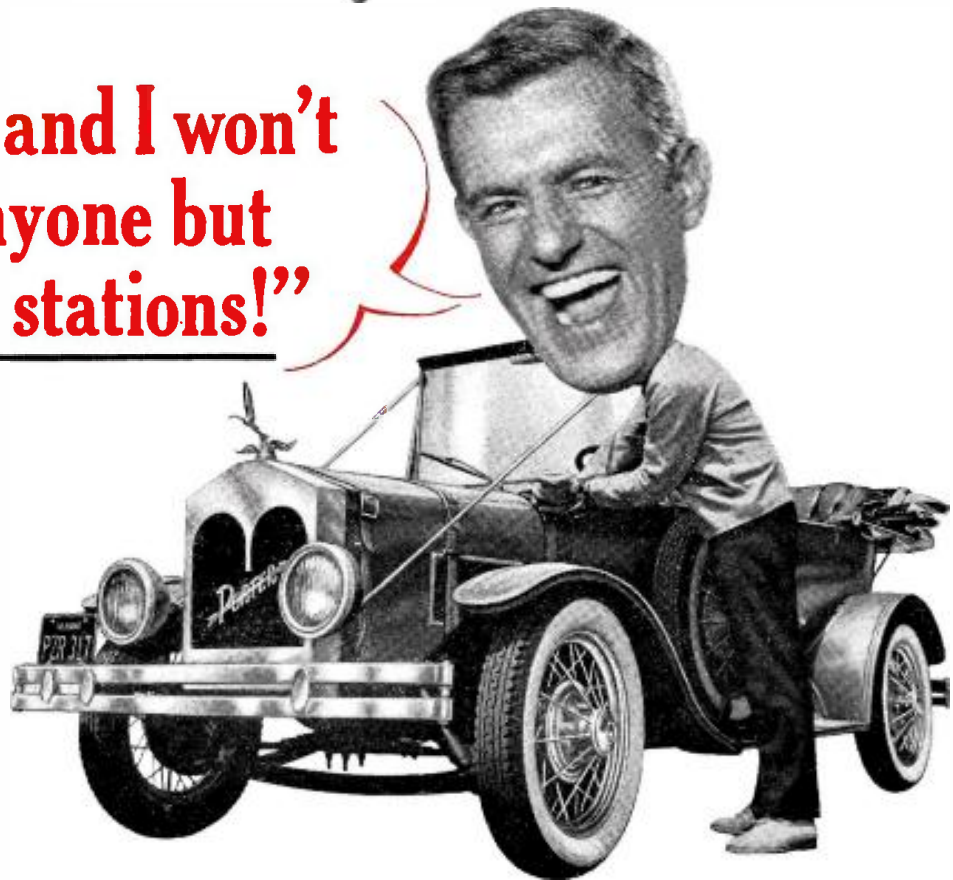
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all year
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you stations!”**





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also starring

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DALLAS-FT. WORTH, WICHITA FALLS, LAFAYETTE, La.**

Nobody in Washington debates about which is the important station: WTOP RADIO



A POST-NEWSWEEK STATION represented by CBS Radio Spot Sales

Mr. Klein cites the Nielsen Television Index second report for April 1966 AA rating averages of 18.5 for CBS, 18.3 for NBC and 16.9 for ABC.

"Possibly to Mr. Golden," Mr. Klein continues, "0.2 of a rating is not striking distance . . ."

Just to keep the record straight. I agree (and far more important, CBS agrees) that there is no statistical significance to "0.2 of a rating." But the television audience's sampling of "second season" programming changes had presumably been completed by the period covered in the NTI first report for February, 1966. Accordingly, here are the 7:30-11 p.m. Sunday-Saturday, NTI-AA rating averages for CBS and NBC from that (February) report to date:

	CBS	NBC	CBS Advantage
February I	21.4	19.8	1.6
February II	20.8	19.3	1.5
March I	20.8	19.6	1.2
March II	19.7	18.3	1.4
April I	20.3	18.7	1.6
April II	18.5	18.3	0.2
May I	17.8	16.6	1.2
Average	19.9	18.7	1.2

We are happy to give the readers of BROADCASTING the opportunity to review the data . . . determine for themselves which numbers they consider to be pertinent and definitive . . . and draw their own conclusions.—*Richard W. Golden, director of market planning, CBS Television Network, New York.*

Who's for number three?

EDITOR: KMAR precedes the claim [of KWK St. Louis] to being "The second-best station" by several years. We've been making this claim since 1962 . . . —*Si Willing, KMAR Winnabow, La.*

(KWK's promotion, needing stations that claim number-one ratings [BROADCASTING, May 23], wisely avoided claiming a first for its promotion stunt)

A bit of a dig at TV

EDITOR: I find it interesting that the National Association of Broadcasters is promoting May as National Radio Month and another group is promoting May as National Tavern Month. There's little connection between the two, unless it's because that when people want to forget, they go to a tavern. And when they want to know, they listen to radio. Could that be why taverns have TV?—*Carl Olsen, media promotions, 7507 Spring Lake Drive, Bethesda, Md.*

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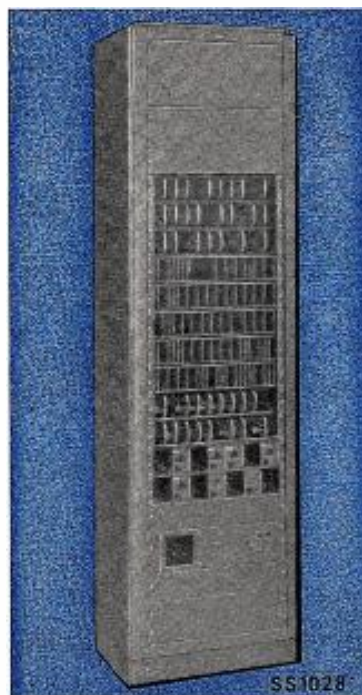
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BROADCASTING, June 6, 1966



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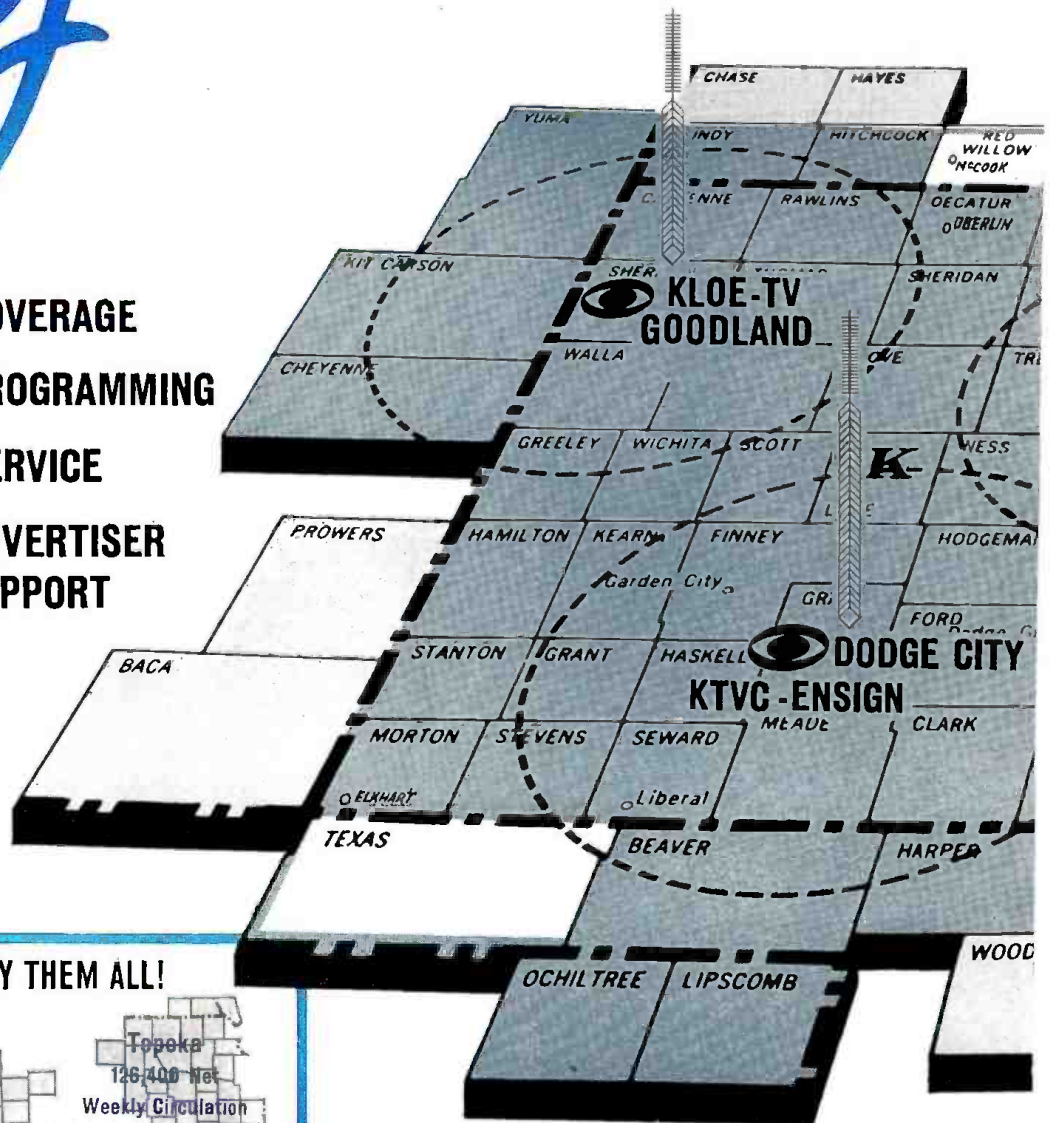


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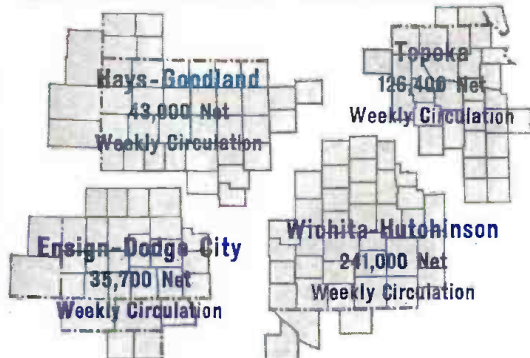
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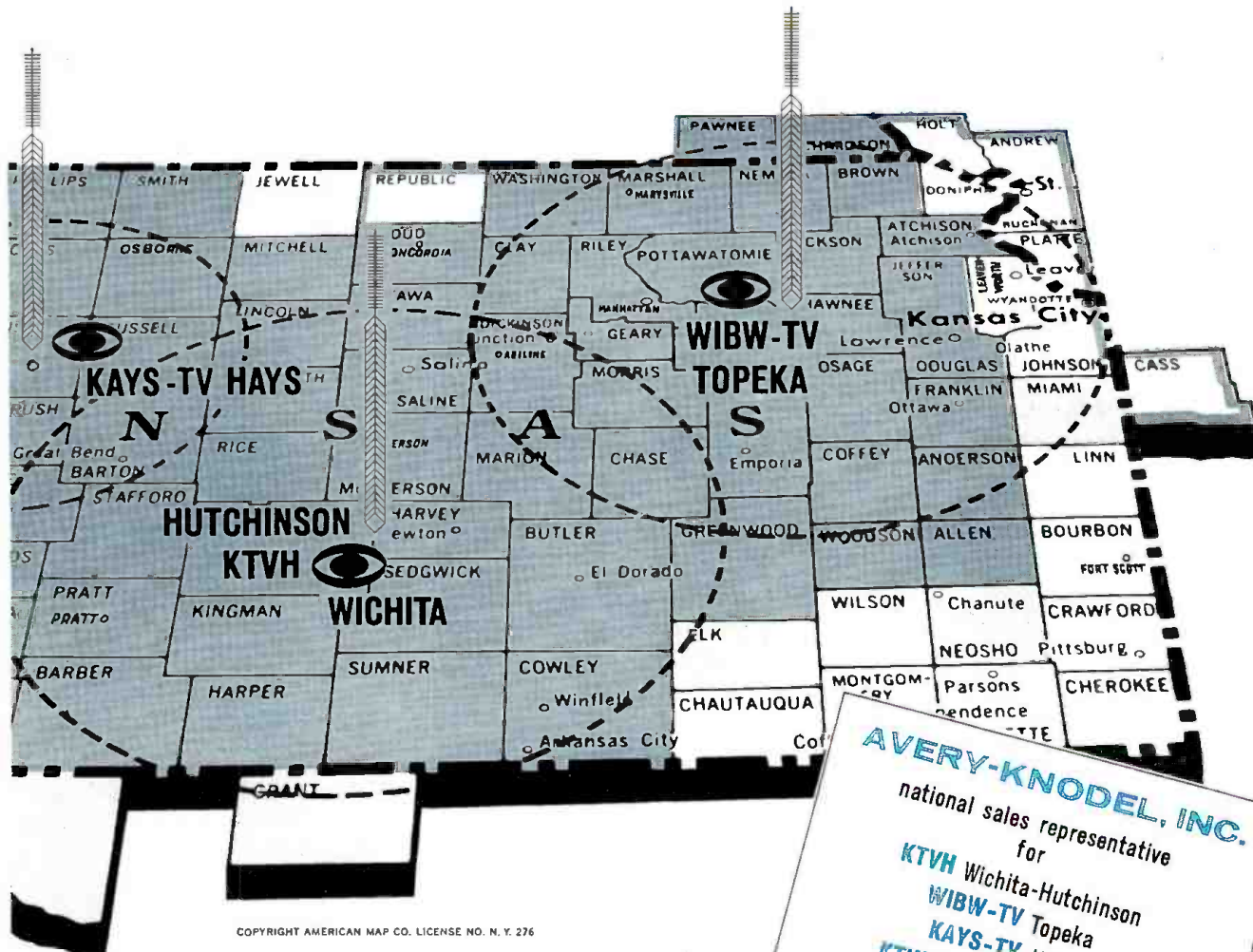
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TV audience measurement: sets, households or people?

Will today's television rating systems serve advertisers and agencies tomorrow? They will not. For they are fast being made obsolete by the very sets, households and people they measure.

Until recently, the audience measurement data provided by Nielsen, American Research Bureau, TvQ, etc., have been adequate for media planners. But new factors have arisen that are changing all the old rules and dictating the need for a new set of audience measurements. This is what has happened:

- With the arrival of color television, program packages, networks and advertisers are making maximum use of color for programing and commercials. There are about 5 million color sets in the U. S. and sales have just started to grow. We can expect 8 million sets by 1967, and 12 to 15 million sets in 1968 and 1969. In most cases, color sets in households are second sets, and, in some cases, third sets.

- These new sets are equipped to receive UHF frequencies since most color sets were purchased after the all-channel law went into effect. This increase in the ability to receive UHF will lead to greater station growth in selected market areas and greater competition among stations.

- Media planners have become increasingly interested in measuring the cost of reaching individuals or particular prospects as compared to the household as a whole.

An examination of these factors brings us to some important conclusions. Homes with more than one set (multi-set households) are increasing at a rapid pace and consumers are being presented with more viewing options. Right now the multi-set household amounts to approximately 25% of all TV households.

Two Big Questions ▪ With these conclusions in mind, the media planner must ask: How will the rating services measure multi-set households? What are the future implications of the multi-set household in media planning and for TV purchases?

Currently, there are two slightly different techniques being used. Nielsen uses, as its base, homes using television. This means that if a home with two sets is tuned to two different stations at the same time, the home is only counted once in the overall homes-using-television figure. However, it is counted twice in the computation of the rating data, once for each station being viewed. In this manner, the sum of the ratings for

all of the stations in a market can add up to more than the total homes-using-television figure. ARB, on the other hand, uses, as its base, sets-in-use. Specifically, ARB counts each household according to the number of TV sets tuned to different stations. Thus, if two sets within a household are tuned to two different programs (stations) at the same time, both sets are counted in the ratings and sets-in-use figures. If both sets are tuned to the same program, the home is counted only once. In this manner, the sum of the ratings does add to the total sets-in-use.

The effect of multiple-set usage currently is not of major significance. An examination of available data indicates that viewing of a second set accounts for only about 3% of all U. S. viewing during prime time. In multi-set homes, however, this viewing accounts for over 10% of all viewing. Both of these percentages are bound to increase at a fairly rapid pace in the next few years. The effect will increase as the number of multi-set homes continues to grow.

Although the television medium will probably never become as individual as radio has become over the years, certainly the household measurement is already beginning to lose its usefulness among media planners.

The Need ▪ The answer to the problem of estimating TV audience sizes seems to lie in the development of an individual rather than a household-measurement technique.

In this manner, the complications arising from segmented viewing in multi-set homes can be avoided since no single person can be viewing more than one set at a time. With an individual measurement, ratings could be based on predefined groups of people (men,

women, teen-agers, children) and even extended to product users. Currently such information is provided by Brand Rating Index and Simmons, but only once or twice per year and generally too late to aid in planning for the current TV season. Recognizing that advertisers, agencies and broadcasters could probably not support a service based on individuals which covers virtually every week of the year, we do need a service that will provide fast information with some degree of regularity, (perhaps weekly during the first two critical months of the season and monthly for the remainder of the year).

The implications of an increasing use of more than one set per home and the resultant change in audience measurements will be felt in many areas:

- The networks will have to adjust their programing to reach a more specific audience rather than trying to build up large household ratings.

- Local stations, both those now on the air and new UHF outlets, may also become more selective in programing.

- Advertisers and agencies will have to define their target audiences more specifically and will have to create new benchmarks in terms of ratings and cost efficiency. No longer will a cost-per-thousand households of \$4 be meaningful. Rather, we will have to adjust to a CPM target audience benchmark which might well be in the \$10-\$20 range.

Although the rating services are doing an effective job today, they are not geared to meet the needs of tomorrow—a service that provides weekly, national assessments of what individuals are doing. With this kind of service and with advertisers refining their markets, tomorrow's TV will give advertisers greater selectivity and opportunity.



Jack Caplan, a native New Yorker, has been with Kenyon & Eckhardt, New York, for seven years and has been vice president and associate media director since 1965. At K & E, he is involved with media research, media planning and network and print negotiation. He holds a BBA degree from the College of the City of New York. Mr. Caplan was associated with Young & Rubicam in New York for a three-year period (1956-59) before joining Kenyon & Eckhardt.



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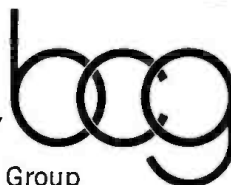
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WBTV boasts a 63% metro share of audience in the 6:00-6:30 pm "Early Report" period, and pulls 86,000 **more** television homes than Charlotte Station 'B' during the same time period, Monday through Friday.*

WBTV has four local shows in the top 21 programs in total homes delivered.*

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**1965 Sales Management Survey of Television Markets

The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.

Who stepped on spot TV's brakes?

It's beginning to look as though anticipated
10-20% increase may not materialize this year,
but local is doing just fine many stations say

Spot television business has hit a slowdown that is creating widespread doubts about its prospects for a substantial sales gain this year.

The optimism normally evident at this time of year is tempered by the belief of many TV-station operators that their 1966 spot sales volume may slip below 1965 levels. The majority expecting increases include an unusually large number who think the gains will not be up to the 10, 15 and 20% range they've become accustomed to.

This restrained outlook was apparent last week in the results of a BROADCASTING survey of stations and was reflected in tone if not in degree by a sampling of leading station-representation firms.

Cutbacks in advertiser expenditures through increased use of piggyback announcements, sidetracking of spot dollars into network participations and "general belt-tightening" among advertisers drew the brunt of the blame.

Local Booming ■ More than offsetting the slowed pace of national spot at many stations were reports of sharply increased local sales, which were widely described as moving at a strong rate. In addition, political-broadcast sales in this year's state and local elections were expected to brighten the station economy further.

In national spot, almost two-thirds (64%) of the respondents in the station survey said their business was currently running ahead of the 1965 pace, while one out of four (25%) reported slippages and about one out of 10 (11%) said their sales were on a par with those a year ago.

But this was the first time in five of these spring surveys that fewer than 75% of the respondents had failed to report increases over the previous year. It was also the first time that more than 14% had reported declines.

A year ago almost nine out of 10 stations (88%) said spot business was

moving at a brisker pace than at the same time in 1964, while only 4% reported dropoffs.

The spring of 1964, when 75% of the respondents checked in with gains and 14% reported declines, had been the most sluggish since early 1961, when sales were just beginning to recover from a general economic recession.

Four Years of Prosperity ■ Total spot television time sales in 1961 edged up 2%, reaching \$468.5 million. Since then the advances have been 15.2% in 1962, 11.3% in 1963, 14.8% in 1964 and an estimated 11.8% last year, when the total was put unofficially (pending issuance of the FCC's as yet unreleased figures) at \$770.7 million.

Leading sales reps, queried by BROADCASTING, generally confirmed that spot TV had encountered a slowdown, but they differed on its extent and on its

probable effect on total 1966 volume. For the most part they appeared to expect modest gains for the full year.

Several reps pointed out that in appraising the year to date a comparison with sales a year ago could be misleading because last spring and summer were exceptionally—one said "fantastically"—good selling seasons.

The reps disagreed on whether the slowdown followed a pattern. Many said it did not, but rather seemed to hit some stations and miss others without regard to market size, geographic region or any other discernible distinction. Others maintained with no less certainty that it was concentrated among stations in smaller markets—some said those below the top 50, and others put the cutoff point much farther up the big-market scale.

Big Markets Best? ■ One major rep, reporting a 3% gain in 1966 sales

Agency interest in color continues to grow

Color television is attracting sharply stepped-up attention from advertising agencies in their spot-TV dealings with broadcasters.

In BROADCASTING's latest spot-television business survey of stations (see above), 87.2% of the respondents reported that agencies "regularly" (41%) or "frequently" (46.2%) indicate an interest in color.

These figures represent a gain from 80% who said "regularly" or "frequently" in a similar survey last December—and three months before that the comparable figure had been 66%. The number reporting only "occasional" inquiries about color has meanwhile declined from 33% last September to 20%

in December to 12.8% in the current survey.

A few stations indicated in the latest study that color was beginning to mean extra business for them, but there were too few of these to draw statistically meaningful conclusions.

Station representation organizations queried in the study said for the most part that interest in color was increasing steadily but had not become a significant influence on spot buying practices. At opposite extremes were one leading rep who thought color interest was not up to expectations and another who predicted that by next fall 75% of spot television advertising will be in color.

WHO STEPPED ON SPOT TV'S BRAKES? continued

through April, said the bulk of the increase was in the top 10 markets.

In general, those whose stations are in the biggest markets reported the biggest gains and offered the most optimistic appraisals of both current and long-haul prospects.

At the other extreme, a leading rep whose stations are mostly in markets below the top 100 reported a 10% gain in billing through April and said May had been exceptionally strong. He reasoned that many advertisers are cutting the size of their lineups in big markets and putting the extra money—or some of it—into smaller markets.

The replies of broadcasters in the station survey lent some support to this theory, at least as far as one-station and two-station markets were concerned. Respondents from those markets reported a higher incidence of current gains (70% said sales were running higher than a year ago), a lower incidence of declines (20%) and a far higher level of optimistic forecasts for the year as a whole than did their colleagues in other markets.

In three-station markets, 60% of the respondents reported increases and 26% declines. In markets with four or more stations, increases were reported by 63%, declines by 31%.

Replies from one- and two-station markets were not uniformly optimistic in their volunteered comments, but they tendered heavily on the side of "looks very promising," "better than last year," "spot business definitely on the increase" and "perhaps equal to our best year to date."

Similarly optimistic replies came from three-station markets and from markets with four or more stations, but along with them came a heavier lacing of negative comments. Among them: "It appears that spot business will be generally down all year," "an

apparent softness in spot activity not only for the first five months but projected for future months," "some leveling off," "less national activity in the market" and "outlook does not seem to be as good as last year."

Some Hopefully Cautious ■ Between the optimistic and the pessimistic lay a few cautiously hopeful comments such as "decline is fairly recent and the overall picture is good," and "hopefully, fall will bring '66 in."

Signs of a slowdown were also evident in the stations' estimates of unsold commercial positions of all lengths. Although some stations reported virtually sold-out status, the sales levels for ID's and 10-second announcements, for 20's and for participations and 60's were all running—on the average—below comparable levels a year ago, whether the report was for morning hours, afternoon, early evening, prime time or, except for participations and 60's, late evening.

Here are some typical rep comments on the current and long-range outlooks:

A major firm, reporting its 1966 business to date is off, said that an expected come-back in the April-June period after a soft first quarter just hasn't appeared.

Buying for the summer also appears light, a spokesman said, in face of a 1965 summer that "probably was the best this company ever had." Though too early to project for next fall, he said, current indicators suggest a possible continuation of a depressed spot-TV economy.

This rep also noted that its major sales executives report a general tightening in available spot money. "Basically the money isn't there," he said. "Our radio sales people report spot sales are up, an observation that to our TV people appears to confirm their belief that there's a general belt-tightening by ad-

vertisers who now will turn to radio as an inexpensive way to continue their advertising in some manner."

Point to Networks ■ This rep felt that sales people are still smarting over, and still feel the effects of, network TV moves to increase flexibility at the expense of spot. Such network factors as additional minute sales and the "floating piggyback" continue to depress the spot situation, he said.

Business is off generally and not related to market size, he continued, and because of this "general picture" he thought it "academic" to discuss what length announcement may be in short supply, or which in most demand by advertisers.

He reported that interest in color in spot schedules also is below expectations, but said this may not be linked to an apparent scarcity of spot money.

He concluded: "The belt-tightening is general and not confined to a specific classification of advertiser. If the situation doesn't turn around soon this year, 1966 will be pretty grey for spot television."

An official at a firm specializing in major-market station clients acknowledged that 1966 first-quarter business was slow, but characterized April and May as "excellent." Volume already booked for June is "substantially ahead of last year," he reported.

He stressed that spot-TV business in general probably is not running as well as expected, but said his own stations are progressing comfortably. He would not venture a prediction on prospects for summer business, but was optimistic that 1965 volume would be surpassed.

He voiced the view that color is not bringing more advertisers into spot TV but felt that more and more companies that already have been spot buyers will use color on a more widespread scale next fall.

Slightly Ahead ■ On the basis of business to date and projections for the rest of the year, spot-TV sales on stations handled by one of the largest rep firms should be "only slightly ahead of 1965." The sales director appeared positive that percentage gains would be substantially below those achieved in 1965 over 1964.

Business currently, he added, is "roughly about the same as last year at this time." He sounded an optimistic note in pointing out that other media (network TV, newspapers and magazines) do not seem to be registering gains at the expense of spot TV, and added:

"This must mean that many national advertisers are holding back and hopefully will plunge in the third and fourth quarters. We know no reason for this softening in spot-TV spending. The economy is generally good. Usually media spending declines after Wal-

Plymouth account switched to Y&R

The Chrysler Corp. steered its estimated \$30 million Plymouth account out of N. W. Ayer & Son and into Young & Rubicam last week. The move is effective with the new car announcement next fall.

Plymouth spends approximately \$6.5 million in television and \$5 million in radio. About \$1 million of the total is spent in spot TV.

Ayer has handled Plymouth since 1943. Chrysler chose Y&R last week after listening to presentations

from both Ayer and Young & Rubicam (BROADCASTING, May 30).

Y&R also handles Chrysler and Imperial cars and the Chrysler corporate account. Commenting on the consolidation of the Plymouth business at Y&R, Robert Anderson, vice president of the corporation and general manager of the division, said: "We believe this move will give our dealers a better coordinated marketing sales program at the retail level."

COMMERCIAL PREVIEW: Rainier draft beer



To the strains of jaunty martial music and counted cadence Rainier's draft beer in bottles marches



into view as a voice-over proclaims: 'Today the draft you love on tap is now beneath a bottle cap.'

In a campaign that has all the trappings of an OSS operation during World War II, Sicks' Rainier Brewing Co. began introducing its newest product last week, draft beer in bottles. The draft-beer campaign was mounted under maximum security precautions by Carson/Roberts Inc., agency for the Seattle-based brewing company. All media material, including point-of-sale advertising, was produced in Los Angeles to prevent information leaks in Sicks' principal marketing areas in the Pacific Northwest. All media buys were made for Rainier beer rather than Rainier draft.

Carson/Roberts maintained tight security controls internally during

campaign preparations. Only a handful of necessary people worked on the account. All art was tissueed. Copy was kept in locked files. Key C/R personnel referred to Rainier's draft only with the code name, "the alternate campaign."

The point of all the secrecy was to make the introduction of the draft brand a complete surprise to Sicks' competition. The brewer hopes to jump into the number-one share-of-the-market slot with its draft-in-bottles brand, since none of its major regional competitors have yet to announce a similar product.

Now that it wants word of its draft beer to ring out, Sicks will back up its product with extensive billboards,

newspaper, television and radio promotions. In television Sicks will use 60- and 20-second spots in prime-time periods on major stations at a saturation level in excess of 200 rating points. The color spots will have a military context with use of martial music, marching bottles, counted cadence and the copy line: "Today the draft you love on tap is now beneath a bottle cap."

The advertiser's radio effort will be in 33 radio markets and will consist of 60- and 30-second spots keyed to the television military theme. The campaign, in all media, will cover five of Rainier's seven state marketing territory: Washington, Alaska, Idaho, Wyoming and Montana.

Street suffers a dip. This time spot TV activity became sluggish even before the market took a slide."

Another leading rep agreed that the dip is not being felt across the board. He said that the major markets—"on through the 30's and 40's and toward the 50's—are "holding strong," but that below this market rank business appears soft.

Exception ■ A medium-sized rep firm with most of its stations in markets below the top 100 has apparently bucked the soft-spot trend. The company's president said his stations registered an overall gain of 10% for the first four months and that May had been exceptionally strong.

The cost of spot in larger markets, he asserted, has led advertisers in many cases to cut back from multistation buying in a market to single-station buying, and the excess funds have filtered down to smaller markets.

A different experience was reported by a vice president of one of the largest station representatives. He said his overall spot-TV business was up 3% through the first four months of the year, but that this figure alone is misleading.

"The gains are all jammed up in the top 19 markets," according to this rep, "and many smaller stations are suffering."

There was no doubt in his mind that the culprit is the piggyback. "Budgets are smaller on a per-product basis," he said, "as a result of the economies of the piggyback."

The same rep said that slight circulation losses for some of his stations had been followed by disproportionately larger drops in spot billings.

A medium-sized rep acknowledged that "some stations" had a rough go in the first quarter of this year, but he said that April and May showed up

well: "These are good months and many stations are ahead."

Among those less fortunate, he reported, some stations are down as little as 1% and others as much as 25%.

Last summer, this rep official recalled, was an unusually good period—"it was fantastic, and if we can do as well this summer, spot TV will be in good shape." But he saw little chance for increases in spot during the summer, "except in the Los Angeles or San Francisco markets."

The president of a group station rep that also handles several outside stations said that "contrary to dire predictions, our business this year to date is exceptionally good."

He indicated his over-all billing is up 11% for the first four months. The group-owned stations represented by this company all fall within the top 13 markets, as does one of its outside properties.

Taut reins on Ralston budget

Maximum efficiency for money spent is goal of company's buying

Ralston-Purina Co., St. Louis, is tightening its control over its network and spot TV buying, which has been growing substantially each year to an estimated \$18.5 million in 1966.

The company is holding a firmer rein on its TV budget, which accounts for 80% of its consumer spending, as a means of bolstering the efficiency of its investments, according to Stuart P. Erwin Jr., director of advertising for R-P's grocery products division and supervisor of TV buying for consumer products.

Mr. Erwin reported in an interview in New York last week that the company's control approach is believed to be unique. On the network level all corporate buys are weighed carefully and chosen by Mr. Erwin and his staff in St. Louis in consultation with R-P's agencies—Gardner Advertising; Foote, Cone & Belding and Dancer-Fitzgerald-Sample. Spot TV buying is coordinated through an interdivisional media unit

at Gardner Advertising in New York though the other two agencies make the purchases for products they handle.

Mr. Erwin explained that all network-TV buys are made on a corporate basis for prime-time programs on a 52-week basis and these are supplemented with packages of network minutes to meet special marketing requirements. Unlike the corporate buys of other companies, which are made primarily on the basis of ratings and with products rotated within these purchases, Ralston-Purina tailors its buys to the specific profile requirements of each product, according to Mr. Erwin.

"Because there are enough similarities in these requirements," he said, "it is possible to make combination buys on a corporate basis which could not be made on a divisional or product-by-product basis. Products are scheduled heavily in their 'base' shows (the ones with the most advantageous profiles) and rotated in other shows to achieve broader reach. Through pulling together all our products we are able to deal from strength and make purchases tailored to our needs."

Show Line-up ■ For 1966-67, R-P will be investing in eight prime-time shows on CBS-TV: *It's About Time*, *Gilligan's Island*, *Run, Buddy, Run*, *Daktari*, *Thursday Movie*, *Friday Movie*, *Jackie Gleason Show* and *Mission Impossible*. Mr. Erwin said daytime buys will be made on all three TV networks.

In spot TV, the inter-divisional media

New spot-TV guide

A "comprehensive" general reference for spot-TV planning by advertisers and agencies has been issued by CBS Television Stations National Sales, New York. The station rep said the new (1966 edition) "Spot Television Planning Guide" contains updated coverage levels and rates as of last January as well as the first-time listing of color TV penetration levels based on A. C. Nielsen's spring 1966 sweep of all listed markets. Among the uses: advertisers can estimate costs and level coverage for various types of spot TV campaigns.

unit at Gardner keeps close tabs on purchases made by all agencies, according to Mr. Erwin, and enables R-P to take maximum advantage of discounts and franchise positions. He pointed out that for stations it can mean larger buys and continuity of business over a longer period, and added:

"Even though stations and reps still direct their sales efforts for spot schedules to the agency handling the products, they can be assured that the review afforded by the media coordinating unit means that excellent sales results or merchandising support on behalf of one product will be reflected in more business from other products."

Mr. Erwin said that R-P's media approach has been tested on a modest scale over the past two years but its full impact will be felt during the next season on TV advertising for more than 30 consumer products (cereals, dog and cat food, poultry and sea food), including some being marketed for the first time this year.

The Split in Television ■ R-P allocates approximately 60% of its TV expenditures to network and 40% to spot TV.

Working closely with Mr. Erwin on R-P TV purchases are Rudy Maffei, vice president in charge of media, and Roland Martini, executive director of programing, both Gardner Advertising, New York; Robert D. Daubenspeck, vice president, broadcast programing, Foote, Cone & Belding, Chicago; Don Forbes, West Coast director of programing, Gardner, Los Angeles; Jack McQueen, vice president, West Coast director of programing, Foote, Cone & Belding, Los Angeles; David Nyren, vice president, director of programing, Dancer-Fitzgerald-Sample, New York, and Joseph Therrien, vice president and media director, Dancer-Fitzgerald-Sample, San Francisco.



Stuart P. Erwin Jr. (seated l), director of advertising for Ralston-Purina's grocery products division and supervisor of TV buying for consumer products, discusses the company's purchases on CBS-TV for next season with Carl W. Tillmanns, vice president,

general sales manager, CBS-TV. Standing (l to r) are Robert D. Daubenspeck, vice president, broadcast programing, Foote, Cone & Belding, New York, and Rudy Maffei, vice president in charge of media, Gardner Advertising.



After high school they graduate to WHIO

Whether they continue their studies, marry or enter the business world one thing is certain: most Dayton and Miami Valley high school graduates will soon be steady members of the WHIO audience. According to Mediastat an overwhelming majority of men and women eighteen and older listen to WHIO*

WHIO	Station A	Station B	Station C
192,000	108,000	95,000	37,000**

These are the people who make meaningful economic statistics. They are the people who have the ability to buy.

*Mediastat Dayton Radio Report, Oct.-Nov. 1965. Subject to qualification described in said report. **Computed on basis of limited hours.



CBS AFFILIATE / REPRESENTED BY EDWARD PETRY & CO., INC.

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

Does ad power induce mergers?

Yes, say some advertisers at Senate hearings,
and they also claim piggybacks give big accounts
still another advantage over small competitors

A proprietary drug manufacturer from Buffalo, N. Y., last week said his was an old-line, proud family business and he doesn't want to merge with another firm. But television advertising policies, he charged, have "caused a lot of mergers in our business. I know we have given it serious thought."

The speaker was Albert T. Hyde, president of the Mentholum Co., testifying in the second week of a hearing before the Senate Antitrust and Monopoly Subcommittee on alleged discrimination in TV advertising.

The pattern of the testimony at the Thursday (June 2) hearing was much the same as in the previous week. The smaller advertisers said the discounts given to large advertisers leave them out in the cold and they asked why they could not combine a one-minute buy with another firm to match a larger firm's ability to use piggyback spots.

A former agency executive, who had been scheduled to be the lead-off witness two weeks ago, said the network rate cards were just the beginning in negotiation. Gerald Arthur, president of WEEE Rensselaer and WBIC Islip, both New York, and an applicant to purchase WBJA-TV Binghamton, N.Y., and WEPATV Erie, Pa., said that many of the trends in advertising were started by the smaller advertiser who has "a real challenge to be adroit and creative if he is to stay alive."

Negotiation Point ■ Mr. Arthur, sen-

ior vice president in charge of media at Donahue & Coe, New York, from 1959 to 1963, claimed that the "more sophisticated agency buyer ignores Standard Rate and Data Service and rate cards. He will know what the going price is and go into negotiations." He said there is a major difference between the rate card and the price actually paid. Generally, he maintained, "rate cards are simply a beginning point for bargaining."

Questioned on the new CBS-TV rate card, Mr. Arthur said it does "very little." It's merely a point of negotiation, he added, and it still reserves rights for large lineups. An advertiser who wants only the top stations could still be refused the time, he said.

Jerry Cohen, chief counsel, asked if that was taking the card at face value. Mr. Arthur replied: "It looks nice on the surface, if that's what you want me to say. But it's no real help to smaller advertisers."

He pointed out that some advertisers believe in the "comfort factor," an aura that is created when a network tells them that a big advertiser like Procter & Gamble has already bought two minutes of a program. They are more likely to buy some of the remaining time, he said, because they are following the advertising leaders and feel "more comfortable" than if they had been offered the show before anyone else bought into it.

Mr. Arthur called the piggyback spot one of the "biggest trends . . . wreaking competitive havoc on the small advertiser. . . . Not only does the availability of piggybacks give a competitive edge to the larger advertiser who can expose his products with greater frequency, but in effect, because of product conflict, he blocks smaller competitors from good time periods and programs."

Two-Company Piggybacks ■ This theme was echoed by Mr. Hyde and Arthur Howell, counsel for the Creomulsion Co. of Atlanta. They said they had tried to join forces with other firms to buy one minute which they would share in piggyback fashion and both were turned down. However, Mr. Hyde noted that a similar attempt to buy newspaper space was also unsuccessful.

Mr. Hyde, who said his advertising budget was under \$1 million a year, claimed that in the drug field advertising "frequently runs 30% of sales." Discounts in television, he felt, are more important in that type of business than in one where the ad budget is only 8% to 10% of sales.

He said he had tried with Ivan Combe, president of Combe Chemical Co., White Plains, N. Y., an earlier witness (BROADCASTING, May 30), to buy one-minute spots and split them into two 30's for use by noncompeting products. The combined ad budget



Creomulsion's Howell



WEEE and WBIC's Arthur

would have been about \$1.25 million, he said, but there were no takers.

"Whether we were turned down because of a National Association of Broadcasters rule or legal rule, I don't know," he went on, "but you can't do it."

The fact that he and Mr. Combe were not allowed to combine their budgets, he said, is wrong and he asked how media can justify such a stand. The networks claim they're only selling minutes, he continued, but with piggybacks they're actually selling 30's and, he maintained, they should make them available to the smaller advertisers who might want them.

Mr. Howell said Creomulsion and another firm, which use adjacent seasonal advertising, had attempted to get a 26-week schedule to get discounts and were turned down. "I don't know why it's the rules of the game," he complained, "but it should not be permitted to be so."

Print Says No, Too ■ Mr. Hyde noted, however, that discount practices are not confined to television. He said Mentholatum and Wildroot had attempted to get a one-half page ad, with each firm using a quarter-page, in Metro Comics and Puck Comic Weekly and were turned down.

He also described the discount policies of the *Reader's Digest*, in recommending that the principles of the Robinson-Patman equal-pricing act be applied not only to radio and TV, but all media.

Mr. Hyde said he had purchased three pages in the *Digest* last year and received no discount. If he had taken more pages he would have gotten discounts ranging up to 20% for 48 pages, he said. In addition there is a continuity discount for taking more than one ad an issue and another 5% discount for renewing the next year, he continued. In the *Digest*, he said, you can get up to "50% discount



Mentholatum's Hyde

from published rates."

Noting the desire to get advertising discounts has caused a lot of mergers in the drug field, James McGavern, counsel for Mentholatum, said the firm gets merger feelers "every two weeks." The big selling pitch, he said, is that under a large corporate umbrella you can get 25% to 30% advertising discounts.

Forced Into Changes ■ Senator Roman Hruska (R-Neb.) asked Mr. Hyde if the new network rate cards offering only a continuity discount are any help to the smaller advertiser. Mr. Hyde said he felt it was a "step in the right direction if they make the price to my competitor more nearly my price." But he questioned if the networks really want such rates, adding

this observation: "I think they're been forced into them."

Senator Hruska asked how the Robinson-Patman Act could logically be applied to an industry where an unsold minute is lost forever since the network or station could not lower its price to get an advertiser under the act's provisions. "Father Time goes along with a sickle and does a horribly hacking job," he pointed out. He said no one has denied that buying of TV time is usually bargaining and, he observed, you cannot have both a negotiating business and Robinson-Patman.

Mr. Howell claimed its "quite a situation of unfair competition when small companies can't pool together to purchase time with larger discounts. . . . I would love to put together small companies purely to buy time."

Questioned by Senator Hruska on possible antitrust implications of such a move, Mr. Howell said the time would be used for noncompeting products. These mergers would not be aimed at stopping competition, he maintained, "just to get a fair shake at time buys."

Jess Nicks, president of General Brewing Corp., San Francisco, pointed out that major beer advertisers spend more than half of their ad budgets in television and that within General's western marketing area, more than 50% of the top-six beer advertisers' budgets are in TV.

He said General does not buy network time because it is "normally not available to us" as a regional brewer. Even in spot TV, which General uses extensively, the lower advertising budget can increase the cost to a smaller advertiser "because of his inability to take advantage of the greatest discounts." He also noted the lack of one-minute availabilities in prime time, even on independent stations.



General Brewing's Nicks



Senator Hruska

Radio today best bargain

**It costs more to buy
other media now than
it did at start of decade**

Despite the general increase in costs everywhere, radio has turned out to be a better buy today than it was at the beginning of the decade. Television, although increasing in cost for equal coverage between 1960 and 1965, had the smallest increase of all media that did go up.

These are conclusions from a study prepared by Needham, Harper & Steers, Chicago, on the cost, circulation and efficiency trends for major media from 1960 to 1965.

The report notes that in that period the bulk of increased national advertising appropriations went to pay for increased media costs rather than increased advertising volume. Overall, it says, national advertising costs have risen 23% while advertising revenue has gone up 30%.

According to the NH&S report, the-

advertiser who put \$1 million into network radio in 1960 had to spend only \$921,400 in 1965 to get the same coverage. In spot radio he had to put up \$975,600 against the original million.

In television, nighttime network buys showed the smallest increase going from the \$1 million base of 1960 to \$1,092,500 in 1965. Spot TV went up to \$1,116,500 and daytime network TV increased to \$1,127,400 for the same coverage that \$1 million bought six years earlier.

The largest increase for identical coverage was reflected by outdoor advertising, which increased more than 25% to \$1,257,400. Business publications went up to \$1,203,400; newspapers rose to \$1,159,900, and magazines jumped to \$1,138,200.

Although the overall cost in 1965 compared to 1960 had increased about 23%, the report points out, an advertiser's 1965 schedule would have had "a slightly greater penetration of the expanded market than was true in 1960, and by considering increases in circulation, his cost efficiency would have gone up only 3%."

On a cost efficiency basis, network and spot radio had favorable figures of 15% and 10%, respectively, with both showing circulation gains of 24%. However, the report notes, that since the medium "has gone through a rather difficult period of getting itself meas-

ured," but that "gains have in fact taken place over the past six years, and cost efficiency has in fact improved."

The cost efficiency of daytime network TV, the NH&S study notes, was going down from 1960 through 1964 but the trend was reversed in 1965.

The nighttime TV network figures, according to the report, have run "almost parallel" during the analysis period and show "only a 1% deterioration in cost efficiency."

The report notes outdoor's 16% decline in efficiency, the largest of all media, is a "result of the most pronounced cost increases of any media. These have been only partially offset by gains in 'circulation'."

Does advertising promote monopoly?

Extensive advertising often spawns more sales, higher profits and leaves a smaller space for new firms to enter the market. The heavy ad budget may leave the consumer uncertain about the relative merits of competing product and it may be up to the government to aid "neutral vehicles of information which tend to deal directly with the uncertainty."

That is the thinking of Donald F.

D-F-S enlarges its management team

An expansion in the management team at Dancer-Fitzgerald-Sample was announced Friday (June 3) by Clifford L. Fitzgerald, board chairman, as a means of providing for the agency's continuing growth.

Chester T. Birch, who has been

president for five years, becomes vice chairman of the board and chief executive officer and will share operating responsibilities with Mr. Fitzgerald.

Gordon H. Johnson, executive vice president for the past four years,

was named president. Stuart Upson, a senior vice president for the past three years, advances to the executive vice president post.

Fred T. Leighty continues as administrative vice president and chairman of the executive committee.

The billing of D-F-S has risen from \$61.2 million in 1956 to an estimated \$150 million in 1966. The agency allots more than 75% of its billing to TV-radio.

Mr. Fitzgerald noted that all of the executives will continue to be responsible for their respective accounts and said the agency is "accentuating youth at the management level."

D-F-S is a successor organization to Blackett-Sample-Hummert Inc., founded in 1923. It has many broadcast-oriented accounts of long standing, including General Mills Inc. (42 years); Glenbrook Laboratories Division of Sterling Drug (38 years); Procter & Gamble Co. (33 years); Falstaff Brewing Co. (25 years); Peter Paul Inc. (12 years); Best Goods (12 years).



Heading new management team at Dancer-Fitzgerald-Sample are (l to r): Gordon H. Johnson, presi-

dent; Clifford L. Fitzgerald, board chairman, and Chester T. Birch, vice chairman of the board.



**You say
it's zippier? Zestier?
And drop for drop
the best pop?**

**KCBS Radio says
talk is cheap.**

Selling soft drinks is no soft job. A lot of people work at it. Hard. They spend more than \$200 million a year advertising their products. And they work their hardest to make sure they don't waste a drop.

When they decide on media, most soft drink advertisers naturally include radio. They agree that there's hardly a better way to reach lots of thirsty people at a low cost. But... *they won't settle for just any radio.*

They put down a good-sized chunk of their money for the kind of stations that make radio an even more efficient buy. The stations whose listeners pay more attention. News/Talk/Information stations. Audience Involvement Radio. Like KCBS in San Francisco. Like all the CBS Owned radio stations.

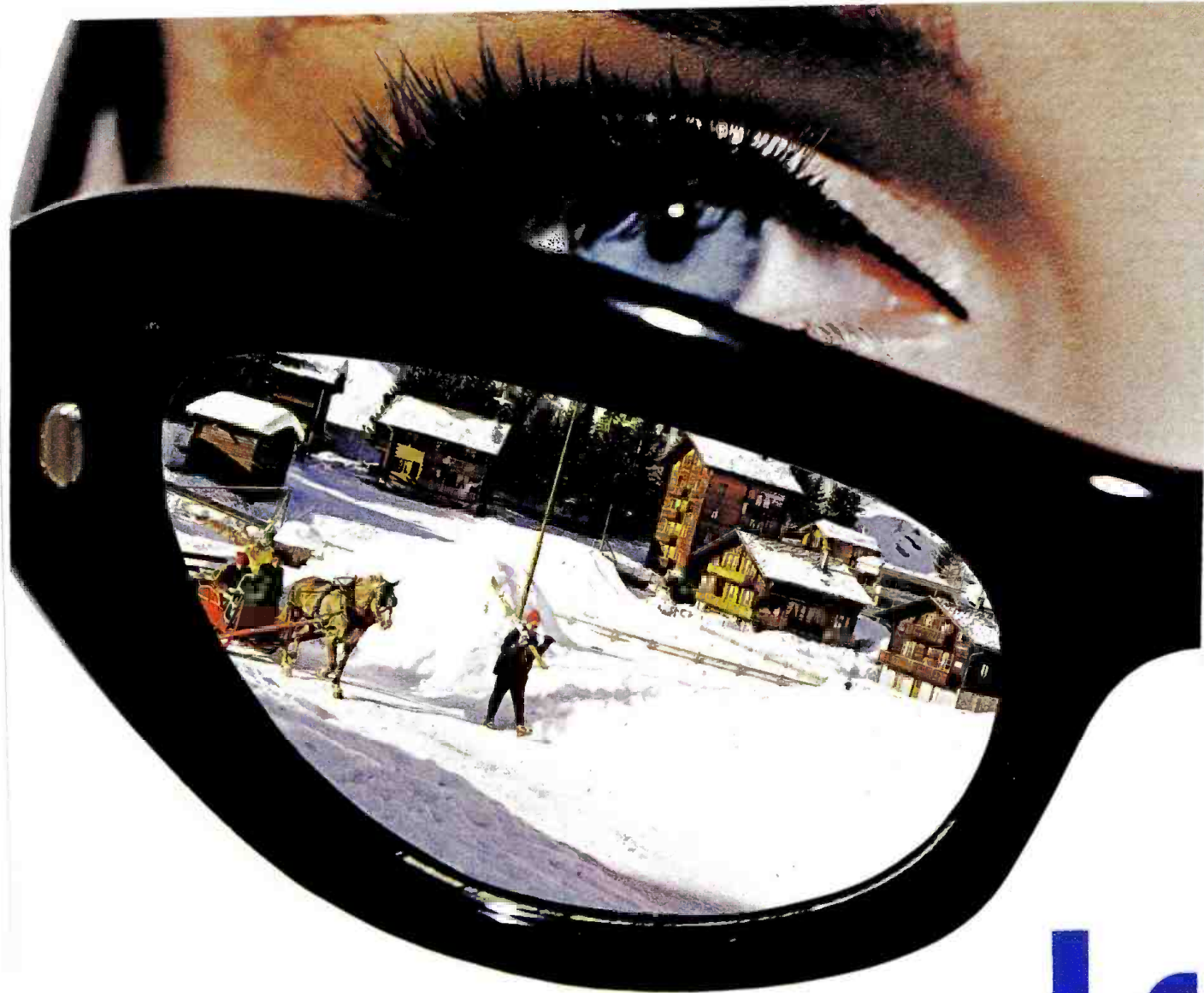
How do soft drink advertisers know which stations listeners listen closer to? Until recently, common sense. A person will get involved in *talk*. But he'll let music fade into the background. Now, a new research study shows just how much more attention listeners pay to our talk stations.

Send for a free copy of our study, *Mike and Mike*. You'll find it bubbling over with new facts and figures that show that these talk stations deliver more attentive listeners. And to the man who pays for these listeners, this means getting more for his money. Or as we say: talk is cheap.

THE CBS OWNED RADIO STATIONS

Audience Involvement Radio.

WCBS New York, WBBM Chicago, WCAU Philadelphia, WEEI Boston, KMOX St. Louis, KNX Los Angeles, KCBS San Francisco.
Represented by CBS Radio Spot Sales.



Lc

what the new George Pie

**America's most successful travel-adventure
Communications Corporation. Time buyers know the
ratings and high profits.**

Just ask them about George Pierrot in Detroit. During 1964-65 Mr. Pierrot garnered these fabulous statistics with his original World Adventure Series: share of 25-30%*, CPM of under \$2, and a life-time No. 1 rating in time slot 85% of the time*. And during the same period the George Pierrot Show grossed an estimated share of \$750,000 for two Detroit stations. Quite a record.

What will the new series be like? 26 exciting half-hour segments. All in color. All built for prime time, yet the price is surprisingly low.



ok

ot Show can do for you.

**series is now available in syndication through Field
George Pierrot's World Adventure Series means high**

In each, George Pierrot will have as his guest a famous traveler or explorer from around the world with interesting stories and films of his adventures. Here's a sampling of tentative subjects: "From Zanzibar to Capetown," "Scandinavian Holiday," "Hawaii Beckons," "Touring Ireland," "Istanbul and the Middle East," plus many more.

This new package from Field Communications is available now. Why not sign up for a worldful of adventure today?

*ARB

I'd like a closer look at the new George Pierrot Show.
Send me the details.

Name

Company

Address

City State Phone

**Field
Communications
Corporation**



Send to: Armin Furch,
Field Television Center,
Marina City, Chicago
Area Code 312
527-4300



When to cover?

This can be a tough decision for a deskman...but not for Lederle's Emergency Coordinator. Her job is to "cover" each and every request, whether on the job or at home enjoying a leisure hour. Her assignment sheet involves the shipment of urgently needed life-saving drugs to all parts of the nation and the world. It could be antirabies serum, botulism antitoxin or gas gangrene antitoxin, but whatever it is, it has to get there fast. Every such request received at Lederle Laboratories at any hour of day or night sets emergency

procedures into motion. Lederle's Emergency Coordinator, who keeps a set of airline schedule books by her kitchen telephone, checks routing possibilities and makes arrangements for the fastest possible shipment to the trouble spot. In the meantime, Lederle physicians and other personnel are carrying out their assigned tasks. This emergency shipment program operates around the clock, day and night seven days a week. Unlike the news media, the question "when to cover?", is never a problem.

Turner, assistant attorney general in charge of the Justice Department's Antitrust Division. Speaking to the Federal Bar Association in Washington Thursday (June 2), Mr. Turner said the government should begin serious consideration of how it may promote and develop methods of informing consumers that "would give the consumer much better and more useful information than he now gets and at lower social cost."

Such actions, he added, would decrease the "impact, profitability and amount of private advertising expenditures . . . and would consequently improve competition in many industries by lowering barriers to entry."

The antitrust division chief noted that heavy ad outlays may promote industrial concentration in a number of ways. "Economies of scale" in advertising, he said, give larger firms that can "provide more messages per dollar than their smaller rivals . . . a strong competitive advantage, and this will be so even if smaller firms spend proportionately as much."

The quantity discounts given by TV networks raise "serious questions," he feels, "if the discounts have the effect of accentuating the growth of larger firms and of promoting a tendency toward concentrated market structures." In such circumstances, he went on, "it may well be appropriate public policy to prohibit or at least drastically limit" the discounts even if it means the networks will have a higher profit margin from larger purchasers than from smaller ones.

Mr. Turner also suggested imposing "for a period of time," an absolute or percentage limitation on promotional expenditures by a firm or firms that have obtained undue market power through violations of the Sherman antitrust act.

Spot TV's great, but it's not simple

An official of television's number-one advertiser, Procter & Gamble, thinks spot television is a great medium but he wishes there wasn't so much paper work involved in buying spot time.

An evaluation of spot TV was provided during the Association of National Advertisers television management seminar by Gordon Young, associate manager of media—broadcasting, P&G, while network package buying was examined by Eugene Accas, vice president for network relations at Burnett. The ANA seminar, a closed meeting, was held in late May (BROADCASTING, May 30). Texts of the Accas and Young speeches were dis-

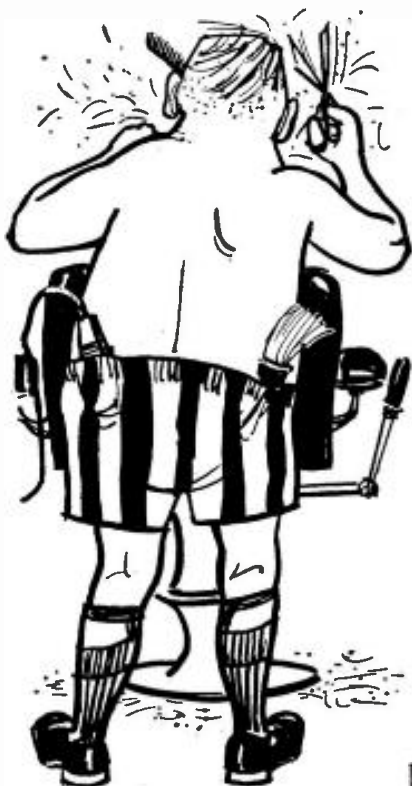
tributed by ANA last week.

Mr. Young told the meeting that P&G, which spends approximately \$75 million a year in spot TV, views the medium's unmatched flexibility as a decided advantage and, to some extent, as a drawback. Spot-TV's forte, he said, is to provide extra advertising during good business seasons; reinforce advertising weight in certain regions or markets when required; correct local advertising problems caused by nonclearance or poor performance of network shows, and test new products.

He added that the attribute that makes spot so attractive, its flexibility,

"creates something of an administrative monster." To buy spot TV in each market involves "the inevitable avalanche of paper work and detail," he pointed out.

Three Phases • The administration of spot TV by an advertiser, he reported, can consist of three separate functions: planning, execution of plans and review of plan implementation. He called planning probably the most important function of spot administration and suggested the creation of a buying strategy that would include such subjects as market selection, frequency, efficiency objectives, duration of sched-



**You're only
HALF-COVERED
in Nebraska . . .
if you don't use
KOLN-TV/KGIN-TV!**

Don't shave Nebraska Coverage

To get the best cut of the Nebraska market, you need Lincoln-Land. It's Nebraska's other big TV target.

Lincoln-Land offers you more than half of Nebraska's total buying power. And only KOLN-TV/KGIN-TV really covers it, as proved by its leadership when all stations are carrying the same type of program (news).

Let Avery-Knodel provide the tonic for a healthy program in Nebraska. They've got the facts about KOLN-TV/KGIN-TV, Official Basic CBS Outlet for most of Nebraska and Northern Kansas.



*Rating projections are estimates only, subject to any defects and limitations of source material and methods, and may or may not be accurate measurements of true audience.

AVERAGE HOMES DELIVERED— 10:00-10:15 News Time (November, 1965 Nielsen)

LINCOLN-LAND* "A"	
(KOLN-TV/KGIN-TV)	71,000
OMAHA "A"	55,400
OMAHA "B"	51,900
OMAHA "C"	42,100
LINCOLN-LAND "B"	14,285
LINCOLN-LAND "C"	14,000

*Lincoln-Hastings-Kearney

The Feltzer Stations

KOLN-TV / KGIN-TV

RADIO

WHDZ KALAMAZOO BATTLE CREEK
WHPZ GRAND RAPIDS
WHTZ KALAMAZOO
WHTZ KALAMAZOO

TELEVISION

WHDZ-TV GRAND RAPIDS KALAMAZOO
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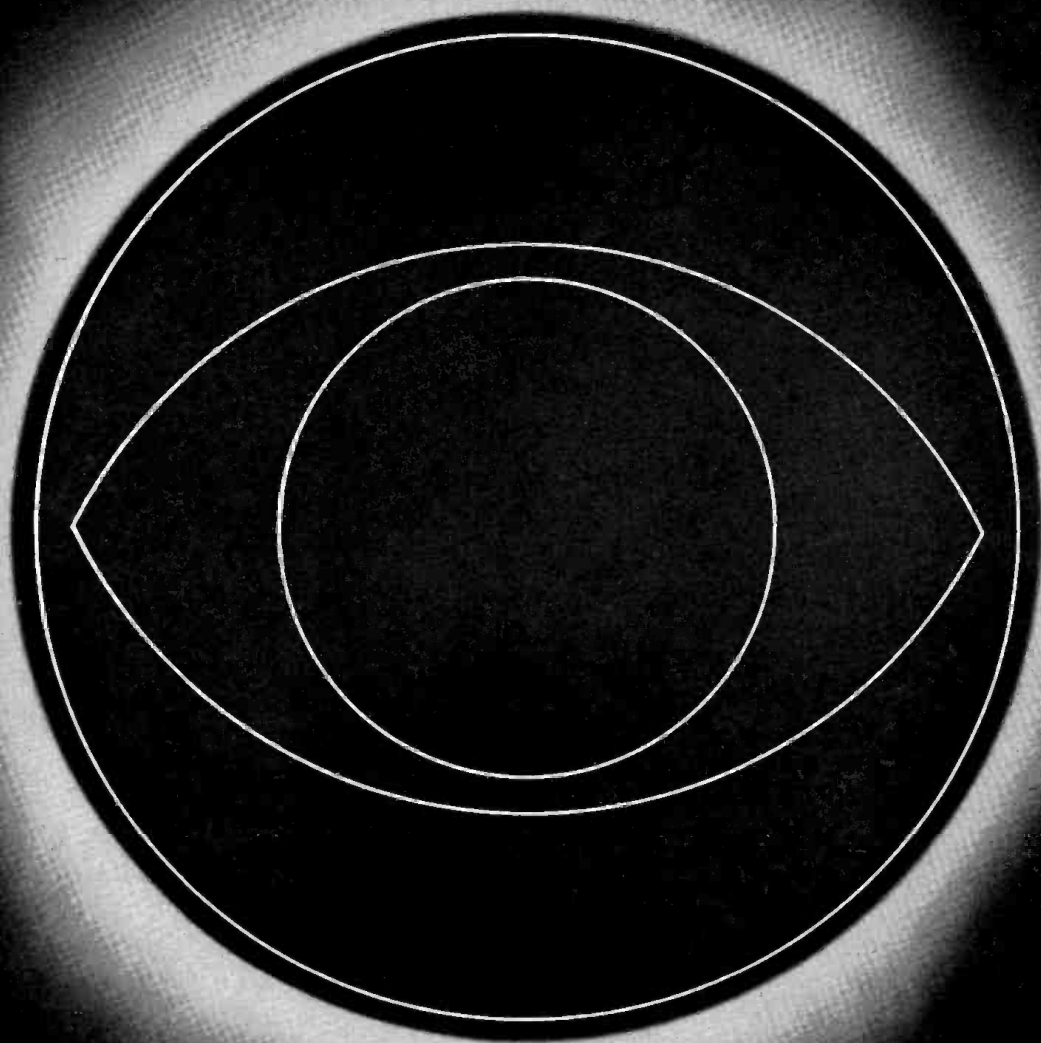
KOLN-TV / KGIN-TV

CHANNEL 10 • 316,000 WATTS
1000 FT. TOWER

CHANNEL 11 • 316,000 WATTS
1069 FT. TOWER

COVERS LINCOLN-LAND—NEBRASKA'S OTHER BIG MARKET

Avery-Knodel, Inc., Exclusive National Representative



Total Eclipse!

The latest nationwide ratings show that one television network dominates the daytime picture. The CBS Television Network's average daytime audience of 5,380,000 homes now exceeds the combined audience of the other two networks. Among top-rated daytime shows, CBS has every one of the first 13. Indeed, CBS schedules just 15 programs in the "housewife" hours from 10 am to 5 pm — and every one of these shows is first in its time period.

It's scarcely news that CBS has overshadowed its daytime competitors for many years. But for our advertisers it's good news that this leadership continues to grow; daytime sponsors on CBS are now reaching an average audience 16 per cent greater than a year ago.

Our days have never been brighter.

Based on National Nielsen Television Index average audience estimates for regularly scheduled sponsored programs, 10 am-5 pm, Monday-Friday, first May 1965 and 1966 reports, subject to qualifications available on request.



How 'the case of the shutter bar' was solved

Two new 60-second color TV spots, out of the J. Walter Thompson shop, promoting RCA's new line of color TV sets have a story to tell beyond the story they do tell. Featured in the spots, naturally, is the RCA color receiver, shown in operation, picture beaming, sharp and defined as it would be in the home—granted proper reception and tuning. So what's so unusual about a TV receiver performing the way it should? It's just that they never have before in television commercials when 35 mm film was used.

The problem always has been that a camera using 35 mm film photographs a working television tube at 24 frames a second. The tube, however, is scanning at 30 frames a second. This creates a shutter bar, vertical lines in the picture, when a demonstration of a television set is being shown in a television commercial (or whenever an operating TV set is being shown on television).

Now how many consumers would be impressed with a new TV set whose pictures are scarred by lines? That's the dilemma that faced J. Walter Thompson when it decided to show on camera the effectiveness of RCA's new sets.

The problem was taken to Filmways of California Inc., West Coast producer of commercials for television. Filmways is based at the MGM studios in Culver City and the movie company has a man who's been dealing with technical problems for 23 years. He's Ray Johnson, head of the studio's camera department.

Filmways asked Mr. Johnson to



find a way to film a television tube without shutter bars. After a total of some three weeks of testing over a period of several months, the veteran film technician, by drilling and tapping a wide-open camera shutter, produced a 35 mm picture with six extra scans. This makes it compatible with the 30 scans per second of the television tube.

With the case of the shattering shutter bar solved, J. Walter Thomp-

son, through Filmways of California, proceeded to produce two 60-second color commercials, one showing a black-and-white television set and the other a color TV set in operation. The producer of the spot with the black-and-white set was Martin Gold, with Paul Helmick directing. The other spot was produced and directed by George Vieira. Both of the commercials will be shown on network television.

ules, commercial lengths and audience objectives.

Mr. Accas discussed the intricacies of buying packages of nighttime network minutes and contended there is no proof that an agency can purchase packages at lower unit-minute costs on any specific network, at any particular time of the year for any specific size budget.

Mr. Accas reported that TV's package form accounts for more than half of the nighttime network dollars and is on the ascendancy. Package minute costs are increasing and will run about \$40,000 per minute in the fall of 1966 as against approximately \$35,000 during the last quarter of 1965.

Mr. Accas, whose agency spent more than \$25 million in nighttime package purchases in the 1965 calendar year,

indicated that efficient package buying combines expertise with luck. The expertise, he said, includes knowledge of who is buying, what is being bought, the pricing that prevails and the efficiency level at which packages are being bought and sold.

Ridge Homes starts big radio campaign

Ridge Homes, Conshohocken, Pa., was slated to embark last weekend (June 4-5) on a "woman's world" promotion for its new homes that includes a schedule of 53 four-hour remotes and 2,100 spots on radio stations in 11 eastern states. Backed by a broadcast budget of \$100,000, the campaign calls

for additional saturation-spot schedules on selected weekends throughout the year.

In the remotes, four-hour blocks of the regular programming of 53 stations were to be broadcast from franchised dealers' sample homes, with local radio personalities urging listeners to "come on out" to see new interiors created by New York decorator Shirley Regendahl. Local dealers of Ethan Allen furniture will reinforce the Ridge Homes campaign, which has a budget of \$500,000 for all media.

Mel R. Korn, president of Ridge Homes' agency, J. M. Korn & Son, Philadelphia, said he advised a campaign built around radio because most home builders use only newspaper advertising and few have discovered regional and local radio.

Senate delays action on truth-in-packaging bill

A Senate showdown on the controversial truth-in-packaging bill, originally scheduled to begin last Wednesday (June 1), was delayed until this week after some preliminary sparring.

The delay resulted first from the absence of Senator Warren G. Magnuson (D-Wash.), chairman of the Senate Commerce Committee which spent many months scrutinizing the bill. Debate was again postponed until today (June 6) because of other later absences.

In sporadic exchanges on the Senate floor, opponents of the measure, which would prevent the use of unfair or deceptive packaging or labeling and set standards for packaging, indicated their mode of attack. Senator Norris Cotton (R-N. H.) introduced an amendment that would eliminate the establishment of procedures to standardize weights or quantities.

Other opponents, citing the possible antitrust implications of industrywide attempts to standardize packaging and weights, will seek to send the bill to the Judiciary Committee to study these aspects. This, in effect, would again bottle up the legislation.

Senator Philip A. Hart (D-Mich.), sponsor of the bill, said the Cotton amendment would give the consumer "only a shadow" of the intent of the plan. Senator Magnuson said the lengthy hearings and voluminous testimony heard on the bill made further committee consideration unnecessary.

TL&K details progress made since merger

Tatham-Laird & Kudner Inc., New York and Chicago, last week marked its first year of operation as a merged advertising agency by reporting that billing had increased from \$57.8 million to \$61 million during the period. The consolidation grew out of Tatham-Laird, Chicago, and Kudner Advertising, New York.

C. R. Standen, president, told a news conference in New York that the merged agency had obtained new business at the rate of 11% of last year's billing. Mr. Standen reported that more than 60% of TL&K's billing is in packaged goods, and all media are represented with TV obtaining 48% and radio 6%.

He noted that during the past year approximately 54% of the billing resulted from products that the agency helped introduce. Among these were Procter & Gamble's Bold, Head &

Shoulders and Mr. Clean; the Kendal Co.'s Fling support stockings; General Telephone's Starlite phone; Sylvania Electric's "Flashcubes", color TV sets, Metalarc and Decor lamps; Abbott Laboratories' Sucaryl and Sweetness & Light, and Carter-Wallace Inc.'s Demi imitation margarine.

Business briefly . . .

RCA, through J. Walter Thompson Co., both New York, has bought in two new and six continuing NBC-TV nighttime color series. They are (times given for the new or newly slotted shows): *The Girl from U.N.C.L.E.* (new show, Tuesday, 7:30-8:30 p.m., starting Sept. 13), *Star Trek* (new show, Thursday, 8:30-9:30 p.m., starting Sept. 15), *Laredo* (new day and time period, Friday, 10-11 p.m., starting Sept. 16), *Tuesday Night at the Movies*, *The Virginian*, *Daniel Boone*, *Saturday Night at the Movies* and *Run for Your Life*.

Beech-Nut Life Savers Inc., through Benton & Bowles, both New York, to promote its new Fancy Fruit Beech-Nut gum, will use heavy advertising in its regular network TV schedules.

Pepsi-Cola Co., through BBDO, both New York, last week began "The Pepsi Teen Poll," a four-week promotion in the New York area supported by a schedule of over 400 minute and 30-second spots on six area radio stations. Teen-agers who name the musical group receiving the most votes win U. S. Savings Bonds totaling \$19,640.

Schick Safety Razor Co. (division of Eversharp Inc.) Milford, Conn., through Compton Advertising, Los Angeles, has renewed *News on the Hour*, on NBC Radio.

Chrysler Customer Car Care Division of Chrysler Corp., Detroit, through Young & Rubicam, New York, has signed a 27-week renewal of *Joe Garagiola Sports Show* on NBC Radio.

Pontiac Division of General Motors Corp., through MacManus, John & Adams, both Detroit, has renewed sponsorship in NBC Radio's *Monitor* for 13 weeks.

Chesebrough-Pond's, through William Esty Co., both New York, has bought time in NBC-TV's *The Girl from U.N.C.L.E.* (Tuesday, 7:30-8:30 p.m. EDT starting Sept. 13); *Star Trek* (Thursday, 8:30-9:30 p.m. starting Sept. 15) and *Tarzan* (7:30-8:30 p.m., starting Sept. 16). **P. Lorillard Co.**, through Lennen & Newell, both New York, has signed for sponsorship in NBC News's *Scherer-MacNeil Report* for next season, to be presented in color in early-evening time period on NBC-TV on Saturdays.

Philip Morris alters its agency lineup

Philip Morris Inc. announced last week a series of agency shifts involving several of its products, paced by the movement of Parliament cigarettes from Benton & Bowles, New York, to Leo Burnett Co., Chicago.

Parliament expenditures total about \$6 million, of which an estimated \$5.5 million is in TV-radio.

In the shuffle, Leo Burnett loses Alpine and Galaxy cigarettes, billing about \$3 million, to McCann-Erickson. The radio and TV portions of these brands bill approximately \$2.6 million.

Philip Morris also announced that the American Safety Razor Division's Personna double-edge and injector stainless-steel blades as well as its Burma line of men's toiletries have been assigned to Wells, Riche, Greene Inc. Billing on these brands is estimated at \$2 million, of which about \$1 million is in broadcast.

Gallo consolidates its wines at Burnett

Some \$2 million worth of wine billings, principally spent in spot TV, flowed eastward last week from Foote, Cone & Belding, San Francisco, to Leo Burnett Co., Chicago. The agency switch took place when the wine advertiser, E. & J. Gallo Winery, Modesto, Calif., decided to consolidate its account at Burnett. The Chicago agency already handles the Gallo label line of wines. They bill about \$3 million a year. The line of specialty brands the agency picked up last week includes Vin Rose, Rhine Garten & Chianti of California, Thunderbird, Paisano and Ripple.

Burnett acquired its first Gallo account in 1964, after the winery ended a six-year association with BBDO, San Francisco. Gallo's specialty wines account switched to FC&B in 1965 from Carson/Roberts, Los Angeles.

The wine maker also uses spot radio, newspapers, magazines and outdoor.

Rep. appointments . . .

- WMUR-TV Manchester, N.H.: UBC Sales, New York. Chicago, and Dora-Clayton Agency, Atlanta.
- WAFS Amsterdam, WNY Watertown-Carthage and WFAS White Plains, all New York: Regional Reps, New York state division, Rochester, N.Y.
- WESX Salem, Mass.: William A. Queen Inc., Boston.
- WXTR Pawtucket, R. I.: Time Sales Inc., New York.



Philadelphians matter to WCAU-TV

Thirty thousand miles by jet or only thirty minutes on foot—on TV10, local programming takes the broad view. Production teams go the full distance—any distance!—to provide thorough, perceptive coverage of people and events of vital concern to Philadelphians.

Example: "Louder than Guns," a recent full-hour color special, produced in cooperation with the United States Marine Corps. TV10 flew a crew 30,000

miles for an unforgettable look at Philadelphia men serving in Vietnam, which The Evening Bulletin called: "superior to many network specials on the same subject." Local audiences agreed, giving the program a solid 15.0 rating against tough network competition. Said one Marine mother: "Thank you for letting us see where the boys are."

Example: "Our Man in Borneo," a color, on-location close-up of four young



Philadelphians at work with the Peace Corps and Medico in the jungles of Malaysia. Peace Corps officials were so impressed with what they saw that they requested (and got) a print of the film for showing as a recruiting aid in some 1,000 colleges across the nation.

Example: "Halfback in the Promised Land," a hard-hitting, close-to-home focus on the causes and conditions which led to the 1964 North Philadelphia riots. Eagles star

halfback Timmy Brown, a native-born Philadelphian, talked to teenagers about their lives, their hopes for the future, and what can be done to prevent a recurrence of the tragic riots.

Obviously, Philadelphians matter to WCAU-TV! And matter enough for us to go all the way to get closer to matters close to Philadelphians. No wonder, year after year, one of the things that matter most to Philadelphians is WCAU-TV.

Source: ARB Coincidental rating estimate, subject to qualifications on request.



Variety matters to WCAU-TV

To the three B's of music add Blavat! And you have a perfect example of the almost infinite variety that makes TV10's local programming so appealing to so many people ... so many different people.

Each year, for example, WCAU-TV presents a one-hour, prime-time concert by Eugene Ormandy and the world-famed Philadelphia Orchestra, produced especially for television, direct from Philadelphia's

historic Academy of Music. An all-star event, this year's gala concert featured violin virtuoso Isaac Stern and Metropolitan Opera soprano Mary Costa. Previous concerts have highlighted such stellar performers as Roberta Peters, William Warfield, Itzhak Perlman and John Browning.

Moving adeptly from the sublime to The Supremes, TV10 makes the teen scene with its weekly presentation of "The Discophonic



Scene," starring Jerry Blavat. On this hour-long, on-camera dance party, Jerry, the current rage of Philadelphia's hip set, presides over the latest and greatest in music. Guests are equally "in." Like Dionne Warwick, Sammy Davis, The Righteous Brothers and The Ronettes.

Significantly, WCAU-TV spices variety with top-notch production. Everything—from Rachmaninoff to rock and Bach—benefits

from the same scrupulous care, the same expertise in all departments. As a result, on TV10 opposites attract large audiences and important local sponsors. Banks, utilities, services have found TV10 programs ideal advertising vehicles.

Of course, no station can please all people all the time. But one thing is certain: no one in Philadelphia comes closer to it than CBS Owned WCAU-TV.



Community well-being matters to WCAU-TV

A perceptive eye to the multi-various needs of the complex Pennsylvania-New Jersey-Delaware community it serves...an unswerving dedication to answering those needs to the full extent of its resources. These are the means by which WCAU-TV transforms concern into purposeful action.

Case in point: "Design for Danger?"—a two-part TV10 study to determine whether today's automobiles can be made safer. Divergent viewpoints were aired, as were

film clips of staged accidents, pictures and diagrams of proposed safety features, and interviews with such authorities as Ralph Nader, author of the highly controversial "Unsafe at Any Speed" and Senator Abraham Ribicoff, chairman of the Senate subcommittee which has been investigating auto safety.

Or "What Can Medicare Do for You?"—an hour program presented by WCAU-TV as the original cut-off date for application

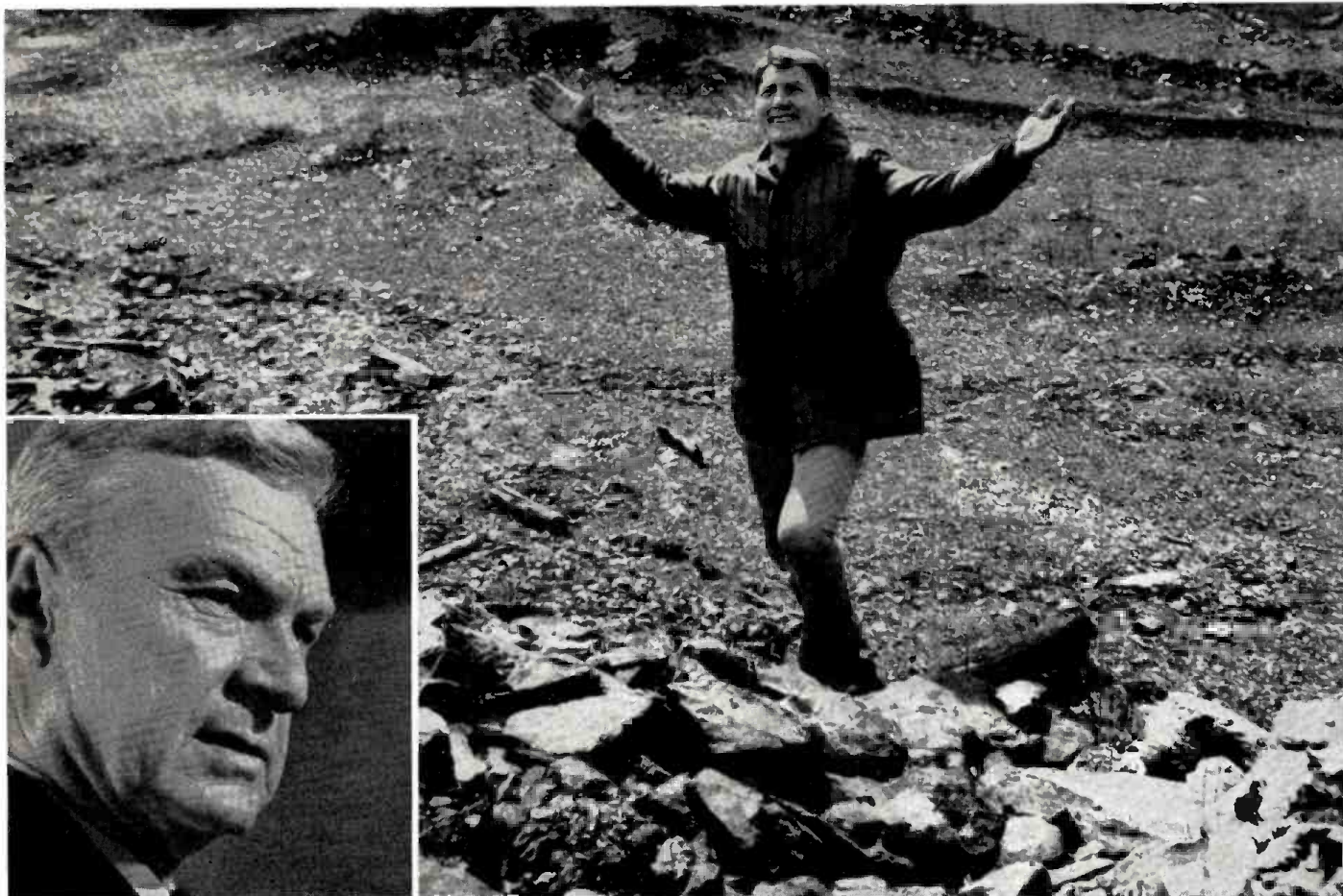


for Medicare approached. Following a brief visual presentation of facts on the new health plan, a panel of experts from the Social Security Administration stood by on-camera to answer questions phoned in by viewers. Effective? More than 9,000 telephone calls poured in while the program was on the air!

Or "The Water Crisis"—co-produced with CBS Owned WCBS-TV New York, which presented Governors Scranton, Hughes and

Rockefeller in an inter-city discussion of the emergency facing the drought-stricken Northeast and plans for dealing with the problem, both now and in the future.

Certainly concern for the public welfare is the duty of a responsible mass medium. But when it is activated with skill, fervor and imagination, it becomes more than a duty. It becomes a vital force in the life of the community and its individuals. Such a force, in fact, is CBS Owned WCAU-TV.



Showmanship matters to WCAU-TV

On TV10, community affairs programs are doubly effective because they are seen —and enjoyed— by large audiences. The reason: showmanship, which adds new and exciting dimensions to vital subjects... which attracts wide attention to matters of particular urgency for members of the Pennsylvania-New Jersey-Delaware community served by WCAU-TV.

As in the case of some recent TV10 specials. Pennsylvania-born, miner-turned-actor

Jack Palance was especially chosen to narrate "The Miners' Story," a candid study of the mines, and the men who work them, in the state's depressed hard coal region. His powerful narration, based on first-hand experience, added immeasurably to the program's impact. Another native-born Pennsylvanian, Imogene Coca, brought her inimitable comic flair to a fanciful, color tour of historic Philadelphia, "Incredible Incident at Independence Square." Eddie Albert was host and narrator on



"Blood Is the Lifeline," a TV10 Sunday Special, which documented the fight of Philadelphia's Dr. Isaac D'Jerassi against the deadly disease, leukemia. Hugh O'Brian narrated TV10's Southeast Asia color special, "Louder than Guns." And so on.

As a matter of fact, star quality sparks everything TV10 does. And it is this same exceptional taste and imagination—the same expert writers, directors, cameramen, technicians—which are

available to advertisers who want to guarantee a red-carpet reception for goods and services in the nation's 4th market.

Showmanship matters to WCAU-TV. And it matters to millions of viewers throughout TV10's coverage area. Why not find out how much it can matter to you?

© WCAU-TV Philadelphia / CBS Owned
Represented by CBS Television Stations
National Sales

Coup d'etat for 50-50 proposal?

Three networks and two affiliates' groups only ones to file reply comments, all against rule to limit network ownership of programing

The three networks, sensing victory in their fight to scuttle the FCC's proposed rulemaking to limit network ownership and control of their programing, began turning their attention last week to the alternative proposal suggested by Westinghouse Broadcasting Co. And with the possible exception of ABC, they appeared determined to kill off that proposal also.

The WBC proposal, aimed at limiting the amount of network programing affiliates could take in prime time, was pictured by CBS, NBC and the NBC television affiliates groups as one that had been discredited and rejected in the past and one that should be rejected again. ABC, however, saw it as a suggestion that might be worth exploring in a further proceeding.

The three networks and the two affiliate groups, were the only ones to file reply comments in the proceeding that has been one of the most controversial ever to be initiated by the commission.

But their comments seemed to reflect the feeling that there wasn't much left to be said for or about the commission proposal, so roughly was it treated in the first round of comments filed over the past two months (BROADCASTING, April 18, et seq.).

All those filing last week noted that virtually all of the comments submitted in the proceeding opposed the rulemaking. NBC pointed out that even the network advertisers, on whose willingness to provide programing the success of the proposed rule depends, were in the opposition.

The Association of National Advertisers and the American Association of Advertising Agencies told the commission that advertisers generally are reluctant to take the large financial gambles involved in developing programs and, in addition, prefer to spread their advertising messages among many different programs. This was a major conclusion of Arthur D. Little Co., the research organization retained by the networks to analyze network program procurement practices (BROADCASTING, March 7).

The proposed rule would prohibit networks from owning or controlling more than 50% of their prime-time

nonnews programing with the remaining 50% presumably to be supplied by advertisers.

The rule would also bar networks from acquiring any financial or proprie-

tary rights in independently produced programing, would exclude them from domestic syndication and permit them to syndicate abroad only those shows they produce themselves.

The commission, concerned about networks' control of 93% of prime-time programing, says its proposal is designed to open up a portion of the network schedule to nonnetwork programs.

But those filing last week cited the lack of support for the proposal—and the widespread opposition it generated as indicating that, as CBS said, it "is not responsive to the needs of the public or the industry and is any event unfeasible."

WBC Plan ■ The WBC proposal is aimed at making prime time available to producers—such as WBC—as a means of increasing diversity in program sources. It would prohibit stations in the 50 largest markets having at least three stations from carrying more than three hours of network programs, other than news, between 7 and 11 p.m. It would provide for some exceptions.

CBS, NBC and the NBC affiliates group noted that the commission's network study staff, in a report issued in 1957, had rejected a similar proposal, and that the commission turned it down in 1960 and again in 1963 when WBC and others advanced it in the proceedings leading to the abolition of option time.

And they indicated they didn't think the idea had improved with age. They said it would restrict licensees' freedom of choice in selecting programing and would limit competition among program sources. Independent producers, they said, would have less chance to sell to networks.

They also said it would hurt the small-market stations that are dependent on network programing. Although the proposal wouldn't prevent small-market stations from taking more than three hours of network programing, they argued that networks would be unable to provide a full nighttime schedule without the economic base provided by major-market stations.

The NBC affiliates seized on WBC's report that, even without protection from network competition, it has in-



Clarification for clears

For the second time in a month a member of the President's cabinet has gone on a clear-channel network to answer questions posed by newsmen and listeners.

Last Tuesday (May 31) Secretary of the Interior Stewart Udall (above) spent one hour in his Washington office discussing issues with the news directors of WCCO Minneapolis-St. Paul, KSL Salt Lake City and WHO Des Moines, Iowa. On May 5 Secretary of Agriculture Orville Freeman took part in a similar program (BROADCASTING, May 9) carried on WCCO; WHO; WGN Chicago and WSM Nashville.



babies ... blight ... schussboomers and booming vacationland



WBEN-TV public service cameras document the Western New York scene.

Buffalo's nationally-famous Children's Hospital, sub-standard housing conditions in Negro ghettos, Western New York's thriving ski industry, and the Kinzua Dam that will soon change the geography of the state's Southern Tier — all make timely subjects for WBEN-TV documentaries. And they make fine and informative television fare.



These are just some of the recent television documentaries that the WBEN-TV News Department has put together for the enlightenment and enjoyment of our viewers. Nothing of newsworthiness or importance is out of range of the experienced hands that guide the cameras or create the continuity.



Public Service programming of this kind has been a continuing policy of our station since sign-on in 1948. It makes for an informed citizenry and a loyal audience that recognizes and appreciates the scope, effort, and efficacy of WBEN-TV's special television news features.

It also is one of the important reasons why Channel 4 consistently delivers the largest audience to its advertisers—an audience of quality, for quality products.

National Representatives: Harrington, Righter & Parsons

WBEN-TV
CBS in Buffalo



CH. **4**

affiliated with WBEN Radio
The Buffalo Evening News Stations

Live television from the moon

Network pool picks up pictures as they are received at earth station

Network television let viewers throughout the country see closeups of the moon's surface early last Thursday morning (June 2) at the same moment the pictures were first seen by the scientists who made them possible.

A network pool pickup carried by ABC-TV, CBS-TV and NBC-TV showed the pictures as they came in on a monitor at the Jet Propulsion Laboratory in Pasadena, Calif.—the first lunar pictures from the first American spacecraft ever soft-landed on the moon.

The spacecraft, Surveyor 1, transmitted its pictures by slow-scan back to JPL, where the scientists who developed Surveyor and directed its flight were assembled to watch the outcome of their work.

Portions of the first moon pickups were also fed by Early Bird satellite to Europe for showing on Eurovision stations.

Coverage of the Surveyor landing and its picture-taking came a little more than 12 hours after the networks had been poised to cover another major

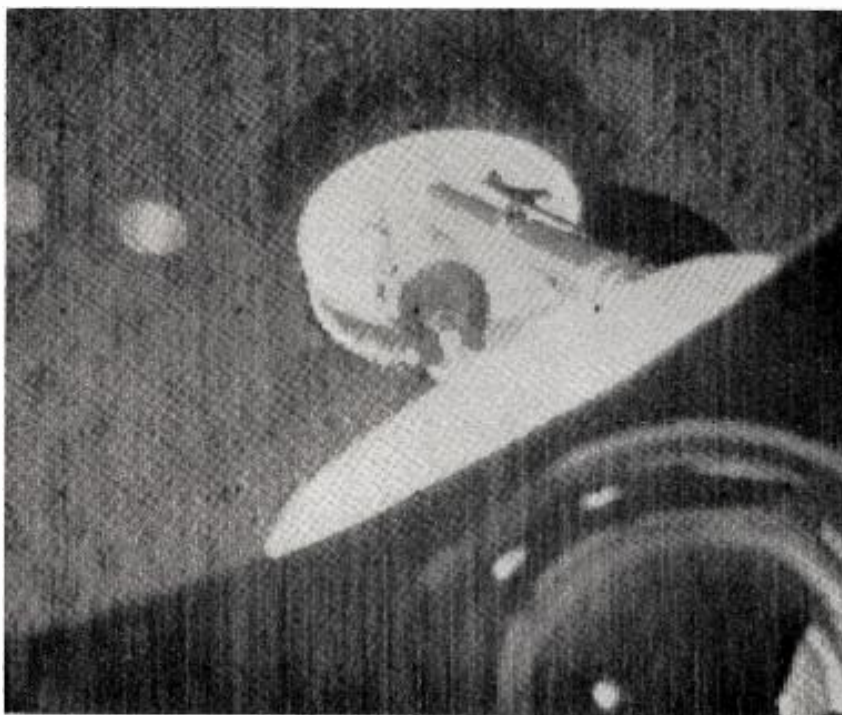


Photo from Surveyor 1 shows landing foot on the lunar surface. Dark area above foot is depression caused by pressure of the foot at the landing. Picture was made by a 200-scan-line TV camera positioned about six feet

from the area photographed. Bright spots at left are reflections of the sun.

Dark rings at lower right are reflections of the vidicon as seen in the camera mirror.

space venture that, at the last moment, didn't come off. The Gemini 9 manned-spacecraft launching, set for midday on Wednesday (June 1), was cancelled because of a malfunction just before

scheduled blastoff and was rescheduled for Friday (June 3).

The first pictures from the Surveyor started coming into JPL, and going out on the networks, at 2:55 a.m. EDT

vested \$15 million in producing syndicated programing as the "best evidence" that the free play of supply and demand "is the best goad to program production."

And WBC, the group added, "admits that it has already recaptured all of its investment."

CBS Attack ■ CBS, which made a full-scale attack on the proposal, also challenged the factual assumptions on which it is based. CBS said that, contrary to WBC's assertion, the number of independently produced series for first-run syndication has been on the increase, from 27 in 1957 to 30 in 1964.

The network also said that the prime time available for syndicated programing on affiliates and other stations has also been on the rise, citing figures indicating a 50% increase from 1959—from 6,700 weekly hours (3,819 weekly hours between 7-11 p.m.) to 9,709 weekly hours (6,199 weekly hours 7-11 p.m.).

CBS said the "natural forces presently at work," such as the increasing pro-

duction activity of WBC and other independents, the "decreasing popularity of off-network programs and the increasing number of UHF stations, will bring about an increase in the production of first-run syndicated programing."

ABC also cited natural forces as providing a long-range solution to the problem of increasing diversity in programing and opening up new programing opportunities for independent producers.

But the network also said that if the commission feels there is a current need for "some interim regulatory measure," that it issue a further notice of proposed rulemaking looking to a limitation of network entertainment offerings in prime time.

The CBS affiliates group expressed no judgment on the WBC proposal, other than that it differed so sharply from the one on which the commission invited comments that the agency should not consider it at the current stage of the proceeding.

Norris's petition on fairness turned down

One phase of the fight by the Rev. John M. Norris and his WGBS Red Lion, Pa., against the FCC and its fairness doctrine ended last week when the U. S. Supreme Court refused a petition seeking an order to require Chief Judge David L. Bazelon of the U. S. Court of Appeals for the District of Columbia to convene a three-judge court.

WGBS and the Rev. Norris asked for a three-judge court when they attacked the FCC's fairness doctrine last year. U. S. District Court Judge Spottswood W. Robinson III passed the request up to the District of Columbia court of appeals and last December Chief Judge Bazelon stated that he considered the complaint frivolous and declined to appoint two circuit judges to sit with the district judge.

The Red Lion suit attacks not only the constitutionality of the FCC's fair-

Thursday. Earlier, the CBS-TV and NBC-TV cameras had been trained on the scene as the JPL scientists followed surveyor to its successful sit-down on the moon at 2:17 a.m.

In all, NBC-TV reported that it devoted 6 hours 37 minutes to Surveyor coverage, CBS-TV reported 3 hours, and ABC-TV gave briefer reports plus a half-hour special.

NBC-TV started at 1 a.m. EDT for 3 hours 15 minutes of coverage that included all 13 of the 200-line pictures that made up the first Surveyor transmissions. After going off the air during a lull, NBC-TV returned at 5:34 a.m. and, according to network officials, showed all 131 of the spacecraft's ensuing 600-line pictures during coverage that continued to 9 a.m.

CBS-TV covered from 2 to 4 a.m. and resumed again from 8 to 9 a.m. during a special JPL news conference.

ABC-TV carried its first special report of the landing beginning at 2:24 a.m., and on the West Coast presented a 13-minute report with Surveyor pictures starting at 2:59 a.m. It also set up early-morning feeds to WABC-TV New York and WMAL-TV Washington, and at 9:30-10 a.m. fed a special report, featuring science editor Jules Bergman, to the ABC-TV network.

Portions of the TV coverage transmitted by Early Bird (2:08 to 3:53 a.m.) went to seven European countries, according to authorities. Tapes were also fed to Europe later in the day.

A New York Nielsen rating of Surveyor coverage put WNBC-TV out front with 4.2, a 53 share of total audience and 81% of the Surveyor audience

against WCBS-TV's 1.0, a 13 total share and 19 Surveyor share. In Arbitron ratings, WNBC-TV again was first with 4.3 rating and 45 and 68 shares to WCBS-TV's 2.0 rating and 21 and 32 shares.

NBC Radio reported it carried live coverage from 2:06 to 3:50 a.m., the only radio network reporting on the scene, according to officials.

All three TV networks and all four radio networks meanwhile were set to cover the rescheduled Gemini 9 blast-off Friday, with the TV networks broadcasting in color. Highlights scheduled for coverage on the four-day mission also included a rendezvous and docking operation, the walk in space by one of the astronauts and the splashdown.

The TV camera in the spacecraft operated on two standards—200-lines at the beginning of the lunar picture-taking, and 600 lines thereafter. The latter uses a high-gain antenna and higher power.

During the 200-line transmissions, the camera takes one picture every 61 seconds; in the 600-line transmissions, one picture every 3.6 seconds.

The TV camera, by Hughes Aircraft Co., the prime contractor for the Surveyor, can be turned a full 360 degrees and tilted from a down position to a look over the horizon of the moon. It uses an automatic focusing device and contains a sensing device to open the lens for the correct "f" stop. It contains a special override unit that stops the lens from opening too wide if the light is too bright. The camera system contains three filters—clear, colored and polarized. All systems work either automatically or on ground command.

Lower score for TV form

Industry committee tells Budget Bureau of its objections

A broadcast industry committee that advises the Broadcast Bureau on such matters has given the FCC's proposed program-reporting form for television an even lower mark than that it gave to the form for radio. However, no marked changes in the TV form are expected.

The two forms are similar in style and questions. And the Committee on Radio and Television Broadcasting of the Advisory Council on Federal Reports, in its report to the Budget Bureau last week, incorporated by reference the 70-page attack it had made on the radio form (CLOSED CIRCUIT, April 5, 1965).

The committee feels that the amount of detail that both forms demand imposes an undue burden on applicants. It also says some of the questions in the forms "appear to serve no purpose other than to assert an influence on a licensee's programming judgment."

In addition, the committee singled out for special attention several portions of the proposed TV form that have no counterparts in the AM-FM form that was formally adopted last August (BROADCASTING, Aug. 16, 1965) and is now in use.

Both forms require applicants to make an extensive survey of community-programming needs and ask about past and proposed programming in the areas of news, public affairs and "other" programs exclusive of entertainment and sports, and about commercial practices.

No Major Changes ■ The Budget Bureau is responsible for passing on all forms issued by government agencies. However, it insisted on no major changes in the AM-FM form, so no dramatic changes in the TV form are expected as a result of the report filed by the advisory committee.

That group is headed by Joseph E. Baudino, of Westinghouse Broadcasting Co.

One question of major concern to the committee asks the number of employees designated on a full-time or part-time basis to assist local groups in the development of programming. The committee says this could be read as a requirement that stations make advisory personnel available to groups who want assistance regardless of whether they

ness doctrine but also asks for damages of \$5 million from the Democratic National Committee. The case stems from the 1964 election when the Democratic National Committee circularized over 1,000 radio stations with a reprint of a *Nation* magazine article ("Radio Right—Hate Clubs of the Air"). The Democrats warned that they would ask for rebuttal time if any of the mentioned programs attacked the Democratic candidates.

WGCB offered the Democratic committee rebuttal time on a paid basis, similar to the status of the programs against which the Democrats protested, but this offer was refused and a complaint was filed with the FCC. In July last year, the commission dismissed the complaint against WGCB, but noted that broadcasters must present both sides of controversial issues, whether paid or not.

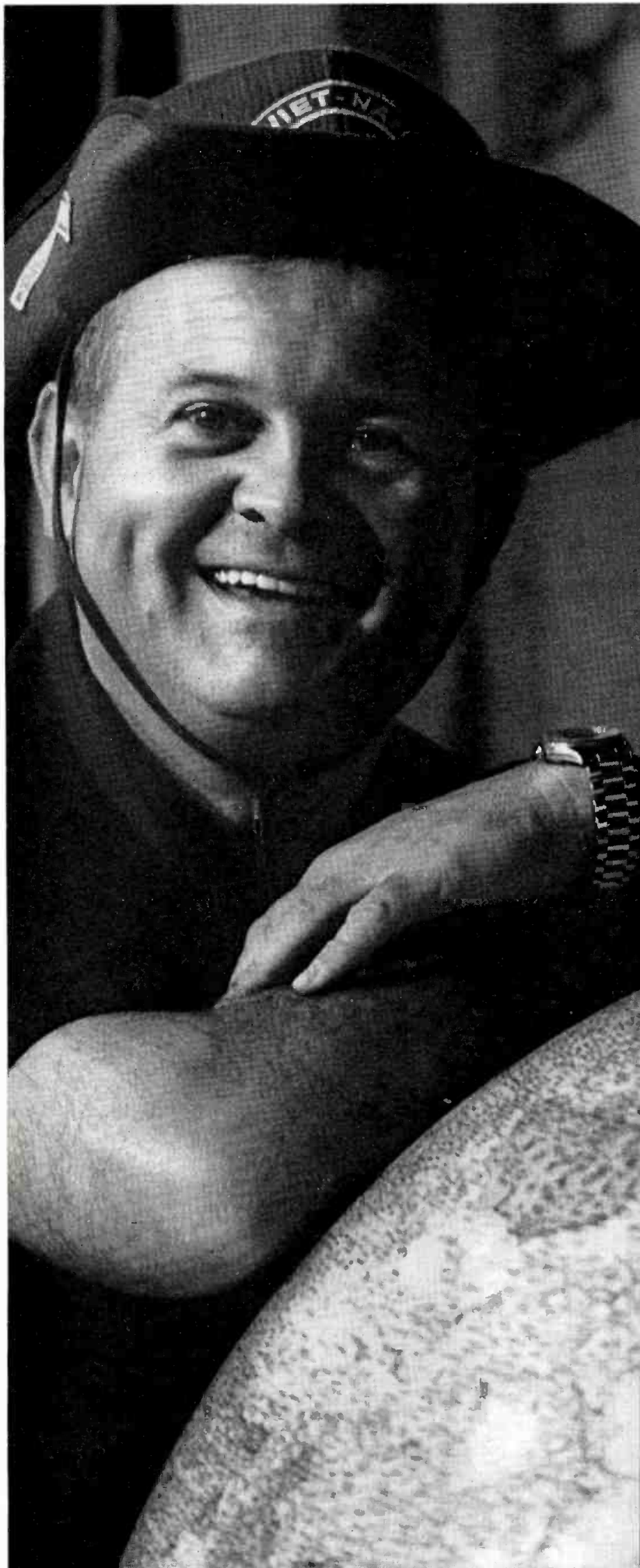
WGCB has appealed this order, following the usual procedure by going directly to the District of Columbia appeals court. Argument on this appeal is due to be scheduled soon.

AFL softens its blackout rule

The American Football League made it unanimous for pro football last week when it dumped its old blackout rule on televised games. In the past all games were blacked out from an area where a game was being played. Under the new rule, a game other than the one being played in that market will be televised.

The AFL games on NBC-TV this year will be in the second year of a five-year contract. NBC will carry 58 games including the all-star and championship games.

Earlier in the year the National Football League announced a similar revised blackout policy for its games carried on CBS-TV. The major leagues of baseball initiated such a policy last year when they were on ABC-TV and are continuing it this year on the NBC-TV telecasts.



Thirteen times to Korea,
twice to Viet Nam,
dozens of flights to
G.I. camps in other
areas of this troubled world.

The Presidents of three
countries have given
him their personal congratulations.

STARS AND STRIPES,
the Armed Forces newspaper,
added this summary of
his special worth to G.I.s in Korea:

"Johnny Grant has made
the greatest single
contribution by a member of
the entertainment industry
to the morale of United States
servicemen."

Where does this leave Bob Hope?

Bob put it this way:

"I'm the rich man's
Johnny Grant."

Both are very much
the G.I.'s best friend.

KTLA is proud to have at
least one of them
on its staff.

A friendly man

has a lot of friends.

It happens this way in

Hollywood

just as it does in any

other part of the world.

No one knows the screen's

stars better. None is better

liked by them.

This makes Johnny a matchless

host for three weekly

programs featuring the best

motion pictures.

And it's the reason why

Johnny often shares a live

introduction with the

picture's star.

KTLA charges a reasonable

sum for Johnny's talents as

television's most able host.

It's only fair.

He deserves a good living.

And advertisers deserve a program

that earns them a lot of

friends of their own.

KTLA  Los Angeles

Represented by Peters, Griffin, Woodward, Inc.

 A Golden West Broadcasters station • KMPC Los Angeles • KSFO San Francisco • KEX Portland • KVI Seattle-Tacoma



How K&E says next season will turn out

If the computers at Kenyon & Eckhardt, New York, are right, CBS-TV will emerge as the leading network next season, in terms of having the largest number of high-rated prime-time shows.

A listing of K&E estimates for next season was made available last week following a talk on the subject by Paul Roth, vice president and media director of the agency, before the Association of National Advertisers seminar on television advertising management (BROADCASTING, May 30).

According to K&E, CBS-TV will have five programs with audience shares of 40 or more, as against two for ABC-TV and one for NBC-TV. CBS-TV is also the kingpin in number of programs (eight) predicted to have shares of 35 to 39 as against six for NBC-TV and three for ABC-TV, according to the K&E projection. In terms of the programs predicted by K&E to have shares ranging from 30 to 34, CBS-TV and NBC-TV are tied at 12 each, while ABC-TV is given seven.

Mr. Roth explained that K&E calls its prediction program KEY-PACE. It uses Nielsen data to provide ratings for programs that have been on

the air; PI-Q, which supplies scores among various population segments for show concepts in advance of the new season; TV-Q, which offers trends in attitudinal data 12 times per year for shows on the air. K&E feeds this data into computers and makes use of various mathematical techniques to compensate for variables.

Following is a summary of K&E projections for next season's prime-time network programs (predicted shares shown in parentheses):

Shows with shares of 40 or more: NBC—*Bonanza* (45), CBS—*Lucy* (40), CBS—*Andy Griffith* (41), CBS—*Red Skelton Show* (40), CBS—*Green Acres* (43), CBS—*Gomer Pyle* (44), ABC—*Batman I* (42), ABC—*Batman II* (40).

Shows with shares of 35 through 39: CBS—*Ed Sullivan Show* (35), CBS—*Candid Camera* (36), CBS—*Petticoat Junction* (39), CBS—*Beverly Hillbillies* (39), CBS—*My Three Sons* (37), CBS—*Thursday Night at the Movies* (35), CBS—*Jackie Gleason Show* (37), CBS—*Gunsmoke* (35), NBC—*Walt Disney Presents* (36), NBC—*I Spy* (39), NBC—*Man from U.N.C.L.E.* (37),

NBC—*T.H.E. Cat* (36), NBC—*Get Smart* (37), NBC—*Saturday Night at the Movies* (35), ABC—*The Fugitive* (38), ABC—*F Troop* (38), ABC—*Bewitched* (38).

Shows with shares of 30 through 34: CBS—*It's About Time* (34), CBS—*What's My Line* (33), CBS—*Gilligan's Island* (34), CBS—*Run Buddy Run* (32), CBS—*Family Affair* (30), CBS—*Mother's Word Is Law* (30), CBS—*I've Got a Secret* (30), CBS—*Daktari* (34), CBS—*Lost in Space* (31), CBS—*Hogan's Heroes* (32), CBS—*Friday Night at the Movies* (32), CBS—*Mission Impossible* (30), NBC—*Hey Landlord* (34), NBC—*I Dream of Jeannie* (30), NBC—*The Road West* (30), NBC—*Run for Your Life* (30), NBC—*Tuesday Night at the Movies* (33), NBC—*Daniel Boone* (32), NBC—*The Hero* (32), NBC—*Dean Martin Show* (32), NBC—*Tarzan* (34), NBC—*Laredo* (32), NBC—*Flipper* (34), NBC—*Please Don't Eat the Daisies* (34), ABC—*Sunday Night at the Movies* (32), ABC—*Combat* (33), ABC—*The Rounders* (30), ABC—*Them Monroes* (renamed last week *Wild Country*) (32), ABC—*Tammy Grimes* (31), ABC—*That Girl* (30), ABC—

intend to produce a broadcast.

The committee said the commission staff "concedes that the question could be read as virtually a requirement that licensees operate amateur workshops if this is what a local group wants." The committee asked that the question be deleted.

It also asked for deletion or clarification of a question on the procedures an applicant follows in considering and disposing of complaints or suggestions from the public. The committee said complaints range from informal, oral communications to lawsuits.

"About the only 'procedure' common to such a range of complaints," the committee said, "is that they are considered and dealt with depending on their nature." And that answer, the committee added, is a waste of the applicant's time and the government's filing space.

The committee asks for revisions that would eliminate implications that the commission feels sustaining programs are better than sponsored ones or that applicants must have a policy of pre-empting regularly scheduled programs for specials. This would require, the committee says, a clarification of a question asking whether applicants

broadcast sustaining programs and the elimination of a question on pre-emption policies.

The committee also asks for the elimination of a question concerning the "extent to which community leaders or groups [are] involved" in the preparation of programs on local, national or international affairs. The committee feels the question is unnecessary because of "extensive documentation" required in the question on community needs.

The committee in addition urged an easing of some of the logging requirements. It asked for the elimination of the distinction between commercial continuity and commercial announcements. The distinction makes the log-keeper's job unnecessarily complex, the committee said.

The committee also asks for a change that would permit licensees to include in their composite weeks reports of one-minute news and weather programs without having to include them in their daily logs first.

There was no indication last week how soon the Budget Bureau would complete its review of the form.

The members of the advisory committee who worked on the comments

for the AM-FM and TV forms are, besides Mr. Baudino, Douglas A. Anello, general counsel of the National Association of Broadcasters; Joseph Cochrane, WMAR-TV Baltimore; George Gray, Avco Broadcasting Corp.; Howard Monderer, NBC; Joseph DeFranco, CBS; Alfred Beckman, ABC; Daniel Shields, Steinman Stations; Roger Wollenberg, president of the Federal Communications Bar Association; Arthur Arundel, WAVA Arlington, Va.; Roger Neuhoof, Eastern Broadcasting Corp.; Roger B. Read, Taft Broadcasting Co., and Joseph Kittner, McKenna & Wilkinson, Washington counsel for ABC.

WGAW membership approves strike

The Writers Guild of America West voted last week to take strike action, if necessary, against the TV networks and television and motion-picture producers. The union's current negotiations with the three networks and with the Associa-

Lawrence Welk (33).

Shows with shares of 20 through 29: ABC—*Voyage to the Bottom of the Sea* (29), ABC—*F.B.I.* (28), ABC—*The Iron Horse* (28), ABC—*Rat Patrol* (27), ABC—*Men Against Evil* (26), ABC—*Peyton Place I* (28), ABC—*Big Valley* (28), ABC—*The Pruitts* (26), ABC—*Love on a Rooftop* (27), ABC—*The Man that Never Was* (26), ABC—*Peyton Place II* (25), ABC—*ABC Stage 67* (27), ABC—*The Hawk* (29), ABC—*Green Hornet* (29), ABC—*Time Tunnel* (27), ABC—*Milton Berle Show* (26), ABC—*12 O'Clock High* (21), ABC—*Shane* (21), ABC—*Hollywood Palace* (28), CBS—*Garry Moore Show* (25), CBS—*CBS Reports* (23), CBS—*Danny Kaye Show* (28), CBS—*Jericho* (27), CBS—*Wild Wild West* (28), CBS—*Pistols 'n Petticoats* (26), NBC—*Andy Williams Show* (26), NBC—*The Monkees* (25), NBC—*Roger Miller Show* (28), NBC—*Girl from U.N.C.L.E.* (27), NBC—*Occasional Wife* (27), NBC—*The Virginian* (29), NBC—*Chrysler Bob Hope* (29), NBC—*Star Trek* (27).

Shows with shares of less than 20: ABC—*Scope* (12).

tion of Motion Picture and TV Producers and Society of Independent Producers to replace its work contract that expires June 15 have failed so far to bring any noticeable progress.

No official tabulation was given out, but according to a WGAW spokesman more than 95% of the some 500 union members who assembled in Beverly Hills, Calif., in a special meeting to consider a strike resolution, voted to support it. They also gave authorization for a special assessment for a strike fund amounting to \$25 from each writer plus 1% of the member's earnings.

Strike strategy was a key topic at the meeting, which was not open to news media. The membership was told that in the union's last strike in 1960 all producers were struck and that so-called hyphenated writer members—those who also are writer-producers or writer-directors or writer-actors—were allowed to continue to work. It was indicated that both of these policies will change if a new strike is called. The guild will reserve the right to set up its picket lines in front of one or any number of producer shops and hyphenated members will be pulled out of work. In all, 147 WGAM members, an estimated

60% of the total TV creative production force in Hollywood, are producers as well as writers.

A major hurdle to be cleared before the WGAW will sign a new contract is a rise in the minimum scale now given to writers for television scripts. The current minimum is \$1,270 for a half-hour script and \$2,310 for a one-hour work. WGAW officials claim this represents less than 2% of the average production cost of a show. The union is asking 100% hikes in these minimums.

The approved strike resolution gives WGAW's TV-radio board authority, with council approval, to issue a restraining order directing members not to work for the following companies: ABC-TV, CBS-TV, NBC-TV, Asland Productions, Bellmar Enterprises, Calvada Productions, Mayberry Enterprises, Three F Productions, Bing Crosby Productions, Desilu Productions, Four Star Television, Jack Chertok TV, Universal TV, Wrather Corp., Columbia Pictures, MGM, Paramount Pictures, 20th Century-Fox Pictures, Walt Disney Productions, Banner Productions, Herbert Leonard Enterprises, Mirisch-Rich TV Productions and any subsidiaries of these companies and any companies that have a financing or distribution agreement for television films with the companies named.

Fortnightly asks for appeal on CATV case

The first move in an effort to win reversal of a New York federal judge's ruling that CATV systems must pay copyright fees (BROADCASTING, May 30) took place last week when the Fortnightly Corp. asked the Second Circuit (New York), U. S. Court of Appeals, to permit an appeal to be filed.

Fortnightly Co., publisher of *Reporter Magazine* and at one time the owner of CATV systems in Clarksburg and Fairmont, both West Virginia, was found guilty of infringing copyrights held by United Artists. U.S. District Judge William Herlands declared that CATV use of TV signals carrying copyrighted material is performance in the eyes of the law, and therefore CATV systems must pay royalties.

The unusual nature of the appeal—the step is actually a petition for leave to appeal—came after Judge Herlands officially approved the course. The appeals court usually does not hear appeals until an entire case is completed and a decision rendered on all the issues. In this case, Judge Herlands ruled only on a strictly legal point—the liability of CATV's for copyright payments.

Other Issues ■ Still to be tried in the

UA-Fortnightly case are such issues as whether UA block-books its films to TV stations, thereby losing its right to enforce copyright payments; proper notice of copyright, and assessment of damages.

In seeking permission to appeal, Fortnightly Corp. contended that Judge Herlands had erred in failing to accept the argument that a principle of the Copyright Law is to bring copyrighted works to the public, and that the Communications Act complements the Copyright Law and must be considered in the case.

United Artists, it is understood, does not intend to object to the request for the right to appeal. A ruling from the appeals court may be handed down next week, some lawyers in the case believe.

Still pending before Judge Herlands is the suit instituted by CBS against Teleprompter Corp., a CATV group operator, also for copyright infringement. But this litigation probably will be delayed pending the outcome of the Fortnightly appeal.

New Deal ■ Meanwhile, the general counsel of the National Community Television Association, Robert H. L'Heureux, has called on the FCC to reconsider its Second Report and Order and on Congress to amend the Copyright Act in light of the Herlands' decision.

In a legal advisory to members, Mr. L'Heureux said there is a "very real conflict" between the court decision and the FCC order, especially where the commission may order the CATV system to carry a TV station thus putting the CATV operator in a poor bargaining position with the copyright holder.

And, he added, copyright law must be revised to make CATV available to the public.

"This right of the public to have access to television signals of its choice is too important a matter to be left to the possible conflicting decisions of courts and to the whim or caprice of copyright holders. . . ."

Lindsay smooths way for location filmers

In an effort to snip red tape and ease TV and motion picture filming in New York City, Mayor John V. Lindsay last week set up a "one-stop" permit procedure for all city departments and agencies to follow.

Mayor Lindsay's memorandum was directed at what he termed "unnecessarily complicated, vexatious and time-consuming" policies and practices of city government that affect the film-making industry. Such machinery, he

said, has discouraged film activity and cost New York revenues.

Mayor Lindsay had expressed his concern over this problem earlier at an International Radio and Television Society meeting in New York (BROADCASTING, April 11).

To help change city film policies, the mayor has appointed two unpaid consultants: Franklin R. Weissberg, a partner of the law firm Colton, Fernbach & Weissberg, who will be a special consultant to the mayor for the performing arts; and Russell V. Downing, formerly with the Radio City Music Hall and now on its board, who will work as special consultant to the mayor for the motion picture industry.

Mayor Lindsay's key policy changes are:

- A one-stop permit system in which the filmmaker need obtain only one permit for each picture, instead of one permit a day for each location. In previous practice, up to 50 permits a film, along with approval by almost six city agencies, were necessary. A producer can now get endorsement directly from the city's department of commerce and industrial development.

- Creation of a special police task force directed by the chief inspector with central authority over film activity. Previously, the police department jurisdiction over filmmaking was precinct-by-precinct.

- Elimination of editorial censorship

of scripts by any municipal official, unless the script specifically violates the law or endangers the public interest.

- Cooperation through city government in meeting requests from film companies, with final decision in disputes resting with the mayor's office.

Mayor Lindsay indicated this was "only the first step in our program to encourage the motion picture and television film production industries to bring their business to New York."

ABC-TV today (June 6) starts filming on the streets of New York its one-hour "The Love Song of Barney Kempinski," which will be slotted in the *ABC Stage 67* series that starts in the fall. The show stars Alan Arkin, Alan King, Lee Grant and Sir John Gielgud.

Mike Nichols's busy life sinks TV show

Plans to cover the career of Mike Nichols for the opening program of the new ABC-TV series, *ABC Stage 67*, have been scuttled by Mr. Nichols's booming career itself.

ABC announced last week that "The Many Worlds of Mike Nichols," a one-hour film reporting Mr. Nichols's activities as a comedian, writer, director and actor has been postponed indefinitely

ly because of his professional commitments. Another program will be substituted for the series' start on Sept. 14 (Wednesday, 10-11 p.m. EDT).

Both Mr. Nichols and Hubbell Robinson, executive producer of the series, are dissatisfied with the half-hour of material filmed thus far, according to an ABC spokesman. Additional and satisfactory footage cannot be obtained immediately, the spokesman said, because Mr. Nichols will be occupied until November in directing a Broadway musical, "Come Back! Go Away! I Love You!"

ABC related the Robinson-Nichols decision to a speech by Mr. Robinson given last month in Washington (BROADCASTING, May 23) and before the problem with the Nichols broadcast had developed. Mr. Robinson then had revealed that ABC had shelved several *ABC Stage 67* projects, at some financial loss, because they did not measure up to standards set for the series.

ABC-TV groups pilots for Friday summer slot

Seven half-hour comedy pilots that didn't become network series will be run on ABC-TV this summer under the title, *Summer Fun* in the Friday, 8-8:30 p.m. EDT period, starting July 22 and continuing through Sept. 2.

The programs will fill the spot currently occupied by *Tammy*. ABC moves a one-hour show, *Time Tunnel*, into the 8-9 period on Friday next season.

The pilots, some prepared for the 1965-66 and '66-67 seasons and most shot in color, will appear in the following order: "McNab's Lab" (Cliff Arquette), "Little Leatherneck" (a Paramount production with Donna Butterworth, Scott Brady and Sue Ann Langdon), "Thompson's Ghost" (Bert Lahr), "The Kwimpers of New Jersey" (Tom Ewell and Ernest Truex), "Baby Crazy" (James Stacy and Joan Blondell), "The Pirates of Flounder Bay" (Keenan Wynn, Bill Cort and Hal Peary), and "Meet Me in St. Louis" (Shelley Fabares and Celeste Holm). The Norwich Pharmacal Co., Norwich, N.Y., through Benton & Bowles, New York, and Sterling Drug, New York, through Dancer-Fitzgerald-Sample, New York, are the major advertisers in the period.

Color TV for RKO bout

RKO General Presentations, New York, said last week it will syndicate to stations a colorcast of its third championship boxing bout, the scheduled July 13 middleweight contest

White House TV studio falls on lean days

Early in 1964, President Johnson wanted to make a public announcement via television that the threatened railroad strike had been settled. He had to dash across Washington to a TV studio in order to appear before the TV cameras. Thus was born the idea of a TV studio in the White House, with a standby crew of four and TV cameras constantly warmed up for quick use.

The studio and associated control room came into being in the summer of 1964 with the equipment and the pay of the rotating technical staff coming from the three television networks. The installation is estimated to have cost about \$250,000. It costs about \$1,000 a week to keep the men on duty. It's first full-scale use was early in 1965, when the President appeared live, on-camera, for a full news conference.

Since then, it has been used from time to time for the presidential announcements, some going out live, but most being taped by the networks for inserts in regular news

programs.

Recently, the President has been using the TV studio, located in the theater room of the White House, less and less. According to the *Washington Post*, President Johnson has used the TV facility only once in the last two months; that was on May 28 when he read a message on South Vietnam.

According to network records, the President has used the TV studio 30 times since it was installed. It was also pointed out that a number of times in those two years, the White House TV crew and their cameras and lights have been used for televised news conferences in the East Room of the President's mansion.

Early this year a fuss erupted when a TV union charged that military personnel attached to the White House Communications Agency were performing functions allocated to union technicians. The union was mollified when the work was partitioned between TV technicians and military people.

between champion Emile Griffith and challenger Joey Archer.

The fight, to be held in New York City, will be blacked out there for telecast on the following day.

No TV for Luci's march down the aisle

The wedding of Luci Johnson and Patrick J. Nugent in Washington's Shrine of the Immaculate Conception on Aug. 6 will be closed to television coverage, the White House announced last week. All three networks had requested permission to provide live coverage of the services uniting the President's 18-year-old daughter and Mr. Nugent. A White House spokesman said that "the couple indicate that the service will have deeper meaning for them if television cameras are not inside the church."

All three networks, however, plan to cover the departure of Luci from the White House, her arrival at the church, and the departure of the couple after the marriage ceremony for the White House reception.

Special features on the wedding are being planned by the three networks but only one has been announced: NBC-TV will broadcast a one-hour special Saturday, Aug. 6, from 7:30 to 8:30 a.m. on the preparations for the wedding, including decorations, the wedding cake and security procedures. Chet Hagan is the producer and NBC News correspondent Nancy Dickerson will be the on-camera reporter.

WJXT(TV) series starts probe of city officials

A recent series of programs resulting from investigative reporting by WJXT-TV Jacksonville, Fla., has led to a grand jury inquiry into charges of law violations and waste by public officials.

Circuit Court Judge Marion Gooding instructed the Duval county grand jury to investigate a broad range of accusations, first made on a series by WJXT and later noted by other news media. Judge Gooding in his charge to the jury cited the publicity surrounding the charges that city and county officials and boards had openly and flagrantly violated laws and wasted public funds. Top city and county officials promptly replied that they welcomed the inquiry as a means of clearing up these charges.

The charges ranged from private use of city-owned automobiles by officials to conflict of interest allegations.

WAGA-TV makes its move!



WAGA-TV weather girl, Eleanor Knight, is busy moving into the new Channel 5 Television Center . . . supervising the placement of delicate equipment for the recording and forecasting of weather on PANORAMA newscasts. Eleanor takes her sponsor along too! Sinclair will soon complete five years of across the board sponsorship of PANORAMA weather.

The new multi-million dollar WAGA-TV Television Center is one of the most modern in the industry. From this facility you may expect many new innovations and overall, a new standard of excellence for talent, production and telecasting.

A NEW ERA UNFOLDS...

STORER
BROADCASTING COMPANY

5  **Atlanta**
waga-tv

Represented by Storer Television Sales

The gateway to new regulation?

Using new radio reporting forms, FCC takes step toward deep inquiries into programing as it drafts questioning letters to 27 renewal applicants

The FCC, equipped with answers to questions in its new AM-FM program-reporting form, took a tentative first step last week into what appeared to be a new era of regulation in programing.

The commission instructed the staff to defer action on the renewal applications for 27 AM and FM stations until they had supplied further information on programing matters. All are New York or New Jersey stations, whose license-renewal date was June 1.

The staff was to submit to the commission this week drafts of letters to eight of the stations asking for more detailed answers to the question in the form dealing with ascertainment of programing needs.

The stations' replies were said to have been too general and failed to relate what programing developed out of suggestions received in the course of the survey. It was considered possible last week, however, that the commission might ultimately decide to renew some

of the licenses involved without querying the stations.

5% Group ■ The remaining 19 stations constituted the group of June 1 renewal applicants proposing the lowest minimum percentage of time to be devoted to public affairs and "other" (agricultural, religion and instructional) programing—less than 5%. Drafts of letters to these stations, asking for an explanation of how such program proposals would meet community needs, are also to be submitted for commission approval this week.

The commission action came as a distinct surprise. The staff had prepared an extensive statistical analysis of the proposals made by the June 1 renewal applicants. But it made no recommendations. "We were hoping for guidance from the commission," was the way one staffer put it.

Guidance, however, wasn't expected. The form is still new—the New York-New Jersey applicants are only the second group to use it, and information

on which standards can be based is rather meager. In addition, the commission is still short a chairman. As a result, there is no one to take the lead in charting a new course. And the betting was that, if the commission tried to act, it would deadlock 3 to 3.

Nevertheless, the commission acted decisively. It's understood that no formal votes were taken on the instructions to the staff. But acting Chairman Rosel H. Hyde was said to have been the only commissioner to oppose the queries.

Loevinger with Majority ■ Commissioner Lee Loevinger, who generally sides with Commissioner Hyde in opposing commission intrusions into programing matters, went along with the majority. It's understood he feels that, with a new reporting form in use, the commission should let applicants know they should not "get sloppy" in answering the questions.

Some commission officials tended to downgrade the significance of the com-

Happiness is a warm client-attorney relationship

If happiness for a TV producer is a five-year run in prime time on a network, what's tragedy for his attorney? Eric Weissmann, a member of the Beverly Hills, Calif., law firm of Kaplan, Livingston, Goodwin & Berkowitz, thinks the worst thing that could happen to an otherwise idyllic show business client-attorney relationship may be the all-out success of the client's property.

A producer, for example, perhaps would like to see how far he can go with his hot television series. But after reading his contract, he finds merchandising or movie rights are not included. He winds up, of course, blaming his attorney. An unsuccessful TV story, on the other hand, hardly ever presents this problem.

Thus the positive thinking yet prudent producer of a pending property should consider and possibly negotiate for dramatic rights, merchandising rights, music rights, mo-

tion picture rights, television and radio rights, publication rights, remakes and sequels rights and the right to use of the title before he signs a contract involving his production. Still, he has to be careful not to write such high royalty payments into the contract, especially in regard to a possible television series, that will price the property out of the market.

This advice was given by Mr. Weissmann at the 12th annual Institute on Legal Aspects of the Entertainment Industry held May 21 at the University of Southern California. Sponsored by the Beverly Hills Bar Association and the USC Law Center, the day-long program focused on current developments in the entertainment industry. It brought together a group of entertainment-law specialists in each of three principal topic areas.

Mr. Weissmann's presentation in-

cluded a detailed discussion of subsidiary rights in television and other entertainment fields.

Attorney Seymour M. Bricker of Cohen & Bricker, Beverly Hills, showed how the decision of the U. S. Supreme Court in the *Sears, Roebuck & Co. v. Stiffel Co.* and *Compco Corp. v. Day-Brite Lighting* cases have affected the law on copyright, unfair competition and misappropriation in the field of literary and musical works. Walter L. M. Lorimer, Loeb & Loeb, Beverly Hills, covered the structure and economics of community antenna television systems. He summarized legal, zoning and telephone company problems and brought into perspective questions of CATV competition and state and local licensing regulations.

The entertainment law institute was started 12 years ago by the state bar association of California as a continuing education program.

mission action. They said the proposed letters represent no new policy, since they are in keeping with policy reflected in the AM-FM form. What is the purpose of the questions, they asked, if the commission doesn't require satisfactory answers?

Some also say that the commission is only "feeling its way" in connection with policy on the new form, and has "no inclination to get tough." The letters, one official predicted, "won't be harsh."

Nevertheless, they indicate a commission determination to hold applicants to fairly rigid standards in their replies to questions about programing needs and, inferentially at least, to set standards of acceptable programing proposals.

No Coercion ■ One commission member insisted that a letter of inquiry doesn't mean a licensee must program in a particular manner. "It means only that he must have a reason for what he is doing."

While commission members appeared fairly unanimous in deciding to require detailed answers to the question concerning programing needs, they are not in perfect step on the matter.

Commissioner Robert T. Bartley, for instance, who is said to have taken the lead on the issue, has long favored a more detailed survey question than his colleagues would accept. He dissented from the order adopting the AM-FM form last year on that point.

He said in a dissenting statement then that he would favor requiring licensees to file annual reports identifying the individuals contacted and their programing suggestions, the station's evaluation of those suggestions, and the programing proposed to meet community needs.

But then he would not require a station to provide a great amount of information designed to "portray an image of station operations." Instead, he would depend on local leaders to call to the commission's attention any deficiencies in the station's service.

Commissioner Kenneth A. Cox, on the other hand, while favoring detailed response to the survey question, wouldn't leave the monitoring of a station's performance to the community alone.

Bartley's Letter ■ Commissioner Bartley drafted a letter, based on his dissent to the AM-FM form, that the staff will use as a guide in preparing letters to the stations to be queried on their surveys of programing needs.

The movement toward writing letters on the ascertainment question reportedly originated with Commissioners Bartley, who had distributed his draft to the other commissioners before the meeting, and Cox. They argued that "something" should be done.

Chairman Hyde would have accepted

the staff's presentation as merely informational. And Commissioner Loevinger at one point said public notice advising applicants to take care in completing the form would be sufficient. He said the commission had not gained enough experience with the form on which to make judgments concerning the responses. But ultimately the idea of sending letters crystallized.

There was, reportedly, little debate preceding the subsequent decision to instruct the staff to prepare letters for the 19 stations that proposed to devote less than 5% of their time to public affairs and "other programing." The staff made its presentation, one official said, and a consensus quickly developed that explanations should be requested from the stations.

The commission last week also continued its case-by-case campaign against overcommercialization. It asked WFGP and WMID, both Atlantic City, to explain apparent discrepancies of, respectively, 36% and 28% between promise and performance in commercial practices.

It also asked eight stations for further explanations of their commercial proposals in the special-hours category in the new form—those hours in which the normal maximum would be exceeded. The staff, reportedly, is recommending letters in cases where stations propose 23 minutes or more for extended periods of time. The rule-of-thumb on normal maximums is 20 minutes of commercials per hour (BROADCASTING, April 11).

The stations being queried on the special hours and the amount of commercial time involved are WAPC-AM-FM Riverhead (30 minutes), WPAC-AM-FM Patchogue (30 minutes), WOKO Albany (30 minutes), and WCLT-AM-FM Corning (24 minutes), all New York; and WSLT Ocean City-Summers Point, N. J., (24 minutes).

DJ's stopped from working for competitor

A state district judge last week issued an order that temporarily prevents two disk jockeys from working for a competitor of KONO San Antonio, Tex., according to a spokesman for KONO.

The temporary injunction, issued by Judge Solomon Casseb Jr., forbids Woody Roberts and Lee Simms to work for KTSA San Antonio.

KONO contended that the two disk jockeys were violating a contract that prevented them from working for another station within a 50-mile radius of KONO for a period of 18 months after leaving the station. Both left KONO April 28, the station said.

Newsmen and police at odds in Pennsylvania

A Pennsylvania newsman last week was facing a court hearing for failure to obey a state policeman's order and the Pennsylvania News Broadcasters Association was waiting on its request for liaison between the state police and PNBA.

Spokesmen for PNBA say media dealings with state police have been a "growing problem" in Pennsylvania and the situation came to a head last month during the manhunt at Shade Gap, Pa., for a kidnapper-killer.

On the morning that William Hollenbaugh, the killer, was shot, Ron Stephenson, news director of WJAC-TV Johnstown, Pa., and other newsmen were being kept behind a state-police roadblock a few miles down the road. According to Mr. Stephenson, the newsmen were kept behind the barrier at least half an hour after Hollenbaugh had been killed even though the police were allowing public traffic to use the road.

He said he asked permission to go to the shooting scene and was refused. He said he was also refused permission to go down the road to the Pennsylvania Turnpike for the trip to Johnstown.

As cars and trucks began moving past the roadblock, Mr. Stephenson said, he went into his car to move out himself and was then arrested for failing to obey a lawful order. The entire incident was filmed by a WJAC-TV cameraman and aired the following day.

Mr. Stephenson was booked and released in \$20 bail and was scheduled to have a hearing on the case last Friday night (June 3).

However, the PNBA made it a cause celebre and showed the film at its May 20-22 meeting in Pittsburgh. Attending that meeting was Lieutenant Governor Raymond Schaffer, the Republican gubernatorial candidate.

To stress its growing concern with the state police-media problem in the state, the PNBA passed a resolution noting that "accredited reporters, correspondents and representatives of the news media were unduly harassed, interfered with and prevented from fully engaging in their professional responsibility to the public" at Shade Gap and the interference "resulted in a gross violation of the 'public right to know' laws. . . ."

Blaming "lack of cooperation" by the state police as the major factor in the "profound confusion," the PNBA recommended that the state police appoint a public-relations officer to act as liaison between the authorities and media to "prevent a reoccurrence of the unfortunate and unnecessary incidents. . . ."



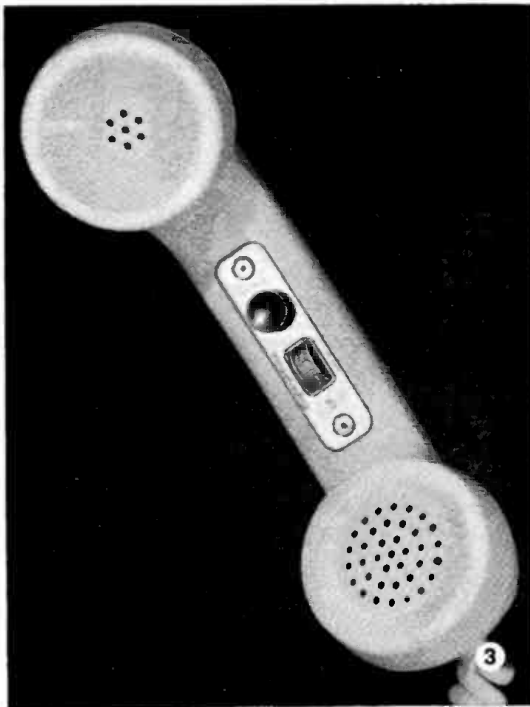
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2. For the bedridden. The compact TRIMLINE® phone gives bedridden patients or convalescents added comfort and convenience. This new telephone, with the dial built in the handset, enables the bedridden to make calls with minimum effort.



communications for handicapped people

3. For speech or hearing impairments. Special amplifier handsets were designed by a team of Bell Laboratories-Western Electric engineers for people with speech impairments or hearing difficulties. Developed at W.E.'s Indianapolis Works, these unique handsets with a control knob permit adjustments in amplification to meet individual needs.

4. For the deaf or blind. An Auxiliary Signal Control can be used to indicate that the phone is ringing. It will turn on a table lamp, an electric fan, or whatever appliance best suits the needs of the handicapped person. Also useful to signal a call in a noisy location.

5. For the blind. An electronic eye designed by Bell Labs and made by Western Electric is helping open doors to jobs for blind switchboard operators. A light-sensitive probe called the Seeing Aid sets off a tone signal which tells the operator when she has located the proper row and plug. Miss Rosemarie Jankowicz, an employee at the Industrial Home for the Blind in New York City, demonstrates the device.



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Shell underwrites news on four connected ETV's

A special grant of \$33,000 from the Shell Oil Co. to noncommercial WNDT-TV will enable the station to produce a nightly 15-minute news program and transmit it via interconnection to other educational TV outlets in Boston, Wilmington and Washington this summer from July 4 to Sept. 2.

John Kiermaier, president of WNDT, said last week the grant from Shell will cover the production of a 15-minute world news telecast at 10 p.m., Monday through Friday, and also part of the costs of interconnecting WGBH-TV Boston, WHYI-TV Wilmington, Del., and WETA-TV Washington. He added that WNDT also will telecast to the other stations a half-hour public affairs series, *Focus*, Summer 1966, after the news program. The *Focus* series (not covered by the grant) will originate from New York but will include live and tape inserts from the other stations.

Dortort creates his own production firm

David Dortort, who has signed a long-term contract to produce exclusively for NBC-TV, has formed his own company, Xanadu Productions Inc., to be based in Hollywood. The new company will produce both motion pictures and television programs. The first property on the schedule is a possible new TV series called *The High Chaparral*. The pilot will start shooting on location in Tucson, Ariz., later this month. It will be made as a two-part show, each an hour long. The project, in its complete two-hour version, may also wind up as a feature film.

The initial show will star Leif Erickson and Cameron Mitchell. It has a turn-of-the-century American West setting. If the pilot meets approval, NBC-TV may use the series as a mid-season replacement or work it into the 1967-68 schedule.

Mr. Dortort, who created and is executive producer of *Bonanza*, also is developing three other, still untitled, TV series.

Science-fiction films for TV

Robert & Barry Inc., New York, has acquired for TV distribution nine science-fiction films and sold them in two package series to 16 stations, according to Ben Barry, president. Mr. Barry said last week the new additions boost R&B's film library to 69 features, broken into the following groups: 33

spy-mystery (Europa), 11 action-adventure (Series I), 12 American-angle co-production mysteries (Series II), 4 science-fiction (Series III) and new Series IV and V. Series IV contains "The Brain," "Hercules Against the Moon Men," "Tomorrow at Ten" and "The Black Torment"; and Series V, "Man on the Run," "Operation Mermaid," "No Survivors Please," "Meteor Monster" and "Fog for a Killer."

Man indicted because of television interview

Last December newscaster Bill Stout interviewed an anonymous young man for *CBS Reports*. Last week, because of that interview and what was said during it, a Los Angeles grand jury returned a four-count arson indictment against the 18-year-old youth, Edward Lee King.

In weighing the case, the grand jury viewed films of Mr. Stout interviewing a rioter on the show, "Watts—Riot or Revolt?", a study of the South Los Angeles riots of last August. The rioter, whose face was not shown on television, was said to have unwittingly confessed to having set fire to between five and seven stores.

After the network program was seen in Los Angeles, local police and arson investigators tracked down clues in the youth's comments and identified him. They then brought in Lawrence G. Kersta, head of the Voiceprint Laboratories, Summerville, N.J., and developer of the "Voiceprint" system of identification. After comparing the suspect's voice with the voice on tapes heard during the television interview, Mr. Kersta decided they matched. He came to this conclusion from electronic graphs made of both voices. It was the first time such evidence was ever used in a California criminal proceeding.

WGA's TV revenues go up

The Writers Guild of America West reported last week that its revenue from television is going up, while income from motion pictures and radio continues to go down. Dues based on gross earnings in television for the fiscal year ended March 31 rose to \$191,139 from \$181,575 the previous year. Motion picture gross earnings dues dipped to \$125,381 from \$135,387. This year's radio income from dues of \$765 was down from the preceding year's \$935. Total revenue of the WGA for the latest fiscal year was \$512,377, up \$28,339 from last year's \$484,038.

ABC Radio West plans spot coverage of sports

ABC Radio West figures it has a new way to cover a golf tournament: Hit the audience hard, but quick and with calculated regularity. The regional radio network calls this concept spot program coverage and is trying it out for four days later this month (June 16-19) when it broadcasts the U. S. Open Golf Tournament from San Francisco. The event is expected to be carried by some 120 stations throughout 11 western states.

The spot program coverage will consist of a combination of one- and two-minute reports over the course of a day, geared to keep listeners progressively informed about tournament leaders and other developments. The reports will be spotted at 10, 30 and 50 minutes after each hour from 10:30 a.m. through the end of play each afternoon. ABC Radio sports personalities Tom Harmon, Keith Jackson and Lou Cook will do the reporting.

Advertising availabilities during the program spots will be completely reserved for local sales. ABC Radio West will not be involved in the time sales. This is in keeping with the experimental nature of the programming concept. Indications are, however, that if local stations are successful in selling the concept for the U. S. Open coverage ABC Radio West will ask for a percentage of the sales on future occasions.

More stations switch to country & western

Three more radio stations have changed to country-and-western formats.

WGBG Greensboro, N. C., described as a middle-of-road outlet by President and General Manager Ralph Lambeth, went all-country last Wednesday (June 1).

WMTS Murfreesboro, Tenn., formerly a pop music outlet, has changed to top-40 country and western, according to Jack Erhard, president and general manager.

KPLC Lake Charles, La., marked its 31st anniversary on May 12 by switching to modern country-western programming, according to General Manager Jim Toth.

Film sales . . .

Tarzan Features (Banner Films): WTVM-TV Columbus, Ga.

Bold Journey (Banner Films): WTTG-TV Washington.

Films of the 50's and 60's. Volume

11 (Seven Arts): KTVI(TV) St. Louis; KOVR(TV) Stockton-Sacramento, Calif.; KTUL-TV Tulsa, Okla.; KRDO-TV Colorado Springs-Pueblo, Colo.; KDKA-TV Pittsburgh; WMTW-TV Poland Spring-Portland, Me.; WUSN-TV Charleston, S. C.; WISH-TV Indianapolis; WBAY-TV Green Bay, Wis.; WJAR-TV Providence, R. I., and WBRZ(TV) Baton Rouge.

The Big Bands (20 Century-Fox TV): WNEW-TV New York; WTTG(TV) Washington; KHTV(TV) Houston; WREX-TV Rockford, Ill., and WAVE-TV Louisville, Ky.

Fashion: Italian Style (RKO General Productions): Kvos-TV Bellingham, Wash.

Radio series sales . . .

The Joe Pyne Show (Hartwest Productions): WIOK Normal, Ill.; WGRM Greenwood, Miss.; WTPS Portage, Mich.; KGNO Dodge City, Kan., and KHOB Hobbs, N. M.

Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood Inc.): WKSJ Jamestown, N. Y.; KXEO Mexico, Mo., and KAAV Little Rock, Ark.

Program notes . . .

Specials for Van Dyke ■ Dick Van Dyke, whose award-winning comedy series on CBS-TV came to a voluntary end this season, is not through with broadcasting. Last week, his recently formed production company, Dramatic Features Inc., announced in Hollywood that he will star in three one-hour TV specials in the next three seasons. All will be shown on CBS-TV and be sponsored by the Chemstrand Corp.

Production partners ■ Marshall Flaum, producer-writer-director of the Xerox-David Wolper special, *Let My People Go*, has joined with veteran film executive Sherman Grinberg to produce television specials as well as feature films. In order to form the new company—to be known as Marshall Flaum-Sherman Grinberg Productions, Mr. Flaum ended his association with movie producer Sam Spiegel's Horizon Pictures. The Flaum-Grinberg production company will be located at 1040 North McCadden Place in Hollywood, where Mr. Grinberg already has production facilities occupying 12,000 square feet.

More Kirby-Moore ■ Durward Kirby is resuming a broadcasting association with Garry Moore that goes back to 1938. He's signed as a regular on *The Garry Moore Show*, a new weekly comedy-variety series in color starting on CBS-TV Sept. 11 (Sunday, 9-10 p.m. EDT). Mr. Kirby has been with Allen Funt as co-host of CBS-TV's *Candid Camera* for the last six years.

BROADCASTING, June 6, 1966

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Superior SPOTMASTER tape cartridges are available in standard timings from 20 seconds to 31 minutes, with special lengths loaded on request. In addition, Broadcast Electronics offers a complete selection of blank cartridges, cartridges for delayed programming and heavy duty lubricated bulk tape. Prices are modest, with no minimum order required.

Introducing the Super B, today's truly superior cartridge tape equipment.

New Super B series has models to match every programming need—record-playback and playback-only, compact and rack-mount. Completely solid state, handsome Super B equipment features functional new styling and ease of operation, modular design, choice of 1, 2 or 3 automatic electronic cueing tones, separate record and play heads. A-B monitoring, biased cue recording, triple zener controlled power supply, transformer output . . . all adding up to pushbutton broadcasting at its finest.

Super B specs and performance equal or exceed NAB standards. Our ironclad one-year guarantee shows you how much we think of these great new machines.

Write, wire or call for complete details on these and other cartridge tape units (stereo, too) and accessories . . . from industry's largest, most comprehensive line, already serving more than 1,500 stations on six continents.



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CATV experiment suggested to FCC

The FCC was asked last week to authorize an experimental CATV operation that, its proponent argued, would supply the kind of information on CATV's impact on UHF television that the commission now lacks.

The request was made by Suburban Cable TV Co., a subsidiary of Triangle Publications Inc., which proposes using four CATV systems in "a controlled test-laboratory" experiment, all in the Philadelphia suburbs.

Two systems, serving a total of 10 communities, would, in accordance with commission regulations, carry only the programs of stations putting a grade B or better signal over the communities involved. The headends would be located in Perkasio and Upper Pottsgrove.

The other two, serving seven communities, would provide signals not only from local stations but from four New York independents. The headends would be in Schuylkill and Downingtown. All four systems would also provide channels for AP news and weather.

Suburban noted that the commission has admitted it has reached no final judgment concerning the actual effect of CATV on UHF development. It

also said the necessary facts can't be obtained in an evidentiary hearing where conflicting parties would present "self-serving opinion testimony."

Controlled Study • What is needed, Suburban added, is "a controlled test-laboratory wherein actual impact of CATV upon UHF development in major markets can be adequately studied and measured."

Suburban suggested that the experiment run three to five years.

Suburban said it would build and operate the system "under the commission's close scrutiny." It also said it would, as part of the experimental authorization, conduct in-depth surveys to establish circulation, hours viewed and picture quality in CATV and non-CATV UHF homes in the communities to be served. The surveys would be conducted at least four times a year.

The Suburban proposal isn't the first of its kind. The commission staff, in drafting a proposed report and order in the CATV proceeding, had suggested a controlled test to determine what effect CATV relay of distant signals would have on local UHF development (BROADCASTING, Feb. 7). However, that idea was abandoned when the commission rejected the staff's proposals on CATV rules.

Suburban, which said it would undertake the experiment at its own cost, is well along in the construction of the necessary plant. A portion of the

Perkasie system is already in operation, Downingtown is half cabled, and the Schuylkill system is franchised. Company officials estimate that construction of the four systems would cost \$1,010,000.

Triangle now operates CATV's in seven communities in the Binghamton, N. Y., area, where it owns WNBK-AM-FM-TV.

Ch. 9 Syracuse merger proposed

Seven of the eight remaining applicants in the Syracuse channel 9 case have asked the FCC to approve a merger and pay-off agreement that they say would end a contest that has been in progress for four years.

The agreement provides for a pushing back of the calendar, in effect, to Jan. 22, 1965, when the commission awarded a construction permit for the channel to the W.R.G. Baker Radio and Television Corp. (BROADCASTING, Jan. 25, 1965)—and for the assignment of that permit to a new corporation, W.R.G. Baker Television Corp.

Baker would be the major shareholder in the new corporation, but four of the other applicants would have varying numbers of shares in it, and the

Stormy sessions slow CATV legislation

Frayed tempers have begun to appear among members of the House Commerce Committee. The reason? The slow pace of the committee's consideration of a CATV bill.

Last week, in three days of executive sessions, the committee moved no nearer to a final bill. Even Chairman Harley O. Staggers (D-W. Va.) admitted to that when he reported that the committee would resume deliberations again tomorrow (June 7).

He also said he was "trying to keep the bitterness out of it." The last few sessions, it is understood, evoked some bitter comments by committee members. A prime target, it's believed, was leaks to parties involved in the controversy.

"This has been," Mr. Staggers said, "one of the most emotional bills to come before this committee."

Although the committee has been

meeting on the bill for three weeks (longer executive sessions on one bill than ever before, it's said), Mr. Staggers was reluctant to guess when a bill might be reported out. He finally said that a solution might be reached in two more sessions. This would make it this week. Chairman Staggers, however, has been wrong before in his estimates. Three weeks ago he predicted a bill would be forthcoming in another week.

During last week's three days of sometime stormy sessions, all amendments offered by conferees to the FCC-sponsored bill were voted down. These included recommendations that the existing CATV systems and those under construction be grandfathered in; that CATV systems be required to secure permission to pick up TV signals from TV stations, under the terms of Section 325 of the Communications Act; that the FCC be prohibited

from limiting ownership of CATV systems by broadcasters, and that a ban on program origination, in the bill under consideration, be modified.

So far only two amendments have been voted: to change the FCC's definition of a local station from one putting a grade B signal over the community served by the CATV system to one that is within 35 miles of the CATV community, and an affirmative declaration in the bill that CATV is not common carrier.

Even a motion to complete consideration of the CATV legislation by this week was voted down.

The basic bill would give the FCC legislative authority to regulate CATV's. Other bills range from a flat ban on FCC authority in this field by Representative Walter Rogers (D-Tex.), to one prescribing limited FCC authority over CATV by Representative James A. Mackay (D-Ga.).

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two remaining parties to the agreement would drop out and be reimbursed for their expenses in prosecuting their applications. The seven were unable to come to terms with the final applicant in the case, Syracuse Television Inc., according to pleadings filed with the commission last week.

The applicants made their request in a petition that contained affidavits from the principals involved supporting the information contained in the proposed agreement and the considerations to be paid.

The commission's Jan. 22, 1965, decision has been held up as a result of petitions for a stay and for a reopening of the record that six of the losing applicants filed (BROADCASTING, June 21, 1965). They acted after learning of a State of New York antitrust suit against a company largely owned by two principals of the Baker applicant.

But the seven applicants are asking the commission to rescind and dismiss the various orders and petitions issued since the grant was made in order to restore the status of the proceedings to what they had been at the time the

final decision was announced, and to approve the assignment to the new corporation.

They argue that the commission grant was not rescinded by the order to reopen the record and that, if the final decision is affirmed, Syracuse TV's application is denied. They also said the new corporation stands before the commission as the permittee, not a new applicant.

The parties say they had decided on the merger-pay-off procedure as an alternative to dragging out the proceedings, which began in March 1962, with 10 applicants. They also say that the New York state case, and the question of whether it would result in a demerit for Baker, won't be settled for five years. They also assert the principals involved, T. Frank Dolan Jr. and Leonard P. Markett, would own less than 8.4% each of the new corporation.

Under the agreement the commission was asked to approve, a new company would have the following owners: Baker, 48.6%; Onondaga Broadcasting Inc., 19.9%; Six Nations Television Corp., 14.5%; Syracuse Civic Television Corp.,

13.6%, and Salt City Broadcasting Corp., 3.4%.

The George P. Hollingbery Co. would be reimbursed \$31,261 for expenses and WAGE Inc., \$112,924. The parties said Syracuse TV declined to accept a share in the new company that was smaller than that earmarked for Onondaga (which had been favored for the grant in the hearing examiners' initial decision) and refused a reimbursement offer of up to \$125,000.

The applicants have been operating a station on channel 9, WNYS-TV, under an interim agreement since September 1962.

California pay-TV ruling appealed

The state of California asked the U. S. Supreme Court last week to reverse a decision of its own supreme court holding that a ban on pay TV in that state is unconstitutional.

A petition for review was filed by Frank M. Jordan, secretary of state of California, seeking reversal of the California court's decision last March on the Subscription TV Inc. suit.

The California official said that the state supreme court and lower state court erred in finding the prohibition on pay TV a violation of the First and 14th Amendments.

"The case concerns a matter of great public importance," Thomas C. Lynch, attorney general of the state, said in his petition, "because it purports to prohibit the power of the state to regulate television, a communications medium, and purports to hold that television broadcasting is immune from commercial regulation by the state because it is an instrumentality of free speech and press."

The ban on pay TV, Mr. Lynch continued, only prohibits a charge to see or hear in homes communications via airways or by means of coaxial cable; it has nothing to do with the content.

Free vs. Fee ■ Pay TV, he added, "seriously threatens impairment of home television and the consequent deprivation of the public's enjoyment of the benefits now freely derivable from free television. The economic effect of pay television upon existing television broadcasters and the consequential detriment to the public interest are appropriate matters for the policy making branch of government to take into account in determining whether to permit that detriment to be suffered."

Subscription TV Inc., headed by Sylvester L. (Pat) Weaver, former NBC president, operated by a pay-TV system in Los Angeles and San Fran-

Jerrold's Beisswenger surveys CATV growth

The current difficulties in which CATV finds itself—FCC regulation, legislative consideration, a court ruling that CATV operators must pay copyright royalties—don't seem to have dampened the enthusiasm of one CATV company president.



Mr. Beisswenger

Robert H. Beisswenger, president of The Jerrold Corp., has told stockholders in his annual report that the expansion of CATV "is, in our opinion, inevitable, notwithstanding government intervention in the field."

The public, he said, "wants and needs cable television service. . . . The rapid acceleration of color receiver sales makes the need for this service even more acute. . . . A record number of new systems are currently under consideration, and many of the 1,700 older systems are planning to modernize and expand from five to 12-channel capacity."

In reporting the company's au-

dated annual report for the fiscal year ended Feb. 28 (BROADCASTING, May 16), Mr. Beisswenger pointed to new highs in consolidated sales, earnings, total assets and stockholder equities.

Total assets of the company, he said, increased nearly 40%, from \$20,429,851 last year to \$28,516,177. Stockholder equity went from \$7,768,828 to \$11,962,335.

After adjusting the previous year's figures to reflect the sale of Pilot Radio Co., sales for year just ended show an increase of 35% with net income up 122%.

Operating profit rose to \$4,881,740 before taxes and to \$3,736,349 after taxes, compared to \$263,960 and \$156,747 for the preceding year. Per-share earnings were \$1.75 for the year, compared to 7 cents for the previous year. Sales reached \$34,632,724 up from \$30,197,221.

Major contributors to the volume increase were the sales of CATV equipment and construction services, residential antennas and master antenna systems, Mr. Beisswenger said.

Each of the 32 CATV systems in which Jerrold has a financial interest gained subscribers, Mr. Beisswenger reported. The company's financial statements do not reflect the income from CATV system investments.

cisco until 1964 when state voters passed a referendum outlawing the service. The state supreme court upheld by a vote of 6 to 1 a lower court ruling declaring the measure unconstitutional (BROADCASTING, March 7).

Subscription TV Inc., now under a court-appointed trustee, has sued California for \$14 million, and a group of California motion picture theater owners, for \$117 million charging antitrust violations. STV claims that the theater owners conspired to put it out of business by financing the anti-pay-TV campaign.

Only last month it was announced that Subscription TV Inc. and Shasta Telecasting Corp. had a tentative agreement by which Subscription TV would acquire Shasta's KJEO(TV) Fresno and its Shipstads & Johnson's Ice Follies. In exchange Shasta stockholders would receive a 27% interest in Subscription TV Inc. (BROADCASTING, May 2).

FCC advised to let WABC be class 1-A

The FCC was urged again last week to settle the 25-year-old dispute between WABC New York and KOB Albuquerque, N. M., by requiring KOB to operate as a class II-A station.

That view came in a memorandum submitted by the FCC's Broadcast Bureau in response to a commission request for advice on the case. Under the bureau's plan WABC would be allowed to operate as the dominant class I-A station on 770 kc while KOB would operate as a class II-A station on 770 kc, giving full protection to the WABC signal by using a directional antenna.

The Broadcast Bureau argued that the same considerations that apply to the other stations that are duplicating clear channels also apply to KOB. The commission, in its clear channel report and order, concluded that the assignment of II-A stations on certain clear-channel frequencies would best serve the public interest.

The case was returned to the commission last year by the U. S. Court of Appeals which said that the commission had not been fair in demoting WABC to a I-B status while leaving the NBC and CBS New York stations as dominant I-A's (BROADCASTING, March 1, 1965). I-B stations must each give full protection to another.

WABC two weeks ago also recommended that KOB be made a class II-A station. In another filing two weeks ago KOB asked that the clear-channel proceeding be reopened to consider the possibility of demoting other clear-channel stations including WCBS and WNBC to the I-B status.

Laredo to get second TV station

Two Texas broadcasters are able to breathe easier as a result of the FCC's decision to drop plans for a hearing on whether Laredo can support two television stations.

The commission last week announced that by a 4-2 vote it had reinstated and affirmed a Nov. 8, 1964, grant of a construction permit to K-SIX Television Inc. for a new station on channel 13 in Laredo, and had granted the renewal of KGNS-TV (ch. 18) Laredo. The K-SIX station will be a satellite of its Corpus Christi outlet, KZTV(TV).

The commission had set the K-SIX application for hearing on the economic issue after KGNS-TV had successfully appealed to the U. S. court of appeals the commission's earlier refusal to hold the hearing.

However, the commission, in ordering the hearing, included KGNS-TV's renewal application in the proceeding. The com-

mission said that if it concluded that Laredo could support only one station, it would decide which one it should be (BROADCASTING, Nov. 29, 1965).

K-SIX and KGNS-TV thereupon petitioned the commission to reconsider the hearing order and to grant the two applications. KGNS-TV also submitted a study supporting its contention that circumstances in the Laredo area (with a metropolitan population of some 70,000) had changed to the point where advertising revenues would be sufficient to support two stations. The commission said the showing was persuasive.

Commissioner James J. Wadsworth, however, dissented on the ground that the commission lacked sufficient information on which to reach a decision. He noted that the study was submitted by KGNS-TV on a Monday following the Friday when the commission requested additional information. Furthermore, he said, no data was submitted to indicate when the study was prepared, or at whose request, nor did KGNS-TV say it was familiar with the study or upon what basis it was submitted. "In short," he added, "the commission has been



Broadcaster heads '500' festival

Broadcaster Robert B. McConnell, in the home stretch of his year's assignment as president of the Indianapolis "500" Festival, had a moment of acclaim last Monday (May 30) at the Memorial Day 500 racing classic. Mr. McConnell, vice president and general manager of wish-TV Indianapolis, shared a seat of honor with Sue Ann Harrison, queen of the festival, as they exhibited the Borg-Warner trophy that goes to the winner of the annual auto racing

classic. In front seat is Jack McKenzie, Borg-Warner Corp.

Mr. McConnell's tenure as head of the festival winds up next month with the staging of pro-am and open invitational golf tournaments. He assumed the presidency on Sept. 1, 1965, and is credited with fostering one of the more successful festivals in the 10-year history of the Indianapolis undertaking that includes events of cultural and sports significance throughout the year.

given an undated document prepared under unknown circumstances."

Commissioner Kenneth A. Cox, who had objected to tying KGNS-TV's fate to the outcome of the hearing, concurred in the renewal of that station's license. But he issued a dissenting statement to iterate his objection to the commission practice of setting for renewal hearing the applications of licensees with the "temerity" to allege that a community cannot support a new station.

He noted that the same procedure had resulted in the abandonment of a hearing in an earlier case, and said, "If an existing station tenders adequate allegations of injury to the public, it should get a hearing on that issue, without injection of the coercive threat of loss of its license."

Six D.C. stations get local OK for tall tower

A special zoning exception has been granted by a Montgomery county, Md., board to permit the erection of a television tower that would serve as a common antenna for six Washington television stations and stand twice as tall as

the Washington Monument.

The 1,219-foot tower would provide a facility for WTOP-TV, WRC-TV, WTTG(TV) WMAL-TV, WOOL-TV and WETA-TV (noncommercial) in the Silver Spring suburb of Washington. The project still must be approved by the FCC.

The structure, planned as the tallest self-supporting tower in the country, is designed to withstand 180-mile-an-hour winds, almost double the strongest gusts ever registered in the Washington area.

Residents of the area had protested vigorously before the County Board of Appeals. The proposal received a 4-1 approval.

Licensees to be fined for late applications

The FCC has adopted a new schedule of fines to impose on licensees who are tardy in filing renewal applications. Some 20 licensees whose renewal date was June 1 will be the first to be penalized under the new policy.

Applicants who miss their filing date by up to 15 days will be fined \$25; those who miss it by up to 60, \$100; and those who are more than 60 days

late, \$200.

The commission reportedly was readying a maximum fine for three of the 20 late-filing stations, \$100 fines for five, and \$25 fines for the remainder.

The commission announced last December that it would begin levying fines as a means of encouraging licensees to file their applications on time (BROADCASTING, Dec. 6, 1965).

Hearing ordered on KHJ-TV renewal

The FCC last week ordered a hearing in the case in which a group of Los Angeles area businessmen are attempting to wrest channel 9 Los Angeles from RKO General Inc., which operates KHJ-TV on the facility (BROADCASTING, Nov. 8, 1965).

RKO is seeking a renewal of license for the station, and Fidelity Television Inc. wants an authorization to build a new station on the channel in Norwalk, Calif., a Los Angeles suburb.

If successful, Fidelity would be the first applicant to take a television frequency away from an operating broadcaster. It has been done, however, in radio. (BROADCASTING, May 3, Nov. 2, 1948.)

The hearing-designation order specifies that the evidence called for in the commission's policy statement on comparative hearing criteria may be introduced in the hearing. It also says, however, that the parties will have a chance to argue about the weight to be accorded the evidence.

The policy statement, adopted last year, would favor the new applicant, since it stresses the importance of diversification of control of mass media, local ownership and integration of management and ownership (BROADCASTING, Aug. 2, 1965). The statement asserts that it is designed to govern hearings involving new applicants. It does not, it says, deal with "the somewhat different problems raised" in cases in which a new application competes with a broadcaster seeking a license renewal.

Changing hands

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

■ WPEG Winston-Salem, N. C.: Sold by W. B. Reisenweaver and associates to Forsyth County Broadcasting Co. for \$150,000. Forsyth County Broadcasting is composed of Robert R. Hilker, James B. Keel and William Rollins, who control WCGC Belmont, 51% of WSVM Valdese, and all part owners of WEGO-AM-FM Concord, all North Carolina. WPEG is a daytimer on 1550 kc with

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1 kw. Broker: Hamilton-Landis & Associates.

■ WBRT Bardstown, Ky.: Sold by Lawrence W. Adams to Nelson Broadcasting Co. for \$73,500. Nelson Broadcasting is headed by Ronald Felty, Shelbyville, Ind., businessman. Station is daytimer on 1320 kc with 1 kw. Broker: Blackburn & Co.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 91.)*

■ WVIP-AM-FM Mount Kisco, N. Y.: Sold by Suburban Broadcasting Co., owned two thirds by Whitney Communications Corp. (John Hay Whitney) and one third by Martin Stone to VIP Broadcasting Corp., owned 100% by Martin Stone and family for \$331,435 plus Mr. Stone's minority interest in WVOX-AM-FM New Rochelle and WGHQ Kingston, both New York and both controlled by the Whitney firm. Mr. Stone is former TV producer. WVIP is daytimer on 1310 kc with 5 kw. WVIP-FM is on 106.3 mc with 3 w.

■ WSCR Scranton, Pa.: Sold by Lackawanna Valley Broadcasting Co., principally owned by Louis G. and David M. Baltimore, to Rice Communications Inc., owned by William T. Rice Sr., Charles E. Rice Sr. and Agnes Rice, for \$130,000. The Baltimores continue to own WBRE-AM-FM-TV Wilkes-Barre, Pa. William Rice was manager of WPTX Lexington Park, Md., and before that on the staff of WRC-AM-FM-TV Washington. WSCR is on 1320 kc with 1 kw daytime and 500 w nighttime.

Community Television

■ Hughesville, Pa.: Sold by R. D. Kirby to Sports Network Inc. for undisclosed amount. Hughesville system serves approximately 700 customers. SNI already owns CATV systems in Muncy and Lykens, both Pennsylvania, which it bought last April. Broker: Williams and Associates.

Rural co-ops support telephone aid bill

A proposal, that would extend additional federal funds to rural telephone companies that serve as carriers for CATV systems, received the backing of rural co-operatives at a congressional hearing on the bill last week.

David C. Fullarton, executive manager of the National Telephone Co-operative Association, specifically endorsed a provision permitting telephone co-ops to use funds to build CATV facilities. He appeared at a hearing conducted by the House Agriculture Committee.

The legislation is included in administration-drafted plans to establish two federal banks to supplement Rural Electrification Administration funds for rural electric and telephone programs.

The plan ran into immediate criticism, however, from private power companies and some congressmen. Representatives from more than 30 power firms were scheduled to testify against the measure. Representative Frank T. Bow (R-Ohio) also criticized it as a "perfect example of back-door financing," . . . that would "change the scope of the REA from a rural development program into a group of government subsidized, large public-utility systems without limit or control as to the type of loads they would serve, to the location of such loads, or to the rates to be charged for power and energy."

Nielsen amends its Sparger complaint

The A. C. Nielsen Co. last week amended its complaint against Rex Sparger, former congressional ratings investigator, and the move immediately drew a threat of a libel suit against Nielsen from the defendant.

In amending its complaint, which

Federal Judge Luther Eubanks accepted, the Nielsen company added as defendants, Mrs. Yvonne Cravens Sparger, wife of Mr. Sparger, and Nelson Brittan, an Oklahoma City business machine salesman and a friend of Mr. Sparger. It also added charges that the motive of the defendants was economic gain, and that Mr. and Mrs. Sparger as early as 1963 attempted to obtain Nielsen trade secrets.

It also revised its list of charges against Mr. Sparger—and now his wife and Mr. Brittan. Mr. Sparger immediately claimed that the Chicago-based program rating firm had dropped some of the allegations made in the original complaint and said he was considering bringing a libel action against Nielsen.

Nielsen attorneys, W. R. Wallace Jr., Oklahoma City, and George W. McBurney, Chicago, declared they were anxious to bring the case to trial and that they intended to explore "some of the irresponsible statements he [Sparger] has made since the original suit was filed."

Nielsen is asking \$1.5 million in damages and an injunction to prohibit Mr. Sparger and the other defendants from attempting to rig ratings or obtaining or using the names of Nielsen "homes."

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SOUTH—FM-only that grossed around \$3,500 in April and on the upswing. Delivering good cash flow. Excellently equipped. Priced at \$40,000 totally.

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Cox's views on TV vs. CATV

DOES NOT WANT POTENTIAL TV GROWTH STIFLED

Satellites, translators and especially CATV systems—TV's supplemental services—should "not be allowed to stifle the remaining potential for growth in our free television system." And while satellites and translators long have been fitted "into the overall regulatory plan," the FCC has acted only recently—"in my judgment belatedly"—to regulate CATV. So writes FCC Commissioner Kenneth A. Cox in the June issue of *The Journal*, a publication of the Screen Producers Guild. The issue, which went to press before the New York court decision on the CATV, copyright issue was announced (BROADCASTING, May 30), is principally devoted to the controversy over where the CATV industry is and should be headed.

Acknowledging that the present allocation system "is not sacred," Commissioner Cox emphasizes that "if it is to be altered materially," he'd prefer to see the changes handled "through the orderly process of government, and not haphazardly as the result of private decision by CATV entrepreneurs and those able to avail themselves of the cable service they offer."

Taking the community antenna industry mostly to task in his article, Mr.

Cox charges that where CATV systems once denied any desire to be program services, they now "bridle at suggested limitations on program origination," and that where once they were going to use microwaves only to provide an extension of service in sparsely populated areas, now there's talk of bringing New York and Los Angeles independents to such places as Dayton, Ohio and Salt Lake City.

Local Advertising Effect ■ Granted that the FCC and Congress adopted a hands-off policy in regard to CATV, Mr. Cox estimates that community systems would soon have 50% penetration in every TV market in the country. The result of this, he claims, is that "there would be two or three stations with the same network programs all going at the same time," a situation that ultimately would "make use of television for local advertising very difficult."

Commissioner Cox writes that he disagrees with certain sentiment in the House Commerce Committee that would completely forbid CATV the right to originate programs. He feels "such a bar would not adequately deal with all aspects of this complex problem" and

believes "it would be unduly harsh." Instead he advocates the FCC's avowed proposal, "which would permit us to authorize limited originations, some of which I think would be in the public interests."

To counter Commissioner Cox's views, the Screen Producers Guild published a short statement, labeled a rebuttal, from Bruce Merrill, president, Ameco Inc. Mr. Merrill says that "the real issue is one of monopoly versus freedom of choice." The broadcasters are favored by a monopoly created "by limited availability of channels and network affiliation." Regulatory actions suggested by the FCC and National Association of Broadcasters, among others, Mr. Merrill claims, "would perpetuate existing broadcasting monopolies and deprive 90% of the American public of the freedom of television reception." The public wants freedom of choice, he stresses, and that's what CATV provides.

Also represented in the publication are views of FCC Commissioner Robert T. Bartley; Leo Burnett Vice President Dr. Seymour Banks; Willard E. Walbridge, executive vice president and general manager of KTRK-TV Houston, and Pepsi-Cola Co. advertising vice president Philip B. Hinerfeld. Some of the opinions, including Commissioner Bartley's, were adapted or excerpted from previously reported material.

WAGA-TV moves into new studios

Georgian style of reception area shown here sets the tone for the new, million-dollar television facilities of WAGA-TV Atlanta. Begun in February of 1965 and opened late last month, the Storer Broadcasting Co. station's studios and offices are now located on a 28-acre site near its transmitter building (built in 1955) at 1551 Briarcliff Road, N.E.

The 52,000-square-foot building houses approximately \$750,000 worth of new equipment, including a Norelco PC-70 Plumbicon color camera (to be delivered this month) and an Ampex VT-2000 Videotape recorder (one of the station's four VTR machines). In addition to office space, the building houses three TV control centers, each equipped with 16 TV monitors; three announce booths, and two studios, one 60 feet by 80 feet and the other 40 feet by 60 feet.

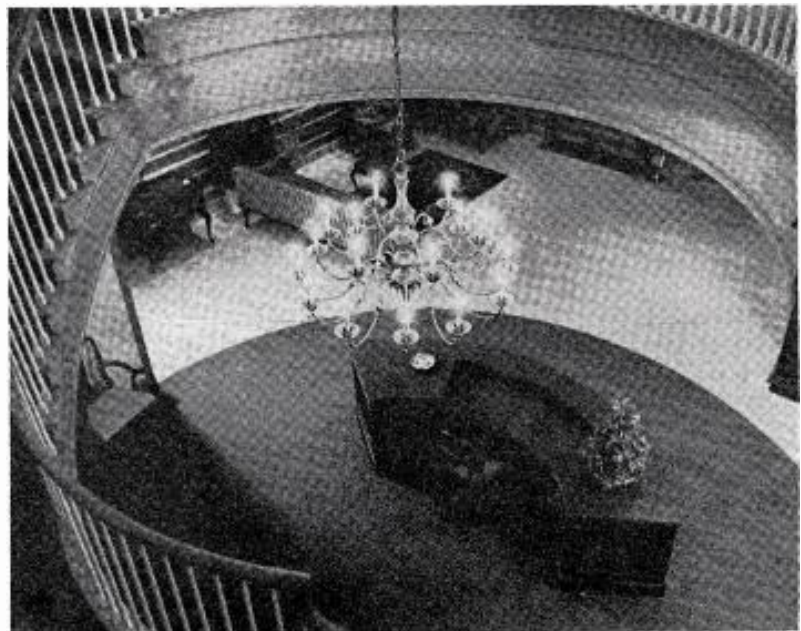
With its new equipment, WAGA-TV's schedule this fall will be geared toward color. The station says it plans to carry most of its local programs in color, in addition to those fed to

it by CBS-TV.

WAGA-TV also plans to seek tape recording production business from advertisers, national and regional as

well as local, according to Paul Raymon, station manager.

Architect for the building was John H. Summers and Associates.



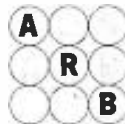
innovation

Planned research innovation — a solid program of developing new and better ways to measure the full scope of television's audience — is the force which has created more useable information for television than for any other advertising medium today.

American Research Bureau's methodological innovations this year alone illustrate the point.

Multiple-set television penetration levels and viewing patterns are being adequately reflected based on special diary design and tested sampling procedures. Pace-setting color information is available for today's decisions because of yesterday's foresight and planning. CATV. UHF. Increased sampling precision. Higher cooperation rates. Matchless computer technology set to work on swifter, more efficient processing of data.

Innovation in research — responding to the medium we serve with ever-improved, more refined techniques — is the means by which we can continue to provide the best and most meaningful information on television's audience — the kind of information you'll find in ARB's 1966-67 Television Audience Research Program.



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NCTA convention to hear Wadsworth

FCC Commissioner James J. Wadsworth and the commission's general counsel, Henry Geller, will be two of the principal speakers at the annual convention of the National Community Television Association June 26-30 in Miami.

The names of principal speakers were announced by NCTA last week at the same time that the NCTA board was called into special meeting today through Wednesday (June 6-8) in Chicago. The board is meeting at Pheasant Run Lodge. The full board will meet tomorrow and Wednesday; committees and the executive committee are meeting today.

Mr. Wadsworth, a Republican and the commission's newest member, will speak at the June 28 luncheon.

Mr. Geller is one of a group of FCC staff officials who will participate with CATV lawyers on regulatory matters. Others: Arthur Stambler, special assistant to the chairman; Bernard Strassburg, chief, Common Carrier Bureau and, for the CATV industry, John D. Matthews, Harry M. Plotkin and E. Stratford Smith, Washington attorneys.

Frederick W. Ford, NCTA president, will deliver his annual address at the luncheon on June 29. The speaker at the June 27 luncheon will be Edmund L. DePatie, president, Warner Bros. TV Services Inc. and vice president and general manager of Warner Bros. Studios.

Media reports . . .

Color TV seminars ■ KSTP-TV St. Paul-Minneapolis has started bi-weekly two-hour color TV seminars for TV dealers and distributors in its area. Four sessions so far have been con-

ducted by Francis Hubbard, the station's director of community relations. Each meeting drew some 70 dealers, repairmen and distributors for conducted tours through the color studios and talks on color problems encountered by engineers.

New home ■ C. R. Rader, president of Middle South Broadcasting Co., has announced that WBML Macon, Ga., has purchased a building site at 847 Riverside Drive. Mr. Rader said estimates of cost is contingent on final plans and bidding. Target date for occupancy is Sept. 1. WBML has been in the Fickling and Walker building for 14 years.

Florida tower ■ WTVT(TV) ch. 13) Tampa-St. Petersburg, Fla., plans to spend \$1,250,000 for a new 1,549-foot tower as part of a \$2-million color conversion and technical facility expansion program completed by the stations. The new tower, is expected to be operative by next fall.

WSRA faces license- revocation hearing

The FCC has ordered WSRA Milton, Fla., to show cause why its license should not be revoked.

The commission said last week that apparent violations by the station include frequent nighttime operation with daytime power, incorrect logging, broadcast of deceptive contests and misrepresentations to the commission.

The commission authorized the hearing examiner to recommend a forfeiture up to \$10,000 if he determines that a license revocation is not warranted.

The commission said that the hearing, which will be held at Milton, will be a consolidated hearing and also will consider the station's application for a new FM at Pensacola, Fla.

ETV's still oppose community TV's

The FCC rulemaking proposal to establish a new class of community TV stations was supported by broadcasters and opposed by educational interests in a final batch of comments filed last week.

The proposed rulemaking would reserve channels 70 to 83 for low-power community TV stations with a maximum power of 10 kw and a minimum antenna height of 300 feet above average terrain (BROADCASTING, June 14, 1965).

The Washington communications law firm of Grove, Jaskiewicz, Gilliam and Putbrese said that it was filing comments on behalf of a number of specific applicants who are anxious to bring local TV to their communities. These applicants are prevented from applying for regular UHF stations for economic reasons, the firm said.

The Television Advisory Committee of the State of California said it favors the reservation of the top 30 channels (54 to 83) for educational needs as an alternative to the commission's proposal.

A previous proposal to reserve a block of channels for educational use was submitted by the Georgia State Board of Education which asked for the reservation of channels 76 to 83.

The National Association of Educational Broadcasters and the Joint Council on Educational Telecommunications called for a saturated table of TV assignments with a substantial number of such assignments reserved for educational use.

The commission has also asked for comments on the proposal of the Association of Maximum Service Telecasters to reserve channels 70 to 83 for the exclusive use of translators (BROADCASTING, Feb. 14).

FINANCIAL REPORTS

Stereo helps boost Audio Devices earnings

First quarter sales of Audio Devices Inc., New York, jumped 40% over the comparable period in 1965, according to William T. Hack, president.

Mr. Hack said the gain, spurred mainly by Audio's magnetic tape products, was also helped by initial shipments of tape cartridges for automobile stereo players, handled by subsidiary Stereo Devices.

He indicated his company has begun field testing video tapes, which it hopes.

to market for TV tape recorders late this year, and he predicted that in three to five years complete color TV recording units will be sold for less than \$500.

For the three months ended March 31:

	1966	1965
Earned per share	\$0.25	\$0.24
Net sales	3,766,115	2,677,957
Cost of goods sold, research and engineering, selling, general and administrative expenses	3,323,961	2,234,961
Operating profit	442,919	442,996
Other deductions-net	2,544	12,953
Net income before federal taxes	207,000	205,500
Net income	233,375	224,543
Depreciation charged to income	was \$106,764 in 1966, and \$75,101 in 1965.	
Shares outstanding on March 31, 1966 were	924,581.	

Richmond Newspapers' stock sells out quickly

A public offering of 350,983 shares of class A stock by Richmond Newspapers Inc. was oversubscribed shortly after the public release of the issue, according to an announcement by the underwriters. The stock was offered at \$22 a share through an underwriting team led by Lehman Brothers, Scott & Stringfellow and Wheat & Co.

Fifty thousand of the 350,983 shares were to be used for the firm's expansion program, while the proceeds from

the sale of the remaining 300,983 shares would go to D. Tennant Bryan, board chairman and the company's largest stockholder. Mr. Bryan owns 386,880 shares (30%) of the company's class A stock and 81,180 shares (54.1%) of the firm's class B stock.

Richmond Newspapers operates WRNL-AM-FM Richmond, Va., and publishes the *Richmond Times-Dispatch* and *News Leader*. The company has a controlling interest in The Tribune Company of Tampa, Fla., which owns WFLA-AM-FM-TV Tampa and publishes *The Tampa Tribune* and *Times*.

Columbia Pictures earnings dwindle

Net earnings for Columbia Pictures in the 39 weeks ended March 26 declined sharply from the comparative figure in the same period in the previous fiscal year.

A. Schneider, president, said the third quarter benefited only partially from "a number of successful pictures now in more widespread release," and added that he anticipates a marked improvement in the final quarter, based on sales now being generated.

For the 39 weeks ended March 26, 1966 and March 27, 1965:

	1966	1965
Earnings per share	\$0.28	\$0.87
Net income	675,000	1,799,000
Income before taxes	2,272,000	3,913,000

Movielab hits best quarter in history

Saul Jeffee, president of Movielab Inc., New York, reported that Movielab and its subsidiaries produced the largest amount of net income achieved in any quarter in the company's 36-

year history for the quarter ended April 2. Mr. Jeffee said that the "very substantial increase in income, compared to last year's figure, is due in part to the fact that a year ago we were undergoing considerable expense in connection with the sudden and heavy demand for color film processing."

At an annual meeting of stockholders held last month, stockholders approved an increase in the number of authorized shares from 1 million shares of the par value of \$1.00 each to 2 million shares of 50 cents each.

For the three months ended April 2:

	1966	1965
Earnings per share*	\$0.21	\$0.08
Net sales	2,479,055	2,098,428
Net income before federal income taxes	352,281	120,762
Net income after taxes	188,187	71,267
*Based on 909,716 shares outstanding on April 2.		

H&B American has black ink again

The financial picture has been righted at H&B American Corp., Beverly Hills, Calif., owner and operator of CATV systems. A nine-month report issued by the company last week showed net profits going from red to black ink, while gross revenues rose some \$400,000. It also was revealed that H&B has added more than 6,000 subscribers since the sale of two CATV systems last June and now has a total of more than 82,000. The company's recently completed Santa Maria, Calif., system is expected to add from 3,000 to 4,000 subscribers within its first six months of operation.

Nine months ended April 30:

	1966	1965
Earnings per share	\$0.16	—
Gross revenues	3,750,486	\$3,341,724
Net profit	410,506	*(135,990)
*Restated to exclude net profit of \$303,823 attributed to the sale of two CATV systems on June 30, 1965.		

Financial notes . . .

■ Emerson Radio & Phonograph Corp., Jersey City, N. J., has been renamed Emerson Television & Radio Co., and becomes a division of National Union Electric Corp., upon the final merger approval by stockholders of each firm. NUE said its ownership of 1,919,829 Emerson shares represents 85% of the total outstanding shares. C. Russell Feldmann, NUE chairman and president, indicated last week his company's listing on the American Stock Exchange will be switched to the New York Stock Exchange.

■ Trans-Lux Corp., New York, has declared a quarterly dividend of 15 cents a share on common stock, payable June 30 to stockholders of record June 17.

WTRF-TV STORY BOARD

7
ARB?

GRASSROOTING! A famous theatrical producer interviewing a young girl who sought a part in his next play. "I did the lead in an important production off-Broadway," she told him. "Whereabouts off Broadway?" he asked. "Wheeling, West Virginia," she explained.

wtrf-tv Wheeling

SELF ANALYSIS! Young woman to psychiatrist: "I'll pass up the couch if you don't mind. That's part of my trouble."

Wheeling-Steubenville

FLOOR PLAN! She doesn't have to have much upstairs if she has a lovely staircase.

Upper Ohio River Valley

CLASSIFIED AD . . . "Join our fencing club, we need new blood!"

Color Tape, Film and Slides

HE'S AN ECOTIST! If he's sitting on a crowded bus and flirts with a woman who's standing.

NBC Network Color

MOST GIRLS would like the kind of figures men bare in mind.

All COLOR Soon

WORM CATCHING! Did it ever occur to you that the early bird may have been up all night?

Ninth Color Market

TROUBLE? Take it like a man, blame it on your wife.

wtrf-tv Wheeling

FOREMAN: "How come you're sleeping on the job?" Quick-thinking employee: "I know it's not permitted in school but can't a guy close his eyes for a moment of prayer here, either?"

Tri-State Empire Building

*CHECK your November '65 ARB and see WTRF-TV's Wheeling-Steubenville Market ranked the nation's ninth in color set count, 159,100. Your Blair Television man is the rep to see for your next spot campaign in this lucrative and lively TV Market.

CHANNEL SEVEN NB WHEELING, WEST VIRGINIA



AH, FRESHNESS!

This is what WDBJ provides through program variety. According to the P. G. W., Inc. Programming Efficiency Index, we program to the more prosperous 25 to 54 age group — mostly married. Their needs are greater and they have the means to buy. Let us tell them about your product.

WDBJ C B S RADIO
Roanoke, Virginia

AM • 960 Kc. • 5000 watts
FM • 94.9 Mc. • 14,500 watts
PETERS, GRIFFIN, WOODWARD, INC.
National Representatives

Most oppose FCC's proposed FM, TV curves

The view was almost unanimous: Eight broadcasters and groups last week told the FCC that it should not adopt its proposed new field-strength curves for FM and TV, at least not until time was allowed for further study and comment.

Among those filing in opposition were the National Association of Broadcasters, the Association of Maximum Service Telecasters and Meredith Broadcasting Co. The only comments in support of the proposal came from the Association of Federal Communications Consulting Engineers, a member of a government-industry group which has been studying the problem.

NAB said that the proposed new curves would change the grade A and B contours of virtually every TV station in the U. S. The association said that the proposed curves, because of their far-reaching effect, "may not be justified at this time."

NAB said that it was not taking a stand on the technical validity of the proposed curves.

Five broadcasters, in nearly identical filings, urged the commission to revise and complete the report of the government-industry group that has been studying field-strength curves for the past several months (BROADCASTING, Sept. 20, 1965), before taking action on the proposed curves. The broadcasters said that the curves proposed by the government-industry group differ significantly from those originally proposed and that they have had only one month to study what amounts to a new proposal.

The Foundation ■ Far from being merely a technical tool, the propagation curves form the very basis of much of the commission's regulatory structure with regard to FM and TV broadcast

services, the broadcasters said. The commission should allow time for additional study to make sure that the new standards are, in fact, scientifically reliable, they said.

AMST said that it opposes any changes in the VHF TV curves because it does not appear that there would be sufficient improvement to warrant the resulting dislocations to TV stations. The association added, however, that it would support "suitably revised" curves for UHF but that it did not support the changes proposed by the commission.

Earl Cullman Jr. and Associates, consulting engineers, said it believed that much additional data was necessary before suitable curves could be developed. The firm said that its measurements indicated that the proposed VHF curves are actually inferior to the present curves in the rules.

Another engineering firm, Kear & Kennedy, last August proposed that rather than revising the present field strength curves in the rules, the commission should amend its rules to permit steady accumulation of data on FM and TV curves. Under this plan the commission would rely on actual measurements rather than on statistically derived curves.

Tie vote upholds allocation rule

The FCC has held the line, but just barely, against efforts of KALF Mesa, Ariz., and WNMP Evanston, Ill., to breach one part of the commission's tough new AM allocations rules.

The commission on a 3 to 3 vote rejected their petitions for reconsideration of a previous decision to reject their applications for nighttime service. The action was taken two weeks ago but has not yet been publicly announced.

The commission had rejected their

More time for relays

The FCC last week granted a three-month extension of the deadline for filing comments on its proposal rulemaking that would authorize TV translator operators to use microwave relays to bring TV signals to the translator stations. At the request of the Electronic Industries Association the commission extended the deadline for comments from June 1 to Sept. 1 and the deadline for replies from June 15 to Sept. 15.

applications in accordance with the rule prohibiting nighttime grants to AM stations unless 25% of the proposed service area is unserved. Mesa gets service from Phoenix stations, Evanston from stations in Chicago.

KALF and WNMP, in requesting reconsideration, noted that they met the other criterion of the rule that they not cause interference to another station.

The commission staff urged denial of the petitions. It argued that the 25% white-area standard is a substitute for the old 10% rule, under which applications for nighttime service were denied if 10% of the population to be served would have received interference.

Accordingly, the staff said, if the commission began ignoring the new rule it would have nothing, where the aim in adopting new allocations rules was to tighten up standards in an effort to achieve more efficient use of the spectrum.

Although the stations lost in their bid for reconsideration because of the tie vote, the even split was taken by some staff members as indicating the commission might be persuaded to make the rule less stringent.

Acting Chairman Rosel H. Hyde and Commissioners Lee Loevinger and Robert T. Bartley voted to grant the petitions. Commissioners Kenneth A. Cox, Robert E. Lee and James J. Wadsworth voted to deny it.

Ampex readies its home VTR's for sale

Ampex Corp.'s Videotape recorders for home use are in production and will be going to market this month. Marketing plans for the electronic company's VR-6000 series recorders were revealed to Ampex technical sys-

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tems distributors in a series of one-day meetings held in Washington, Chicago and San Francisco. The recorders, designed for light commercial applications, as well as home use, will be sold by approximately 300 Ampex consumer dealers, 100 audio-visual dealers and 100 Ampex technical systems distributors. Production of the VR-6000 series began in May and deliveries will start sometime in June.

As previously reported, price of the VR-6000 series will start at \$1,095 in a deck version and \$1,495 with a video control center for home operation. The video control center is said to permit immediate use with any TV set.

Simultaneous with disclosure of marketing details about the home tape recorder, Ampex also revealed that its VR-7000 series recorders, designed for educational, military, medical, business, industrial, sports and other heavy duty uses, also will be distributed by consumer dealers, audio-visual dealers and technical systems distributors. Approximately 900 VR-7000 series recorders have been delivered since production of the line began last January.

CBS orders six more Ampex color VTR's

More than \$1 million worth of high-band color Videotape recorders and accessories are going to CBS, Ampex Corp. disclosed last week. A contract calling for delivery of 11 of the recorders, designated VR-2000, has been received. This order increases to 31 the total number of VR-2000 series recorders purchased from Ampex by CBS.

The network and its owned TV stations are expected to use the equipment to record original color TV programs and for time delay of live network programs. The Ampex VR-2000 high-band Videotape recorder is designed specifically for color broadcasting. The manufacturer claims it produces third generation color tape copies equal in quality to present masters of conventional recorders.

No-interference bill is approved by Senate

The Senate last week passed a bill authorizing the FCC to prescribe regulations for the manufacture and sales of devices interfering with radio and television reception.

The bill, which now goes to the House, is aimed at such devices as garage-door openers and heating pads

Color sales jump brings monochrome dropoff

Total television sales by distributors to dealers for the first two months of the year continued up—by 14%—compared to the same period in 1965, but sales of black-and-white TV sets slumped slightly, by 0.1%. The over-all TV increase was due to color TV sales, which were 69.8% over the comparable period last year, according to a report released by the Electronic Industries Association.

Radio sales also continued up all along the line except for auto radios

which dropped by 3% for the two-month period this year compared to the same period last year. FM set sales moved up by 55.2% over the same two months last year.

TELEVISION

Period	Total	Mono-chrome	Color
Jan.-Feb. 1966	1,773,390	1,240,090	533,300
Jan.-Feb. 1965	1,555,701	1,241,547	314,154

RADIO

	Home	(FM*)	Auto
Jan.-Feb. 1966	1,934,911	(532,749)	1,532,754
Jan.-Feb. 1965	1,565,022	(343,258)	1,579,415

*Included in home totals.

that can interfere through radio emissions. In the past the FCC was limited to eliminating the cause of such interference only after complaints.

The FCC reported that recently it received 380,000 complaints in one year on interference caused by high-powered heaters, diathermy equipment, welders and faulty radio and television sets.

Technical topics . . .

Color cargo ■ General Electric Co., Syracuse, N. Y., has reported a \$1.12 million order from three RKO General Broadcasting stations for 16 new PE-250, four-Plumbicon cameras. Distribution of GE's \$70,000 camera will be to WOR-TV New York (nine), WNAC-TV Boston (five) and WHBQ-TV Memphis (two).

Pick-up help ■ Ampli-Vision Corp., Los Angeles, newly formed subsidiary of the International Telemeter Corp., has introduced a converter which will increase the channel capacity of existing community antenna television systems to a full 12 channels. The new

CATV product accomplishes its purpose of eliminating the "pick-up" problem, a phenomenon which appears as a left-handed ghost on CATV sets when the system is in the presence of strong field intensities produced by local stations.

CATV cable plant ■ Viking Industries Inc., Hoboken, N. J., has broken ground for a 130,000 square foot plant in Freehold Township, N. J. The facility devoted to manufacturing cable for CATV systems and other related communications industries, is expected to be operating by September.

Program recording aide ■ KRS Instruments, a division of Datapulse Inc., Pasadena, Calif., has introduced a new continuous-loop magnetic tape recorder-reproducer. Referred to as KRS SB1 1-STACT Broadcaster, the unit provides high speed forward and editing reversibility in addition to flexible control of cueing and erasing. The SB1 meets or exceeds National Association of Broadcasters' tape recording standards: Frequency response is 30-15,000 Hz at 7½ ips; flutter and wow is 0.18% and signal to noise ratio is 50 db Price: \$650.00-\$895.00.

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Tatham-Laird & Kudner to handle savings bonds

Tatham-Laird & Kudner Inc., Chicago, has been appointed by The Advertising Council to serve as a volunteer task-force agency to handle the local radio portion of the U. S. Savings Bond campaign.

The agency will service approximately 4,100 AM and FM stations each month with kits of live radio commercials and will produce transcriptions of dramatized bond commercials twice a year in the nonprofit council's campaign to promote bond sales. William Stoneberg, vice president of Tatham-Laird & Kudner, will serve as account supervisor on the public-service account. The campaign will be under the general direction of Kenneth Laird, board chairman.

WMCA ramrods radio drive for Peace Corps

Radio has been enlisted in the Peace Corps effort—at home, not abroad. Stations throughout the country have been receiving a set of public service announcements that are designed to instill a new brand of excitement in recruiting young Americans for the Peace Corps.

The current campaign consists of a number of one-minute and some 30-second spots, produced by WMCA New York for the corps and representing an editing down and condensation of more than 20 hours of programing on tape. The material was gathered by disc jockey Dan Daniel of WMCA who was sent to Africa by the station to interview Peace Corps personnel especially on behalf of the corps. WMCA also dis-



Mr. Daniel (l) presents a tape to Mr. Vaughn.

patched Ruth Meyer, program director, to work on the taping.

According to Jack Hood Vaughn, Peace Corps director, the recordings—on the theme that “The Peace Corps is a personal thing”—“capture a flavor and insight into the work of the individual Peace Corps volunteer” and, he said, the new spot placement follows in the path of radio and TV donations of some “millions of dollars worth of time and effort” supporting his agency’s recruiting drives.

KDFM(FM) gives bonus FM set

Summer spot packages are normally thought of as intangible sales within the broadcasting industry, but this year KDFM(FM) Walnut Creek, Calif., has decided to inject a spot of realism for prospective clients. The station has created an actual package with a polka-dot lined “spot” interior that contains a real Cracker Jack FM bonus. Clients who buy KDFM’s 30-second summer package find a \$40 FM radio inside, and those purchasing the station’s 60-second package discover an \$80 model.

KNX uses ‘arty’ sales show

KNX Los Angeles said last week that it has successfully used its new computer-type sales presentation for the first time and found reception to it quite satisfactory. By using a Uhler Corp. tape device programmed with an inaudible blip and which hooks up with Kodak slide projectors, the station has been able to dovetail or dissolve one slide into another creating an “arty” effect. The resultant cross-fade is comparable to motion picture film dissolves, it was said. Richard Butler, director of information services at KNX designed the computer presentation with Cohen and Dobbins, Los Angeles, and the color-slide promotion was shown at the May meeting of the CBS Radio sales seminar (BROADCASTING, May 30).

Drumbeats . . .

The Met’s latest ■ KEWB Oakland, has appointed Hoefer, Dieterich & Brown, San Francisco, as advertising and public relations agency. KEWB is the latest addition to the Metromedia family.

Help to clinic ■ WABC-TV New York has turned over a check for \$2,500 to the Mental Retardation Clinic of New

Sorry about that snow

Even the most distraught TV viewer has a sense of humor, according to Aylin Advertising Agency, Beaumont, Tex., which used that philosophy to solve a sticky public-relations problem. The local KBMT(TV), faced with an eight-week period when its tower and transmitter were being moved, asked the agency what could be done to placate viewers during the time when KBMT's signal would be poor and, in some cases, nonexistent. Aylin's answer: Poke a little fun at oneself. A series of print ads were made up for the ABC affiliate using old-time movie shots with humorous balloons on the temporary signal difficulties and accompanying explanations that eventually everything would be better than ever. Aylin reported last week that comment has been encouraging and that the approach will “actually strengthen us in the market.”

York Medical College to help further the work of the clinic and expand its facilities. The \$2,500 was an Albert Lesker medical journalism award for the station's documentary on mental retardation, *Who Will Tie My Shoe?*

NET's Peace Corps role ■ National Educational Television allows the Peace Corps to use its TV programs as training films for volunteers. Latest transfer is NET's documentary “The Difference Between Us,” a comparison of secondary school systems in Great Britain with those in the U. S. The Peace Corps intends to show the program to volunteers being sent to countries with a British tradition in education.

Heavy agenda faces CCIR

Combined NTSC-PAL
color system could
come out of Oslo meet

Color television, stereophonic broadcasting, direct broadcasting from satellites, and the election of a new director are the principal topics on the agenda of this month's meeting of world radio technical experts commencing June 22 in Oslo, Norway.

The conference is the annual session of the Consultative Committee on International Radio, an arm of the International Telecommunications Union. CCIR attempts to establish worldwide technical standards for all services using the radio spectrum.

American observers feel that the Oslo conference may well see a dual set of standards for world color television, although the U. S. delegation will plump for the National Television Systems Committee's standards used in this country. Last year at the CCIR meeting in Vienna three color systems were proposed, with the conference failing to come to any agreement. In addition to the U. S.'s NTSC standards, France is backing its SECAM system (sequential with memory) and West Germany, its PAL system (phase alternation by line).

One apparent possibility is a combination of the NTSC and PAL systems that may be acceptable to a majority of the delegates. This, it's reported, might take the form of using PAL for the generation and transmission of color TV signals, and NTSC for radiation and reception. This would permit the use of American-built TV receivers throughout the world.

Although France and the USSR since last year have had a working agreement on the SECAM system, the Russians earlier this year announced a variation proposed by that country's National Institute of Research. This revision of the SECAM standards, however, was withdrawn last March, leaving the latest SECAM variation (known as SECAM III) as the official French proposal.

Three for Stereo • World standards for stereophonic broadcasting also are expected to become a major subject at the CCIR meeting, with two systems already being circulated among the

various delegations for comment and information.

One system is the pilot-tone standard, recommended by the U. S.; the other is a system called polar modulation, suggested by the USSR. A compression-expansion standard has recently been proposed by Sweden; which plans to demonstrate its system to the delegates in Oslo.

The pilot-tone system uses a 19-kc tone to synchronize the stereophonic channels, with the 38-kc subcarrier suppressed entirely. The polar modulation system partially suppresses the 32-kc subcarrier used for stereo in Russia and uses this for sync pulse.

There are four candidates for the directorship of CCIR and one of them is Jack Herbstreit, deputy director of the Institute for Telecommunication Sciences and Aeronomy, Environmental Science Service Administration at Boulder, Colo., who is the American candidate for the job.

Other candidates: J. H. Meek, Canada; Miroslav Joachin, Czechoslovakia, and Pierre Bouchier, Belgium.

At last year's session of the ITU at Geneva, the U. S. lost out on all important elective posts for the first time in a generation. Although CCIR is advisory to the ITU, its directorship could be a stepping stone to ITU officialdom.

Other subjects on the Oslo agenda include an updating of communications satellite standards with some reports possible on direct broadcasting from satellites.

A. Prose Walker, Collins Radio, is chairman of the U. S. Preparatory Commission for Broadcasting, which comprises eight subgroups. Mr. Walker is also international chairman of Study Group 10 (broadcasting). Eric Esping of Sweden is international chairman of Study Group 11 (television).

Arthur D. Hall, Bell Laboratories, and Eric Leyton, RCA, are working on color TV standards; Harold L. Kassens, assistant chief, Broadcast Facilities Division, FCC's Broadcast Bureau, on stereophonic broadcasting.

Membership of the U. S. delegation has not yet been determined by the State Department.

LBJ OK's more time for Mexican AM treaty

President Johnson has sent to the Senate a protocol extending the U.S.-Mexico radio treaty to Dec. 31, 1967. The temporary extension was agreed upon in April in order to give repre-

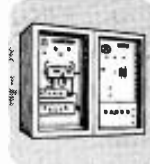
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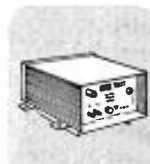
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FC&B's foreign legion views European TV

Politics and general fear have combined to keep commercial television a stranger who knocks instead of a worthy fixture in most European lands. That's the consensus of Foote, Cone & Belding's six European managers. The six advertising executives—from Paris, London, Amsterdam, Frankfurt, Stockholm and Copenhagen, together with a colleague from Australia, visited in Los Angeles last month to attend FC&B's annual stockholders meeting, hold operational meetings with U. S. and Canadian agency managers and to discuss

and study advertising trends.

In every country represented, in terms of dollars spent (as well, in almost every case, in terms of impact) newspapers were deemed still the dominant medium. In England and in Australia, where commercial television is well established, its effect on people is greater than that of print, according to Brian F. MacCabe, chairman and managing director of FC&B's London office and A. John Briggs, chairman of the board of the agency's Australian operations.

But in the other countries there's no contest. Commercial television is not allowed in the game. Why? The reason given by E. Helbech Hansen, managing director of FC&B's Copenhagen office, is not rooted in the peculiarities of any one country. It's apparently widespread. Says Mr. Hansen:

"It is a political question in Denmark. I think that very honestly the reason is that up until now there have been too many newspapermen in our parliament and in different political parties. They feel that if we get commercial television it will hurt the advertising in the press which anyway is not too healthy."

The observations of Richard A. Romanelli, manager of Foote, Cone's Paris office, are not contrary, only more detailed. "As you know," he says, "we charge a tax for television viewing. Therefore there's a protest that since we pay a tax why should we have commercial television. Then, too, the great fear is that the big will conquer and buy up all the good time on commercial television. People say the little fellow won't stand a chance."

Still, despite the weight of opposition, some of the foreign advertising executives believe that the time for commercial TV is near. Comments Mr. Romanelli: "Within a minimum of two or three years and certainly a maximum of 10 years, I expect to see commercial television in France. Perhaps it may even happen sooner.



FC&B's European representatives view a special effects demonstration at Los Angeles. (L to r): Phil Kellison of Cascade Pictures of California Inc., Richard Romanelli,

Paris; Mrs. Peter Witmer; W. A. C. Cooper, London; Dr. Eduard Grosse, Frankfurt; Dr. Peter Witmer, Amsterdam; Anthony Newell, London, and Mrs. Romanelli.

representatives of both countries time to renegotiate the existing AM treaty which will expire June 9. The protocol was referred to the Senate Foreign Relations Committee, which has not yet scheduled any action.

Negotiations between the two countries for a new treaty are expected to commence sometime this summer. FCC Commissioner James J. Wadsworth will serve as chairman of the U. S. delegation. Mexico is not a signatory to the North American Regional Broadcasting Agreement.

Among subjects already suggested for the negotiators (BROADCASTING, March 21): greater use of U.S. clear channels on the part of Mexico, secondary use of Mexican clears on the part of the U.S., increase to 1 kw of about 20 U.S. daytimers and a like number of Mexican daytimers on either side of the border (they are limited now to 250 w).

Ampex subsidiary plans entry into South Africa

Ampex Corp., Redwood City, Calif., and Gallo of Johannesburg, Johannesburg, South Africa, have negotiated a contract to market Ampex products in the Republic of South Africa.

Ampex is one of the largest manufacturers of radio and TV equipment, but South African officials have refused to say that the Gallo-Ampex agreement forecasts the introduction of TV into South Africa. Officials do confirm, however, that Gallo Electronics, a wholly owned Ampex subsidiary, will be established in the republic. Eventually the subsidiary will manufacture products for Ampex International with an initial emphasis on instrument-recording equipment and computer compo-

nents.

Ampex Corp. in 1948 began as an audio recording equipment manufacturer, now also produces video and analogue-recording units and supplies memory cores to computer companies.

Gates starts Canadian branch

Gates Radio Co., manufacturer of transmitters and studio equipment, has announced the opening of Gates Radio Co. (Canada) in Montreal. The new company will operate as a division of Harris-Intertype Canada Ltd. Gates Radio was formerly represented in Canada by Canadian Marconi Co. The U. S. company is a subsidiary of Harris-Intertype Corp., which produces printing equipment and electronic products. The address is 637 Craig Street, Montreal.

We're hoping, because the big fight really is internal within the government, that after this coming election we will have commercial television."

Peter F. Witmer, president of FC&B's Amsterdam operation, believes commercial television as a reality in the Netherlands may be in operation by this summer. He points out that a government fact-finding commission already has recommended that a stipulated amount of time be set aside every day on each of the country's two channels for commercial broadcasts.

Denmark's E. Helbech Hansen is hardly as optimistic. He sees no prospects for commercial TV "in the very near future." His near neighbor in Sweden, Folke Beronius, managing director for Foote, Cone in Stockholm, has a little more hope.

"Commercial television is debated and discussed in my country," he says. "It may come. We believe it eventually will come. When it will come we just don't know yet."

But if commercial TV's arrival date is still pending in most European countries, its inevitable acceptance and constructive impact is unquestioned.

Explains France's Richard Romanelli: "Commercial television undoubtedly will stimulate the advertising business tremendously. France is underspent in advertising. Its billings are very low relative to the gross national product. It's a rich country yet it doesn't spend very much in advertising." Commercial television should right this paradox, Mr. Romanelli thinks, but he emphasizes that before a big turn in media expenditures comes about,

"the industrialists must believe in advertising." The French government, he points out, is trying to help big French corporations to become more competitive in the operation of the common market.

"Thus," he says, "we don't expect any big expenditures in advertising until our industrialists set up better organizations, modernize their plant facilities, adopt modern marketing philosophies, all the better to deal with the competition that's coming in now that the trade barriers are being lowered."

Helbech Hansen sees commercial television acting as a boon to advertising volume in Denmark because billings have nowhere to go but up. "The percentage of advertising to the gross national product in our country is not so high," he observes. "Actually, it has been very stable since the early thirties."

Even though there's no Danish commercial television operation, Mr. Hansen has an impressive example in his own country of what can happen when television, the salesman, gets into the act.

"The southern part of Denmark can take in the West German commercial television signal," Mr. Hansen points out. "We can see when we're comparing market shares of different products, that in southern Denmark there's a big difference in relation to the rest of the country. We have found out that German television has a great influence on the southern part of Denmark. It gives an unfair advantage to those international advertisers who also market their products in Denmark and advertise on German television."

He sometimes gets the feeling that commercial TV may be laughed out of its birthright.

Mr. Hansen went on to observe: "A lot of illogical things have been said against commercial television in Denmark," he remarks. "It's so easy to make fun out of American television if you want to, and believe me people in this country have made a lot of fun out of it."

"I can tell you this" he goes on, "The Danish state television authorities had a study group over in the United States and they came back and told what they thought of it. They knew what their bosses wanted to hear so they brought up the most crazy things about television. They said that it interrupted everything to bring in commercials. They said, that from a business standpoint, the big companies will be the dominating factor. They said it will help establish monopolies and that it will ruin the press. They also claimed that it will make us a nation of conformists."

How can commercial television penetrate such a tangled web of fears and prejudice? Foote, Cone & Belding's foreign executives seem to feel that the younger generation in Europe will come of age more tolerant of the medium. Convinced that commercial television is a big chance to stimulate their nation's economy, they'll pressure for change. The cost of color television developments and common market competition will hasten commercial TV's day. FC&B's foreign legion seems agreed that three years from now, at least, it will be easier to separate the haves from the have nots in commercial TV's future.

Abroad in brief . . .

Tubes for Europe ■ RCA has entered into licensing agreement granting Standard Electric Corp., a subsidiary of International Telephone & Telegraph Corp., exclusive rights to manufacture and sell RCA-type color television picture tubes. The tubes will be manufactured at its plant in Esslingen, Germany, and will be offered for sale throughout Europe.

Foreign TV distributor ■ The Film Associates of California, Los Angeles, has named Trans-Lux Television International Corp., New York, to handle its foreign TV distribution of almost 200 films in its motion picture library.

'Hoppy' returns in U.K. ■ After an absence from British television screens for 10 years, the half-hour *Hopalong*

Cassidy series has been sold by Talbot Television Ltd. (subsidiary of Fremantle International Inc.) to six program contractors there. Reruns of

series, produced in 1948, will be carried on stations of Granada TV; TWW; Southern TV; Border TV, Grampian TV and Anglia TV.



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Mr. Wulforth

Robert A. Wulforth, VP in charge of media at McCann-Erickson, New York, joins Geyer, Morey, Ballard there as VP and director of media.

Jack Jones, director, marketing services, for Mattel Inc., Hawthorne, Calif., elected to newly created position of VP-advertising.

Barbara Lilly, BBDO, elected president of International Media Buyers Association. Other officers elected: **Michael Coughlin**, Robert Otto-Intam Inc., VP; **John Ha**, McCann-Erickson Inc., treasurer; and **Alice Fonts**, BBDO, secretary.

Frank J. Lee Jr., with Ted Bates & Co., New York, elected VP and account supervisor.



Mr. Lee

Margaret Carson, VP and copy supervisor at Foote, Cone & Belding, Chicago, retires after nearly 25 years with FC&B and predecessor, Lord & Thomas. Miss Carson intends to lecture and write about advertising.

H. Lee Smith, **Abbott Jones** and **Charles Maloney**, account supervisors at Ogilvy & Mather, New York, elected VP's.

Lewis J. Rachmil, producer and production executive with Mirisch Corp., Los Angeles, elected VP.

William A. MacDonough, VP and management supervisor of Tatham-Laird & Kudner, New York, retires

July 1, to devote time to personal interests and may also become consultant.



Mr. Walls

Gordon Walls, manager of Blair Television, Philadelphia, named VP.

Philip Cohan, program supervisor for N. W. Ayer & Son Inc., Hollywood, named director of radio and TV programming on West Coast.

John Lego, manager of Detroit office of AM Radio Sales Co., appointed Midwest sales manager in Chicago. **Ron Gilbert**, with AM Radio Sales, New York, succeeds Mr. Lego.

Ethel M. Maire, media servicing supervisor on Alberto Culver at BBDO, Chicago, joins Shaffer, Rothenberg, Feldman & Martin Advertising there as media director.

Wallace Matthews, production supervisor of Rik Shaw Associates Ltd., New York, appointed acting general manager. **Norman Resnick**, sales manager, named national sales-service manager.

John Jacobs, formerly senior project director at Ogilvy & Mather, New York, and **Bob Reitter**, formerly in research department of Maxwell House division of General Foods Corp., White Plains, N. Y., join Papert, Koenig, Lois, New York, as assistant research directors.

Robert E. Hagan, with Television Advertising Representatives, New York, named sales manager of WBZ-TV Boston.

John T. Coyne, advertising supervisor for south central division of Theo Hamm Brewing Co., St. Paul, ap-

pointed to newly created position of media manager.



Mr. Eure

William L. Eure Jr., national sales manager of WMAL-TV Washington, named general sales manager.

Michael Cotter, with BBDO, New York, joins Cunningham & Walsh there as TV art director.

Mary B. Doyle, national sales coordinator for KYW-TV Philadelphia, appointed manager of Store Radio's new Philadelphia office at 107 Forrest Avenue, Narberth, Pa.

William N. Evans, former art director for Evangelical Press, Harrisburg, Pa., joins Advertising Federation of America, New York, as director of club services.

Fred S. Braidman, with Magee Inc., Chicago, joins Needham, Harper & Steers, that city, as art director. **Robert M. Dauber** and **William F. Heimann Jr.** join NH&S, Chicago, as copywriter and assistant media supervisor, respectively.

Vern Hendrickson, with WHN New York, appointed local sales manager.



Mr. Smith

Norwood Smith, account executive with BBDO, Buffalo, N. Y., appointed manager of Buffalo office, succeeding **J. Paul Meehan**, who has resigned.

Al Carrell, manager of McGavren-Guild Co., Dallas, named head of Dallas office of Eastman TV.

Robert S. Sinnett, VP and general manager of New England Outdoor Advertising Sales Corp., appointed account executive, NBC Radio network sales, New York.

John Lehman, timebuyer with Ogilvy & Mather, New York, and **Slade Walter**, account executive with George P. Hollingbery Co., New York, join Peters, Griffin, Woodward there as account executives.

W. Thomas Peschel, with Peters, Griffin, Woodward, New York, joins Harrington, Righter & Parsons, that city, as account executive.

Thomas Bohan, with Jack Tinker and Partners, New York, named executive in charge of account services

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at Wells, Rich, Greene Inc., that city. **Robert P. Engelke**, media director at Tinker, New York, joins WRG there in same capacity. **Wesley Hobson**, formerly with McCann-Erickson, New York, named business manager of WRG, that city.

Carol G. Tanner, TV cost estimator for Young & Rubicam Inc., New York, joins Carson/Roberts Inc., Los Angeles, as TV production manager.

Terri Hallihan, formerly with Young & Rubicam, joins Doyle Dane Bernbach, Chicago, as assistant time buyer.

Lou Williams, advertising production manager of Maritz Inc., St. Louis, joins Ridgway Advertising Agency there as account service representative.

John K. Andariese, formerly with Paul H. Raymer Co., New York, joins sales staff of Advertising Time Sales, that city.

Carl Meyer, account executive, WNBC-TV New York, joins WPIX-TV, that city, in same capacity, succeeding **Don Chapman** who left station to become national sales manager for Kaiser Broadcasting Co. (BROADCASTING, May 2). **Richard C. Fuehrer**, account executive, Norman, Craig & Kummel, New York, joins WPIX-FM also as account executive.

Lee Riley, time salesman for KOWN Escondido, Calif., and **Bill Henry**, regional director of polyethylene sales for Bemis Bag Co., Los Angeles, both join sales staff of KEZY Anaheim, Calif.

Sol Goodnoff, practitioner of trick photography and special effects, joins Savage Friedman, New York, TV commercials firm.

Oliver W. Hayden, on staff of CBS Radio Spot Sales, San Francisco, moves to Chicago office. **Thomas F. Cosgrove**, CBS Radio Spot Sales, Chicago, moves to New York staff position.

Donald G. Dalton and **Robert J. McCarthy**, formerly with AM Radio Sales, Chicago, join Major Market Radio's new office there.

MEDIA

Arthur Williams, sales manager at KFBK-AM-FM Sacramento, Calif., named manager.

Thomas J. Swafford, director of community services for WCBS-TV, appointed VP of CBS Radio and general manager of WCBS New York. He replaces **Ralph Goshen**, who has resigned. Mr. Swafford earlier was VP and general manager of CBS's WCAU Philadelphia and sales manager of WCBS. From 1962 to 1964



Mr. Swafford

he was owner-manager of KDEF Albuquerque, N. M.

Thomas L. Young, executive VP of KWWL-TV Waterloo-Cedar Rapids, elected president of Iowa Broadcasters Association. Elected VP was **E. J. Faust**, KJAN Atlantic. **Lloyd D. Loers**, KGLO-TV Mason City, elected treasurer.

Richard L. Bevington, general sales manager of WKRC-AM-FM Cincinnati, appointed general manager, succeeding **Jack Remington**, who became general manager of WKYT-TV Lexington, Ky. (BROADCASTING, May 9).



Mr. Carl

Len Carl, VP of parent LIN Broadcasting Corp., named VP and general manager of WAND-TV Decatur, Ill.

Thomas N. Waller, station operations manager of WLVA-AM-TV Lynchburg, Va., named manager of WLVA Inc.

Carmine F. Patti, regional manager for north central region at ABC-TV station relations department, New York, appointed regional manager, eastern region.

W. Reid Leath, account executive at KMBC-FM Kansas City, Mo., appointed station director.

Richard W. Jolliffe, general sales manager of WTCN-TV Minneapolis-St. Paul, joins WKBS-TV Burlington, N. J.-Philadelphia, as general manager.

Emil Laskot, business manager of KCPX-AM-FM Salt Lake City, appointed business manager of WVUE-TV New Orleans.

Robert M. Olson, administrative assistant and operations manager of WTVT-TV Tampa-St. Petersburg, Fla., named assistant to Eugene B. Dodson, VP of WKY Television System Inc., and manager of WTVT. **Robert F. Doty**, operations coordinator, becomes operations manager.

W. O. (Bill) Wiseman, assistant general manager of Wow Inc. (WOW-AM-FM-TV Omaha), retires effective July 1.

Charles E. (Bud) Ford Jr., operations manager of WJZ-TV Baltimore, named director of operations for Overmyer Communications Co., New York.

W. Jan Gay, executive VP of WQMR/WGAY(FM) Silver Spring, Md.-Washington, elected president of parent Connie B. Gay Broadcasting Corp.

PROGRAMING

James R. Van de Velde, program director for WFBG-AM-FM-TV Altoona, Pa., named program director for

for your tower
requirements
check

ROHN



A complete tower
erection service
that has these
special advantages:

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

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

ROHN

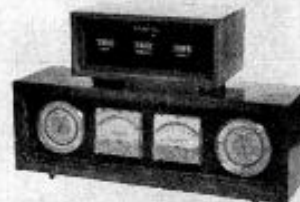
Western Office — 310 Quincy Street
Reno, Nevada — Phone 702-322-9300
Eastern Office — 509 Webster Street
Marshfield, Mass. — Phone 617-834-9521
Southern Office — Box 877, Richardson
Texas — Phone 214-AD1-3481
Factory — P. O. Box 2000, Peoria
Illinois, U.S.A. — Phone 309-637-8416

WEATHER INSTRUMENTS



FOR
TV
CATV
RADIO

(Colorful dials for color TV)



Manufacturers of Precision
Meteorological Instruments
In Use Around the World
TEXAS ELECTRONICS, INC.

P. O. Box 7151
5529 Redfield Street Dallas, Texas

WNHC-TV New Haven, Conn., succeeding **William Ellison**, who becomes director of special events for WNHC-TV. **Arthur Stober** replaces Mr. Van de Velde. All are Triangle stations.

John E. Callaghan, producer at wsoc-TV Charlotte, N. C., appointed program director, succeeding **Ted W. Austin**, who will operate own station at KIGO St. Anthony, Idaho.

Richard A. Cerri, announcer at WJMD(FM) Bethesda, Md.-Washington, appointed program director.

Bennie L. Williams, account executive for KALL Salt Lake City, appointed program director.

Steve Armstrong, with WHEW West Palm Beach, Fla., appointed program director.

Melvin Harris appointed program director of noncommercial WOUB-AM-FM Athens, Ohio, succeeding **Edwin Glick**, who becomes director of music at Temple Emanu-El in Dallas. **Richard Nudd**, formerly producer and director for U. S. government educational television project in American Samoa, and **Leland Smith**, formerly with WKBD(TV) Detroit, appointed producer-directors at noncommercial WOUB-TV.

Duke Norton, announcer at KGBS Los Angeles, named program director for KBIG Avalon, Calif.

Bill Scott, coordinator of public affairs for Straus Broadcasting stations WTLB Utica, WALL Middletown and WGVA Geneva, all New York, named director of public affairs for Straus's WMCA New York. He replaces **David C. Horowitz**, who will be responsible for editorial and public action campaigns as well as for documentary programming on all four stations.

Grace E. Knecht, formerly with KETC(TV) St. Louis, appointed program coordinator at WCNV-TV Syracuse, N. Y. Both are noncommercial.

Eddie Arcaro, noted jockey, named sportscaster for RKO General Productions, New York.

Donald Kimberling, program director of WCHA Chambersburg, Pa., joins production department of TelRa Productions, Philadelphia.

John Casey, program director of WAZY-AM-FM Lafayette, Ind., appointed operations manager of WSWM(FM) East Lansing, Mich.

Charles N. Moyer, formerly news producer of WHC-TV Pittsburgh, appointed operations manager of WCHS-TV Charleston, W. Va.

NEWS

Mike Powell, news director of KFRC-AM-FM San Francisco, appointed

news director of KEWB Oakland, Calif.

David Baum, WIND Chicago, elected president of United Press International News Broadcasters of Illinois.

Harry Lipez, WBPZ Lock Haven, elected president of Pennsylvania AP Broadcasters Association.

Don Greene, WJWS South Hill, elected president of Virginia AP Broadcasters. **Al Charles**, WAYB Waynesboro, elected VP.

George R. Langshaw, KSAL Salina, elected chairman of Kansas AP Radio TV Association. **Buddy Carter**, KWHK Hutchinson, elected vice chairman.

Quentin Newfeld, former newsman for WHEN-TV Syracuse, N. Y., joins WCCO-TV Minneapolis-St. Paul, as reporter-news editor.

Al Bell joins news staff of KHOU-TV Houston-Galveston.

Don Kneass joins news department of KEX Portland, Ore.

FANFARE



Mr. Roshkind

Michael Roshkind, executive VP of A. A. Schechter Associates, New York, joins Irving L. Straus Associates there as executive VP.

Paul A. Lazzaro, formerly press information director and public affairs director of WBBM-AM-FM Chicago, appointed account executive at Aaron D. Cushman and Associates, that city.

Pat Kral McNeela, with KOY Phoenix, appointed promotion/merchandising manager.

Charles A. Hammarstrom, VP of Keystone Broadcasting System, Chicago, received Columbia University Alumni Federation's Alumni Medal at university's commencement day ceremonies June 1.

Martha Pell Stanville, with KMSP-TV Minneapolis-St. Paul, named promotion assistant for WCCO-TV there.

EQUIPMENT & ENGINEERING

Hugh W. Granberry, district sales manager for broadcast equipment in northwestern states for General Electric Co., Palo Alto, Calif., appointed manager-radio frequency product planning and systems engineering for G-E visual communications products, Syracuse, N. Y. **Robert L. Manahan** succeeds Mr. Granberry.

James J. Taglia, sales representative in southeastern region for Jerrold Electronics Corp., Philadelphia, appointed Midwest area manager for Kaiser-Cox

Corp., Phoenix.



Mr. Richey

Milford G. Richey, with Ameco Inc., Phoenix, appointed VP - engineering of American Cable Television Inc., affiliate of Ameco.

Lloyd E. Tate, formerly with Ameco Inc., Harrisburg, Pa., appointed district manager for New York, New Jersey, Pennsylvania and New England at Spencer-Kennedy Laboratories, that city. **Heinz Matuschka**, with Ameco Inc., appointed district manager for California and Nevada at SKL's office in San Rafael, Calif.

Phyllis Abboud, formerly with United Electronics Laboratories, Louisville, Ky., joins Film Recording Services, Chicago, as sales supervisor. FRS is corporate subsidiary of noncommercial WTTW(TV) there and is major converter of video tape into 16 mm film for both commercial and educational TV accounts. She succeeds **Lee Edelberg** who joins WFLD(TV) Chicago, to handle video tape syndication. FRS is expanding and soon will be able to transfer color tapes to color film, Miss Edelberg said.

Lee Whitehurst, studio supervisor of engineering at WSM-TV Nashville, appointed assistant chief engineer.

Daniel T. Green, formerly VP, Comrex Corp., West Concord, Mass., appointed New England sales representative, Visual Electronics Corp., New York.

E. S. Shortess, regional sales manager, eastern region, for The Hickok Electrical Instrument Co., Cleveland, appointed national sales manager of firm's meter division in Grand Junction, Colo.

ALLIED FIELDS

Lucille A. Stern, with Mutual Broadcasting System, New York, appointed research manager, succeeding **Donald Lowstuter**, who joins research department of BBDO there.

Thomas J. O'Connor, national sales coordinator at KDKA-AM-FM Pittsburgh, retires from station to become advertising manager of *Pittsburgh Catholic* publication of Pittsburgh Catholic diocese.

INTERNATIONAL

Jay Brown, account executive with Ciesa-Norman, Craig & Kummel Espanola de Publicidad S.A., Madrid; **Richard Seidell**, marketing director of Lindo, Norman, Craig & Kummel Ltd., Kingston, Jamaica, and **Alan Trei**, account supervisor with Leijon & Luning

AB, Stockholm, elected assistant VP's of Norman Craig & Kummel Inc.

Melvin T. Watson, formerly sales manager of national selective TV sales, Canadian Broadcasting Corp., Toronto, named manager of network sales, ABC Films, Canadian division, same city.

DEATHS

Uberto T. Neely, 65, general manager of noncommercial WCET(TV) Cincinnati, died May 28 at his home in Cincinnati. Mr. Neely was head of WCET for 12 years, and was previously with WLW and WLWT(TV) Cincinnati. He is

survived by his wife, Laura, and two sons.

Whitney Hart Shepardson, 75, former president of Free Europe Committee, operator of Radio Free Europe, died May 29 at Lenox Hill hospital in New York following heart attack. He is survived by his son.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, May 26 through June 1, and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CH—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local sunset, mc—megacycles, mod.—modification, N.—night, SCA—subsidiary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, trans—transmitter, UHF—ultra high frequency, U—unlimited hours, VHF—very high frequency, vis.—visual, w—watts, *—educational.

New TV stations

ACTIONS BY FCC

*Hanover, N. H.—University of New Hampshire. Granted CP for new UHF on channel 15 (476-482 mc); ERP 24.5 kw vis., 4.98 kw aur. Ant. height above average terrain 1,296 ft., above ground 455 ft. P. O. address: c/o John W. McConnell, WENH-TV Durham, N. H. Estimated construction cost \$252,272; first-year operating cost \$17,450; first year's operating would be financed by funds appropriated by joint resolution of state legislature. Geographic coordinates 43° 42' 30" north lat., 72° 09' 16" west long. Type trans. RCA TTU-2A, type ant. RCA TFU-24DL. Legal counsel Covington and Burling, consulting engineer Jansky and Bailey, both Washington. Principals: University of New Hampshire, owner of WUNH-FM and WENH-TV Hanover. Action May 27.

Abilene, Tex.—Steve Gose Enterprises Inc. Granted CP for new UHF on channel 32 (578-584 mc); ERP 4.36 kw vis., 870 w aur. Ant. height above average terrain 211 ft., above ground 286 ft. P. O. address: c/o Bill Thacker, Box 88, 3700 Onaway Trail, Wichita Falls, Tex. 76301. Estimated construction cost \$96,951; first-year operating cost \$80,000; revenue \$85,000. Studio and trans. location both Abilene. Geographic coordinates 32° 25' 11" north lat., 98° 44' 12" west long. Type trans. RCA TTU 1B; type ant. RCA TFU-6B. Legal counsel not listed, consulting engineer William B. Carr, Fort Worth. Principals: entirely owned by Steve Gose, owner of independent gas and oil operations. Action May 26.

APPLICATIONS

San Angelo, Tex.—San Angelo Independent School District No. 226-903 VHF channel 6 (82-88 mc); ERP 25.1 kw vis., 5 kw aur. Ant. height above average terrain 466 ft., above ground 255 ft. P. O. address: c/o G. B. Wadzeck, supt. of schools, 244 North Magdalen, San Angelo 76901. Estimated construction cost \$301,930; first-year operating cost \$41,745, revenue \$41,745. Studio and trans. both to be located in San Angelo. Geographic coordinates 31° 25' 38" north lat., 100° 31' 43" west long. Type trans. RCA TT-6AL; type ant. RCA TF-4BM. Legal counsel Reed Miller of Arnold & Porter, Washington, consulting engineer W. G. Egerton, San Antonio, Tex. Principals are the board of trustees. Ann. May 27.

Existing TV stations

ACTIONS BY FCC

*KUAT(TV) Tucson, Ariz.—Granted (1) request for waiver of sect. 73.610 of mileage separation rule requirements and (2) modification of CP of ETV to operate with vis. ERP of 35.5 kw from antenna on Mt. Big-

low 3,630 ft. above average terrain with trans. site approximately 46 miles short spaced to channel 6 reference point at Silver City, N. M., but which Silver City channel is now proposed to be deleted; conditioned to type acceptance of trans. In so doing, commission denied objections by Association of Maximum Service Telecasters Inc, Commissioner Lee dissented. Action May 25.

NEW CALL LETTERS ASSIGNED

WTAE(TV) Pittsburgh—The Hearst Corp. Assigned WTAE-TV.
WUHF Milwaukee—WKY Television System Inc. Assigned WVTV(TV).
Hickory, N. C.—Catawba Valley Broadcasting Co. Assigned WHKY-TV.

New AM stations

ACTIONS BY FCC

Andalusia, Ala.—Companion Broadcasting Service Inc. 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 \$19,897; first-year operating cost \$25,262; revenue \$42,000. Principals: James A. Williams and Betty Jean Williams (each 50%). Mr. and Mrs. Williams are employed at WAMI Opp, Ala. Action May 23. (Corrected Item).

Gallatin, Tenn.—E. F. Jones Jr. Granted CP for new AM on 1130 kc, 250 w. D. P. O. address: Box 598, Gallatin. Estimated construction cost \$4,247; first-year operating cost \$20,000; revenue \$25,000. Mr. Jones owns WFMG(FM) Gallatin. Ann. March 29.

APPLICATIONS

Angelton, Tex.—Richard Tuck Enterprises 1110 kc, 1 kw D. P. O. address: Box 731, Waxahachie, Tex. 75165. Estimated construction cost \$9,500; first-year operating cost \$18,000; revenue \$24,000. Mr. Tuck is 100% owner of Richard Tuck Enterprises which is licensee of KBEC Waxahachie, Tex. Ann. May 26.

Randolph, Vt.—Central Vermont Radio Corp. 1320 kc, 1 kw D. P. O. address: 5 Sargent St., White River Junction, Vt. Estimated construction cost \$24,894; first-year operating cost \$27,650, revenue \$31,200. Principals: Frank M. Gilman (50%), Nelson A. Crawford (\$49,998%) and Alfred A. Guarino (.002%). Mr. Gilman is in wholesale lumber

business and also real estate. Mr. Guarino is lawyer. Mr. Crawford is in radio-TV sales. He is also part owner of WVT White River Junction, and WRLH-TV Crafts Hill, West Lebanon, N. H. Ann. May 26.

APPLICATION READY FOR PROCESSING

AM application ready and available for processing on July 6. Tioga, N. D.—Tioga Broadcasting Corp. Requests 1090 kc. 250 w D.

Existing AM stations

NEW CALL LETTERS ASSIGNED

WRYT Pittsburgh—The Hearst Corp. Assigned WTAE.

New FM stations

ACTIONS BY FCC

Kirkville, Mo.—Community Broadcasters Inc. Granted CP for new FM on 94.5 mc, channel 233, 54.25 kw. Ant. height above average terrain 431 ft. P. O. address: c/o Samuel A. Burk, Box 130, Kirkville, Mo. 63501. Estimated construction cost \$26,640; first-year operating cost and revenue absorbed in operation of KIRX Kirkville, Mo. Principals: Samuel A. Burk (50%), Sam M. Arnold (43.2%), Umatilla M. Arnold (6.8%). Messrs. Burk and Arnold are each 25% stockholders of KNCY Nebraska City, Neb.; Mr. Burk is 20% stockholder of KCH Washington, Iowa, and partner in a dairy company; Mr. Arnold is director and stockholder of various lumber companies. Action May 25.

Fallon, Nev.—Lester W. Pearce & Katherine E. Pearce db/as Lahonton Valley Broadcasting Co. Granted CP for new FM on 99.3 mc, channel 257, 2.9 kw. Ant. height above average terrain 248 ft. P. O. address: West Star Route, Fallon 89406. Estimated construction cost \$10,970; first-year operating cost \$10,500; revenue \$15,000. Principals: joint partnership of Mr. & Mrs. Pearce. Pearce's own KVLV Fallon. Action May 23.

Xenia, Ohio—Baker Broadcasters Inc. Granted CP for new FM on 95.3 mc, channel 237, 3 kw. Ant. height above average terrain 300 ft. P. O. address: c/o Vernon H. Baker, Box 133, Clarksburg, Va. 24060. Estimated construction cost \$21,337; first-year operating cost \$8,760; revenue \$9,000. Principals: Vernon H. Baker (75%), Virginia

EDWIN TORNBURG & COMPANY, INC.

Negotiators For The Purchase And Sale Of
Radio And TV Stations • CATV
Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 2

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS for new stations
AM	4,045	20	80	374	
FM	1,470	27	229	231	
TV-VHF	472	21	20	181 ¹	
TV-UHF	90	28	92		

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 2

	VHF	UHF	Total
Commercial	515 ²	207	722
Noncommercial	69	69	138

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30, 1966

	AM	FM	TV
Licensed (all on air)	4,042 ³	1,454	558 ⁴
CP's on air (new stations)	21	33	49 ⁵
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

¹ Breakdown on UHF and VHF applications not available.

² Includes three noncommercial stations operating on commercial channels.

³ In addition, one AM operates on Special Temporary Authority.

⁴ In addition, two licensed VHF's and two licensed UHF's are not on the air.

⁵ In addition, two VHF's operate with Special Temporary Authority.

L. Baker (15%) and Richard A. Moran (10%). Mr. Baker is 60% owner of WESR Tazley, Va.; 90% stockholder of WGIC Xenia, Ohio; 45% owner of AM applicant in Smithfield, Va.; 45% owner of AM applicant for Salem, N. J. (see application for CP of WJIC Salem, below). Mr. Moran is general manager of WGIC Xenia. Action May 26.

APPLICATIONS

Boise, Idaho—Treasure Valley Broadcasting Co. 92.3 mc, channel 222, 29 kw. Ant. height above average terrain minus 14 ft. P. O. address: 9400 Fairview Ave., Boise. Estimated construction cost \$24,644; first-year operating cost \$12,000; revenue \$12,000. Principal: Ralph Frazer (100%). Treasure Valley is licensee of KTAN Boise.

Monmouth, Ill.—Richard P. Lamoreaux 97.7 mc, channel 249, 3 kw. Ant. height above average terrain 210 ft. P. O. address: 304 N. Second St., Monmouth 61462. Estimated construction cost \$47,748; first-year operating cost \$52,500; revenue \$55,000. Mr. Lamoreaux is lawyer and has no other broadcast interests. Ann. May 27.

Maquoketa, Iowa—Dennis W. Voy tr/as Maquoketa Broadcasting Co. 95.3 mc, channel 237, 3 kw. Ant. height above average terrain 110 ft. P. O. address: 136½ S. Main St., Maquoketa 52080. Estimated construction cost \$12,674; first-year operating cost \$2,800; revenue \$5,200. Maquoketa Broadcasting is licensee of KMAQ Maquoketa. Ann. May 27.

New Orleans—Bayou Broadcasting Co. 101.1 mc, channel 288, 25 kw. Ant. height above average terrain 593 ft. P. O. address: c/o Jerry R. Daniel, 1928 Bank of Southwest Bldg., Houston 77002. Estimated construction cost \$29,012; first-year operating cost \$39,000, revenue \$40,000. Jerry R. Daniel is 100% stockholder. Mr. Daniel is in partnership with his father, R. E. Daniel, in The Daniel Companies, investments. Jerry R. Daniel is 100% owner of The Briar Bayou Corp., licensee of KBNO(FM) Houston. Ann. May 27.

Bad Axe, Mich.—John F. Wismer and James Muchlenbeck db/as Thumb Broadcasting Co. 94.7 mc, channel 234, 100 kw. Ant. height above average terrain 237 ft. P. O.

address: c/o John Wismer, 935 S. Van Dyke Rd., Bad Axe 48413. Estimated construction cost \$24,313; first-year operating cost \$108,000 (combined with AM), revenue \$103,500 (combined with AM). Thumb Broadcasting is licensee of WLEW Bad Axe. Ann. May 27.

Las Vegas, N. M.—Board of Regents, New Mexico Highlands University 91.1 mc, channel 216, 70 w. Ant. height above average terrain 214 ft. P. O. address: c/o Edward Prochniak, Las Vegas 87701. Estimated construction cost \$18,206; first-year operating cost \$21,900; supported by funds from university. Administered by board of regents. Ann. June 1.

Grand Forks, N. D.—Valley Broadcasting Co. 94.7 mc, channel 234, 100 kw. Ant. height above average terrain 237 ft. P. O. address: c/o Robert E. Kieve, 24 N. 4th St., Grand Forks 58201. Estimated construction cost \$42,635; first-year operating cost \$41,472; revenue \$43,368. Principals: Richard M. Johnson (28.09%), Eugene R. Monson (22.47%), Marvin G. Hagen, Richard A. Brokke (each 16.85%), Bruce M. Brokke (11.24%) and Robert E. Kieve (4.5%). Mr. Johnson is salesman with KRAD East Grand Forks, Minn. Mr. Monson is accountant. Mr. Hagen is insurance agent. Bruce M. Brokke is industrial engineer. Richard A. Brokke is administrative assistant for savings and loan company. Mr. Kieve is lawyer. Principals have no other broadcast interests. Ann. May 27.

San Antonio, Tex.—Waterman Broadcasting Corp. of Texas 101.9 mc, channel 270, 25 kw. Ant. height above average terrain 309 ft. P. O. address: c/o Bernard E. Waterman, 34 Mechanic St., Worcester, Mass. 01608. Estimated construction cost \$20,000; first-year operating cost and revenue both negligible additional amounts for AM. Waterman Broadcasting is licensee of KTSA San Antonio, Tex. Ann. May 27.

Existing FM stations

NEW CALL LETTERS ASSIGNED

WRYT-FM Pittsburgh—The Hearst Corp. Assigned WTAE-FM.

Charles Town, W. Va.—WXVA Broadcasting Corp. Assigned WZFM(FM). Dothan, Ala.—WTVY Inc. Assigned WTVY-FM.

Ownership changes

ACTIONS BY FCC

KHFR(FM) Monterey, Calif.—Granted assignment of license from Kenneth F. Warren to Johnston Broadcasting Co., owned 100% by Stoddard P. Johnston. Johnston Broadcasting is licensee KMBY Monterey, and also holds CP for new FM at Pacific Grove, both Calif., which it must surrender. Consideration \$30,000 and 10-year contract to employ Mr. Warren as chief engineer at \$1,000 per month. Action May 25.

WMFJ-AM-FM Daytona Beach, Fla. Granted assignment of license from James W. Walter to Daytona Broadcasting Inc. Assignment is purely for legal convenience. No consideration; exchange of stock. Action May 27.

Jacksonville, Fla.—Granted assignment of CP from B. F. J. Timm to WBOM Inc., owned 100% by Mr. Timm. WBOM Inc. is new corporation. Transfer is for legal convenience only. No consideration. Action May 31.

WOKS Columbus, Ga.—Granted assignment of license from Pam Radio Inc. to WOKS Broadcasting Co., owned by Joseph S. Ray and Milton Hirsch (each 50%). WOKS Broadcasting is parent corporation of Pam Radio. No consideration. Action May 27.

KTOH Lihue, Hawaii—Granted assignment of license from Garden Island Publishing Co. Ltd. to Kauai Broadcasting Co. owned by Santa Maria Publishing Co. Consideration \$60,000. Action May 25.

WROZ Evansville, Ind.—Granted assignment of license from Radio Evansville Inc., owned 100% by J. B. Fuqua, to NATCO Communications Inc., owned 100% by NATCO Corp., 25.6% owned by J. B. Fuqua. Assignment is to avoid conflict of interest. Stock transfer. No consideration. Action May 27.

WVIP-AM-FM Mount Kisco, N. Y.—Granted transfer of control of permittee corporation, Suburban Broadcasting Inc., from Martin Stone (33½%) and others, d/b as VIP Radio Inc., to Marsha B. Tucker (85.44%), Carl Tucker Jr. (9.47%) and others, tr/as VIP Broadcasting Corp. Consideration \$331,435. Mrs. Tucker is majority owner of investment firm; Mr. Tucker, her son, is banker. Action May 3.

WSCR Scranton, Pa.—Granted transfer of control from WBRE-TV Inc. to Rice Communications Inc. owned by William T. Rice Sr., Charles E. Rice Sr. and Agnes Rice (each 33½%). William Rice is director of engineering company. Charles Rice is president of engineering company. Agnes Rice is officer of engineering company. Consideration \$130,000. Action May 27.

WMBS Uniontown, Pa.—Granted transfer of control of licensee corporation Fayette Broadcasting Corp., from Joseph C. Burwell (22.2% before, none after), Marlon B. Rider and W. Russell Carr (each 16% before, none after) to Phillip O. Carr (none before, 16% after), Betty Burwell (none before, 22.2% after), Simon W. Rider (none before, 16% after). Both Jacob Echard (22.2%) and Robert I. Cotton (5.5%) keep their respective holdings. Transfer is because of deaths of three original stockholders. No consideration. Action May 27.

WWON-AM-FM Woonsocket, R. I.—Granted involuntary transfer of negative control of The Evening Call Publishing Co. (parent corporation of licensee Woonsocket Broadcasting Co.) from Buell W. Hudson to Esther Pratt Hudson, Carl W. Christiansen and Rhode Island Hospital Trust Co., co-executors of the estate of Buell W. Hudson, deceased. Action May 27.

KNEL Brady, Tex. Granted assignment of license from Brady Broadcasters Inc. to Radio Brady, owned 75% by P. Bert Haney Jr. and 25% by Valley Broadcasting Co., owned 92.3% by Gene L. Cagle and 7.7% by Jim Phillips. Mr. Haney has been employed by KFJZ Fort Worth. He has no broadcast interests. Valley Broadcasting is licensee of KPIO McAllen, Tex. Consideration \$60,000. Action May 27.

KUEN Wenatchee, Wash.—Granted transfer of control of licensee corporation, KUEN Inc., from Miller C. Robertson and Matthew N. Clapp (50% each) to Miller C. Robertson and Matthew N. Clapp, voting trustees (50% each). Transfer is to add working capital. No ownership change. Action May 27.

WKTS Sheboygan, Wis.—Granted assign-

ment of license from Sheboygan Radio Inc. to WKTS Inc., owned by R. Karl Baker (51.05%), Sandra B. and Max Whitman (34.96%) and James Hlavacek (13.99%). Mr. Whitman is city engineer, and his wife is housewife. Mr. Hlavacek is airline pilot. Mr. Baker is 33 1/3% owner of KXGI Fort Madison, Iowa. Consideration \$185,000 plus \$30,600 for agreement not to compete in radio broadcasting within 50 miles of Sheboygan for 5 years. Action May 27.

WNEL Caguas, P. R.—Granted assignment of license from Atlantic Broadcasting Corp. to Quilanz Broadcasting Corp. owned by Segismundo Quinones (19.5% before, 50% after). Consideration \$328,629. Principal has filed application for assignment of license of WPRM-FM, which he owns, to Quilanz Broadcasting Corp. of which he is sole owner. Action May 25.

APPLICATIONS

WITT Amherst, Mass.—Seeks assignment of license from Augustine L. Cavallaro Jr. tr/as College Radio to Amherst Broadcasting Co., owned by Edward H. Peene Jr. and Robert K. McConnell Jr. (each 50%). Mr. McConnell is executive and stockholder in liquor and gift shop and in real estate development company. Mr. Peene is presently employed by WTTT. Applicants have no other broadcast interests. Consideration \$150,000. Ann. May 26.

WPEG Winston-Salem, N. C.—Seeks assignment of license from WPEG Inc. to Forsyth County Broadcasting Co., owned by Charles G. Couch Jr. (20%). Central Broadcasting Co. and Burke County Broadcasting Co. (each 31%) and others, none more than 2% each. Central Broadcasting Co. is licensee of WCGC Belmont, and also 51% owner of Burke County Broadcasting Co., licensee of WSVM-Valdese, and Concord-Kannapolis Broadcasting Co., licensee of WEGO-AM-FM Concord, all North Carolina. Central is also minority stockholder in Cablevision Inc., Gastonia, N. C. Burke County Broadcasting Co., licensee of WSVM Valdese, N. C., is 10% owner of Radio Station WZKY Inc., licensee of WZKY Albemarle, N. C. Consideration \$150,000. Ann. May 27.

KHRT Minot, N. D.—Seeks transfer of control of licensee corporation, Peoples Radio Association (nonprofit-no stock) through installation of new officers and directors: Chester Fossum, president; Edwin Carlson, treasurer; Arthur Knudtson, vice president; R. P. Kephart, secretary; Jake Steffen, A. Orville Helegson and Gerald M. Swanson, all directors, each with 14.3% of voting membership. Messrs. Helegson and Swanson hold controlling interest in KICM Golden, Colo. No consideration. Ann. May 26.

WNXT-AM-FM Portsmouth, Ohio—Seeks assignment of license from The Zanesville Publishing Co. to T/R Inc., wholly owned subsidiary of The Zanesville Publishing Co. The Zanesville Publishing Co. is owned by Clay Littick and Arthur S. Littick (47.5% each) and William O. Littick (5%). Allan H. Land, group manager for all stations owned by The Zanesville Publishing Co., will purchase 500 shares of stock of T/R Inc. for \$5,000. Zanesville Publishing Co. is licensee of WNXT-AM-FM Portsmouth, WZIP-AM-FM Cincinnati, both Ohio; WTAP-AM-FM-TV Parkersburg, W. Va., is 100% owner of T/R Inc., licensee of WOMP-AM-FM Bellaire, Ohio; owns 60% of stock of Southeastern Ohio Broadcasting System Inc., licensee of WHIZ-AM-FM Zanesville, and owns 63% of Southeastern Ohio Television System Inc., licensee of WHIZ-TV Zanesville, all Ohio. No consideration. Ann. May 27.

WHIZ-AM-FM Zanesville, Ohio—Seeks assignment of license from Southeastern Ohio Broadcasting System Inc., owned by The Zanesville Publishing Co. (60%), Ernest B. Graham and Clarence A. Graham (each 20%) to T/R Inc., 60% owner with Messrs. Graham continuing to hold 20% each. For further detail see WNXT-AM-FM Portsmouth, Ohio, above.

WHIZ-TV Zanesville, Ohio—Seeks assignment of license from Southeastern Ohio Television System Inc., owned by The Zanesville Publishing Co. (63%), Southeastern Ohio Broadcasting System Inc. (20%), Ernest B. Graham (11%) and Clarence A. Graham (6%) to T/R Inc. (63%) with other principals continuing to hold their respective percentages. For further details see WNXT-AM-FM Portsmouth, Ohio, above.

KDOX Marshall, Tex.—Seeks assignment of license from Orman L. Kimbrough and Delwin W. Morton db/as Gemini Enterprises (50% each before, 25 1/3% each after) to Orman L. Kimbrough, Delwin W. Morton and

John D. Mitchell (none before, 49% after) db/as Gemini Enterprises. Mr. Mitchell is 25% stockholder in Carroll Broadcasting Co., licensee of KWCL Oak Grove, La. Consideration \$20,000. Ann. May 26.

WTAP-AM-FM-TV Parkersburg, W. Va.—Seeks assignment from The Zanesville Publishing Co. to T/R Inc., owned 100% by The Zanesville Publishing Co. See WNXT-AM-FM Portsmouth, Ohio, above.

Hearing cases

INITIAL DECISION

■ Hearing examiner Charles J. Frederick issued supplemental initial decision adhering to initial decision which would grant application of Triple C Broadcasting Corp. (previously Thomas County Broadcasting Co.) to increase power of station WLOR Thomasville, Ga., on 730 kc, D, from 1 kw to 5 kw. Examiner concluded that WLOR's operation will have no substantial impact on other efficient use of spectrum and is otherwise in compliance with sec. 1.569 of rules. Previous grant was appealed by Deep South Broadcasting Co., Montgomery, Ala., and on April 1, 1965, court of appeals remanded proceeding to commission for further consideration of impact of WLOR's 5 kw operation upon future efficient use of frequency spectrum. Action May 27.

FINAL ACTIONS

■ In Lebanon, Pa.—Catonsville, Md., AM consolidated proceeding in Docs. 15835 et al., review board granted request by Commercial Radio Institute Inc. to dismiss its application for new AM in Catonsville, but dismissed it with prejudice, and dismissed as moot joint petition by Catonsville Broadcasting Co., Radio Catonsville Inc., and Commercial for approval of agreement and dismissal of applications. Member Nelson not participating. Action May 27.

■ By decision, commission ordered Buckeye Cablevision Inc. to cease and desist within two days from further operation of its CATV system in Toledo, Ohio, in such way as to extend signals of TV's beyond their grade B contours in violation of sec. 74.1107 of rules, and specifically to cease and desist from supplying to its subscribers signal of WJIM-TV Lansing, Mich. Decision provides that if Buckeye notifies commission during two-day period that it intends to seek judicial review, additional 14-day period is afforded in which to file appeal and seek stay of order. Various petitions, appeals and requests for relief by Buckeye were denied. Action May 27.

■ By memorandum opinion and order in proceeding on applications of Brown Broadcasting Co., and Dixie Broadcasting Corp. for new AM's in Jacksonville and Aurora, both North Carolina, respectively, review board granted petition by Brown to extent of adding "Suburban" and concentration of control issues as to Dixie. Member Kessler dissented with respect to inclusion of concentration of control issue; Member Nelson not participating. Action May 27.

■ By separate memorandum opinion and order in above proceeding, review board denied petition by Onslow Broadcasting Corp., Jacksonville, to enlarge issues as to Brown application. Member Nelson not participating. Action May 27.

■ By memorandum opinion and order, commission denied seven petitions for stay of effective dates of CATV rules adopted on March 4 in second report and order in Docs. 14895, 15233 and 15971, pending resolution of petitions for reconsideration and until final adjudication of appeals from second report or actions by Congress, whichever should occur first. Petitioners were: Cox Broadcasting Corp. and Cox Cablevision Corp.; Cosmos Broadcasting Corp. and Cosmos Cablevision Corp.; Television Communications Corp.; Columbus Broadcasting Co., and Chattanooga Valley CATV Inc.; Buckeye Cablevision Inc., which also sought stay of cease and desist proceeding in Doc. 16551; Newhouse Broadcasting Corp., New Channels Corp., et al. and The Jerrold Corp., et al. Action May 25.

■ By memorandum opinion and order, commission denied petition by Buckeye Cablevision Inc., for declaratory ruling that its CATV operations in Toledo, Ohio, conform to all valid regulations or, in alternative, for waiver of rules, without evidentiary hearing, to permit it to carry signal beyond grade B contour of WJIM-TV Lansing, Mich., but ordered that petition will be treated as request for evidentiary hearing.

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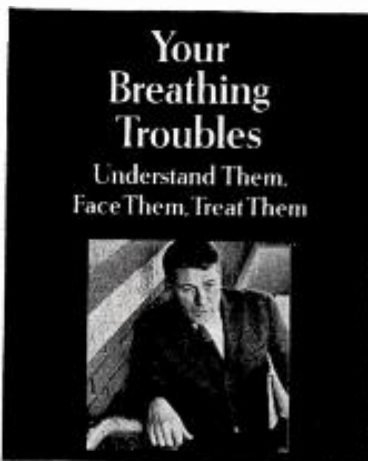
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which will be designated in normal course, and permitted Buckeye to retain its present place as fifth in processing line. Action May 25.

■ By order, commission, on applicants' joint petition for reconsideration, (1) reinstated affirmed Nov. 18, 1964 grant of application of K-SIX Television Inc., for new TV to operate on channel 13 in Laredo, Tex. also granted its application for modification of CP, (2) granted renewal of license to Southwestern Operating Co. for KGNS-TV in Laredo; and (3) terminated proceeding in Docs. 18308-8. Action May 25.

■ By memorandum opinion and order, commission waived sec. 73.28(d)(3) of "10 percent" rules and granted application of North Central Video Inc., to change operation of KWEB Rochester, Minn., on 1270 kc from 500 w, D, to 5 kw-LS, 1 kw-N, DA-2, condition. In doing so, it granted petition by North Central for reconsideration of commission's Feb. 26 action which affirmed review board's denial of nighttime portion of application for inconsistency with "10 percent" rule. Commissioners Cox and Wadsworth dissented, former issuing statement. Action May 25.

■ By separate action on same date, commission granted pending applications for renewal of licenses of Lamar Life Insurance Co. WJDX-AM-FM Jackson, Miss., with "specific understanding that said grant is not to be construed as determinative of any issues contained in WLBT-TV hearing." Action May 25.

■ By order, commission withdrew and vacated its May 19, 1965, grant of short term license renewal of Lamar Life Broadcasting Co. WLBT(TV) Jackson, Miss., and designated that license renewal application for hearing before examiner at time and place to be specified later. Action May 25.

OTHER ACTIONS

■ Review board granted petition by Chicago Federation of Labor and Industrial Union Council to extend time to May 27 to file oppositions to petition by Chicagoland TV Co. to enlarge issues in proceeding on their applications for new TV's to operate on channel 38 in Chicago. Action May 25.

■ Review board granted petition by Broadcast Bureau to extend time to June 2 to file comments invited in review board's action of May 12 in proceeding on applications of Cleveland Broadcasting Inc. and Community Telecasters of Cleveland Inc. for new TV's to operate on channel 19 in Cleveland. Member Berkemeyer abstained from voting. Action May 25.

■ Review board granted petition by Fort Campbell Broadcasting Co. to extend time to June 13 to file exceptions to initial decision in proceeding on its application and that of Campbell and Sheftall for new FM's in Fort Campbell, Ky., and Clarksville, Tenn., respectively. Action May 24.

Routine roundup

ACTIONS ON MOTIONS

By Office of Opinions and Review

■ Granted motion by Christian Fundamental Church for extension of time to June 7 to file response to application by Lorenzo W. Milan and Jeremy Lansman for review of review board's decision in proceeding on their applications for new FM's in St. Louis. Action May 31.

■ In Syracuse, N. Y., TV channel 9 proceeding in Docs. 14368 et al., granted motion by Syracuse Television Inc. and ordered that time within which to respond to two petitions by all of other applicants will be computed as of date of filing of affidavits required in support of petition for approval of merger. Action May 25.

By Chief Hearing Examiner
James D. Cunningham

■ Designated examiner Basil P. Cooper to preside at hearing in proceeding on applications of Jones T. Sudbury and Northwest Tennessee Broadcasting Co., for new FM's in Martin, Tenn.; scheduled prehearing conference for June 21 and hearing for July 18. Action May 27.

■ Designated examiner Thomas H. Donahue to preside at hearing in proceeding on applications of Lafayette Broadcasting Co. and State Line Broadcasting Co., for new FM's in Lafayette, Tenn., and Scottsville, Ky., respectively; scheduled prehearing conference for June 23 and hearing for July 18. Action May 27.

■ Designated examiner Forest L. McClennening to preside at hearing in proceeding on applications of American Colonial Broadcasting Corp., Caguas Radio Corp., and Borinquen Broadcasting Co. for new FM's

in Caguas, P. R.; scheduled prehearing conference for June 20 and hearing for July 13. Action May 27.

■ Designated examiner Jay A. Kyle to preside at hearings in proceeding on application of Lamar Life Broadcasting Co. for renewal of license of WLBT(TV) Jackson, Miss.; scheduled prehearing conference for June 21 with hearing to be convened at time and place to be specified by subsequent order. Action May 27.

■ Designated examiner David I. Kraushaar to preside at hearings in proceeding on applications of Semo Broadcasting Corp. and Sikeston Community Broadcasting Co. for new FM's in Sikeston, Mo.; scheduled prehearing conference for June 23 and hearing for July 14. Action May 26.

■ Designated examiner David I. Kraushaar to preside at hearing in proceeding on order to 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., in violation of CATV rules; scheduled prehearing conference for June 15 and hearing for June 28. Action May 26.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at prehearing conference, continued from June 13 to Sept. 12 hearing on applications of City Index Corp. and Tele/Mac of Jackson for new TV's in Jackson, Miss. Action May 31.

By Hearing Examiner Thomas H. Donahue

■ Pursuant to agreements reached, scheduled June 15 date for applicant to notify other parties of persons from whom depositions are to be taken, and hearing for July 13 in proceeding on AM application of Naugatuck Valley Service Inc., Naugatuck, Conn. Action May 26.

By Hearing Examiner Walther W. Guenther

■ Granted petition by Broadcast Bureau for extension of time to June 21 to file proposed findings and from June 17 to July 1 for replies in proceeding on applications of Palmetto Broadcasting System Inc., Lancaster, S. C., and WPEG Inc., Winston-Salem, N. C. Action May 31.

By Hearing Examiner H. Gifford Irion

■ Continued further hearing to July 5 in proceeding on FM applications of Cascade Broadcasting Co. and Sunset Broadcasting Co., both Yakima, Washington. Action May 26.

■ In proceeding on applications of Cosmopolitan Enterprises Inc. and H. H. Huntley for new AM's in Edna and Yoakum, both Texas, respectively, granted petition by Cosmopolitan for change in dates to extent of extending from June 9 to June 20, time for direct exchange; June 20 to July 1, supplemental exchange (with request for witnesses); and from June 28 to July 11 for commencement of hearing. Action May 25.

By Hearing Examiner Forest L. McClennening

■ Granted petition by WCOV Inc. to continue procedural dates and hearing from July 11 to Sept. 7 in proceeding on application of Selma Television Inc., Selma, Ala. Action May 26.

■ In proceeding on applications of Central Broadcasting Corp. and Second Thursday Corp. for new FM's in Madison and Nashville, both Tennessee, respectively, granted petitions by applicants for leave to amend their applications relative to corporate ownership and agreements and Second Thursday to also include revised financial data. By separate action, denied motion by Central for indefinite continuance of procedural dates; and, on examiner's own motion, continued from May 19 to May 31 date for exchange of exhibits and hearing from May 31 to June 6. Actions May 25.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ In proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV's on channel 38 in Chicago, granted petitions for leave to amend by Chicagoland to show availability of certain proposed film programming and actual cost thereof, and by Federation to reflect appointment of Maurice Perlin to its executive board. By separate action, after May 26 informal conference, continued date for adduction of evidence on parties' rebuttal cases from June 7 to June 14, directed

parties to exchange copies of any exhibits to be introduced on rebuttal, etc., on or before June 7, and continued date on which Chicagoland is required to produce for cross-examination writers of letters now in evidence as attachments to its Exhibit No. 27 pending further order. Action May 27.

By Hearing Examiner Herbert Sharfman

■ Granted request by Broadcast Bureau to extend time from May 27 to June 2 to file Step III proposed findings of fact and conclusions in Boston, TV channel 5 proceeding. Time for filing Step IV remains June 30, Action May 26.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of May 31

WCJU Columbia, Miss.—Granted CP to change ant.-trans. location, change ant. system and increase height.

KRZY Albuquerque, N. M.—Granted CP to change ant.-trans. location and install new trans.

WTGN Lima, Ohio—Remote control permitted.

KGW Portland, Ore.—Granted mod. of license to change studio location; remote control permitted; conditions.

WVNA-FM Tusculumbia, Ala.—Granted license covering changes in ant.-trans. location, ant. height and installation of new ant.

KDTH-FM Dubuque, Iowa—Granted mod. of CP to change ant.-trans. location, type trans., decrease ERP to 74 kw, increase ant. height to 470 ft., and make other changes; remote control permitted.

WKAI-FM Macomb, Ill.—Granted mod. of CP to change type trans. and ant.

WPNF Brevard, N. C.—Granted license to use former main trans. as auxiliary.

WILS Lansing, Mich.—Granted CP to make changes in nighttime DA, change studio location to trans. site and make changes in ground system.

KITE Terrell Hills, Tex.—Granted CP to install new trans. at main trans. location as auxiliary daytime-alternate main nighttime trans.; remote control daytime only; condition.

WOKY Milwaukee—Granted CP to make changes in nighttime DA pattern.

WTTR Westminster, Md.—Granted CP to make changes in ant. system; condition.

WWOM-FM New Orleans—Granted mod. of license to use specified ant.

Granted licenses for following stations: WGNU-FM Madison, Ill.; KORA-FM Bryan, Texas; KNCB Vivian, La., and specify type transmitter.

Granted licenses covering changes for following stations: WBIB Centerville, Ala.; WCOV-FM Sparta, Wis.; WNAG Grenada, Miss.; KCLR Ralls, Tex.

Granted licenses to change name of licensee of following stations and adjuncts from Booth Broadcasting Co. to Booth American Co.: WABQ WXEN-FM Cleveland; WTOD-AM-FM Toledo, Ohio; WIBM-AM-FM Jackson, Miss.; WIOU WKMO(FM) Kokomo, Ind.; WJLB WMZK(FM) Detroit; WJVA-AM-FM South Bend, Ind., and WSCW Saginaw, Mich.

Granted extension of completion date to KOTE Fergus Falls, Minn., to July 15.

Granted renewal of licenses for following main stations and co-pending auxiliaries: WAWZ-AM-FM Zarephath, N. J.; WDLK Port Jervis, N. Y.; WEBO Owego, N. Y.; WGNV Newburgh, N. Y.; WHVW Hyde Park, N. Y.; WLDB Atlantic City, N. J.; WNYC-AM-FM New York; WSOQ North Syracuse, N. Y.; WEAU-AM-FM Plattsburgh, N. Y.; WGLI Babylon, N. Y.; WLEA Hornell, N. Y.; *WLSU(FM) Canton, N. Y.; WBLK-FM Depew, N. Y.; WCMC-AM-FM Wildwood, N. J.; WDOS Oneonta, N. Y.; WEHH Elmira Heights-Horseheads, N. Y.; WHCU Ithaca, N. Y.; WKIP-AM-FM Poughkeepsie, N. Y.; WLSV Wellsville, N. Y.; WSLB Ogdensburg, N. Y.; WCTC-AM-FM New Brunswick, N. J.; WFSR Bath, N. Y.; WKDN Camden, N. J.; *WCWP(FM) Brookville, N. Y.; WBUD Trenton, N. J.

Actions of May 27

WPEO Peoria, Ill.—Granted CP to increase power from 1 kw to 10 kw, install DA-D and new trans.; conditions.

Granted renewal of licenses to KPAM and KPFM(FM), Portland.

Granted extension of completion dates as shown: KZYM Cape Girardeau, Mo., to

(Continued on page 99)

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Wanted: Assistant general manager for metropolitan New York good music station to assume general managership on retirement of present G.M. Address replies: Mr. Edward W. Scudder, 788 Broad Street, Newark, New Jersey.

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Sales—(Cont'd)

Combination salesman/announcer, work morning shift. Must have production ability. Send all information 1st letter. WTAP Parkersburg, W. Va.

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.

Need two salesman immediately for new Town N' Country station soon to go on air. Must be experienced and have proven sales record. Emphasis on character and dependability. Station located in tourist area with year round mild temperature. Top salary and commission. Call collect 505-88-2179.

Excellent syndicated radio program needs part-time representatives in certain areas. LordHouse, Suite 219, 1525 South Andrews Avenue, Fort Lauderdale, Florida.

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: 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.

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.

New Jersey independent seeks announcer/newsmen with friendly, relaxed delivery. Send tape, resume and salary requirements. Box E-403, 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.

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.

Top paying Ohio medium market station needs experienced first phone announcer for afternoons. Send tape and resume to Box F-1, BROADCASTING.

Progressive Florida east coast, good everyday, and occasionally great, expanding staff. Need people strong on board and production. Fringe benefits include hospitalization insurance plan. All replies will be answered. No tapes returned. Send tape, resume, with photo today. Box F-32, BROADCASTING.

Announcers—(cont'd)

DJ on the way up. Real opportunity at an important midwest top 40 station for young and lively talent. Good salary, plus some income from hops. All inquiries individually considered and answered regardless of experience. Rush recent picture and tape. Box F-45, BROADCASTING.

Quality western Mass. station, all new facilities; in lovely year-round resort area needs talented air man for night program. First-class ticket required. Great place to live, great place to work. Salary \$125 per week. Box F-48, BROADCASTING.

Southern regional station needs sign on personality. "Old shoe" type that wears well, perhaps middle aged ready to semi-retire in moderate climate. Box F-57, BROADCASTING.

Drive-time personality for number one rated top 40 format. Great Lakes area. Dynamic station with much to offer. For full story tell us what you have to offer. Include tape and photo. Box F-62, BROADCASTING.

Stable young announcer for station in Tennessee college town with over 10,000 population. Send tape, resume, salary requirements to Box F-64, BROADCASTING.

Looking for good, experienced announcer or newsmen with news know how that wants to take over news-directors job of radio & TV operation. Could be just what you are looking for. Send complete resume, audio tape, photo to Will Shaner, KFBC Radio-TV, Cheyenne, Wyoming.

Need announcer/copywriter, announcer/newsbeat, or radio time salesman who knows announcing. Must be pleasant, interested, no rocker. Send character references, tape, photo, experience or training, salary required. Good clean working conditions, friendly staff. KMAN Radio, Box 191, Butler, Missouri.

Need good staff announcer with strong play-by-play experience. Good hours with salary open. Send resume and tape to Ron Westby, KOKX Radio, Keokuk, Iowa.

News announcer—Good delivery, honest and dependable. Experienced. Send tape and resume—Jim Setters, KWBB, P.O. Box 486, Wichita, Kansas 67201.

Immediate opening for announcer with 3rd class endorsed for 5 kilowatt independent operation. Send tape, resume & salary requirement to Program Manager, WASA Havre de Grace, Md.

Immediate opening for announcer-operator to handle FM board shift. Will replace man going to college. Third class license needed. Minimum announcing shift. Contact Chief engineer or Manager WBCM-FM Bay City, Michigan.

Kentucky good popular music station seeks morning combo announcer. Right pay for right man. Third class broadcast ticket required. Kentucky man preferred. Mail resume, references and salary requirements to Charles Spradlin, WBLG, 130 Barr St., Lexington, Ky.

WDBO Radio, Orlando, Florida. We are still looking for the right man. Our station is one of the oldest and influential in the southeast and we need an experienced dj who can handle a middle of road music show. Send tape & resume to Program Director, WDBO, P.O. Box 1833.

Top 40 program director-announcer. Good voice must be able to cut production spots. Tapes please to WDDT Greenville, Miss.

Immediate opening for morning man and play by play sports announcer. Please send tapes, references and salary expected to Mr. William Winn, Program Director, WESB Bradford, Pa.

Announcers—(Cont'd)

Michigan resort area daytime needs announcer with 1st class ticket. Call Jerry Schroeder, WIOS Tawas City, Michigan 517-362-3417.

Baltimore area station has immediate opening for announcer with first class license. No maintenance. Call collect. Manager WISZ. 301-761-7197.

Bright & lively morning man for middle of road format. Must be able to deliver commercials with salesmanship and maintain No. 1 ratings. Salary commensurate with ability and experience. Contact Wes Richards, WKNY, Box 418, Kingston, N. Y.

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.

First phone announcer needed now. 135 wk to best man. MOR. Send tape and resume pronto. 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! 1st phone required. WRAN Dover, New Jersey. Phone 201-386-1510.

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.

Wanted . . . Experienced announcer with first class ticket, by WSMN Nashua, N. H. 24 hour operation, ABC affiliate. Pleasant working conditions, above average pay. Call Frank Teas, 603-882-1590.

Announcer—first phone preferred. Some news background. Growing station in growing community. Going AM in September. Send resume and salary requirements to WTRE-FM Greensburg, Indiana.

Immediately—Announcer—some experience—good salary. WVOS Liberty, N. Y.

Swinging station in swinging resort area needs two swingers. Tape, resume. Tom Katt, WWOW Conneaut, Ohio.

Opportunity plus! 5000 watt pioneer country music station expanding staff. If you have mature voice, experienced background, the desire to make money, send tape, details to WXGI, P.O. Box 8872, Richmond, 25, Virginia. 40 hour week. Incentive plan.

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.

Need two announcers for new Town 'n' Country station going on air soon. No "pea-pickers" please. We want modern sounding professional career men and are willing to pay. Our format will be fast pace "Nashville Sound," heavy emphasis on character and dependability. Call collect 505-88-2179.

3 announcers: New R&B rock station. Experience desired, but if you're a beginner with real talent, this is the job for you! Excellent salary, opportunities to M.C. record hops. If you want to work with a real swinging station, send resume, tape to Marc Paskin, Manager, 1147 Erin, Madison, Wisconsin.

Announcer—will consider 1 year experience if capable of tight production and good diction. Call 813-GL 3-3177, ask for Mr. Benwitt. Florida.

Technical

SE Pa. AM seeks competent first class engineer. Clean, successful operation with growth opportunity. Liberal benefits, good salary. Box D-159, BROADCASTING.

Technical—(Cont'd)

Engineer—1st class license for maintenance. Some announcing included. New York state regional. Top salary Box E-300, 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.

Assistant chief engineer for technical supervision and maintenance of expanding mid-eastern 5,000 watt directional AM and 50,000 watt stereo FM station. Must be mature with top references. Salary open. Send photo and resume to Box F-27, BROADCASTING.

Mass. 5 kw-DA-AM/FM needs a replacement for Jerry. He knew equipment and how to maintain it. He enjoyed construction and straight engineering. Can you fill his shoes? Write me and tell me how. Box F-36, BROADCASTING.

Immediate opening engineering position, Cincinnati, Ohio AM operation. First phone license required. Send resume with references and salary requirements. Box F-61, BROADCASTING.

Announcer-engineer 1st class . . . \$450 mo. plus bonus . . . KHIL Willcox, Arizona.

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.

Immediate opening to work FM transmitter board shift. Must have third class license. Announcing optional. Colleges nearby for someone interested in education. Contact Chief engineer, or Manager. WBCM-FM Bay City, Michigan.

Michigan resort area daytimer needs 1st class engineer immediately. Call Jerry Schroeder, WIOS Tawas City, Michigan. 517-362-3417.

Experienced engineer for 1000 watt AM station in midwest—Require good maintenance background—Contact Bob Olson, WJMS Ironwood, Michigan. Send all information and salary expected.

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.

Chief engineer position available now at 1 kw directional daytimer. Vehicle and gasoline furnished. Phone or write Don Kern, WSHO New Orleans, La.

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.

Chief for Florida daytimer. Maintenance & relief air-time. Call 813-GL 3-3177, ask for Mr. Benwitt.

NEWS

Five-man Missouri news department needs newsman, or announcer wanting to do news. Will train. Box E-375, BROADCASTING.

NEWS—(Cont'd)

Newsman for North Carolina regional station. Writing and airwork. Send tape, resume & sample of writing. Box E-424, BROADCASTING.

News director . . . not just a newsman who goes through the motions and does the job. We emphasize local news and need someone who eats, sleeps and thinks news . . . an aggressive, conscientious, knowledgeable, intelligent newsman. He will be a one man news department, writing, gathering and airing—the kind of a fellow who knows everybody in town and has a nose for news. Send tape, resume, everything first letter. Box F-20, BROADCASTING.

Immediate opening for authoritative newsman. Adult music format. Call 301-228-4800. WCME Cambridge, Maryland.

The job is still open. We thought we had found the man we wanted for our assistant news director but he changed his mind. There is a good job open for someone who wants to go places in radio or television in the news field. It's a six day a week job, night hours and an opportunity to do sports program. Don't inquire if you aren't interested in hard work and a good job. Starting salary \$100 to \$120 a week depending on experience. Write or call Harry M. Thayer, President, WGHQ Kingston, New York.

Michigan regional looking for good newsman ready to advance from small to medium market. WPAG Ann Arbor.

Production—Programming, 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.

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.

Copywriter, male or female, wanted for Florida east coast station. Production copy a must. All applications considered. Send sample copy, resume and full particulars to Box F-4, BROADCASTING.

Young aggressive, ambitious program director for deep south station. Are you an idea man? Can you gimmick up a station with audience getting promotions? Can you produce selling spots using station talent and sound libraries? Can you increase ratings with one hard hitting promotion after another? If you can, you're our man. We don't want a big shot reputation. We want an ambitious young man seeking to establish himself but we ask that you have evidence of your past accomplishments. We have the station and the market to prove your talent. Salary is open with a sizable year-end bonus if you are able to produce ratings. A real challenge with real money for the talented PD. Send details including past earnings. Box F-13, BROADCASTING.

Wanted: Experienced copy writer/announcer. Short air-shift, also record production spots. 3rd class endorsed license required. Congenial working conditions for right man. Contact WAGE, Box 891, Leesburg, Va. or call 777-1290.

Copywriter. Professional with experience, originality, drive for AM, FM operation in university city. Send resume, photo & copy samples to WAJR, P.O. Box 887, Morgantown, W. Va.

Production—Programing, Others

Continued

Attention Florida AM or FM good music format program directors that would like to move up. Miami 10 kw AM good music station needs program director. Top salary and profit sharing plan. Must have good references, you will be checked. Send tape and resume to WRIZ, P.O. Box 186, Shennandoah Station, Miami, Florida 33145.

RADIO

Situations Wanted—Management

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.

General manager—16 years experience management, sales, all phases including complete executive ability. Will stimulate local salesmen. Will work national sales. Salary, bonus or override. California medium or metro preferred, other southwest areas considered. Interview desired. Resume on request. Box F-9, BROADCASTING.

General manager successfully running No. 1 station large southwestern market. Produce maximum sales, ratings, personnel quality. Solid broadcast background. If you want a profitable & respected winner, I'm your man. 39, married, family. Want quality operation. Box F-18, BROADCASTING.

General manager available for single or multiple market. 12 years experience. Programming—sales—promotion—community relations, finest industry and personal references. Box F-44, BROADCASTING.

General manager, 50,000 market. Experience: Announcer-engineer, PD, sales, chief engineer directional daytimer, general manager. 37, married, children, Ohio, Pennsylvania. Box F-65, BROADCASTING.

Owned successful production company. #2 man at three #1 stations (small, medium, metro). Complete knowledge all phases (except engineering). Eleven years in broadcasting. Married, 30, top references. Available July. Box F-68, BROADCASTING.

Broadcaster, 21 years on the air experience, last ten on leading New York city independent, seeks position in management in radio or TV in general New York area. Box F-69, BROADCASTING.

Sales

Salesman-announcer . . . eight years experience. Looking for permanent position. Will relocate anywhere. Available July 1. Box E-370, BROADCASTING.

Situations Wanted—Announcers

DJ—wants top 40. Two years experience. Prefers northeast. Single. Box E-330, BROADCASTING.

Mature, relaxed voice for MOR or soft rock. West coast, southwest, south. Third. \$500. I'm good. Box E-402, 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.

DJ/announcer, authoritative newscaster, experienced Negro, married, will relocate. No floater. Box E-444, BROADCASTING.

DJ-news—4 yrs. in radio. Air experience. Bright and tight. News background too. 3rd endorsed. Single—will relocate for right position. Box F-5, BROADCASTING.

1st phone. Married . . . with top southern operation. Prefer PD. Box F-7, BROADCASTING.

Negro dj—graduate beginner. Tight board, 3rd phone. Box F-8, BROADCASTING.

College graduate, 23, married, family, six years experience, two as PD. Including Nashville, Birmingham. Personality plus. Desire security in city of 100,000 or larger. Top 40. \$110 minimum. Box F-11, BROADCASTING.

Announcers—(cont'd)

Announcer, Negro. Wailing personality. Some experience. Tape available. Box F-17, BROADCASTING.

Announcer-experienced—mature, married. Presently "straight staff"—prefer C&W with a chance for advancement in a progressive stable operation. Box F-19, BROADCASTING.

First phone personable announcer, experienced in all types of music broadcasting, good newscasting. Pleasant voice to audience—not at all \$125 minimum. Excellent references. Write Box F-21, BROADCASTING. Available June 27.

Announcer, young swinging dj seeks position near N. Y. Box F-24, BROADCASTING.

Nine year contemporary personality seeks winning, stable organization. Box F-30, BROADCASTING.

Great top 40 wants California or southwest. Box F-33, BROADCASTING.

Leaving Trigg-Vaughn, with references. Pro announcer-dj-newscaster, any format, first phone, married, available now. Box F-39, BROADCASTING.

1st phone, top 40 jock. Currently working in major market. MOR and R&B experience. Presently Ass't PD. Will consider medium market. West coast or Pacific northwest area only. Box F-40, BROADCASTING.

Good all-around announcer/newsman, commercials, dj. Capable all phases. Mature, 3rd. Box F-42, BROADCASTING.

I am confused . . . paid peanuts like elephant . . . Daughter eats like horse . . . I must work like a dog . . . This money available after June 18 . . . Have endorsed 3rd and 3 years experience. Box F-43, BROADCASTING.

I love the morning shift . . . Give the people a reason for listening to your station . . . Hire me. Box F-47, BROADCASTING.

Announcer-dj-newscaster. 3rd phone—school trained. Real swinger—rock, top 40, C&W or Gospel. Box F-50, BROADCASTING.

Sportscaster . . . experienced. Radio and TV. First phone. College graduate. Married. Box F-54, BROADCASTING.

Six months announcing, third, college. What have you? Box F-55, BROADCASTING.

Female disc jockey—experienced radio and TV background smooth chatter and interviews. Bright personality. New York metropolitan area only. Box F-63, BROADCASTING.

Negro dj—some experience. 3rd phone—endorsement. New Jersey area. William Pierston, 2128 Elmore Sq., Pittsburgh, Pa. 15219.

Announcing the availability of Jim Genovese, in July; Top 40; news, 20 Plover, Hicksville, N. Y.

Teen-age girl prefers steady station anywhere. Recent broadcast school graduate, 3rd class with endorsement. P.O. Box 2732, San Diego, Calif.

Technical

Attention: Chief-combo, competent, DA, proofs, maintenance. Wants to relocate, Mass., Vermont, New Hampshire, New York. Box F-52, BROADCASTING.

8½ years, 5 kw DA. 10 kw FM PX, automation, 4F, bored. Want engineering level work, \$650, training for increasing responsibility. Broadcast or industrial. Box F-59, BROADCASTING.

NEWS

College graduate with political science, journalism background desires job on news-staff of a progressive station in good-sized market. Married, family, 23. Six years experience. \$110 minimum. Box F-12, BROADCASTING.

NEWS

continued

Zealous newswriter-reporter . . . 25. Major market experience. Metropolitan daily paper background. M.A. degree. Can handle film and tape. Interested? I am. Box F-58, 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—Programing, Others

There are two of us—we write things! Box E-391, BROADCASTING.

Opportunity to create, plan, program good music ideas. First phone. Box F-23, BROADCASTING.

Alert, energetic advertising production manager. Heavy daily business paper experience. Complete follow-through, from space sales thru complete supervision of make-up, traffic or advertising plates, engravings, printing plant procedures, mailing and circulation. Ditto, Annals and Year Books (many of them as large as 1300 pages). Seeking a connection with a business or consumer paper publication, ad agency or any company needing such ability. Box F-28, BROADCASTING.

Interested? — Producer-writer, moderator, commentator, newscaster, TV & radio. Network. Editor, for correspondent. Columbia Journalism. Family, Now NYC. Will relocate. Box F-31, BROADCASTING.

Play-by-play sportscaster . . . plus sales or news . . . Minimum \$150. Box F-51, 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

Young, aggressive television sports reporter/photographer to prepare and perform on-the-air programs for southeastern TV station. Successful radio sports reporters, ready to adapt to TV, apply also. State education, experience, marital status, salary. Enclose pix. Box F-3, BROADCASTING.

Television sportscaster strong on developing contacts; good on air. Send resume, snapshot and audition to P.O. Box 4146, Atlanta, Georgia 30309.

Help Wanted—Technical

Immediate requirement for experienced chief engineer—northeast network VHF, small market TV station. Good salary, many benefits. Box A-310, BROADCASTING.

Expanding south Florida VHF has opening for experienced studio maintenance engineer. VTR experience required. Some color preferred. Presently have film color, planning to expand to all colors. Box D-265, BROADCASTING.

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.

Technical—(Cont'd)

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.

Denver ETV needs studio engineers. Going to color in Fall. Submit resume, pic, license status, military responsibility to: John G. Cullen, KRMA-TV, 1261 Glenarm Place, Denver, Colorado 80204.

First phone audio-video switcher. Some experience desirable, but will train right person. Contact Jim Lockerd, Technical Director, KSWO-TV Lawton, Oklahoma.

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.

Studio engineer—Permanent position, top scale. Require good maintenance background. Contact Chief Engineer, WJRT-TV, Flint, Michigan. 313-239-6611 (Collect).

Resourceful maintenance engineer for new broadcast operation. First phone, five years' experience required. Ideal climate, recreation area. Excellent benefits. Equal opportunity employer. Resume, salary requirements to Director of ETV, Southern Colorado State College, Pueblo, Colorado 81005.

Television recording engineer—to supervise operation and maintenance of television tape recorders. Experience in video, audio and videotape duplication necessary. Contact Indiana University Personnel Division, 1000 East 17th Street, Bloomington, Indiana.

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.

Television newscaster minimum 2 years air and news experience. Send resume, snapshot and audition to P.O. Box 4146, Atlanta, Georgia 30309.

Newsmen—a qualified airman for radio and television who can gather, write and air news. Journalism educational background preferred, married, veteran; a dependable person capable of top performance in an 8 man news department. Salary commensurate with experience and ability. Write or phone 216-782-1144, W. P. Williamson, Sr., WKBN Broadcasting Corp., Youngstown, Ohio.

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.

News film reporter accent on ability with camera, but also needs reportorial skill. Send resume, snapshot and sample newscast to P.O. Box 4146, Atlanta Georgia 30309.

Production—Programing, Others

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.

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.

Public relations—Promotion assistant for group station in southeast. Experience desirable but will consider recent journalism graduate with interest in this field. Good starting salary. Send resume to Box F-38, BROADCASTING.

Film editor. July 1 opening for film editor. Must be experienced in all areas of film room operation. Contact Harry Jones, WCCO-TV Minneapolis, Minnesota. 612-338-0552.

Producer-director strong in directing, lighting, film, writing. Bachelors degree and professional experience required. Unique opportunity in new broadcast/closed circuit operation. Excellent benefits, climate. Equal opportunity employer. Resume, salary requirements to Director of ETV, Southern Colorado State College, Pueblo, Colorado 81005.

TELEVISION—Situations Wanted Management

General Manager/general sales manager. In depth experience—national regional local sales. Proven professional and executive ability, all phases. Box F-10, BROADCASTING.

General manager—Developer of station or group. 12 years television; 13 years radio. Just turned 41. Thoroughly experienced all phases: Administration—development, sales, promotion, programming; production. Have developed five shoddy losers into profitable, prestige properties, doubling value of three, tripling two in smallest, medium and 23rd markets in southeast and midwest. Now selling TV for twice investment. Aggressive producer of profits and prestige. Box F-15, BROADCASTING.

Announcers

Excellent television announcer-personality looking for excellent television station. Write for representative VTR, Box E-201, BROADCASTING.

Announcer. First phone radio and television schooling. 8 years experience radio combo & chief. References. Box F-34, BROADCASTING.

Six year radio man desires starting position in television . . . but, will take personality radio shift if TV is not available at present. Family man . . . want to relocate. Tape, picture, and resume available . . . but, desire personal interview. Box F-53, BROADCASTING.

Technical

14 years maintenance experience, GE-RCA studio equipment, Ampex-RCA VTR. Desire supervisory position. \$175.00 minimum. Box F-16, 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.

Aggressive young news reporter seeks permanent major market opportunity. Currently employed by award-winning California VHF in medium market, but wants to move up. University graduate with eight years experience. Heavy experience in gathering, writing and on-camera presentation. Box F-35, BROADCASTING.

Production—Programing, Others

10 years in broadcasting. Experience in traffic, continuity, promotion & public affairs. Resume & Materials on request. Box E-393, BROADCASTING.

Production—Prog. Others—(Cont'd)

Director now employed desires relocate for better opportunity. Box F-49, BROADCASTING.

Director: Seven years of TV production experience. Would like to relocate with TV station that has future for man wanting to get ahead. Accept interviews 6/13/66-6/25/66 (vacationing). Box F-60, 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 guy 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.

Wanted 5 kw AM transmitter. Box 1875 Monterrey, Mexico.

Dust off your old RCA BTF-1C or 3B FM transmitter. We would use it for spare parts. Box F-14, BROADCASTING.

Need immediately for TRT-1B used RCA color conversion rack c.w. color modules for Prog. Amp. Send price and condition to CFTO-TV, Box 9, Toronto 16, Ontario, Canada. Att: Mr. H. Berger, Director of Engineering.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-Ind. 440 Columbus Ave. N.Y.C.

Co-axial cable—Heliax, Styroflex, Spirolite, 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.

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.

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.

FOR SALE—Equipment

continued

Broadcast Engineering Services—your "one-stop stopping center" for new and used AM-FM-TV equipment—all types. 10532 Stanford Avenue, Garden Grove, California, 92640. Phone: (714) 537-9502.

950 3 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 KVTW, Sioux City, Iowa, 51101.

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.

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.

Ampex 600 tape recorder, Hewlett-Packard 400c VTVM, Gates ST-101 spot tape, all excellent. J. McDonald, KCFI, Box 157, Cedar Falls, Iowa.

1954 Twin coach bus for remote unit. 35 ft., 6 1/2 ft. headroom. No repairs needed. \$3000. 481-8870, Springfield, Virginia.

Ampex VR1000B videotape recorder and accessories. Excellent conditions, now in network use. Affiliated TV. 164 East 38th Street, N.Y.C.

UHF television equipment. Enough to put station on air from camera to antenna. \$50,000.00 cash. Box F-22, BROADCASTING.

New — Sony-Videocorder — model PU-120U portable, all transistorized video tape recorder. The Videocorder, a compact, rugged unit, operates on standard 110 V AC or approved mobile power and is easily handled by 2 persons. Fully transistorized, it will record on tape the video and audio signals of off air, off-cable or locally generated programs with original "live" fidelity for immediate or later playback. Best offer accepted—Contact Mr. Ferguson at 12101 Rockville Pike, Rockville, Maryland—Telephone 427-1100.

ATC PC-1, AC-2, series 55 and 55-RP tape cartridge units. G. McElrath, 8 East Trail, Darien, Conn.

Gates M-5735, ST-101 spot tape recorder, perfect condition, \$450.00. Full set UTC, linear standard, transformers (power, filament, bias, audio) capable 2.5 kw broadcast transmitter, all perfect. Write Box F-29, BROADCASTING.

Used Ampex 600 w/case \$275, Roberts 192-FT \$250, new 192 \$319, list, Custom, Box 13, Ashford, N. C.

Whatever your equipment needs. Check first with Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

1500 feet 3/8" solid copper—72 ohm air transmission line available with necessary line termination fittings. Price upon request . . . Box 209, Dunkirk, New York.

Audio equipment—Whatever your needs, check us first. New and used. Ampex, Altec, AKG, EV, Fairchild, Neumann, Langevin, Rek-O-Kut, Uher, Viking. Send for equipment list. Box E-121, 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-Blz Comedy Service, 1735 E. 26th Street, Brooklyn, N.Y. 11229.

MISCELLANEOUS—(Cont'd)

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

Your resume—Make it sell you! Instructions, samples: \$2. Executive, Box 234BR, Belleville, N. J. 07109.

Pike & Fisher Radio & Television Service, First and Second Series, complete. Contact Mr. Lessenco, 1343 H Street N.W., Washington, D. C. 202-638-6900.

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.

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, 2803 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, 2803 Inwood Road, Dallas, Texas.

INSTRUCTIONS (Cont'd)

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.

Announcing, programing, commercial production, veteran approved. Individual instruction—Broadcasting Institute. Box 6071, New Orleans.

RADIO

Help Wanted

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.

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

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.

TIME SALESMAN

With management ambition for leading Phila. FM. You'll be paid what you're worth . . . or more. Call or write:

Abe Voron
215-CH 8-4900
WQAL, Phila. 18

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

Announcers

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.

NEED TESTED TWO-MAN MORNING DRIVE-TIME TEAM

for over one-million metro market. Must be bright, able work with humor, topical items, and informative on community affairs. Six day week, show preparation full responsibility. Tape & resume.

Box F-71, Broadcasting.

Production—Programing, Others

We're looking for a talented, low pressure commercial

ANNOUNCER

who has the drive and ambition to also handle the key job of

RADIO PROD. MGR.

For a Swinging Chicago Ad Agency. Job pays \$8,000 to start plus hosp. & life ins., with opportunity to grow with us in stature and income. Send tape and resume to:

Box F-6, BROADCASTING

TOP "40" OPENINGS

Jocks and newsmen needed now for large market top forty station. Up to \$300.00 per week!

Call Byron Holton
312-337-7940

NEED HELP?
LOOKING FOR A JOB?
SOMETHING TO BUY
OR SELL?

For Best Results
You Can't Top A
Classified AD
in

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

RADIO

Situations Wanted

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 newsmen 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!!!

TELEVISION

Help Wanted—Technical

VIDEO SERVICE ENGINEER AMPEX

Major manufacturer of Tape recorders & video recorders has position available for video service engineer experienced in repair & maintenance on the VR 1000 A, B series. Repair, modify and check out video recorders at the Ampex service depot, Hackensack, N. J. This position will lead to field engineering.

Excellent starting salary, hospitalization, profit sharing, annual salary review & other benefits. Apply in person or call:

AMPEX CORP.

75 Commerce Way, Hackensack, N. J.
201-489-7404

An Equal Opportunity Employer

WANTED:

First class engineer for operation and/or maintenance of remote TV unit in major eastern market. Many company benefits. Grow with a growing company.

Box F-70, Broadcasting.

ENGINEERING OPPORTUNITY

New broadcasting company needs Chief Engineers, and both studio and transmitter engineers. Color experience preferred.

Call 312-337-7939

TV PRODUCTION MANAGER

To assume full charge of production for large station located in Southeastern U. S. by firm which also owns other stations. This station produces more than usual number of live shows than stations in similar markets. We are seeking creative individual with 5 to 8 years experience, preferably with a production oriented color station. We offer challenge, good fringe benefits, salary. Our employees know of this ad. Please send resume of experience and salary requirements to:

Box F-25, BROADCASTING

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.

OPERATIONS MANAGER

wanted immediately by established southeastern VHF. Must be mature, experienced all phases production, program development, F.C.C. requirements, personnel.

Send rush resume with references to:

Box F-66, Broadcasting.

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

TOP TV PERSONNEL NEEDED NOW!

We are staffing many new UHF stations and need qualified personnel now! All positions open including management. Send resumes today!

NO FEE ————— IT'S FREE



**RADIO-TV
EMPLOYMENT
AGENCY**

645 North Michigan Ave., Chicago, Ill.
Phone area code 312 337-7075

RON CURTIS—President

EMPLOYMENT SERVICE

continued

THE AMPS AGENCY

BY BROADCASTERS • FOR BROADCASTERS

We fill all job classifications for men and women in broadcasting and allied occupations—management, sales programing, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with us by stations, packagers, Ad agencies, clients, commercial producers and others. Send us your resume or, if close by, come in or phone us.

★ THE AMPS AGENCY ★

All Media Placement Service

3974 Wilshire Blvd. Los Angeles, Calif.
Telephone DU 8-3116

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

Broadcasters: Make \$7,000 to \$12,000 annually in your spare time!

Qualify and enroll students for Columbia School of Broadcasting's famous audio-visual home study announcer training program. You interview qualified leads only. Recorded lessons with tape exchange development by network calibre instructors. Tomorrow's announcers are out in your audience today waiting for this training. If you are a broadcaster, write for details:



Mr. Wm. B. Zorich, Vice President
Columbia School of Broadcasting
4444 Geary Boulevard
San Francisco 94118

Accredited by California Department of Education. Not affiliated with CBS, Inc.



FOR SALE—Stations

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.

WANT TO CONSIDER RADIO IN YOUR DIVERSIFICATION PLANS?

Due to an uncontrollable desire to retire and do some of the things I have never found time to do as a radio executive, Two, old, well established radio properties are now available. Property includes apartment house, valuable main highway frontage, new studio, and two sizable acreage, valuable, transmitter sites. Stations may be purchased separately. Part cash and stock with a reliable reputable firm that has a steady record of earnings and dividends, could enhance my retirement plans and help your firm diversify. Both these properties are sound and profitable; Located in well established eastern markets. An injection of youthful energy could easily double their gross profits—a truly rare opportunity. If interested, write on firm letterhead and specify time when I may phone you for exploratory discussion.

Box F-2, BROADCASTING

(Continued from page 94)

July 15; WLWZ Bayamon, P. R., to Nov. 30; WFFG Marathon, Fla., to Sept. 4.

Granted renewal of licenses for following main stations and co-pending auxiliaries: WAAT Trenton, N. J.; WAFS Amsterdam, N. Y.; WALY Herkimer, N. Y.; WAUB Auburn, N. Y.; WBIC Islip, N. Y.; WBRV Boonville, N. Y.; WBZA Glens Falls, N. Y.; WCBQ Corning, N. Y.; WCSS Amsterdam, N. Y.; WDOE Dunkirk, N. Y.; WELM Elmira, N. Y.; WENT Gloversville, N. Y.; WERA Plainfield, N. J.; WGGG Salamanca, N. Y.; WGY Schenectady, N. Y.; WHTG-AM-FM Eatontown, N. J.; WIGS Gouverneur, N. Y.; WJLL Niagara Falls, N. Y.; WKAL Rome, N. Y.; WKER Pompton Lakes, N. J.; WKSJ Schenectady, N. Y.; WLIB New York; WMBO-AM-FM Auburn, N. Y.; WMSA Massena, N. Y.; WJNH Hammon, N. J.; WOLF Syracuse, N. Y.; WPDJ Potsdam, N. Y.; WROC-AM-FM Rochester, N. Y.; WSNY Schenectady, N. Y.; WUSJ Lockport, N. Y.; WVOG-AM-FM Liberty, N. Y.; WWSN Watertown, N. Y.; WDCX (FM) Buffalo, N. Y.; WFGP-AM Atlantic City, N. J.; WHCU-AM Ithaca, N. Y.; WPAT-AM Paterson, N. J.; WPRB (FM) Princeton, N. J.; WRNJ (FM) Atlantic City, N. J.; WAER (FM) Syracuse, N. Y.; WBFO (FM) Buffalo, N. Y.; WECW (FM) Elmira, N. Y.; WGSU (FM) Genesee, N. Y.; WICB (FM) Ithaca, N. Y.; WRRH (FM) Franklin Lakes, N. J.; WBRW Brewster, N. Y.; WCGR Canandaigua, N. Y.; WEEW Rensselaer, N. Y.; WENY-AM-FM Elmira, N. Y.; WFBL Syracuse, N. Y.; WGBB Freeport, N. Y.; WHDL-AM-FM Olean, N. Y.; WICY Malone, N. Y.; WKAJ Saratoga Springs, N. Y.; WNBC New York; WPAW East Syracuse, N. Y.; WRNY Rome, N. Y.; WWHG-AM-FM Hornell, N. Y.; WYBG Massena, N. Y.; WALK-FM Patchogue, N. Y.; WBIV (FM) Wethersfield Township, N. Y.; WDDS-FM Syracuse, N. Y.; WEVD-FM New York; WHOM-FM New York; WKOP-FM Binghamton, N. Y.; WMIV (FM) South Bristol Township, N. Y.; WOIV (FM) DeRuyter Township, N. Y.; WOSC-FM Fulton, N. Y.; WSUR-FM Syracuse, N. Y.; WTTM-FM Trenton, N. J.; WVBR-FM Ithaca, N. Y.; WVOR (FM) Rochester, N. Y.; WFUV (FM) New York; WSHS (FM) Floral Park, N. Y.; WVCB-FM Loudonville, N. Y.; WBEW-TV Buffalo, N. Y.; WHEC-TV Rochester, N. Y.; WINR-TV Binghamton, N. Y.; WKTU-TV Utica, N. Y.; WBNF-TV Binghamton, N. Y.; WNEW-TV New York; WOR-TV New York;

WRGB (TV) Schenectady, N. Y.; WSYE-TV Elmira, N. Y.; WTEN (TV) Vail Mills, N. Y.; *WMHT (TV) Schenectady, N. Y.; WADO New York; WALL Middletown, N. Y.; WATN Watertown, N. Y.; WBNR Beacon, N. Y.; WBZU Fredonia, N. Y.; WCAM Camden, N. J.; WCBF-AM-FM New York; WDLA Walton, N. Y.; WDLV Vineland, N. J.; WELV Ellenville, N. Y.; WEOK Poughkeepsie, N. Y.; WFAF-AM-FM White Plains, N. Y.; WGHQ Kingston, N. Y.; WHLD-AM-FM Niagara Falls, N. Y.; WHUC Hudson, N. Y.; WIRD Lake Placid, N. Y.; WJLK-AM-FM Asbury Park, N. J.; WKBW Buffalo, N. Y.; WKNY Kingston, N. Y.; WLFH Little Falls, N. Y.; WLNA-AM-FM Peekskill, N. Y.; WMMJ Lancaster, N. Y.; WBNF-AM-FM Binghamton, N. Y.; WNNJ-AM-FM Newton, N. J.; WOTT Watertown, N. Y.; WQXR-AM-FM New York; WRUN-AM-FM Utica, N. Y.; WTHE Mineola, N. Y.; WVIP-AM-FM Mount Kisco, N. Y.; WWBZ Vineland, N. J.; WADV (FM) Buffalo, N. Y.; WFLY (FM) Troy, N. Y.; WGMF (FM) Schenectady, N. Y.; WGMG (FM) Atlantic City, N. J.; WPIX-FM New York; WRLB (FM) Long Branch, N. J.; WVRV (FM) New York; *WAMC (FM) Albany, N. Y.; *WCSQ (FM) Central Square, N. Y.; *WFMU (FM) East Orange, N. J.; *WHCL-FM Clinton, N. Y.; *WNTI (FM) Hackettstown, N. J.; WTSC-FM Potsdam, N. Y.; WBVM Utica, N. Y.; WCHN-AM-FM Norwich, N. Y.; WENE Endicott, N. Y.; WHEC Rochester, N. Y.; WFLR Dundee, N. Y.; WHLI-AM-FM Hempstead, N. Y.; WJTN-AM-FM Jamestown, N. Y.; WMCR Oneida, N. Y.; WOR-AM-FM New York; WRIV Riverhead, N. Y.; WSNJ-AM-FM Bridgeton, N. J.; WWSG Glens Falls, N. Y.; WABC-FM New York, N. Y.; WBAB-FM Babylon, N. Y.; WBUF (FM) Buffalo, N. Y.; WEIV (FM) Ithaca, N. Y.; WFME (FM) Newark, N. J.; WJIV (FM) Cherry Valley Township, N. Y.; WLVP (FM) Franklin, N. J.; WNBC-FM New York; WONO (FM) Syracuse, N. Y.; WRNW (FM) Mount Kisco, N. Y.; WTFM (FM) Lake Success, N. Y.; WUFG (FM) Utica, N. Y.; WVNJ-FM Newark, N. J.; *WBGO (FM) Newark, N. J.; *WGLS-FM Glassboro, N. J.; *WSOU (FM) South Orange, N. J.; WAST (TV) Albany, N. Y.; WCBF-TV New York; WHEN-TV Syracuse, N. Y.; WKBW-TV Buffalo, N. Y.; WNBC-TV New York; *WNED-TV Newark, N. J.; WNYC-TV New York; WPIX (TV) New York; WROC-TV Rochester, N. Y.; WSUR-TV Syracuse, N. Y.; WWSN-TV Carthage, N. Y.; and *WNED-TV Buffalo, N. Y.

Actions of May 26

WGBB Freeport, N. Y.—Waived sec. 73.30 (a) of rules and granted mod. of license to extent of permitting relocation of main studio beyond corporate limits of Freeport, N. Y., at 2 Brooklyn Ave., Merrick, N. Y.; Freeport station identification to be continued.

WAGA-TV Atlanta—Granted mod. of license to change studio location.

WRLH (TV) Lebanon, N. H.—Approved engineering data submitted pursuant to fifth report and order in Dec. 14229 to specify operation on channel 31 in lieu of channel 49; ERP 1.05 kw vis. and 0.105 kw aural, ant. height 270 ft.

Following stations were granted extensions of completion dates as shown: KDES Palm Springs, Calif., to Nov. 5; KLAK Lakewood, Colo., to Nov. 1; WCNW Fairfield, Ohio, to July 13; WHYP North East, Pa., to Sept.

FOR SALE—Stations

continued

Pa.	small	daytime	\$ 75M	SOLD
East	medium	AM & FM	150M	29%
Calif.	metro	MUZAK	375M	terms
Gulf	medium	daytime	65M	15M
South	TOP 75	daytime	140M	20M

 **CHAPMAN ASSOCIATES**
2045 PEACHTREE, ATLANTA, GA. 30309

La Rue Media Brokers Inc.

is pleased to announce the move to new and distinctive quarters overlooking Central Park, New York

*For your records, the new address is
Suite 14 N, 116 Central Park South
New York, N. Y. 10019*

*Would you please note
the new address and telephone number*

Hugh Don La Rue, President

Telephone: 265-3430

ETV fund grant

Following grant for educational television has been announced by Department of Health, Education and Welfare:

Chapel Hill, N. C.—University of North Carolina, \$236,234 to add color and other equipment to improve and enlarge coverage of WUNC Chapel Hill. Total cost of project \$314,479.

30; WRIZ Coral Gables, Fla., to Oct. 31; WSYR Syracuse, N. Y., to Dec. 8; WWRU New York, to Aug. 1.

Granted renewal of license for following main stations and co-pending auxiliaries: KACA (FM) Prosser, Wash.; WPRO Providence, R. I.; KSEM Moses Lake, Wash.; WTTT Amherst, Mass.

Actions of May 25

Semo Broadcasting Corp., Sikeston Community Broadcasting Co., Sikeston, Mo.—Designated for consolidated hearing applications for new FM's to operate on channel 249, 3 kw—Semo with ant. height of 195 ft., and Sikeston with 177 ft. ant.

KRUS-FM Ruston, La.—Granted SCA on subcarrier frequency of 67 kc.

KACA (FM) Prosser, Wash.—Approved data submitted in accordance with report and order in Doc. 15937 to specify operation on channel 269.

KCLE-FM Cleburne, Tex.—Granted CP to install new trans., make changes in ant. system, install ant., and increase ant. height to 670 ft.; remote control permitted.

KWHP (FM) Edmond, Okla.—Granted CP to change ant.-trans. and studio location and increase ant. height to 220 ft.

KACA (FM) Prosser, Wash.—Granted CP to install new type trans. and increase ERP to 3 kw.

Following stations were granted extensions of completion dates as shown: WFIL-FM Philadelphia, to Dec. 12; WSID-FM Baltimore, to Dec. 8; WJZZ (FM) Bridgeport, Conn., to Sept. 22; KVEG-FM Las Vegas, to Sept. 1; WKBC-FM North Wilkesboro, N. C., to Aug. 1; KPET-FM Lamesa, Tex., to Dec. 1; KRML-FM Carmel, Calif., to Dec. 30.

Action of May 24

WILS-FM Lansing, Mich.—Granted extension of completion date to Dec. 23.

Notice of forfeiture

■ Commission notified Paul Lasobik, licensee of WPAS Zephyrhills, Fla., that he has incurred apparent liability of \$2,000 for 11 violations of commission's rules including not having properly licensed operator in control of transmitter, improper log entries and technical violations. Licensee has 30 days to contest or pay forfeiture. Action May 25.

Rulemakings

AMENDED

■ By report and order, commission amended its broadcast rules to increase minimum power for Class TV (local) commercial AM's from 100 to 250 w, day and night. This is pursuant to proposed rulemaking of Dec. 17, 1985. Only nine such stations now operate with 100 w, and they can apply for power increases if they conform to rules. Five applicants for 100 w, including two in hearing, will be exempted from provision of new rule. Acting Chairman Hyde dissented; Commissioners Cox and Wadsworth concurred in result but voted to apply amended rules to pending applications. Action May 25.

■ By report and order, commission amended its broadcast rules to require FM's engaged in multiplex stereophonic programming or SCA operation to install type-approved frequency and modulation monitors capable of monitoring such subcarrier operation. Effective date is June 1, 1987 except that certain installed equipment which meets in part requirements may continue to be used until Jan. 1, 1972. Proposal was made in rulemaking instituted April 2, 1964. Action May 25.

PROPOSED

■ Commission invited comments to proposed rulemaking looking toward (1) re-

moving educational reservation from channel 10 in Silver City, N. M., and (2) discontinuing availability of channel 6 for maximum facilities in that city but leaving channel in table of assignments with footnote indicating that it is available for 100-watt translator use only. No interest has been shown in Silver City educational channel reservation but there is likelihood that it, too, can be used for 100-watt translator operation. Recent rule changes permit such translators on otherwise unused VHF channels. Commissioner Lee dissented. Action May 25.

■ Commission invited comments on proposed rulemaking, based on various petitions, to amend FM table of channel assignments as follows: Assign 285A to Leitchfield, Ky.; add 287 to Rolla, Mo., and substitute 252A for 288A at Columbia, Mo.; add 300 to Bakersfield, Calif.; assign either 249A or 276A to Sandusky, Mich.; Add 245 to Enterprise, Ala., and delete that channel from Troy, Ala.; substitute 225 for 288A at Ladysmith, Wis., and 295 for 226 at Ironwood, Mich.; add 231 to Sturgeon Bay, Wis.; Substitute 298 for 232A at Morris, Minn.; Assign 281 to Jerseyville, Ill.; delete 275 from Augusta, Ga., and add 272A and 276A there.

■ Also, on commission's own motion, delete 293 from Andalusia, Ala.; substitute 292A for 296A at Brewton, Ala.; 288A for 261A at Wickenburg, Ariz.; and 257A for 256 at Potsdam, N. Y., and delete 280A from New Albany, Ohio. Action May 25.

PETITIONS FOR RULEMAKING FILED

Community Broadcasting Corp., Brazil, Ind.—Requests that notice of proposed rule-

making be issued looking toward allocation of channel 249A to Brazil. Received May 23.

Grant E. Spong, Antioch Ill.—Requests amendment of the table of assignments by adding channel 68 at Waukegan, Ill. Received May 20.

Olmsted County Broadcasting Company, North Central Video, Inc., Rochester, Minn.—Requests institution of rulemaking proceedings looking toward following changes in FM table of assignments: Rochester, Minn., present 244A, 248, 295; proposed 244A, 248, 269A, 295. Received May 19.

Olean Broadcasting Corp., Glens Falls, N. Y.—Requests amendment of rules so as to make dual grant of channels 240 and 296 to Glens Falls. Received May 18.

E. O. Roden, W. I. Dove, James E. Reese, and Zane D. Roden, d/b as E. O. and Associates, Gulfport, Miss.—Petition commission to initiate proposed rulemaking looking toward amendment of sec. 73.202 of rules, FM table of assignments, as follows: Gulfport, Miss., present 272A, proposed 270C; New Orleans, present 270C. Received May 17.

CATV requests for waiver

Egyptian Cablevision Inc. and Southern Video Corp., Marion, Murphysboro, Johnston City, West Frankfort, Caterville, and Carbondale, all Illinois, request waiver to carry KMOX-TV, KSD-TV, KPLR-TV and KTVI-TV, all St. Louis, WEHT-TV, WFIE-TV and WTVW-TV, all Evansville, Ind.

Universal Cablevision Inc., Winterhaven, Fla., requests waiver to carry WSUN-TV and WLCY-TV both Tampa-St. Petersburg,

WINK-TV Fort Meyers, and WPTV-TV Palm Beach, all Florida.

Clinton TV Cable Co., Clinton, Iowa, requests waiver to carry WGN-TV, WCUI-TV, WFLD-TV and *WTTW-TV all Chicago; KPLR-TV St. Louis, and WTTV-TV Indianapolis.

First Illinois Cable TV Inc., Springfield, Jerome, Leland Grove, Southern View and Grandview, all Illinois, requests waiver to carry WGN-TV, WCUI-TV, WFLD-TV, *WTTW-TV and *WXXW-TV, all Chicago, and KPLR-TV St. Louis.

Ultra-View Inc., Jasper, Ala., request waiver to carry WMSL-TV Decatur, WHNT-TV and WAAY-TV, both Huntsville, and WCFT-TV Tuscaloosa, all Alabama.

David P. Mooney db/as Resort Television Cable Co., requests waiver to carry KTVE-TV El Dorado, Ark.-Monroe, La.; KTAL-TV Shreveport, La.-Texarkana, Tex.; KFSA-TV Fort Smith, and channel 16 Little Rock (CP granted March 28), both Arkansas.

New call letters requested

WJRL Rockford, Ill.—William R. Walker et al. Requests WYFE.

Charlotte, N. C.—Charlotte Telecasters Inc. Request WCUTV-TV.

Lexington, Tenn.—Tennessee State Board of Education. Requests WLJT-TV.

Norfolk, Va.—Delta Television Corp. Requests WNTU-TV.

Louisville, Ky.—Consolidated Broadcasting Co. Requests WDRB-TV.

Frankfort, Ky.—Capital Broadcasting Corp. Requests WKYW(FM).

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through May 31. 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.

Momence, Ill.—Momence TV Cable Co. (Kenneth C. Baker, representative) has applied for a 20-year franchise. Mr. Baker, a partner in the operation of WKAK(FM) Kankakee and in a Kankakee area cable TV corporation, said that his company would pay to the city 2% of the first \$75,000 of its annual gross receipts from service income and 3% of all such receipts above \$75,000. If approved the system would be capable of delivering 12 channels, would maintain a minimum of nine channels including one educational TV channel. The company would also agree to provide the city free with three single outlet installations for use in city departments, such as police and fire. Proposed are a monthly service charge not to exceed \$6 and an installation fee not to exceed \$40.

Jonesboro, Ind.—Raymond Brown, represented by Morris Hall, and Marion Cable Television Inc. (John R. Browne, representative) have applied for franchises.

South Bend, Ind.—General Telephone and Electronics Communications Inc. has applied for a franchise. Valley Cablevision Corp., South Bend-Elkhart, Ind., and St. Joseph Valley Teleception Inc., affiliated with Community Teleception Inc., Indianapolis, are previous applicants for the franchise.

Cedar Falls, Iowa—J. A. Naviaux, 1804 W. 4th St. and Paul Hall, 218 Crestview Dr., have applied for franchises.

Holyoke, Mass.—L. P. Cable Corp. of Springfield, a subsidiary of Springfield TV Broadcasting Corp. (group broadcaster) has applied for a franchise. Other applications pending are from Audio-Visual Communications Inc. of East Longmeadow, Pioneer Valley Cablevision Inc. and Puritan TV Cable Inc.

■ Fulton, N. Y.—Newchannels Corp. of Syracuse (Newhouse Broadcasting Co.) has been granted a franchise. Other applicants were Oscovision and Unicable, both Oswego.

Pulaski, N. Y.—Unicable Inc. (Leo Lagoe, representative) has applied for a franchise. If approved the proposed system would provide 11 channels to subscribers. Unicable would pay 4% of its annual gross receipts to the village.

Bucyrus, Ohio—Continental Cablevision of Ohio Inc., Tiffin and Fostoria, both Ohio, has submitted an application for a franchise

which calls for a \$4.65 monthly service charge and a \$9.50 installation fee after beginning of service. Previous applicants: Director Channels Inc., Akron, Ohio, which has amended its previous offer, now would provide free installation and a service charge of \$4.50 per month or \$4.25 after 1,000 customers sign up; Crawford County Cablevision Inc. which previously offered a \$4.80 monthly service charge and a \$9.90 installation fee but now says that it will reduce its rates in order to stay competitive; Viking Industries Inc., Hoboken, N. J., which has indicated that it would offer free installation with a monthly service charge of \$4.95.

Columbus, Ohio—Multi-Channel TV has applied for a franchise. First reading on an ordinance to grant a franchise to the company has been heard by the city council and referred to committee for further study. Multi-Channel TV also holds a franchise in Whitehall, Ohio.

■ Akron, Pa.—Denver and Ephrata Cable TV Inc., Ephrata, Pa., has been granted a franchise.

East Rochester, Pa.—The borough council has approved in principle an ordinance which grants a franchise to Rego Industries Inc., Hoboken, N. J. (now Viking Industries Inc.). This month the council will meet to discuss the final provisions of the franchise.

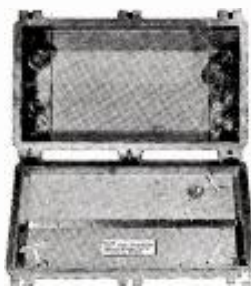
Millcreek, Pa.—Erico Cable TV (L. Bert Chandler, representative) has applied for a franchise. If approved the company would pay 3% of its annual gross receipts to the city. Maximum rates to be charged would be \$15 for installation and \$5 per month for service.

Pottsville, Pa.—Pottsville city council has extended the contract of Television Communications Corp. to 10 years (or until Dec. 31, 1975). The new contract establishes that no more than \$19.50 can be charged for installation and no more than \$4.50 for the monthly service rate.

South Greensburg, Pa.—South Greensburg council has tentatively agreed to award a franchise to WHJB Greensburg, pending adoption of an ordinance and a fee schedule. The company has proposed a monthly rate of \$4.95. 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.

West Middlesex, Pa.—Shenango Cable TV Inc. and Tex-Video Inc. have applied for franchises. The West Middlesex borough council has presently tabled action on awarding a franchise.

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MOST newspapers are rags. Yes, but what about the *New York Times*? Most columnists are parasites. Yes, but what about Walter Lippman? Most Broadway composers write music that sounds alike. Yes, but what about Richard Rodgers? Most contemporary playwrights spout more pornography than philosophy. Yes, but what about Brecht? Most modern movie-makers should be nickelodeon operators. Yes, but what about David Lean? Most current television drama is lacking in style and taste. Yes, but what about Norman Felton?

There's always one in the crowd, a standout, the quality piece, different because it's better. But it doesn't always follow that the standout will stick out. An olive among radishes is largely obscured in a flash of color. Its worth has to be sought out.

Norman Felton is not a flashy talent. Critics don't do cartwheels over his work. He's a quiet, thoughtful man, a respite of dignity in the go-go Hollywood jungle. And though the hooplas and hollerers make the headlines and usually only an embarrassed who's he follows mention of his name, still Norman Felton, since the beginning, has been deeply involved with much of television's finest hours.

When Chicago television had its day in the sun, he produced and sometimes directed the market's sunniest products: *Garroway at Large*, *Crisis*, *Vic and Sade* and *Stud's Place*. During the era of live dramatic television, the days that the disenchanted of today recall as golden and the cynical believe was gold-plated, he directed a total of 135 dramas for *Robert Montgomery Presents*, *Studio One*, *U. S. Steel Hour*, *Alcoa Hour*, *Hallmark Hall of Fame* and *Goodyear Playhouse*. Later, in a position comparable to Miller Huggins as manager of the Babe Ruth Yankees, he was executive producer of *Playhouse 90*. Just don't let anybody play "can you top this?" with Norman Felton.

Actor Vs. Idiot Cards ■ There's a story that tells something important about the man. He once was the producer of a filmed show that had a veteran actor in its cast. The actor had difficulty remembering his lines but he wouldn't read them from cards. He felt somehow that it would be cheating and could not reconcile doing it with his many years as a professional.

"Do something," the director of the show appealed to Mr. Felton. "He's holding up production." But Mr. Felton did nothing.

"No matter what, I wasn't going to make that fine actor read from those idiot cards," Norman Felton now explains. "He deserved better."

And the people who work with Mr. Felton usually get and in turn produce

He puts just a little more into his shows

better. Raymond Massey in *Dr. Kildare* and Leo G. Carroll in *The Man from U.N.C.L.E.* are a couple of good examples. Seasoned, quality performers,

they imbue their shows with what the horse breeders refer to as class.

They're not exceptions. For Mr. Felton surrounds himself with people of like tastes. His productions reflect himself. They brim with many somethings of value.

His entire aim is at the viewer. He doesn't necessarily make shows to please himself or to win a tip of the hat from the super-sophisticate who probably disdains from wearing one. He bakes bread as well as cake, but both are going to be equally well done.

Just a Little More ■ And then there's something else Norman Felton tries to do. He takes a show and puts just a little more into it—not a lot, just a little.

"I want to stretch the cultural level as much as and a little more than viewers are ready for," he says.

Does *Dr. Kildare*, with its soap-opera connotation stretch the cultural level? Does *The Man from U.N.C.L.E.*, with its casual attitude about violence, stretch the cultural level? The measurement, remember, is not in yards, but inches and only the impossibly argumentative or hopelessly jaundiced would question *Kildare's* credentials as a fine dramatic anthology and ignore *U.N.C.L.E.'s* satirical jabs at a computerized world that threatens individuality.

Norman Felton recognizes the challenge. He's made it big in television and could retire completely. He's been repeatedly asked to do feature films. Yet he sticks to television. Why? A feature may reach a relatively few people in an art house. In television, Norman Felton communicates with millions of people and can move them. It's exciting. It's a challenge. It has Mr. Felton's unequivocal commitment.

On the Team ■ The London-born, U. S.-bred producer recently agreed to join the all-star creative team that NBC-TV is assembling. For the next four years his entire output in television will be exclusively NBC's under a contract that gives Mr. Felton free-wheeling development guarantees.

With new-found independence to bolster him, Mr. Felton has three projects for feature films in the works, two books under option, one play for Broadway coming up and another possible one in the making, besides planning several, still untitled, television series in the dramatic vein. His flirtation with other media does not portend a divorce from television. He explains they merely complement his television emphasis.

Norman Felton is not like Mr. Waverly, *U.N.C.L.E.'s* leader. Sensitive yet sensible, he's in sure control and his direction seems likely to win out in the end.

WEEK'S PROFILE



Norman Felton—president, Arena Productions Inc., executive producer of 'The Man From U.N.C.L.E.' and 'Jericho'; b. April 29, 1913, London, England; immigrated to the U.S., 1929; won playwrighting fellowship to the U. of Iowa, 1935; BFA, 1940; MA, 1941; directed community theaters in St. Paul, Minn., and Saginaw, Mich., 1941-44; during this time developed new style of staging and called it Arena Theater; radio producer-director for NBC network, Chicago, credited for working on such shows as 'First Nighter,' 'Grand Hotel' 'The Guiding Light,' 1944-48; transferred by NBC to New York for TV familiarization course, 1948; moved back to Chicago for NBC-TV where he produced or directed 'Garroway At Large,' and other shows, 1948-50; returned to New York to direct and write scripts for dramatic programs, 1950-57; made producer of 'Studio One' by CBS-TV, 1957; promoted to executive producer for 'Playhouse 90' 1958-59; appointed West Coast director of programs for CBS-TV, 1960; was director of TV programs for MGM-TV, 1960-66; founded Arena Productions, 1960-66; signed to an exclusive agreement with NBC-TV, 1966; m. Aline Stotts, of Hollis, Okla., 1940; children: Julie Anne, 18; John Christopher, 12; Aline Elizabeth (Betsy), 9; member of the founding committee of the National Academy of Television Arts and Sciences, Vice President of the Screen Producers' Guild; awards: Look Magazine Award, 1952; Golden Globe Award, 1965; National Playwriting Award for his play 'Angel Face.'

The writing in the sky

POLITICAL pressures are building up for the allocation of more spectrum space to nonbroadcast users. As reported in BROADCASTING last week, a House Small Business subcommittee, responding to the pleas of land-mobile radio services, agreed to intercede with the FCC. That will by no means be the last such representation.

A few weeks earlier Lieutenant General James D. O'Connell, telecommunications adviser to the President, called attention to the crowded condition of the spectrum under present circumstances and to the additional congestion that is threatened by the development of new communications techniques (BROADCASTING, May 9).

Under government contract, an extensive survey of spectrum usage, now and future, is being conducted by Jansky & Bailey, Washington engineers. The Communications Satellite Corp. will present by Aug. 1 a plan for the distribution of network broadcasts by satellite. The National Aeronautics and Space Administration is studying the feasibility of broadcasting FM direct from satellite to home. Private research expects satellite-to-home transmission on TV.

Nor is that all. In the space age there is growing demand for franchises in space communication. Computers talking with other computers across continents and beyond will need intricate networks of connecting links.

All these activities must soon converge into a massive—and probably bitter—contest for redistribution of spectrum allocations. No existing service can hope to retain the frequencies it now occupies unless it can prove itself more vital to the public good than other services that seek expansion. Among the broadcast services, television—which spreads across much wider portions of the spectrum than AM or FM occupies—will need to be ready with the strongest argument for survival.

On grounds of efficiency alone, contesting services can make a case for the replacement of the present television allocation of 82 channels providing for some 1,756 stations by an allocation a fraction of that size to accommodate, say, a dozen national channels for direct satellite-to-home TV transmission. The only argument that television stations can use against that case will be that they perform distinctly local services that are at least as valuable as those a national network can perform. That will also be their best argument to resist more immediate attempts to chip away smaller pieces of the TV allocations for land-mobile users.

A good many television stations are already laying in supplies for their survival kit by reasonably energetic projects in local programming. But a good many others are riding the network line and reeling out the movies and syndicated film and letting things just about go at that. The service they provide to their communities is exactly what one station in the sky could provide to the whole country.

Penalty of success

THE broadcasters' greatest problem is not government, newspaper critics, CATV, reformers or any of the hobgoblins that gang up in the unrelenting bombardment of television and radio.

The biggest problem is of the broadcasters' own making—their success. The equation is simple: The majority of the populace likes broadcasting and by patronizing its sponsors has brought prosperity to the broadcast media. Ergo, the intellectual minorities, the politicians (including, of course, those in government) and the socialistically inclined want to intimidate, subdue or even nationalize broadcasting.

They believe, not necessarily for the same reasons, that they could do a better job than the professionals.

Everybody has become an expert. Grammar-school children know the ratings of all the top programs but may no longer memorize the batting averages of today's crop of major-league sluggers. Most of the toys sold these days were inspired by heroes of the airwaves, with Batman now the front-runner. Movie stars are made by television and movies are made primarily for TV. Record manufacturers subsist on radio exposure.

Consider this paradox: Newspapers print news and features but they live by their editorial pages. Their stock in trade is opinion since the public, according to reliable surveys, gets its hard news from the air media. But who criticizes newspapers? Not segments of the public. Rarely the politicians, except on partisan grounds, because most newspapers bear political labels.

We've heard no suggestions out loud that newspapers be nationalized. They are protected by the same First Amendment that is supposed to protect broadcasters, which are part and parcel of today's press.

The difference in some degree lies in the newspapers' long history of defending themselves against government incursions, whereas broadcasting is still a sophomore, entering its second generation. But where newspapers largely are free from attack, they are fighting an uphill battle against economics. Mainly because of labor and production costs, the newspaper population has declined steadily. There is no market in the country where there are more newspapers than television stations and if radio stations are included the comparison becomes ridiculous. What's that about scarcity of channels?

What's the solution? If the complainants were catered to by saturating the air with high-brow programming (assuming enough product exists) the majority would have ample reason to complain. And broadcasters would lose their shirts and their appeal to the electorate, which may be precisely what the bombarding elements—including some newspapers—really want.

A good start toward solution would be for Congress to outlaw this tommyrot involving license renewals, and those 100-page damned-if-you-don't renewal forms, and order broadcasting licenses to be issued permanently but cancelable for proper cause.



Drawn for BROADCASTING by Sid Hix

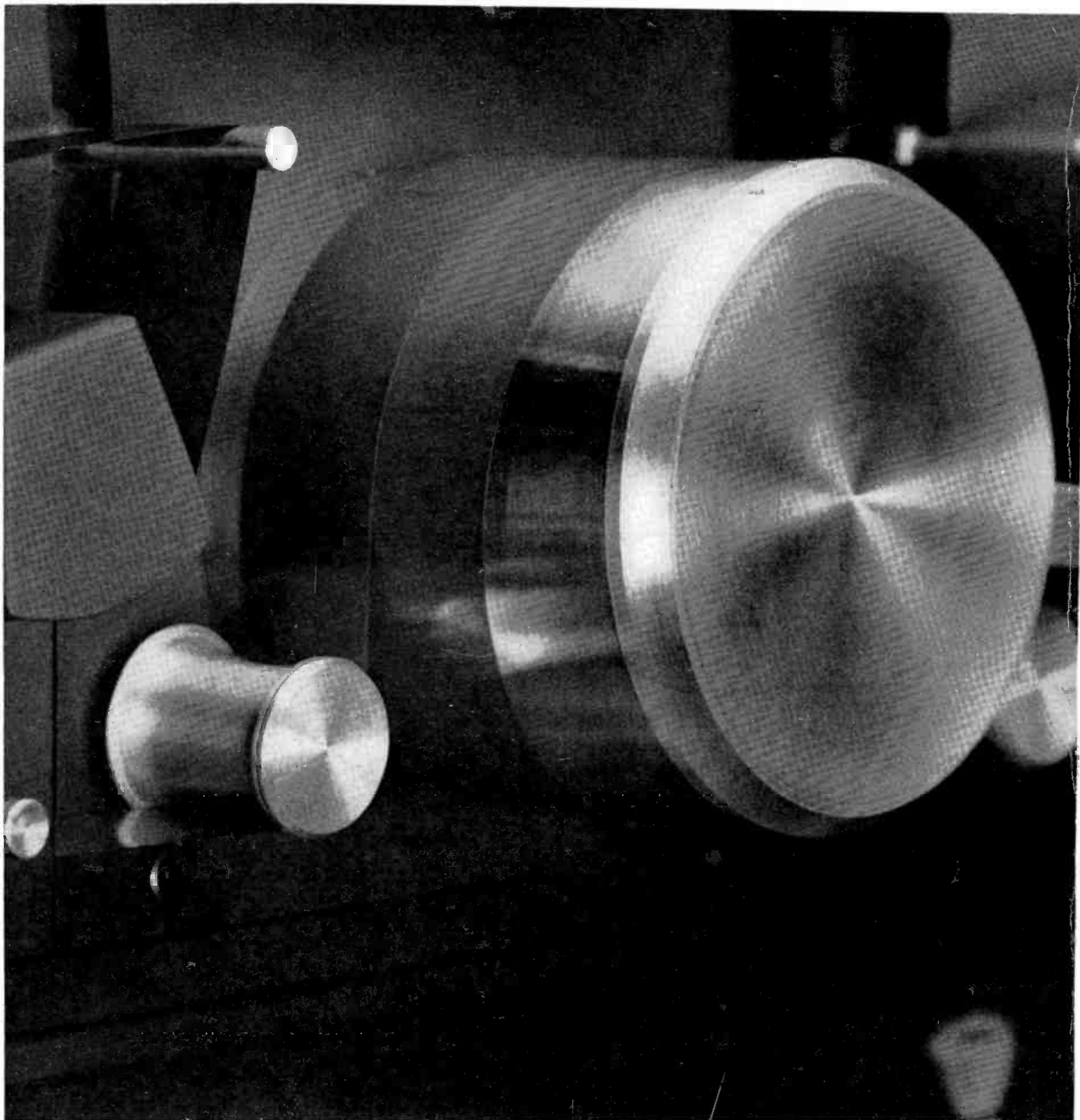
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