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NEWSPAPER

Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

The clients that would rather switch than sit tight. p27
The Sparger-Nielsen ratings case gets stickier. p50
What the TV networks are showing this summer. p56
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Courtesy of R. J. Reynolds Tobacco Co., Inc.

spot radio
sells for you round the clock



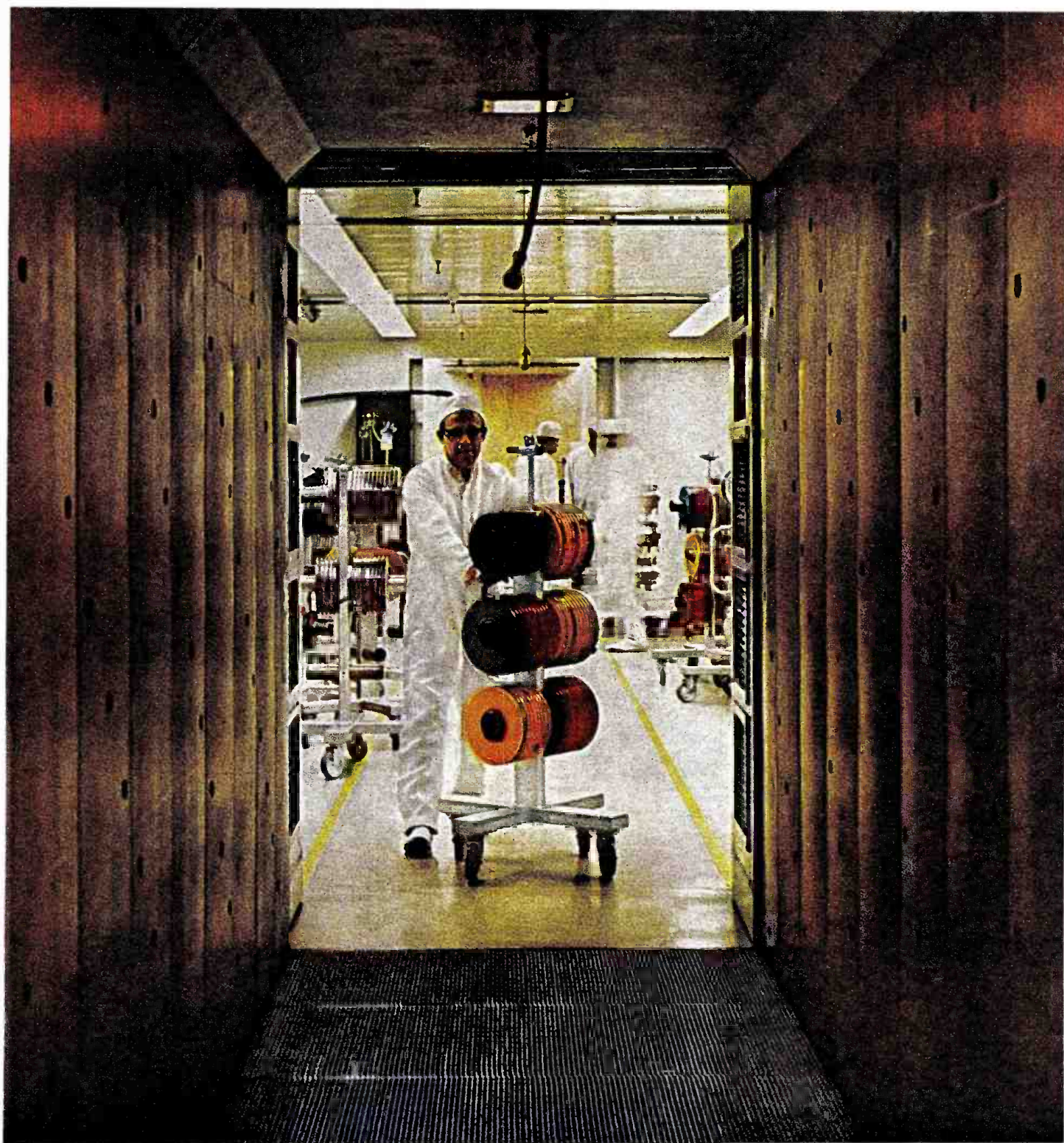
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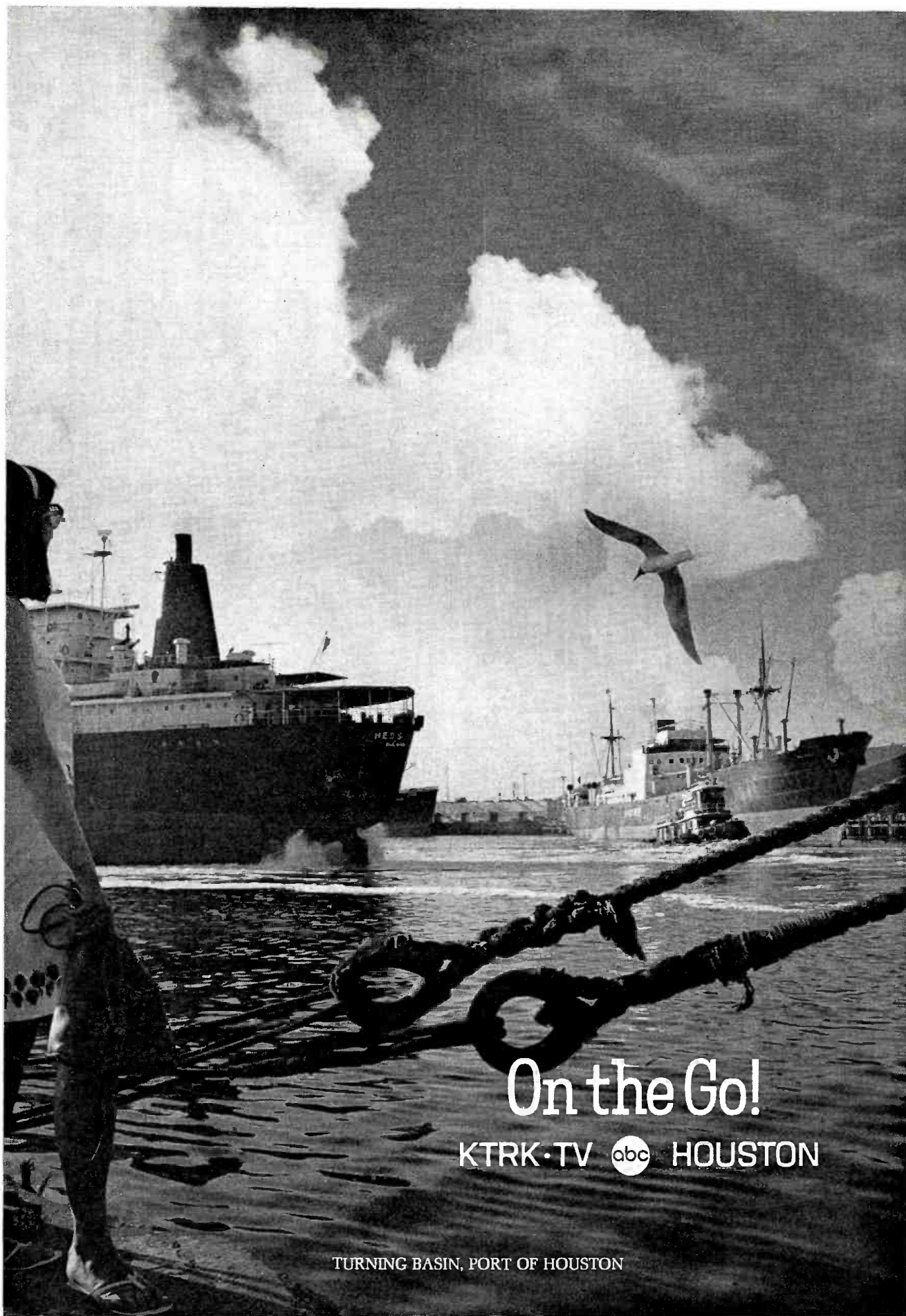
This super-clean facility was built to assure, for *all* your present and future applications, the smoothest, cleanest and longest-lived tape available. With Memorex magnetic tape, because it is manufactured and tested to exceed the most critical requirements, you know that *all* your information has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

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TURNING BASIN, PORT OF HOUSTON

COLOR

18%*

WGAL-TV
CHANNEL 8
LANCASTER, PA.

PENETRATION

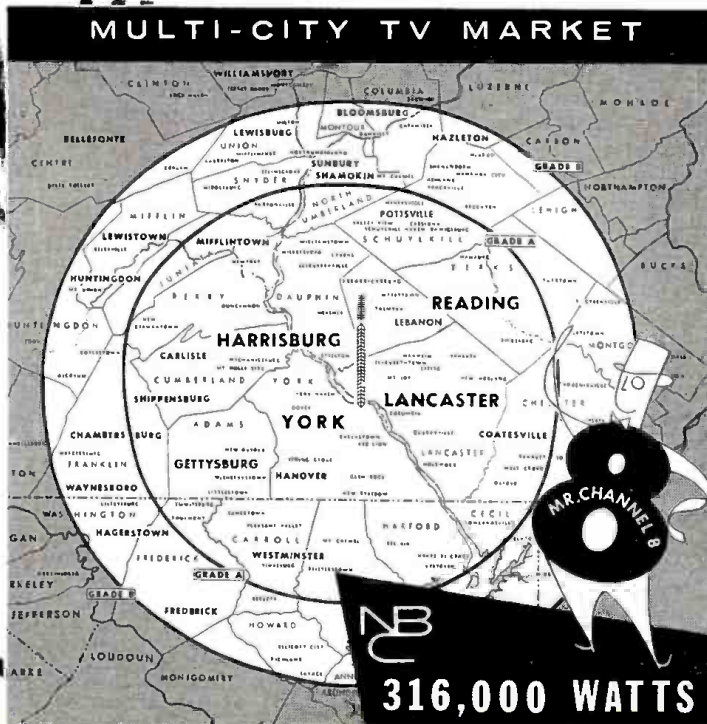
Channel 8 telecasts more color than any other station in Pennsylvania, including Philadelphia and Pittsburgh; colorcasts all local programs; affiliate of NBC, the full color network.

WGAL-TV
Channel 8
Lancaster, Pa.

Representative:

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

*Based on Feb. 1966 Nielsen estimates; subject to inherent limitations of sampling techniques and other qualifications issued by Nielsen, available upon request.



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

Question period?

If some members of FCC staff got their way, there'd be delay in expected approval of ABC-ITT merger. In analysis submitted to commissioners last week, staff raised number of questions that it said ABC and ITT ought to be asked to flesh out statements in transfer applications. Beyond that, staff suggested that company officials be brought in for informal conference to discuss answers. Though staff said questions were significant, one high source at FCC described them as "flyspecks."

Here are some questions raised by staff: What are ITT's concrete plans for improving network, as promised in application? What effort will be made to prevent conflict between merged corporation's broadcast and nonbroadcast activities, and if conflict did occur, would broadcasting lose out to other interests that provide larger income? Does proposed autonomy of ABC under ITT structure square with FCC's concern for licensee responsibility?

Business as usual

Rust Craft Broadcasting Co. will continue as separate division with no change in personnel after proposed merger of parent Rust Craft Greeting Cards Inc. with giant, diversified forest-products firm, Boise Cascade Corp. (see page 75). So says R. V. Hansberger, president of Boise Cascade, who adds that he intends to learn as much about TV and radio as possible between now and Aug. 30 when stockholders of both corporations are scheduled to vote on proposed merger and terms.

Anti-piracy

Britain's pirate-radio-stations scandal has given impetus to drive for legalized commercial radio to operate alongside commercial TV in competition with BBC's non-commercial systems. With Europe's medium band (equivalent to our AM) loaded, proposals under consideration would utilize VHF radio (equivalent to our FM), essentially for local programming and advertising, in hands of private operators (possibly including BBC-Radio as franchise-holder) but with limitations on multiple-ownership to "six or eight," avoidance of local monopolies through newspaper ownership, and limitations on advertising to six minutes per hour, equivalent

CLOSED CIRCUIT

of that allowed on TV.

London's authoritative Economist, in recent commentary, said local radio is as feasible and as sensible as local newspapers, but it needs safeguards. It said that for BBC's light-program service to advertise "and thus save the corporation from bankruptcy, seems eminently sensible and is resisted only by a few BBC diehards."

Changes due

FCC started its new fiscal year (1966-67) July 1 with its new chairman, Rosel H. Hyde, but with generally same slate of executive personnel and same issues. But changes are in offing. Expected shortly is appointment of replacement for James B. Sheridan, controversial head of Broadcast Bureau since March 1963, probably through promotion from within FCC's staff. Mr. Sheridan, with commission since 1941 and darling of crackdowners, may be transferred to economic post, possibly in Common Carrier Division, now weighted with its AT&T inquiry and with aspects of CATV regulation.

Mr. Sheridan's successor could be lawyer or engineer, but guess is it will be former. Reported eliminated from consideration is Max Paglin, ex-general counsel and now executive director. After he left FCC (May 1964) to go into private practice, he represented CATV interests, including National Community Television Association before rejoining commission in February this year. Although lawyers usually contend they can become advocate for any client without bias, heat engendered by CATV controversy reportedly militates against Paglin Broadcast Bureau appointment.

Into release

Look for *The Defenders*, one-hour dramatic series that went off CBS-TV at end of 1964-65 season, to return to TV via syndication this fall. High cost of residuals kept show on shelf during past year, but reports are that leading performers and other talent have agreed to scale down their fee demands, making feasible syndication of 78 episodes through CBS Films. First station reported to have bought series is WPIX(TV) New York for one run of each program, and sales in other markets are pending.

Word spreads

UPI audio news service, which has had healthy growth in past few years in supplying U.S. radio stations with voiced and actuality news reports, is expanding internationally. First overseas clients are stations in Sweden and South Africa, and plans are afoot to sell service in other foreign areas. UPI officials report language is no barrier; foreign-language stations abroad are mainly interested in sounds of events and voices of persons prominent in news which can be faded under native announcer's translation.

Who's in charge?

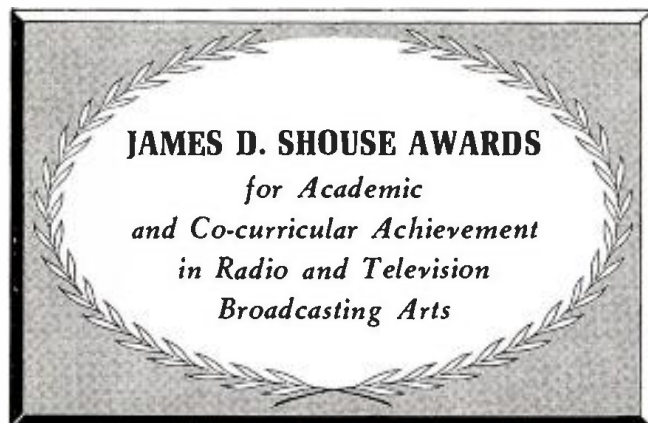
Emergence of space communications and all it entails is manifesting itself in struggle for power at top. In driver's seat, at least geographically, is Lieutenant General James D. O'Connell (Ret.), director of Telecommunications Management, headquartered at White House, but FCC, Department of Defense and quasi-government Comsat are also involved.

General O'Connell's assertion of jurisdiction over policies (as distinguished from spectrum management) is having repercussions. Military always has been jealous of its prerogatives in communications and, for purported security reasons, has never shown its full hand on spectrum use. FCC is entrusted with allocations in non-government sector and with overall regulation. Comsat, although public corporation, feels it has anointed status, having been created by Congress. Problem is one President Johnson himself may have to resolve.

No news

Television station interest in late-night network news feeds, for inclusion in local wrapups, apparently is nowhere near as big as earlier indications had suggested. At request of number of affiliates, CBS-TV worked out four alternative formats for 3½-minute late-evening feeds (at annual costs that would range, depending on format's complexity, from \$325,000 to \$701,000), then polled all CBS-TV affiliates (BROADCASTING, May 9, et seq.). Although results haven't been disclosed, all signs indicate overall interest was lethargic, at best, and may lead to abandonment of project.

AVCO BROADCASTING CORPORATION
Proudly Announces 1966 Winners of



STEVEN A. WOMACK
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JOHN W. KELLER
University of Dayton

KEITH K. KLEIN
Indiana University

GERALD E. RAYBECK
University of Kentucky

LEE W. SHUBERT
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RICHARD G. ELLIS
Ohio State University

GARY L. RHAMY
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EDWARD J. KEENAN, JR.
Xavier University

JOHN LEDINGHAM
Ohio State University

JUDITH KRAINES
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JOHN CHALFANT
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MICHAEL SMITH
Butler University

AVCO Broadcasting Corporation salutes these young people as outstanding examples of today's "Forward Look" . . . tomorrow's Industry leadership!



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RADIO: WLW Cincinnati / WOAI San Antonio / WWDC Washington, D.C. / WWDC-FM Washington, D.C. / Represented by BCG

WEEK IN BRIEF

Grey, Y&R and Compton are big winners in first half of 1966, picking up far more new money than they lost. \$146 million in broadcast billings changed agencies in six-month period. See . . .

RESTLESS YEAR . . . 29

Sparger-Nielsen duel erupts into new developments. Ratings firm bares \$4,000 check paid by Carol Channing's husband to Sparger, who has admitted he attempted to rig rating of Miss Channing's special. See . . .

SPARGER CASE RAGES . . . 50

Old question of overcommercialization has returned to foreground at FCC. Which way Commissioner Johnson goes is expected to be determining factor in full or short-term renewals, as 3-to-3 votes continue. See . . .

TIE VOTES . . . 36

Canadian government white paper urges radical revisions of BBG and CBC functions. Paper follows much of Fowler Report's suggestions, but stops short of endorsing broadcasting 'czar' plan. See . . .

CANADIAN FACELIFTING . . . 68

NAB's codes are criticized by ANA's Weil as tight regulation of advertising industry. Codes seen ready to sacrifice advertiser interests when they collide with broadcasters' interests. See . . .

CODES HIT . . . 32

FTC closes investigation of SESAC as music-licensing firm agrees to provide broadcasters with list of music it represents. Industry group, after three-year fight, still not satisfied. See . . .

SESAC'S CATALOGUE . . . 64

Finding little heralded sports events, treating them as fast-breaking news events and making them nucleus of weekly 90-minute show has turned ABC-TV's 'Wide World of Sports' into endless sports special. See . . .

SPORTS ANTHOLOGY . . . 60

Rift in CATV industry between broadcasters with CATV interests and CATV-only operators is seen easing. Both sides seek to lighten impact of Conroy's 'love us or leave us' speech at NCTA convention. See . . .

SCHISM CLOSED . . . 44

Rust Craft stockholders to meet in late August to vote on proposed merger with Boise Cascade Corp., large diversified forest products firm. Deal involving Rust Craft stations would need FCC's nod. See . . .

RUST CRAFT TO VOTE . . . 75

Alan King's ad libbed commercials for Dorman's cheese give boost to sales in New York area and result in better relations with chain outlets. Radio campaign aimed at homemakers on peak shopping days. See . . .

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by



Cox lashes colleagues on New York renewals

SAYS FCC SHOULD SET MINIMUM PROGRAM STANDARDS

FCC Commissioner Kenneth A. Cox says commission is shirking its responsibility if it permits radio to serve as nothing more than "a juke box, a ball park and a news ticker."

Commission, he feels, should set minimum standards of service in area of programing that are "vitally important" to public but that are not likely to attract maximum audiences or advertiser support.

And he ridicules argument that such concern with programing would constitute violation of broadcasters' freedom of speech. Those who make argument, he suggests, are concerned more with profits than with freedom of expression.

Commissioner expressed views Friday (July 8) in statement dissenting from commission action last month renewing, by 4 to 2 vote, licenses of 21 stations without inquiring into adequacy of their service in areas of public affairs, agriculture, instruction and religion (BROADCASTING, June 27).

Stations proposed devoting less than 5% of their time to those categories of programing. And Commissioner Cox said FCC should attempt to determine basis for decision that such "minimal time" will be sufficient "to serve their communities' needs in these critical areas."

Commissioner noted that those stations proposed to devote from 95.4% to 98.5% of their time to entertainment, news and sports—categories of popular programing that, he said, would be expected to fill large portion of broadcast day.

But "normal self-interest and competitive pressures" don't stimulate programing in public affairs, religion, instruction and agriculture, he said, adding, "if broadcasting is not to drift into an ever increasing concern for ratings and profits," government must review broadcasters' performance. And that review, he said, should be designed to assure that "certain very general minimum standards are maintained."

"Radio is now some 45 years old," he noted. "Surely it should strive to be—with due allowance for the admitted need for a viable economic base—something more than a juke box, a ball park, and a news ticker. If it is permitted to aim no higher than this, I think a vital resource for community service will be squandered—and this agency will be largely responsible for

that result."

He also said it is "ridiculous" to argue that broadcaster who has devoted 23 hours of each day to commercially-sponsored programing "is being subjected to an impairment of his freedom to speak" if he is asked "whether it would not better serve the public interest . . . if more than 25 or 30 minutes of the remaining hour could be devoted to public affairs, religion, etc."

Broadcaster would be free to design his service in those areas as he wishes, commissioner said. "But," he added, "I do not think his right of free speech can be equated with freedom to squeeze the last dollar of profit from his use of his publicly licensed channel by playing more records, presenting more sports, and broadcasting more news."

Furthermore, he said, maintaining minimum standards of service in "less favored categories of programing" promotes freedom of expression, "since they are precisely the ones which involve ideas and opinions."

Commissioner James J. Wadsworth, who also dissented to renewal of licenses of 21 stations without further inquiry, said in a separate statement that commission lacked information as to basis for applicants' decision that their proposed programing would serve needs of their communities.

Stations whose licenses were renewed, all in New York state, are WINS, WHN and WNEW-AM-FM, all New York; WEBR-AM-FM and WYSL-AM-FM, both Buffalo; WGSM-AM-FM Huntington; WIRY Plattsburgh; WKRT-AM-FM Cortland; WSEN Baldwinsville; WROW and WABY, both Albany; WTRY Troy; WALK Patchogue; WVOX-AM-FM New Rochelle, and WACK Newark.

Commissioner Cox, in addition, said his remarks were directed also to four other stations whose renewal applications have been deferred "because of other deficiencies." They are WBBF Rochester and WTLB Utica, both New York; and WJRZ and WVNJ, both Newark, N. J.

Hall Syndicate acquires

WNBH-AM-FM in Mass.

Hall Syndicate of New York, major newspaper syndication firm, announced Friday (July 8) purchase of WNBH-AM-FM New Bedford, Mass., from E.

Anthony & Sons Inc. for \$507,500 including real estate, subject to FCC approval.

Hall Syndicate, owned 100% by Robert M. Hall, is licensee of WMMW Meridian, and WICH Norwich, both Connecticut.

In January 1966, WNBH-AM-FM and WOCB-AM-FM Yarmouth, Mass., also owned by E. Anthony & Sons, were purchased by Ottaway Stations Inc., but because of overlap problem between two stations, only WOCB sale was approved.

WNBH, founded in 1921 and owned by Anthony since 1934, operates on 1340 kc with 1 kw daytime and 250 w night. WNBH-FM, founded in 1946, is on 98.1 mc with 20 kw.

Propose no election news

until end of 24-hour day

Proposal for uniform 24-hour national election day that would bar news media from reporting results until end of that period was adopted without debate by governors attending National Governors' Conference in Los Angeles. Resolution by Grant Sawyer (D-Nev.) calls for "national voting holiday" with polls open across nation for "a uniform period of 24 hours." Conference asked President Johnson to initiate study of idea.

Frank Stanton, president of CBS Inc., called idea "wise and practical step" toward bringing election processes up to date.

Media also came in for share of criticism at conference. At panel session between newsmen and governors, state officials felt media put too much emphasis on reporting "unusual, exciting, dramatic" events and as result "distort the general image the public gets of events of the day."

Bill Lawrence, ABC-TV News, and Lawrence Spivak, *Meet the Press*, took part in discussion.

TV, radio profits up

in '65, NAB estimates

Typical television station had profit margin of 22.65% in 1965 and typical radio station's profit margin was 7.65%. Both showed increases over 1964 figures (TV-18.1%; radio-7.5%) in National Association of Broadcasters annual financial reports for TV and radio stations.

TV report for typical station shows revenue of \$1,403,000 and expenses of \$1,085,500 for pretax profit of \$317,-

900. Typical radio station had revenues of \$120,300, expenses of \$111,100 for pretax profit of \$9,200.

Broadcasters, survey says, anticipate 5% increase in typical TV station's total revenue during 1966 to \$1,474,000. For radio, broadcasters look for 4.4% revenue increase this year to \$125,600 for typical station.

Of 511 TV stations on air for all of 1965 (less ETV's, satellites, semisatellites and stations in Alaska and territories), NAB received usable returns from 296 or 57.9%. Of 3,910 surveyed radio stations, usable returns were received from 1,239 or 31.7%.

Study of TV stations showed 46 cents of every time dollar, came from national and regional accounts, 29 cents from local sponsors and 25 cents from network advertisers. Programing costs took 38 cents of expense dollar; technical, 16 cents, sales, 12 cents and general and administrative, 34 cents.

Of TV salary budget, 38% went to programing, 26% to technical, 17% for sales personnel and 19% for general and administrative. Depreciation and amortization for typical TV station was about \$98,000 or ratio of 7% to total broadcasting revenue. Film expense was about \$99,700, or 9% of total expense.

Radio income per dollar broke down to less than 87 cents from local; 13 cents from national and regional, and less than 1 cent from network. General expense categories showed 40 cents for general and administrative, 31 cents for programing, 18 cents for selling and 10 cents for technical.

Salary budget breakdown has 37% to programing; 28% to general and administrative; 25% to sales force, and 10% to technical.

ABA 'Gavels' to TV, radio

Two television and two radio awards were announced Friday (July 8) by American Bar Association as part of eight "Gavel" awards given this year to media best contributing to public understanding of American system of

law and justice.

Broadcast awards went to CBS News for TV special *Abortion and the Law*, WCAU-TV Philadelphia, KMPC Los Angeles and WMAL Washington.

ABA certificates of merit went to NBC-TV, WCCO Minneapolis, WDSU New Orleans, WKYC Cleveland and WLW Cincinnati.

ACLU tells FCC it now favors fairness rule

American Civil Liberties Union over weekend told FCC it supports commission's proposed fairness doctrine rule-making as "a positive step in the direction of diversity of opinion on the air" that will "adequately protect the individual against unanswered attacks in the interest of innate fairness" (see page 65).

In letters to FCC commissioners, ACLU said it was withdrawing its previous objections of two years ago to FCC's requirement that transcripts be submitted to parties attacked on air. At that time, ACLU felt procedure would be "onerous administrative burden" on stations and could result in reticence to broadcast any controversial points of view. New proposed rule-making, however, ACLU contended, eliminates heavy burden on stations by narrowing its direction "to the one category of attacks on individuals and groups" and "specifically exempt personal attacks in the context of the discussion of controversial issues and personal attacks by political candidates, their spokesmen and their campaign associates."

ACLU said it welcomed FCC's proposed measures "in the interest of broadcasting diversity . . . broadening the scope of debate on issues of current importance." Fairness doctrine itself, ACLU added, assures broadcast on radio and TV of different points of view on public issues and is significant step toward implementation of first Amendment's guarantee of freedom of expression.

MBS has new owners; Fraim heads buyers

Sale of Mutual Broadcasting System to newly formed Mutual Broadcasting Corp. was announced jointly Friday (July 8) by MBC and 3M Co., which has owned network since 1960. Price was not disclosed but it was reported to be approximately \$3.1 million (BROADCASTING, May 16).

Transaction was made effective July 1, original date set for take-over of MBS by Mutual Broadcasting Corp.

but delayed because of numerous organizational details. Both companies are making their headquarters in New York.

It is widely expected that new ownership will seek to expand into ownership of stations. MBS owns no stations at present.

Officers of the new parent company, who also are members of board of directors, are John P. Fraim, chairman of board and president (former vice president of L. M. Berry Co., Dayton, Ohio); Neil F. Campbell, vice president and treasurer (owner of Neil F. Campbell Co., Los Angeles investment and financial consultant) and George C. McConnaughey Jr., of Columbus, Ohio, secretary and general counsel (member of law firm of Lavlin, McConnaughey and Stradley, Columbus).

Other board members are Loren M. Berry of Dayton, board chairman of L. M. Berry Co.; Wiley Buchanan of Washington, former State Department chief of protocol with rank of ambassador; John A. Hardin of New York, financial consultant, and John G. Pew of Philadelphia, senior vice president of Sun Oil Co.

Robert F. Hurleigh will continue as president and chief executive officer of MBS. Other top executives of network who will remain under new ownership are Stephen J. McCormick, vice president for news and assistant general manager; Raymond M. Smith, vice president for sales; Charles W. Godwin, vice president for station relations; Charles A. King, vice president for programs and operations; Dudley J. Cox, controller and treasurer and Herbert J. Cutting, secretary and assistant to president.

Mutual Broadcasting Corp. becomes seventh owner of MBS in nine years.

Ask court to stop tall tower

Six Washington TV stations, which thought they had smooth sailing to put up 1,219-foot tower in suburban Montgomery county, Maryland, ran into snag Friday (July 8).

Six area residents filed petition in county circuit court protesting special zoning exception that would allow tower to go up (BROADCASTING, June 6).

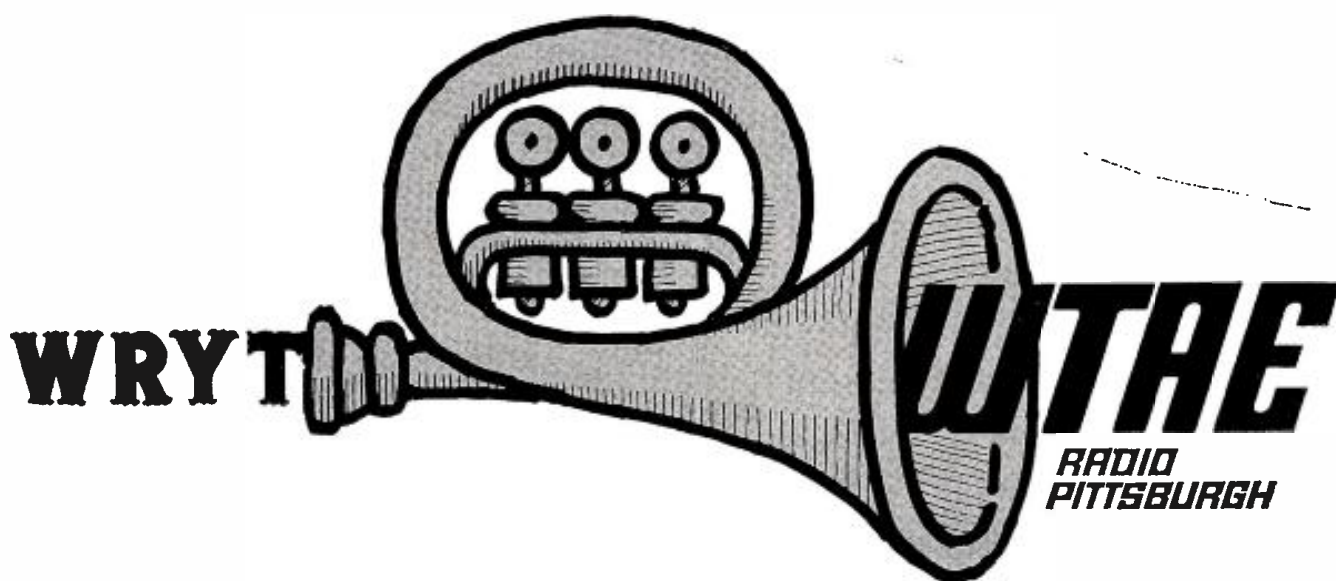
Tower, which has FAA approval, still requires FCC's green light. Stations that would be on facility: WTOP-TV, WMAL-TV, WRC-TV, WTTG(TV), WOOL-TV and noncommercial WETA-TV.

'George', 'Sally' leaving

FCC is losing top two staffers from its office of reports and information. George Gillingham, chief, and Salina Lindo, assistant chief, have informed commissioners they will retire in fall. Mr. Gillingham has been with commission since 1939, Mrs. Lindo, since 1936.

Real thing, other sex

When 1,000 male prisoners rioted at Maryland Penitentiary in Baltimore, Friday (July 8), some skeptics were wondering if whole thing wasn't promotion man's ploy. Riot took place as WRC Washington was carrying special series on "Women in Prison" on Betty Groebli's Capitol Byline. Station forsook women long enough to break in with bulletin on men's riot.



Oompah, oompah. WRYT has changed its name and we think it's worth a blast.

This month we take on the call letters of our sister station WTAE-TV. But, fear not, our sound stays the same. Grown-up music — to reach grown-up spenders.

Look for even greater audiences, as we expand news and service programming, thanks to the combined strengths, facilities and personnel of WTAE Radio and WTAE-TV.

**SO NOW WE'RE PLAYING
TAE FOR TWO**



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Represented by
Daren F. McGavren Company



WTAE TV

Represented by
The Katz Agency, Inc.



THE MAKING OF THE PRESIDENT, 1960



THE WAY OUT MEN



THE MAKING OF THE PRESIDENT, 1964



LET MY PEOPLE GO

The Wolper Award Specials



THE BOLD MEN



IN SEARCH OF MAN



HOLLYWOOD:
THE GREAT STARS



HOLLYWOOD: THE FABULOUS ERA

WE TAKE GREAT PRIDE IN PRESENTING FOR LOCAL
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AND INTERNATIONALLY ACCLAIMED
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Who's father is
Bigger than who?

WHICH MARKET BUY IS BIGGER THAN WHICH?

Size up a market sternly—meaning how many tv homes can its highest rated station round up for you—and you know what? You can start one helluva scrap between Omaha, Tulsa, Des Moines, and Sioux Falls. SIOUX FALLS? Yep The KELO-LAND 98-County market. Check ARB and see. It'll tell you what station can lick what station.

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DATEBOOK

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

■ indicates first or revised listing.

JULY

July 11—Golf outing sponsored by The National Academy of Television Arts and Sciences and the International Radio & Television Society. Willow Ridge Country Club, Harrison, N. Y.

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

July 12—Annual meeting of stockholders of Taft Broadcasting Co. to elect 11 directors and to transact other business. 1906 Highland Avenue, Cincinnati.

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

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

July 17-19 — Annual summer convention of South Carolina Broadcasters Association. Speakers include Wallace Johnson, assistant chief, FCC Broadcast Bureau; William Ray, chief, FCC Complaints and Compliance Division; Charles Stone, manager, National Association of Broadcasters radio code. Ocean Forest hotel, Myrtle Beach.

July 20-24 — National convention of the American Federation of Television and Radio Artists. Chicago.

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

July 22—Meeting of the Advertising Club of Memphis, featuring Stephen B. Labunski, president, NBC Radio, as guest speaker. The Summit Club, Memphis.

■ July 22—Seminar for newsmen sponsored by the Kentucky AP Broadcasters Association. Holiday Inn, Frankfurt.

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

July 25—New deadline for submission by pay-TV companies to FCC of detailed specifications of their present or proposed systems for over-the-air subscription TV. Commission will use information to determine technical standards if it ultimately decides to authorize nationwide over-the-air pay television.

July 28-30 — Fourth annual National Broadcast Editorial Conference sponsored by the Radio and Television News Directors Association and the Columbia University graduate school of journalism. Speakers include Robert Price, New York deputy mayor; Dr. Herta Herzog of Jack Tinker and Partners; Clark B. George, WCBS-TV New York; Eldon Campbell, WFBM-AM-FM-TV Indianapolis; A. Louis Read, WDSU-TV New Orleans; Howard Mandel, VP for research, National Association of Broadcasters; Reuven Frank, NBC News; Fred W. Friendly, journalism professor at Columbia University; FCC Commissioner Kenneth A.

NAB FALL REGIONAL CONFERENCES

Oct. 13-14—Statler-Hilton hotel, Dallas

Oct. 17-18—Mark Hopkins hotel, San Francisco.

Oct. 20-21—Hilton hotel, Denver.

Oct. 24-25—Radisson hotel, Minneapolis.

Nov. 10-11—Chase-Park Plaza hotel, St. Louis.

Nov. 14-15 — Waldorf-Astoria hotel, New York.

Nov. 17-18—Queen Charlotte hotel, Charlotte, N. C.

Nov. 21-22—Robert Meyer hotel, Jacksonville, Fla.

Cox, and Theodore Pierson, broadcast attorney. Hilton hotel, New York.

July 29-30—Annual meeting of the Florida AP Broadcasters. Monson Motor Lodge, St. Augustine.

AUGUST

Aug. 1—Deadline for comments to FCC on question of whether private entities should, or legally can, be authorized to operate their own private communications satellite systems. Comments were invited as a result of ABC's request for permission to put its own satellite in sky.

Aug. 5-6 — Meeting on bar news media relations sponsored by the National Institute on Bar Public Relations. Hotel Queen Elizabeth, Montreal.

Aug. 11-14—11th annual convention of the National Association of Radio Announcers. Theme of the convention is: "The New Image Means Preparedness." Waldorf-Astoria hotel, New York.

Aug. 12 — Fifth annual Georgia Association of Broadcasters TV Day. Marriott hotel, Atlanta.

Aug. 15—Deadline for reply comments on proposed FCC rulemaking to amend part 73 of the commission rules to specify, in lieu of the existing MEOV concept for AM stations, a standard method for calculating radiation for use in evaluating interference, coverage and overlap of mutually prohibited contours. The MEOV method is used to measure radiation from directional antennas.

Aug. 16 — Annual shareholders meeting of Desilu Production Inc.

Aug. 18 — Second annual Communications Clinic sponsored by the U.S. Housing and Urban Development Dept. Speakers include Gordon B. McLendon, president of McLendon Corp.; and Fritz Kuler, KRDL-TV Dallas-Fort Worth. Sheraton-Dallas hotel, Dallas.

Aug. 19-21—Annual summer meeting of West Virginia Broadcasters Association. Greenbrier, White Sulphur Springs.

■ Aug. 23—Annual meeting of stockholders of Rollins Inc. Bank of Delaware building, Wilmington, Del.

Aug. 23-26 — Annual Western Electronic Show and Convention including a technical exposition at the Sports Arena and Hollywood Park. Biltmore hotel, Los Angeles.

Aug. 25-26 — Annual fall meeting of Arkansas Broadcasters Association. Coachman's Inn, Little Rock.

SEPTEMBER

Sept. 1 — New deadline for comments on FCC's proposed rulemaking which would

BROADCASTING, July 11, 1966

NEW FROM NSI



for quick, easy reference ... a high-light summary of NSI Reports

The new Blue Chip Summary puts the following information at your fingertips:

- maps of NSI (and/or Metro) Areas for 200+ TV markets
- a roster of reportable stations in each market—with channels and affiliations
- day-part average audience estimates—both per ¼ hr. and cumulative (weekly reach)—with complete demographic breakdown found in regular NSI Reports
- plus details on sample sizes, characteristics, statistical tolerances and standards.

An ideal reference source where information on individual ¼ hr. details or specific programs are not needed.

For details, write, wire or phone
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Nielsen Station Index

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**Shane comes back.
Every Saturday night.**



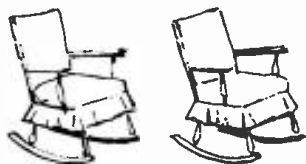
You knew it as a great western movie. Now it's a compelling new weekly television series—"Shane." And David Carradine, who burst into stardom in Broadway's "The Royal Hunt of the Sun," brings a dynamic new interpretation to the role. The powerful story of a gunfighter who struggles to escape his past and yearns for peace and a new life. As the sensitive boy who worships him, Chris Shea. With Jill Ireland as his mother and Tom Tully as his grandfather. You'll see Shane's return Saturday, September 17, 7:30-8:30. Filmed in color, here is one more of the many ABC Television shows now in preparation for Fall '66.

ABC Television Network 

If your St. Louis prospects are too old for



and too young for



they're listening to

1380
kwwk

Phone your H-R salesman or call 314-617-6800 collect and ask for Don Hamel or John Lotz.

JERROLD
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FIRST
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CATV

OVER 16 YEARS CATV EXPERIENCE

authorize TV translator operators to use microwave relays to bring in TV signals.

Sept. 1 — Deadline for comments on proposed FCC rulemaking to provide for a nationwide system of over-the-air pay television and for comments on FCC notice of inquiry into the possibility of pay TV by wire.

Sept. 14-17—Annual fall meeting and election of officers of Michigan Association of Broadcasters. Hidden Valley, Gaylord.

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

Sept. 16-17—Annual meeting and election of officers of Maine Association of Broadcasters. Sebasco Lodge, Sebasco Estates.

Sept. 16-18 — Southwestern area conference of the American Women in Radio and Television. Skirvin hotel, Oklahoma City.

Sept. 18-20—Annual meeting and election of officers of Nebraska Broadcasters Association. Holiday Inn, Norfolk.

Sept. 19-21 — General membership conference for 1966 of Institute of Broadcasting Financial Management. Brown Palace hotel, Denver.

Sept. 23-25 — Southern area conference of the American Women in Radio and Television. Robert E. Lee hotel, Winston-Salem, N. C.

Sept. 28-Oct. 1—1966 international conference of the Radio-Television News Directors Association. LaSalle hotel, Chicago.

Sept. 29-30—Annual fall meeting of Minnesota Broadcasters Association. Holiday Inn, Duluth.

Sept. 30-Oct. 2 — Northeastern area conference of the American Women in Radio and Television. Pine Tree Point Club, Alexandria Bay, N. Y.

OCTOBER

Oct. 1 — Deadline for reply comments on proposed FCC rulemaking to provide for a nationwide system of over-the-air pay television and for reply comments on FCC notice of inquiry into the possibility of pay TV by wire.

Oct. 3—Deadline for comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF's in the top-50 television markets.

Oct. 3-5—Annual fall convention and election of officers of Illinois Broadcasters Association. Sheraton-Blackstone hotel, Chicago.

■Oct. 3-5—1966 National Electronics Conference. McCormick Place, Chicago.

■Oct. 5—Twelfth annual conference of the Advertising Research Foundation. ARF president Sherwood Dodge is principal speaker. Panels tentatively set: (morning) Julius Barnathan, ABC; A. B. Blakenship, Carter Products; Francis G. Boehm, RKO General Broadcasting; R. F. Creighton, Procter & Gamble; Cornelius DuBois of Foote, Cone & Belding; Remus Harris of MacManus, John & Adams; Helen Kaufmann, Clairol Inc.; Herbert E. Krugman, Marplan; Malcolm A. McNiven, E. I. duPont de Nemours & Co.; Frank Stanton, Benton & Bowles; Joseph A. Steger, The Prudential Insurance Co. of America; Carroll J. Swan of "Mediascope"; Arthur H. Wilkins, Papert, Koenig, Lois; James A. Yergin, Westinghouse Broadcasting Co., all under panel chairmanship of Robert C. Sorensen, D'Arcy Advertising. (afternoon) Richard H. Baxter, Associated Merchandising Corp.; William S. Blair, Harper-Atlantic Sales Inc.; Joseph E. Bradley, Thomas J. Lipton Inc.; George S. Fabian of Johnson & Johnson; Robert Garsen, Television magazine; Victor Hawkins, Campbell-Ewald; Babette Jackson, Dancer-Fitzgerald-Sample; Morten M. Lenrow, "The Saturday Evening Post"; Benjamin Lipstein of Sullivan, Stauffer, Colwell & Bayles; Howard

Mandel, National Association of Broadcasters; Mary L. McKenna, Metromedia Inc.; Bruce Neal, Ford Motor; Richard H. Ostheimer, Time Inc.; Edward M. Stern, Foote, Cone & Belding, all under panel chairmanship of Leo Bogart, Bureau of Advertising of the American Newspaper Publishers Association, Waldorf-Astoria hotel, New York.

Oct. 6-8—Annual fall meeting and election of officers of Alabama Broadcasters Association. Stafford motor hotel, Tuscaloosa.

Oct. 7-9 — East central area conference of the American Women in Radio and Television. Ambassador hotel, Chicago.

Oct. 10-11—Annual fall meeting and election of officers of New Jersey Broadcasters Association. Shelburne hotel, Atlantic City.

Oct. 13-14—Annual fall meeting of Ohio Association of Broadcasters. Speakers include George W. Bartlett, vice president for engineering, National Association of Broadcasters. Christopher Inn, Columbus.

Oct. 13-14—Annual fall meeting and election of officers of Indiana Broadcasters Association. Indianapolis.

Oct. 14-16—Midwestern area conference of the American Women in Radio and Television. Pocono Manor Inn, Pocono Manor, Pa.

Oct. 15-16—Western area conference of the American Women in Radio and Television. Seattle.

Oct. 16-18 — Annual meeting of the North Dakota Broadcasters Association. Town House, Fargo.

Oct. 17-20 — Fall conference of the Electronic Industries Association. San Francisco Hilton, San Francisco.

■Oct. 20-21—Special board of directors meeting of the Association of Maximum Service Telecasters. Del Monte Lodge, Pebble Beach, Calif.

Oct. 21-23 — West central area conference of the American Women in Radio and Television. North Star Inn, Minneapolis.

Oct. 23-25—Annual fall meeting and election of officers of North Carolina Association of Broadcasters. Grove Park Inn, Asheville.

Oct. 23-26—Annual convention of Association of National Advertisers. Broadmoor hotel, Colorado Springs.

Oct. 25-Nov. 2 — Show-and-sell exhibition for advanced electronics production equipment sponsored by the Bureau of International Commerce of the Department of Commerce. U. S. Trade Center, Tokyo.

Oct. 27-28—Annual meeting of Tennessee Association of Broadcasters. Sheraton-Peabody, Memphis.

NOVEMBER

Nov. 9-12—1966 convention of Sigma Delta Chi, professional journalistic society. Pittsburgh.

■Nov. 10-11—Joint fall meeting of Washington State Association of Broadcasters and Oregon Association of Broadcasters. Hilton hotel, Portland, Ore.

Nov. 13-16 — Annual convention of the Broadcasters' Promotion Association, Chase Park Plaza hotel, St. Louis.

Nov. 15-17—12th annual membership meeting of the Television Bureau of Advertising. Continental Plaza hotel, Chicago.

DECEMBER

Dec. 1—New deadline for reply comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF's in the top-50 television markets. Former deadline was May 2.

■Indicates first or revised listing.

BROADCASTING, July 11, 1966

**If you've got media problems,
listen to "Dear Abby"
on the CBS Radio Network.
Maybe you'll feel a little better.**

Abigail Van Buren can't tell you the difference between Standard Rate and Data and the telephone book. But she solves media problems every day on CBS Radio.

How come? Listeners. She's got millions of them. Housewives with problems. Housewives without problems. And women whose only problem is that they're not housewives yet.

Abby is one of the reasons CBS Radio has more advertisers than any other radio network. A few more are Arthur Godfrey, Art Linkletter, Garry Moore, Walter Cronkite, Frank Gifford, Mike Wallace, Durward Kirby.



Of course we cost a little more. But as Abby might say, "Dear Frugal, a Cadillac and a scooter will both get you there. It all depends on the kind of impression you want to make on the way."

The CBS Radio Network



RCA
TK-42

...PUT THROUGH ITS PACES AT NAB



TK-42 shows how to get finest color pictures



Living Fleshtones



Dramatic Silhouettes



No Green Hair



Speculars without Halo

The one camera operated under widely varying conditions at the 1966 NAB was the TK-42. In demonstration after demonstration the "Big" Tube Color Camera came through with flying colors.

The big 4½-inch image orthicon in this live color camera makes every color picture better, whether under normal or "problem" conditions... Flesh tones are vibrant and realistic in widely varying light levels. Silhouettes usually avoided with color cameras are now possible. Strong back lighting doesn't give a "green effect" on dark hair (polarization). Reflections (speculars) are handled without halo or flash. Color tracking is accurate down to the subtlest shades.

Other features of this great camera's performance include self-correcting circuits which permit it to operate for days without picture deterioration; transistorization for top reliability; modular design for highest performance and easy maintenance.

It's a demonstrated fact that the TK-42 is today's finest color camera. See your RCA Broadcast Representative for full particulars. Or write RCA Broadcast and Television Equipment, Building 15-5, Camden, N. J.



The Most Trusted Name in Television

Radio campaign helps a cheesemaker gain identity

How can you take a regional product, give it a brand-name identity, imbue it with local excitement and give it a boost over its big unbranded competition and make it competitive, too, with big-budgeted, nationally advertised brands?

Simple. You need a conceptually sound creative approach, an effective media and merchandising campaign wrapped around a saturation radio flight, and, all the luck in the world.

A case in point: One of our clients, N. Dorman & Co., a cheese manufacturer and importer, distributes a full line of cheese in the New York metropolitan area under its Dorman's Endeco label.

Although the company has constantly maintained a respectable share of the market and competed successfully with the national brands, its main competition stems from the private label, unbranded cheeses.

Therefore, any advertising campaign designed to successfully combat both types of competition must accomplish one specific factor:

The campaign must give an identity to the product. And to do that, we needed a hook.

That's where the luck came in. At a party at the home of Bill Dorman, a vice president of the client company, he and I were talking with entertainer Alan King about the effectiveness of adlibbed "instant" commercials. When Mr. King suggested he might like to try his hand at it, I knew we had found our hook.

Cheese Talk ■ The taping of the three one-minute commercials went exactly as planned. Armed with only a fact sheet, Mr. King talked about the cheese. He was funny. But more than that, he was persuasive. An unusual feature was Mr. King's refusal to accept money from Mr. Dorman, who is a long-time friend. The only remuneration for his efforts was the mention of his Broadway show, "The Impossible Years."

The following commercial, one of three, illustrates the approach:

"This is Alan King of 'The Impossible Years.' I want everybody to run out this minute and buy Dorman's Endeco Cheese. I'll tell you why. For years, one night a week, I play poker at my neighbor's house. He runs a nice place! With the cards comes a lovely tray of assorted Dorman's Cheese. There are different cheeses for different types of players. There's Swiss cheese for players you can see right through. Muenster for the thinkers. Caraway for the seedy. Snappy for the sharpie. And for the fellow from another parish—Provolone. I've been a consistent loser. My host has been a consistent winner. Every

time I try to pay up, he says, 'What are you worried about? We'll work it out.' My host happens to be Mr. Dorman of Dormanland. And this is how I'm working it out. All right, Cheezy . . . you want to tear up the IOU's now?"

The basis of the campaign was a saturation radio schedule on four top New York stations.

Why radio?

We strongly believe in radio's effectiveness with housewives. We are particularly mindful of radio's ability to reach the lady of the house just before she embarks on a shopping trip, and in the suburbs, while she's on the way to the supermarket via her car radio. Radio enables an advertiser to attain the desired frequency, reach a preselected audience, and do this on a less than unlimited budget.

We also felt, for this particular campaign, radio was the best medium to impart a personal identification with the listeners which was part of the creative concept of the Alan King approach.

So, nothing but radio was used, except for trade advertising pointing up the radio campaign.

Target: The Homemaker ■ The media goal was to reach the maximum number of women, with emphasis on housewives, accenting the 25 to 49 age range. Since all women are potential cheese buyers, we bought daytime radio to reach the homemaker.

To reach four sub-strata of our housewives, we bought four radio stations that we felt had a primary appeal to each of the groupings: WMCA, WNEW, WPAT and WOR. The spots were scheduled for maximum frequency on Wednesday, Thursday and Friday, the prime-shopping days.

During the initial seven-week phase, approximately 100 spots were bought

each week, with a peak of 111 announcements.

The campaign was eminently successful as a media buy.

To launch the merchandising phase, a theater-supper dance, "A Night With the Stars," hosted by Alan King and sponsored by Dorman, was held for 360 buyers, food store executives and the management and personalities of the participating stations. Guests attended a performance of "The Impossible Years," supped at midnight at the Rainbow Room atop Rockefeller Center with stage and screen personalities present and were subjected to no sales pitch.

Still another benefit emerged, however, in that Dorman has a modest sales force. The theater party gave the salesman an opportunity to make additional contact with the chain operators, the people responsible for the bulk of consumer sales. As a souvenir, guests received photographs of themselves with Mr. King and the other stars.

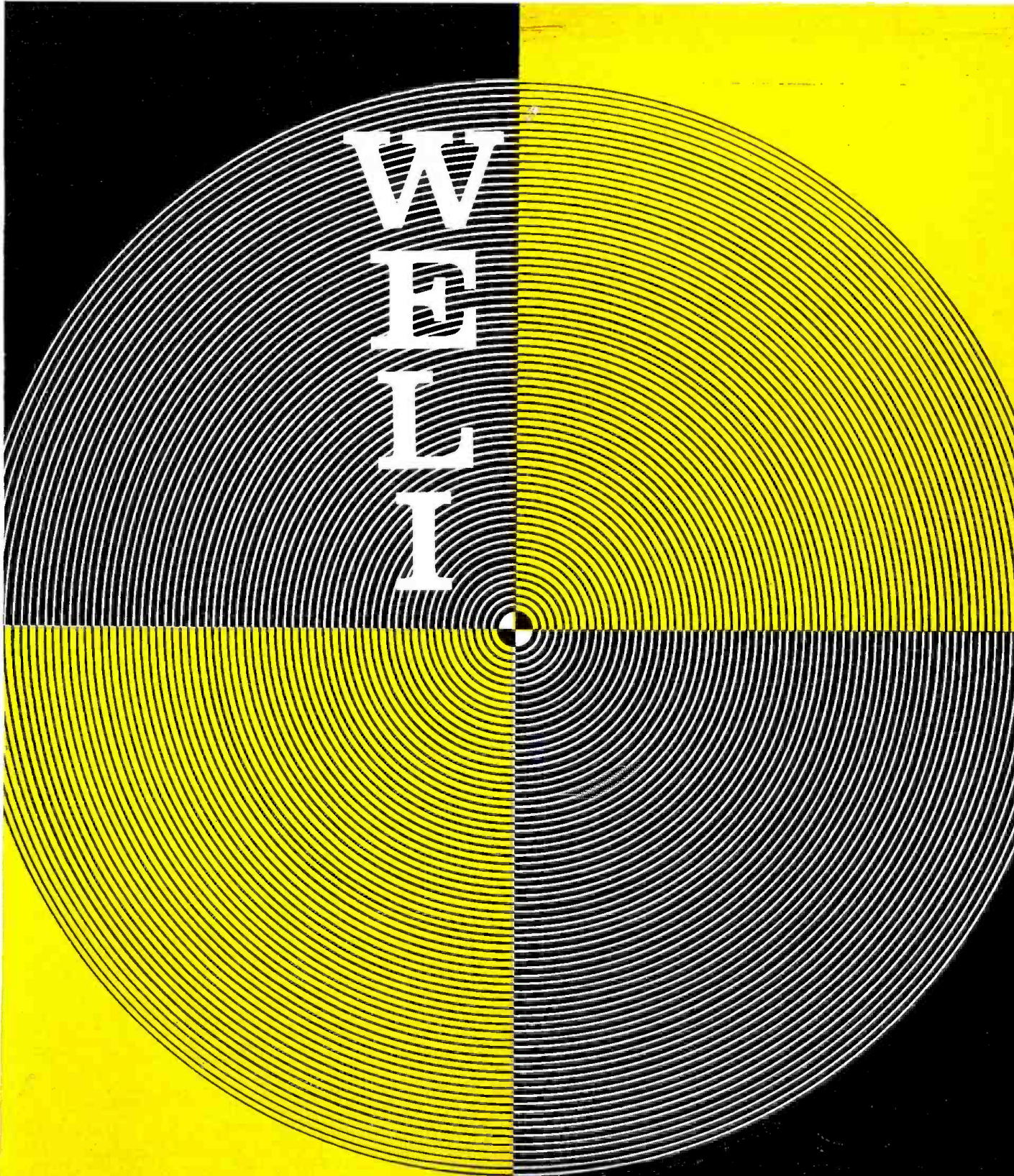
A basic reason for this heavy promotional emphasis is that in the highly competitive cheese product field, it's as important to reach the trade as it is the public. In the use of a well-established name to voice the commercials, Dorman was able to stir up dealer interest before the campaign got underway.

Nothing but good came out of the campaign, including a greatly improved relationship between our client and the chain stores, and a greater product activity. We moved cheese. And, as a clincher, Dorman obtained a whooping 10% increase in sales, and that's the name of the game.

With the success of the radio campaign behind us, there'll be still another. Dorman plans a renewed radio attack in the early fall.



Zal Venet is founder, president and the sole owner of the Venet Advertising Co., New York. Mr. Venet's experience and roots were in retail advertising. He formed the agency some 10 years ago. During that time, Venet Advertising has handled Shop-Rite stores and has continued its retailing orientation to general advertising for such clients as Ehler's coffee, Prince Macaroni and White Rock Beverages. A native of New Jersey, Mr. Venet has offices in Union, New York and Boston.



WELI

National: H-R Representatives, Inc.

Boston: Eckels & Company

**Quality by any measurement
is on the record at WELI.
The station with the adult
purchasing power audience
in New Haven.**

**The station that makes
New Haven a better buy.
5000 Watts; 960 KC.**

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requirements
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ROHN



A complete tower
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BROADCASTING
1735 DeSales St., Washington, D. C. 20036

OPEN MIKE®

A bite of life commercial

EDITOR: It was very interesting to see the cartoon regarding dog food in the June 20 BROADCASTING. WASI has Thorobred Dog Food using this exact approach with such brands as "Instant Postman" and "Instant Policeman." The campaign was created for Thorobred by WSAI and the Richard Peck Agency



Drawn for BROADCASTING by Sid Hix
"Your favorite dog food now comes in four delicious flavors:"

here in Cincinnati. We even went so far as to have the commercials cut by a "talking dog."

The client has been very satisfied and is formulating plans for future use of this approach.—Jim Smith, account executive WSAI Cincinnati.

A question of longevity

EDITOR: On June 12 Sam Allen retired as chimesmaster for the *Tower Chimes*, a program broadcast without interruption on KPCC since December 1924. Mr. Allen began his service in May of 1925.

We are wondering if this program might not be the longest continuous program in radio, and Mr. Allen the performer with the longest period of uninterrupted performances. . . —Edgar C. Pierce, general manager, KPCC-AM-FM Pasadena, Calif.

Who has dirty hands?

EDITOR: I noticed reference on page 20 of BROADCASTING June 20 to a member of the House Commerce Committee who said: "I don't trust broadcasters."

I'd love to write a documentary to that congressman supporting an equally valid premise: "I don't trust politicians." It could be refined to "I don't trust congressmen."

I think I'd start with Clark Mollenhoff's *Despoilers of Democracy* and perhaps with a little research come up with some examples from the gentleman's own congressional district. . . Perhaps the congressman would like to

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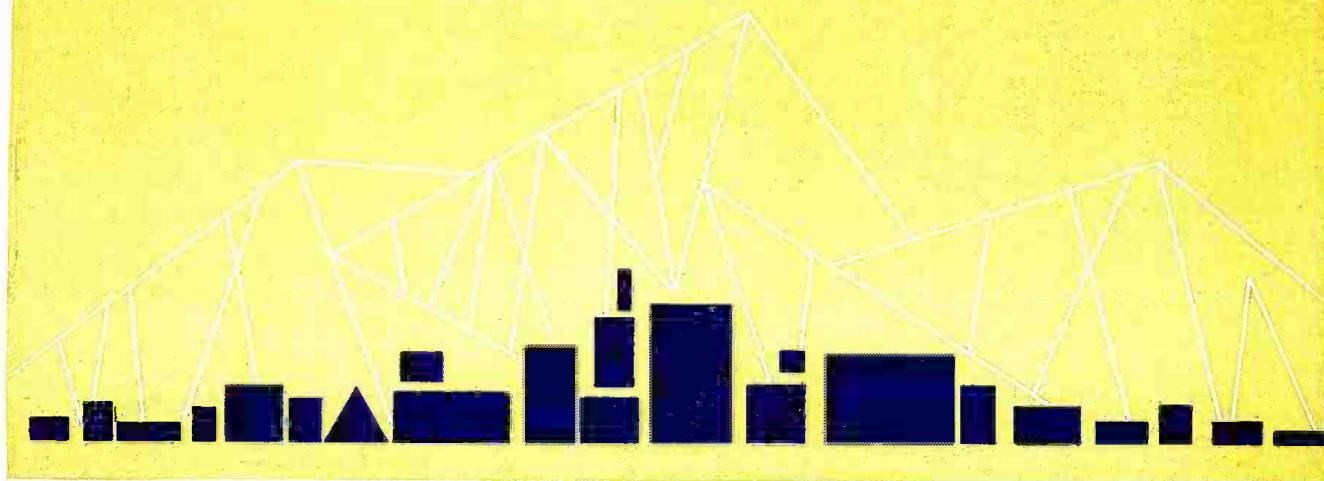
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Lawrence B. Taishoff

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*Reg. U. S. Patent Office
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Another dramatic first

...KWGN Television, Denver brings
local live color to the Rockies!
... becomes the first all color
station in the Growing West!



THE EXCITING NEW VIEW



A WGN CONTINENTAL BROADCASTING COMPANY STATION
dedicated to quality, integrity, responsibility, and performance

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MEETS OR EXCEEDS ALL NAB SPECIFICATIONS AND REQUIREMENTS

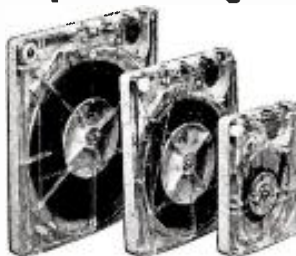


And Here's the New
Economy King
COMPACT 400-A



Don't let their low price fool you. New, solid state SPOTMASTER Compact 400's are second only to the Super B series in performance and features. Available in both playback and record-playback versions, these Compact models share the traditional SPOTMASTER emphasis on rugged dependability.

Top Quality
Tape Cartridges



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.



**BROADCAST
ELECTRONICS, INC.**

8800 Brookville Rd., Silver Spring, Md.
Area Code 301 • JU 8-4983

debate whether broadcasters or congressmen and assorted politicians are equally to be distrusted? — *Robert T. Mason, president, WMRN Marion, Ohio.*

Radio shouldn't be everywhere

EDITOR: Your June 27 article, "Illegal AM's—a new teen-age fad?", brought to mind an incident which happened in Tulsa the beginning of last August and ended the first part of last October.

One night I was tuning across the FM band and I picked up a fairly strong signal. Realizing it was not a Tulsa FM station, I decided to listen to find out what I was picking up. Since there was no music or station identification after several hours of listening, I decided that somebody was using an FM wireless mike for bugging purposes.

After about a week of listening, I noticed that a second transmitter was going and obviously for the same purpose, but with a completely different program (100% separate programming!). I became extremely curious since one of these "stations" was airing the bedroom talk of a young couple and in high fidelity. A report was immediately made to the FCC in Dallas with a complaint by KRAV.

After about six weeks the commission sent a man to Tulsa to investigate. We found that both "stations" were still on the air and were radiating for about a half mile from the apartments where we found the transmitters hidden in the air-conditioning ducts with the mikes at the vents. We also found the monitoring "station" where an older man was listening to both "stations" and taping everything. His only reply was: "I did not know it was illegal to do this sort of thing." He was immediately shut down and the police were called.—*George R. Kravis, president, KRAV(FM)-KFMJ Tulsa, Okla.*

FM data for the asking

EDITOR: Mr. LaPenna's letter requesting FM information (BROADCASTING, June 27) prompted me to write to you.

The National Association of FM Broadcasters has recently established an "FM Information Center." Questionnaires were sent to all FM stations and we have received over 800 to date. Included in this questionnaire are such questions as programming, house of broadcast, stereo, simulcasting or independent programming, etc.

Anyone looking for information about FM Radio can find what they want by contacting the NAFMB.—*Abe J. Voron, president, National Association of FM Broadcasters, 45 West 45th St., New York.*

(Ralph LaPenna is conducting a study on FM for the department of agricultural information, University of Tennessee.)



"Hayride" rolled into Pittsburgh and sold out in 48 hours.

There's a three-year waiting list in Cincinnati. All over the country they're climbing aboard.

No wonder.

"Hayride" is Country-Western entertainment at its very best. What's more, this top-notch series is taped every week in brilliant color.

"Hayride" is rolling into your town. Are you climbing aboard? Your ABC Films representative is taking reservations now.

Already on board...

WAST-Albany
WSOC-Charlotte
KTVT-Dallas, Ft. Worth
KBTv-Denver
WHO-Des Moines
WANE-Ft. Wayne
WZZM-Grand Rapids
WLK-Lake Michigan
WSPA-Greenville
KHTV-Houston
WGAL-Lancaster

KTLA-Los Angeles
WLKY-Louisville
WQAD-Moline
WSIX-Nashville
WNEW-New York
WAVY-Norfolk
WIRL-Peoria
WTAE-Pittsburgh
WLVA-Roanoke
KTAL-Shreveport
WSJV-South Bend
WHEN-Syracuse

WTVT-Tampa
KTUL-Tulsa
WMAL-Washington
WSJS-Winston-Salem
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CG brings home the groceries in Indiana. If you want it to bag more customers for your food products, send your grocery list to ATS.

The Communicana Group Includes:



WSJV-TV
SOUTH BEND, IN
28 ABC

WKJG-TV
FORT WAYNE, IN
55 NBC

Also: WKJG-AM and FM, Ft. Wayne; WTRC-AM and FM, Elkhart
The Mishawaka Times The Elkhart Truth

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP



A restless year for advertisers

\$146 million in broadcast business switches agencies in six months; Grey, Y&R and Compton add accounts while N. W. Ayer, JWT and Bates lose

U.S. advertisers, who apparently would rather switch than sit tight, moved a record-breaking \$237.1 million in billing, some \$146.25 million in television and radio, to new agencies during the first six months of 1966.

The magnitude of the upheaval in account activity is even more marked than in previous first-half periods. The \$237.1 million dwarfed the \$156.7 million on the move in the first half of 1965 by more than \$80 million. And the broadcast share outstripped the 1965 counterpart of \$116.1 million by more than \$30 million. (BROADCASTING, July 5, 1965).

The number of accounts involved in shifts dropped to 42 from 46 in the 1965 half, but the 1966 crop of "defectors" tended to be more sizable in billing and encompassed more multiple-product accounts.

TV-radio budgets in 1966 represented approximately 62% of the total billing moved, as against 74% of the total for the first six months a year ago. An explanation for this percentage decline in view of the rise in TV-radio expenditures as a whole: the preponderance of shifting automotive advertising (\$37 million), which spends substantially in the print media.

By still another index, first half '66 was an era of turbulence. The top 10 broadcast accounts involved in changes totaled an estimated \$102.8 million, exceeding the comparable 1965 figure of \$67.7 million by more than \$35 million.

Some Pending ■ Figures in this compilation include some changes in which the new agencies have been designated and have not yet taken over, and a few in which agencies have been dropped and successors still have to be named.

It is always difficult to pinpoint the reasons for account transfers. In some cases, it was the desire of advertisers to concentrate their accounts at one or two agencies, and, conversely, to spread their business through several agencies.

Some advertisers noted they were intent on developing a new creative or marketing approach. It can be assumed that in some instances changes in management at the advertiser level dictated a shift prompted by conflicts in personality or differences of opinion over marketing or creative strategy.

Tobacco products made up the most restless category in the first half of 1966. Approximately \$52 million of billing was involved in the transfer of such accounts as L&M filters, Camel, Kent, Parliament, Alpine, Galaxie and United

States Tobacco products.

The runner-up classification in agency transfers was food, totaling almost \$42 million, which was spearheaded by the reassignment of an estimated \$18 million of General Foods' products and also included such companies as Quaker Oats, Frito-Lay and Florida Citrus Commission.

Approximately \$37 million of automotive billing was on the prowl. It was dominated by the \$30 million Plymouth account and included Ford corporate and Renault cars.

The January-through-June 1966 period was one of joy for some agencies and of travail for others. It must be emphasized that account shuffling does not always reflect completely the overall gains or losses in billing achieved by agencies. For example, agencies may receive increased budgets from current advertisers or new products from these clients that are not represented in this compilation. For purposes of expediency, the BROADCASTING study is centered primarily on broadcast-oriented accounts that bill \$1 million or more.

Plymouth Pull-out ■ Overshadowing all account changes was the movement of the \$30 million Plymouth business of the Chrysler Corp. from N. W. Ayer & Son to Young & Rubicam. Ayer has handled Plymouth since 1943 and will continue to serve the company until late summer. Approximately \$12.5 million of TV-radio expenditures are incorporated into the account.

Other king-sized agency shifts involved various General Foods products amounting to \$18 million (\$16 million in broadcast); L&M filters approximating \$15 million (\$11 million in TV-radio); Kent cigarettes, totaling about \$15 million (\$13 million in TV-radio); Philip Morris products aggregating \$11 million (\$9.1 million in broadcast); Miles Laboratory products totaling an estimated \$10 million (\$9 million in TV-radio) and Camel cigarettes, amounting to \$10 million (\$9.4 million

Agency switch record

For the past three years, the pace of advertiser account switches has become progressively more torrid.

A five-year compilation made by BROADCASTING of major TV-radio account moves from agencies at midyear from 1962 through 1966 (covering Jan. 1 through June 30 for each year) shows increases in the amount of billing changing agencies in 1964, 1965 and 1966.

The study reveals that 1962 and 1963 were stable years with virtually no change in the dollar level. In fact, they represented declines from 1961 (not shown in table below) which had reached a peak of \$117.3 million (\$80 million in TV-radio).

Estimated dollars (in millions) involved in account changes of advertisers active in TV-radio for the first six months ended June 30:

	Total	TV-Radio share
1962	\$80	\$50
1963	80	48.5
1964	139	91.2
1965	156.7	116.1
1966	237.1	146.25

These accounts switched agencies in first six months

ACCOUNT	TO	FROM	BILLINGS (in millions) RADIO-TV		ACCOUNT	TO	FROM	BILLINGS (in millions) RADIO-TV	
			TOTAL	TV				TOTAL	TV
American Gas Assn.	JWT	Lennen & Newell	6.5	3.5	Colgate-Palmolive Co. (Cue, Halo shampoo)	Esty	D'Arcy	9.5	8.8
American Sugar Co. Domino	Lewis & Gilman	Bates	2	1.4	Duffy-Mott Co. Sunsweet Prune Juice	?	Tatham-Laird & Kudner	2	1.2
Anheuser-Busch Inc. Michelob beer	D'Arcy	LaRoche	1.1	0.1	Mott's products	Bauer-Tripp- Foley	Tatham-Laird & Kudner	1	0.8
Associated Products (Rival Pet Foods)	D-F-S	Grey	1.5	1.2	Fairmont Foods Dairy products	Lennen & Newell	Campbell-Ewald	3.5	2.5
Bache & Co.	Albert-Frank-Guenther Law	Y&R	1.45	0.17	Florida Citrus Commission	Grey	K&E	6	2
P. Ballantine & Sons (beer)	SSC&B	Y&R	9	7.5	Ford Motor Co. (corporate)				
Braniff Airways	Wells, Rich, Greene	Tinker	6.5	0.15	Frito Lay Inc. Frito corn chips & dip mixes	FC&B	D-F-S	3.9	3.85
Bristol-Myers Co. Vitalis	Y&R	Needham, Harper & Steers	5	4	Cheetos	Y&R	D-F-S	0.3	0.2
Softique	DDB	Needham, Harper & Steers	1.5	1	Gallo (specialty wines)	Burnett	FC&B	2	1.4
Resolve	DDB	Ogilvy & Mather	2	1.5	General Electric consumer electronics	Grey	Y&R	3	0.2
Bristol-Myers Co. Ipana	Grey	Needham, Harper & Steers	2	0.15	General Foods Yuban coffees		B&B		
Celanese Corp. of America		West, Weir & Bartel	6	0.6	Baker's chocolate and coconut		Y&R		
Fibers Co.	Grey				Kool-Aid, D-Zerta, Pectins and Kool-Pops	Grey	FC&B B&B Y&R	9.0	8.0
Chrysler Corp. Plymouth	Y&R	Ayer	30	12.5	Gaines Meal Dream Whip S.O.S., Tuffy and LaFrance	DDB	FC&B	9.0	8.0
					Grove Laboratories Ammens	Gardner	Needham, Harper & Steers	0.75	0.64

A RESTLESS YEAR FOR ADVERTISERS continued

in television and radio).

The sharpest blow was suffered by N.W. Ayer, which relinquished the \$30 million Plymouth business and has not acquired any significant accounts to cushion the loss. This jolt came on top of a disappointing year for Ayer in 1965 when it dropped more than \$20 million in billing while acquiring approximately \$6 million from new accounts.

Grey Streak ■ The first half of 1966 was a happy time of the year for Grey Advertising, which plucked accounts totaling more than \$35 million while losing less than \$4 million during the period. Swelling Grey's total were assignments from General Electric, General Foods, P. Lorillard Co. (Kent), the Seven-Up Co., Celanese Corp. and the prestigious Ford corporate account. For the entire year of 1966 Grey projects billing of about \$145 million, as compared with \$119.4 million last year.

Another winner in mid-year is Young & Rubicam, fortified with the \$30 million Plymouth account. Y&R also picked up business from Vitalis and Sperry-Rand while dropping about \$12 million from General Foods and General Electric. It winds up the first six

months with added billing of approximately \$25 million.

For Compton Advertising the acquisition of L&M filters, its first substantial cigarette account since 1937, provided a pleasurable aroma. The \$15 million in L&M money recoups, to a large extent, the \$19 million the agency relinquished in 1965 when it lost Alberto-Culver billing.

The Leo Burnett Co. continues on its upward climb. It garnered an estimated \$15 million in added business in 1965, and during the first half of this year, Burnett captured more than \$16 million from Parliament, Richardson-Merrill, Gallo wines and Nestle. In the give and take, it surrendered about \$3 million of Alpine and Galaxie cigarettes billing.

DDB Billing ■ Doyle Dane Bernbach, a front-running agency last year when it obtained an estimated \$16 million in added billing, is extending its new-business spree. In the first half of 1966, DDB notched more than \$15 million in expenditures from General Foods, Softique and Resolve, and Lever Brothers, while surrendering \$3.5 million of Quaker Oats money.

The \$9 million Ballantine Beer ac-

count was handed to Sullivan, Stauffer, Colwell & Bayles last February from Y&R. In the move, Ballantine assigned its entire account to SSC&B, which in 1965 acquired the \$2 million ale portion. SSC&B has had no reported account defections this year.

A newly formed agency, Wells, Rich, Green, was launched in style. During the first few months of operations this spring, it acquired \$8.5 million in billing from Braniff Airways and the Personna and Burma products from Philip Morris.

On the losing side of the ledger, in terms of reported account losses this year, were Wade Advertising, Lennen & Newell, J. Walter Thompson Co., Kenyon & Eckhardt, Needham Harper & Steers and Ted Bates & Co., in addition to Ayer.

For Wade, the loss of Miles Laboratories business amounting to approximately \$10 million to Jack Tinker and Partners sounded a virtual death knell for the agency. Shortly afterward, the Toni Co. assigned Casual (\$2 million) to Tinker. It was reported last week that a skeleton crew is still functioning at Wade headquarters in Chicago, but the agency is expected to terminate all its operations shortly.

The slide at Wade began in late

			BILLINGS (in millions) RADIO-TV					BILLINGS (in millions) RADIO-TV	
ACCOUNT	TO	FROM	TOTAL		ACCOUNT	TO	FROM	TOTAL	
Lever Bros. Golden Glow Mrs. Butterworth's syrup	DDB	SSC&B	3	2.5	Personna Burma }	Wells, Riche Green Inc.		2	1
Lever Brothers Inc. Stripe	BBDO	JWT	0.8	0.4	Prince Macaroni Manufacturing Co.	Venet	K&E	0.6	0.3
Liggett & Myers Tobacco L&M Filters	Ogilvy & Mather	JWT	1.8	1.0	Quaker Oats Co. Quaker Oats and instant oatmeal, Mother's Oats	LaRoche, McCaffrey & McCall	DDB	3.5	1.9
P. Lorillard Co. Kent	Compton	JWT	15	11	Renault Inc.	Gilbert Adv. Agency	Daniels & Charles	2	0.9
Miles Laboratories Bactine Chocks vitamins Nervine	Grey	Lennen & Newell	15	13	R. J. Reynolds Camels	?	Esty	10	9.4
Mobil Oil Co. Specialized products	Tinker	Wade	10	9	Richardson-Merrill Vicks products	Burnett	Morse	8	0.64
Consumer products	Fuller & Smith & Ross	Bates	2	0.5	Schick Electric Inc.	D-F-S	Norman, Craig & Kummel	4	2.5
3M Co. Chemical division	DDB	Bates	8.5	3.8	Jos. Schlitz	Cunningham & Walsh	Post-Keyes- Gardner	4	2.5
Nestle Co. Decaf instant coffee	Y&R	MJ&A	1.5	0.4	Shield Inc. Dante Inc.	Harold Breitner & Co.	Norman, Craig & Kummel	1	0.6
Nestea products	VanSant, Dugdale & Co.	Warwick & Legler	1.5	0.5	Sperry Rand Corp. (Remington)	Y&R	SSC&B	1	0.2
Philip Morris Inc. Parliament	Burnett	Warwick & Legler	2.4	2.2	Toni Co. Casual hair color	Tinker	Wade	2	1.7
Alpine }	Burnett	Benton & Bowles	6	5.5	United States Tobacco Co.	Needham, Harper & Steers	West, Weir & Bartel	1	0.1
Galaxie }	M-E	Burnett	3	2.6	King Sano cigarettes Skol chewing tobacco Mapleton smoking mix Bowl of Roses smoking mix				
					Wander Co. Ovaltine	Earle Ludgin	Footo, Cone & Belding	1.5	0.75

1964 when Miles assigned its \$12 million Alka-Seltzer account to Tinker. This move severed a 33-year association between the Wade agency and Alka-Seltzer.

A nine-year relationship was terminated this spring when P. Lorillard withdrew its \$15 million Kent account from Lennen & Newell and assigned it to Grey. In addition, during the first half of 1966 L&N lost the American Gas Association business (\$6.5 million) to J. Walter Thompson. One bright spot in a bleak period was the landing of the Florida Citrus Commission account (\$3.5 million) by L&N. The agency still retains more than \$15 million of Lorillard expenditures.

For the world's largest agency, the J. Walter Thompson Co., the first half of 1966 was a period of ground-losing insofar as newly acquired account billing was concerned. JWT was dropped as agency for the \$15 million L&M cigarette account, though it retained another \$15 million of Liggett & Myers business. In addition, the agency lost the estimated \$1.8 million Lever's Stripe toothpaste account. One forward thrust was JWT's acquisition of the \$6.5 million American Gas Association business.

Needham, Harper & Steers surren-

dered more than \$10 million of Bristol-Myers billing during the six-month period. Included were the departure of Vitalis, Softique, Resolve and Ipana toothpaste. NH&S picked up about \$1 million of United States Tobacco Co. expenditures.

Ted Bates & Co. slipped in the accounts competition with the defection of more than \$10 million of Mobil Oil and \$2 million of American Sugar Co. (Domino). During the period, Bates had no significant new accounts to offset the losses.

At this juncture of the year, 1966 promises to be another record-shattering period in agency account shifts. A new high was achieved in 1965 when almost \$263 million in overall advertising expenditures changed agency hands (BROADCASTING, Jan. 3). But that mark is already within striking distance.

With more than \$237 million already moved or designated to be moved within the next few months, only slightly more than \$35 million is required to eclipse the 1965 high-level mark.

Traditionally, the first half of the year is "moving time" for accounts, with new agencies selected to prepare for the introduction of new models or

products during the active fall selling season.

For example, in 1965, during the first half of the year, more than \$156 million was involved in agency shifts. The second portion of the year was relatively quiescent with \$96.7 million in overall budgets figuring in account transfers.

But with advertisers setting such a torrid pace in the first six months of this year, it seemed a safe assumption last week that 1966 will be the "switchiest" year in advertising's annals.

Functions centralized

Hicks & Greist Inc., New York, announced last week that all marketing and creative services at the agency have been centralized into two new departments.

Creative functions are grouped under Eli Tulman, creative director, into individual art-copy-production teams with specific account assignments in the various media. All market research, media analysis, merchandising, program evaluation and sales analysis activities have been combined into a new marketing services department under Stanley Newman, vice president.

Codes hit as self-serving

Weil claims advertisers get short end of stick when they run into code rules

A key figure in the Association of National Advertisers complained in a speech made public last week that television's self-regulatory code can create "bad" problems for advertisers and will "sacrifice" advertiser interests that collide with broadcaster interests.

It may be "noble" to refer to the TV code of the National Association of Broadcasters as "self-regulation," said Gilbert H. Weil, ANA general counsel, but "so far as we are concerned it is not self-regulation at all" because "we are not regulating ourselves—we are being regulated by the broadcasters.

"And we're being regulated in ways that are more potent even than governmental regulation," he continued, "because there is so little by way of real redress."

In government regulation there is recourse to the courts, Mr. Weil continued, but under the NAB code structure "if the media say, 'no, we will not accept your advertisement,' that is the end of the line. There is no place else to go."

He compared the advertiser's plight under the code with that of a man "being sued or suing and having no opportunity to know who the people are who are advising the judge as to how he ought to decide the case, or what precisely they have said, or to cross-examine them.

"Perhaps," he said, "it's slightly less extreme than I describe. One can meet the representatives of the code, even though one can't get far to the advisers behind them. But, on the other hand, one cannot overlook the fact that they are not unbiased in their approach because, essentially, the code operation is a creature of the broadcast media, set up with the basic objective to protect their interest."

Self-Interest ■ "One must expect if the choice comes of sacrificing an advertiser interest in order to preserve what is deemed by the broadcasters to be an important broadcaster interest, there's no question as to which way the code would decide such a question: indeed, which way it must decide it;

that's the function it's serving."

Mr. Weil acknowledged that "to a very large extent" the interests of advertisers and broadcasters "may be parallel" and that "the broadcasters, while serving the interest of the broadcast industry, may also be serving the interests of advertisers."

But, he continued, "this is not necessarily always so, and where it may be true in direction, it's not always true in extent. There may be similarity but not necessarily congruency, and thus we run into problems."

He saw some signs of progress toward a better relationship, however.

"I think that right now," he said, "we're in the stage of finding out by experience, sometimes very frustrating experience, what the problems are, identifying them, searching for the principles that underlie them, and through natural processes of evolution arising out of the conflicting viewpoints, the arguments and contra-positions between

advertisers and the code authorities in these specific occasions, of hammering out some solutions and of trying to develop some *modus vivendi* to resolve or live with our incompatibilities."

Experience Needed ■ "I believe there's good faith and good intentions on both sides and that it's a matter of our not yet having had enough experience to be able to define precisely enough, and identify in basic, fundamental principles, the true nature of the underlying problems. We're getting there. Some of them we know. Some of them are beginning to emerge. And as we do, it's going to be a matter of seeing how, working with or against the code people, we can get these things resolved so that both live more comfortably."

Mr. Weil cited this as "part of the overall perspective"—along with government regulation—that advertisers should not lose sight of in their preoccupation with more immediate daily problems.

"Perhaps," he said, "in five or 10 years from now a lot of the things that are terribly frustrating problems to broadcast advertisers now may by our joint efforts come to be satisfactorily resolved."

Mr. Weil spoke during closed sessions of an ANA television advertising management seminar held May 22-26 at Rye, N. Y. (BROADCASTING, May 30). Texts of some of the speeches were made public at the time, but those of Mr. Weil and a few others did not become available at ANA until last week.

One of the others released last week, by Douglas Anello, NAB general counsel, dealt at length with the NAB code and its purposes and procedures but not specifically with Mr. Weil's "taxation-without-representation" complaint.

Common Practice ■ Mr. Anello did note, however, that one of the code authority's functions is to arbitrate differences between code subscribers and advertisers, and that the code provisions are comparable to "common practices of most other media" but go beyond them in flatly rejecting advertising for hard liquor and a few other product categories.

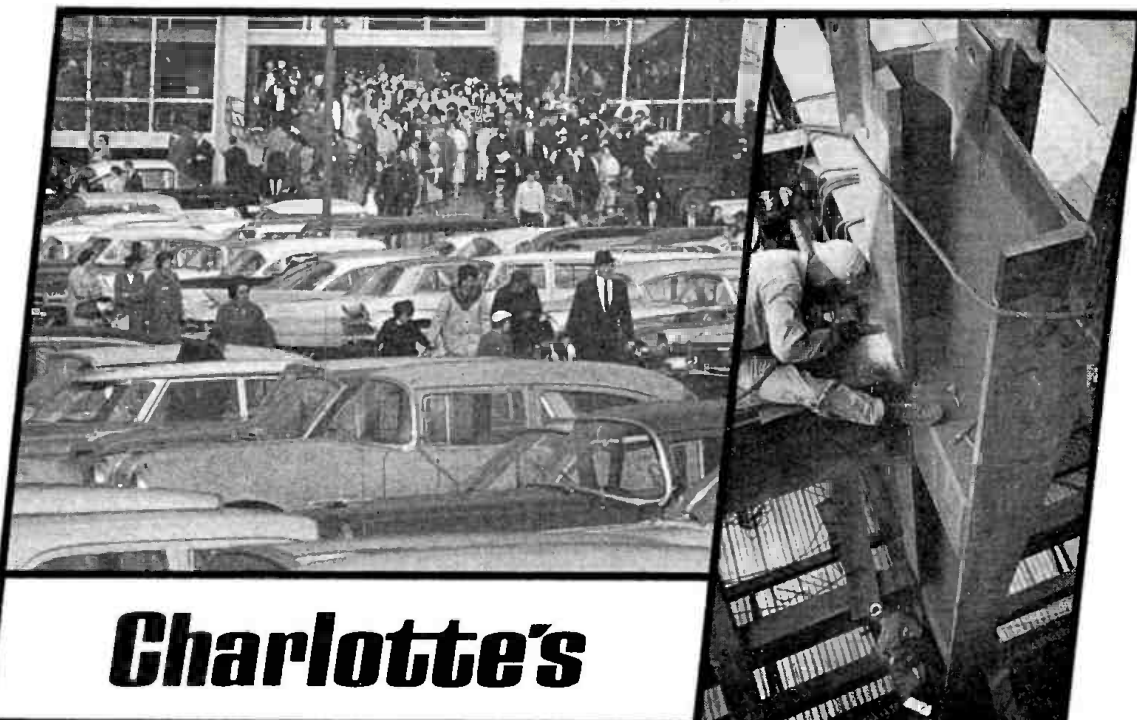
"Agencies and advertisers are encouraged to consult with the code authority when their campaigns are in the planning state," he also said. "This makes life easier for all."

The code, Mr. Anello said, "is of value to advertising because it maintains standards and presents advertising in a most favorable light on subscribers' facilities. It is in the interest of advertising to support and encour-



ANA's Weil Hits TV ad code

The action station in the action city!



Charlotte's

WSOC-TV



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

NBC/ABC—Represented by H-R



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

age this process recognizing that advertising is not only subject to criticism but is not immune from the reach of government control."

In other ANA seminar speeches released last week, Charles Barry, executive vice president of Young & Rubicam, dealt with the buying and administration of network-TV program sponsorships as distinguished from network packages; Alvin A. Achenbaum, vice president and research director of Grey Advertising, examined criteria for

developing and evaluating commercial testing techniques, and Guy Farmer reviewed the role of the joint policy committee of ANA and the American Association of Advertising Agencies in negotiations with broadcast talent unions.

Mr. Farmer, consultant to the joint policy committee, said that under agreements with the Screen Actors Guild and the American Federation of Television and Radio Artists, advertisers last year paid approximately \$40 million directly to performers appearing in commercials.

Except for the activities of "a few far-sighted advertisers" and an ANA program launched in 1960 to bring advertisers and agencies into talent-union negotiations, Mr. Farmer said, the \$40 million paid in 1965 would have been \$80 million to \$100 million.

Business briefly . . .

General Foods Corp., White Plains, N. Y., is using TV to back up its introduction of a new coffee (Maxwell House Electra-perk) in selected areas of Michigan, Colorado, South Dakota and Wyoming. Ogilvy & Mather, New York, is handling the campaign.

Stroh Brewing Co., through Zimmer, Keller & Calvert Inc., both Detroit, has bought one-quarter regional sponsorship in 13 midwest markets; and **Lone Star Brewing Co.**, San Antonio, through Glen Advertising Inc., Dallas, both Texas, one-quarter share in 17 southwest markets, both for the July 13 middleweight bout of Emile Griffith-Joey Archer. The fight is being syndicated in color by Madison Square Garden-RKO General Sports Presentations to 90 stations.

Chemstrand Corp., Decatur, Ala., through Doyle Dane Bernbach, New York, will sponsor *Lucy in London*, one-hour comedy color special starring Lucille Ball with guest star Anthony Newley, on CBS-TV Monday, Oct. 24, 8:30 p.m. EST.

NBC-TV has reported several sales for the new season. **Bristol-Myers Co.**, through Grey Advertising, both New York, signed for three new and eight carryover series in the nighttime schedule; **Peter Paul Inc.**, Naugatuck, Conn., through Dancer-Fitzgerald-Sample, New York, for two new and five continuing shows; **Ralston-Purina Co.**, St. Louis (also D-F-S) for Saturday newscast (*Scherer-MacNeil Report*) and three new and nine carryover shows and **Gold Seal Co.**, Bismarck, N. D., through Campbell-Mithun, Minneapolis, for three continuing series.

F & M Schaefer Brewing Co., Brooklyn, N. Y., through BBDO, New

York, will sponsor The Dwyer Handicap, a \$75,000 race featured on *The Schaefer Circle of Sports* on July 16. The live telecast (4:30-5 p.m. EDT) is scheduled on WNEW-TV New York, WTEN-TV Albany and WSYR-TV Syracuse, all New York; WHDH-TV Boston; WTIC-TV Hartford, Conn.; WCAU-TV Philadelphia; WBRE-TV Scranton-Wilkes-Barre, and WGAL-TV Lancaster, all Pennsylvania; WMAR-TV Baltimore; WJAR-TV Providence, R. I.; WMAL-TV Washington; WMTW-TV Portland, WABI-TV Bangor, and WAGM-TV Presque Isle, all Maine.

ABC-TV's *Milton Berle Show* starting in September (Fridays, 9-10 p.m.), is two-thirds sold to 16 sponsors representing more than 20 different products. Among the principal ones reported by the network: **Bristol-Myers** (analgesics and deodorants), **Miles Laboratories** (Alka-Seltzer), **Diet Delight**, **Warner-Lambert Pharmaceuticals** (Listerine), **Sherwin-Williams**, **Anderson-Clayton** (Chiffon margarine), **Boyle-Midway** (household cleansers), **Florists' Transworld Delivery Association**, **American Tobacco**, **American Motors**, **Squibb** (Sweeta artificial sweetener and Spectrocin-T throat lozenges), **Norwich** (Pepto Bismol), **Procter & Gamble** (Duncan Hines cake mixes, detergents and dentifrices), **Lehn & Fink** (Lysol air deodorizer and Noreen hair coloring).

Paper Mate Co., Chicago, plans spot TV campaign in 50 leading markets, starting in August, for back-to-school drive. Firm also will co-sponsor August College All-Star football game on ABC-TV. Agency is Foote Cone & Belding, Chicago.

Xerox explains less use of documentaries

The Xerox Corp., which has established a reputation as a sponsor of quality television programing, denied last week that advertising considerations have been leading it away from presentation of controversial documentaries.

Donald L. Clark, vice president-corporate advertising for Xerox, said higher costs of documentaries and the declining quality of those available for sponsorship were partially responsible for diversification in types of programing the company now supports.

He also remarked that Xerox advertising objectives have changed somewhat since the company has moved into production of educational equipment and is no longer just a manufacturer of office copier equipment.

Mr. Clark made his observations on



Showing Shasta's newest

To introduce its new line of flavored drinks, Shasta Beverages, San Francisco, is using elf-like animated TV characters singing cheery lyrics about the flavors. The bright settings are given jingle backgrounds arranged and conducted by Nelson Riddle. James C. Nelson, VP and creative director for Hoefer, Dietrich & Brown, San Francisco, Shasta agency, composed the lyrics and music, while Hisashi Nakamoto was responsible for art direction. The commercial is being shown as 20- and 60-second color spots, mostly in western markets.



Why WTOL-TV, Toledo bought Volumes 1,2,4,5, and 10 of Seven Arts' "Films of the 50's and 60's"

Says Robert Krieghoff:

WTOL-TV, Toledo, Ohio, Program Director

“When we look at features to add to our film library, our primary consideration is

well balanced programming

WTOL-TV programs 12 movies weekly in four regular feature slots:

- 1 — Monday Night Movie, 9:30 to 11:00 P.M.
- 2 — One O'Clock Movie, Mon-Fri, 1:00 to 2:30 P.M.
- 3 — The Big Show, Mon-Fri, 4:30 to 5:45 P.M.
- 4 — The Sunday Show, 6:30 to 8:00 P.M.

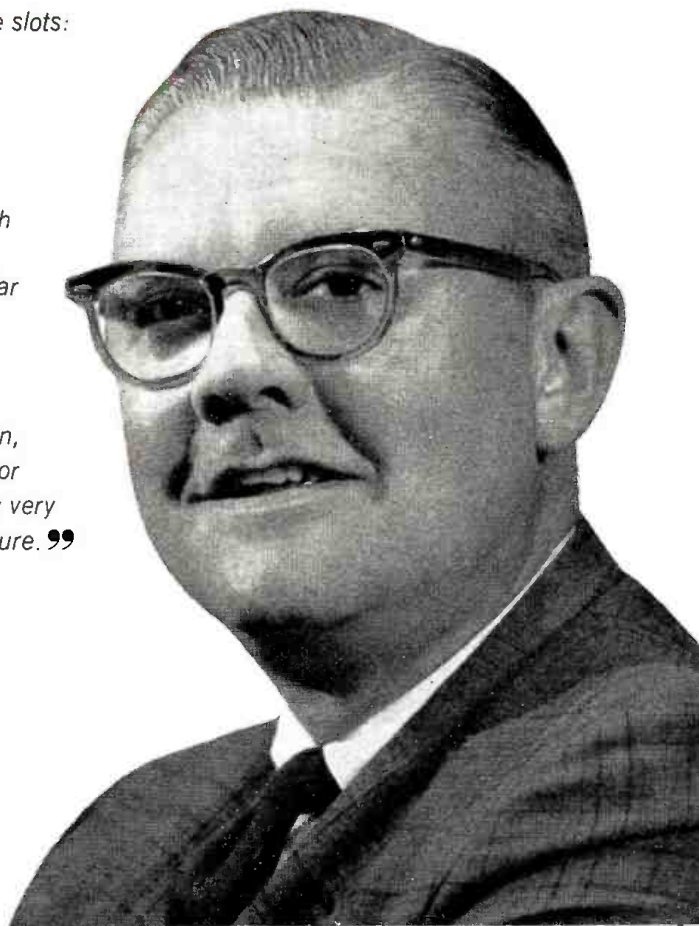
This range of time periods takes in all kinds of audiences with different interests from early afternoon to late evening.

When we buy features we are not buying for any one particular time slot and therefore we must select product that will appeal to our wide spectrum of audience composition.

Seven Arts' 'Films of the 50's and 60's' met our primary consideration for well-balanced programming and, in addition, provided us with a large percentage of outstanding features for colorcasting — 107 of 205 (52%) in color. Color is obviously very important to us now and will be even more so in the near future.”



A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
 NEW YORK: 200 Park Avenue, YUkon 6-1717
 CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105
 DALLAS: 5511 Royal Crest Drive, EMerson 3-7331
 LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., STate 8-8276
 TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193



WCBS Radio Looks at Television broadcast on WCBS New York, July 4 (11:10-11:30 p.m.). He speculated that Xerox might sponsor about 10 network programs during the next television season, a mixture of drama, documentary and entertainment shows.

WCBS program host Ed Joyce noted that Xerox-sponsored programs, such as specials on the United Nations, and the Ku Klux Klan, had aroused critical reaction from conservative members of the television audience and asked if this might be a reason for Xerox to stay away from controversial documentaries.

Mr. Clark indicated such considerations would not enter into Xerox sponsorship decisions, rather that the company depends on quality, price and composition of the audience the program is expected to reach.

Tie votes on too many spots

FCC stalls on policing of commercials while new member makes up mind

The FCC's newest member, Nicholas Johnson, has become the swing vote in the latest chapter of the continuing commission controversy over the effort to police overcommercialization on a case-by-case basis.

The commission, with the new commissioner present but not voting, last week split 3-to-3 on four cases in which the staff had recommended that short-term license renewals be given to radio stations that broadcast more commercials than they proposed.

Further consideration of the item has been postponed indefinitely, to afford Commissioner Johnson an opportunity to familiarize himself with the issues and facts in the cases. The commissioner, who was sworn in two weeks ago to fill the vacancy created by the resignation of former Chairman E. William Henry, did not participate in any commission actions last week.

Voting for the short-term license renewals were Commissioners Kenneth A. Cox, James J. Wadsworth and Robert E. Lee. Chairman Rosel H. Hyde and Commissioners Lee Loevinger and Robert T. Bartley voted to grant full, three-year renewals. Commissioner Bartley has shifted back and forth on the commercialization issue several times.

In a fifth case in which the staff recommended a short-term renewal Commissioner Wadsworth furnished

the vote needed to grant a full-term license. The staff had recommended that the station involved, KACY Port Hueneme, Calif., which subscribes to the National Association of Broadcasters code, be given a short-term license because it exceeded the code's 18-minute-per-hour limit on commercial time in 27% of the 70 daytime hours checked.

Has Own Limit ■ The station, however, had not cited the code's limit as its own. Rather, it had said it would broadcast "an average" of three-and-a-half spots per quarter hour, with no spot to exceed one minute in length. And the station abided by that proposal.

It was on that basis that Commissioner Wadsworth voted for the three-year renewal.

The staff had reported that in 11 of the hours checked, commercials occupied between 33% and 40% of the time. The station, in defense of its performance, said it regarded the code as a guide, not a "strait jacket." It proposes, however, to limit itself to 18 minutes of commercial time an hour in its new license period.

The commission action in the KACY case was regarded as supporting the contention of some commission officials that they are not attempting to enforce the NAB code, as such. Speculation that the commission was pursuing that objective has been fed by continuing staff references to NAB code standards in relation to code members.

Commission officials last week said the staff is merely checking a station's performance against its promise. And if a station "promises to abide by the NAB code, we expect it to do so," said one staffer. "We're not out to enforce the code."

There have been instances, however, in which the commission has asked code members to explain why their proposed policies would permit a greater amount of commercial time than would the code.

No Help to Code ■ And NAB Code Director Howard Bell has expressed "concern" over the commission's involvement in the commercial area "with respect to the code." Picking his words carefully, he said last week: "The commission's actions are not helping to build support for the code."

He said, however, that although there has been "some feedback" from code members following commission activities in the commercialization area, there have been "no mass resignations" and he doesn't expect any.

Some code officials also point out that the commission, is attempting to apply the code without really understanding it. The commission, one official said, is counting promotions for programs while the Code Authority doesn't.

The arguments expressed by the

A simple rate card

The prospective buyer of time who has to wade through columns of fine print on a complex rate card may suggest some sort of an award for WMCA New York. The station's new rate card is printed in the simplest form on a two-leaf businesscard.

The card, calling for an overall average increase of 18%, went into effect July 1. According to a station spokesman, WMCA has had inquiries about the card from more than 20 outlets in the U. S. and Canada that have shown interest in the simplified approach.

commissioners on the promise-vs.-performance question last week were, reportedly, similar to those that have been heard in the past on the issue. Those opposed to sanctions feel the exercise is a nagging one; those who favor the hard line feel broadcasters should be held to their promises.

One change, however, was that Chairman Hyde, in his first meeting in that role, played a larger role in the discussion and Commissioner Loevinger, a smaller one. Commissioner Cox reportedly took the lead for the hard line as is customary.

The commission has been engaging in the same debate periodically since January 1964, when, under pressure from Congress, it dropped a proposal to adopt as a rule the NAB commercial time standards, and began its case-by-case approach. That effort finally led to five short-term license renewals in December 1965 and seven two months later (BROADCASTING, Dec. 20, 1965; Feb. 28).

Four More ■ In the four cases on which the commission split 3-to-3 last week, two of the stations involved are code members—KEEN San Jose, Calif., and KFOR Lincoln, Neb. Each had proposed standards stricter than the code's—three-and-a-half minutes per quarter hour.

The staff said KEEN had exceeded its own proposal in 43% of the 15-minute segments checked, and the code's standard in 17% of the daytime hours studied.

KFOR was said to have exceeded its proposal in 45% of the quarter hours checked, and the code's standard in 24.3% of the hours studied.

The two noncode stations involved are KFRV Modesto, Calif., and KTKT Tucson, Ariz. The staff said KFRV exceeded its proposed limit of four minutes per quarter hour in 28% of the 15-minute segments checked. KTKT, ac-

**If you know
a time buyer who still
believes there's a larger metro
market in North Carolina
than the WSJS
Golden Triangle...**



Give him this.

If you want to see who's out ahead in North Carolina today . . . count the tally. You'll find the WSJS Television market is the one and only number one. First in population. First in households. First in retail sales. WSJS reaches right into the heart of North Carolina, cuts out a Golden Triangle, and covers it for you—totally. Gives you 3 big metro cities plus surrounding counties. All in the rich, heavily industrialized Piedmont country, the fabulous tobacco-textile-furniture-electronics center. More than a million citizens with a total spendable income in excess of one and one-half billion dollars. You're in, when you buy WSJS Television.

WINSTON-SALEM, GREENSBORO, HIGH POINT

WSJS Television 

Represented by Peters, Griffin, Woodward

cording to the staff, exceeded its proposed limit of 18 minutes per hour in 38% of the hours studied.

All four propose to limit themselves in the future to 18 minutes of commercial time per hour, although KFOR leaves itself a little leeway in stating that, in emergencies, it will allow itself an additional two minutes.

KTKT's proposal, however, was fashioned only after an exchange of correspondence with the FCC staff. Originally the station cast its proposal in terms of a weekly maximum of 1,200 daytime spots.

When this was questioned by the staff, the station revised its proposal, stating it would limit its commercial time to 23 minutes per hour. The staff then asked the station to explain how that proposal was in the public interest. And KTKT revised its policy again. It said it would maintain the 23-minute limit until October 1966, when the limit would be reduced to 20 minutes, and that the limit would be further reduced to 18 minutes in the following year.

In two other cases in which the commercial policies and practices of the stations were involved, the commission unanimously granted the stations full-term license-renewal applications, on the staff's recommendations. Neither station is a code member.

KNPT Newport, Ore., had exceeded its proposed limit of three minutes of commercial time per quarter hour in 35% of the quarter-hours checked. But the staff felt the proposal had been inordinately conservative and it pointed out that the station is proposing four minutes per quarter hour in its new license period.

KENO Las Vegas, had exceeded its proposed maximum of four-and-a-half minutes per quarter hour in 32% of the quarter hours checked. But the staff noted that the station has been under new management (Lotus Broadcasting Corp.) for the past year and that in that time had demonstrated an ability to stay within its proposed 18-minute-per-hour limit.

RAB plans regional awards for commercials

A new series of awards to local radio advertisers for creative excellence in commercials is planned this year by the Radio Advertising Bureau.

RAB sent nominating ballots this week to stations in the Northeast and stations in other regions will be polled at various times during the year. Awards will be made by region for the first time to insure a representative number of local advertisers from all



Live and animated

Fall promotion on NBC-TV daytime shows for General Electric bulbs will be built around "light" situations involving live appearances of Morey Amsterdam and the animated antics of J. Quincy Magoo. The roscope technique, which permits combining animation and live action, is being used for minute spots being produced under the supervision of BBDO, Hollywood. Campaign will run from Sept. 12 to Oct. 21.

parts of the country, Miles David, RAB president, said last week.

Last year more than 500 individual commercials were submitted to the bureau and 39 were selected as winners.

Alpo dognapping plea rankles 3 broadcasters

A dog food company's attempt to enlist free broadcasting support for a campaign by the firm to warn the public of dognappers through paid newspaper advertising has brought angry growls from several stations.

At least three stations told the Allen Products Co. of Allentown, Pa., producers of Alpo dog food, that the firm was barking up the wrong tree in asking for free support of a campaign through paid advertising in a competing medium.

The request had been made in "an open letter to the broadcasting industry" from Allen Products President Robert F. Hunsicker. The firm said it sought help in fighting dognappers by informing the public and offering rewards for dognappers' capture.

However, two broadcasters compared the request to asking the firm for free dog food or services while purchasing a competitor's product. John Carl Morgan, general manager of WFVA-AM-FM

Fredericksburg, Va., replied that "no cause, however worthy, can elicit an uncompromisingly enthusiastic reaction for its espousers who are guilty of such an approach."

Another protest was written by Israel Cohen, president of WCAP Lowell, Mass. Ben Lundy, president and general manager of KWFT Wichita Falls, Tex., commented: "For the life of me I cannot understand how you could expect one media to give you free time and yet expect to pay another media for space."

Commercials in production . . .

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

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

Fisher/Fazio/Costa Markets, Cleveland; two 60's for radio, jingle. Charles Barclay, production manager. Agency: Meldrum & Fewsmith, Cleveland. John Hoban, account executive. George Hill, agency producer.

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

Eldon Industries Inc., Hawthorne, Calif. (toys); two 60's for TV, live on film, color. Bob Gips, director. Agency: Sach, Finley & Kaye, Beverly Hills, Calif. Mike Kaye, agency producer.

Ralston Purina Co., St. Louis (Mr. Waffles, cereal); one 30 for TV, live and animation on film. Hawley Lawrence, director. Agency: Foote, Cone & Belding, Chicago. Tom Rook, agency producer.

General Foods, White Plains, N. Y. (Jell-O, Mr. Wiggle); two 60's for TV, live and animation on film, color. Ken Champin, director. Agency: Young & Rubicam, New York. Pat Lyman, agency producer.

General Telephone & Electronics, New York (telephones and services); three 60's for TV, live on film, color. Tom Thomas, director. Agency: Tatham, Laird & Kudner, New York. Clair Callahan, agency producer.

HR Productions Inc., 2325 Fourth Avenue, Seattle.

Jack D. Chesterfield Enterprises, Seattle (real estate); one 60, one 30 for radio, musical. Bill Hurm, production manager. Placed direct.

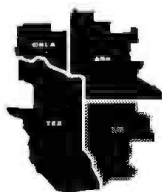
Sunny Jim Pop, Seattle (Can-O-Pop); three 30's for radio, rock 'n' roll. Frank Liberio, production manager. Agency: Rune Goranson, Seattle. Phyllis Miller, account executive and agency producer.

Logos Teleproductions, 3620 South 27th Street, Arlington, Va.

First and Merchants Bank, Richmond, Va. (savings account); two 60's for TV on tape. Bob Johnson, production manager. Agency: Cargill-Wilson-Acree, Richmond.

Five Day Laboratories, New York (5-Day Deodorants); five 60's for TV, live on tape. Gerry Mullens, production manager. Agency: Smith/

FALL AVAILS: No. 1 Shows in 58th TV Market



1. No. 1 Weekly Sports Show — Wide World of Sports. **2.** No. 1 Variety Show — Hollywood Palace. **3.** No. 1 Night Strip Show — Rifleman, Evenings, Weekdays. **4.** No. 1 Hour Syndicated Western — 4:30-5:30, Sundays (Bronco). **5.** No. 1 Late Night Movie — The Big Movie. **6.** No. 1 Movie — 6:30 Movie, Mondays. **7.** No. 1 Children's Movie — Tarzan, Saturday Mornings. **8.** No. 1 Daytime Movie — 9 O'Clock Movie.

K THE KATZ AGENCY, INC.
National Representatives



All these number one shows in the Shreveport TV market¹ are available this fall for national spot buying on **KTBS-TV**. Movies, sports, westerns, variety — their appeal covers the full range of the viewing audience.

And take a look at the market they're in! In three years Shreveport has jumped from 64th to 58th in the national area market rankings.² Latest figures show explosive growth to 174,100 TV homes in prime time.³

So this fall, for top-rated spot buys in an expanding market, specify **KTBS-TV**, Channel 3, Shreveport, Louisiana.

¹NSI, February 3-March 2, 1966; ARB, March 1966

²ARB Television Market Analysis, 1962 & 1965

³ARB, March 1966

(All ratings are estimates, subject to reasonable error due to sampling technique employed, but are generally accepted as a reliable index of audience response.)

KTBS-TV

CHANNEL 3 / SHREVEPORT, LOUISIANA

E. Newton Wray, President and General Manager



Code primer released

A 24-page booklet, *The Challenge of Self-Regulation*, has been sent out by the National Association of Broadcasters Code Authority as a layman's primer on what the codes do and how they work. Initial mailings of the 10,000 booklets went last week to code subscribers. The booklets will also go to advertisers, agencies, government officials, educators and other leaders in the civic and business communities.

Greenland, New York. Ed Murphy, agency producer.

WXYZ Inc., Commercial Videotape Division, 20777 West 10 Mile Road, Southfield, Mich.

Michigan Bell Telephone Co., Detroit (services); two 60's for TV, on tape. Ralph Dawson, production manager. Agency: N.W. Ayer & Son, Detroit. Tom Duggan, account executive. Patrick Walsh, agency producer.

Jam Handy Organization, Detroit (sales management conference); one 60 for TV, video tape to film. Elmer Voltz and Walt Koste, production managers. Placed direct. Tom Mason, producer.

Rep appointments . . .

- KMOP Tucson, Ariz.: J. A. Lucas Co., Los Angeles.
- WFLY Troy, N. Y.: Herbert E. Groskin & Co., New York.
- WDMS-AM-FM Lynchburg, Va.: Hal Holman Inc., Chicago. Busby, Finch

and Woods, Atlanta, as southern representatives.

Agency appointments . . .

■ Ogden Corp., New York, has appointed Carson/Roberts Inc., Los Angeles, to handle its subsidiary, Tillie Lewis Foods Inc., Stockton, Calif. A large canner of fruits and vegetables in California and marketer of a line of low calorie foods, Tillie Lewis plans extensive promotion of branded merchandise and increased marketing effort.

Also in advertising . . .

Editorial annex ■ Video Editors Inc., 321 West 44th Street, New York, has opened annex offices at 151 50th street, which include five editorial rooms, screening and conference areas, and client office. The new quarters will be called Video Editors East.

Purex purchases ■ Purex Corp. Ltd., Lakewood, Calif., has purchased from the B. T. Babbit Co., Albany, N. Y., all of its products sold under the Vano, Cameo and 4-in-1 trademarks and a substantial part of Babbit's West Coast private label business. The total net sales of the brands acquired by Purex are estimated to be \$4 million a year. Purchase price was not disclosed.

NAB revises its guidelines on alcohol

An updated set of alcoholic beverage guidelines has been issued by the National Association of Broadcasters Code Authority. The new set, which supersedes the guidelines of May 1963, offers no startling changes but put on paper interpretations that have been followed since the 1963 edition.

The guidelines cover five areas: beer and wine, hard liquor, distillers and distributors of hard liquor, retailers and mixer products.

The most extensive clarifying treatment is given to beer and wine advertising. Under the old guidelines, these liquids were accepted when presented in "the best of good taste and subject to existing laws."

Under the new guidelines the following copy is unacceptable: for beer and wine containing more than 24% alcoholic content, statements of alcoholic content, references to extra strength of beer and wine, representations conveying impression of excessive consumption of beer and wine, and on-camera representations or sound effects of drinking. Additionally, "language, props and devices primarily associated with hard liquor should be avoided."

There are virtually no changes in

the guidelines for hard liquor, and distillers and distributors of hard liquor.

Among the unacceptable items for retailers are: advertising mixed drinks containing hard liquor; the use of terms "which, in context connote hard liquor . . . these include 'mixed drink,' 'cocktail,' 'highball,' 'spirits' and other such generic references . . ."

However, the words "drink" and "beverage" are acceptable since they do not necessarily refer to hard liquor. Also acceptable are references to drinks that do not contain hard liquor, such as "beer," "wine," "malt liquor," "champagne cocktail."

In the area of mixer products, the guidelines ban references to specific hard liquor of mixed drinks such as "martini mix," "vodka mix," "collins mix." Also taboo are references to drinks containing hard liquor: "screwdriver" or "bloody mary."

Allowable are the words "cocktail" or "cocktail mix" when used as part of the product name. They are unacceptable generically.

NAB TV code adds four radio code drops

The National Association of Broadcasters radio code added 21 stations and lost 25 stations from April 15 to May 15. In the same period four stations were added to the TV code.

TV additions were: WVTM Milwaukee; WILX-TV Jackson, Mich.; KBMT Beaumont, Tex.; and KCFT-TV Concord, Calif.

Radio additions: KMSL Ukiah and KPLY Crescent City, both California; WMEL Pensacola, Fla.; WRRR Rockford and WIRL Peoria, both Illinois; WCOU Lewiston, Me.; WSMD-AM-FM La Plata, Md.; WVCA-FM Gloucester, Mass.; KVOX Moorhead, Minn.; KFBD (FM) Waynesville and KTTR Rolla, both Missouri; WAYN Rockingham and WISP Kinston, both North Carolina; KFLY-AM-FM Corvallis and KSHA Medford, both Oregon; WFAA-FM Dallas; KOGT Orange, Tex.; WNRV Narrows, Va., and WHAW Weston, W. Va.

Radio withdrawals: WFEB Sylacauga and WHOD-AM-FM Jackson, both Alabama; KCAC Phoenix; KRYT Colorado Springs; WBGC Chipley, Fla.; WDFB (FM) and WDFH (FM), both Chicago; WFMS (FM) Indianapolis; KCHE Cherokee, Iowa; WMLF Pineville, Ky.; WCER-AM-FM Charlotte, Mich.; WROX Clarksdale, Miss.; KXLO Lewiston, Mont.; KDCE Espanola, KRZE Farmington and KRZY Albuquerque, all New Mexico; WAFS Amsterdam and WSNY Schenectady, both New York; WKIN Kingsport and WTRD Dyersburg, both Tennessee; WFAW-AM-FM Fort Atkinson and WGEZ Beloit, both Wisconsin.



Top Banana

Marge Condon, hostess of KPHO-TV's "Open House" program, has earned the first annual Food Industry Award from the Retail Grocers Association of Arizona. And we mean earned it. She was honored not just for her contributions to the food industry but for her activities at the family, church, community and business levels as well. Marge brings to her job a high degree of professionalism. (And the result is a refreshing and informative show with a large and loyal audience. A large and loyal list of advertisers, too.)



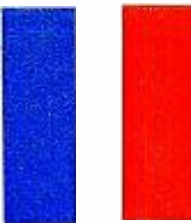
one of the
**Meredith
bunch**



KPHO-TV CHANNEL 5, RADIO 910, PHOENIX, ARIZONA

MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV;

PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV



DOWN
WITH
THE

The sales facts, please

Eastman system tells
advertisers how the
goods are moving

One way to get to an advertiser's heart—or more important, to his pocketbook and spot dollars—is to feed him useful over-the-counter sales facts about his product.

Eastman TV, New York, in building on this concept, last week reported its system was “go” and ready for the launching nationwide. Eastman's system is a computerized marketing service that conducts in-store audits for TV and radio stations on a contract fee basis with the data reported to advertisers using spot schedules on the contracting station.

The rep firm in syndicating the service, Market Measurement Index (a subsidiary of Robert E. Eastman Co.), will make it available exclusively within the market of any station in the country—and irrespective of the station's association with Eastman.

Year's Work ■ A history of a year's development and experimentation preceded the summer launch.

Before that period, Eastman executives, according to Al Shepard, president of Eastman TV and the sales spark behind MMI, presented the index service concept to more than 300 advertisers and agencies. It scored high with these people and since its inception, Mr. Shepard reported, has been able to “stand up to critical measure and conform to national advertisers' ‘checker-board’ pattern for testing purposes.”

The rep estimated it has invested more than \$100,000 for initial research and experimentation in four markets where MMI has been fully engaged:

WSVA-AM-TV Harrisonburg, Va., and KTTS-AM-TV Springfield, Mo., both Eastman-repped, and at KGUN-TV Tucson and WEHT(TV) Evansville, Ind., which are not repped by Eastman but are linked to wsva ownership (James S. Gilmore Jr. stations).

According to Mr. Shepard, MMI should prove advantageous on several counts. He predicted stations could realize an estimated 4-to-1 return on their investment in MMI through increased flow of spot dollars, while advertisers can use the data for pretesting media plans and for estimating market share of their own products and those of

their competitors.

In addition, an industrywide benefit should accrue, he said, by providing essential and better information to advertisers who in turn should be motivated to buy more spot nationally.

Magnetic Effect ■ Eastman officials view MMI as a “powerful inducement for an advertiser to use a market that might easily be overlooked in the media plans of a Procter & Gamble or a Lever Brothers.” Moreover, they stress, MMI's design has been tested and its research validated.

At Harrisonburg, the survey, used mostly by national advertisers to pre-test their media plans, is offered free to all advertisers who spend a minimum of \$5,000 on the stations within a 12-month period. Presumably, a similar formula is being suggested for station adoption in other markets that lend themselves to test-marketing possibilities.

Advertisers using MMI in Harrisonburg are supplied a bi-monthly audit covering sales in local supermarkets of one of 11 advertised product groups. The categories include soaps and detergents, cleaners, headache remedies, shampoos, hair spray and dressings, coffee, toothpaste, cereals and dog foods. Some 135 brand names packaged in 605 different sizes are audited.

The report, which is taken in about 15 groceries and supermarkets, gives an account of the packaging, product, case and item movement by dollar units and percentages. With it, the advertiser knows which products are well stocked and which have shelf visibility.

Eastman officials said they were most enthusiastic over MMI's versatility. Not only can it be used to estimate the “value” of a market by brand category but also measure distribution patterns and variables, make cross-media comparisons and keep tabs on changes in strategy by checking the effectiveness of different advertising copy, packaging, couponing and media weight.

The Eastman executives said the MMI data also will be useful to advertisers who now tend to seek out so-called “areas of dominant influence,” or as it is referred to by some in TV research as the “total area of credited influence.” At the same time, the data can be applied to the more conventional “metro core” coverage area.

Mr. Shepard said MMI should provide a big piece in the puzzle that the advertiser finds in many medium-sized (and even some larger) markets.

MMI data in this context would be available for the advertiser who can measure and match the distribution of the broadcast audience to the value of a media buy and finally to sales of the product itself.

FCC staff works on CATV form

CATV systems already squirming under the unaccustomed mantle of government regulation will soon have some more red tape with which to deal—an FCC information-reporting form.

The commission, in asserting jurisdiction over all CATV's in February, said that as one of the rules it would require CATV's to file information. And the commission staff last week was putting finishing touches on the reporting form that will be used to obtain it.

The staff has the informal comments of the commissioners, and plans this week to clear the document with officials of the National Association of Broadcasters and the National Community Television Association. When their comments are in, the staff will be ready to seek final approval from the commission.

Staff members thought they were close to final approval of the form several weeks ago, after talking to representatives of the two trade associations. The item, however, then was taken off the commission agenda and sent back to the staff for some revisions after NCTA President Frederick W. Ford said he had not seen the staff's proposed form.

As prepared by the staff, the form would require all systems to report their name, community, the number of customers served, and the stations carried on the cable. It would also ask them to report on the kinds of service offered besides television—FM, program origination, among others.

If a system is in any of the top-100 markets it would be asked to state the number of subscribers it had as of Feb. 15. That was the date on which the rule barring expansion of systems in the major markets without commission permission became effective.

Larger systems (staffers were thinking in terms of systems with 500 or more subscribers would have to submit additional information on their owners, officers, directors and holders of 5% or more interest in the company.

This would include data on their holdings in broadcast stations, communications common carriers, other CATV's or in companies manufacturing communications equipment.

The systems will also be asked to report on whether any of their officers, directors or 5% stockholders has been convicted of a felony within the past

10 years, and on whether they are U. S. citizens.

Still to be determined is the kind of coding device that will be used to permit the commission to store the data in its computer for fast retrieval of the information. Officials indicated the commission would use either the social security number of the principals or their birthdates.

Viking snuffs bid for Hoboken CATV

The chances for a CATV system this summer in Hoboken, N. J., were dimmed last week. Reasons for a new delay were attributed by city officials to a withdrawal of Viking Industries' petition for a CATV franchise in that city, and to the city council's wish to publicly hear more franchise bids for comparative purposes.

Viking's subsidiary, Continental TV Corp., which was expected to file its proposal on July 6 (BROADCASTING, June 20), pulled out near the deadline.

In May, Sterling Information Services, New York, through its subsidiary, Sterling Communications Inc., sought a CATV franchise in Hoboken, proposing five-year rates at \$6 per month with installation charges not over \$70. A source at Viking said he believed the "road was cleared" now for Sterling.

City officials last week said that if no other proposals are acceptable at the Aug. 3 hearing, the Sterling franchise will be endorsed. It was learned that at least one northern New Jersey CATV firm was interested in applying for the Hoboken franchise.

ITT sides with FCC on Comsat question

The FCC last week was in the middle of a power fight between the Communications Satellite Corp. and the international common carriers that threatens to erupt into a major policy contest that already has reversed some traditional roles. And to make matters worse for the FCC, the war in Vietnam is involved.

Late last month, the commission announced that it had unanimously decided that Comsat must deal only with the international common carrier in selling its space satellite telephone and telegraph circuits (BROADCASTING, June 27). In that decision, the commission

**BAS-
TILLE**

**AND
POPEYE'S
THE MAN WHO
CAN DO IT-**



Repair work begins on bridge between TV and wire

Is there a schism yawning in the CATV industry between those whose sole endeavor is cable operations and those who also are broadcasters?

In the early days of the 15th annual convention of the National Community Television Association two weeks ago (BROADCASTING, July 4), broadcasters could have sworn there was; later in the week the tensions were relaxed. Last week they seemed further eased, with the prospective rivalry losing its sharpness as other factors came to light. Among them: fear of dominance by multiple CATV owners on the part of single, small cable operators; envy by pioneer CATV owners at those who have come into the industry recently.

The contest for the chairmanship of the association focused on almost all of these factors, with Alfred R. Stern, president of Television Communications Inc., New York, the official nominee, opposed by Robert J. Tarlton, nominated by petition.

Mr. Stern, who came into CATV from an NBC vice presidency, represents the group owner and a more recent convert to CATV. Mr. Tarlton is a CATV pioneer and the owner of the Lansford and Titusville, Pa., cable systems. Mr. Stern was elected handily.

The broadcast issue was more directly involved in the nomination of Terry H. Lee, Storer Broadcasting vice president, for the board of directors of the cable association. His candidacy, although recommended

by the NCTA's own nominating committee, evoked heated comment because of Storer's position on CATV legislation and FCC regulation.

Dual Loyalty ■ Mr. Lee's position became intolerable, however, when outgoing chairman Benjamin J. Conroy Jr., of Uvalde, Tex., during his annual report to membership, commented on dual loyalties within the NCTA. In a sense telling broadcasters in CATV to "love us or leave us," Mr. Conroy's remarks contained these words:

"To you who approach CATV in this fashion [who have taken 'violent issue' with suggestions made by NCTA to the FCC and to Congress]—as insurance or whatever—you're either with us or against us. I am not for a moment placing the onus of industry problems on you, but why are you so reluctant to close ranks with the rest of us in overcoming them? We have in the past, and still do, welcome members of other industries to our ranks as a blessing. But with the split of loyalties and selfish actions we've seen recently, this blessing is certainly a mixed one."

Mr. Conroy's words provoked Mr. Lee into withdrawing his name from the election race. What made them even more harsh was the fact that Mr. Lee was chairman of the NCTA convention committee and was the only other man on the platform at the time the outgoing chairman was speaking.

Storer, of course, is not only a member of the National Association of Broadcasters, but also of the Association of Maximum Telecasters, a forceful advocate of stringent federal controls over cable operations.

CATV operators and broadcasters who are in CATV hastened then, and hasten now, to lighten the import of Mr. Conroy's words and their apparent intent. The NCTA chairman, they say, speaks for himself alone; he does not express association policy. He does not have his report approved by the NCTA board, they emphasize.

Furthermore, apologists say, there are numerous broadcasters in CATV ownership who do not fit the shoe Mr. Conroy was presenting. Certainly, they reason, no such harsh verdict can be applied to Cox Broadcasting Corp. or the Triangle Stations, both of which are heavily engaged in CATV. Nor, they continue, can many of the other broadcasters in CATV be condemned for divided loyalties.

Perhaps the best retort to Mr. Conroy's remarks came last week from a broadcaster-CATV operator:

"After all," he said, "I'm taking in \$25 million a year from my TV station and \$2 million a year from my CATV operations. Don't ask me to kick over the TV station's position for CATV. I've got to maintain that proportion. When CATV begins to bring in the \$25 million a year. . . ."

specifically mentioned the Department of Defense's negotiations with Comsat for military circuits to the Far East, and the impact this might have on the international carriers.

The commission's announcement was followed within a week by a notice from James D. O'Connell, director of telecommunications, Office of Emergency Planning, and telecommunications adviser to President Johnson, calling on the FCC to reconsider its decision, as it affects the Department of Defense "so that we can avoid the necessity of a lengthy review in the courts and in the Congress."

Presumably it would be cheaper for the military to buy circuits directly from Comsat, rather than from international carriers, which, aside from their own cable and short-wave facilities, would have to lease Comsat circuits.

Last week, the FCC found a friend. Contrary to the usual position of the carriers, which is generally opposed to

FCC actions, International Telephone & Telegraph Co. protested to the controller general of the U.S. at what it said was the Defense Department's intentions to continue negotiating with Comsat directly in defiance of the FCC's order. It urged that the military branch be ordered to negotiate and to complete an order with one of the international carriers, in compliance with the FCC policy.

WSOY fears broad city CATV ordinance

A radio station in Decatur, Ill., is attacking the legality of the city's CATV ordinance, but it really isn't attacking CATV.

An amended suit has been filed by WSOY-AM-FM against that city. Its target is an enabling ordinance passed by the city council last fall that Merrill Lind-

say, president of the station, says is so broad that if the radio station wants to lay a cable from its mobile transmitter to a public auditorium, it would have to secure council permission. The suit originally was filed earlier this year, but had to be amended to meet a circuit judge's ruling that the litigation could not be initiated as a taxpayer's suit.

WSOY also asks that General Electric Cable Vision Corp. be enjoined from beginning CATV service. The enabling CATV ordinance was passed by the city council in September last year; the other, adopted last December, granted the franchise to the GE firm.

In its suit, WSOY claimed that an attempt is being made to control, regulate and prohibit the manner and means of the transmission of speech in the city unless under license or franchise from the city; that streets and public ways cannot be sold, leased or rented for private purposes; that there

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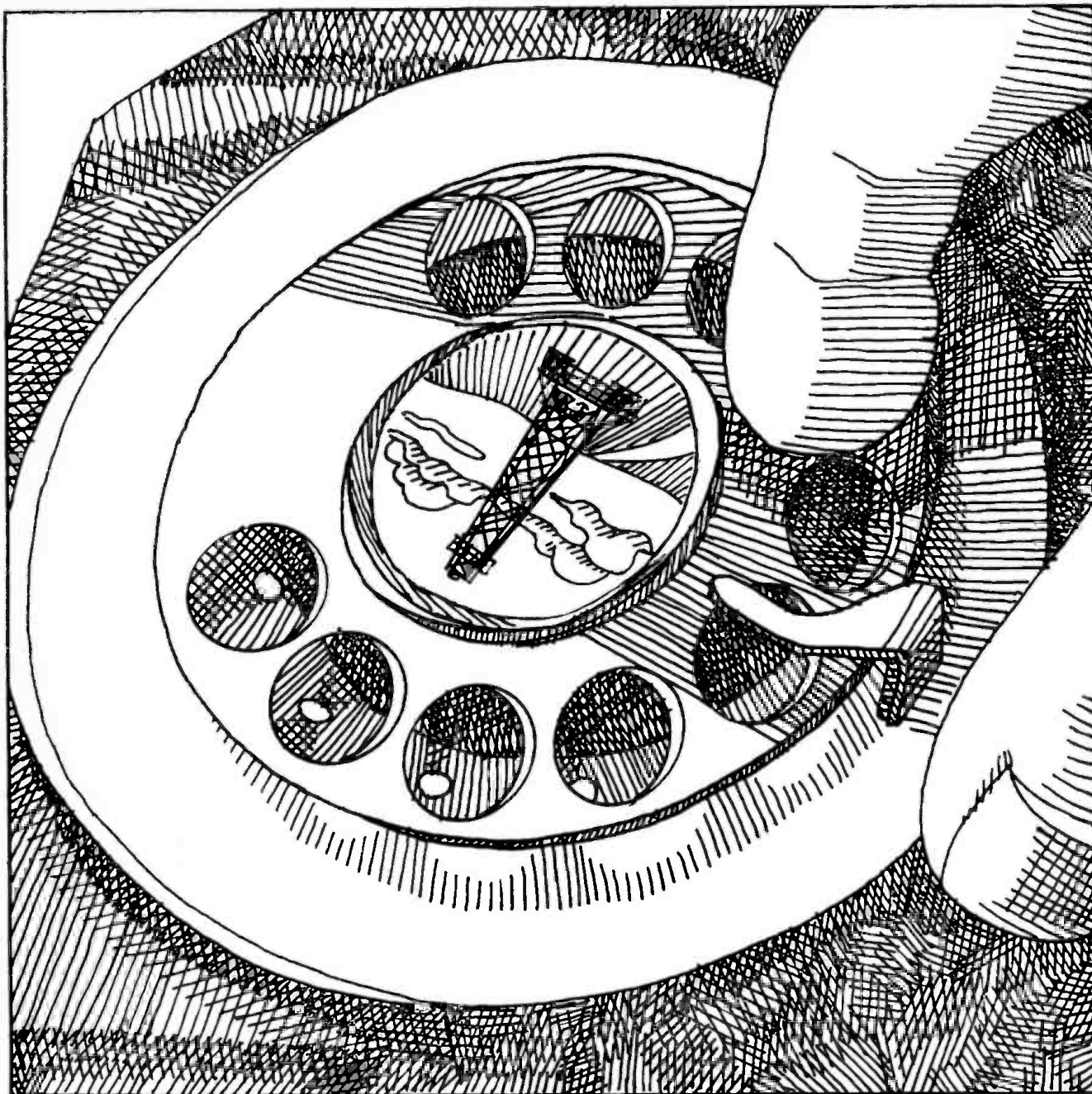
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is no statutory authority for the city to regulate CATV; that there is no authority for the city to impose an occupational tax.

Mr. Lindsay emphasized that the radio station is not attempting to prohibit CATV in Decatur, or to keep the GE cable company from operating. "The ordinance is so loosely worded," he said, "that some provisions could be construed to bring us under the authority of the city council."

CATV waiver requests cite copyright ruling

A court decision that was a sharp setback for the CATV industry is being seized on by some CATV systems as an argument to support requests for waivers of FCC rules governing their operations.

The decision, handed down by a federal court in New York, held that CATV's that carry programing without obtaining permission of the copyright owner are liable for copyright infringement suits (BROADCASTING, May 30).

CATV's aren't saying, generally, that the decision precludes the commission from requiring CATV's to carry the signals of local stations, as provided in the new CATV rules. But some are saying that stations should protect them against any copyright suits that arise.

Berks TV Cable Co. of Reading, Pa., for instance, says the commission should not support a station's demand for carriage of its signals unless the station "absolves" the CATV involved of liability for possible infringement of the station's rights. "If the station wants to reserve a right in its program material," the CATV said, it "should be required to accept the status quo."

Garden State Television Cable Corp., in Vineland and Bridgeton, both New Jersey, and Florida Cablevision Corp., in Fort Pierce and Vero Beach, both Florida, take a similar approach but with a twist. No broadcaster, they say, should have the right to demand carriage of his signals without insuring that the complying CATV will be fully "indemnified from any liability" resulting from "bowing to the demand."

Other systems, noting that stations are seeking carriage of their signals without offering protection against copyright infringement suits, say that "basic due process" requires that the commission stay the effective date of the rules until the problem has been resolved.

The copyright case, involving United Artists' suit against Fortnightly Corp., a CATV operator, has been appealed, and no CATV is ready to accept the lower court's decision as the final judgment on the critical issue.

Nor do the systems expressing concern about being compelled by a local broadcaster to risk a copyright suit see any inconsistency in their taking such risks voluntarily, as they would be doing in importing signals of their choice. They say, in effect, that they want the right to determine when and under what circumstances they will risk a suit.

Commission officials are reviewing the CATV rules in light of the federal court decision. The commission, in adopting its rules, said such a review would be necessary if then pending copyright suits (CBS as well as United Artists has filed one) were decided "adversely" to the CATV industry.

Copyright infringement liability isn't the only area in which some CATV's feel broadcasters should bear responsibility as a result of the commission's new rules. The switching equipment needed to comply with the nonduplication rule is another.

If the commission requires a CATV to stop duplicating the programing of a local station, Garden State said in its waiver petition the agency must "ordain" that the broadcaster "for whose sole benefit the program switching function is to be performed be made responsible for costs incidental to this function."

That suggestion drew a cool reaction from one commission staffer last week. The intended beneficiary of the rules is not the local broadcaster but the general public, he said. "Besides," he said, "what's the difference between requiring a CATV to install switching equipment and requiring a broadcast station to directionalize its antenna to protect another station?"

CATV loan bill termed discriminatory by NAB

A bill that would allow CATV systems to borrow federal funds has been called "discriminatory" by the National Association of Broadcasters. The legislation is included in plans to establish two federal banks to supplement Rural Electrification Administration funds for rural electric and telephone programs.

In a letter to Representative Harold Cooley (D-N. C.), chairman of the House Agriculture Committee, NAB contended that allowing CATV's to borrow funds discriminates against radio and TV stations and TV translators, entities that could not borrow from the proposed telephone bank and "would not be able to obtain loans under such favorable terms and rates of interest."

NAB President Vincent Wasilewski said TV translators and CATV's exist "in response to the same public demand

... extension of television signals." Allowing only one to borrow from the proposed bank "would be patently discriminatory," he charged.

He also attacked the section of the bill (HR 14837) that would treat CATV's as common carriers. The FCC's proposed rulemaking and the subsequent CATV bill passed by the House Commerce Committee, he added, do not consider CATV's as common carriers. CATV's, he said, should not be treated as a telephone system by one arm of the federal government and as an "adjunct to broadcasting" by another arm.

Support for the CATV's came last month from rural cooperatives testifying at a hearing on the bill. The measure has also been attacked by private power companies (BROADCASTING, June 6).

Hoffman lauds TV at UN broadcast meet

Paul G. Hoffman, administrator of the United Nations Development Program, has praised the American television industry for its "great public service ... in improving the understanding of today's realities." His remarks were made at a New York meeting of the U.S. Broadcasters Committee for the United Nations held at UN headquarters.

Attending the meeting were: Raymond Welpott, NBC; John T. Murphy, Avco Broadcasting; F. S. Gilbert, Time-Life Broadcasters; C. Wrede Petersmeyer, Corinthian Broadcasting Corp.; David Bennett, radio and TV division, Triangle Publications; Bill Michaels, Storer Broadcasting; Ray Hubbard, Westinghouse Broadcasting; A. Louis Read, WDSU-TV New Orleans; Ben West, KOCO-TV Oklahoma City; James Schiavone, WWJ-TV Detroit; Harold Grams, KSD-TV St. Louis.

Nonbroadcast personnel included Francis Carpenter, special assistant to UN ambassador Arthur Goldberg; George Janacek, acting officer-in-charge of the UN's office of public information, and Michael Hayward, chief of United Nations Television.

The broadcasters committee announced that 13 half-hour programs of the 1967 *International Zone* series, which tells the UN story in human-interest terms, will be filmed in color.

Auction set for WTRA

WTRA in Latrobe, Pa., is scheduled to be sold at auction Aug 3. The station is to be sold to the highest bidder at proceedings to be conducted by Stephen P. Laffey, referee in bankruptcy, at 2 p.m. in the New Federal Building, Pittsburgh.

Gerald N. Ziskind, receiver, says that

the station serves 400,000 people, is grossing \$60,000 annually and has a potential of \$125,000 yearly.

WTRA was founded in 1956. It operates daytime only on 1480 kc with 500 w.

Cooke finds home for L.A. sports teams

Major community antenna television operator and sports tycoon Jack Kent Cooke announced last week that he will spend a total of \$11 million to house his professional basketball Los Angeles Lakers and his future National Hockey League team, the Los Angeles Kings. Mr. Cooke has bought 29½ acres of land in Inglewood, a Los Angeles suburb, for \$4,014,340 and will spend about \$7 million more to put up a new sports arena to be called The Forum.

The building, described as a modern version of the great Colosseum in Rome, was designed by Charles Luckman and Associates. The construction will be done by C. L. Peck. Target date for completion is Dec. 31, 1967.

The sports arena will seat anywhere from 14,000 to 17,000 people for vari-

ous events. There will be six levels in the 75-foot high building, with two of the levels underground.

Mr. Cooke's announcement of the selection of a site ended five months of controversy about where, if ever, he would house his new hockey team. Awarded the NHL franchise last February, Mr. Cooke stood a chance of losing it unless he found a proper home for the team by September.

The millionaire Mr. Cooke, a native of Canada, also is a minority owner of the Washington Redskins pro football team. Only last month, he was awarded a major league professional soccer franchise for Los Angeles (BROADCASTING, July 4). American Cablevision Co., Beverly Hills, of which Mr. Cooke is president, operates CATV systems in Texas, California, West Virginia, New Hampshire, Idaho, Wisconsin and Minnesota.

Cowles plans new paper

Cowles Communications, broadcast-er and publisher of newspapers and magazines, plans to start a new daily newspaper in Suffolk county, Long Island, this fall.

The company is reportedly prepared to make a plant investment of \$1 mil-

lion for the paper and is said to expect a circulation in excess of 50,000 by the end of its first three operating quarters.

Cowles owns KRNT-AM-TV Des Moines, Iowa; WESH-TV Orlando, Fla., and WREC-AM-TV Memphis, and publishes *Look*, *Family Circle* and *Venture* magazines as well as newspapers in Florida and Puerto Rico.

Florida CATV system sues phone company

A CATV system in Florida is seeking \$1.1 million from a telephone company because the phone company wouldn't let the CATV use its poles.

The suit, filed by Northwest Florida TV Cable Inc. (owned by Gregg Cablevision Inc., group CATV owner), is against the independent Southeastern Telephone Co.

The cable company, which began operating in Crestview, Fla., July 4, and in Niceville, Fla., last February, is seeking \$100,000 in alleged actual damages and \$1 million in punitive damages. It claims the telephone company originally agreed to permit CATV lines to be attached to its poles, but later reversed its decision and offered only a leased circuit owned by the telephone company. The telephone company, Northwest Florida said, claimed it had no room on its poles for the CATV lines.

The plaintiff contends that it had to install 25 to 30 poles of its own in Crestview and about 50 in Niceville to its added expense and to damaged goodwill caused by citizens' complaints. Northwest Florida also is using electric power utility poles in both communities.

Compounding its injury, Northwest Florida alleged, the telephone company subsequently agreed to permit another CATV system, the Okaloosa TV Cable Co., serving Valpariso, Fla., to use its poles.

Changing hands

ANNOUNCED • The following station sale was reported last week subject to FCC approval:

▪ **WILD Boston:** Sold by Noble Broadcasting Corp. to Dynamic Broadcasting Corp. for \$275,000. Nelson B. Noble is president of Noble Broadcasting. Dynamic Broadcasting, owned by L. Walk, James Rich and Bernard Friedman, is licensee of WAMO-AM-FM Pittsburgh, WUFO-AM-FM Amherst, N. Y., and WOAH Miami. WILD is day-timer operating on 1090 kc with 1 kw. Broker: Blackburn & Co.

APPROVED • The following transfer of station interests was approved by the

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FCC last week (For other commission activities see FOR THE RECORD, page 81).

■ **WJRL Rockford, Ill.:** Sold by John R. and W. Dale Livingston and Samuel and Rose L. Miller to William R. Walker, John D. Harvey, Joseph D. Mackin, Philip Fisher, Value Radio Corp. and Heart O'Wisconsin Broadcasters Inc. for \$123,900. Transfer is of 90% of stock; John R. Livingston will continue to hold 10% of the station. Approval is conditional on Mr. Harvey's disposal of his interest in WMAD Madison, Wis. WJRL, founded in 1960, operates daytime-only on 1150 kc with 500 w.

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■ **Hegins-Valley View, Pa.:** Sold by Valley Cable Co. to Sports Network Inc. for undisclosed amount. Hegins-Valley View serves approximately 600 customers. SNI owns CATV systems in Muncy, Lykens and Highesville, all Pennsylvania. The first two were purchased last April, and the last in June.

Mutual adds two

Mutual last week acquired two new affiliates: WTOP Toledo, Ohio, and WAXU Georgetown, Ky., bringing its total number of affiliated stations to 515. WTOP, owned and operated by Booth Broadcasting Co., operates daytime only on 1560 kc with 5 kw. General manager is Robert F. Martz. WAXU, owned by Waxu Radio, is a daytimer on 1580 kc with 10 kw. Its general manager is Robert E. Johnson.

Media reports . . .

Architects' choice ■ The 38-story CBS building at 51 West 52d Street, New York, continues to influence architects and win awards. Latest: First Honor Award of the American Institute of Architects, announced last month at the AIA's convention in Denver. According to CBS, this is the nation's highest professional recognition for architectural excellence. The award was presented to Eero Saarinen and Associates, Hamden, Conn., the building's architects.

Overmyer's second ■ Overmyer Communications Co. began construction last week at the tower and transmitter site of WSCO-TV (ch. 19) Newport, Ky., which will cover the Cincinnati area. The transmitter and tower site is at Lehman Road and Jean Street, Cincinnati. WSCO-TV is scheduled to go on the air in September and will be the second Overmyer UHF station. WDHO-TV Toledo, went on the air May 3.

T10 roster ■ KATV(TV) Little Rock, Ark., WFIL-TV Philadelphia and non-

commercial KTCA-TV St. Paul have joined the Television Information Office.

Relocation ■ KWK St. Louis, has moved to 400 Mansion House Center. The station's executive offices are now located on the promenade level of the north tower.

Computer Applications acquires Simmons

Computer Applications Inc., New York computer consulting firm, has reached an agreement to acquire all assets of W. R. Simmons and Associates Research, the market research organization.

The acquisition is being accomplished through a transfer of 70,000 shares of Computer Applications stock valued at more than \$1 million. Simmons has been a private, closely held company. Computer Applications is public and traded on the American Stock Exchange.

Simmons will operate as a subsidiary of Computer Applications with Willard R. Simmons, its president, remaining chief executive officer. Mr. Simmons said application of the computer systems knowledge of the acquiring company would be a clear advantage in

processing the data fathered by his organization.

In recent years Simmons has syndicated national audience reports for network TV programs and magazines.

Computer Applications has been involved in market research through another subsidiary, Speedata, which has done research on the movement of grocery products. The parent company also owns Electronic Business Services Corp., a New York computer service bureau.

Computer Applications President John DeVries said the Simmons organization would continue in a somewhat autonomous manner and that there are no plans to alter its research operations.

PhD dissertations indexed

The School of Journalism of Syracuse University has published *A Bibliography of Doctoral Dissertations in Radio and Television*, compiled by Kenneth R. Sparks, who received his doctorate from the School of Journalism in 1964. This is a revised and enlarged edition of the one first published in 1962. The publication is available for \$2 a copy from the School of Journalism, Newhouse Communications Center, Syracuse University, Syracuse, N. Y.

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evidence in the case against Nielsen that will be both shocking and significant, including things not disclosed at the congressional probe.

▪ Mr. Lowe said it was "both ridiculous and incredible on the face of it that the Carol Channing show would need any help from anyone in the matter of the rating." He said he was shocked at the implication attached to his payment to Mr. Sparger for research work.

Former Partner ▪ Counsel in the court case for Mr. Sparger is former Oklahoma Governor J. Howard Edmondson. Mr. Lowe has retained Robert E. L. Richardson, who earlier represented Mr. Sparger and is an assistant dean of the law school at the University of Oklahoma. Mr. Richardson was assistant counsel of the House Commerce Subcommittee during the TV ratings probe when Mr. Sparger was an investigator for the same subcommittee. The committee chairman was Representative Oren Harris (D-Ark.) who now is a federal judge in his home state. Nielsen's counsel is George McBurney, Chicago.

In its court suit Nielsen charged Mr. Sparger used knowledge and information obtained while working for the Harris committee to aid him in his efforts to rig the TV ratings.

Nielsen repeatedly has pointed out that the rigging effort on the Channing show was detected prior to the telecast and the 58 sample homes involved were deleted from the rating computation. The Channing show enjoyed ratings far above those of competitive programs.

The suit charged Mr. Sparger with mailing a questionnaire to 58 Nielsen homes in Ohio and Pennsylvania designed to influence them to watch *An Evening with Carol Channing* Feb. 18 on CBS-TV. Each questionnaire enclosed \$3, and another \$5 was promised upon return of the questionnaire.

In 1964 when Mr. Sparger no longer was with the Harris committee the committee called him to appear before it to answer charges that he was misusing information (BROADCASTING, April 11). The committee took no action.

Teller's Testimony ▪ Mrs. Chilton, bank teller at the Liberty National Bank in Oklahoma City, testified in the court deposition that she cashed Mr. Sparger's check from Mr. Lowe last Jan. 11. She said Mr. Sparger phoned her at home at midnight the day before the court case was to begin and asked her if she could "get the microfilm," indicating she would be "taken care of" if she cooperated. She said she refused.

Mrs. Chilton testified further that



The Sparger-Richardson team was asking all the questions when this photo was made during the House Commerce Subcommittee's look into ratings.

Rex Sparger (seated) was an investigator for the subcommittee that Robert E. L. Richardson (standing) served as assistant counsel. After leaving Capitol Hill, Mr. Richardson

represented Mr. Sparger as legal counsel and now is assistant dean of law at the University of Oklahoma.

In the current court case, Mr. Sparger is represented by former Oklahoma Governor J. Howard Edmondson. Charles F. Lowe, producer-manager-husband of Carol Channing and latest involved in the proceedings, has retained Mr. Richardson.

Mr. Sparger's mother-in-law, Mrs. Cravens, called at another time to inquire about what she planned to say in the case and suggested that she could say she "couldn't remember."

At Nielsen's news conference in Chicago last week, Henry Rahmel, executive vice president of the company, observed that Mr. Sparger "has acknowledged publicly on numerous occasions that he attempted to distort the audience ratings of the Nielsen Co." and specifically the Channing special. Mr. Rahmel said that earlier in the day there had been filed with the federal court in Oklahoma City "a reproduction of a \$4,000 check made to Sparger's order on Jan. 10, 1966, drawn on the United California Bank (Los Angeles) account of Charles F. Lowe, signed by Lowe and cashed by Sparger Jan. 11, 1966, in an Oklahoma City bank."

Mr. Rahmel noted that the check was made to the order of "Rex Spar-

ger Research Consultant" and so endorsed. He said it was discovered during the taking of depositions of employees of the bank.

"Prior to the discovery of the existence of this cancelled check Sparger had maintained—in sworn testimony—that he had not received money from Lowe for any purpose," Mr. Rahmel said.

"Sparger has maintained, also in sworn testimony, that he did not have more than two telephone conversations with Lowe prior to March 24 when the Nielsen suit was filed," Mr. Rahmel continued. However, he said, "telephone company depositions taken in this case indicate that there were at least 40 telephone conversations between Sparger and Lowe in the form of long-distance communications between Oklahoma City, Washington, Chicago and New York City."

Statements Made ▪ Mr. Rahmel continued: "In the several weeks that

General Foods, CBS clarify positions

A spokesman for the General Foods Corp., White Plains, N.Y., said an agreement made with Miss Channing and General Foods more than two years ago provided for her appearance in the special shown on CBS last February and also in a pilot film. The advertiser had indicated at that time that it would consider the pilot as a possible series for showing in the 1967-68 TV season, starting in the fall of 1967. General Foods said it has made no decision on a series but that the understanding with Miss Channing still stands.

The CBS-TV network said in New York, following the disclosure of the check made out to Mr. Sparger, that it had "at no time any knowledge of any alleged tampering with, or attempt to distort, the ratings" of the Carol Channing show. CBS also said it didn't know the existence of any arrangement between Mr. Lowe and Mr. Sparger.

CBS explained that the show had been brought to the network by an advertiser (General Foods) and that CBS had no connection with its production other than supplying studio facilities.

have elapsed since the filing of this suit, Sparger has issued many statements to the press and commented on broadcast interviews to the effect that his only motives in trying to 'rig the ratings' were to get material to write a book and to try to prove that ratings were not accurate, which he said he was doing because of his concern for the public interest. Sparger's real motives must be judged in light of this new information."

Mr. Rahmel said the effort to distort the ratings of the Channing show "was detected by Nielsen before the broadcast and the Nielsen homes involved in the abortive attempt were deleted in the ratings computation for that evening."

Mr. Rahmel explained his statement was being made because of inquiries and to clear the record. "We believe that the Nielsen company's good reputation has suffered as a result of the irresponsible, unsupported and untrue statements that have been made by Sparger and others," he said.

"We plan to continue our prosecution of the lawsuit now pending," he added.

During questions and answers at the news conference, which was well attended by press and broadcast media, Mr. McBurney, the Nielsen lawyer, said: "We suspected that Mr. Lowe was involved" before the check was found, but it couldn't be proved. He declined to explain the reason for the suspicion. Mr. McBurney said the discovery of the check "makes Mr. Lowe a part of the case now" but no decision had been made whether to name him a co-defendant.

Ready for Settlement ■ Nielsen officials and counsel indicated they always stand ready to make an "appropriate" settlement of the case out of court. The chief concern is "clearing the reputation" of the company and getting a court injunction against any rigging attempts.

In a prepared statement Mr. Lowe said: "I am shocked and appalled" by the story "in which I apparently have

been implicated in the alleged rigging of the Nielsen ratings of the Carol Channing show." The statement continued:

"The facts of the matter are quite clearly and specifically spelled out in a contract between Mr. Rex Sparger and myself, drawn on Jan. 11, 1966. Mr. Sparger had approached me at that time in Oklahoma City where Miss Channing was appearing in "Hello Dolly" under the auspices of Mrs. Delbert Cravens, Mr. Sparger's mother-in-law, an impresario who had booked the show.

"Mr. Sparger suggested that I hire him as a research consultant to conduct a survey during the telecast entitled the Carol Channing show. Not before, but during. The key paragraph of my contract with Mr. Sparger reads as follows:

"Said analysis shall generally provide information concerning commercial effectiveness, general demographic data correlated to product purchase and advertising effectiveness, audience acceptance of the Channing special correlated with normal viewing habits, viewing pattern habits correlated with influences from media on such habits and a comparison through prequalification of such aforementioned data."

"In return for this service, I made out a check to Rex Sparger, research consultant, in the amount of \$4,000 for expenses. His fee for the survey was \$1,000. I need hardly add that it is both ridiculous and incredible on the face of it that the Carol Channing show would need any help from anyone in the matter of the rating; that Miss Channing, one of the most prominent stars in the entire entertainment world, would consider such a reprehensible deal for an instant; that I, her husband and manager, would be so naive as to write out a check for any other purpose than that plainly set forth in the contract with Mr. Sparger, or that the A. C. Nielsen Co. could be so loosely and negligently managed as to allow a single individual to influence the quality of its product for the sum of \$5,000.

"The facts as they pertain to Miss Channing and myself are readily available and in writing. We have unwittingly been drawn into the long running nettle between Mr. Sparger and the A. C. Nielsen Co. The Nielsen Co. has now seen fit to make our participation public. I am happy to make the facts public. And that, so far as we are concerned, is the end of the matter."

On Thursday a public relations representative of Mr. Lowe in Los Angeles explained that his client never sent Mr. Sparger the remaining \$1,000 because he was so upset over the trouble

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WE HAVE WHAT YOU WANT
COVERAGE!

Represented by
Edward Petry & Co., Inc.

WJKS-TV abc 17
A RUST CRAFT STATION



A funny thing happened to Blondie on the way to television...

She played the theaters. Do you remember? The customers turned out in droves. They came by day and by night. All ages.

And so Hollywood made more Blondie movies.

They kept it up for 10 years. Wound up with 28 Blondie features. More than any other such series of movies. And they earned more than any such series.

A chemistry had taken place. Start with the world's number-one comic strip. That gives you one of the best known names in the mass media. And one of the world's best loved families.

Then... perfect casting: Penny Singleton as Blondie, Arthur Lake as Dagwood. Add a cute kid, a pet dog.

Finally, the films were beautifully produced. Really funny, with that classic style of slapstick that turns audiences on at any age, anywhere, anytime.

And now—when the comics are all the rage again—we've released the Blondie features to television.

For TV stations and advertisers, that's important. And good.

King Features 



West: Maurie Gresham 213-769-0232
East: Ted Rosenberg 212-682-5600

Mr. Sparger had gotten himself into. He explained also that the check had been dated Jan. 10 because the research deal talks began then and the contract signed the next day before the check was cashed. He also commented that the research work was merely routine in view of the upcoming CBS-TV series show of Miss Channing with General Foods as sponsor and may even have been agreed to merely as a gesture of courtesy to Mrs. Cravens for the successful *Dolly* run in Oklahoma City.

In a prepared statement also, Mr. Lowe's counsel, Mr. Richardson, denied any connection of the check with the rigging attempt. Mr. Richardson said: "Mr. Sparger is a television research consultant eminently qualified to conduct such a survey. Mr. Sparger's reasonable fee for such a survey was \$4,000 expenses plus \$1,000 fee, which Mr. Lowe paid by check, certainly evidence of Mr. Lowe's good faith. At no time did Mr. Lowe have any intent of engaging in any manipulation of the rating system. His hiring of Mr. Sparger was for a totally unrelated job of research—one that Mr. Sparger said he had performed for many clients in the television industry."

Action expected on CATV copyright

Congressional subcommittees considering copyright legislation affecting CATV foresee the possibility of some action on the measures soon.

A House judiciary subcommittee studying the complex copyright law revision is hopeful of completing action on the entire package late this month or in early August although a source admitted this may be optimistic. The subcommittee, however, is not considering taking up the CATV aspects of the bill separately as is a Senate subcommittee studying an identical bill.

The Senate Judiciary Subcommittee on patents, trademarks and copyright still has not decided whether it will consider the CATV part of the bill separately, a move it has been weighing for some time. The Senate group hopes to reach its decision perhaps this week when Congress returns to normal after a week of holiday recess. If it does decide to take up the CATV copyright segment alone, it hopes to do so before the Senate focuses its attention on the pending civil rights bill. This would mean hearings might be held during the latter part of July or early August.

In preparation for such a move, the subcommittee sent letters to interested parties asking for their comments. A

source noted that most of the respondents identified with the CATV industry favored holding separate hearings soon on the CATV aspects of the copyright measure while those aligned with the copyright owners were opposed since they felt they might get better treatment from pending court rulings.

Hallmark series schedules TV drama

Three original TV dramas have been commissioned by the *Hallmark Hall of Fame* series on NBC-TV.

George Schaefer, *Hallmark* producer-director, said last week playwrights James Costigan, James Ross and Joseph Liss are doing the scripts for telecast probably in the 1967-68 season. The plays: Mr. Costigan's "Love Among the Ruins," a sophisticated comedy set in England at the turn of the century; Mr. Liss's "In Generous Years," based on a battle against slavery waged by John Quincy Adams in the U. S. Supreme Court, and a to be titled psychological drama by Mr. Ross that has a historical setting in England.

In the 1966-67 season four of the five specials *Hallmark* plans to show include Maxwell Anderson's "Barefoot in Athens" (Peter Ustinov plays Socrates), Guy Bolton's "Anastasia" that will star Julie Harris in the title role and Lynn Fontaine in a major role, Sir James Barrie's "The Admirable Crichton" and Noel Coward's "Blithe Spirit."

U.S. TV film set for Monaco festival

Prince Ranier and Princess Grace of Monaco have chosen ABC-TV's coming one-hour color special, *Beauty and the Beast* as the only film to be shown during the July 18-24 festivities of "American Week," part of Monte Carlo's centennial celebration.

The film, starring Haley Mills as storyteller and featuring the San Francisco ballet company, will make its world premiere on the festival's opening night (July 18), according to Thomas W. Moore, president of ABC-TV, and David M. Sacks, ABC-TV vice president and general manager of KGO-TV San Francisco.

The story of *Beauty and the Beast* is based on the familiar fairy tale and set to the music of Tchaikovsky. Produced by KGO-TV, the special was purchased by ABC-TV for national presentation during the coming winter holiday season. International distribution will be handled by ABC Films.

KCBS reaches accord with AFTRA strikers

A month-long strike at KCBS San Francisco ended last week (July 5) with the radio station signing a new three-year contract with announcers of the American Federation of Television and Radio Artists. The new contract provides pay raises for announcers, retroactive to November 1965, with increases for three years until a weekly minimum of \$233.50 for staff announcers is reached. Announcers had been paid an average of \$205 a week under the old contract.

A key issue in causing the strike was AFTRA's demand that announcers be allowed to honor other picket lines. Indications are that the settlement will permit announcers to respect the picket lines of the International Brotherhood of Electrical Workers should that union go out on strike in the near future, but that subsequent relationships or staff announcers to other union employees would be subject to negotiation.

AFTRA's strike did not shut down KCBS. The station was operated by supervisory and administrative personnel. Settlement means the end of AFTRA's threat, issued last week (BROADCASTING, July 4), to establish "informational" picketing of CBS Inc. stations throughout the U. S. in support of the San Francisco walkout.

KNBR San Francisco also was involved in the negotiations with AFTRA. The NBC station's announcers, who did not go on strike, will be covered under the new agreement.

College sports package sells fast for KVI

Sports programming is more expensive than ever. KVI Seattle found this out when it tried to win radio rights to cover University of Washington football, basketball and spring sports events. The Golden West Broadcasters-owned station won the rights for the next two years with an option for a third year, but the price came high. KVI paid \$71,630.

It was a gamble that has quickly paid off. For sponsorship of the entire sports package of 41 events was sold in two weeks for a gross of \$125,000. Sponsors of the live coverage of University of Washington sports on KVI include Humble Oil, through McCann-Erickson; Northwest Ford Dealers, through J. Walter Thompson; Western Airlines, through BBDO, and Household Finance, through Needham, Harper & Steers.



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

Overmyer Communications Company just ordered 3 of them.

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

You also get these new features:

- Single or dual line feed.
- With dual line feed, antenna can be sectionalized for standby and/or emergency operation at full rated power.
- Rated power input 60-KW black level plus aural power—120-KW for dual line feed.
- Height, depending on channel, 63.5 ft. to 102 ft. less lightning protector.
- Low impedance—no high voltage points.
- Simplified electrical and mechanical design for high reliability and low maintenance.
- Simplified deicing system—deicing current passed through radiator. Plus separate feedpoint deicers.
- All Zig-Zag radiators grounded for lightning protection.
- Factory tested—no field tuning required.

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

To get complete details on General Electric's new super gain antennas, call your G-E broadcasting representative.

General Electric Company,
Visual Communications Products, 7-315,
Electronics Park, Syracuse, N.Y. 13201

GE-31

GENERAL  ELECTRIC

What the networks are showing this summer

Networks are listed alphabetically with the following information: time, program title in italics, followed by sponsors or type of sponsorship. Abbreviations: (C), color; sust., sustaining; part., participating; alt., alternate sponsor; co-op, cooperative local sponsorships; cont., continued. All times Eastern. Showsheets are published at the beginning of each quarter.

SUNDAY MORNING

10 a.m.-Noon

ABC-TV 10-10:30 *Beany & Cecil* (C), part.; 10:30-11 *Peter Potamus* (C), part.; 11-11:30 *Bullwinkle* (C), part.; 11:30-12 *Discovery '66*, part.
CBS-TV 10-10:30 *Lamp Unto My Feet*, sust.; 10:30-11 *Look Up and Live*, sust.; 11-11:30 *Camera Three*, sust.; 11:30-12 No network service.
NBC-TV No network service.

SUNDAY AFTERNOON-EVENING

Noon-1 p.m.

ABC-TV No network service.
CBS-TV 12-12:30 No network service; 12:30-1 *Face the Nation*, sust.
NBC-TV No network service.

1-2 p.m.

ABC-TV 1-1:30 No network service; 1:30-2 *Issues and Answers*, sust.
CBS-TV No network service.
NBC-TV 1-1:30 *Meet the Press* (C) part.; 1:30-2 Religious programs and public affairs; part.

2-5 p.m.

ABC-TV 2-4 No network service; 4-4:30 *Porky Pig Show* (C); 4:30-5 *New American Bandstand '66*, part., (eff. 9/11).
CBS-TV 2-2:30 No network service; 2:30-4 *CBS Sports Spectacular*, Colgate, Bristol-Myers; 4-5 No network service; (2-2:30 No

network service; 2:30-5 *NFL Football*, part., eff. 9/11).
NBC-TV 2-3:30 No network service; 3:30-5 *Senate hearing* (C), part. (AFL Football (C), part. eff. 8/28).

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:30 *Mr. Ed*, Pillsbury, Ralston (To Tell the Truth, part., eff. 9/11); 5:30-6 *Amateur Hour*, J. B. Williams.
NBC-TV 5-5:30 *Vietnam Weekly Review* (C); 5:30-6 *Sportsman's Holiday* (C), part. (AFL Football, cont., eff. 8/28).

6-7 p.m.

ABC-TV No network service.
CBS-TV 6-6:30 *The 20th Century*; 6:30-7 No network service.
NBC-TV 6-6:30 *The Frank McGee Report* (C), part.; NBC News Encore, part. (AFL Football, con; eff. 8/28).

7-8 p.m.

ABC-TV *Voyage to the Bottom of the Sea* (C), part.
CBS-TV 7-7:30 *Lassie* (C), Campbell, part.; 7:30-8 *My Favorite Martian* (C), part. (7:30-8 *It's About Time* (C), part., eff. 9/11).
NBC-TV 7-7:30 *NBC News Encore*, cont. (Bell Actualities (C), Bell Telephone, eff. 9/11); 7:30-8:30 *Walt Disney's Wonderful World of Color* (C), Kodak, Ford and RCA.

8-9 p.m.

ABC-TV *The FBI* (C), Alcoa, Am. Tobacco, Ford.
CBS-TV *The Ed Sullivan Show*, (C), Am. Home, P. Lorillard, Lever.
NBC-TV 8-8:30 *Walt Disney*, cont.; 8:30-9 *Branded* (C), P&G (Hey Landlord (C), P&G, eff. 9/11).

9-10 p.m.

ABC-TV *The Sunday Night Movie* (C), part.
CBS-TV *Perry Mason*, part. (Garry Moore)
NBC-TV *Bonanza* (C), Chevrolet. (C), part. eff. 9/11).

10-11 p.m.

ABC-TV *Sunday Movie*, cont.
CBS-TV 10-10:30 *Candid Camera* (C), part.; 10:30-11 *What's My Line* (C), part.

NBC-TV *The Wackiest Ship in the Army* (C), part. (Andy Williams Show (C), Buick, Colgate, R. J. Reynolds, eff. 9/11).

11-11:15 p.m.

ABC-TV *Bob Young with the News*, part.
CBS-TV *CBS Sunday News with Harry Reasoner*.
NBC-TV No network service.

MONDAY-FRIDAY

7-10 a.m.

ABC-TV No network service.
CBS-TV 7-8 No network service; 8-9 *Captain Kangaroo*, part.; 9-10 No network service.
NBC-TV 7-9 *Today* (C), part.; 9-10 No network service.

10-11 a.m.

ABC-TV No network service.
CBS-TV 10:30-11 *The McCoy's*, part. 10-10:30 *I Love Lucy*, part.; (10-10:30 *Candid Camera*, part.; 10:30-11 *Beverly Hillsbillies*, part., eff. 9/26).
NBC-TV 10-10:25 *Eye Guess* (C), part.; *Sander Vanocur with the News* (C), part.; 10:30-11 *Concentration*, part.

11-Noon

ABC-TV 11-11:30 *Supermarket Sweep*, part.; 11:30-12 *The Dating Game*, part.
CBS-TV 11-11:30 *Andy of Mayberry*, part.; 11:30-12 *The Dick Van Dyke Daytime Show*, part.
NBC-TV 11-11:30 *Showdown* (C), part.; 11:30-12 *Chain Letter* (C), part.

Noon-1 p.m.

ABC-TV 12-12:30 *Donna Reed Show*, part.; 12:30-1 *Father Knows Best*, part.
CBS-TV 12-12:25 *Love of Life*, part.; 12:25-12:30 *CBS Midday News*, part.; 12:30-12:45 *Search For Tomorrow*, P&G; 12:45-1 *The Guiding Light*, P&G.
NBC-TV 12-12:30 *Jeopardy* (C), part., 12:30-12:55 *Swingin' Country* (C), part.; 12:55-1 *Edwin Newman with the News*, part.

1-2 p.m.

ABC-TV *Ben Casey*, part.
CBS-TV 1-1:30 *Sunrise Semester*, sust.; 1:30-2 *As the World Turns*, P&G and part.
NBC-TV 1-1:30 No network service; 1:30-1:55 *Let's Make a Deal* (C), part.; 1:55-2 *Floyd Kaiber with the News* (C), part.

2-3 p.m.

ABC-TV 2-2:30 *Confidential for Women*, part. (The Newlywed Game (C), part., eff. 7/11); 2:30-2:55 *A Time for Us*, part.; 2:55-3 *News*, Purex.
CBS-TV 2-2:30 *Password*, part.; 2:30-3 *House Party* (C), part.
NBC-TV 2-2:30 *Days of Our Lives* (C), part.; 2:30-3 *The Doctors*, Colgate, part.

3-4 p.m.

ABC-TV 3-3:30 *General Hospital*, part.; 3:30-4 *The Nurses*, part.
CBS-TV 3-3:25 *To Tell the Truth*, part.; 3:25-3:30 *CBS Afternoon News with Douglas Edwards*; 3:30-4 *The Edge of Night*, P&G, part.
NBC-TV 3-3:30 *Another World* (C), part.; 3:30-4 *You Don't Say* (C), part.

4-5 p.m.

ABC-TV 4-4:30 *Dark Shadows*, part.; 4:30-5 *Where the Action Is*, part.
CBS-TV 4-4:30 *The Secret Storm*, part.; 4:30-5 No network service.
NBC-TV 4-4:25 *The Match Game* (C), part.; 4:25-4:30 *Nancy Dickerson with the News* (C), part.; 4:30-5 No network service.

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-5:10 *Late Afternoon News*; 5:10-6 No network service.
NBC-TV No network service.

6-7:30 p.m.

ABC-TV *Peter Jennings with the News*

Specials for summer viewing

ABC-TV

July 23: 5-6:30 p.m.
PGA Championship (C).
July 23: 7-8 p.m., 10:30-11 p.m.
U.S.-USSR Track Meet.
July 24: 4-6 p.m.
PGA Championship.
July 24: 7-8 p.m., 10:30-11 p.m.
U.S.-USSR Track Meet.
Aug. 5: 10 p.m.-conclusion
College All-Star Game
Aug. 13: 4-5 p.m.
Thunderbird Golf Tournament (C).
Aug. 14: 5-6 p.m.
Thunderbird Golf Tournament (C).
Aug. 28: 4-5 p.m.
Baffling World of ESP (repeat).
Sept. 3: 4-5 p.m.
U.S. Amateur Golf Championship
Sept. 4: 7-8 p.m.
King Kong
Sept. 11: 3-5 p.m.
U.S. Tennis Championship (C)
TBA:
"Bridge on the River Kwai", Ford.

CBS-TV

Aug. 12: 9:30 p.m.-conclusion.
NFL Football, part.
Aug. 19: 9:30 p.m.-conclusion
NFL Football (C), part.
Aug. 26: 9:30 p.m.-conclusion

NFL Football (C), part.
Sept. 2: 10 p.m.-conclusion
NFL Football, part.
Sept. 8: 7:30-8:30 p.m.
Wonderful World of Wheels, duPont.

NBC-TV

July 15: 8:30-9:30 p.m.
Palladium Special (C), part.
July 17: 6:30-7:30 p.m.
Our Man on the Mississippi (C), part.
July 20: 9-10 p.m.
Siberia: A Day in Irkutsk (C), Armour.
July 31: 10-11 p.m.
Palladium Special (C), part.
Aug. 6: 7:30-8:30 p.m.
Luci Johnson Wedding (C), Clairrol.
Aug. 12: 8:30-9:30 p.m.
Palladium Special (C), part.
Aug. 25: 7:30-11 p.m.
Crime in America, part.
Sept. 5: 7-10 p.m.
Major League Baseball (C), part.
Sept. 9: 7-10 p.m.
AFL Football (C), part.
Sept. 10: 5-6 p.m.
World Series of Golf (C), Kaiser Jeep, United Air Lines.
Sept. 10 9-10 p.m.
Class of '67 (C), Timex.
Sept. 10: 10 p.m.-midnight
Miss America (C), Toni, Pepsi-Cola, Oldsmobile.
Sept. 11: 5-6 p.m.
World Series of Golf (C), see Sept. 10.

It takes a woman to know a woman.

That's why each Corinthian station has a women's director. Each understands the particular interests of the distaff side of her community.

In a half-hour program each weekday she provides news and comment on everything that matters to the women of today. On art, women in the news, theatre, child care, education, careers, fashion, travel—any subject that adds a significant dimension to the lives of the women in her area.

Women respond to our women's shows. Each is the top-rated women's show in the market. Four out of five reach more women than any other daytime show—local or network—on any competing station.*

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KOTV, Tulsa	WISH-TV, Indianapolis
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Ann Colone, WANE-TV



Myra Scott, KXTV



Gay Miller, KOTV



Faith Levitt, WISH-TV



Joanne King, KHOU-TV

You can see it's Corinthian.

Responsibility in Broadcasting

*LATEST AVAILABLE NSI REPORTS. SIGN-ON TO 5:00 P.M. SUBJECT TO QUALIFICATIONS DESCRIBED IN SAID REPORTS.

(various 15-minute feeds), part.
CBS-TV 6-6:30 No network service; 6:30-7
CBS Evening News with Walter Cronkite
 (C), (1st feed), part.; 7-7:30 **CBS Evening**
News (C), (2nd feed), part.
NBC-TV 6-6:30 No network service; 6:30-7
Huntley-Brinkley Report (C) (1st feed),
 part.; 7-7:30 **Huntley-Brinkley Report** (C)
 (2nd feed), part.

11 p.m.-1 a.m.

ABC-TV No network service.
CBS-TV No network service.
NBC-TV 11-11:15 No network service; 11:15-
 1 **Tonight Show** starring Johnny Carson (C),
 part.

MONDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 **12 O'Clock High**, part.;
 8:30-9 **The Legend of Jesse James**, R. J. Rey-
 nolds, part. (7:30-8:30 **Iron Horse** (C),
 part.; 8:30-9 **Rat Patrol** (C), part., eff. 9/12).
CBS-TV 7:30-8 **To Tell the Truth**, Pepsi,
 part.; 8-8:30 **I've Got a Secret**, R. J. Rey-
 nolds and part. (7:30-8 **Gilligan's Island**
 (C), part.; 8-8:30 **'Run, Buddy, Run** (C)
 Menley & James, P&G, Ralton, eff. 9/12);
 8:30-9 **The Lucy Show** (C), Toni, Lever.
NBC-TV 7:30-8 **Hullabaloo** (C), part.; 8-8:30
The John Forsythe Show (C), Colgate; 8:30-
 9 **Dr. Kildare I** (C), part. (7:30-8 **The Mon-**
kees (C), Yardley, Kellogg; 8-8:30 **I Dream**
of Jeannie (C), Colgate, Am. Home Prod.;
 8:30-9 **Roger Miller Show** (C), part., eff.
 9/12).

9-10 p.m.

ABC-TV 9-9:30 **Man Called Shenandoah**,
 Con. Cigar, Natl. Biscuit, Sterling Drug;
Felony Squad (C), Warner-Lambert, L&M,
 eff. 9/12); 9:30-10 **Peyton Place I**, part.
CBS-TV 9-9:30 **Andy Griffith** (C), Gen.
 Foods; 9:30-10 **Hazel** (C), P&G (**A Family**
Affair (C), Philip Morris, Gen. Foods, eff.
 9/12).
NBC-TV 9-10 **Kraft Summer Music Hall**
 (C), Kraft (**The Road West** (C), Kraft, eff.
 9/12).

10-11 p.m.

ABC-TV **The Avengers**, part. (**The Big Val-**
ley (C), part., eff. 9/12).
CBS-TV **Art Linkletter's Hollywood Talent**
Scouts (C), part. (10-10:30 **Jean Arthur**
Show (C), Gen. Foods; 10:30-11 **I've Got a**
Secret (C), Am. Tobacco, part., eff. 9/12).
NBC-TV **Run for Your Life** (C), part.

TUESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8:30 **Combat** (C), part.; 8:30-9
McHale's Navy, R. J. Reynolds, Kellogg
 (**The Rounders** (C), Beecham, R. J. Rey-
 nolds, eff. 9/13).
CBS-TV 7:30-8:30 **Daktari** (C), part.; 8:30-
 9:30 **Hippodrome** (C), part.; (8:30-9:30 **Red**
Skelton Show (C), Am. Home Prods., Philip
 Morris, Reynolds Metals, Bristol-Myers, eff.
 9/13).
NBC-TV 7:30-8 **My Mother the Car** (C),
 part.; 8-8:30 **Please Don't Eat the Daisies**

(C), part.; 8:30-9 **Dr. Kildare II** (C), part.
 8:30-9 **Occasional Wife** (C), Lever, B&W,
 (7:30-8:30 **Girl from U.N.C.L.E.** (C), part.;
 eff. 9/13).

9-10 p.m.

ABC-TV 9-9:30 **F Troop**, R. J. Reynolds,
 Bristol-Myers, Quaker Oats; 9:30-10 **Peyton**
Place, II, part. (9-9:30 **Pruitts of Southamp-**
ton (C), part.; 9:30-10 **Love on a Rooftop**
 (C), part., eff. 9/13).
CBS-TV 9-9:30 **Hippodrome**, cont. (**Red**
Skelton, cont., eff. 9/13); 9:30-10 **Petticoat**
Junction (C), P&G.
NBC-TV 9-11 **Tuesday Night Movies** (C),
 part.

10-11 p.m.

ABC-TV **The Fugitive** (C), part.
CBS-TV **CBS Reports** (C), G&T&E, part.
NBC-TV **Tuesday Night Movies**, cont.

WEDNESDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 **Batman I** (C), part.; 8-8:30
Patty Duke Show, part.; 8:30-9 **Blue Light**
 (C), Armstrong, Bristol-Myers (8-9 **The**
Wild Country (C), Armstrong, Bristol-
 Myers, L&M, eff. 9/14).
CBS-TV 7:30-8:30 **Lost in Space** (C), part.;
 8:30-9 **Beverly Hillsbillies** (C), R. J. Rey-
 nolds, Kellogg.
NBC-TV **Virginian** (C), part.

9-10 p.m.

ABC-TV **The Big Valley** (C), part. (9-11
Wednesday Night Movie, part., eff. 7/20)
 (9-9:30 **The Man Who Never Was** (C), part.;
 9:30-10 **Peyton Place II** (C), part., eff. 9/14).
CBS-TV 9-9:30 **Green Acres** (C), Gen.
 Foods, P&G; 9:30-10 **Dick Van Dyke**, P&G,
 P. Lorillard (9:30-10) **Gomer Pyle** (C), Gen.
 Foods, eff. 9/14).
NBC-TV **Chrysler Theater** (C), Chrysler

10-11 p.m.

ABC-TV **Long Hot Summer**, part. (**Wednes-**
day Night Movie, cont., eff. 7/20) [**ABC**
Stage 67 (C), Burlington Mills, Singer, eff.
 9/14].
CBS-TV **John Gary Show** (C), R. J. Rey-
 nolds, part. (**Danny Kaye Show** (C), part.,
 eff. 9/14).
NBC-TV **I Spy** (C), part.

THURSDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 **Batman II** (C), part., 8-8:30
Gidget (C), Armstrong, Campbell, Contac;
 8:30-9 **The Double Life of Henry Phye** (C),
 Bristol-Myers, Quaker Oats, (8-8:30 **F Troop**
 (C), part.; 8:30-9 **Tammy Grimes Show** (C),
 part., eff. 9/15).
CBS-TV 7:30-8 **The Munsters**, part.; 8-8:30
Gilligan's Island (C), part.; (7:30-8:30 **Jeri-**
cho (C), part., eff. 9/15); 8:30-9 **My Three**
Sons (C), part.
NBC-TV 7:30-8:30 **Daniel Boone** (C), part.;
 8:30-9:30 **Laredo** (C), part. (8:30-9:30 **Star**
Trek (C), part., eff. 9/15).

9-10 p.m.

ABC-TV 9-9:30 **Bewitched** (C), Chevrolet,
 Quaker Oats; 9:30-10 **Peyton Place III**, part.
 (9:30-10 **That Girl** (C), part., eff. 9/15).
CBS-TV 9-11 **Thursday Night Movie**, part.
NBC-TV 9-9:30 **Laredo**, cont.; 9:30-10 **Mickie**
Finn's (C), part. (9-9:30 **Star Trek**, cont.;
 9:30-10 **The Hero** (C), Lever, R. J. Reynolds,
 eff. 9/15).

10-11 p.m.

ABC-TV **The Baron** (C), part. (**Hawk** (C),
 part., eff. 9/15).
CBS-TV **Thursday Night Movie**, cont.
NBC-TV **Dean Martin Summer Show** with
 Rowan and Martin (C), part. (**Dean Martin**
Show (C), part., eff. 9/15).

FRIDAY EVENING

7:30-9 p.m.

ABC-TV 7:30-8 **The Flintstones** (C), part.,
 8-9 **Summer Fun**, part. (7:30-8 **Green Hornet**
 (C), part.; 8-9 **Time Tunnel** (C), part., eff.
 9/16).
CBS-TV 7:30-8:30 **Wild Wild West** (C), part.;
 8:30-9 **Hogan's Heroes** (C), Philip Morris,
 Gen. Foods.
NBC-TV 7:30-8 **Camp Runamuck** (C), P&G;
 8-8:30 **Hank** (C), AT&T, Plough; 8:30-9:30
Sing Along With Mitch (C), part. (7:30-
 8:30 **Tarzan** (C), part.; 8:30-9:30 **Man From**
U.N.C.L.E. (C), part., eff. 9/16).

9-10 p.m.

ABC-TV 9-9:30 **Honey West** (C), part.; 9:30-
 10 **Farmer's Daughter** (C), Clairrol, Johnson
 & Johnson, Motorola. (9-10 **Milton Berle**
 (C), part., eff. 9/16).
CBS-TV 9-9:30 **Gomer Pyle** (C), Gen. Foods;
 9:30-10 **Smothers Brothers**, Am. Tobacco (9-
 11 **Friday Night Movies**, part., eff. 9/16).
NBC-TV 9-9:30 **Sing Along with Mitch**,
 cont.; 9:30-10 **Mr. Roberts** (C), L&M, Lever
 (9-9:30 **Man from U.N.C.L.E.**, cont.; 9:30-10
T.H.E. Cat (C), Lever, R. J. Reynolds, eff.
 9/16).

10-11 p.m.

ABC-TV **Court Martial**, part. (12 **O'Clock**
High (C), part., eff. 9/16).
CBS-TV **Wayne and Shuster**, part. (**Movies**,
 cont., eff. 9/16).
NBC-TV **Man from U.N.C.L.E.** (C), part.
 (**Laredo** (C), part., eff. 9/16).

SATURDAY

8-10 a.m.

ABC-TV No network service.
CBS-TV 8-9 **Captain Kangaroo**, part.; 9-9:30
Heckle & Jeckle (C), part.; 9:30-10 **Tennes-**
see Tuxedo (C), Gen. Mills, part. (9-9:30
Mighty Mouse (C), part.; 9:30-10 **Underdog**
 (C), part., eff. 9/10).
NBC-TV 8-9 No network service; 9-9:30 **The**
Jetsons (C), part. (**Super 8** (C), part., eff.
 9/17); 9:30-10 **Atom Ant** (C), part.

10-11 a.m.

ABC-TV 10-10:30 **Porky Pig** (C), part. (**King**
Kong (C), part., eff. 9/17); 10:30-11 **The**
Beatles (C), A. C. Gilbert, Quaker Oats,
 Mars.
CBS-TV 10-10:30 **Mighty Mouse** (C), part.;
 10:30-11 **The Adventures of Lassie**, part.
 (10-10:30 **Frankenstein Jr.** (C), part.; 10:30-
 11 **Space Ghost** (C), part., eff. 9/10).
NBC-TV 10-10:30 **Secret Squirrel** (C), part.;
 10:30-11 **Underdog** (C), part. (**Space Kid-**
dettes (C), part., eff. 9/17).

11 a.m.-Noon

ABC-TV 11-11:30 **The New Casper Cartoon**
Show (C), part.; 11:30-12 **Magilla Gorilla**
 (C), part.
CBS-TV 11-11:30 **Tom and Jerry** (C), part.;
 11:30-12 **Quick Draw McGraw** (C), part.
 (11-11:30 **New Adventures of Superman** (C),
 part.; 11:30-12 **Lone Ranger**, part., eff. 9/10).
NBC-TV 11-11:30 **Topcat** (C), part.; 11:30-12
Fury, part. (11-11:30 **Cool McCool** (C), part.;
 11:30-12 **Jetsons** (C), part., eff. 9/17).

Noon-1 p.m.

ABC-TV 12-12:30 **Bugs Bunny Show** (C),
 part.; 12:30-1 **Milton the Monster** (C), part.
CBS-TV 12-12:30 **Sky King**, Nabisco; 12:30-1
Linus the Lionhearted (C), Gen. Foods (12-
 12:30 **Road Runner** (C), part.; 12:30-1 **The**

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Beagles (C), part., eff. 9/10).
NBC-TV No network service. (12-12:30 Topcat (C) part.; 12:30-1 No network service. eff. 9/17).

1-2 p.m.

ABC-TV 1-1:30 Hoppity Hooper (C). DeLuxe, Gen. Mills, part.; 1:30-2 New American Bandstand '66 part.
CBS-TV 1-1:30 My Friend Flicka, Gen. Mills, Nestle (Tom and Jerry (C), part., eff. 9/10); 1:30-2 No network service.
NBC-TV No network service.

2-5 p.m.

ABC-TV 2-2:30 American Bandstand, cont.; 2:30-5 No network service (NCAA Football (C) part., eff. 9/10).
CBS-TV No network service.
NBC-TV No network service.

5-7:30 p.m.

ABC-TV 5-6:30 ABC's Wide World of Sports, part.; 6:30-7:30 No network service.
CBS-TV 5-6:30 No network service; 6:30-7:30 CBS Saturday Evening News with Roger Mudd (C), part.
NBC-TV 5-5:30 No network service; 5:30-6 Golf with Sam Snead; 6-6:30 No network service; 6:30-7 The Scherer-MacNeil Report (C), part.

7:30-9 p.m.

ABC-TV 7:30-8 Ozzie & Harriett (C), part.; 8-8:50 Donna Reed Show, part. (7:30-8:30 Shane (C), part., eff. 9/17); 8:30-9:30 Lawrence Welk Show (C), part.
CBS-TV 7:30-8:30 Continental Showcase, Philip Morris, part.; 8:30-9:30 Secret Agent, part. (7:30-8:30 Jackie Gleason-Art Carney Show (C), part.; 8:30-9 Pistols 'n' Petticoats (C), P&G, Am. Tobacco, eff. 9/17).
NBC-TV 7:30-8 Flipper (C), part.; 8-8:30 I Dream of Jeannie, L&M, Miles (8-8:30 Please Don't Eat the Daisies (C), part., eff. 9/17); 8:30-9 Get Smart (C), Lever, Ford.

9-10 p.m.

ABC-TV 9-9:30 Lawrence Welk, cont., 9:30-10:30 Hollywood Palace (C), part.
CBS-TV 9-9:30 Secret Agent, cont.; 9:30-10 Face Is Familiar (C), Philip Morris, part. (9-10 Mission Impossible (C), Philip Morris, Bristol-Myers, part., eff. 9/17).
NBC-TV 9-11 Saturday Night at the Movies,

10-11 p.m.

(c).
ABC-TV 10-10:30 Hollywood Palace, cont.; 10:30-11 ABC Scope, sust.
CBS-TV Gunsmoke (C), Am. Home, Bristol-Myers, L&M, Sunbeam.
NBC-TV Saturday Night Movies, cont.

11 p.m.-1 a.m.

ABC-TV 11-11:15 Bob Young with News, part.; 11:15-1 No network service.
CBS-TV No network service.
NBC-TV 11-11:15 No network service; 11:15-1 Tonight Show starring Johnny Carson (C), part.

FOI law enactment ends 10-year fight

President Johnson has signed into law a bill giving citizens the right to obtain information from the federal government.

The law states a citizen may have access to all government records, with some exceptions involving national se-

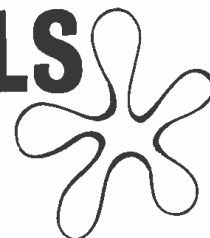
curity and internal agency data. It marks the end of a 10-year struggle by Congress and news organizations for such a bill, which had been opposed by some government officials.

In signing the bill, Mr. Johnson said: "No one should be able to pull curtains of secrecy around decisions which can be revealed without injury to the public interest." He added, however: "The welfare of the nation or the rights of individuals may require that some documents not be made available . . . Moreover, this bill in no way impairs

the President's powers under our constitution to provide for confidentiality when the national interest so requires."

Clark Mollenhoff, chairman of the Sigma Delta Chi freedom of information committee, commended the President's signing of the bill "in the face of bureaucratic opposition," but added "it is hopeful that the President's comments relative to secrecy on communications within the executive branch do not indicate a wider use of discredited 'executive privilege' as grounds for withholding information."

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NEWS CONCEPT PAYS OFF FOR ABC-TV'S 'WIDE WORLD OF SPORTS'

What kind of potion or secret juice do you feed a network sports program to make it burgeon from one man's idea to a three-man operation to a 500-man organization branching into the chief countries of the world?

If you follow the process used by Boone Arledge, vice president and executive producer of ABC Sports, you treat the sports show as though it belonged to the news department.

In 1961 Mr. Arledge, then an ABC producer, saw the three networks fighting for major league baseball rights under rules that blacked out broadcasting in league cities.

He came up with a programing idea to ferret out interesting sports events, no matter where found or how bizarre, as long as they were not sold in a package deal. This was the germ of *Wide World of Sports*, ABC's year-round sports anthology presented Saturdays at 5-6:30 p.m.

The essential point, Mr. Arledge felt, would be to cover a sport as a fast-breaking news event, not a past event to be dissected in retrospect.

"At first," Mr. Arledge says, "I was by myself flying all over the world trying to line up a schedule. But I was joined soon by Jim McKay and Chuck Howard, who's now our director of sports production.

"After some hectic programing negotiations, we had to scare up a sponsor. We sat in my office one Friday afternoon knowing that if we didn't have an advertiser by about 5:45 p.m., the program was dead. R. J. Reynolds Tobacco Co. called at 5:30 p.m."

Wide World was launched as a 20-week summer replacement and opened on April 19, 1961, with Jim McKay covering the Penn Relays at Franklin Field, Philadelphia. A torrential rain knocked out four of the six TV cameras. Thus began a tragi-comic period that turned into a round-the-world chase of assorted "way-out" sports.

"Many times the game officials couldn't understand English and weren't quite sure what these crazy Americans with TV equipment were doing at a sumo wrestling match or a snake hunt," says Mr. McKay.

Turning Point ■ The U. S.-Russian track meet July 22, 1961, was the turning point for *Wide World*. Mr. Arledge pointed out: "In this live-on-tape telecast the U. S. for the first time saw the Russian track team performing inside Russia—this was no 'way-out' sports event."

From that time on, audience and

advertisers climbed aboard. Ratings this year are up 15% over 1965, which, in turn, was 10% above 1964. The May Nielsen gave the program just under 6 million homes, or nearly 20 million viewers weekly.

The 52-week program is generally sold out a year in advance. Such national advertisers as Allstate Insurance, Bristol-Myers, L&M, Wilkinson Sword and J. B. Williams have been with *Wide World* over the years.

In running ABC Sports like a news department, Mr. Arledge carries out his original concept of "sports as happening." If the event cannot be reported live because it occurs outside *Wide*

World's Saturday-afternoon time period, then tape is used.

When time and terrain necessitate film (about 5% of the show's on-the-air footage), Mr. McKay and his fellow commentators still cover the event in the style of a live broadcast.

Some 500 officials, athletes and sports aficionados have been recruited as news "stringers" to tip ABC "Sports Central" about unpublicized but significant sports events. "We could have missed the great confrontation of U. S. and German ski power at Oberjock, Germany, in January without a tip from one of our overseas people," Mr. McKay said.

"On the Oberjock junket," he continued, "we had to transport heavy equipment up a road with dozens of hairpin turns and then haul it up the side of a mountain with tractors. If anything slipped," Mr. Arledge added, "we would have lost 20 tons of equipment and the village of Oberjock."

The five years of broadcasts that *Wide World* celebrated April 23 have included such major sports events as Jim Beatty running the world's first indoor four-minute mile in Los Angeles in 1962; Valery Brumel setting the world's record high jump during the U. S.-Russian track meet in Moscow in 1961; Arnold Palmer winning the British Open in Roona, Scotland, in 1963; Chuck McKinley becoming the last American to win the men's tennis singles at Wimbledon in 1963, and Peggy Fleming winning the figure skating title in this year's national championships in Berkeley, Calif.

"Our success is a matter of philosophy," says Mr. Arledge. "*Wide World* gets our respect and many of our best people even when ABC is carrying another major sports event in the same week."

Mr. Arledge holds that the temptation to throw his total resources into a golf special or an NBA basketball game, for example, is the pitfall that would destroy *Wide World*.

Respect for the show, adds Mr. McKay, is founded on finding the appeal of a minor sport and learning to care about "some guy jumping 17 barrels because the participants really care."

Mr. Arledge has logged over 1.1 million air miles in his five years as executive producer of *Wide World*. He spends many hours negotiating rights with sports producers and associations, returning to a site to survey for camera placement and coverage strategy, and sitting in on client meetings.

Client Participation ■ Advertisers



Boone Arledge (r), executive producer of ABC's 'Wide World of Sports,' and Bob Trachinger, former ABC sports director of operations, watch an ABC cameraman demonstrate an underwater camera at National AAU Swimming Championships in Los Angeles.

know *Wide World's* ratings, prestige level and type of audience. Thus the executive producer often confers with clients to reveal announcer assignments and other production elements.

But because certain time periods are left tentative for flexibility, advertisers rarely know the full schedule they're buying. Programing flexibility permits, however, such "advertiser bonuses" as the last-minute scheduling of the Clay-Cooper heavyweight championship fight, which tripled *Wide World's* normal ratings.

Wide World programs for a family audience. This is especially true, according to Mr. Arledge, when another network has an event with masculine appeal such as the Rose Bowl football game. Moreover, in covering an event in Paris *Wide World's* cameras would range to the Eiffel tower, to the Seine, the Louvre and other scenic attractions with family appeal.

"A side effect of all our traveling," according to Mr. McKay, "is asynchronia. This is a confusion of the body clocks and processes that results from crossing time zones. Your mind gets used to it but your viscera never do."

A typical Arledge-McKay schedule might include conferences in their New York offices until 9 p.m. on a Thursday night, an overnight flight to London, a conference at the BBC at 10 a.m. and cocktails with "lunch" at a private club when their stomachs are "thinking" breakfast.

The *Wide World* team has the consolation that in high-speed flight they share in the activity of the communications satellites.

Satellite Era ■ Among the satellite broadcasts last year by ABC sports—on *Wide World* or as specials—were the U. S.-Russian track meet in Kiev, the Le Mans auto race in France and the Irish Sweepstakes.

This year ABC satellite transmission carried Le Mans, the British Open and the Clay-Cooper fight. The next two world's heavyweight championship fights—Cassius Clay vs. Brian London and the winner against Karl Mildenerger of Germany, current European champion, Sept. 10, in Frankfurt—will be telecast live by satellite on *Wide World*. The Brian London bout will be broadcast from London's Earls Court Stadium Saturday, Aug. 6. TV rights for the London bout are understood to have cost about \$200,000.

"The satellite will change people's viewing habits," Mr. Arledge says. "They won't care that the event is not coming over at 2 p.m. Saturday; they'll rather watch a live track meet from Russia at 11 a.m. People on our West Coast have already gotten accustomed to early broadcasts."

According to the ABC vice president, the combination of sports on TV via

FCC publishes letter on program forms

The FCC in an unusual move last week made public the text of a letter sent to six licensees in the June 1 renewal group that submitted what the commission considered inadequate responses to Part I of the new AM-FM program-reporting form.

The commission seldom if ever publicizes communications requesting additional information from broadcasters concerning their applications. However, it was felt that publication of the letter would give all broadcasters a clearer understanding of the kind of information expected from Part I, which deals with ascertainment of programing needs. The form was used for the first time by April 1 renewal applicants.

The text of the letter, the substance of which became known last month (BROADCASTING, June 27), follows:

"Upon review of your application for renewal of license, it appears that you may not have fully understood the purpose as well as the importance of the questions in Part I

of Section IV-A of the application. In any event, your present response to these questions is considered inadequate and further information is therefore necessary.

"By these questions, the commission seeks full information with respect to: (a) the steps that have been taken to inform yourselves of the real needs and interests of the area served by your station and to provide programing which, in fact, constitutes a diligent effort, in good faith, to provide for those needs and interests; (b) such suggestions as may have been made as to how your station could help meet the real needs and interests of the community from the viewpoints of those consulted; (c) your evaluation of the relative importance of all such suggestions and the consideration given them in formulating the overall program structure for your station; and (d) the programing that you propose, either generally or specifically, to meet the needs and interests of the community as you have evaluated them."

satellite will improve relationships among the nations: "You can get gooey about this, but that shouldn't prevent us from admitting a tremendous good will come through sports in the next 10 years.

"Cultural exchanges reach relatively few people. But start off with a man with star quality like Valery Brumel on international TV. Britishers in pubs will be holding their breath as he goes for a seven-foot high jump. The Russians will be holding their breath, and through a kind of international language, both nations will see how much alike they are."

Covering Russian athletes on TV and the attendant problems are not unfamiliar to the *Wide World* crew. In covering the 1962 World Figure Skating Championships in Prague, Messrs. Arledge and McKay were not allowed to choose their hotel accommodations.

"The Communist authorities," explains Mr. McKay, "simply assigned Roone, myself and another producer to one small hotel room. Beyond that, Roone and I were assigned to sleep in the same double bed!" Mr. McKay accuses his vice president of snoring.

Generally, however, *Wide World* has a way with the Russians. The satellite broadcast of the U. S.-Russian track meet at Kiev last summer was the only TV program the commissars have ever permitted live from Russia to the U. S.

Program notes . . .

Buckley show ■ Stephen Associates Inc., New York, will distribute to radio stations five-minute transcribed news commentaries by William F. Buckley Jr. The series starts Sept. 5 and is available on a five-days-per-week basis, from SAI, 420 Lexington Avenue.

McGee tapped ■ NBC News has selected Frank McGee as the reporter on a 3½-hour *White Paper* telecast probing organized crime in the United States. The special will be on NBC-TV, Aug. 25 (7:30-11 p.m. EDT).

Benson-Screen Gems ■ Hugh Benson and his TV production company have signed with the Screen Gems Television to develop new properties for the 1967-68 season. Mr. Benson, a former producer for Warner Bros., was most recently a feature film producer for Paramount Pictures.

Bette Davis replaced ■ A wrenched back has forced Bette Davis to relinquish the role of Red Queen in NBC-TV's special colorcast, *Alice through the Looking Glass*, set for Sunday, Nov. 6 (7:30-9 p.m. NYT). Agnes Moorehead will play the part. Jack Palance also has been signed for the special.

Series available ■ Jonathon Kirby Enterprises, Anaheim, Calif., is making

available to radio stations a 15-minute daily series called *Voice of Truth and Freedom*. The program features Dr. Bob Wells, pastor of the Central Baptist Church of Anaheim, a critic of the World and National Council of Churches.

Off-network buy ■ In what it claims to be the biggest block buy of off-network shows of any independent station, KCOP-TV Los Angeles announced last week purchase of \$3 million worth of prime-time fall programming. Off-network shows acquired include *Perry Mason*, *McHale's Navy*, *The Munsters*, *The Patty Duke Show*, *The Wackiest Ship in the Army*, *Honey West*, *My Mother the Car* and *Burke's Law*.

New Address ■ William Morris Agency Inc. has moved its New York offices from 1740 Broadway to larger quarters at 1350 Avenue of the Americas. The talent agency will retain its telephone number (212) 586-5100 and cable address WILLMORRIS.

Movies to TV ■ Thirteen science-fiction feature films will be coproduced in England and on the Continent by Telegraaf Film Corp. and Armitage Films Ltd., London, it was announced last week. The features, all in color, will be released theatrically prior to their television presentations.

TV show wins in film festival

Among the early returns from international film festivals, there were six American films listed as winning top prizes, with one being produced for television. *Way Out Men*, a Wolper TV documentary sponsored by Minnesota Mining and Manufacturing Co., won a gold medal for first place at the Buenos Aires Scientific Film Fete in the information category.

The Council on International Non-theatrical Events also released a list of American-produced entries for 11 coming festivals. Of the 97 films chosen, 10 were produced for TV. They are: *John Albok's New York*, produced by WCBS-TV New York, selected for Venice, Italy; Edinburgh, Scotland; Bergamo, Italy, and Cork, Ireland; *Miss Goodall and the Wild Chimpanzees*, produced by Wolper Productions, Hollywood, for the National Geographic Society, selected for Venice, Edinburgh, Vancouver, Canada, and Padua, Italy; and *Michelangelo, the Last Giant*, produced by NBC News, Washington, for American Gas Co., selected for Edinburgh, Vancouver, Bergamo and Padua.

Also on the list are: *I, Leonardo Da Vinci*, produced by ABC, New York, for B. F. Goodrich Co., selected for Venice, Vancouver, Canada, and

Padua, Italy; *India: Writings on the Sand*, produced by National Educational Television, New York, selected for Venice and Padua; *Sense of the City*, produced by WCBS-TV New York, selected for Edinburgh and Cork. Selections for the Vancouver festival also include *Custer to the Little Big Horn*, produced by ABC, New York; *Frontiers of the Mind*, produced by Wolper Productions, Hollywood; *The Magnificent Ditch*, produced by WMAL-TV Washington, and *The World of a Teenager*, produced by NBC News, New York, for New York Institute of Life Insurance.

Radio series sales . . .

July 4, 1776 (Woroner Productions): KTTN Trenton, Miss.; KXRO Aberdeen and KUEN Wenatchee, both Washington.

The First Christmas and Easter the Beginning (Woroner Productions): KAJG Grants Pass, Ore.; KXRO Aberdeen and KUEN Wenatchee, both Washington.

Tips on Tots, Points on Pets, and *Your Green Garden* (Woroner Productions): KLOU Lake Charles, La.

Northwestern Reviewing Stand (Northwestern University): KFRC San Francisco; WKMR Dearborn, Mich.; WISN Milwaukee; KMA Shenandoah, Iowa; WFBR Baltimore, and WRRR Rockford, Ill.

The Joe Pyne Show (Hartwest Productions): WBCU Union, S. C.; KERN Bakersfield, Calif.; WDMS Lynchburg, Va.; WCBT Roanoke Rapids and WSVM Valdese, both North Carolina.

Bird Watching Society (A.R.B. Productions): WJW Cleveland and WSOY Decatur, Ill.

Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood Inc.): KVOM Iuka, Miss.; WAZS Summerville, S. C., and KROE Sheridan, Wyo.

Close-Up (Woroner Productions): KUEN Wenatchee, Wash.

Chickenman (Spot Productions): KLMS Lincoln, Neb.; WFEC Harrisburg, Pa.; KBOX Dallas and KEED Eugene, Ore.

The Shadow (Charles Michelson): KJNO Juneau, Alaska; KTBG Garden Grove, Calif.; WLNH Laconia, N. H.; WWST Wooster, Ohio, and WTKM Hartford, Wis.

The Green Hornet (Charles Michelson): WCHS Charleston, W. Va. WMEG Melbourne, Fla., and KMYO Little Rock, Ark.

Earl Nightingale (Nightingale-Cornant): WEEL Fairfax and WRIC Richlands, both Virginia; WCKW Garyville and KRUS Ruston, both Louisiana; WYXI

Athens and WMTN Morristown, both Tennessee; WIBA Madison, Wis.; KFRB Fairbanks, Alaska; WCRI Scottsboro, Ala.; WSRW Hillsboro, Ohio; KFRU Columbia, Mo.; WTCA Plymouth, Ind.; KCOL Fort Collins, Colo.; KBOW Butte, Mont.; KVNU Logan, Utah, and KSMN Mason City, Iowa.

Hollywood Negroes upset over employment

Hollywood television and movie producers were accused last week of not hiring enough Negroes for jobs "in front of and behind" the cameras and of ignoring, if not distorting, the "true image" of American Negro people. The charges were made by Herbert Hill, labor director for the National Association for the Advancement of Colored People, at a news conference in Los Angeles, where the civil-rights organization was holding its annual convention.

Mr. Hill said the NAACP plans to establish a "watch dog" bureau in Hollywood to look after Negro interests in the film-making business. It would be patterned after a similar bureau in Washington that supposedly keeps tabs on the treatment of Negroes in government jobs.

Mr. Hill, who acknowledged "full support" from both the Screen Actors Guild and the Screen Writers Guild, was most critical of the craft unions in the film industry. He claimed that most of them had either excluded Negroes altogether or limited Negro membership to a token so as to give tacit observance to the civil-rights law. He indicated that the NAACP would meet with representatives of TV and movie producer organizations this week in hopes of achieving better employment results for Negro talent and fairer over-all treatment of the Negro image on screen. If the meetings are unsuccessful, Mr. Hill said the NAACP would consider filing complaints with the National Labor Relations Board and under the equal opportunity clause of the Civil Rights Act "in order to get justice."

The NAACP official cited two recent movies that ignored Negroes although, he contended, they should have been integral members of the casts. Yet television did not escape unscathed. Mr. Hill said that certain TV series never have Negroes in their casts.

Joining Mr. Hill at the news conference was actor Davis Roberts, a representative of the Hollywood chapter of the NAACP. Mr. Roberts said there are about 100 Negro actors in Hollywood, besides some 135 people who perform as extras. They are, in the judgment of Mr. Roberts, "all complaining."



How watching movies can extend life

The solitary actor appearing in this film won't win an Academy Award. He'll be awarded something far greater—a longer, healthier, more active life. ■ Our "actor" is a hospital patient. He suffers from fainting spells, chest pains and shortness of breath. ■ Two doctors are in the audience. One, a cardiovascular surgeon. The other, a radiologist—a physician specially trained in the medical use of x-ray. ■ Through the use of x-ray motion pictures (cindefluorography) the radiologist is able to record and study the intricate actions of a patient's heart; able to



accurately diagnose the trouble—in this case, a leaky heart valve. ■ By restudying the x-ray movies and consulting together, the radiologist and surgeon were able to confirm a malfunctioning heart and pave the way for a successful operation. ■ In this instance, it can truly be said that movies—and the "actors" who appear in them—are getting better. Thanks, in part, to General Electric—a Company that cares, and continues to care, by providing the medical profession with the finest and most advanced equipment for use in x-ray diagnosis.

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SESAC publishes a catalogue

FTC ends its investigation of music-licensing

firm after it agrees to reveal its full song

list so stations can decide if they want license

The Federal Trade Commission has closed its investigation of SESAC Inc., music-licensing organization, following a commitment by SESAC to let broadcasters know what music it represents.

The investigation had dealt with a point of long-standing complaint among broadcasters: that without knowing which compositions are licensed by SESAC, they couldn't tell whether they needed a SESAC license or, if they did, whether they needed licenses to the entire repertory or only certain works or certain categories.

A corollary protest of broadcasters was that without a list of SESAC works they might lay themselves open to infringement suits by inadvertently playing SESAC music, unless, of course, they took out a SESAC license.

In the FTC's words, the investigation involved "alleged violation of the Federal Trade Commission Act by SESAC . . . through alleged refusal to disclose the size and content of its repertory of musical compositions in connection with its activities of licensing its musical compositions to the broadcasting industry."

FTC Letter ■ The settlement and its terms, including provision for issuance of per-piece licenses, were made public by the All-Industry Radio Station Music License Committee last Thursday (July 7) through release of an FTC letter to Emanuel Dannett, committee counsel, saying that the FTC "has received adequate assurances that the practices which were under investigation have been discontinued and will not be resumed."

The all-industry committee, headed by Robert T. Mason of WMRN Marion, Ohio, has been one of the leaders in urging FTC action against SESAC. Mr. Mason said that he and Mr. Dannett and other members of the committee had been pressing the issue for almost three years.

He made clear, however, that although the committee was pleased that "vital" information about SESAC music would be made available, it still wasn't satisfied that broadcasters had got all they were entitled to. He said the committee was keeping "the SESAC situation" under consideration.

He said specifically that radio broadcasters need "essential relief" that they

haven't received. This was interpreted as meaning the committee feels that broadcasters ought to have some means of assuring themselves that SESAC's rates are reasonable—perhaps through recourse to the courts, as in the case of music rates of the American Society of Composers, Authors and Publishers. ASCAP operates under an antitrust consent decree.

There was also some feeling among committee sources that the information to be supplied on SESAC music, while probably helpful to large stations with their own music-clearance departments, might prove to have considerably less value to small stations.

A copy of a memorandum from SESAC to the FTC, dated April 27, was sent to the committee's Mr. Dannett by the FTC last Wednesday (July 6). Signed by Alice H. Prager, SESAC executive vice president and managing director, the memo committed SESAC to maintain current office files and also to distribute, to all broadcasters, catalogues listing alphabetically (1) all of the compositions in the SESAC repertory and (2) all of those that have been recorded for mechanical or electrical transcription.

Log Ready ■ The catalogue of recorded works was to be ready by May 15 this year, as was the office file of recorded compositions. A broadcaster who is also a committee member reported Thursday that his station some time ago had received a catalogue that seemed to answer this description. The office files and catalogues of all SESAC compositions will be compiled by Oct. 15 this year, according to the SESAC memorandum.

In the memo SESAC also agreed to update the lists and issue annual supplements to the catalogues. The supplements will be issued on March 1 in the case of the recorded-works catalogue, on April 1 in the case of the complete catalogue.

The office files, which are to be available for "inspection and copying" during "regular office hours," and catalogues of the complete repertory are to list SESAC compositions alphabetically and also show the name of the composer, the writer, the arranger (if it is an arrangement) and the publisher.

The files and catalogues of recorded

compositions are to show the title, name of recording artist and phonograph record label of the manufacturer.

In addition, "upon written request from any prospective user of musical compositions SESAC will inform such user whether any compositions specified in such request are in the SESAC repertory," according to Mrs. Prager's memorandum.

She also said SESAC would "continue to offer any prospective user" per-piece licenses if the following information is supplied to SESAC in advance of the broadcast: title of composition, publisher, composer, author and arranger (if any), names of the artists involved, name, date, time and commercial or noncommercial nature of the program in which the music is to be played, and whether the performance is recorded, transcribed or live.

Mrs. Prager specified that the assurances in the memo were "for settlement purposes only" and do not constitute admission that any of SESAC's acts or practices are unlawful.

The memorandum also said that "radio broadcasters and telecasters have from time to time complained of their inability to ascertain the contents and size of the SESAC repertory and because of this have encountered difficulties in determining what type of license, if any, they needed to obtain from SESAC.

"SESAC," it continued, "has been informed that it may be illegally capitalizing on the difficulties of radio broadcasters and telecasters to ascertain the content and size of the SESAC repertory," even though it "did not and does not intend" to do so "or in any way to impede [broadcasters] from selecting the types of licenses SESAC offers to the broadcasting industry."

In its letter to Mr. Dannett disclosing that its investigation had been closed in line with its rules dealing with "voluntary compliance," the FTC also said that it "may take such further action as the public interest may require."

Number Three ■ SESAC is one of the three leading music performing rights organizations in the United States but is overshadowed by the two others, ASCAP and Broadcast Music Inc.

Early last year SESAC officials estimated their repertory at about 150,000

titles, "as close as we can approximate." They said then that they maintained a complete list of SESAC works that was available for inspection but that when users wanted a catalogue it supplied a list of its affiliated publishers and suggested that users get catalogues directly from them.

At that time, ASCAP's catalogue of "performed works" (those with track records of relatively recent performances) was put at close to 200,000 out of a total ASCAP repertory of more than a million, while BMI's active list was put at about 55,000 in any given quarter, out of a total of 700,000 to 800,000 works under BMI license.

SESAC is a privately owned company formed in 1931 by President Paul Heinicke, father of Mrs. Prager.

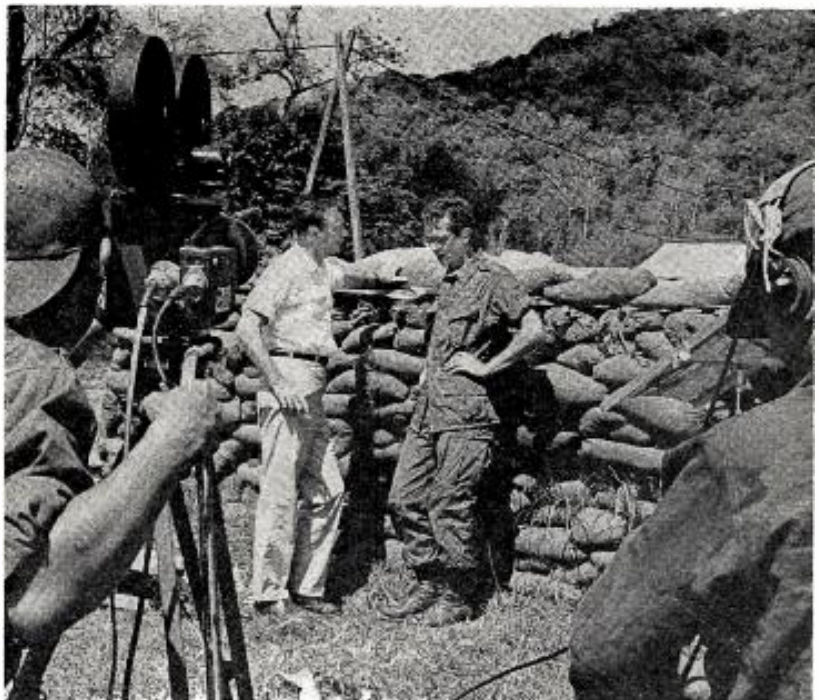
Originally it represented European works primarily and operated as the Society of European Stage Authors and Composers, or S.E.S.A.C., but after bringing a growing number of American catalogues into its repertory it abandoned both the original name and punctuation and became SESAC Inc. Its headquarters are at 10 Columbus Circle, New York City.

Steelworkers favor fairness rules

The United Steelworkers of America last week endorsed the FCC's proposed rulemaking that would adopt as commission rules certain fairness-doctrine provisions relating to personal attacks and to station editorials for or against political candidates (BROADCASTING, April 11). The labor union, which was the only organization to file reply comments with the FCC, also recommended that the proposed rules be expanded to guarantee that broadcasters will afford a reasonable opportunity for discussion of controversial issues.

A similar initial comment supporting the proposed rules was filed last month by the Laborers International Union of North America. Most initial comments on the fairness doctrine proposals were heavily opposed to adoption (BROADCASTING, June 27).

United Steelworkers explained that its primary interest in the fairness proceeding arises from "our desire to obtain a fair hearing in our promotion of legitimate trade union policies." The union said the labor movement is still a controversial issue in many areas of the U. S., especially in the South. The major problem, the Steelworkers said, is that communications facilities, such as newspapers, radio and TV stations, in numerous communities have continually prevented unions from airing their



The story of a war from a son

A father-son talk on war was presented on the half-hour *ABC Scope* program last Saturday (July 9) when ABC-TV telecast an interview by commentator Howard K. Smith with his son, Specialist Fourth Class Jack Prescott Smith, who is on active duty in Vietnam.

Mr. Smith, in Vietnam for three weeks on a news-gathering tour for *Scope*, saw his son for the first time

in 11 months on June 26 when he interviewed him at the An Khe air-base (above). In the program titled "A Father, A Son and War," Jack Smith recounted the story of the battle of the Ia Drang Valley in which he was wounded, and told his father how the war has affected him. (The *Scope* program is now devoted exclusively to the war in Southeast Asia.)

opinions during labor disputes.

To remedy the situation United Steelworkers urged that the proposed rulemaking regarding personal attacks and political editorials on the air be enacted. But the proposal should also be broadened, the union said. It suggested amendments that would require broadcasters to provide a reasonable forum for discussion of controversial issues.

No Substantiation ■ United Steelworkers also stated that the broadcasting industry had "failed to substantiate" the argument that the proposed rules would violate rights guaranteed by the Constitution. "No court has ever upheld the industry's claim of total exemption under the First Amendment from government regulation," the union said.

Broadcasters have contended there is no such distinction and that, therefore, electronic journalism should have the

same constitutional guarantees of a free press as are presently afforded to newspapers. The union said, also that the broadcast license is not an ordinary property interest but rather is a "qualified grant of a monopoly subject to government regulation. The industry is claiming an absolute property right which it never had."

As for the broadcaster argument that the proposals are unnecessary, even though they might be constitutional, the union argued that "self-regulation in many areas may be the best way of achieving the goals of national policy. The guarantee of a free forum for discussion in the broadcasting industry is not such an area. A free forum with access open to divergent points of view must be guaranteed. To allow one group, no matter how well motivated, absolute control over access to this forum would defeat the intention of Congress."

Payola probe hears disk jockeys

The lengthy closed-door FCC payola probe in Los Angeles ground on last week with the emphasis on witnesses switching from record-industry to radio-station people.

Sam Riddle, Gene Weed and Wink Martindale were the first of several disk jockeys to appear. Mr. Riddle, formerly at KFWB, now is with KHJ, both Los Angeles, while both Mr. Weed and Mr. Martindale work for KFWB. Mr. Weed also is host for ABC-TV's syndicated *Shivaree* series. The three disk jockeys followed 15 record-industry artists, promoters, manufacturing executives and distributors who have testified in the hearing that began June 22 and is expected to continue for about two more weeks (BROADCASTING, June 27).

At least four other KFWB employees also took the stand last week to testify secretly before FCC examiner Jay A. Kyle. They were record librarian Don Anti, KFWB disk jockeys Reb Foster and Jimmy O'Neill (the latter one-time host of ABC-TV's *Shindig* show) and J. J. (Joe) Bernard, vice president and gen-

eral manager of the Crowell-Collier-owned station.

KFWB, whose \$10,750,000 purchase by Westinghouse Broadcasting awaits FCC approval, figured heavily in a \$230,000 damage suit brought by record promoter Albert Huskey in 1964. Mr. Huskey, who claimed he was forced out of business for refusing to relay bribes from record companies to Southern California radio personnel in exchange for favorable air play, is believed to have triggered the current FCC payola investigation.

While the FCC last week was listening to testimony in the U. S. courthouse in Los Angeles, disk jockey Chuck Daugherty of KDEO El Cajon, Calif., asked the Los Angeles superior court to dismiss Mr. Huskey's suit. Mr. Daugherty, one of the defendants in the original suit, claimed that Mr. Huskey failed to prosecute his charges and has refused to answer questions at a deposition. A hearing on the dismissal request has been set for July 18.

Other WBC appearances in new Griffin contract

Merv Griffin announced last week a new long-term contract with WBC Productions, New York, producer and syndicator of *The Merv Griffin Show*. Under the agreement, Mr. Griffin will also appear in other WBC programs and projects now in the planning stage.

Leslie G. Arries Jr., president of WBC Productions Inc. and WBC Program Sales Inc., noted that the Griffin show, produced in cooperation with Mr. Griffin's Anthony Productions, New York, is syndicated to 55 stations.

Mr. Arries said the show, which began on May 10, 1965, in some 20 major cities, is now seen in 23 of the top-25 markets and 40 of the top-50 markets.

N.C. stations help in emergency test run

An emergency communications test for Rockingham County, N. C., which included all of the county's radio stations and a corps of citizens-band radio operators, took place successfully June 26.

WLOE-AM-FM Leaksville, N. C., was the originating station for the radio network which included WFRC and WREV, both Reidsville, and WMYN Madison, all also in North Carolina. More than 60 citizens band radio licensees participated.

WLOE's mobile radio facilities were established at emergency headquarters and broadcast all citizens band transmission as well as vital public informa-

tion. The civil defense test was conducted in cooperation with police, fire, military and other organs of the county government. The operations of citizens band network drew praise from Archie Daniels, county manager and civil defense director, and from Douglas L. Craddock, president and general manager of WLOE.

Big problem for actors: movies on television

Movies in theaters may be better than ever but on television they're as big a problem as actors all over the world face. That's what Chester L. Migden, associate national executive secretary of the Screen Actors Guild, thinks. Reporting in the July-August issue of *Screen Actor*, official publication of the talent union, Mr. Migden cautioned that the number of movies shown on American TV has reached a point beyond which the trend can be taken casually.

SAG surveys, he pointed out, show an average of 273 features telecast each week in Los Angeles, 172 in New York, 135 in San Francisco, 133 in Boston and 122 in Pittsburgh. In addition, foreign movies average 16% of all the features shown in these markets. According to Mr. Migden this all adds up to a serious employment problem.

The economics of movies on TV also have reached new highs, he writes. A feature sold to the networks for \$380,000 last year, costs about \$525,000 this year. Because foreign features are part of these soaring economics, foreign talent unions have "a substantial stake in American TV," Mr. Migden claims. He says "that payment of additional compensation for features on television, whether shown domestically or internationally, is an essential goal" of talent unions in all countries. Just as important, the union executive states, "is the form and extent of the compensation to be sought."

SAC waged a strike that lasted six weeks in 1960 for a contract provision that pays actors when movies they appeared in are shown on television. The same sort of "full scale struggle" now faces foreign unions, Mr. Migden predicts, before the actor's right to payment is achieved.

Film sales . . .

Of Land and Seas (Olas Corp.): KOIN-TV Portland, Ore.

Films of the 50's and 60's (Seven Arts Associated): WMAL-TV Washington; WSIL-TV Harrisburg, Ill.; KVII-TV Amarillo, KFLP-TV El Paso and KVCM-TV Monahans-Odessa, all Texas; WMAR-TV Baltimore; KOLO-TV Reno, and WEEK-TV Peoria, Ill.

KPLC-TV/Radio

LAKE CHARLES,
LOUISIANA

PROUDLY
APPOINT



EXCLUSIVE
NATIONAL
REPRESENTATIVES

EFFECTIVE
IMMEDIATELY



To see some of the advertising written to reach advertising people, you'd think we were a bunch of Magoos.

It's poster advertising, designed for media that are skimmed and scanned. Media too full of clutter and clamor. The result: BIG TYPE and little sell.

How'd you like to sell a little in your advertising? Run it in The Printers' Ink Network of Magazines, the new circulation leader in its field.

The Network has three magazines which blanket the market better than any single publication can. Total circulation: 83,500.

Because they're designed to work together, the Network's magazines also cover the market more efficiently than any other combination of publications in the field. Duplication: less than four per cent.

Along with this wider reach, the Printers' Ink Net-

work offers you higher visibility and deeper readership for your advertising. Good graphics prevail, and editorial and advertising communicate more easily as a result.

You want your advertising to be read, so you don't put clutter into it. Why put it in clutterful media?

Switch to the wider-reaching, better-read pages of The Printers' Ink Network of Magazines.

A radio-TV facelifting in Canada

Government's white paper calls for radical revision of BBG and CBC functions; suggestions follow many of Fowler Report recommendations

A sweeping revision of Canada's broadcasting regulatory bodies was envisioned last week by the government in a 4,850-word white paper.

It calls for:

- A larger and much more powerful Board of Broadcast Governors.
- Splitting the functions of the Canadian Broadcasting Corp. president and creating a new CBC post to handle day-to-day operations.
- Keeping a firm control on the growth of CATV systems.
- Setting up a new public service and educational broadcasting system in Canada.

The government report, which will go before the House of Commons broadcasting committee in the fall, encompasses many ideas of last fall's Fowler Report (BROADCASTING, Sept. 13, 1965). However, it stopped short of one recommendation that the Fowler committee had given top priority: Elimination of the BBG and CBC board of directors and replacing them with a 15-man group to be headed by a broadcasting "czar."

The government's white paper went part way toward the Fowler system but it did not buy the idea that the overall regulatory authority (BBG) should also be responsible for CBC management. The white paper also drew a clear line between people who make regulations and people responsible for programming.

New Composition ▪ Under the proposal, the new BBG would be made up of five fulltime members and "up to seven" parttime. The BBG now has three fulltime and 10 parttime members.

The revised BBG would grant licenses without having to get cabinet approval; it would set program standards based on the size, wealth and location of each station; it would suspend or revoke licenses for failure to comply with the conditions of license.

State Secretary Judy LaMarsh said the main reason for wanting to put the final decision on applications in the BBG's hands was the suspicion that political considerations have been a factor in granting of licenses.

It was also noted that the BBG's

power to interfere with day-to-day programming would be very limited. It would not be empowered to give directions "other than by generally acceptable regulations or in the conditions of a license" to any broadcaster concerning specific programs.

The remake of the CBC hierarchy would see the president remaining as chairman of the board in charge of overall policy. Newly created would be a chief executive officer who would be responsible to the board but not sit on it. He would act as general manager and handle day-to-day operations.

The government paper also proposed to provide long-term financing for the CBC through five-year parliamentary grants instead of annual grants.

Commercial activities of the CBC would continue, but the white paper deemed it important to CBC and private broadcasters that "definite limits be set as to the amount of revenue to be derived from commercial activities. The corporation should not seek to increase its present volume of commercial programming."

Final decision on the function of the CBC board, its size to be determined, will await the Commons' committee study. There is a possibility of dividing it in two with each half watching over the production in centers in Toronto and Montreal.

CBC's headquarters will remain in Ottawa but control of programming and operations will be shifted to Montreal for the French network and Toronto for the English network. Headquarters staff will be cut to "minimum size" needed for effective general direction.

Better Communications ▪ The movement of the production centers to Toronto and Montreal are seen as a means of quickly improving the internal communications within the CBC. The white paper noted "recent difficulties" between management and production staff "forcefully underline the necessity for significant improvements."

CATV's, the white paper said, will be treated as parts of the national broadcasting system and will be subject to licensing regulation and control by the BBG.

The Fowler Report had found more

than 350 operating CATV's in Canada, some of them cutting into private TV stations' markets. It felt a distinction should be made between the system serving remote areas and those competing in "thin" markets.

The white paper did not mention this distinction but said study was being given to special problems of jurisdiction involved in the regulation of closed-circuit operations and the reception of U. S. transmissions.

Creation of a national ETV network on UHF was also announced in the government report. The statement automatically shut the door on provinces that had applied for licenses to operate their own stations.

Current thinking now calls for the federal government to set up a new federal agency, separate from the CBC and subject to BBG regulation. This will "work directly" with the provinces in planning the educational-public service system on both radio and TV. These stations would carry school broadcasts determined by provincial education departments entering into agreements with the federal agency.

UHF is not in regular use in Canada at present and tests are being conducted by the Department of Transport on technical aspects. BBG and the department will recommend allocation of the UHF channels between the public and private sectors.

Reaction Favorable ▪ Broadcasters had general praise for the white paper, but there were also some criticisms.

Jean Pouliot, president of the Canadian Association of Broadcasters said the white paper seems excellent overall and felt the strengthened BBG would have a good effect "especially as a way of avoiding involvement in politics."

Gordon Keeble, president of the CTV Television Network, said the industry had been waiting for a firm set of guidelines, such as those spelled out in the white paper. The government's plans, he feels, will aid the development of private network television.

However, he was critical of the report's stand on second-station licenses for CBC. The white paper called for considering such licenses on the recommendation of the BBG, subject to reservation for CBC use at Victoria, B. C.; Saskatoon, Sask.; Sudbury, Ont., and Saint John-Fredericton, N. B.

Mr. Keeble charged the CBC received grants for those areas in 1963 but hasn't done anything about getting them on the air. "The CBC should either act in these key areas soon," he said, "or let someone else do it."

'Romper Room' is now seen in 15 countries

Overseas sales on *Romper Room*, the TV series for preschoolers that has been on the air in the U. S. for 11 years, should exceed \$400,000 during 1966-67 with the program scheduled on 24 stations in 15 countries.

This assessment of *Romper Room* was provided by Paul Talbot, president of Fremantle Inc., international distributor of the program, during an interview in New York. He reported the program will begin this fall in Barbados, Switzerland, Spain and Italy to round out its prior coverage in Canada, Mexico, Great Britain, Australia and various Latin American countries.

The program, owned by Romper Room Inc., Baltimore, and created by Bert and Nancy Claster, is carried in the U. S. by more than 80 stations. In both the U. S. and abroad, stations are provided with suggested scripts, props and other materials, and "teachers" are given two weeks of instruction.

For example, Miss Celine Gale (seated) of the Barbados, will be the teacher on the program beginning there in the fall. She had several training sessions in New York last week, assisted by "Miss Louise" (standing), who conducts *Romper Room* telecasts on WNEW-TV New York.

In overseas areas, the program is



generally carried live each day on a five-or-six-day-a-week basis in either hour or half-hour versions. A few stations video-tape record the program.

"Our next sales targets are Germany, Africa and the Middle East,"

Mr. Talbot remarked. "We have had tremendous interest in *Romper Room* from these areas. Remember, the program is not an American show as it is presented in overseas markets; it's their own local preschool program."

Canadian radio-TV profits up sharply

Revenues and operating profits of the Canadian broadcasting industry showed a substantial increase in 1965, according to the annual report submitted to the House of Commons by the Board of Broadcast Governors this week.

The report showed 51 privately owned television stations had total revenues of \$68,900,000 in calendar 1965, an increase of 18.6% over the previous year. Profits totaled \$13,100,000. Six TV stations reported operating losses in 1965, the report also showed.

The 186 private radio stations in existence for at least the past three years reported an increase of 6.8% in revenue and 13.9% in operating profits in 1965. No dollar figures were

given. Forty radio stations also reported operating losses during the year.

In a related matter, the Canadian Broadcasting Corp., in its annual report to Commons, said it needs more public funds to strengthen its programming and make greater efforts in the color television field. It said that when color TV starts this fall there will be a minimum of 30 hours weekly in English and 15 in French.

Other objectives cited in the report involved increasing Canadian programs in the evening hours and lessening the reliance on American programs. It also advocated more programs "of substance" on both the English and French Canadian networks in the evening hours and increased production of programs from regional points.

The publicly owned corporation's annual report also showed that for the fiscal year ended March 31, 1966, the corporation's operating expenses totalled

\$133,447,000, and another \$713,000 went to repay loans to the federal treasury. Parliament provided an operating grant of \$97,044,000, gross advertising revenues totalled \$33,563,000 and other revenues amounted to \$795,000. After allowing \$4,739,000 for depreciation, the CBC returned \$1,981,000 to the government in unexpended funds.

IAAB asks revision in national policies

Fourteen executives representing broadcasters in the Western Hemisphere last week urged several Latin American governments to change their policies governing broadcasting.

The executive board of the Inter-American Association of Broadcasters,

meeting in Columbus, Ohio, called on Uruguay to ban commercial advertising on the government owned radio-TV stations. IAAB called this "unfair competition" with private broadcasters.

It also asked the new Argentine government to change or modify existing legal measures that do not give enough guarantees of freedom of information and expression. Argentina was also asked to return to private ownership the 36 radio stations seized under the Peron regime, and still operated by the government.

IAAB asked Ecuador to drop custom duties on imported radio equipment; suggested El Salvador approve a law guaranteeing open and free expression for all groups there; asked Peru to alter the articles of its military code which could threaten freedom of expression, and requested all Central American governments to regulate frequency and channel distribution to avoid interference with stations in other parts of the continent.

The association, representing 8,000 private radio and TV stations in the Americas, also suggested that the National Association of Broadcasters and the Canadian Association of Radio and Television Broadcasters have broadcasters visit several Latin American nations during February 1967. Such a trip would coincide with the IAAB's general assembly to be held that month in either Buenos Aires or Mexico City.

U. S. delegates to the board meeting were Herbert Evans, Peoples Broadcasting Corp., Columbus, vice president of IAAB, and Harold Niven, assistant to the president of NAB.

International film sales . . .

Gigantor (Trans-Lux): Tyne Tees Television Ltd., Newcastle-on-Tyne, England.

Felix the Cat (Trans-Lux): Westward Television Ltd., Plymouth, England, and WKAQ-TV San Juan, P. R.

The Beatles (King Features): CTV Network, Toronto.

Dr. Kildare, Laramie, Michael Shayne (NBC International): Radio-televisione Italiana.

Bonanza (NBC International): Spanish TV, Spain; Yleis-TV Finland, and Lebanese TV, Lebanon.

Hullabaloo (NBC International): Telearuba, Netherlands Antilles; Channel 2, Managua, Nicaragua, and TV Singapura, Singapore.

Boston Symphony Concerts (Seven Arts TV): Pay-TV Ltd. London and Radio Eireann Dublin.

Abroad in brief . . .

Grey chosen ■ Atlantis Venezolana C.A., a subsidiary of Reckitt & Colman Ltd., has named Kittay-Grey Advertising C.A., Caracas, as its agency in Venezuela for a number of non-food products. Grey and international partners also serve Reckitt & Colman in Great Britain and Australia.

Global report ■ Fremantle International Inc. has sold TV programs to 12 networks and to 177 stations in 67 countries during the first half of 1966. Fremantle's largest number of sales were made in Australia.

K&E/CPV in Venezuela ■ Kenyon & Eckhardt/Colman, Prentis, Barley of London's Latin American partner, CORPA, has been assigned all present and future products manufactured and sold by the Beecham Co. in Venezuela. CORPA has also been appointed, effective Jan. 1, 1967, agency for Uniroyal-Venezuela—tires, footwear and industrial products.

British sale ■ Madison Square Garden-RKO General Sports Presentations, New York, has sold Viewsport Ltd. of London the TV rights to the July 13 Emile Griffith-Joey Archer middleweight title fight in New York. The

bout will be carried on closed-circuit TV the following evening to British viewers.

Northern tie ■ Norman, Craig & Kummel (Canada) Ltd. has been named to handle Arnold bread and Arnold products. Previous agency for the account was James Lovick & Co. Ltd. NC&K, New York, is agency for Arnold Bakers in the U. S.

New cable firm ■ Boston Insulated Wire & Cable Co., Boston and Societe Geoffroy Delore, Paris and Clichy, France, have formed GEDEBIW, a new European cable firm that will manufacture and market cable for various uses including TV cameras. Boston Insulated operates in El Segundo, Calif., and Hamilton, Ont., in addition to Boston.

Johnson & Johnson in Denmark ■ Norman, Craig & Kummel Inc., New York, has reported its partner office in Copenhagen, Denmark (Lockey, Norman, Craig & Kummel A/S), has received the account, Johnson & Johnson AB of Stockholm, Sweden, for advertising baby products and Band-Aid in Denmark. NC&K offices in Canada, Sweden and the United States also handle Johnson's products. The Johnson account in Copenhagen was formerly with Wahl Asmussen Reklame-Marketing I/S.

L&N moves into Mexico ■ Lennen & Newell Inc., New York, and Metropolitana de Publicidad, Mexico City, announced a merger of their interests with the formation of a new advertising agency, Romero/Oliver/Lennen & Newell, S. A. in Mexico. L&N also maintains branches in Canada, Puerto Rico, England, France and Spain.

Radio bureau set up by Japanese

Ryoji Matsumoto, chairman of the National Association of Commercial Broadcasters (NAB), Japan, announced the inauguration of NAB Radio Bureau (NRB), which is designed to support sales promotion of radio programs as an advertising medium.

A survey by the research department of Dentsu Advertising, he said, showed a drastic drop in commercial radio revenues analogous to the radio slump in the U. S. when commercial television started.

Mr. Matsumoto estimated that more than 20 million TV sets in Japan are causing radio revenues to dwindle rapidly, and the advent of color TV networks makes the "squeeze" that much tighter. The NRB hopes to curb this trend, he added.

*More than a decade of Constructive Service
to Broadcasters and the Broadcasting Industry*

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Brokers—Consultants

50 EAST 58TH STREET

NEW YORK, N. Y.

ELDORADO 5-0405

Who ever thought Miss Brown would be running the station?

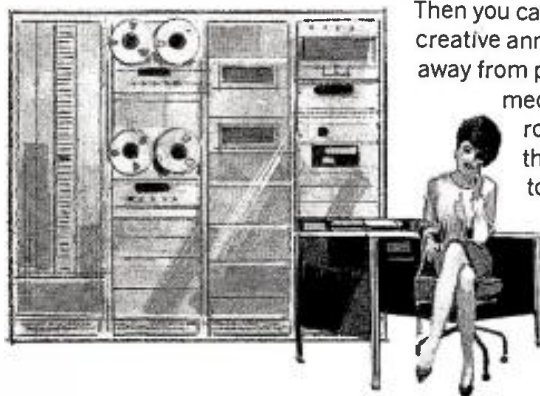


Certainly not Miss Brown. The closest she ever came to broadcasting was a man-on-the-street interview.

But today she's a traffic manager at an ATC-automated radio station. And the little IBM cards she punches out do indeed run the station.

The new ATC punch card programmer works in conjunction with other ATC equipment to give a broadcaster truly efficient automation.

There's also a magnetic tape control system, and a time/sequence control system. They work wonders, too, even though Miss Brown isn't in there punching.



ATC automation lets you do that. For a few hours a day or around the clock.

And the truly gratifying thing about ATC systems is that you buy only what you need

to serve your purpose—and your budget. If you want to expand later, you just add on.

One more important point: ATC came into being because a group of broadcasters saw a need. From the beginning we've looked at automation through a broadcaster's eyes.

Why not find out today how automated broadcasting will work for you? Who knows, you may have a Miss Brown in your station some day.

When you consider the benefits of station automation, cost doesn't mean much. But broadcasters live with budgets, so you want to know what it's going to cost.

Can you sell \$65.00 worth of extra spots a week? AM and/or FM? That's all it takes to automate your station. In many cases, even less.

You can buy the system outright. Or finance it. Or lease it.

Then you can take your creative announcers away from purely

mechanical control room work. Give them more time to prepare better programs. Better commercials. Better newscasts. To make more sales.

AUTOMATIC TAPE CONTROL INC.

1107 E. Croxton Street
Bloomington, Illinois
309-829-7006

GE to make home video-tape recorders

General Electric Co. soon expects to step into the home video-tape recorder business. Its plans include model lines for color (estimated price of over \$2,000) and black-and-white (suggested at an \$850 price).

GE's Consumer Electronics Division, Syracuse, N. Y., in an announcement last week, claimed the home color recorders will be the first marketed by a major U. S. company and should be available early in 1967. GE said the first recorders (monochrome) to reach the market this fall will be aimed at educational and industrial fields. They will include professional-quality educational systems priced up to \$4,000.

According to GE's announcement, the solid-state video recorders will eventually be used for playing pre-recorded video programming. Their application will first be in manual or automatic off-the-air recording, and second in recording home "instant electronic movies." The color systems will provide 60 minutes of recording on compact, seven-inch tape reels, and the monochrome systems, up to 90 minutes of play.

The lineup of GE projected home video recorders includes a color console with a 25-inch TV screen, video-tape deck, AM-FM stereo tuner, and storage space for optional camera and microphone for home telecasting; various color components such as video-tape deck with storage area; and a black-and-white recorder deck with storage area, both designed for use with a 19-inch monochrome TV receiver.

Other manufacturers either in the home video-tape market or in the planning stage include, among others,



Atop the Mad Mare

WNHC-TV New Haven Conn., has placed into operation its new transmitting tower and antenna atop Mad Mare Mountain in Hamden, Conn. The new tower is 909 feet above the ground and 1,549 feet above sea level, making it one of the highest structures in New England.

Inspecting the new facilities are (l to r): Howard Maschmeier, WNHC-TV general manager; Hamden Mayor John DeNicola, and Carmine Iannucci, chief engineer of the station.

Sony Corp. of Japan, Defense Electronics Inc., Ampex Corp., RCA, Fairchild Camera & Instrument Corp., Par Ltd., 3M and ITT Research Institute.

Minicamera developed for NASA by Teledyne

The dream of TV newsmen since the video medium came on the scene, a small camera, may be on the horizon.

Two miniature television cameras, each about the size of a 95-cent paperback book, have been delivered to the National Aeronautics & Space Administration, it was announced last week. NASA intends to study various uses for the "Microeye" cameras, including the possibility of putting one in a spacecraft to observe the demeanor of an astronaut in flight.

The cameras are 1½x3x4½ inches and weigh only one and one-half pounds. They employ a half-inch vidicon tube and integrated circuits. Resolution is said to be the equivalent of commercial broadcast cameras, 525 lines. Consuming 7.5 w of power, the cameras are operated from batteries clipped to the belt of the user, with a life time of two hours, or 10 hours from a larger power pack.

One of the two minicameras delivered to NASA contains also a small, low-powered transmitter that broadcasts about 100 feet. The other is connected to the monitor by wire.

The cameras were built under contract to NASA by Teledyne Systems Co., Los Angeles, for a total of \$350,000.

MGM reveals new sound recording system

The Metro-Goldwyn-Mayer lion is roaring about equipment, not pictures, these days. The equipment is a new sound recording device that studio officials claim could be the most significant film sound development since the changeover 16 years ago from optical to magnetic recording.

The new recording device uses standard quarter-inch, 7½-inches-per-second, magnetic tape cartridges in a solid-state mixer-recorder unit. It's said to be considerably more simplified than the 17½mm wide magnetic-film recorder it replaces. It also costs less, with tape selling for \$1.50, compared to \$15 for magnetic film.

Other advantages claimed for the new sound system include compactness (it weighs about 100 pounds, some 200 pounds less than the equipment it replaces) and its flexibility to use less

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power and almost any power supply and still require less maintenance. The system was designed and developed by Franklin Milton, head of MGM's sound department. F. M. Sprague, a studio sound department transmission engineer, completed the circuitry for the system and developed the breadboard model from Mr. Milton's design. Stancil-Hoffman Corp., Hollywood, will package and manufacture the new recorders for sale to both motion picture and television film industries.

Reportedly, the new recording device now is being used in the production of three MGM-TV series, *The Rounders*, and both *The Girl* and *The Man from U.N.C.L.E.* MGM says it hopes to have 12 machines in use for TV and movie production by the end of July.

GE unveils silicon chips for radios

General Electric Co. this fall plans to sell miniature portable radios that use microelectronic chips in place of the wiring, connections and individual components of present receiver circuits.

The new radios, introduced last week in New York, contain silicon chips 1/32-inch square. Each set measures about as large as a cigarette pack, and comes with a detachable recharger available in either standard (\$29.95) or clock (\$39.95) bases. Overnight charges are said to give 12 hours of play power.

GE indicated that microcircuit systems (third-generation electronic products preceded by vacuum tubes and transistors) will be introduced in a portable TV set and phonograph late this year, and by 1970 become part of all GE's consumer electronic products.

Monogram gets ownership of Moviola company

Monogram Industries Inc., Culver City, Calif., last week announced the acquisition of Moviola Manufacturing Co., a North Hollywood producer of film-editing equipment for movie and TV studios. The purchase was made for an undisclosed amount of cash and stock.

Moviola will be operated through Magnasync Corp., a Monogram subsidiary that produces sound-recording equipment. According to company projections, Moviola will add about \$2 million to Monogram's annual sales in the fiscal year that began July 1. Monogram's estimated sales in the year just ended were about \$11.5 million.

TV set sales are one-third color

Distributor sales of color television sets continued to zoom in the first four months of this year, compared to the same period last year, with other categories of TV and radio also up but not to the same degree. Auto radio sales, however, fell below the figures for last year.

For the January-April period this year, color TV sales increased by 109%. Monochrome sales were only up 1.2% while total TV sales for the

period moved up by 22.4%. For April, however, monochrome sales fell by only 10.4%. Of total TV sales in the 1966 period 33.4% were color sets.

Home radio sales for the four-month period were up 20.3% with FM sales up 58.9%. Auto sales were down 6%.

Sales for the four months, as reported by Electric Industries Association last week:

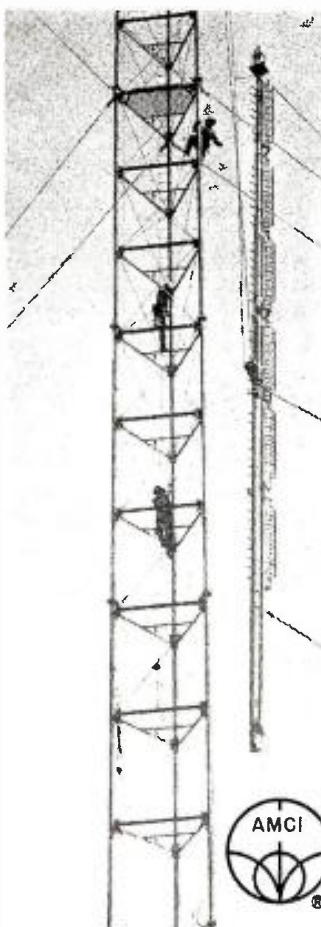
Period	TELEVISION		
	Total	Monochrome	Color
Jan.-April 1966	3,697,066	2,458,597	1,238,469
Jan.-April 1965	3,021,157	2,428,720	592,437
Period	RADIO		
	Home	(with FM)	Auto
Jan.-April 1966	4,074,467	1,160,039	3,182,917
Jan.-April 1965	3,386,290	729,941	3,386,752

Technical topics . . .

CBC color buy ■ General Electric Co.'s Canadian division has received a \$2 million-plus order from the Canadian Broadcasting Co. for live and film color TV cameras. CBC has ordered

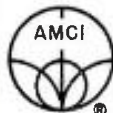
10 G-E PE-250 live four-tube and 19 G-E PE-24 four-vidicon film color cameras.

Antenna rotor cable ■ International Telephone & Telegraph's wire and



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Under-\$500 home-video-tape recorder developed

Illinois Institute of Technology's Research Institute has shown its color video-tape recorder for the home, which it claims can be marketed for under \$500. (Above) John P. Skinner (l), IITRI manager of magnetic recording, checks over the system with its inventor, Marvin Carmas, IITRI scientific adviser.

The fixed-head, longitudinal unit

takes standard one-quarter inch audio tape on a seven-inch reel. It operates at 120 inches per second with video and audio recorded on three tracks. Weighing only 20 pounds, the portable unit takes 14 circuit connections to any color set or monitor. IITRI has licensed three manufacturers to develop commercial versions.

cable division, Pawtucket, R. I., has a new five-conductor antenna rotor cable of flat parallel construction designed for TV remote control applications. The cable is made of stranded copper with polyethylene insulation and one conductor tinned for polarity.

Quick zoom lens ■ Zoomar International Inc., Glen Cove, N. Y., U. S.

distributor of P. Angenieux lenses, has available a fast zoom lens, model 6 x 12.5B, that covers focal lengths (12.5-75mm) most frequently used with 16mm motion picture cameras.

New videotape ■ Ampex Corp., Redwood City, Calif., has introduced a new broadcast quality magnetic videotape for use with its VR-660 series and

VR-1500 series helical scan videotape recorders. The new tape permits 64 minutes of playing time on a standard eight-inch reel. It's priced at \$70.70.

More donations ■ Movielab Inc., New York, has made a second \$25,000 grant to the Rochester (N. Y.) Institute of Technology for use in its motion picture and television sciences building now under construction. A \$25,000 gift in 1965 was earmarked for a scholarship program at the institute.

Catalogue out ■ Sarkes Tarzian Inc.'s semiconductor division, Bloomington, Ind., has a new catalogue, 66-DL-3, available listing ST silicon and selenium rectifiers for replacement applications and tube replacement silicon rectifiers. It also lists many of the newer replacements designed especially for color television.

TV relay from D.F.

ITT's German affiliate, Standard Elektrik Lorenz A. G., has an \$8 million contract to install a two-link TV network in Mexico City for the 1968 Olympic Games.

Order, placed by Telefonos de Mexico S. A., is for black and white and color equipment for broadcast north to the U. S. border and south to Guatemala. System will employ new microwave radio units for simultaneous transmission of 1800 telephone calls. ITT's Belgian firm, Bell Telephone Manufacturing Co., as the subcontractor, will provide service channels for the radio link.

Ionosphere study planned

An intensive study of the "D" and "E" layers of the ionosphere—responsible for the day and night differences in the distances reached by radio stations—is due to commence soon from the Aeronomy Field Station of the University of Illinois. The day-by-day study is under the direction of Professor Sidney A. Bowhill, department of electrical engineering.

How these layers appear and disappear, their height, intensity and movement, their hourly and seasonal changes and their relationship to the 11-year sunspot cycle will be investigated with radio signals. The study is being partly financed with a \$122,000 National Science Foundation grant.

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RCA can't keep up with color demand

RCA set new sales and earnings records in the second quarter and first half of 1966 as volume exceeded \$1 billion at mid-year. Six-month profits rose 27% over last year's first half and sales jumped 18%.

Subsidiary NBC also achieved a profit record during the first six months, up 20%.

The now familiar report that "color television in all its aspects—sets, tubes and components, broadcasting and studio equipment—continues to be a major contributor to the company's record sales and earnings," again led the RCA financial statement.

The company's volume in the second quarter was 14% ahead of the 1965 second period, reaching \$567 million.

In the first half RCA's production of color receivers exceeded that of black-and-white sets.

The company said its production of color sets in the last half of 1966 would be more than double that of the same period last year and that demand for color sets by consumers is still running ahead of the set manufacturing industry's capacity to produce them.

Elmer Engstrom, chairman of the executive committee and Robert Sarnoff, president, said, given a favorable economic climate "we anticipate that RCA's record of profit improvement, now in its sixth year, will continue through the balance of 1966 and will be maintained in the promising years ahead."

Six months ended June 30:

	1966	1965
Earnings per share	\$0.94	0.74
Sales	1,152,600,000	977,900,000
Pretax profit	105,500,000	80,900,000
Net profit	56,000,000	44,000,000
Average shares outstanding	59,191,000	58,756,000

Wometco sets new earnings level

New highs in earnings were reached in the fiscal half year by Wometco Enterprises, Miami, the diversified company with radio and TV holdings. Sales

and earnings increased in all divisions of the company, according to Mitchell Wolfson, president. Earnings showed a gain of 13.4% while sales were up 25.6% for the period.

Wometco, in addition to broadcasting, has interests in Coca-Cola and other soft-drink bottling, automatic food and refreshment vending and industrial food service companies, a chain of motion picture theaters, film production and processing companies and the Miami Seaquarium.

The firm has declared a regular quarterly cash dividend of 14 cents on its class A stock and 5 cents on its class B stock, payable Sept. 15 to stock of record Sept. 1.

For the 24 weeks ended June 18:

	1966	1965
Earnings per share	\$0.83	\$0.74
Gross income	21,334,675	16,977,299
Net income	1,854,712	1,635,197

Rust Craft to vote on merger in August

Stockholders of Rust Craft Greeting Cards Inc. will meet Aug. 30 in the home office city of Dedham, Mass., in a special meeting to vote on the proposed merger of Rust Craft with Boise Cascade Corp., Boise, Idaho, diversified forest-products firm. A majority of Rust Craft directors have already approved the merger, which would leave Boise Cascade the surviving corporation.

The merger plan, announced by Rust Craft Chairman Louis Berkman at the company's annual meeting last month, must be approved also by Boise Cascade's stockholders who will meet Aug. 30 in Boise.

Rust Craft, which is a major firm in the greeting-cards business, owns five TV, six AM and five FM stations in nine cities. The merger would require FCC approval. Rust Craft also owns or has interests in eight CATV systems.

For its fiscal year ended Feb. 27, Rust Craft reported net sales of \$40,680,000 and net operating income of \$1,723,806 (\$2.36 a share). It also received nonrecurring income of \$1,563,566 from the sale of WVUE(TV) New Orleans in which it held a 40% interest to Screen Gems Inc. in 1965 for \$8 million. For the first quarter of the 1966 fiscal year, ended May 31, Rust Craft reported net sales of \$9,066,000 and net operating earnings after income taxes of \$249,000 (33 cents a share). For the same period in 1965, the company had net sales of \$8,207,000 and net operating earnings after income

taxes of \$91,000 (13 cents a share).

Major stockholders in Rust Craft are the Berkman brothers, Louis, Jack N. and Allen H., who entered broadcasting in 1940 with WSTV Steubenville, Ohio. With the acquisition of other stations, the Berkman built the Friendly Group. In 1959, they acquired United Printing & Publishing Co. (later renamed Rust Craft Greeting Cards Inc.).

The 35-year-old Boise Cascade firm has expanded into diversified fields during recent years, from lumber and lumbering to newsprint, packaging, building products and stationery. In 1965 it had sales of \$420,680,000 and earnings of \$17,888,000 (\$3.25 a share).

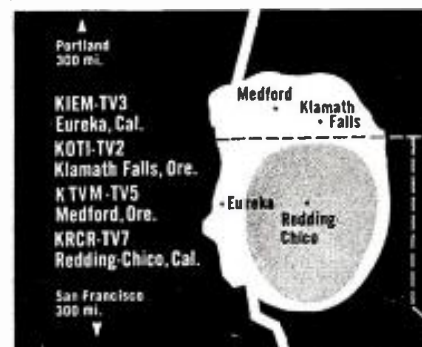
R. V. Hansberger is president of Boise Cascade. William D. Eberle is vice president, but is leaving Sept. 1 to assume the presidency of American Radiator & Standard Sanitary Corp.

Preferred for Common ■ Under the terms of the proposed merger Boise Cascade will issue 1.03 shares of its \$1.40 convertible preferred stock for

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SEC's May report of transactions

The Securities and Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its *Official Summary* for May (all common stock unless otherwise indicated):

ABC Inc.—Jerome B. Golden sold 600 shares, leaving 2,250. Jack Hausman bought 600 shares, giving total of 2,100. Simon B. Siegel sold 6,000 shares, leaving 12,937.

Avco Corp.—James Bruce, holding 3,000 shares personally, bought 200 shares on beneficially held trust, giving total of 200. Edward H. Litchfield bought 1,000 shares, giving total of 4,100, plus 2,900 beneficially held with wife and 500 on beneficially held Litchfield Associates account.

Capital Cities Broadcasting Corp.—J. Floyd Fletcher sold 500 shares, leaving 62,582.

CBS Inc.—C. Edwin Drumheller exercised option on 1,000 shares, giving total of 1,016. William C. Fitts Jr. sold 400 shares, leaving 1,108.

Cowles Communications — Gardner

Cowles sold 50,000 shares, leaving 378,883, plus 11,892 on beneficially held account with wife, 12,802 on beneficially held account with children, and 205,000 on beneficially held holding companies. Palmer K. Leberman sold 50,000 shares, leaving 88,885, plus 12,500 beneficially held as trustee. John L. Weinberg, holding 1,000 shares personally, bought 1,700 shares, and sold 500 shares and also bought 2,267 shares and sold 2,267 shares through underwriting transactions on Goldman Sachs & Co. trading account, giving total of 1,216.

Cox Broadcasting Corp.—Clifford M. Kirtland sold 900 shares, leaving 3,243.

Filmways Inc.—L. Douglas Nolan exercised option on 525 shares, giving total of 5,677.

Gross Telecasting—Raymond W. Miotel, holding 100 shares personally, bought 620 and sold 700 shares on beneficially held Paine Webber Jackson & Curtis trading account, leaving 592.

H & B American Corp.—Dolly Bright sold 12,200 shares, leaving 17,800. Harry N. Wyatt sold 1,500 shares, leaving 6,200.

MCA Inc.—Milton R. Rackmil, holding 12,138 shares personally, sold 400 shares on beneficially held account as trustee, leaving 199. sold 200 shares on beneficially held account as co-trustee, leaving 400, plus 801 on beneficially held account as trustee.

A. C. Nielsen Co.—H. E. Nickelson,

holding 6,600 class A shares personally, sold 200 shares beneficially held as custodian leaving 1,600, plus 2,400 beneficially held with wife and 28 beneficially held with child. William A. Yandell sold 340 class A shares, leaving 890. J. P. Napier sold 500 class B shares, leaving 1,000.

Official Films Inc.—Louis C. Lerner bought 3,500 shares, giving total of 553,500, and bought 4,500 shares on beneficially held Victoria Investment Co. account, giving total of 854,500, plus 25,000 on beneficially held Lerner & Co. investment account, and 2,000 on beneficially held account with wife. Mr. Lerner also bought 4,000 shares on beneficially held SMTR Corp. account, giving total of 4,000, and bought 8,605 shares and sold 15,700 shares on beneficially held Lerner & Co. trading account, leaving 42,820.

Reeves Broadcasting — Richard Weininger sold 3,600 shares on beneficially held Premier Investing Corp. account, leaving 79,400.

Seven Arts Productions — Alan J. Hirschfeld sold 600 shares, leaving 3,000.

Storer Broadcasting—William E. Rine sold 1,000 shares, leaving 25,800. James P. Storer sold 400 shares, leaving 1,300.

Trans Lux Corp.—Harry Brandt, holding 154,779 shares personally, bought 800 shares on beneficially held foundations, giving total of 77,220, plus 16,265 on beneficially held account with wife, 11,712 on beneficially held 50% owned companies account, 22,028 on beneficially held wholly owned companies account.

Walt Disney Productions—William H. Anderson exercised option on 375 shares, giving total of 4,178.

each share of Rust Craft common. Rust Craft has 749,727 common shares outstanding. Boise Cascade, it was reported, will amend its certificate of incorporation to increase the redemption

price of its preferred shares from \$40 to \$48 and to grant one-half vote to each share of the convertible preferred. Each preferred share is convertible into 1.3 shares of common stock. Boise Cascade also will increase the number of its common and preferred shares.

The exchange is valued at about \$37.8 million.

Rust Craft stations are WSTV-AM-FM-TV Steubenville; WCRB-TV Chattanooga; WRDW-TV Augusta, Ga.; WROC-AM-FM-TV Rochester, N.Y.; WJKS-TV Jacksonville, Fla.; WPIT-AM-FM Pittsburgh; WSOL Tampa, Fla.; WRCP-AM-FM Philadelphia, and WWOL-AM-FM Buffalo, N.Y. Through Neptune Broadcasting Corp., Rust Craft owns CATV's in Martins Ferry and Steubenville, both Ohio, and has interests in Marion, Lima, Lisbon, East Liverpool and Wellsville, all Ohio, and in New Castle, Pa.

Wometco to buy two vending companies

Wometco Enterprises Inc., Florida-based diversified firm with TV and radio holdings, announced last week that it had entered into an agreement to purchase Castell Vending Co. and Fresh Brew Coffee Service Inc., both Alexandria, Va., and both serving the greater Washington area. Price is said to be in excess of \$200,000. Closing is Aug. 1. Wometco acquired Coffee Time Inc., Brentwood, Md., also in the Washington area, last year. The new full line, automatic vending and industrial food service operations of Castell and Fresh Brew will be operated jointly with those

of Coffee Time Inc. Wometco's vending division also provides automatic and "manual" food and refreshment services in Florida, Georgia, Tennessee, South Carolina, Panama Canal Zone, the Republic of Panama and the Bahamas.

Wometco's TV and radio properties are in Miami and Jacksonville both Florida; Asheville, N. C., and Bellingham, Wash. It also owns theaters and soft-drink bottling plants in the Southeast and Caribbean area.

Sterling registers stock at SEC

Sterling Movies U.S.A. Inc., New York, has filed a statement with the Securities and Exchange Commission seeking registration of 250,000 shares of common stock. The stock is being offered by underwriters headed by H.L. Federman & Co., New York.

Agreement has been made to sell to Federman & Co., for \$200, three-year warrants to purchase 20,000 common shares at \$7.50 per share, and there is also an agreement to sell for \$70 to Martin M. Pollak, as finder, warrants to purchase 7,000 common shares at \$7.50 per share.

Of the net proceeds from the sale, \$810,000 is to be applied to the purchase of 15% interest in Sterling Information Services Ltd. from Charles F. Dolan and group. Sterling Movies already holds a 15% interest in Sterling Information, which is 25% owned by Time-Life Broadcast, 22.5% by J. Elroy McCaw and 22.5% by William Lear.

JULY 15 DEADLINE for BPA SALES PRESENTATIONS AWARDS

Deadline for submitting entries in the first annual TvB—BPA Sales Presentations Award contest is Friday, July 15. Entries may be submitted in either of four categories: General Sales Presentations, Specific Account Presentations, Specific Program Presentations and Presentations That Sell The Television Industry. Entries must be television sales presentations created and employed between July 1, 1965 and June 30, 1966. Each entry must be accompanied by a \$10 entry fee and checks should be made payable to the Broadcasters' Promotion Association. Entries should be sent to one of these four locations: TvB Office, 1 Rockefeller Plaza, New York, New York; TvB Office, 444 North Larchmont Blvd., L. A., California; TvB Office, 716 New Center Building, Detroit, Michigan and Station WFAA, Communications Center, Dallas, Texas, attention C. Cohlma.

Sterling Information holds a CATV franchise to serve lower Manhattan and is seeking additional CATV permits in Nassau and Suffolk counties, New York.

The balance of the approximately \$1.5 million to be raised from the underwriting will be used to retire a \$168,500 note and to be added to working funds.

After the proposed sale of the 250,000 shares, Mr. Dolan, who is president

of Sterling Movies, will own 39.56% and Sophie C. Hohne, senior vice president, 20%.

The firm is involved in the distribution of sponsored motion pictures to television stations, adult organizations and schools. News Screen Inc. is a wholly owned subsidiary that serves film sponsors in the distribution of releases to television news editors. Cre-

ative Programming Services is a division that produces and releases newsreel digest programs for television and theaters. Television Presentations Inc. is a wholly owned subsidiary that arranges and produces closed-circuit telecasts for its clients. Sterling Movies also owns Videotronics Inc., a subsidiary organized to procure and market television equipment.

FANFARE

ABC O&O's ballyhoo new season

TIMEBUYERS SEE PREVIEW OF FALL PROGRAMS

A \$250,000 cross-country crime probe was the centerpiece of this year's swing by ABC owned TV stations and ABC-TV Spot Sales to introduce the ABC-TV network's new fall program schedule to prospective spot-adjacency buyers in the five cities where ABC owns television stations.

Officials said 4,550 agency and advertiser people saw this year's show, a 40-minute film featuring Batman and Robin investigating the alleged theft of an ABC program and, in the process, showing highlights of the entire prime-time schedule.

The nine-day safari, which toward the end was being dubbed "The second Bataan death march" by some of the executives along, played to full houses in Los Angeles, where ABC-owned KABC-TV was host at a Hollywood style premiere; San Francisco (with KGO-TV as host), New York (WABC-TV), Detroit (WXYZ-TV) and Chicago (WBKB-TV).

The fifth annual festivities opened on

a zany note June 15 in Los Angeles when KABC-TV engaged Phillis Diller as guest hostess at the Carthay Circle theater. A Hollywood premiere atmosphere was created by hired actors who wildly applauded timebuyers arriving at the Carthay. Attendance there registered 900 persons.

Leonard H. Goldenson, ABC president, and ABC board members joined 2,200 buyers and guests attending the New York gala at Lincoln Center's Philharmonic Hall, where, as in the other cities, dinner and dancing followed the presentation. Tom Moore, ABC-TV president, took time from a business trip to drop in at the Los Angeles and San Francisco affairs.

Officials said the showings attracted 700 buyers in Chicago, 350 in San Francisco and 400 in Detroit.

Those making the annual swing included Theodore F. Shaker, president and Symon B. Cowles, director of advertising and publicity, ABC owned TV

stations; Richard Beesemyer, vice president and general manager, and Barrett Geoghegan, general sales manager, WABC-TV New York; Richard O'Leary, vice president and general manager, and John McMahon, general sales manager, WBKB-TV Chicago; John E. Campbell, vice president and general manager, and Donald Keck, general sales manager, WXYZ-TV Detroit; Elton Rule, vice president and general manager, and James Osborn, general sales manager, KABC-TV Los Angeles; David Sacks, vice president and general manager, and Russ Coughlan, general sales manager, KGO-TV San Francisco, and James Conley, president, and Fred Nettore, vice president and general sales manager, ABC-TV Spot Sales.

CBS-TV expects to get 3,300 interviews

Over 2,400 news interviews with CBS-TV stars and personalities was the prime target for the network's July star junket which was set for this past



Duke Ellington entertained in Hollywood



Scene at Philharmonic Hall

weekend (July 9 and 10) in Chicago and Washington, D. C. The junket is the second phase of CBS-TV's publicity-promotion campaign for the coming season.

Some 30 radio-TV interviewers from CBS affiliates and 90 newspaper TV editors were set to conduct the interviews. The performers were also scheduled to tape on-air promos boosting their shows for the 75 affiliated stations registered for the weekend.

Together with 876 interviews made in the first phase of the campaign May 23-28 in Hollywood, the junket interviews were expected to top 3,300, a 100% hike over CBS-TV's record of 1,500 interviews during last year's promotion.

Drumbeats . . .

Agency switches ■ WABC-TV New York, has named Degarmo Agency there to handle its account, moved from Doyle Dane Bernbach. ABC Films, also New York, has appointed the Lambert Agency in that city to handle its advertising and sales promotion. Former agency was Arthur, Roberts and Hill, New York.

Caddy contest ■ WMAQ Chicago is giving away two Cadillacs in audience promotion based on "tell a friend" about the station's new adult music format. Listeners write the station giving their names plus those of three friends whom they have told about WMAQ.

Canada records history ■ CKPM Ottawa has published its annual one-hour LP Canadian History Makers Album featuring actual voices and events of the previous year. In 1964, CKPM received the Beaver Award from the *Canadian Broadcaster*, a radio-TV trade publication. Approximately 5,000 albums are distributed each year to government, civic leaders and libraries.

New grant ■ ABC Radio has presented \$1,000 to the Berkshire Music Center in Tanglewood, Mass., to establish two summer fellowships for development of promising musicians. This move broadens ABC's previous efforts to develop talent in arts and communications through grants in writing, performing, journalistic and talent areas.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Ayers



Mr. Mathieu

Donald C. Ayers, Armand H. Mathieu and **Robert H. Westerfield**, associate creative supervisors at J. Walter Thompson Co., New York, elected VP's.

W. Paul Stewart, group VP of Campbell-Ewald Co., Detroit, retires to devote his time to personal activities. **Donald A. Wright**, account supervisor at C-E, Detroit, named VP. **Neil J. Quinn**, former VP of Geyer, Morey, Ballard, joins C-E, New York, as broadcast creative supervisor.



Mr. Fairchild



Mr. Friedman

Philip T. Fairchild and **Jack Friedman**, copy supervisors at Needham, Harper & Steers, Chicago, elected VP's. **Jerry Harwood**, VP and associate research director for Kenyon & Eckhardt, New York, joins NH&S, that city, as VP and director of research.

W. Dewees Yeager Jr., formerly with Young & Rubicam, New York, joins The Nestle Co., White Plains, N. Y., as advertising manager for coffee division.

Harry F. Landon, account director

for Frye-Sillis & Bridges, Denver, appointed broadcast director.

Joe Golden, formerly with *Duluth (Minn.) Herald-News Tribune* and *WEBC Duluth*, named sales manager of *KDAL-TV*, that city, effective Aug. 1.

Anders Krall, director of research of Cunningham & Walsh, New York, elected senior VP.

Peter Collins, account supervisor at The Fletcher Richards Co., New York, named VP.

John J. Allen, with Fuller & Smith & Ross, New York, named VP and group head, industrial division.

Edward R. Krauss, former director of research, Radio Advertising Bureau, New York, elected VP-client services, Queen Applied Research, same city.

Frank B. Rice, southern manager, Harrington, Richter & Parsons, Atlanta, elected VP.

John C. McCloy, formerly with KOY Phoenix and senior account executive at Limber Advertising, Phoenix, appointed national sales manager of KOOL-AM-FM, that city.

Richard Boaz, formerly marketing information director for MacManus, John & Adams, New York, appointed director of marketing and research department.

William B. Moseley, senior VP and associate creative director for TV production, Norman, Craig & Kummel Inc., New York, named associate cre-



Mr. Krall



Mr. McCloy

ative director of one of agency's three vertical creative groups. **Peter A. Von Schmidt**, associate director for radio-TV, elected director of TV productions at NC&K.

Jack E. Richter, VP and director of sales development department of Papert, Koenig, Lois, New York, joins BBDO there as supervisor of sales promotion and merchandising in agency's communication design center. **Robert Cohen**, former product marketing manager of American Bakeries Co., Chicago, joins BBDO there as account executive.

Frank Billerbeck, radio account executive, NBC Spot Sales, New York, named to new post of manager, local sales, WNBC New York.

Lina Lee Ryan, formerly promotion director of KOTV(TV) Tulsa, Okla., appointed research and production manager of White Advertising Agency, that city.

John F. Carlucci, with Sudler & Hennessey, New York, appointed account executive.

Bill M. Howard, account executive at N. W. Ayer & Son, New York, joins Al Paul Lefton Co. there as account executive.

Pierre Blommers, former production manager of Bofinger-Kaplan Advertising, Glenside, Pa., appointed account executive.

Hugh G. O'Gara, formerly local sales manager for WJRT-TV Flint, Mich., joins KETV(TV) Omaha, Neb.-Council Bluffs, Iowa, as account executive.

Arthur Thomas Plant, buyer of broadcast media, D'Arcy Advertising



Mr. Billerbeck

Co., Chicago, named account executive, Stone Representatives Inc., same city.

Forrest N. Morgan Jr., VP of Ad-Media Inc., Augusta, Me., named sales coordinator of WGAN-TV Portland, Me.

John H. Borst, director of advertising for Marine Midland Trust Co. of Southern New York, joins Doremus & Co., New York, as account executive.

Joseph Wallace, senior art director of Ted Bates & Co., New York, joins Geyer, Morey, Ballard, that city, as art supervisor.

Barry Sherman, formerly president of Barry Sherman Associates, Atlanta consulting firm, appointed account executive, NBC Radio Network Sales, New York.

Jack Fenster, with WQXR-AM-FM New York, appointed account executive.

William C. Montgomery, senior account executive with BBDO, San Francisco, appointed assistant advertising manager for Mattel Inc., Hawthorne, Calif.

Mel Winters, account executive at HKJ-TV Los Angeles, named assistant sales manager.

Roy Hilligoss, copy supervisor with Klau-Van Pietersom-Dunlap, Milwaukee, named copy chief.

John W. Hevener, director of marketing services for Inter-Continental Trading Corp., New York, joins account executive staff of Chirurg & Cairns Inc., that city.

James R. Gilligan and **Neil Kennedy**, account executives with Adam Young Inc., New York, joins sales staff of Peters. Griffin, Woodward, that city. **David W. Grace**, with Advertising Time Sales, and **Terrance J. Kollman**, with Leo Burnett Advertising, join PGW, Chicago. **Christopher J. Corr**, sales executive with KTVK(TV) Phoenix, joins staff of PGW, San Francisco.

Frederic H. Milman, former assistant account executive, Fuller & Smith & Ross, New York, named assistant product manager, Borden Foods Co., same city.

Harry E. Doyle Jr., account research manager at J. Walter Thompson, Chicago, joins Dancer-Fitzgerald-Sample, San Francisco, as assistant account executive.

Al Evans, formerly with Ted Bates & Co., New York, joins Papert, Koenig,

Lois there as account executive.

Frank Dougherty, formerly manager, Harrington, Richter & Parsons, San Francisco, joins sales staff of Venard, Torbet & McConnell, same city. **Boyd Rippey**, with Venard, Torbet & McConnell, San Francisco, for six years, appointed manager of that office. **Robert R. Allen**, VP formerly in charge of San Francisco office, moves to New York to work in TV.

Joe Archer, with H-R Representatives, Detroit, named president of Detroit chapter of Station Representatives Association. **Den Jacobsen**, Avery-Knodel, Detroit, named secretary-treasurer.

MEDIA

Virginia F. Pate, WASA-AM-FM Havre de Grace, Md., elected president of Maryland-District of Columbia-Delaware Broadcasters' Association. Other officers elected: **Neal J. Edwards**, WMAL-TV Washington, VP, and **Byron Millenson**, WCAO Baltimore, secretary-treasurer.

James A. Joyella, with office of chief of information, U. S. Army, Washington, joins National Association of Broadcasters as assistant to Sherril Taylor, vice president for radio.

Frank Scarpa, general manager of Garden State TV Cable Corp., elected president of New Jersey Cable Television Association.



Mr. Lang

J. Milton Lang, VP and consultant on business planning of General Electric Broadcasting Co. (WGY, WGFM[FM] and WRGB[TV] Schenectady, N. Y.), retires after 38 years with GE.

J. Harry Abbott, formerly operations manager of WXXE-TV Petersburg-Richmond, Va., appointed general manager of WSVA-AM-FM-TV Harrisonburg, Va.

Fred L. Scott, executive sales director of WABB Mobile, Ala., appointed general manager of WMIN St. Paul.

Mark Ahmann, formerly with WJIM-AM-FM-TV Lansing, Mich., appointed general manager of WVIC East Lansing, Mich.

William E. Garrett, credit manager of Avco Broadcasting Corp., Cincinnati, appointed business manager of Avco's WOAI-AM-TV San Antonio, Tex. **Robert G. Bens** succeeds Mr. Garrett.

Michelle Danielle, formerly with Subscription Television Inc., New York, named station manager of KTBT(FM) Garden Grove, Calif.

Steve Cook, director of merchandis-

ing for KGO San Francisco, named retail coordinator for KCBS, that city.

PROGRAMING

John H. Foley, sales manager of Olas Corp., Cleveland, appointed VP and director of sales.

Robert J. West, veteran animation film industry executive, named VP of Grantray-Lawrence Animation Co., Hollywood.

Charles Tapping, with Filmack Studios, Chicago, named VP in charge of administration.

Reverend D. Williams McClurken, executive secretary, division of radio and TV, executive council of National Episcopal Church, New York, becomes associate executive director and director of broadcast operations of Broadcasting and Film Commission of National Council of Churches, effective Sept. 1.

George Paris, production manager for KNBC(TV) Los Angeles, named unit manager for NBC-TV. **Paul De'ak**, associate director at KNBC, replaces Mr. Paris.

Clay Adams, formerly with Plautus Productions, New York, signed as director of production operations at Henry



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NEWS COMMENTARY
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Jaffe Enterprises, that city.

William Horton Kurtis, newscaster at WIBW-TV Topeka, Kan., appointed program manager.

Joe Perkins, with WTAR-TV Norfolk, Va., named program director.

Mort Hock, advertising manager, named assistant for advertising and merchandising; **Meyer Hutner**, publicity director at United Artists Corp., New York, resigns and becomes assistant for publicity and public relations, and **Hy Hollinger**, publicity manager, named director of special projects at Paramount Pictures Corp., New York, in realignment of marketing and merchandising functions. All report to Joseph Friedman, VP and director of advertising and public relations.

J. Ross Felton, formerly general sales manager of WMMN Fairmont, W. Va., joins WWVA Wheeling, W. Va., as operations manager.

Kevin Joe Jonson, free-lance TV director, joins Tulchin Productions, New York.

George E. Schneidewind, program supervisor of noncommercial WHA-TV Madison, Wis., appointed assistant director of field services for National Educational Television, New York.

NEWS

Joe Phipps, editorial director at WFIL-AM-TV Philadelphia, named director of news and editorial operations.

Richard C. Hottelet, United Nations correspondent for CBS News, New York, moves to South Vietnam on temporary assignment.

Paul Niven, previously with CBS News, New York, joins National Educational Television as network's Washington correspondent.

Robert Trout, former CBS News correspondent, becomes roving corre-

spondent, WCBS-TV New York.

Rod Williams, news director of WSAI Cincinnati, leaves July 14 for world trip, including 10 days in South Vietnam.

Robert R. Irvine, producer of three-hour daily news block for KNX Los Angeles, named desk editor.

Gary M. Sukow, former news secretary for Representative Albert H. Quie (R-Minn.), named editorial director of WMAL-AM-FM-TV Washington.

Frank K. Grant joins special projects and documentary film unit of WJZ-TV Baltimore. **Ed Harris**, with WAYE Baltimore, joins news staff of WJZ-TV.

Helene Rush, with KARK-AM-TV Little Rock, Ark., appointed director of program research in public affairs department.

Bob Capps, director of training at National Academy of Broadcasting, Washington, and **Bill Greenwood**, news editor of WPDQ Jacksonville, Fla., join news staff of WWDC Washington.

Bruce Brown, formerly with WCHB Inkster, Mich., joins news staff of WLS Chicago.

Steve Floethe, reporter-editor for WNOB-AM-FM Norfolk, Va., joins WCKT-TV Miami, as reporter-photographer.

Adrian J. Cronauer, former program director of Armed Forces Radio in Vietnam, named newscaster at WIMA-TV Lima, Ohio.

EQUIPMENT & ENGINEERING

Joseph Garafalo, member of engineering department, Radio New York Worldwide, named director of audio engineering.

Marion B. Paul appointed chief engineer of WFIE-TV Evansville, Ind.

Charles Hallinan, director of engineering for WKOP Binghamton, N. Y.,

named president of Society of Broadcast Engineers, Annapolis, Md., succeeding **John H. Battison**.

B. S. Durant, president of RCA Sales Corp., Indianapolis, also named division VP, operations, RCA Victor Home Instruments division, that city. **Donald O. Corvey**, former purchasing agent for RCA Electronic Components and Devices, Harrison, N. J., appointed to newly created position of director, purchases, RCA Victor Home Instruments and Electronic Components, Camden. **N. J. Adron M. Miller**, former manager, broadcast merchandising and West Coast operations, Camden, N. J., will head new instructional and scientific department, same city.

William J. McGuckin, PR director at Spencer-Kennedy Laboratories, Boston, appointed western regional manager for S-K in Phoenix.

Robert J. Sheahan, sales and marketing manager for Shattuck-Denn Mining Co., Prescott, Ariz., appointed director of contract sales for Ameco Inc., Phoenix.

William J. Schneck, director of marketing for Electro-Optical Instruments Inc., Pasadena, Calif., joins Beckman & Whitley Inc., Mountain View, Calif., as sales manager, electro-optical instruments.

Joseph N. Tawil, with Berkey Technical Corp., Woodside, N. Y., appointed eastern market manager for motion pictures and television.

ALLIED FIELDS

William F. Dennis, former director of merchandising, ABC Merchandising Inc., New York, elected VP.

Stanley McKinley, aide at Bureau of Budget for last six years, moves to FCC as assistant Broadcast Bureau chief for management. In that newly created position he will assist in personnel work, in devising systems and procedures, and in budget planning.

INTERNATIONAL

Peter Reilly, formerly host of Canadian Broadcasting Corp.'s *News-magazine* program, appointed executive producer in charge of news and public affairs operations for CTV Television Network, Toronto.

FANFARE

David McGaney, sales promotion specialist at WFIL Philadelphia, named radio promotion manager in place of **Claire McMullen**, who takes charge of TV sales promotion at WFIL-TV.

David Bellin, former advertising director for 20th Century-Fox, appointed director, advertising, for advertising department of NBC, New York.

Broadcasting
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John J. Graham, creative director in NBC's advertising department, appointed director, design. Philip Minoff, coordinator, special projects, public information, NBC, New York, appointed editorial director in advertising department. Noel M. Engler, writer-producer, on-air advertising, appointed manager, on-air advertising. Mort Fleischmann, former manager, promotion, NBC West Coast, appointed director, promotion. John Lollos, former coordinator, promotion, New York, appointed manager, promotion. Ralph F. Shawhan, former director, press and publicity. NBC West Coast, appointed

director, press relations there. He is replaced by Henry Rieger, former manager, press and publicity. In New York, Owen S. Comora, coordinator, national press, appointed manager, national press; Malcolm S. Barbour, former senior magazine editor, appointed manager, magazine publicity, and Alan M. Ebert, former special projects writer, appointed coordinator, special press projects.

J. L. Mitchell, member of advertising staff of *West Seattle Herald* and *Rainier District Times*, both Seattle, joins KING-TV, that city, as assistant promotion manager.

DEATHS

Deems Taylor, 80, composer, critic and writer who was formerly radio commentator for Metropolitan Opera and New York Philharmonic broadcasts, died July 3 at Medical Arts hospital, New York, after long illness. Mr. Taylor once served as regular panelist on radio's *Information Please* panel show.

Harold J. Kolb, 56, film screening editor at WTIC-TV Hartford, Conn., and musician on WTIC in 1930's and 1940's, died June 30 at U. S. Veterans' hospital in Newington, Conn., after long illness.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, June 30 through July 6, 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

Owensboro, Ky.—Davess All Channel Cable-Vision Inc. Granted CP for new UHF on channel 31 (572-578 mc); ERP 776 kw vis., 155 kw aur. Ant. height above average terrain 580 ft., above ground 548 ft. P.O. address: 414 Masonic Building, Owensboro 42301. Estimated construction cost \$450,880; first-year operating cost \$218,040; revenue \$171,850. Studio and trans. locations both Owensboro. Geographic coordinates 37° 46' 48" north lat., 87° 10' 28" west long. Legal counsel Wilner and Bergson, consulting engineers John H. Mullaney & Associates. Type trans. RCA TTU-30A, type ant. RCA TFU-30J. Principals: T. J. Bartlett, Wyndall Smith (each 49.9%), William W. Wilson (0.2%). Mr. Bartlett has ownership in farm, farm supply company, asphalt company, poster service, Gulf Oil Co. distribution agency. Mr. Smith is supermarket and shopping center investor; Mr. Wilson is law partner. Action June 30.

APPLICATIONS

Phoenix—Harcourt Brace & World Inc. UHF channel 15 (476-482 mc); ERP 283 kw vis., 42.4 kw aur. Ant. height above average terrain 1,885 ft., above ground 285 ft. P.O. address: c/o Margaret Mary McQuillan, 757 Third Ave., New York 10017. Estimated construction cost \$759,890; first-year operating cost \$360,000; revenue \$360,000. Studio to be located in Phoenix; trans. to be located in South Mountain. Geographic coordinates 33° 20' 03" north lat., 112° 03' 38" west long. Type trans. RCA TTU-30A (LA); type ant. RCA TFU-30J. Legal counsel Cohen & Berfield, consulting engineers A. D. Ring Associates, both Washington. Harcourt Brace & World is owned by 1,926 stockholders, of which Hastings Harcourt owns 9.9%, Katharine Brace 7.8% and Donna Brace Ogilvie 7.7%. Harcourt Brace & World is printer of books. Company has also applied for CP for new UHF in Portland, Ore. Ann. June 30.

*Roanoke, Va.—Blue Ridge ETV Association UHF channel 15 (476-482 mc); ERP 283 kw vis., 101.6 kw aur. Ant. height above average terrain 2050 ft., above ground 285 ft. P.O. address: c/o E. Dana Cox Jr., State &

City Bldg., Room 310-11, Box 15, Roanoke. Estimated construction cost \$1,250,709; first-year operating cost \$250,831. Studio to be located in Roanoke, trans. to be located on Poor Mountain. Geographic coordinates 37° 11' 58" north lat., 80° 08' 02" west long. Type trans. RCA TTU-30A (LA); type ant. RCA TFU-30J. Legal counsel Cohn & Marks, consulting engineers A. D. Ring & Associates, both Washington. Ann. July 1.

NEW CALL LETTERS ASSIGNED

WKBS(TV) Burlington, N. J.—Kaiser Broadcasting Corp. Assigned WKBS-TV.

WKBD Detroit—Kaiser Broadcasting Corp. Assigned WKBD-TV.

KHJK San Francisco—Kaiser Broadcasting Corp. Assigned KHJK-TV.

New AM stations

ACTION BY FCC

Hot Springs, Ark.—Christian Broadcasting Co. Granted CP for new AM on 1420 kc, 5 kw D. P.O. address: Route 1, Box 8, Hot Springs. Estimated construction cost \$33,181; first-year operating cost \$35,000; revenue \$40,000. Principals: Forrest and Aleene Eddy (each 49%) and L. C. Eddy (2%). Eddy family has interest in Buena Vista Resort Inc. Action June 30.

APPLICATIONS

Jackson, Ky.—Intermountain Broadcasting Co. 810 kc, 1 kw, D. P.O. address: 1138 Main St., Jackson 41399. Estimated construction cost \$21,384; first-year operating cost \$38,000; revenue \$44,000. Principals: J. F. Howell, Jeff D. Howell, Marie R. Turner, Almo Smith and A. Dale Bryant (each 20%). Principals have no broadcast interests. Ann. July 5.

Richmond, Ky.—Lewis P. Young 1110 kc, 250 w D. P.O. address: 4643 S. Sixth St., Louisville, Ky. 40214. Estimated construction

cost \$28,000; first-year operating cost \$27,340; revenue \$41,300. Mr. Young is minister and 50% partner in application for new AM in Shively, Ky. Ann. July 6.

Auburn, Me.—Andy Valley Broadcasting System Inc. 1530 kc, 1 kw D. P.O. address: c/o James Aikman, 141 College St., Lewiston, Me. 04240. Estimated construction cost \$18,850; first-year operating cost \$43,550; revenue \$55,000. Principals: James M. Aikman (40%), John J. Pineau and Gerard R. Pineau (each 30%). Mr. Aikman is employed with WLAM Lewiston, Me., and also owns an advertising, publicity and public relations counseling business. Messrs. Pineau are each 49% owners of WGHM Skowhegan, Me. Gerard Pineau is also 51% owner of pharmacy. Ann. July 6.

Ainsworth, Neb.—K.B.R. Broadcasting Co. 1400 kc, 1 kw D., 250 w N. P.O. address: c/o Lorris C. Rice, Box 150, O'Neill, Neb. 68763. Estimated construction cost \$21,885; first-year operating cost \$36,000; revenue \$40,000. Principals: Lorris C. Rice (50%), Gilbert L. Poese (30%) and Carlee P. Mathis (20%). Mr. Rice is 10% owner of KBRX O'Neill, Neb. Mr. Poese is 80% owner of KBRX, while Mr. Mathis is chief engineer with same station, but no financial interest. Ann. June 30.

Lenoir, N. C.—Furniture City Broadcasters Inc. 1080, 1 kw D. P.O. address: Box 428, Lenoir 28645. Estimated construction cost \$20,452; first-year operating cost \$31,000; revenue \$44,000. Principals: George G. Beasley, (55%), R. L. Bush Jr., C. O. McAfee Jr. and James R. Todd Jr. (each 15%). Mr. Beasley is licensee of WPYB Benson, N. C.; permittee of WKBY Chatham, Va., and 33 1/3% owner of WKYX Paducah, Ky. Mr. Bush is automobile dealer, Mr. McAfee is manufacturer of candy. Mr. Todd is lawyer. Ann. June 30.

Lorain, Ohio—Midwest Broadcasting Co. 1380 kc, 500 w D. P.O. address: c/o Ted

EDWIN TORNBERG & COMPANY, INC.

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West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D.C. • DI 7-8531



Jacobs, 209 Fourth St., Lorain 44052. Estimated construction cost \$52,188; first-year operating cost \$60,000; revenue \$90,000. Principals: Herbert L. Jacobs (28%), S. Lee Kohrman (23%), Ted Jacobs (14%), Harriet J. Stensel (10%), Lester F. Luther, Alfred P. Klab, John J. Hritsko (each 6%) and Joe F. Colta (5%). Principals have no broadcast interests. Ann. July 1.

Lorain, Ohio—George E. Oleson 1380 kc, 500 W. D. P.O. address: 2563 Shirlington Rd., Arlington, Va. 22206. Estimated construction cost \$14,500; first-year operating cost \$50,000; revenue \$100,000. Mr. Oleson is 50% owner of WEEL Fairfax, Va., and also owns 48% of metal finishing company. Ann. July 1.

Burkburnett, Tex.—Steve Gose Enterprises Inc. 850 kc, 1 kw DA-D, D. P.O. address: c/o Bill Thacker, Box 88, 3700 Onaway Trail, Wichita Falls, Tex. 76301. Estimated construction cost \$60,000; first-year operating cost \$60,000; revenue \$72,000. Principals: Steve Gose (80%), Bill Thacker and Jerry Wilder (each 10%). Mr. Gose is in gas and oil operations and is licensee of KNTQ-FM Wichita Falls, KWKC-AM-FM Abilene, Tex., and has CP for UHF on channel 32 in Abilene. Mr. Thacker is lawyer. Mr. Wilder is general manager of KNTQ-FM and KWKC-AM-FM. Ann. June 30.

Existing AM stations

APPLICATIONS

WZAM Prichard, Ala.—CP to increase power from 1 kw to 5 kw; install new trans. and operate trans. by remote control from studio. Ann. July 5.

KLEO Wichita, Kan.—CP to change ant. trans. location to 21st St., midway between Webb & Greenwich, near Wichita, and make changes in DA system. Ann. July 1.

WOPI Bristol, Tenn.—Modification of license to change station location from Bristol, Tennessee, to Bristol, Tennessee-Virginia. Ann. June 30.

New FM stations

ACTIONS BY FCC

Immokalee, Fla.—Carl Richard Buckner. Granted CP for new FM on 95.9 mc, channel 240, 2.95 kw. Ant. height above average terrain 134 ft. P.O. address: W. Immokalee Drive, Immokalee 33934. Estimated construction cost \$5,760; first-year operating cost \$10,000; revenue \$15,000. Mr. Buckner is sole owner of WCOF Immokalee. Action July 1.

Waterloo, Iowa—Black Hawk Broadcasting Co. Granted CP for new FM on 107.9 mc, channel 300, 100 kw. Ant. height above average terrain 1,820 ft. P.O. address: c/o Robert Buckmaster, E. 4th & Franklin Streets, Waterloo 50703. Estimated construction cost \$93,481; first-year operating cost \$44,500; revenue \$40,000. Black Hawk is owned by 44 stockholders but controlled by Robert Buckmaster (president) as executor of estate of Ralph J. McElroy (50%). Blackhawk owns KWWL-AM-TV Waterloo and KLWW Cedar Rapids, both Iowa; KAUS and KMMT-TV Austin, Minn.; and has applications pending for new TV in Waterloo and for TV translators in Mankato and Rushford, both Minnesota, and LaCrosse, Wis. Action June 30.

Golden Meadow, La.—John A. Egle. Granted CP for new FM on 94.3 mc, channel 232, 3 kw. Ant. height above average terrain 195 ft. P.O. address: 105 St. Mary St., Golden Meadow 70357. Estimated construction cost \$28,958; first-year operating cost \$45,000; revenue \$50,000. Mr. Egle is owner of service stations in Golden Meadow and sole owner of KLEB Golden Meadow. Action June 16.

San Antonio, Tex.—Inter-American Radio Inc. Granted CP for new FM on 101.9 mc, channel 270, 87.15 kw. Ant. height above average terrain 364.5 ft. P.O. address: c/o A. Hartley W. 44th St., New York 10036. Estimated cost of construction \$40,000; first-year operating cost \$25,000; revenue \$25,000. Principals: Allan E. Wolin (31.4%), Edna M. Hartley (30.7%), Sylvia Porter Collins (15.7%) and others. Mr. Wolin is president of KATZ St. Louis, and has interest in merchandising and advertising services. Edna M. Hartley is stockholder in KATZ and Sylvia Porter Collins is stockholder in KATZ and editor of weekly financial newsletter. Action July 1.

Green Bay, Wis.—Green Bay Broadcasting Co. Granted CP for new FM on 98.3 mc, channel 252, 3 kw. Ant. height above average terrain 77 ft. P.O. address: c/o Radio Station WDUZ, 225 N. Adams St., Green Bay 54305. Estimated construction cost \$25,872; first-year operating cost \$15,000 over present AM expenses;

revenue \$15,000 over present AM revenues. Ben Laird owns 85% of Green Bay, licensee of WDUZ Green Bay. Action June 30.

Waupaca, Wis.—Laird Broadcasting Co. Granted CP for new FM on 92.7 mc, channel 224, 3 kw. Ant. height above average terrain 250 ft. P.O. address: 225 N. Adams St., Green Bay, Wis. 54305. Estimated construction cost \$25,248; first-year operating cost \$15,000 in addition to present AM expenditures; revenue \$15,000 in addition to AM revenues. Laird Broadcasting is licensee of WDUX Waupaca. Action June 30.

Casper, Wyo.—Casper Family Radio Inc. Granted CP for new FM on 94.5 mc, channel 233, 35 kw. Ant. height above average terrain minus 125 ft. P.O. address: c/o Patrick H. Meenan, Box 481, Casper 82601. Estimated construction cost \$16,960; first-year operating cost \$6,000; revenue \$8,000. Casper Family is licensee of KATI Casper. Action June 30.

APPLICATIONS

Stockton, Calif.—Joseph Gamble Stations Inc. 99.3 mc, channel 257, 3 kw. Ant. height above average terrain 186.8 ft. P.O. address: c/o Ort J. Lofthus, 110 N. El Dorado St., Stockton 95202. Estimated construction cost \$29,928; first-year operating cost \$37,100; revenue \$48,000. Principals: Virginia M. Gamble (61.3%) and Virginia M. Gamble as guardian of estate of Joel E. Gamble, minor (38.7%). Joseph Gamble Stations is licensee of KJOY Stockton. Ann. July 5.

Moline, Ill.—Lee Broadcasting Corp. 104.9 mc, channel 285 3 kw. Ant. height above average terrain 300 ft. P.O. address: Second & Penn Ave., Mason City, Iowa 50401. Estimated construction cost \$59,587; first-year operating cost \$60,000; revenue \$75,000. Principals: Mrs. Elizabeth N. Norris (12.64%), Lee Enterprises Inc. (10.19%) and others. Lee is licensee of KGLQ-AM-TV Mason City, Iowa; KEYC-TV Mankato, Minn.; WTAR-AM-FM Quincy, Ill., and WHQA-TV Hannibal, Mo. Ann. July 5.

Hannibal, Mo.—Mark Twain Broadcasting Co. 98.7 mc, channel 254, 50 kw. Ant. height above average terrain 316 ft. P.O. address: Box 711, Hannibal 63402. Estimated construction cost \$59,113; first-year operating cost \$30,000; revenue \$30,000. Principals: Jerrell A. Shepherd (99%), Evelyn M. Shepherd and James F. Jae Jr. (each 1%). Mr. Shepherd is licensee of KWIX and KRES both Moberly, and 99% owner of KHMO Hannibal, both Missouri. Ann. June 30.

Denison-Sherman, Tex.—KDSX Inc. 101.7 mc, channel 269 3 kw. Ant. height above average terrain 266 ft. P.O. address: Box 331, Denison 75021. Estimated construction cost \$20,000; first-year operating cost \$7,000; revenue \$7,200. Principals: B. V. Hammond Jr. (52%) and L. L. Hendrick (48%). KDSX Inc. is licensee of KDSX Denison-Sherman. Ann. July 5.

Existing FM stations

ACTIONS BY FCC

■ By order, commission granted request by the National Association of Broadcasters to extent of deferring until October 31 effective date (July 5) for FM broadcast stations engaged in SCA or multiplex stereophonic operations to install type approved frequency and modulation monitors to measure sub-carrier operation. Action June 29.

Ownership changes

ACTIONS BY FCC

KWYN Wynne, Ark.—Granted involuntary transfer of control from Raymond O. Raley (73½% before, none after) to Hanna Marie Raley, administratrix of estate of Raymond O. Raley deceased (23½% before, 96½% after). Orlan Rogers continues to own 3½%. No consideration. Action June 28.

KROP Brawley, Calif.—Granted assignment of license from KROP Inc. to Ronke Inc., owned by Ron Strother (51%) and Thomas Kemp (49%). KROP Inc. is subsidiary of Ronke Inc. Assignment is for administrative reasons. No consideration. Action June 28.

KGLA(FM) Los Angeles—Granted assignment of license and SCA from E. Edward Jacobson to McLendon Pacific Corp., owned by Gordon B. McLendon (49.9%) and B. R. McLendon (50.0%). McLendon Pacific owns KABL Oakland-San Francisco and is a subsidiary of McLendon Corp., Dallas, owner of: KLF and KNUS(FM) Dallas, KILT and KOST(FM) Houston, KTSA San Antonio, Tex., WNUS-AM-FM Chicago, WYSL-AM-FM Buffalo. Consideration \$400,000. Action July 1.

KFMF-FM Fort Collins, Colo.—Granted

assignment of license from Horsetooth Broadcasting Co. to Poudre Valley Broadcasting Co., owned by Lewis Pearce (23%), J. R. Bellatti (30%), Louise Bellatti (22%), Winfrey Houston (12%) and others. Poudre Valley Broadcasting is licensee of KZIX Fort Collins. Consideration \$36,000. Action July 1.

WNWC(FM) Arlington Heights, Ill.—Granted assignment of license from Northwest Suburban Broadcasters Inc. to WNWC Inc., wholly owned by Lester Vihon. Stock transfer, no consideration. Action June 29.

WCSJ Morris, Ill.—Granted assignment of license from Russel and Mildred Armentrout db/as Grundy Broadcasting Co. to Grundy County Broadcasters Inc., owned by Milburn H. Stuckwisch (51%), David S. Sutton, James T. Murray and John E. Mazzotti (each 16.33%). Mr. Stuckwisch is 50% owner of WTIM Taylorville, Ill. Messrs. Sutton, Murray and Mazzotti are all employees of WTIM Taylorville, Ill. Consideration \$105,000. Action June 29.

WATI Indianapolis—Granted assignment of license from Capitol Broadcasting Corp. to Sarkes Tarzian Inc., which is parent corporation of Capitol Broadcasting. Sarkes Tarzian Inc., principally owned by Sarkes Tarzian, is licensee of WTTS, WTTV-FM-TV Bloomington-Indianapolis, WPTA(TV) Roanoke, WFAM-TV Lafayette, and WPTH(FM) Fort Wayne, all Indiana, and is equipment manufacturer. No consideration. Action June 29.

KIMM Rapid City, S. D.—Granted assignment of license from John L. Breece to James E. Taylor. Mr. Taylor is presently 15% stockholder of summer resort and 20% stockholder in aircraft radio installation and service company. Consideration \$161,500. Action June 29.

WLAR Athens, Tenn.—Granted assignment of license from Helen M. Arterburn tr/as Athens Broadcasting Co. to Athens Broadcasting Co., 90% to be owned by Helen M. Arterburn and 10% by William P. Atkins, manager of WLAR. Consideration \$12,000. Action June 30.

WILA Danville, Va.—Granted acquisition of negative control of licensee corporation, Baron Broadcasting Corp. by Ralph J. Baron and Judith J. Baron (each 25% before, 50% after) through purchase of stock from Edward B. Kemm (50% before, none after). Consideration \$60,000. Action June 30.

APPLICATIONS

KFMU-FM Los Angeles—Seeks assignment of license and SCA from Rogan Jones to Storer Broadcasting Co., principally owned by George B. Storer. Storer Broadcasting is licensee of WGBS-AM-FM-TV Miami, WITI-TV Milwaukee, WSPD-AM-FM-TV Toledo, Ohio, and is 100% owner of licensee corporations of WIBG-AM-FM Philadelphia, and WHN New York. Storer also has pending before commission transfer of WIHS-TV Boston. Consideration \$325,000. Ann. July 6.

KAVI-AM-FM Rocky Ford, Colo.—Seeks acquisition of positive control of licensee corporation, Rocky Ford Investment Corp., by H. Lee Sturgeon (34.6% before, 34.6% after) and Vinita B. Sturgeon (5% before, 34.1% after) through purchase of stock from Ira B. and Jean M. Hyde, Glen Illig, Guy V. Keeler, George W. and Mary C. Bradshaw, Walter A. Applegate and Therese Koffler (together 34.2% before, none after). Edward J. Patrick, Olney D. Newman, Stanley Grabowski, J. A. Raczynski and Mrs. L. L. Shaw continue to hold 31.1% of stock. Consideration \$60,000. Ann. July 1.

WTVX(TV) Fort Pierce, Fla.—Seeks transfer of control of permittee corporation, Indian River Television Inc., from William E. Minshall, J. Patrick Beacom, Ruhl W. Koblegard and Rupert N. Koblegard (original stockholders) to William E. Minshall, Ruhl W. Koblegard et al., as family group (59%). No consideration. Ann. July 5.

WREK(FM) Woodstock, Ill.—Seeks assignment of CP for new FM from Robert A. Jones and Lloyd Burlingham db/as McHenry County Broadcasting Co. to Angelo Joseph Salvi. Mr. Salvi is 100% owner of WLUV-AM-FM Loves Park, Ill. Consideration \$2,000. Ann. July 1.

WFFR(FM) Terre Haute, Ind.—Seeks assignment of license from Paul Dean Ford to Ford F. M. Inc., owned by Paul H. Ford (84%) and Eleanor Ford (16%). Mr. Ford also owns WKZY Casey, Ill.; 50% of WLNO London, Ohio; 10% of KCKY Coolidge, Ariz.; and 10% of WPDF Corydon, Ind. Transfer is from individual to corporation. Ann. July 1.

WBQD-AM-FM Dubuque, Iowa—Seeks assignment of license from Dubuque Broadcasting Co. to Communications Properties

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 7

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,055	16	78	395
FM	1,492	19	235	229
TV-VHF	472	21	22	181 ¹
TV-UHF	90	32	96	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, July 7

	VHF	UHF	Total
Commercial	517 ²	215	732
Noncommercial	70	69	139

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30, 1966

	AM	FM	TV
Licensed (all on air)	4,042 ²	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.

Inc. Dubuque Broadcasting is owned by Hart N. Cardozo Jr. (84.62%) and Philip T. Kelley (15.38%). Communications Properties will be new corporation formed by merger of KFGO Fargo, N. D., WBDC Escanaba, Mich., and WBDQ with KATE Alberta Lea, Minn. Alberta Lea Broadcasting Co., licensee of KATE, will be surviving corporation whose name will be changed to Communications Properties Inc., owned by Hart N. Cardozo Jr. (88.2%), Philip T. Kelley (6.63%) and A. E. Dahl (5.17%). No consideration, corporation merger. Ann. July 1.

WBDC Escanaba, Mich.—Seeks assignment of license from WBDC Broadcasting Co., owned by Hart N. Cardozo (70%) and A. E. Dahl (30%), to Communications Properties Inc., owned by Hart N. Cardozo (88.2%), Philip T. Kelley (6.63%), and A. E. Dahl (5.17%). For details see WBDQ above.

KOWH-AM-FM Omaha—Seeks assignment of license and CP, for increase in power, from National Review Inc. (wholly owned by William F. Buckley, Jr.), to Starr Broadcasting Group Inc., owned by William F. Buckley (66%) and Peter Starr (33%). Starr Broadcasting is applicant for assignment of KISD Sioux Falls, S. D. Consideration \$400,000. Ann. July 5.

KHAP Aztec, N. M.—Seeks transfer of control of licensee corporation San Juan Broadcasting Inc., N.S.L., from Thomas A. Moyer (100% before, none after) to Louis C. Erck (none before, 100% after). Mr. Erck is 47% owner of KRAE Cheyenne, Wyo. Consideration \$52,000. Ann. July 1.

KFGO Fargo, N. D.—Seeks assignment of license from KXGO Broadcasting Co., owned by Hart N. Cardozo (100%), to Communications Properties Inc., owned by Hart N. Cardozo (88.2%), Philip T. Kelley (6.63%) and A. E. Dahl (5.17%). For details see WBDQ above.

KTHI-TV Fargo, N. D.—Seeks transfer of control of Producers Inc. (80% owner of licensee corporation Pembina Broadcasting Co.) from The Polaris Corp. to Natco Communications, owned 100% by Natco Corp., which is 25.8% owned by J. B. Fuqua. Natco Communications and The Polaris Corp. are merging. No consideration. Ann. July 1.

KCND-TV Pembina, N. D.—Seeks assignment of license from Pembina Broadcasting

Co. to The McLendon Corp., principally owned by B. R. McLendon, Gordon McLendon and Dorothy M. Manning. The McLendon Corp. is licensee of KLIF, KNUS(FM) Dallas; KILT, KOST(FM) Houston; WYSL-AM-FM Buffalo, N. Y.; KABL-AM-FM Oakland, Calif., and WNUS-AM-FM Chicago. It also has pending before commission assignment of license of KBVU Bellevue, Wash. and was just granted assignment of license of KGLA(FM) Los Angeles. Consideration \$850,000. Ann. July 5.

WIGM Medford, Wis.—Seeks involuntary transfer of control of licensee corporation WIGM Inc. from Harold R. Murphy (57.1% before, none after). Lucie Spence Murphy and Marine National Exchange Bank of Milwaukee, co-executors of estate of Harold R. Murphy, deceased. Mr. Murphy also owned 50% of WGLB-AM-FM Port Washington, Wis. Ann. July 1.

WGLB-AM-FM Port Washington, Wis.—Seeks involuntary transfer of negative control of licensee corporation Great Lakes Broadcasting Corp. from Harold R. Murphy to Lucie Spence Murphy and Marine National Exchange Bank of Milwaukee, co-executors of estate of Harold R. Murphy, deceased. See WIGM above.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Millard F. French issued initial decision looking toward granting application of Boca Broadcasters Inc. for new FM to operate on channel 274 in Pompano Beach, Fla. Action July 1.

OTHER ACTIONS

■ By memorandum opinion and order in proceeding on applications of Ocean County Radio Broadcasting Co. and Seashore Broadcasting Corp. for new FM's in Toms River, N. J., review board denied petition by Ocean County to enlarge issues as to Seashore. Action July 1.

■ By memorandum opinion and order in proceeding on applications of Gordon Sherman and Omicron Television Corp. for new TV's to operate on channel 35 in Orlando, Fla., review board denied petition by

Sherman to enlarge issues as to Omicron. Members Nelson and Kessler not participating. Action June 30.

■ By memorandum opinion and order in proceeding on applications of Century Broadcasting Co. and RKO General Inc., for new FM's in Memphis, review board granted motion by RKO to enlarge issues to determine whether Century is financially qualified to construct and operate its proposed station. Action June 30.

■ By memorandum opinion and order in proceeding on applications of Gordon Sherman and Omicron Television Corp. for new TV's to operate on channel 35 in Orlando, Fla., review board granted in part petition by Omicron and enlarged issues to determine (a) whether \$90,000 cash committed by Sherman is in fact available to him for construction and/or operation of station he proposes, and if such funds are found to be unavailable, to determine whether applicant possesses financial qualifications to construct, own, and operate proposed station for period of one year; (b) whether Sherman failed to perform responsibilities of continuing accuracy and completeness of information furnished in pending application as required by Sec. 1.65 of rules; and (c) whether facts adduced pursuant to issue (d) bear adversely upon comparative qualifications of Sherman. Members Nelson and Kessler not participating. Action June 30.

■ By memorandum opinion and order in proceeding on applications of City Index Corp. and Tele/Mac of Jackson for new TV's to operate on channel 16 in Jackson, Miss., review board granted petition by latter and enlarged issues to determine (a) whether American Public Life Insurance Co. is precluded by laws of state of Mississippi from investing money and/or purchasing stock in City Index Corp., and (b) in light of evidence adduced under issue (a) whether City Index is qualified to be licensee of commission. Action June 30.

■ In proceeding on AM applications of The Edgefield-Saluda Radio Co., Johnston, and WQIZ Inc., Saint George, both South Carolina, review board granted petition by WJES to extent of extending time to July 11 to file exceptions to initial decision. Action June 30.

Routine roundup

ACTIONS ON MOTIONS BY COMMISSION

■ Commission on July 5 granted petition by Federal Communications Bar Association to extent of extending time from July 8 to Sept. 6 to file comments and from July 22 to Sept. 20 for replies in matter of amendment of Part I of rules of practice and procedures to provide for discovery procedures.

By the Office of Opinions and Review

Denied petition by Ottawa Broadcasting Corp., Holland, Mich., for waiver of Sec. 1.106 and 1.115 of rules and dismissed its petition for reconsideration in proceeding on AM application. Action June 29.

By Chief Hearing Examiner
James D. Cunningham

■ Designated Examiner Millard F. French to preside at hearing in proceeding on applications of Olean Broadcasting Corp. and Normandy Broadcasting Corp. for new FM's in Glens Falls, N. Y.; scheduled prehearing conference for July 28 and hearing for Sept. 19. Action July 5.

■ Designated Examiner Charles J. Fredrick to preside at hearing in proceeding on applications of Adirondack Television Corp. and Northeast TV Cablevision Corp. for new TV's to operate on channel 23 in Albany, N. Y.; scheduled prehearing conference for July 22 and hearing for Sept. 7. Action June 30.

■ Designated Examiner Isadore A. Honig to preside at hearing in proceeding on applications of TVue Associates Inc. and Galveston Television Inc. for new TV's to operate on channel 16 in Galveston, Tex.; scheduled prehearing conference for July 21 and hearing for Sept. 12. Action June 30.

■ In proceeding on application for assignment of licenses of WOL-AM-FM, Washington, from the Washington Broadcasting Co. to WOL Inc., cancelled previously designated hearing dates of July 7 and 8 and scheduled hearings for July 11, 12, 13, and 14. Action June 29.

■ Continued hearing from July 5 to July 20 in proceeding on applications of Jupiter Associates Inc., Somerset County Broadcasting Co. and Radio Elizabeth Inc., for new AM's in Matawan, Somerville, and

Elizabeth, all New Jersey, respectively. Action June 29.

■ Continued hearing conference of July 6 to date to be specified by subsequent order in proceeding on application of Lamar Life Insurance Co. for renewal of license of WLBT(TV) Jackson, Miss. Action June 29.

By Hearing Examiner Thomas H. Donahue

■ On examiner's own motion, corrected in various respects transcript of record in proceeding on applications of Boardman Broadcasting Co., and Daniel Enterprises Inc. for new AM's in Boardman and Warren, both Ohio, respectively. Action June 30.

■ On examiner's own motion, corrected in various respects transcript of further pre-hearing conference in proceeding on application of Northern Indiana Broadcasters Inc., for new AM in Mishawaka, Ind. Action June 28.

By Hearing Examiner Charles J. Frederick

■ Granted request by respondents and continued further hearing from July 5 to July 27 in proceeding on application of Central Coast Television, Santa Maria, Calif. Action July 1.

By Hearing Examiner Millard F. French

■ Reopened record in proceeding on application of Boca Broadcasters Inc., for new FM in Pompano Beach, Fla., and granted petition by Boca for leave to amend its application to reflect change in ownership, and again closed record. Action June 30.

By Hearing Examiner H. Gifford Irion

■ In proceeding on FM applications of Cascade Broadcasting Co., and Sunset Broadcasting Co., Yakima, Wash. granted petition by Sunset and dismissed, but with prejudice, its application and closed record. Action June 30.

By Hearing Examiner David I. Kraushaar

■ Corrected transcript of hearing in certain respects in proceeding on order to TeleSystems Corp. to show cause why it should not be ordered to cease and desist from further operation of CATV system in Springfield Twp., Pa., in violation of Sec. 74.1107 and 74.1105 of CATV rules, and, pursuant to mandate of commission of May 27, certified to commission record of hearing. Action July 5.

■ In proceeding on applications of Semo Broadcasting Corp. and Sikeston Community Broadcasting Co. for new FM's in Sikeston, Mo., issued order after prehearing conference of June 30, and ordered that parties file appropriate joint petition, complete in all respects, addressed to review board, for approval of their agreement, by not later than July 15, and rescheduled hearing for Oct. 3. Action June 30.

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 to operate on channel 38 in Chicago, granted request by Chicago Federation to reopen record and received in evidence exhibits identified as stipulation exhibit no. 10, Federation exhibit no. 58, and Federation exhibit no. 50, and again closed record. Action July 5.

■ In proceeding on applications of Seven League Productions Inc., for renewal of license of WIII, Homestead, Fla., and South Dade Broadcasting Co. and Redlands Broadcasting Co., for new AM's in that city, granted joint motion by Seven League and South Dade Broadcasting Co. and continued hearing pending further order. Action June 28.

By Hearing Examiner Sol Schildhouse

■ In Lebanon, Pa.—Catonsville, Md., AM consolidated proceeding in Doc 15835 et al., dismissed motion by WAQE Towson, Md., to quash notice of taking of depositions by written interrogatories. By separate action, dismissed petition by Radio Catonsville Inc. to reschedule hearing date. Action July 5.

■ In Reno-Las Vegas, Nev., AM consolidated proceeding, granted petition by Radio Nevada, to extend time to July 14 to submit certain engineering exhibits. Action July 5.

BROADCAST ACTIONS

By Broadcast Bureau

Action of July 5

WSPA-TV Spartanburg, S. C.—Granted CP for new auxiliary ant. at main trans. and ant. site.

Actions of July 1

KODA Houston—Granted CP to increase power on 1010 kc, D, DA-D, from 1 kw to 5 kw, and install new trans.; conditions.

Granted change of remote control authority for following stations: WBRE Wilkes-Barre, Pa.; and WPX-FM Pensacola, Fla.

Remote control operation permitted KELLY Ely, Nev.

KALB-FM Alexandria, La.—Granted license covering use of old main trans. and ant. as auxiliary trans.

WLDS-FM Jacksonville, Ill.—Granted license covering installation of new trans. and new ant., change in ERP and ant. height and remote control operation.

KFJZ-FM Fort Worth — Granted license covering installation of new ant. and change in ERP and ant. height.

WEFM(FM) Chicago—Granted license covering installation of new ant., change in ant.-system, ERP and ant. height.

KOIT(FM) San Francisco—Granted license covering installation of new ant.-trans and change ERP.

WHOM-FM New York — Granted license covering change in ant.-trans. location of alternate main trans. and redesignate as auxiliary trans., and change ERP.

WSJM St. Joseph, Mich.—Granted license covering change in ant.-trans. location and make change in ant. system.

WLAD Danbury, Conn.—Granted license covering use of former main trans. as auxiliary trans. at main trans. site and license covering increase in power, installation of new trans., and specify type trans.

KOME Tulsa, Okla.—Granted license covering installation of new trans. as alternate main trans. nighttime and auxiliary daytime at main trans. site.

WAVI Dayton, Ohio—Granted license covering change in ant. system.

KORA Bryan, Tex.—Granted license covering use of former main trans. at main trans. location as auxiliary trans.

KORL Honolulu—Granted license covering change in ant.-trans. location and make changes in ant. system.

WGON Minising, Mich.—Granted license covering increase in daytime power and installation of new trans.

WMPA Aberdeen, Miss.—Granted license covering increase in daytime power and installation of new trans.

WBZB Selma, N. C.—Granted license covering change in frequency, increase in power, make changes in ant. system and change ground system.

KENI Anchorage—Granted license covering installation of auxiliary trans. as auxiliary trans.

KORA Bryan, Tex.—Granted license covering change in ant. system.

WMOO Mobile, Ala.—Granted license covering installation of auxiliary trans.

WMDD Fajardo, P. R.—Granted license covering installation of new auxiliary trans. with remote control operation.

KETO Seattle—Granted mod. of license to change studio location and operate trans. by remote control; conditions.

Actions of June 30

Olean Broadcasting Corp., Normandy Broadcasting Corp., Glens Falls, N. Y.—Designated for consolidated hearing applications for new FM's to operate on channel 240—Olean with ERP 1.60 kw, ant. height minus 9 ft., and Normandy with ERP 240 w, ant. height 919 ft.

*KOAC-TV Corvallis, Ore.—Granted mod. of CP to reduce aur. ERP to 26.3 kw, and change type trans. and type ant.; condition.

*WETA-TV Washington—Granted mod. of CP to change ERP to 794 kw vis. and 79.4 kw aur., ant. height 770 ft., change trans. location, type ant., and make changes in ant. structure.

Granted licenses for following AM's: WLKE Waupun, Wis., and specify type trans., studio and remote control point; WINW Canton, Ohio, and specify type trans.; condition: KPWB Piedmont, Mo.

Granted licenses for following FM's: KGBI-FM Omaha; WXTA(FM) Greencastle, Ind.; WKEI-FM Kewanee, Ill.

KQXI Arvada, Colo.—Granted mod. of license to change name to Radio Station KQXI.

WPFR(FM) Terre Haute, Ind.—Granted CP to change ant.-trans and studio location, increase ERP to 1.2 kw, and ant. height to 135 ft.

WHKK-FM Cleveland—Granted CP to install new trans. and ant.; remote control permitted; conditions.

WPGU(FM) Urbana, Ill.—Granted CP to

replace expired permit for FM.

WMIV(FM) South Bristol, N. Y.—Granted mod. of CP to change type trans. and install ant.; remote control permitted.

WOYE-FM Mayaguez, P. R.—Granted mod. of CP to change ant.-trans. and studio location.

WSAC-FM Fort Knox, Ky.—Granted mod. of CP to change type trans., install ant., and increase ant. height to 200 ft.; conditions.

WGLB-FM Port Washington, Wis.—Granted mod. of CP to change ant.-trans. location; change type trans., install ant., decrease ant. height to 185 ft.; remote control permitted; conditions.

WWLA(FM) La Crosse, Wis. — Granted mod. of CP to change type trans.

WKUB(FM) Manitowoc, Wis. — Granted mod. of CP to change type of trans., type ant., increase ERP to 3 kw.

Following stations were granted extensions of completion dates as shown: KPITL Carson City, Nev., to Dec. 1; WFBC Greenville, S. C., to Sept. 19; WAAM Ann Arbor, Mich., to Sept. 1; KXRX San Jose, Calif., to Oct. 5; WADA Shelby, N. C., to Sept. 30; WKRA Holly Springs, Miss., to Sept. 1; WPOK Pontiac, Ill., to Sept. 1; WBAF Barnesville, Ga., to Sept. 1; WKUB(FM) Manitowoc, Wis., to Oct. 22; B.F.J. Timm Jacksonville, Fla. (FM), to Jan. 2, 1967; WJBR(FM) Wilmington, Del., to Sept. 14; WLDR-FM Traverse City, Mich., to Sept. 1; WIS Columbia, S. C., to Oct. 25; WGIR-FM Manchester, N. H., to Jan. 1, 1967.

Granted renewal of licenses for following stations and co-pending auxiliaries: KISS (FM) San Antonio, Tex., WBTA Batavia, N. Y., WCRV Washington, N. J., WLKN Lincoln, Me., WOSC Fulton, N. Y., WSUB Groton, Conn., WTTM Trenton, N. J., and WTXL West Springfield, Mass.

Remote control operation permitted KRAC Alamogordo, N. M.

Granted WTRB Ripley, Tenn., change in remote control operation.

*WHRM(FM) Wausau, Wis.—Granted SCA on sub-carrier frequency of 87 kc.

WXRT(FM) Chicago — Granted mod. of SCA to add marketcasting.

WSFC-FM Somerset, Ky.—Granted request and cancelled SCA which authorized operation on 87 kc.

WHOP-FM Hopkinsville, Ky.—Granted license covering operation with new ant.

KEEN-FM San Jose, Calif.—Granted license covering installation of new trans. and ant.

WABI-FM Bangor, Me.—Granted license covering change in ant.-trans. location and change in ERP and ant. height.

WISN-FM Milwaukee — Granted license covering installation of new trans., change in ERP and ant. height, and specify type trans.

Actions of June 29

KTUX(FM) Livermore, Calif.—Granted license covering change in studio, station and ant.-trans. location, change ERP and ant. height and installation of new trans.; remote control permitted.

KFMU(FM) Los Angeles—Granted licenses covering new type ant.

KLIZ-FM Brainerd, Minn.—Granted license covering change in ant.-trans. and studio location, installation of new ant., change in ERP and ant. height; remote control permitted.

KDES(FM) Palm Springs, Calif.—Granted license covering change in ant.-trans. location, installation new ant., change in ERP and ant. height, and deletion of remote control authority.

WASH(FM) Washington—Granted license covering installation of auxiliary ant.

WPTF-FM Raleigh, N. C.—Granted license covering installation of new trans. and change in ERP.

WMRY(FM) East St. Louis, Ill.—Granted license covering changes in facilities and change type trans. and ant.

*WMUB(FM) Oxford, Ohio — Granted license covering change in ant. system, and change in ERP and ant. height.

WMBD-FM Peoria, Ill.—Granted license covering change in frequency, ant. height and installation of new ant.

WLNR-FM Lansing, Ill.—Granted license covering installation of new ant.-trans. and change in ERP.

WWOS(FM) Palm Beach, Fla. — Granted license covering installation of new ant.-trans., change in ERP and ant. height, and specify type trans. and type ant.

WRVB-FM Madison, Wis.—Granted license covering installation of new trans., change in ant. height, and specify type trans.

WLTA-FM Atlanta—Granted license cover-

(Continued on page 92)

CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—\$2.00 minimum • HELP WANTED 30¢ per word—\$2.00 minimum.
- DISPLAY ads \$25.00 per inch—STATIONS FOR SALE, WANTED TO BUY STATIONS and EMPLOYMENT AGENCIES advertising require display space. (26 X rate—\$22.50, 52 X rate—\$20.00 Display only). 5" or over Billed R.O.B. rate.
- All other classifications, 35¢ per word—\$4.00 minimum.
- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, \$1.00 charge each for handling (Forward remittance separately please) All transcriptions, photos, etc., sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Want to be in business for yourself? Chapman Company, Inc., works with its Associates on an independent contractor basis. This means an established and accepted organization, a tried and proven method of operation, and a steady source of leads. To qualify you must be a man of good character, have a successful sales record, be young and willing to learn a new business. Write to Paul Chapman, 2045 Peachtree, Atlanta, Ga. 30309.

If you can manage and sell, you can buy into Minnesota fulltimer in excellent small market. Call 507-637-2225 evenings.

Station managers. If you invest \$15M in a radio station @ 29% down, this would buy you a \$50,000 property. Not much of a station. Whereas, the same \$15M investment can return \$52M a year net to you in a Columbia School of Broadcasting franchise for your area. Beautifully documented descriptive booklet forwarded to seriously interested broadcasters. Air Mail: Mr. V. R. Good, Vice President, Columbia School of Broadcasters, 4444 Geary Blvd., San Francisco 94118 (Not affiliated with CBS, Inc.)

Sales

Detroit—Solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box F-26, BROADCASTING.

We will pay \$10,000 and up to \$15,000 to start, for top-notch sales manager for radio station in southern city of over 600,000 population. Must have good selling record & satisfy us on your stability and willingness to work. Box F-280, BROADCASTING.

Country and western sales staff . . . Large Gulf Coast market station going country. Needs experienced sales manager and salesmen. Send experience, background, photo and salary requirements to Box G-9, BROADCASTING.

Aggressive salesman. Single station University market. Excellent growth potential within group. Salary open. Send photo and resume. Box G-51, BROADCASTING.

Real Opportunity top salesmen Boston area. New 10,000 watt station. Send complete resume, references. Box G-72, BROADCASTING.

If you have perspiration, inspiration, enthusiasm, we have an opportunity. KFRO, Longview, Texas.

Nelson Boswell program "Challenge and Response" is expanding rapidly and needs representatives. This prestige talk program is a sure sale and the company that owns the program is setting up a nationwide organization. This is excellent opportunity for the right men. To see if your area is available write LordHouse, Inc., Box 22179, Fort Lauderdale, Fla.

Announcers

Announcer with experience. Reading ability important. Excellent salary. N. Y. State. Box G-15, BROADCASTING.

Announcer for all-night shift, top 40 format. First phone ticket preferable but not essential. Metropolitan market, opportunity to move up. Send tape and resume. Box G-36, BROADCASTING.

Announcers—(cont'd)

Telephone talk personality for aggressive California station, to follow syndicated Joe Pyne show. Play by play and disk jockey background helpful. Third endorsed. Air mail resume, tape, and picture. Box G-43, BROADCASTING.

Bright airman for middle of road. Possible chance for play-by-play. Send tape and salary requirements to Box G-50, BROADCASTING.

Wanted: Mature-sounding, experienced announcer. Good pay, benefits. Northeastern Pennsylvania. Only a few hours from New York City and Philadelphia. Middle of the road. Send tape and resume. Box G-55, BROADCASTING.

Program director for new 10,000 watt Boston area. Must be completely experienced, creative, take charge. Send tape, complete resume. Box G-73, BROADCASTING.

Combo top 40 personality for evening shift need by 5kw No. 1 station in its area. Good pay and working conditions. No floaters, no kids. Send tape and resume. Box G-80, BROADCASTING.

Suburban Cleveland MOR medium market needs pro morning man. First phone required. Box G-87, BROADCASTING.

Announcer—alert, top 40 style, also able to handle some easy listening and news. Leading 5,000 watt NBC affiliate in 30th year has opening for reliable, enthusiastic deejay. Excellent fringe benefits and working conditions. Send audition, references, experience, marital and draft status, and salary requirements to: Box G-90, BROADCASTING.

Have opening for announcer with third class endorsed, and someone who would be interested in sports play-by-play. Please send tape & resume. Box G-93, BROADCASTING.

Announcer-Production—The number one station in Virginia's number one market is looking for a swingin', creative dj-production man with plenty of know-how, able to walk in and take over a top-rated time period and pull a spinning-tape-splicing session as well. Salary is open to right man. Send tape with sample of production work and air show, picture, and complete biographical background. Box G-100, BROADCASTING.

Fulltime southern California metro modern country station seeking bright morning man. Box G-113, BROADCASTING.

Morning man. We want college and content on the air. Join a major group with stations coast to coast. Immediate need in dynamic high income New York State market. Opportunity for advancement to flag-ship and management. Some TV. Earnings approximately \$175.00 to start. Send audio tape (and video tape if available) resume to Box G-117, BROADCASTING.

Major market radio-TV station seeking highest quality personality. Good five figure salary. Top professionals only. Send tape, resume to Box G-135, BROADCASTING.

Wanted by September 1st—Mature announcer for Minnesota resort city and agricultural community. Opportunity plus. No rockers or kids. Send tape and resume to KDLM Radio, Detroit Lakes, Minnesota. Our announcers average 7 years with the organization. Openings have resulted from expansion and promotions within the staff.

Announcers—(Cont'd)

Need good afternoon announcer-deejay for 5-k indie with middle-of-road music format. Music-sports-news tape resume to: P.D., KLIK, Jefferson City, Missouri.

Announcer for middle of road station with bright sound. Immediate opportunity for ambitious, stable man in successful group operation. Salary based on experience and ability. We have a permanent position for an ambitious talented individual. Write KMNS, P. O. Box 177, Sioux City, Iowa 51102 or Call Ted Lauris, at 712-258-0628.

Sportscaster—High school, 4 yr & Junior college. Fordy Anderson College Athletic Director. 60 game schedule. Primarily sports, should be strong in other phases. 1st class nice but not necessary. Contact KOLT, Box 660, Scottsbluff, Nebraska. Send resume and salary.

KPUB, Needs an experienced 1st phone announcer. Immediate opening. Contact Harvey Smith, KPUB, Pueblo, P.O. Box 831, phone 303-545-5971.

Excellent opportunity for first phone MOR announcer with ambition to advance with progressive small market station. News, programming and production. Good working conditions and good salary. Send audition tape, photo and complete resume to Bob Brewer, KTAT, Frederick Oklahoma.

Announcer-newsman needed by an outstanding small market radio station. Vacancy caused by draft. If you are dependable, trustworthy and not a floater, you may be surprised at the opportunity awaiting you. KTTN, 804 Main, Trenton, Missouri or call C. E. Breazeal, 816 ELwood 9-2261 for details.

Announcer-copy-writer. Small market, good music, automated station. Send tape, resume, photo, salary requirements. Ralph Bowen, KVML, Sonora, California.

Announcers, Female jocks—Are you talented? Do you know music? Do you have a bright, sincere, different approach? Do you want to live and work in Southern California? Send tape and resume to Larry Grannis, KWIZ, 3101 West 5th Street, Santa Ana, California 92703.

Top 40 fulltime 5000 watt, number one swinger in market of 200,000 needs first phone swinger immediately. Maintenance ability desired, but not required. Rush tape and resume to Jim Kell, WAAY Radio, P.O. Box 976, Huntsville, Alabama 35804.

First phone announcer for 6 pm to mid-night shift on central Florida's number one country station . . . Send tape & resume to Ray Beale, P.D., WABR Radio, 222 Hazard Street, Orlando Fla. . . Tapes will not be returned.

Combo—Album station—CBS. No maintenance. Experienced only. WAYE, Baltimore.

WCLJ, Corning, N.Y., seeking mature staff announcer. Salary open. No top 40. Send complete details, tape and photo.

Announcer—First phone for Cincinnati market. Immediate opening, salary open, rush audition tape, letter of resume, include references to General Manager, WCLU, 1115 First National Bank Bldg., 4th & Walnut, Cincinnati, Ohio.

Good music station wants 1st or 3rd phone announcer, with sales opportunity. Send tape and resume to Jim Youngblood, WPAD, Paducah, Kentucky.

Announcers—(cont'd)

September opening for the right man, must be steady and reliable. One station market. 2 p.m. to 10 p.m. Monday through Friday, 3 p.m. to 10 p.m. Sunday. Send resume, tape and picture to Dan Hollingdale, Box Q, WQDY, Calais, Maine.

Immediate opening for happy, adult-sounding morning man with good production background. Adult, top 40 operation. Contact Jim Embry, WROZ, Evansville, Indiana. Send tape and resume.

Wanted by September . . . an announcer with 1st phone for adult programed WSBR. P.O. Box WSBR, Boca Raton, Fla. 305-395-7401.

Disc jockeys, announcers, engineers wanted for big offshore stations Radio England & Britain Radio, 32 Curzon Street, London W1, England Tele MAYfair 3742.

Gulf Coast country and western. . . Needs experienced country music announcer. Send tape and starting salary to New South Radio Network, P.O. Box 5797, Meridian, Mississippi.

Wanted Announcer, first-phone required. Immediate opening for station located in Martinsville, Virginia area, one of the fastest growing communities in the state of Virginia. Call Arnold Terry, 703-638-7014 day, 703-647-8493 night.

Florida major market has opening for good, bright morning man. Send audition tape and resume to Broadcast Enterprises. 712 Dade Federal Bldg., Miami, Florida.

There are a number of employment and advancement opportunities with the Donrey Media Group in newspaper, radio and television. Donrey operates in six states including Hawaii and Alaska. Write Personnel, P.O. Box 1359, Ft. Smith, Arkansas. Equal opportunity employer.

Five figure salary to the right men. Major group operation in top market on the lookout for qualified "personalities". If you're ready for us, we may be ready for you. Don't apply unless you have a proven track record. Send full hour aircheck, no edits, plus resume. We want to know what you sound like. Tapes can not be returned. P.O. Box 3713, Grand Central Station, New York, 10017.

Technical

Vacation engineer needed immediately for work in Los Angeles radio station. Must be available for personal interview. Must have first class FCC license. Write Box F-198, BROADCASTING.

Young first class man who likes to construct and maintain good equipment. Good work environment with benefits and growth opportunity. Strictly engineering. East. Box F-245, BROADCASTING.

Chief engineer, announcing, maintenance. New 10,000 watt Boston area. Box G-74, BROADCASTING.

Transmitter engineer, experienced, for high powered AM-FM. Philadelphia area. No announcing. Box G-91, BROADCASTING.

Need experienced engineer for maintenance of 5kw. two tower directional AM station. Will assist in maintenance of full power television operation. Contact Chief Engineer, KGVO-TV, Missoula, Montana.

Engineer—Announcer . . . needed immediately . . . KHIL, Willcox, Arizona.

KEGG, Dangerfield, Texas soon to go on air is now hiring. Need experienced combo engineer/announcer, emphasis on engineering, directional experience helpful. Need second 1st ticket/announcer, emphasis on announcing. Some sports and sales if desire. New building, new equipment, beautiful booming resort area of Northeast Texas. Contact Charlie Monk, c/o KOCA, Box 989, Kilgore, Texas.

Full-charge chief for 1 kw directional daytimer plus FM, to replace 7-year chief returning to college in September. Modern gear throughout in new studio-transmitter building. No announcing required. \$560 per month. WAZY, Lafayette, Indiana.

Technical—(Cont'd)

First phone man for transmitter. No announcing. WAMD, Aberdeen, Md.

First class ticket for solid AM daytimer with FM. Buffalo. Maintenance a must. Tom Talbot, WJJL, Niagara Falls, N.Y.

First phone engineer-announcer for middle of the road music station. DJ and news experience. Starting salary \$95.00. WMVR, Sidney, Ohio. 513-492-4101.

1st phone needed. FM & Manufacturing experience helpful. \$7,800 and growth opportunity. WQAL, Philadelphia, Pa. 19118.

Immediate opening for chief engineer at kilowatt, single stick station. Salary commensurate with experience and ability. Generous fringe benefits. Phone 309-784-6727 or write Mr. Ryder or Mr. Nelson at WQUA, Moline, Illinois.

WRMF, Titusville, Florida has permanent job for an engineer. Five hundred watts, daytime, non-directional. Application in for FM.

Engineer—Must have first class radiotelephone license. Contact WTAC, Radio, Grand Blanc, Michigan. Telephone 694-4146.

Wanted: Chief engineer. Major market station looking for young, aggressive engineer. Prefer man under 35. Must be able to handle AM DA and FM stereo. Send resume to General Manager, 917 North Lilac Drive, Minneapolis, Minnesota. Applications kept confidential.

Top engineer for 1,000 watt daytime. 250 watt nighttime well established station. Only AM station in the county. Fine public and parochial schools. Two colleges. Twenty two lakes in the area. Services of engineer requires fifteen to twenty hours maintenance only. Balance of time selling, copy or announcing. Must give top notch performance and have good experience. If you can qualify, salary is open. Please forward tape, picture, and resume which will be kept confidential, to James Gerity, Jr., President, Gerity Broadcasting Company, Adrian, Michigan. Telephone 285-7125.

NEWS

Top-rated midwest regional group seeks modern radio newsmen now! News directorship possible. Rush tape, resume today to Box G-8, BROADCASTING.

Dedicated, hard-driving radio news director wanted by one of the Nation's top radio stations. Salary in five figures. Send tape, resume to Box G-136, BROADCASTING.

Opportunity—Combination news, production and announcing. Send details, KFRO, Longview, Texas.

Immediate opening here for a good voice. Need newscaster who also knows middle of road music programming. Working conditions great in "The Land of Pleasant Living." Call Sam Cannon, WCEM, Cambridge, Maryland—301-228-4800.

Wisconsin regional needs news director experienced at gathering and delivering news. We'll pay well above average for the right man. (The right man that's experienced, dependable, sober, has a nose for news and gets along well with others.) Send tape and resume including references and salary requirements to Jack Severson, WCUB Radio, Manitowoc, Wisconsin.

Need newsmen now—For airing and gathering in expanding news department. Well established top facility—good future for right man, salary open—Call or write Jack Gennaro, WFHR, Wisconsin Rapids, Wis.

Immediate opening for the man with sound news background, great news desire and a voice and delivery to match. Send tapes and resumes to: Mr. Paul Rust, News Director, Radio Station WIP, 19th & Walnut Sts., Philadelphia, Penna. 19103.

WTTM, The News First Voice of Trenton, N. J., needs a news director who can gather, edit and broadcast local news. Contact Mr. Reilly—609-695-8515.

Production—Programing, Others

Program director for southern radio station in city of over 600,000 population. Opportunity for capable board man who has knowledge of programing and equipment operation. Must have record of stability and success in previous positions. Liberal pay program. Box F-282, BROADCASTING.

Program director who understands programing, can do a top air show and teach others. Must be able to think, type, take instruction, give instructions. First phone helpful. Station's sound and image your responsibility. Salary open. Florida. Box G-83, BROADCASTING.

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box G-138, BROADCASTING.

RADIO

Situations Wanted—Management

General manager—Solid broadcast background, over 12 years proven ability all phases. Mature, Creative. Exceptional record: Sales, Promotion, Management. Finest credentials. Call 612-721-1100 or Box G-37, BROADCASTING.

General manager, general salesmanager. In depth experience, proven professional, executive ability, with complete knowledge of national, local, regional sales. Box G-53, BROADCASTING.

I write \$30,000 straight FM business on my station in first year in market of 15,000. Now managing FM side of AM-FM operation. Desire new challenge. Prefer selling GM's job in midwest. Let's talk. Reply Box G-89, BROADCASTING.

General manager, metro market. Experienced administration, sales, programing, personnel, and all phases. 29 years in industry, 15 management. Age 46, married, available, references. Want responsible, permanent position. Management background includes varied formats. Box G-111, BROADCASTING.

Need opportunity to put 19 years radio experience to work for you. All phases from single station to seven AM-3 TV markets. Available immediately. Replaced after five years by president's son. Ten years successful management. Strong on sales. First phone. Consider manager, sales manager or right sales opportunity. Wes Minemire, DR 3-1548 or FL 6-1650. Box 1364, Amarillo, Texas.

Sales

Young, ambitious with experience in broadcasting sales. Adequately financed. Looking for station in the southwest with market size of 25,000 to 30,000. Box G-49, BROADCASTING.

Creative salesman—3 years experience; new business specialist. Must see management future. Presently employed. Resume on request. Box G-145, BROADCASTING.

Situations Wanted—Announcers

Sportscaster . . . experienced. Radio and TV. College graduate. Married. Box F-54, BROADCASTING.

First phone—combo top forty . . . five years experience, presently employed as chief and MD . . . 24 . . . family. Box F-293, BROADCASTING.

Beginner, trained by top professionals, board experience. Want small station experience. Box G-65, BROADCASTING.

Negro. School of broadcasting. Six months experience. Box G-81, BROADCASTING.

DJ with 4 years all-round experience seeks job with established top 40 station in metro market in Pa. or bordering state only. Box G-82, BROADCASTING.

First phone dj-announcer, dependable bright personality with over year and one half experience in rock and middle or road. Desire top 40 format although consider others. Box G-85, BROADCASTING.

Situations Wanted

Announcers—(Cont'd)

Top salary gets top-notch radio-TV announcer with 1st phone. Box G-96, BROADCASTING.

Negro announcer-dj. Smooth delivery. Pop and Jazz preferred. Box G-98, BROADCASTING.

Creative personality—Experienced all phases radio including news and play-by-play sports. Married, have first phone. Desire Philadelphia area. Box G-101, BROADCASTING.

Experienced sportscaster, strong on sales. news. Third ticket. Relocate. Box G-102, BROADCASTING.

Personality announcer . . . six years radio . . . desires bigger market . . . more money. Feel announcing ability needs more recognition. Prefer big band and popular tunes . . . no rock and roll. Family man . . . Will relocate. Desire television work too . . . if available. Tape, picture, resume . . . upon request. Box G-103, BROADCASTING.

Talk radio. 25 years announcing all types, programing, sales, sports, management. Well read, college, 44. Good interviews, restaurant, clubs, news. Want opportunity adept good voice, maturity this type while earning pay any capacity. Competitive market. Employed. Box G-105, BROADCASTING.

Woman . . . 5½ years experience . . . all phases . . . third phone . . . tight board . . . 2 years college . . . broadcast grad. . . want to specialize in variety before mike. Box G-119, BROADCASTING.

Country disc jockey. First phone, experienced, presently employed. Box G-121, BROADCASTING.

Country dj. Smooth. 7 yr. Married, college. Now getting top wages as combo. Box G-122, BROADCASTING.

Good staff announcer/dj, capable all phases, prefer expand into news, mature, 3rd. Box G-126, BROADCASTING.

Attention N. Y. area; D.J.-announcer, authoritative newscaster, dependable. Professional attitude. Box G-129, BROADCASTING.

Attention fun stations: Bright, draft-free, experienced entertainment-minded announcer now available. Leaving summer stock theatre for radio. Third. Excellent references. Box G-130, BROADCASTING.

Pop dj . . . draft exempt . . . follow directions . . . available now. Box G-131, BROADCASTING.

Recent grad of N.Y.S.A.S.—Holder of 3rd phone—would prefer eastern seaboard—salary negotiable. Box G-134, BROADCASTING.

Mild climate wanted. Announcer, pro, stable, mature, family, college. Box G-137, BROADCASTING.

Are you looking for someone who isn't afraid to work? Female, experienced, good voice. Want Boston. Box G-144, BROADCASTING.

Young announcer, top 40, school trained, 3rd phone. Wishes Va. or N. C. area. Box G-148, BROADCASTING.

Negro-dj seeking challenging position. Top 40/middle road. Brite personality. Box G-149, BROADCASTING.

First phone student, announcer, full, part-time—P.O. Box 265, New York City. 10036.

First phone combo man. Experienced; country western or pop. Ohio or nearby. Available immediately. 216-492-5630, Danny Ray.

Technical

Transmitter engineer desires permanent position under chief engineer. Experienced and dependable. Available immediately, Box G-22, BROADCASTING.

Technical—(Cont'd)

Experienced maintenance engineer. Age 55 desires position-chief daytimer New England. Salary \$125 week. No announcing. Need two weeks notice. Present employer references. Box G-150, BROADCASTING.

NEWS

Experienced newsman. College graduate with radio and television speech degree. Presently, Washington correspondent for several newspapers, radio and TV stations. a position held for past five years. Would like to get back into fulltime electronic journalism. Age 31, Box F-229, BROADCASTING.

Ready for top metro station, prefer northeast. Tape and resume available, Box G-88, BROADCASTING.

Professional voice, strong on news, write, rewrite, deliver with authority. Pleasant dj personality. Desires large midwest market. Box G-142, BROADCASTING.

Available immediately.—Bright, bouncy college freshman for fall radio work in Boston, Mass. area. Limited experience but willing and ready. Mostly news. Larry Kaye, 55 Wilcox St., New Britain, Conn. Phone 229-3898.

College grad., single, speech and journalism background, draft free, 4 years radio/TV experience wants fulltime news position. Paul C. Wice, 2801 8th Avenue, Kearney, Nebraska. 68847. tel: 308-237-3969.

Photographer experienced in news and commercial B&W and color. Optical and magnetic SOF and all lab work. Prefer news work. Jon Hill, 518 A Palm Ave., Clearwater, Florida. Phone 446-9622.

Production—Programing, Others

Association Secretaries. Regional Nets., Stations, Adv. and Employment Agencies. Write if you have work for a "Guy Friday" with references, experience, third, samples and a voice. Must relocate . . . southern-most tier of states only. Box G-109, BROADCASTING.

Professional top 40 programer, ideas, ratings, young McLendon trained talent, hard working producer, first phone. All station details considered. Currently employed. Top job considered. Box G-127, BROADCASTING.

Seeking best country and western opportunity in Florida. Programing, and production man with first class license presently in major market. Serious, married, military obligation satisfied. Box G-140, BROADCASTING.

Play-by-play sportscaster. . . . News, sales, first phone . . . \$150. Box G-143, BROADCASTING.

I'll make you number 1!!! Combination top 40 personality-program director-music director. First phone. College graduate, currently employed. Will travel. L.R., Box 797, Springfield, Massachusetts, 01101.

TELEVISION

Help Wanted—Management

Business manager/accountant needed immediately by TV station in major eastern market. Top salary to individual with experience, desire to work and ability to handle entire dept. Accounting experience necessary. All replies given strictest confidence. Box G-151, BROADCASTING.

Sales

Management position soon to be available 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 fine service. All replies to Box F-300, BROADCASTING will be given strictest confidence.

Immediate opening for an aggressive local salesman in Atlanta market. Please forward resume and salary required. Box G-56, BROADCASTING.

Account executive experienced in TV sales. Ideal living and working conditions in California at top CBS station. Contact Si Darran, Local Sales Manager, KBAK TV, Bakersfield, California.

Announcers

Personable, dependable announcer for large Texas station. Box G-112, BROADCASTING.

Leading midwestern station needs mature on-camera and booth announcer, good commercial presentation. Send resume VTR or audio tape and photo plus salary requirements. Box-123, BROADCASTING.

Help Wanted—Technical

Studio and transmitter supervisor for UHF fast-growing ETV station in the northeast. Starting salary \$7500. Write Box F-267, BROADCASTING.

Grow with south Florida VHF. Opening for studio maintenance. VTR experience essential. Salary commensurate with experience. Box F-283, BROADCASTING.

Energetic, young first phone engineers wanted for VHF station in major midwest market. TV experience preferred but not required. Box G-28, BROADCASTING.

Chief engineer of large eastern television station. Staff of 75 engineers and technicians. Must be engineering graduate, experienced in all phases of TV engineering, operation and management. Good salary and working conditions. Send resume, Box G-33, BROADCASTING.

Management supervisor, with proven record of competency and accomplishment. Major midwest market. Salary open for right person. Rush confidential resume. Box G-84, BROADCASTING.

Technicians. Permanent openings for qualified men in midwest operation. High union wages. Apply now for September vacancies. Send resume to Box G-92, BROADCASTING.

Engineer of good character, best technical qualifications for south Texas station. Box G-115, BROADCASTING.

Well-qualified engineer trainee with first phone for Texas VHF. Box G-120, BROADCASTING.

Maintenance chief for Texas station, superior technical qualifications. Box G-125, BROADCASTING.

Opportunity for qualified, reliable assistant chief engineer, southwest VHF. Box G-132, BROADCASTING.

Engineer with first phone for southwestern VHF. Accent on maintenance. Responsibilities and compensation commensurate with training, experience and ability. Send resume, references and salary requirements to Chief Engineer, KOAT-TV, Box 4156, Albuquerque, New Mexico 87106.

Immediate opening control room engineer in progressive full color operation. Color experience desirable. Promising graduates of Electronic Technology Vocational courses will be considered. Contact Chief Engineer, WJBF-TV, Augusta, Ga.

Engineer with first class license. Must have car. No announcing. Company pays full cost of hospitalization, major medical and pension plan. Send resume, picture and references to Glenn Hall, WWNY-TV, Watertown, N. Y.

Broadcasting engineer: Outstanding opportunity with a pioneer, educational radio and television station. Western university with small town atmosphere. Wonderful family community. Salary commensurate with experience. Write office of Staff Personnel, Washington State University, Pullman, Washington. An equal opportunity employer.

Broadcast Technicians—We have immediate openings, both permanent and temporary, for Broadcast Technicians at four of our stations located in San Antonio, Texas, Cincinnati and Columbus, Ohio and Indianapolis, Indiana. Applicants hired as temporary employees will be given preference for regular fulltime jobs as openings occur. First Class ticket and some prior experience in radio or television studio or transmitter preferred. Write Personnel Department, Avco Broadcasting Corporation, 140 W. Ninth Street, Cincinnati, Ohio, 45202. An equal opportunity employer. M/F.

Technical—(Cont'd)

Engineer—1st class license, experienced or inexperienced. Central New York state. Call collect 607-772-1122.

NEWS

Wanted: fully qualified news director for full power VHF-TV and cleared channel radio in medium midwest market. Air work required. Salary negotiable. Box G-94, BROADCASTING.

Top ten eastern market station desires top drawer motion picture photog addition to its award-winning documentary unit. Must be fully competent in all aspects of double system film-work B&W and color. Unit is equipped with finest gear available. Only men of high quality standards need apply. Box G-106, BROADCASTING.

Opportunity for alert newsmen who can gather, write, and voice news, Texas station. Box G-110, BROADCASTING.

NEWSMAN with good on-camera delivery. Texas VHF, Box G-116, BROADCASTING.

Production—Programming, Others

New station in top eastern market has immediate opening for experienced TV artist. Excellent opportunity for a man from a smaller market, or No. 2 man ready to move up. You will enjoy the creative challenge offered by this position. Send sample of work and resume to Box F-278, BROADCASTING.

Top eastern independent station with heavy live schedule, offers creative potential to experienced producer/director. Send complete details to Box F-287, BROADCASTING.

Station in top eastern market has immediate opening for an experienced switcher. Should be young, aggressive, quick witted, and have the ability to make clean crisp station breaks. Send resume to Box F-295, BROADCASTING.

Producer/director for ETV station in north-east. Must be able to produce as well as direct. \$8,000. Box F-304, BROADCASTING.

Creative commercial continuity writer for Texas station. Box G-107, BROADCASTING.

Immediate opening for experienced, creative producer/writer to head continuity department at group station in the south. Background must include commercial, institutional, fashion and documentary. Please send resume and sample copy to Box G-114, BROADCASTING.

Producer/director—Experienced in ITV/ETV production. Director programs (tape & film) in and out of studio. Send resume of training & experience by July 27, 1966 to Clark County School District, Classified Personnel Department, 2832 E. Flamingo Road, Las Vegas, Nevada.

Graphic Arts supervisor. Selection, design and preparation of graphic-photographic material for new ETV operation including construction, painting, and dressing of sets. Responsible for selection of equipment and supplies. Send resume of training & experience by July 27, 1966 to Clark County School District, Classified Personnel Dept., 2832 E. Flamingo Rd., Las Vegas, Nevada.

TELEVISION—Situations Wanted

Management

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.

Sales

Experienced beginner. Twelve years programming-production working with sales. Now wants sales alone. Box G-147, BROADCASTING.

Announcers

Top salary gets top-notch radio-TV announcer with 1st phone. Box-97, BROADCASTING.

Good radio announcer, 35, experienced all phases, prefer expand into TV, salary secondary. Box G-124, BROADCASTING.

NEWS

News director—Currently airing, writing, filming 2 evening newscasts in two station southern market. Nine years radio-TV, college, military completed, 27, married. Prefer small to medium station with a budget and belief in news. Box G-77, BROADCASTING.

Production—Programming, Others

Producer-director, B.A. music, M.S. TV. Exp. Closed-circuit, remote, live & film. Relocate Box G-8, BROADCASTING.

Experienced girl personality—TV. Radio production, direction, announcing, 3rd class license. Resume, tape available. Box G-118, 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.

Wanted TV 5 kw equipment, channel 4, price, trademark. Homero Rios D., P. O. Box 1324, Mexico City, Mexico.

Public school system—Building ETV station—seeking good quality, relatively new studio equipment. Send information, including manufacturer, model number, age, condition, etc., to: Mr. W. R. Evans, P.O. Box 2469, West Palm Beach, Florida.

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: 500 or 1000 watt modulation transformer for old Gates 500-D transmitter that has 810 modulators and 450th final. Impedance ratio is 15,000 to 10,000 (1.5:1). Want new or used. K.B. Beach, Wald, Box 833, Walterboro, S. C. 803-549-3861.

250 or 1,000 watt FM transmitter and monitor. WFKO, Kokomo, Indiana.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-Bnd. 440 Columbus Ave. N.Y.C.

Co-axial cable—Heliac, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material. Write for list, Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

RCA 50 kw BTA-50G now in service will be available in approximately six months due to change in sites. If interested at \$22,500 complete, write Box F-142, BROADCASTING.

Why buy new cart tapes. We install new tape, pads and clean inside & out—any size 90¢—5 day service—Lik-Nu Cart Corp., Box 2608, Ft. Wayne, Indiana.

Let us serve your used equipment needs . . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

Broadcast Engineering Services—your "one-stop shopping center" for new and used AM-FM-TV equipment—all types. 10532 Stanford Avenue, Garden Grove, California, 92640. Phone: (714) 537-9502.

Transmitters. Original owner purchased new. One 1 kilowatt FM, One 250 watt FM—Gates. Ten Motorola FM 150 megacycle FM two way units. All units ok. Power increase do not need. WQMS Radio, Hamilton, Ohio 894-8751, 1501 Woodview Lane.

FOR SALE

Equipment—(Cont'd)

For sale—RCA Lim. MI-11216 (BA6) \$225.00. Collins lim. 26C \$175.00. Progar Langevin lim. 119A \$150.00. RCA BC6B audio board \$1350.00. 2-Spot-O-Matic P/B 1-Rec. amp. \$250.00. ITA FM 10BMG Subcarrier gen 41kc \$350.00. Complete stock for Magnecord replacement heads. Continental 1620 West 32nd Pl., Hialeah, Florida 33012 phone 305-888-3511.

G. E. Phono cartridges for broadcast use. Prompt service. Send for price list. Ridge Audio Co., 91 E. Lake Rd., Skaneateles, N.Y. 13152.

For sale: RCA 5 kw AM transmitter type 5C. \$1000.00 FOB, Farmington, Conn. Contact G. Fortune, Radio Park, Farmington, Conn.

As is: Seeburg 200 45 player—\$300.00. Magnecord 414, 14" reel continuous playback—\$200.00. Ampex 450 14" reel continuous playback—\$300.00. voice operated relay for Magnecord PT-6, just plug in—\$25.00. (3)—G.E. 2,000 Mcs 10 watt transmitter & receiver—\$500.00 each. (2)—Gray Equalizers—\$25.00 each. Box G-133, BROADCASTING.

Gates ST-101 spot recorder, good condition, new tape—\$250.00. Box G-141, BROADCASTING.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc. \$5.00—Write for free "Broadcast Comedy" catalog. Show-Biz Comedy Service, 1735 E. 26th Street, Brooklyn, N.Y. 11229.

DEEJAYS! 4,000 classified gag-lines, \$4.00! Comedy catalogue free. Ed Orrin, 8034 Gentry, No. Hollywood, Calif. 91605.

Have you got a musical Fungus? Exclusive one-liners in your market. LYN Publications, 2100 Divisadero, #4, San Francisco, California. Free sample.

Coverage maps, station brochures, Broadcast Sales aids of all types custom-designed. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Illinois 60515.

Comic Tags—On tape with character voices—your favorite replies, like—"You talk too much"—"I'm going to tell your wife"—"Oh Brother". Send for sample tape to: Voices—Box 9563, San Diego, Calif. 92109, plus 50¢ for handling.

Program syndication facilities, we are professionally equipped (Ampex) to record, edit, duplicate and mail. Write for rates. Audio Productions, P.O. Box 3024, Alexandria, Virginia.

Manufacturers representatives for the west coast, established in broadcast industry. Interested in product lines for TV-AM-FM or CATV. Contact McRae Co., 1420 N. Seward Ave., Hollywood 28, California.

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.

Learn Radio-TV announcing, programming, 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.

INSTRUCTIONS (Cont'd)

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.

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.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting August 17, October 19. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

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 \$8-\$12 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on Aug. 1—Sept. 5—Oct. 10—Nov. 14. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

Announcing, programming, 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.

Be sure to write, BROADCASTING INSTITUTE, Box 8071, New Orleans, for radio announcing careers.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory Class starting August 1st. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653 N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

RADIO—Help Wanted

Management

Radio General Manager

Opportunity with top chain in major market. Send complete resume & recent photo. Responses kept confidential.

Box G-152, Broadcasting.

Sales

It's Time to Think of the Future

Are you managing or selling for a small radio station, a small television station, or a small newspaper? How long have you worked in a small market? How long since your last raise? Have you come as far as you can in your field? Why not make a change?

Outdoor advertising is on the move. In the next 10 years, outdoor advertising will have the largest business increase of any media. Why don't you get in on the ground floor?

Send your complete resume, salary requirements, and a recent picture to:

Box E-123, BROADCASTING

Announcers

ANNOUNCER WANTED

Smart, established Illinois' regional fulltimer will pay attractive salary, plus bonus and other extras, for versatile, creative dj who can gather, write news. Best working conditions, sparkling, up-beat programming, permanent future with generous increases, prosperous community. Station part of prestige group. Send details, experience, references.

Write: WKAN, Kankakee, Ill.

ANNOUNCER

Adult, humorous morning man. Number #1 Pulse rated middle of road near Chicago. Salary open. More for first

Box G-99, Broadcasting.

Production—Programming, Others

We want a young

PROGRAM DIRECTOR

Are you 28? Contemporary? A swinger with an administrative bent??? A modern music fan who likes people and can handle detail? Would you like to program and operate a top 40 station in a top 20 market? We need and will pay for a bright, creative and stable top 40 PD who would set a high standard with his own air work. Maybe you're currently employed as a PD or maybe you're on the air but would welcome a switch to management. Apply here. (You'll enjoy the work because you'll enjoy the people you work with.) Send resume, tape and photo to

Box G-79, Broadcasting.

Situations Wanted—Announcers

BIG CITY "TALKER"

AVAILABLE NOW

This well known personality is your key to TALK ratings and dollars. Has debated World Famous Celebs. If you need TALK excitement: controversy! Drama this top Pro. will deliver it. Top Dollar and contract expected. Write Box G-104, Broadcasting. Phone 212-KI 3-3498

Announcers—(cont'd)

AIR PERSONALITY 100% PRO

Considered one of the top ten funny jocks in the business by most modern format broadcast execs.

IMPECCABLE cumulative numbers in a dozen highly-competitive major market battles!

I believe in being creatively entertaining, extremely "local", genuinely informative, and playing lots of the music people want to hear. I'm convinced that to do these things WELL requires consistent preparation and constant community involvement and awareness. In short: Talent + Hustle = Top Numbers. (And a SALEABLE Audience Comp.)

If you want ABSOLUTE listenership dominance in your market, in either drive-time, drop me a confidential inquiry.

Box G-128, Broadcasting.

TELEVISION

Help Wanted—Management

Television Sales Management

Television sales and programing background desired for management of TV operation in metropolitan market. Sales management experience, knowledge of TV-media contacts essential. Creative and administrative ability desirable. Good salary. Send resume including references.

Box G-86, Broadcasting.

Help Wanted

Technical

BROADCAST FIELD ENGINEERS

RCA

Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: D. K. Thorne, RCA Service Company, Bldg. 201-1, Cherry Hill, Camden, N. J. 08101.

An Equal Opportunity Employer M&F

RADIO CORPORATION OF AMERICA

Competent Engineer

for UHF-TV station in major market with growing Co. Pleasant working conditions, fine future, outstanding fringe benefits. Call collect: 301-365-1934 between 8 & 11 pm.

Technical—(Cont'd)

TV ENGINEERS

Are you a thoroughly experienced television engineer in a smaller market who is looking for a chance to move up? If you qualify as a seasoned technician who is strong on maintenance and knows how to operate, we can offer you the opportunity you have been waiting for.

We are located in a major midwestern market and are part of what is soon to become one of the largest group operations in broadcasting. Our technical facilities are the finest solid state equipment including color videotape as well as color film and slide projection equipment. Live color cameras are due later this year. Our company benefits are among the best in the industry. If you are accepted by our company you will be in on the ground floor of a rapidly expanding broadcast operation which provides exceptional growth potential to competent, ambitious pros. Send your resume now to

Box G-108, Broadcasting.

Production—Programing, Others

TELEVISION PRODUCER

Promotions have created opening for creative, young producer able to handle anything from news and weather thru documentaries. 2 years experience in smaller market operation preferable. Good working knowledge of film, with the ability to shoot and edit as required. College background preferred. Write and tell us why we should hire you.

Allen Wilson, Personnel Dept.

WHAS-TV

Louisville, Kentucky 40202

NO FEE TO APPLICANT



RADIO-TV
PERSONNEL
CONSULTANTS

645 North Michigan Ave., Chicago, Ill.
Phone area code 312 897-7075
RON CURTIS—President

TELEVISION

Situations Wanted—Management

GENERAL MANAGER AM-FM-TV

Excellent profit record
17 years experience
college graduate \$25,000
Box G-139, Broadcasting.

MISCELLANEOUS

OFFER \$39,000 CASH PRIZES

With exciting new "LUCKY INITIALS" program in 13 weeks. No Risk to Station. We (not you) pay all prizes to local residents who hear their initials broadcast. Winners Guaranteed. Low Cost. Boosts Ratings. Boosts Time Sales. Proven Successful. For details write or phone collect.
Dept. B, Azrael Productions, 913 N. Charles St., Baltimore, Md. LE 9-7575.

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
of America's Foremost

SCHOOL OF BROADCASTING

the
DON MARTIN SCHOOL OF RADIO & TV
Register now for Aug. 1st or Oct.
3rd CLASSES. For additional information call or write to:

DON MARTIN SCHOOL
OF RADIO & TV
1653 N. Cherokee HO 2-3281
Hollywood, Calif. 90028

FOR SALE—Equipment

SCHAFFER AUTOMATION SYSTEM

Excellent Condition

1 Ampex 351 Schaffer Make-Up Unit, with 25 cycle oscillator
1 Ampex 350 Recorder
5 PB 2's, silence sense, photo cells
1 Schaffer Automation Brain with automatic time clock. All rack mounted, assembled and ready to go. Modified for fast-paced operations.

Total package \$10,752. Half down, balance in 12 months. For inspection see at

WCOG RADIO

4635 Tower Road, Greensboro, N.C.
919-299-0346

FREE

Report on dramatizing TV weather coverage
Actual case history of Gemini 9 TV weather reporting, using direct pictures from NIMBUS—the orbiting weather satellite. Read this special report to stockholders by Chairman of the Board, of Alden Electronics & Impulse Recording Equipment Co., Inc., Westboro, Mass. 01581.

Request today from: Irene, of our P.R. Dept., No obligation.

(Watch for similar coverage of Gemini 10 over NBC-TV and ABC-TV July 18.)

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

EMPLOYMENT SERVICE—(Cont'd)

527 Madison Ave., New York, N.Y. 10022

B

BROADCAST PERSONNEL AGENCY
Sherlee Barish, Director

WANTED TO BUY—Stations

RADIO STATION

\$50,000 to \$100,000 Cash
Manager. Creative sales and programmer. Desire part interest in profitable northeast radio. Want to retire? Or buy another property? Let's talk in confidence.

Box G-95, Broadcasting.

FOR SALE—Stations

NORTH CAROLINA

Daytimer. Single Station Market. Progressive. Heavily populated coverage area. Excellent reputation. Deal Direct with Owner. \$90,000 Firm. Terms. Qualified Principals only.

Box G-78, Broadcasting.

Puerto Rico AM & FM
operating over 15 years
good income and growing
area. Principals only.

Box G-146, Broadcasting.

RECEIVER'S SALE

RADIO STATION WTRA, LATROBE, PENNSYLVANIA, serving an area encompassing 400,000 population, 1480 kilocycles and 0.5 kilowatts, grossing \$60,000.00 per annum with potential of \$125,000 per annum.

To be sold to the highest bidder, at sale conducted by Stephen P. Laffey, Referee in Bankruptcy, on Wednesday, August 3, 1966, at 2:00 pm (D.S.T.) at Room 1733, New Federal Building, Pittsburgh, Pennsylvania, 15219.

Lia Rue Media Brokers Inc.

116 CENTRAL PARK, SOUTH
NEW YORK, N. Y.
265-3430

Ind.	single	daytime	\$ 60M	\$15M
N.Y.	suburb	daytime	500M	terms
M.W.	metro	FM	150M	terms
South	metro	AM&FM	160M	29%
N.E.	major	daytime	200M	assume



CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

(Continued from page 85)

ing change in ERP.

WNYC-FM New York—Granted mod. of CP to change type trans. and type ant., change ant. system, increase ERP to 5.3 kw, and decrease ant. height to 1,220 ft.

Granted licenses for following FM's: WLSM-FM Louisville, Mass., and specify type trans. and type ant.; WPGA-FM: KJAN-FM Atlantic, Iowa; WRGA-FM Rome, Ga.; KAVI-FM Rocky Ford, Colo., and specify type trans.; KTHO-FM Tahoe Valley, Calif., and specify type trans.; and WANY-FM Albany, Ky.

Following stations were granted extensions of completion dates as shown: WUSF-TV channel 16, Tampa, Fla., to Dec. 29, and WVIZ-TV channel 25, Cleveland, to Dec. 29.

Notice of forfeiture

■ Commission notified WAEL Inc. that it has incurred apparent forfeiture liability of \$100 for technical and logging violations by WAEL Mayaguez, P. R. Licensee has 30 days to contest or pay forfeiture. Ann. June 30.

Rulemakings

DENIED

■ By memorandum opinion and order, commission denied petition for rulemaking filed by Ohio Radio Inc., Findlay, Ohio, to change TV table of assignments to assign Findlay UHF channel 41. Action June 29.

PETITIONS FOR RULEMAKINGS FILED

KSMN Shakopee, Minn.—Requests amendment of rules so as to make change in table of FM assignments to give Shakopee channel 240A which Faribault, Minn., presently holds. Received June 27.

KXJB-TV Valley City, N. D.—Requests institution of rulemaking proceedings looking toward change in allocation of channel 4 from Valley City to Fargo, N.D.; also requests that commission issue order to show cause why license of KXJB-TV should not be modified to specify as city of license, Fargo. Received June 22.

CATV REQUESTS FOR WAIVER

ETV fund grants

■ Following grants for educational television have been announced by Department of Health, Education and Welfare:

Norwich, Conn.—Connecticut Educational Television Corp. \$176,768 to activate new UHF on channel 53 to rebroadcast programs originating on channel 24 in Hartford. Total cost of project \$353,532. Also \$184,586 for purchase of mobile unit for production of local programs and for purchase of color equipment. Total cost of project \$246,115.

Burlington, Vt.—University of Vermont and State Agricultural College. \$472,159 to activate new UHF on channel 33 for black and white and color programing. Total project cost \$944,318.

Rutland, Vt.—University of Vermont and State Agricultural College. \$103,625 to activate channel 28 to rebroadcast programs on channel 33 in Burlington. Total cost of project \$207,250.

Windsor, Vt.—University of Vermont and State Agricultural College. \$158,180 to activate UHF channel 41 to rebroadcast programs on channel 33 in Burlington. Total cost of project \$316,360.

St. Johnsbury, Vt.—University of Vermont and State Agricultural College. \$92,237 to activate UHF channel 20 to rebroadcast programs on channel 33 in Burlington. Total project cost \$184,475.

Hartwell Cablevision Inc., Hartwell, Ga., requests waiver to carry WRDW-TV, WJBF-TV both Augusta; WSB-TV and WAGA-TV both Atlanta, both Georgia. Saratoga Cable TV Co., Saratoga Springs, N.Y., requests waiver to carry WPIX-TV,

WOR-TV and WNEW-TV, all New York. Southeastern Cablevision Co., Raleigh, N. C., requests waiver to carry WFMY-TV Greensboro, and WITN-TV Washington, both North Carolina.

Lake Shore Master Antenna Corp., Eufaula, Ala., request waiver to carry WDIQ-TV Dozier; WSFA-TV, and WCOV-TV both Montgomery, all Alabama.

NEW CALL LETTERS REQUESTED

Window Rock, Ariz.—Navajo Bible School and Mission Inc. Requests KHAC.

Cedar City, Utah—College of Southern Utah. Requests KCDF-FM.

Monticello, Ind.—Fidelity Broadcasting Co. Requests WVTL (FM).

KBMX Coalinga, Calif.—James M. Strain. Requests KOLI.

WORL Boston—Pilgrim Broadcasting Co. Requests WRYT.

Xenia, Ohio—Baker Broadcasters Inc. Requests WBZI (FM).

KHEB Heber Springs, Ark.—Newport Broadcasting Co. Requests KAWW.

WKIZ-FM Key West, Fla.—Florida Keys Broadcasting Corp. Requests WFYN-FM.

WDAE-FM Tampa, Fla.—Rounsaville of Tampa Inc. Requests WATL-FM.

WAVU-FM Albertville, Ala.—Sand Mountain Broadcasting Service. Requests WQSB (FM).

Cheyenne, Wyo.—CCC Inc. Requests KDWN-TV.

Omaha—Ak-Sar-Ben Broadcasting Co. Requests KONB (TV).

KXLW St. Louis—Big Signal Broadcasting Co. Requests KILR.

Calhoun, Ga.—New Echota Broadcasting Co. Requests WEBS.

Woodruff, S. C.—S. J. Workman. Requests WSJW.

Wilmington, N. C.—New Hanover Broadcasting Co. Requests WNCR (FM).

Phoenix—American Telecasters Inc. Requests KGPA-TV.

*Linville, N. C.—University of North Carolina. Requests WUND-TV.

Fontana, Calif.—International Panorama TV Inc. Requests KLXA-TV.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through July 6. 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.

■ Prescott, Ark.—Prescott Video Inc. has been granted a franchise. The company will transmit seven TV channels, four FM stereo channels and a weather information channel.

Fort Meade, Fla.—Fort Meade Cablevision Inc. has applied for a franchise. Duane McConnell is president of the corporation.

Homestead, Fla.—Redland Cablevision Inc. has applied for a franchise. The principals of the company are attorneys Murray Sams and Edward McBride, both of Miami.

Nokomis, Ill.—Central Communications Co. (affiliate of Illinois Consolidated Telephone Co., Mattoon, Ill.) has been granted a first reading on its franchise application. Friendly Broadcasting Co., Charleston, Ill., previously requested a 20-year franchise, offering 5% of its gross receipts.

Jonesboro, Ind.—Raymond Brown, Jonesboro, has been granted a franchise. Also applying was Marion Cable Television Inc. (John R. Browne, representative), Marion, Ind.

Wallingford, Iowa.—Wallingford TV Co. has been granted a franchise. Amos Ege-land is chairman of the company.

Hugoton, Kan.—Intercity TV Corp. (Roger Wooten, representative) has been granted a franchise.

Kansas City, Kan.—Kansas Telecable of Chicago has applied for a franchise. An earlier application was made by Milaine

Corp. and is still pending.

■ Bunkie, La.—W. A. Keller has been granted a 25-year nonexclusive franchise. There will be a \$6.25 monthly rate for the first three years and a \$4.60 rate thereafter.

Cape Girardeau, Mo.—CATV (W. E. Walker Jr., representative) and Gregg Cablevision Inc. (W. R. Withers Jr., representative) have applied for franchises. A previous application from Cape Telecable Inc. is still pending.

Warrensburg, Mo.—Telesis and Warrensburg Cable Inc. jointly have applied for a franchise. An application from United Transmission Inc. is still pending.

Franklin, N. J.—Garden State CATV Inc., Sparta, N.J. and Albert N. DeVita, Branchville, N. J., have applied for franchises.

Friendship, N. Y.—Friendship Videon (Harold Miller, owner), 38 West Water St., is seeking a franchise.

Ramapo, N. Y.—Good-Vue CATV Inc. (Phillip Beigel, president), Rockland Cablevision Inc. (John Hekker, representative) and Pasack Cable T.V. Inc. (Leonard Cohen, president), are seeking franchises. Good-Vue is offering 5% of gross receipts of its proposed \$10-15 installation fee and \$4.50-5.00 monthly service charge, and an additional 1-1½% of gross revenues for development and maintenance of a 13-channel system (one for local ETV). Pasack Cable is proposing a \$20 installation fee for one set, \$5 monthly service rate and \$25 hook-up charge for two sets, with a \$1 monthly service rate, offering the town 5% of gross income. Rockland Cablevision, which operates CATV in Haverstraw, announced no rates.

Plymouth, N. C.—Peninsular Broadcasting Co., Norfolk, Va., has applied for a 20-year franchise.

■ Raleigh, N. C.—Southeastern Cablevision Co. has been granted a franchise. The city council postponed action on the application presented by Jefferson-Carolina Corp.

Covington, Ohio—Walter Powell Jr., Barbourville, Ky., has requested a 20-year franchise, offering the city 5% of gross re-

ceipts. For a \$10 installation fee and a \$4.25 service charge subscribers would receive 10 commercial channels, one educational, 24-hour weather reports and FM music. (Mr. Powell's name was erroneously reported as "Power" in BROADCASTING, July 4.)

Aliquippa, Pa.—Viking Industries Inc. (group CATV owner), Hoboken, N.J., is seeking a franchise. Previous applicants include James K. Donahue Co., Boston; Westinghouse Broadcasting Co., and Daniel M. Rooney, both Pittsburgh, and Gateway Enterprises, New Kensington, Pa. Allegheny Area CATV is a nonexclusive franchise holder.

Ellwood City, Pa.—Armstrong Utilities, Kittingham, Pa.; Athens TV Cable Co. Inc., Athens, Tenn.; CATV of Pennsylvania, and Monessen Amusement Co., Greensburg, Pa., have applied for franchises. Armstrong Utilities offers the borough 6% of gross returns for pole rental if the company charges a \$4.50 monthly service rate; Athens TV, 13.1% gross revenues; CATV of Pennsylvania, 7% gross receipts and Monessen Amusement 10¼% gross revenues.

■ Indiana, Pa.—Relms Inc. has been granted a 10-year, nonexclusive franchise, with a 10-year renewal option. The borough will receive 5% of gross revenues.

Richland Twp., Pa.—CATA TV Cable Co. has applied for a franchise.

■ Belle Fourche, S. D.—Black Hills Cable TV Co. has been granted a nonexclusive franchise. Installation costs will not exceed \$25 and monthly service costs will not exceed \$6.

Lead, S. D.—Multi-Pic Inc. has applied for a franchise. Peter Karn, Alliance, Neb., reported that his firm has an option to buy the Western TV System, already operating in Deadwood-Lead, Neb.

■ Uniontown, Wash.—The Lemon & Welle Mobile Park partnership has been granted a franchise.

■ Mannington, W. Va.—Bettervisions Systems Inc., subsidiary of Mountain National Corp., has been granted a franchise. William H. Tucker is operation manager.

SUCCESS is like a solid right cross to the jaw. It snaps, can be felt, has authority, can't be mistaken. Jennings Lang, is surrounded by, is part of, enjoys and exudes success. As senior vice president in charge of television production at Universal City Studios, he's in the forefront of a panorama of success.

Outside his big, bright, somewhat austere office, with its bare, black-topped desk, the bustle of success is everywhere in evidence. Tourists by the thousands come to gape at the sound stages busy with people and machinery and sets. Studio streets buzz with the drone of delivery trucks on the move. Typewriters clatter from scores of offices filled with girls in Hollywood's perpetual summer dresses. There's the hum of hustle in the air.

And even the trappings are in the proper mode of success. The lawns are as crisp and green as newly printed money. The hills, framing the lot, have the sweet, sure roll of dice destined to come up seven. Winding paths twist and turn throughout but always to a purpose and a quick destination.

It's all controlled, orderly, efficient, nothing spared, yet nothing wasted. That's the why of Universal's primary place in the Hollywood sun these days; the why it's the piper of what used to be Metro-Goldwyn-Mayer's tunes of glory.

The Complementary Components ■ For at Universal show business and just plain hard-headed business are what make success ring out so loud and true. And at Universal, never the twain shall clash.

They don't clash under Jennings Lang's stewardship. He knows show business better than most broadcasting executives and he knows the broadcasting and advertising businesses better than most show business executives.

"This is show business we're in," he says. "Not enough broadcasters recognize or understand this. They think like businessmen when they should be thinking like showmen."

Thinking both as a showman and programmer of long-standing, Mr. Lang is convinced that as television continues to expand and grow up there's going to be a need for longer entertainment forms.

"Audiences will not allow the so-called TV theater to be controlled only by children," he says. "But in order to attract quality writers, producers, performers we have to provide them with the longer forms of entertainment time, something of substance to get them involved."

These are not preachings with maximum belief and minimum implementation. For besides currently overseeing seven series before the cameras comprising six-and-a-half-hours of weekly

There's no business like good business

prime time for the 1966-67 season, Jennings Lang also has overall responsibility for 12 new two-hour color

WEEK'S PROFILE



Jennings Lang—senior vice president in charge of television production at Universal City Studios, Hollywood; b. May 28, 1915, New York City; attended St. John's University, Brooklyn, 1931-34; BA and MA in social science, 1934; St. John's Law School, LLB, 1937; passed New York Bar examination and went into law practice, 1937; served clerkship with firm of Seligsburg and Lewis, specialists in motion picture law, 1937-38; wrote syndicated motion picture and drama column for 'Nassau News,' 'The Bronx Home News' and 'The Brooklyn Eagle,' 1937-38; moved to Hollywood, 1938; worked as second assistant director for Grand National Studios, 1939; opened his own office as an actor's agent with comedian Hugh Herbert, 1939; joined the Jaffe Agency as talent agent, 1940; named vice president and a partner in the agency, 1942; served as president, 1948-50; joined MCA Inc., 1950; made vice president of MCA TV Ltd. and a member of the board, 1952; was first executive in charge of TV programs for Revue Productions (later Universal TV) and has been heavily involved in program development with the creation and sale of such series as 'Wagon Train,' 'The Robert Cummings Show,' 'McHale's Navy' and 'The Virginian,' among others, 1950 to present; m. singer-actress Monica Lewis of Chicago, Jan. 2, 1956; children—Michael Anthony, 24; Robert Bruce, 18 (both by a former marriage); Jennings Rockwell, 8; hobbies—golf, tennis, art collector.

motion pictures being made for first showing on NBC-TV, starting in the fall.

The TV movies really are something special for him. Talk to him about them and he smiles wistfully, the way one does when considering a recalcitrant child of great expectations. He believes in the future of two-hour, tailor-made movies for television because they make show-business sense and have the marketing flexibility to make a businessman's sound dollar.

Flexible Formula ■ "Please give me one night in the week on a network to program," he asks. "It would be the simplest thing in the world."

What would he do? He'd open with the news. Not five minutes, or 10 minutes or 15 minutes worth. He rails against the rigidity of the broadcaster's time schedule. He'd let the length of the news or any of the programs on his network night be dictated only by the time it takes to tell it best.

He'd follow the news with a filmed short and then come in with a modestly-budgeted, modest-quality feature film, the kind that used to be categorized as class B.

The highlight of the evening would be a better-quality movie, the main feature of the double bill.

What he's advocating, in essence, is a complete movie night on a network, the kind of many-splendored bauble that hypnotized millions of families into theaters on their particular, once-a-week, special movie night in those sweet times past made archaic by the coming of television.

Jennings Lang backs such a radical opinion with almost 30 years of winning ways in the film business behind him. It was a career that started in a New York law office, where young Jennings, a lawyer at 21, clerked for a firm specializing in show business law. But hoping to be a movie-maker, he gave up Blackstone for the glittering stones of Hollywood only to become an actor's agent. That's how MCA Inc. found him in 1950. A 16-year member of the MCA corporate family, he helped put Revue Productions in business in 1950. He was the executive in charge of production of *The Revlon Theater*, starring Joan Crawford, the first major Revue film series for television. Mr. Lang also has been and still is responsible for program development at Revue now called Universal Television.

In the fifth decade of his life, there's a look of a sleek, gray fox about Mr. Lang. He speaks with a deep-throated voice that can growl as well as purr. He's sure and he's quick and he knows how.

Like the MCA parent, like the Universal offspring, he's a winner. There's no mistaking it.

EDITORIALS

The cost of music

BROADCAST Music Inc. and the all-industry committee representing radio stations have decided to meet each other half-way in their negotiations for new rates for the use of BMI music. BMI wanted a 25% increase, the committee wanted no increase, and after protracted talks they've agreed that a 12.5% increase would be reasonable (BROADCASTING, June 27.)

The stations themselves gave BMI the argument that proved decisive. They did it by increasing, over the years, the amount of BMI music they play. By BMI's estimates, its music represented a little more than one-third of all the music on local radio in 1959 but by last year accounted for almost one-half. Since BMI pays its writers and publishers according to how much their music is performed, success on this scale was beginning to pinch. Last year, according to BMI, its royalty payments exceeded its revenues.

The all-industry committee did not have to accept the BMI estimates at face value. It had available figures from BMI's biggest competitor, the American Society of Composers, Authors and Publishers, showing that the amount of non-ASCAP music on local radio—meaning BMI music primarily—had increased by about one-third between 1959 and 1963.

These ASCAP figures are significant not only in support of BMI's claims but in justification of another position taken by the committee—that ASCAP's rates ought to be reduced. In a court case that has dragged on for more than two years now, the committee, headed by Robert T. Mason of WMRN Marion, Ohio, is seeking a 22% cut in radio stations' payments to ASCAP.

BMI's rates have been about one-half as high as ASCAP's. Even with the 12.5% increase they would still be a bargain by comparison. Each station must, of course, decide for itself whether to accept the new contracts. Whatever the outcome, however, one thing seems clear: If use is any determinant of music's value—and it should be in this case, since both ASCAP and BMI base their charges on station revenues, and broadcasters select the music that they think offers the greatest revenue potential—then it seems to us that ASCAP's own figures support a reduction in ASCAP rates no less convincingly than BMI's figures support an increase in BMI rates.

Right direction

THE majority of the FCC acted with commendable restraint in its most recent interpretation of its fairness doctrine. In renewing a station license that had been challenged by the Anti-Defamation League of B'nai B'rith, the commission had to resist a skillfully prepared appeal to its emotions. Luckily, in this case reason prevailed.

The ADL had asked the FCC to lift the license of KTYM Inglewood, Calif., on the grounds that the station had carried anti-Semitic broadcasts by Richard Cotten, a conservative commentator who is also heard on other stations. The ADL, which rejected offers by KTYM of time for reply, clearly had one purpose in appealing to the FCC: the government suppression of Mr. Cotten's broadcasts.

Like the members of the FCC, this publication has nothing but contempt for Mr. Cotten's warped ideas, but the FCC was quite correct in denying the ADL's petition to ban him from the air. In its decision, the commission

put the issue squarely (BROADCASTING, June 20): "It is the judgment of the commission, as it has been the judgment of those who drafted our Constitution and of the overwhelming majority of our legislators and judges over the years, that the public interest is best served by permitting the expression of any views that do not involve 'a clear and present danger of serious substantive evil that rises far above public inconvenience, annoyance or unrest.'"

That same language could be used as a compelling argument for elimination of the fairness doctrine, and indeed it has been used, in almost the same form, by a number of broadcasters who have announced their intention to challenge the doctrine in court (BROADCASTING, June 20). In the KTYM case the commission applied its doctrine judiciously, but in more cases than not the doctrine works to discourage an indulgence in controversy and hence to achieve the very suppression of free discussion that the FCC avoided in this instance.

As long as a fairness doctrine is on the books, it will be interpreted according to the prevailing attitudes of the commission. Those attitudes can change with changes in the FCC's membership.

And as long as the fairness doctrine is on the books, it will be repeatedly used, as by the ADL, as justification by special interests for attempts to suppress broadcasts that they find personally objectionable.

If the First Amendment means anything, it is that the fairness doctrine is unconstitutional. The FCC almost said as much in renewing the license of KTYM.

Payola vigilance

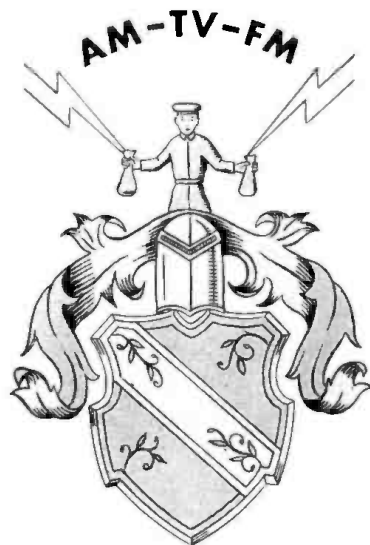
THOSE secret hearings into payola that the FCC has been conducting in Los Angeles may not turn up anything at all. But they do constitute a warning that broadcasters throughout the country ought to take seriously.

It has been only seven years since payola was the subject of a widely publicized congressional investigation that harmed the whole image of radio and television. Broadcasting doesn't need another experience like that.

There is no evidence that undercover deals are widespread now, but that should give radio and television management no cause to diminish its surveillance of payola opportunities that may tempt employees.



Drawn for BROADCASTING by Sid Hix
"I hate to see the medical shows go off. But with Medicare coming in, I guess doctors won't have time to appear on TV."



First and last

"Nothing is at last sacred but the INTEGRITY of your own mind," wrote Emerson. But we believe that integrity of our own minds comes first. And "at last sacred" is the integrity of our *actions*.

The Fetzner Stations

WKZO
Kalamazoo

WKZO-TV
Kalamazoo

KOLN-TV
Lincoln

KGIN-TV
Grand Island

WJEF
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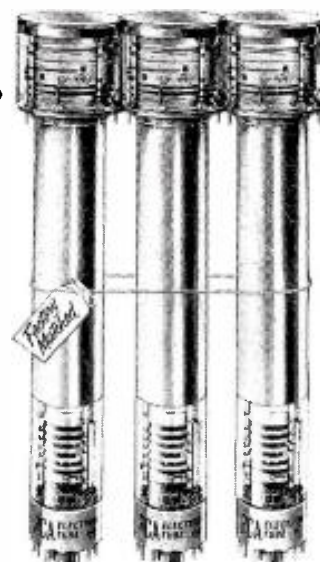
WWTV
Cadillac

WWUP-TV
Sault Ste. Marie

WJFM
Grand Rapids

WWTV-FM
Cadillac

How to climb aboard the **color** bandwagon easily, economically, with RCA-4415/S, -4416/S image orthicons...



Color TV is really rolling in high gear... And now, you may be facing the question of creating a color facility—with new studios, lighting, air conditioning and other equipment.

Being old-timers at color, we anticipated some of these facility problems and developed the RCA-4415/S, -4416/S, a matched-set of three image orthicons. They perform well in cameras for color at lighting levels usually available in black-and-white studios and eliminate the need for extra air conditioning equipment as well.

Another good feature of these tubes is that they behave more like the old faithful 5820A or 7293A's that you have been using in black and white during the past years. In the color camera, they can stand more over-exposure and are a little less finicky on the operating controls. For example, when you have a suntanned actress working in a gleaming white kitchen, you can operate with the highlights fairly far above the image orthicon knee without having the color picture going to pot.

We make up carefully matched sets consisting of two 4415/S Image Orthicons for the red and green channels, and one 4416/S Image Orthicon for the blue channel where a lot of "umph" in blue sensitivity is needed. The three mates of the set are matched to track very well and produce a nice uniform color picture. In addition, the sensitivities are balanced so that each tube is just about working at its maximum sensitivity and you are not throwing away extra light in the optical system to favor one low sensitivity channel. The result is good color pick-up at black-and-white studio lighting levels.

For further information about RCA Image Orthicons contact your RCA Broadcast Tube Distributor.

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