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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Profit under the sun: TV network daytime sales soar. p29
 Network radio sales running 28% ahead of 1965 pace. p32
 Congressional committee calls for radio-TV in House. p46
 FCC asks for more details on the ABC-ITT merger. p56

COMPLETE INDEX PAGE 7

R P JESCHKE
 SIOUX FALLS COLLEGE
 SIOUX FALLS SD 57105
 01 EXP10/66

NEWSPAPER

PETRY

color spot

THE TV MEDIUM FOR '66

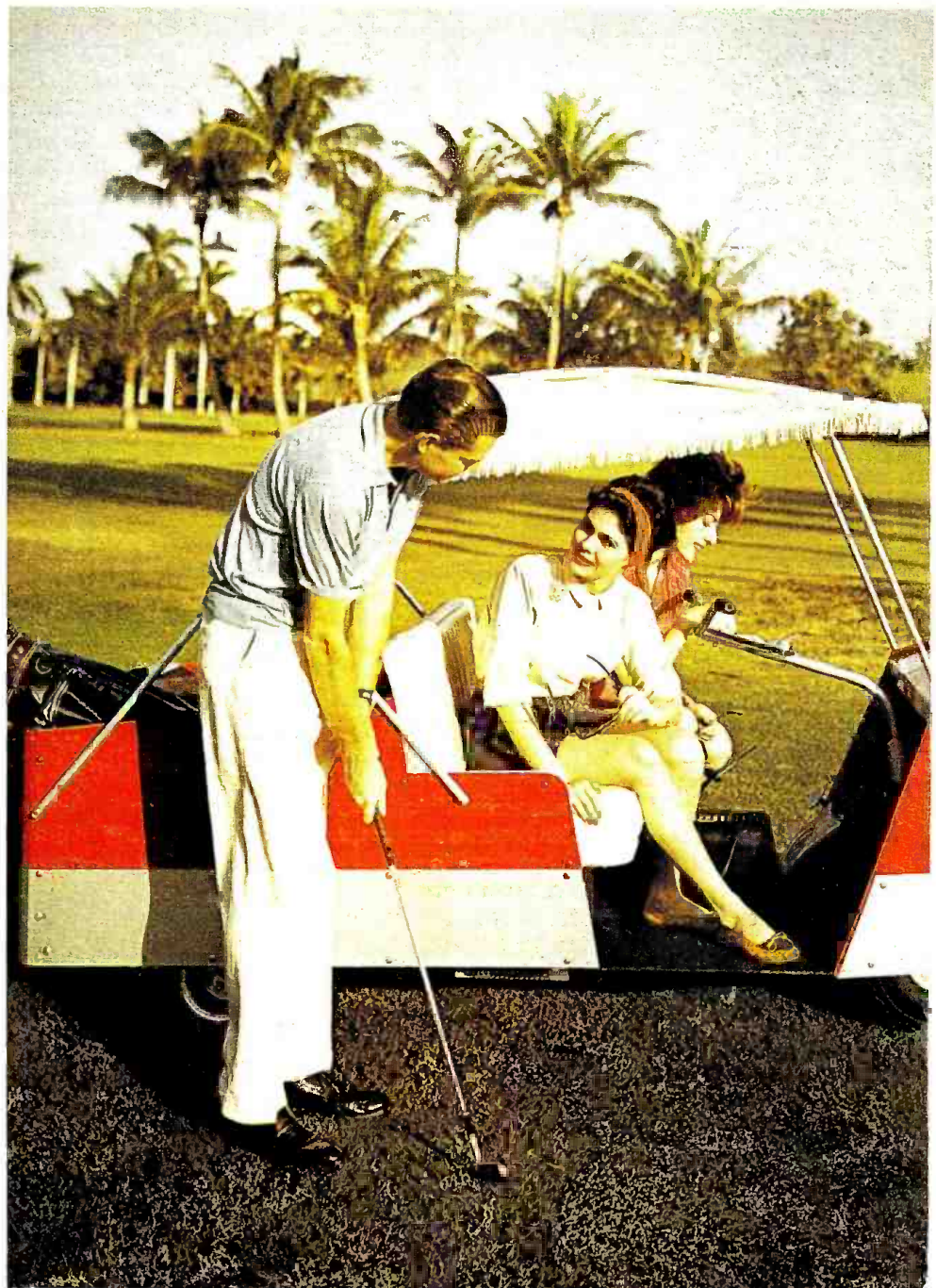
Color Television is the medium that really gets maximum attention today. And Petry TV Color-spot has the flexibility to let you score in the markets that have the greatest sales potential for your product. The Stations we represent are leading the way in this new kind of selling.

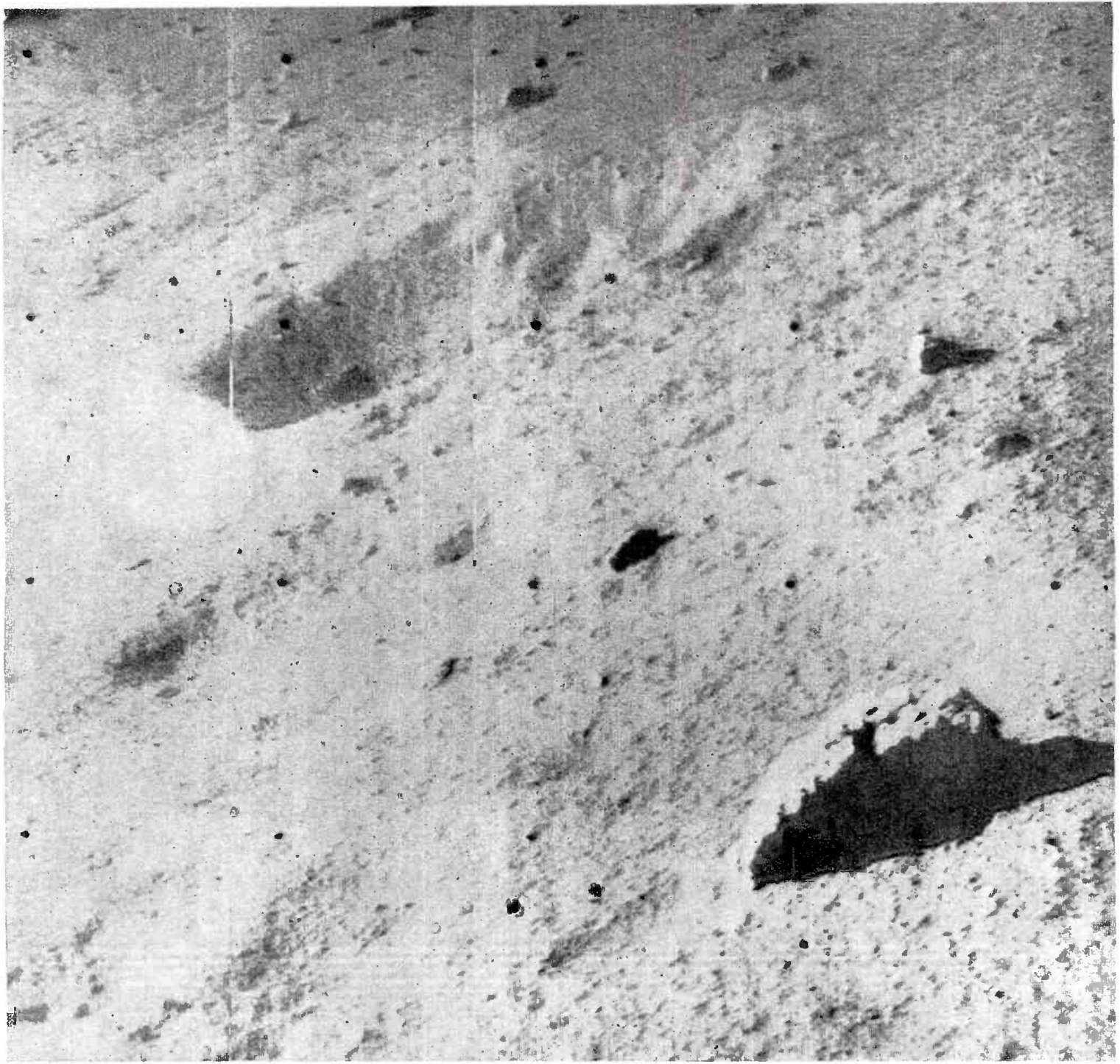
COLORSPOT—FOR FOUR DIMENSIONAL SELLING

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE

NEW YORK • CHICAGO • ATLANTA • BOSTON
 DALLAS • DETROIT • LOS ANGELES
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Years from now, people can still watch Surveyor's scan of the moon's surface

... thanks to Memorex precision magnetic tapes. When Surveyor relayed its famous closeup photographs of the moon's surface, Memorex tapes at JPL's Goldstone tracking station were busy recording these signals. All told, some 90% of the video and instrumentation tapes used in the Surveyor Program were Memorex. Now used to evaluate the mission, these tapes form a permanent record for future study.

Why was Memorex chosen? Simple. Space officials needed a tape that was rugged and reliable, and stood virtually no chance of missing any data. The logical choice was Memorex. Because of advanced design, careful manufacturing and uncompromising inspection and certification, Memorex tapes consistently outperform all others, reel after reel, year after year.

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Good fortune for advertisers resides in the remarkable 18% color penetration* in the Channel 8 area. All local programs are colorcast live, on film, or via color tape recorder. WGAL-TV is an affiliate of NBC, the full color network. The magic of color means good fortune to you. Buy WGAL-TV and add the magic touch to your sales.

*This statistic is based on Feb. 1966 Nielsen estimates and subject to inherent limitations of sampling techniques and other qualifications issued by that company, available upon request.

WGAL-TV

Channel 8 • Lancaster, Pa.

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



Steinman Television Stations • Clair McCollough, Pres

RIISING HIGHER... REACHING FARTHER...

New 988-foot tower and antenna

for WEHT-TV, Evansville*

Beginning in September doubled tower height will bring approximately 70,000 more families into WEHT's tri-state audience and sharpen the signal for a total quarter million audience with a channel change from 50 to 25!

Expanding local news coverage and programming, latest color equipment and technical improvements, all reflect continuing major investments by Gilmore Broadcasting Group in assuming increasing leadership responsibilities in its four vital market areas.

**One more step in Gilmore Broadcasting's
ever active expansion program*

A responsible factor in the community

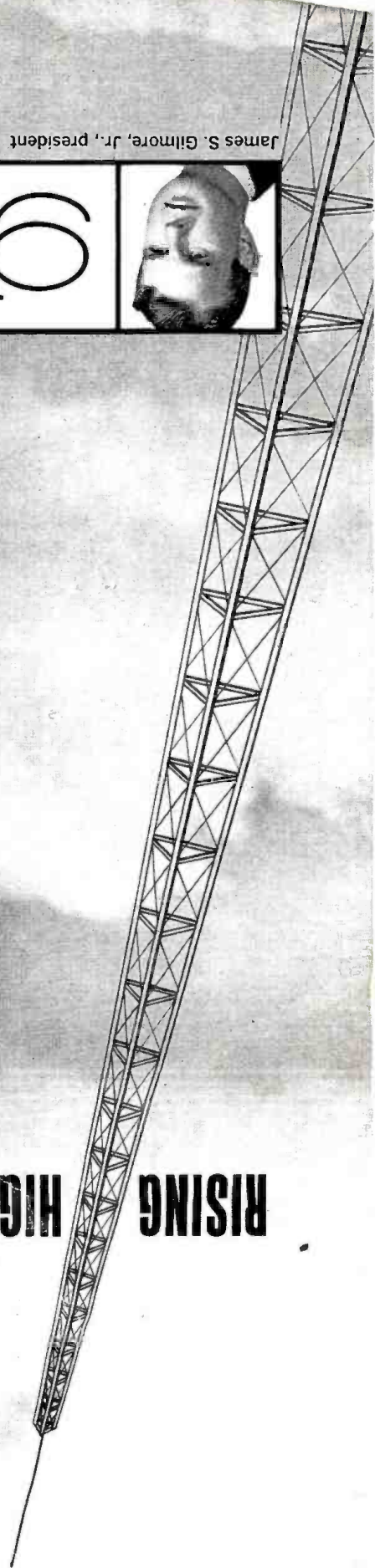
GILMORE BROADCASTING CORPORATION

GENERAL OFFICES: 202 MICHIGAN BUILDING KALAMAZOO, MICHIGAN 49006

KODE-TV-AM Joplin
WEHT-TV Evansville
KGUN-TV Tucson
WSVA-TV-AM-FM Harrisonburg



James S. Gilmore, Jr., president



President Johnson's first full-dress, previously called news conference in nearly year last Wednesday (July 20) was seen as effort to assuage news media that have been critical of his non-scheduled, impromptu sessions. Reaction generally was favorable and hope was expressed that he would follow same general format in future.

Extent to which broadcast media figures not only in live pickup of conference, but also in questioning was reflected in Q&A statistics at 35-minute session. Of 19 questions asked, six were from broadcast correspondents (two from ABC and one each from CBS, MBS, NBC and Westinghouse Broadcasting). Also detected: Not one question was asked about Gemini 10, then in second day of its unprecedented three-day mission.

Undercover man

Ollie Treyz, president of Overmyer Network (in process of formation; see BROADCASTING, July 18) quietly has been nurturing project as consultant to Daniel H. Overmyer for past eight months. Apart from network project, Mr. Treyz's National Television Sales represents Overmyer's WDHO-TV Toledo, Ohio, and is contracted to represent five additional major-market UHF's for which Mr. Overmyer already holds construction permits. No inkling of Mr. Treyz's consulting status with Overmyer had leaked prior to formal announcement of 1967 fourth-network project fortnight ago.

New deals

If United Artists' merger with giant Consolidated Foods Corp. goes through (see page 52), UA may start looking for TV station acquisitions. In past UA has been in several distasteful deals that fell through in disagreements over value of UA stock which was to be used for purchases. UA officials contend their shares have been underpriced in public market. Prospective sellers wanted to trade nearer market price.

Doing their bits

National Collegiate Athletic Association is counting on "ingenuity" of game officials to keep sports writers and fans in stadiums from harping about number of commercials in collegiate football games on ABC-TV

CLOSED CIRCUIT®

this year. Although only 12 (of 18) 60-second spots are allotted to game portion of telecast and NCAA says "no extra time outs will be called for the accommodation of television," NCAA is depending on officials to keep fans in stands from getting "impatient and critical."

NCAA says officials must "busy themselves in contacts with huddles or in movement about the area in which play has been suspended; this will effectively guard against dissatisfaction in the stands." Each of 12 time outs for TV will be two minutes long—providing ample time for one-minute commercial and cueing without clipping action before or after.

Early risers

FCC hopes to take final action in matter of weeks on proposed rulemaking lifting restrictions on presunrise operations for many daytime AM stations. Proposal under consideration since 1962 would permit daytimers on Class III regional channels to go on air at 6 a.m. with 500 w. Proposal now under consideration would be more liberal than original issued for comment in 1962. It would extend presunrise operations to stations in all areas—not just to those lacking fulltime outlets.

One reason for length of time involved in completing action on proposal is that agreement with Canada is needed on number of points affecting that country's treaty rights. Negotiations with Canada appear to be nearing status where proposed rule may be brought back to commission for final vote.

UHF's own scale

American Federation of Television and Radio Artists convention delegates were impressed Friday with reports at closed session of success of unique contract at WFLD(TV) Chicago (scale based on percent of UHF penetration of market, renegotiable yearly). It could set pattern for AFTRA effort to go after agreements in UHF elsewhere.

Another important potential area for AFTRA growth, based on WFLD pact as described to closed convention by Sterling C. (Red) Quinlan, WFLD manager, is provision for syndication

rights without residuals. WFLD deal with AFTRA on taped series for syndication gives performers 25% of series' net profit, if any, thus sharing risk with station and giving it encouragement to venture into outside production. Details of WFLD agreement heretofore were not widely known.

Taking the hints

FCC policy of querying AM-FM stations that propose more than 20 minutes of commercial time per hour appears to be having effect. For second renewal period in row, no stations propose to exceed that amount, according to staff report to commission. However, in Aug. 1 renewal group (Pennsylvania and Delaware) staff found six stations it says should be queried on their special hours in which they would exceed their normal maximum. Six, staff says, propose what appears inordinate amount of special hours in which they would carry 22-24 minutes of commercials. Staff also recommends that four stations be queried on apparent discrepancy between promise and performance on commercial practices and that nine others be asked for clarification of their response to program-reporting form question on survey of programming needs.

Commission, meanwhile, will be watched closely this week for possible change in policy of imposing sanction of one-year renewal on stations that violate policy on commercial practices. Four cases on which commission split 3 to 3 early this month are on agenda. And there is some speculation that commission may swing away from sanctions, even without vote of new Commissioner Nicholas Johnson, who has yet to participate in commission action.

This is fair?

Rex Howell, owner of KREX-AM-FM-TV Grand Junction, Colo., and incumbent Republican member of Colorado legislature, has withdrawn from election this fall because of FCC's fairness doctrine. Current FCC policies, he said, apply fairness doctrine to any air appearances, which would mean he would be precluded from taking his turn before microphone and camera even for public service or editorializing stunts without offering his opponents equal time.



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NO MYSTERY!
NO GIMMICKS!**



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WSYR GANG



Fred Hillegas
NEWS



Kay Russell
WOMEN



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SPORTS



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Jerry Barsha
NEWS



Ed Murphy
TIMEKEEPER



Deacon Doubleday
FARM



Richard Hoffmann
BUSINESS
NEWS



Charles Hobart
MUSIC

IT'S JUST TALENT

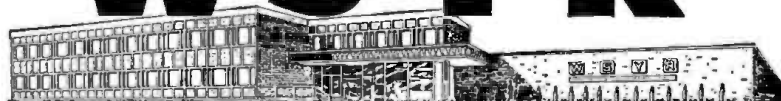
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THE BEST RADIO BUY IN
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in Central New York

**5 KW
570 KC**



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THE HENRY I. CRISTAL CO., INC.
NEW YORK • BOSTON • CHICAGO
DETROIT • SAN FRANCISCO

SYRACUSE, N. Y.

BROADCASTING, July 25, 1966

WEEK IN BRIEF

Network figures support Wall Street's contention that greater shares of network profit are coming from daytime sales. From January to June, daytime sales on 3 TV networks rose 23.6%; nighttime only 7.8%. See . . .

DAYTIME SALES . . . 29

Joint Committee on Organization of Congress puts opening of House hearings to radio-TV coverage near top of 100 recommendations. House and Senate may get chance to vote on it this session. See . . .

RADIO-TV IN HOUSE . . . 46

Justice Department gives transfusion to FCC's plan to limit network ownership of programming. Turner says networks' control of programs raises serious antitrust questions. See . . .

50-50 PROPOSAL BOOST? . . . 38

ABC-TV and Sports Network sign separate deals with PGA to televise total of 28 golf matches in 1967 and '68. ABC-TV paying \$800,000 for 14 matches, SNI gets 14 events for \$1.4 million. See . . .

28 PGA EVENTS . . . 42

To save television from 'hara-kiri in glorious color,' Leo Burnett suggests each TV network have two program departments, each trying to outdo other with each responsible for six-month season. See . . .

TV NEEDS 2 SEASONS . . . 43

General Motors' \$1.6 million outlay led all network radio advertisers in first quarter of 1966. RAB figures show network advertising rose 28% in first quarter compared to 1965. See . . .

BOOMING YEAR . . . 32

FCC votes 4 to 2, with Johnson abstaining, to send letters to ABC and ITT asking for clarification of merger details. Bartley and Cox lose out in move to hold hearing on merger. See . . .

NO HEARING ON MERGER . . . 56

Boards of directors approve merger of United Artists into Consolidated Foods Corp. UA would be autonomous, wholly owned subsidiary. Move reflects Wall Street's caution on film stocks. See . . .

NEW VISTAS FOR UA? . . . 52

FCC orders hearing on KFMB-TV's complaint that CATV's are adversely affecting stations in San Diego by importing Los Angeles signals. Commission tells two of four systems to curb expansion for moment. See . . .

OUT OF STARTING GATE . . . 58

Government-industry committee, headed by commissioner, will prepare test to see if land mobile can feasibly share unassigned TV channels with broadcasters. New York's channel 12 may be test ground. See . . .

LAND MOBILE TEST . . . 68

DEPARTMENTS

AT DEADLINE	9	LEAD STORY	29
BROADCAST ADVERTISING	32	THE MEDIA	56
BUSINESS BRIEFLY	34	MONDAY MEMO	27
CHANGING HANDS	66	OPEN MIKE	22
CLOSED CIRCUIT	5	PROGRAMING	38
DATEBOOK	12	WEEK'S HEADLINERS	10
EDITORIAL PAGE	92	WEEK'S PROFILE	91
EQUIPMENT & ENGINEERING	67		
FANFARE	54		
FATES & FORTUNES	72		
FILM SALES	43		
FINANCIAL REPORTS	52		
FOR THE RECORD	77		
INTERNATIONAL	70		



Broadcasting

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MACON'S MIDDLE GEORGIA MARKET NOW 31% LARGER... WITH WMAZ-TV's NEW TALLER TOWER

In January 1966 WMAZ-TV began telecasting from its new, nearly 50% taller tower... a new RCA Traveling Wave Antenna, and increased power... to the maximum 316,000 watts ERP. Our Grade B Contour now reaches...

39 RICH MIDDLE GEORGIA COUNTIES "BOOM MARKET OF THE SOUTH"

WITH . . .

Population 707,000

Incomes \$1,174,063,000.

Retail Sales \$748,559,000.

Data from Sales Management Survey of
Buying Power June 10, 1966

Write now to the Station, or to Avery-Knodel for facts about the dynamic Macon Market.



OLD
TOWER:
514 feet
above
ground.
828 feet
above sea
level.

NEW
TOWER:
895 feet
above
ground.
1,209 feet
above sea
level.

wmaz-tv

MACON, GA. CHANNEL 13

Signal Coverage in the Southeast...

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

**SOUTHEASTERN BROADCASTING
CORPORATION**

Greenville, South Carolina

WBIR-TV

Knoxville, Tenn.

WFBC-TV

Greenville, S. C.

WMAZ-TV

Macon, Ga.

Represented Nationally by AVERY KNODEL, INC.

WXUR license renewal hearing being sought

Nineteen religious, social and civic groups have asked FCC to designate for hearing renewal application of station headed by Rev. Carl McIntire. Groups also said they want chance to participate in proceeding.

Petitioners say WXUR-AM-FM Media, Pa., carries programming that is "extremely one-sided, unbalanced and weighted on the side of right-wing radicalism."

Station is licensed to Faith Theological Seminary. Dr. McIntire, whose conservatively-oriented *Twentieth Century Reformation Hour* program is heard on some 600 stations, is president of seminary.

Petitioners, who include AFL-CIO of Pennsylvania, Catholic Community Relations Council and New Jersey Council of Churches, state that on most controversial issues station has failed to abide by requirements of fairness doctrine. They said week's monitoring of station indicated that 26.9% of time was devoted to "extreme right wing, or conservative viewpoint, while not a single minute is devoted to presentation of the liberal viewpoint. . . ."

Petitioners note that commission, in granting transfer of station to seminary last year (BROADCASTING, March 22, 1965) said that seminary "specifically represented that it will comply with the requirements of the fairness doctrine" and that "equal opportunity will be afforded to opposing viewpoints on controversial issues."

Petition was framed with obvious eye to approach taken by United Church of Christ in winning court case that resulted in hearing on renewal application of WLBT(Tv) Jackson, Miss.

Premieres moving up

ABC-TV is to announce today (July 25) final plans for advance of substantial portion of its nighttime schedule to Labor Day week, starting Tuesday (Sept. 6). In all, 12 new series are affected (see page 40), with addition of *Batman*, *F Troop* and *12 O'Clock High*, all to be shown in color.

Exception among new shows is Wednesday night *ABC Stage 67* and *Iron Horse*, *Rat Patrol* and *Felony Squad*, last three on Monday night schedule to make first appearance on

Sept. 13, same week CBS and NBC premiere their shows.

MBS gets radio rights for Clay-London battle

Mutual said Friday (July 22) it has exclusive U.S. radio rights to Cassius Clay-Brian London heavyweight fight to be held Aug. 6 in London. Waterman-Bic Pen Corp., Milford, Conn., through Ted Bates Co., New York, will sponsor MBS's coverage.

Mutual also has radio rights to fight in Caribbean area, Mexico and Latin America, but as yet has not scheduled broadcasts there. Mutual's contract arrangement with Main Bout Inc., promoter of Cassius Clay, includes radio stations outside Mutual markets and those in areas where affiliate may decide not to broadcast fight. Van Patrick of Mutual will report bout.

ABC-TV has TV rights in U. S. to Clay-London match, and also to fight in Frankfurt on Sept. 10 that will feature winner against Germany's Karl Mildenberger. Latter will be telecast via satellite as will Clay-London contest.

Renews youth concerts

CBS-TV reported Friday (July 22) that Bell System for next season has renewed New York Philharmonic

Better figures

Final report on All-Radio Methodology Study (ARMS) is said to be in final review stages, several weeks behind original schedule, but ARMS committee leaders feel that even before it appears, project has already gone long way toward accomplishing purpose of improving radio audience measurement techniques.

As examples they cite recent announcements of changes adopted or being tested by American Research Bureau, Mediastat and Pulse after behind-scenes exposure to ARMS findings, and venture that if new firm should come into radio measurement—as has been speculated—it, too, will be influenced by ARMS study. Final report is now expected in two or three weeks.

Young People's Concerts and that American Iron and Steel Institute will sponsor three national test telecasts.

The *National Sports and Physical Fitness Test* and another test program on knowledge of current affairs make up two of three test shows, with third subject to be announced at later date. American Iron and Steel's agency is Sullivan, Stauffer, Colwell & Bayles, New York.

Bell, through N. W. Ayer & Son, Philadelphia-New York, will sponsor four taped concerts. Series first began on CBS in 1958 and Bell has sponsored them in past two years.

ACLU, seeking diversity, says 50-50 deal won't do

American Civil Liberties Union says FCC should abandon its proposal for stimulating diversity in program sources. Commission, it said, should consider means of stimulating diversity of program content as well as sources.

ACLU, in comment filed with commission Friday (July 22), said solution lies in divorcing program content from domination and control of both advertisers and networks. ACLU said commission proposal to bar networks from owning or controlling more than 50% of their prime-time, nonnews programming would make matters worse rather than better so far as content is concerned (see page 38).

ACLU noted that advertisers would be expected to assume responsibility for filing 50% of prime time schedule. And experience indicates, ACLU said, that advertisers control results in sameness of programming.

Time has record net; Time-Life acquires CATV

Time Inc. reports record earnings for first half of 1966, up 30% on revenue gain of 12%. All major divisions of company contributed to revenue increase according to president James A. Linen.

Time-Life Broadcast Friday (July 22) announced joint venture with Boston Capital Corp., forming Hightower Telesystems to operate community antenna television systems in Newburgh and Poughkeepsie, N. Y. T-L is purchasing 50% interest in Hightower held by Henry O'Neill of Newburgh for undisclosed price. No broker was involved. Newburgh system now

WEEK'S HEADLINERS



Mr. Silverman

assistant at WPIX(TV) New York and with WGN-TV Chicago as director of program development, assistant to program manager and staff producer-writer.



Mr. Schudt



Mr. Arkedis

William A. Schudt Jr., VP of affiliate relations, CBS Radio, and with company since 1929, will retire in mid-September but will continue as consultant. George J. Arkedis, VP in charge of network sales for CBS Radio since 1959 and veteran of 20 years with company, assumes additional duties as senior executive in affiliate relations. Mr. Schudt joined CBS as writer in January 1929, and has served in various executive capacities, including general manager of WBT Charlotte, N. C., and WKRC Cin-

cinnati, which were owned by company in 1930's. He joined CBS station relations in 1942 and was elected VP in 1953.

Jack W. Herbstreit, deputy director, U. S. Institute for Telecommunication Sciences and Aeronomy (formerly Central Radio Propagation Laboratory), elected director, International Radio Consultative Committee (CCIR) at plenary assembly in Oslo. Mr. Herbstreit was elected on third ballot, defeating Dr. Miroslav Joachim of Czechoslovakia, 56 to 41 votes. Mr. Herbstreit joined FCC in 1940, then was with U. S. Army Signal Corps during World War II, became radio engineer with CRPL in 1946.



Mr. Herbstreit



Mr. Donovan

Previously he was VP and media manager at Benton & Bowles which he joined in 1954.

Michael J. Donovan, VP and manager of media department, BBDO, New York, joins Papert, Koenig, Lois, that city, as VP and media director. Mr. Donovan had been in BBDO post for seven years. Pre-

will rise over next several years and cited TV production and motion picture TV licensing as among activities supplying underpinning for company.

Mr. O'Brien said also that production of new features has increased to such extent that films taken out of library for TV licensing are released in almost equal amount to new productions. MGM thus maintains reserve of 125-150 unreleased features, he said. Company now has 175 in library.

Vietnam escalation brings 'nyet' from USSR

Citing current international situation, Soviet Union has cancelled permission for CBS to film two TV programs inside Russia: "Ten Days That Shook the World," documentary on 50th anniversary of Bolshevik revolution, and cultural show starring American and Russian folk singers.

CBS News producer Arthur Barron reports Soviet authorities informed him of cancellations shortly after American bombings of Hanoi and Haiphong oil depots June 29.

Mr. Barron and another CBS News producer, David Oppenheim, were in Moscow preparing programs when cancellation notices were received. Mr. Barron in New York reported Friday (July 22) Soviets were cordial and suggested permission to complete documentary might be granted next spring.

CBS spokesman said network was now thinking of producing "Ten Days" without making trip to Russia. Music show has been postponed indefinitely.

Metromedia revenues up 24%

Metromedia Inc., major group station operator with other media interests, had 24% jump in first-half revenues and slight gain in per-share earnings compared with same period last year.

Metromedia board has declared regular quarterly dividend of 20 cents per share on common stock payable Sept. 15 to stockholders of record Aug. 25.

Twenty-six weeks ended July 3:

	1966	1965
Earned per share	\$1.16	\$1.14
Revenues	62,543,156	50,489,196
Net income	2,505,899	2,401,694

Blair half-year up slightly

Gross and net revenues of John Blair & Co., national representative, rose slightly in first six months of 1966 over comparable period of 1965.

Six months ended June 30:

	1966	1965
Earnings per share	\$1.05	\$1.03
Gross revenue	5,273,172	5,155,808
Net earnings	1,111,356	1,088,311

For other personnel changes of the week see FATES & FORTUNES

serves several hundred subscribers and has reported potential of 15,000 customers. Poughkeepsie system, not yet built, will have 25,000 customer potential. Hightower has agreed to purchase Cornwall Co-ax, small cable system operator in Cornwall, N. Y.

Six months ended June 30:

	1966	1965
Earned per share	\$2.58	\$2.04
Revenues	239,212,000	213,713,000
Operating income	30,468,000	24,962,000
Income	17,730,000	13,635,000
Shares outstanding	6,868,000	6,685,000

FCC affirmed in tower case

Federal court in Washington Friday (July 22) upheld FCC action in granting without hearing request by KGO-TV San Francisco, for taller tower while at same time denying similar applica-

tion by KRON-TV, same city.

U. S. Court of Appeals found for commission in unsigned opinion, but Chief Judge David L. Bazelon dissented.

TV feature licensing seen continuing upward

Metro-Goldwyn-Mayer has had 20% increase in licensing features to TV this year compared to 1965 and similar hikes are expected in each of next two years until eventual ceiling is reached at about \$18 million per year.

This projection was given by Robert H. O'Brien, MGM president, in talk to Security Analysts of San Francisco. Mr. O'Brien said MGM's earnings

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"CARAVAN AROUND THE WORLD"



Narrated by Vincent Price

What happens when 105 American men, women and children from all walks of life, get together and decide to go completely around the world by trailer? Monsoons and mud. Broken axles and broken hearts. A personal invitation from the King of Nepal. Turbans and tigers. The Maharajah throws a party.

Elephants go to war. Exotic dancers. Snake charmers and opium puffers. Capitalists meet Communists in the Kremlin. Gliding gondolas.

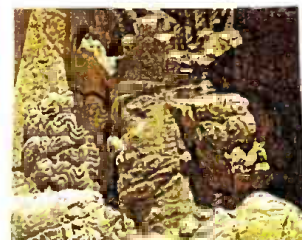
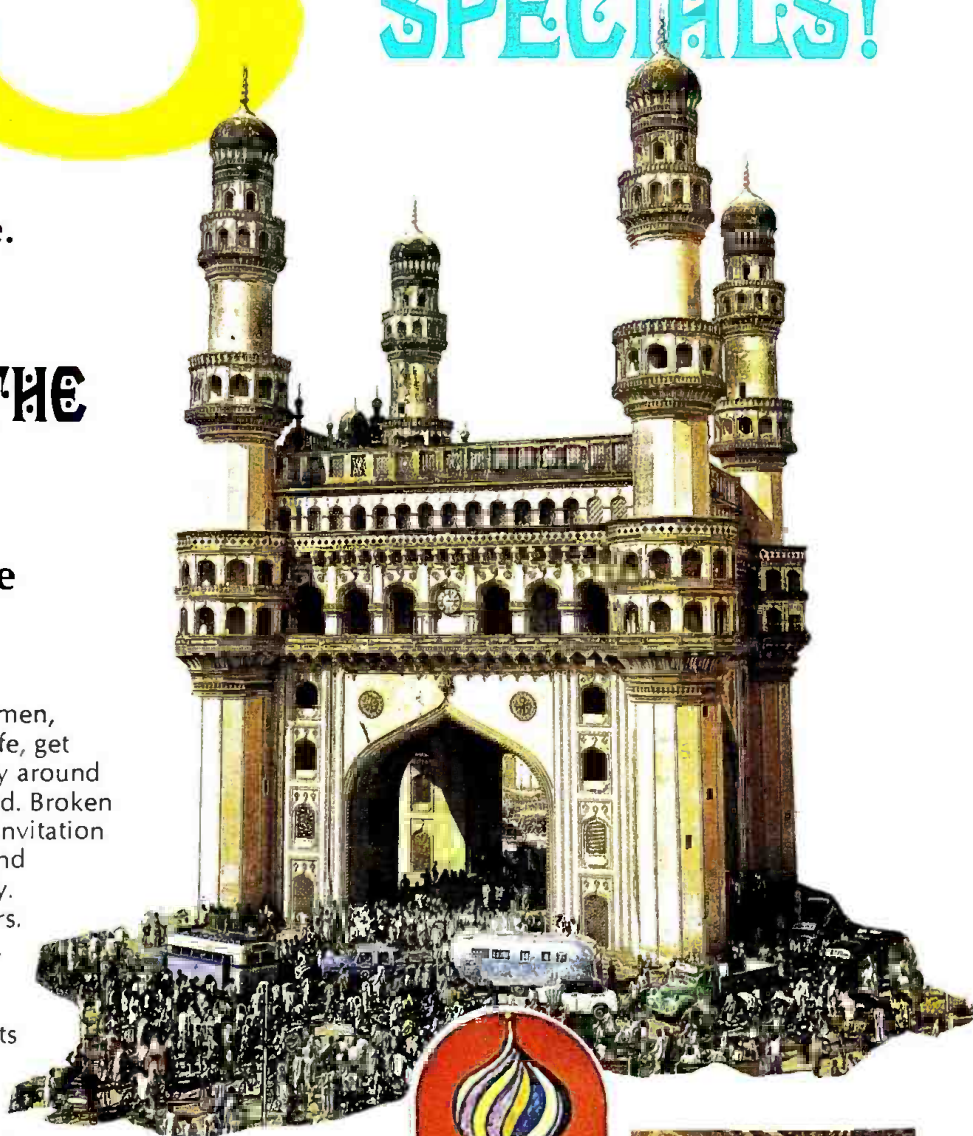
Paris vibrates. Spain bursts into fiesta. That's what happens! "Caravan Around the World" available without charge to TV stations on first come, first served basis.

Write or call for reservations and/or sample reel.

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DATEBOOK

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

■Indicates first or revised listing.

JULY

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. 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. 3—Auction sale of WTRA Latrobe, Pa., by receiver. New Federal Building, Pittsburgh.

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. 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, KRLD-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. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters. Coachman's Inn, Little Rock.

Aug. 30—Special stockholders meeting,

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.

Rust Craft Greeting Cards Inc., and Boise Cascade Corp., to vote on merger. Rust Craft meeting is in Dedham, Mass.; Boise Cascade, in Boise, Idaho.

SEPTEMBER

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

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

■Sept. 11-14—Fall election meeting, Pacific Northwest Community Television Association. Portland Hilton hotel, Portland, Ore.

■Sept. 12-13—Management conference sponsored by the Radio Advertising Bureau. Hilton Inn, Atlanta.

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. Speakers include Douglas Anello, general counsel, National 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. Speakers include William Carlisle, vice president for station services, National Association of Broadcasters. Holiday Inn, Norfolk.

■Sept. 19—Annual stockholders meeting. Jerrold Corp. Fidelity-Philadelphia Trust Building, Philadelphia.

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

Sept. 20—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

BROADCASTING, July 25, 1966



**Gene Smith got the radio bug in 1927...
today he's an electronics analyzer at GM**



The date: September 22, 1927. Gene Smith of Huntington, West Virginia, hunches over a radio crackling with static and the excitement of an historic fight—the second Dempsey-Tunney world heavyweight match.

But more importantly, for Gene, it's his first closeup look at radio, and he is fascinated with the maze of wire and tubes that somehow—miraculously—

snatch the announcer's voice from the air. That fascination never cools.

First, Gene Smith built crude crystal sets. Then, he rebuilt a set operated off his father's car battery. Next a plug-in set, one of the first in the neighborhood. And radio was a big part of his life in the U.S. Navy, where he served as Radio Technician, 1st Class.

And then, in 1953, Gene Smith joined

the Cadillac Division of General Motors and set up the Test Instrumentation Application Section. Today he heads up a crack team of technicians responsible for the accuracy of test equipment that helps make Cadillac the leader among luxury cars.

There were three winners that eventful Fall day many years ago: Gene Tunney, Gene Smith and General Motors!



General Motors is people making better things for you.

2 proven successful NBC-TV network series



HORSEPOWER!

11 successive years, the bulwark of NBC-TV network's Saturday mid-morning lineup with such blue chip advertisers as General Foods, Borden Company plus Mars Candy, Mattel Inc., Milton Bradley Co., General Mills and others.

114 half-hour, outdoor adventures for local strip, multi or one-a-week starring the award-winning, audience-winning combination of a boy—engaging Bobby Diamond—and his horse—"Fury, the Wonder Horse"; co-starring Peter Graves, TV star of "Court Martial" and "Whiplash," and William Fawcett, veteran of television and motion pictures.

INDEPENDENT TELEVISION CORPORATION

now available for local programming...

FIREBALL XL5

ATOMIC POWER!



39 half-hour adventures aboard a super spacecraft in the 21st Century; filmed in spectacular Supermarionation; created by the producers of TV's outstanding syndication successes: "Stingray," "Supercar," and soon-to-be-released "Thunderbirds."

Two successive years on the NBC-TV network, a Saturday morning favorite that won top ratings with millions of young viewers... now immediately available for local station programming.

Call today for details.



INDEPENDENT TELEVISION CORPORATION

555 Madison Ave., New York, N. Y. 10022, PL 5-2100
17 Gt. Cumberland Place, London W1, Ambassador 8040
100 University Ave., Toronto 1, Ontario, EMpire 2-1166
Mexico City, Paris, Rome, Buenos Aires, Sydney and
offices in principal cities in 45 countries around the world.





Somebody's going south with my money

said the worried client.

Fear no more, sir, said the man assigned to the case. We at our advertising agency have the leak plugged. From now on not one penny of your Madison, Wisconsin tv allocation will be squandered extravagantly on a lot of duplicated coverage south of the border in Illinois. We'll put your commercial instead on WKOW-TV*, the Madison station that feeds it to 200,000 unduplicated homes in the Madison/Midwestconsin market.

You said WKOW-TV? asked the client.
Yes, replied the man from the advertising agency. Great WKOW, said the client.

MADISON'S
WKOWLAND TV

WKOW-TV (interconnected) WAOW-TV

REPRESENTED NATIONALLY BY ADAM YOUNG
IN MINNEAPOLIS BY WAYNE EVANS

Tony Moe, Vice-Pres. & Gen. Mgr.

Ben Hovel, Gen. Sales Mgr.

Larry Bentson, Pres.

Joe Floyd, Senior Vice-Pres.

sored by the Radio Advertising Bureau. Hilton Inn, Tarrytown, N. Y.

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. 10-11—Management conference sponsored by the Radio Advertising Bureau. Northland Inn, Detroit.

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. 13-14—Management conference sponsored by the Radio Advertising Bureau. Pheasant Run Lodge, Chicago.

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. 15-24—MIFED, International Film, TV film and Documentary Market, Milan, Italy.

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. 20-22—41st birthday celebration of WSM's Grand Ole Opry. Nashville.

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

■Oct. 22-23—Annual fall conference of Florida Association of Broadcasters. Holiday Inn, Tallahassee.

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. 24-26—Annual fall convention of Kentucky Broadcasters Association. Dam Village State Park, Gilbertsville.

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. Speakers include George Bartlett, vice president for engineering, National 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.

■Indicates first or revised listing.

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*Reg. U. S. Patent Office
Copyright 1966: Broadcasting Publications Inc.

**All of the
Meredith markets
are in the top 13
used most
frequently for
test markets
or product
introductions***

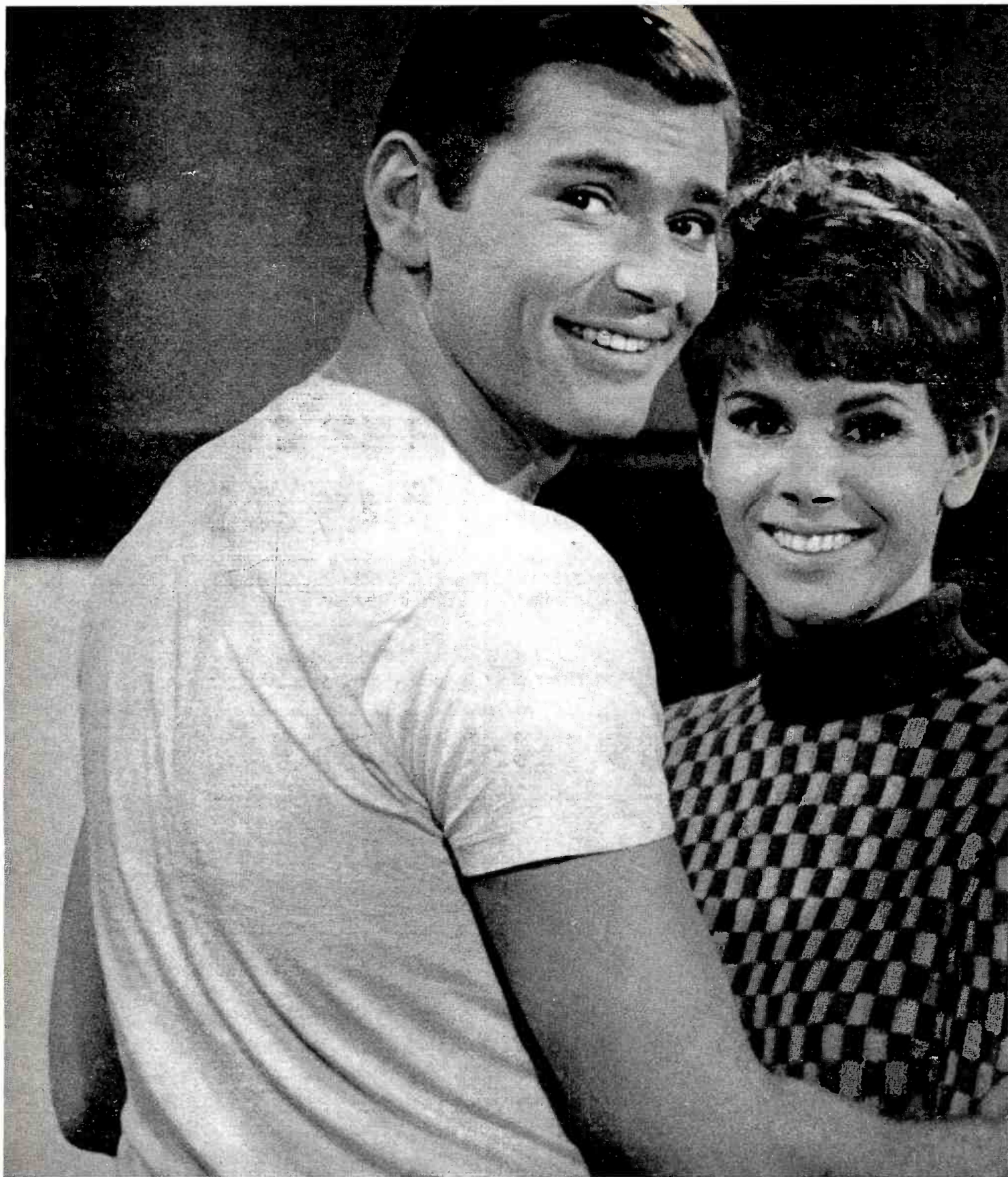
- | | | | | |
|-------------|--------------|--------------|-----------------|------------------|
| 1. New York | 4. St. Louis | 7. PHOENIX | 10. KANSAS CITY | 13. SYRACUSE |
| 2. Chicago | 5. Columbus | 8. Rochester | 11. Atlanta | 14. Grand Rapids |
| 3. Denver | 6. Wichita | 9. Boston | 12. OMAHA | 15. Pittsburgh |

All four are also included in Printer's Ink Proved Test Markets list. For an effective test, use all four Meredith markets. You'll test within the framework of four geographically different markets, four solid yet different economic bases. Check with the Meredith stations for help in coordinating and developing a successful test or product introduction.

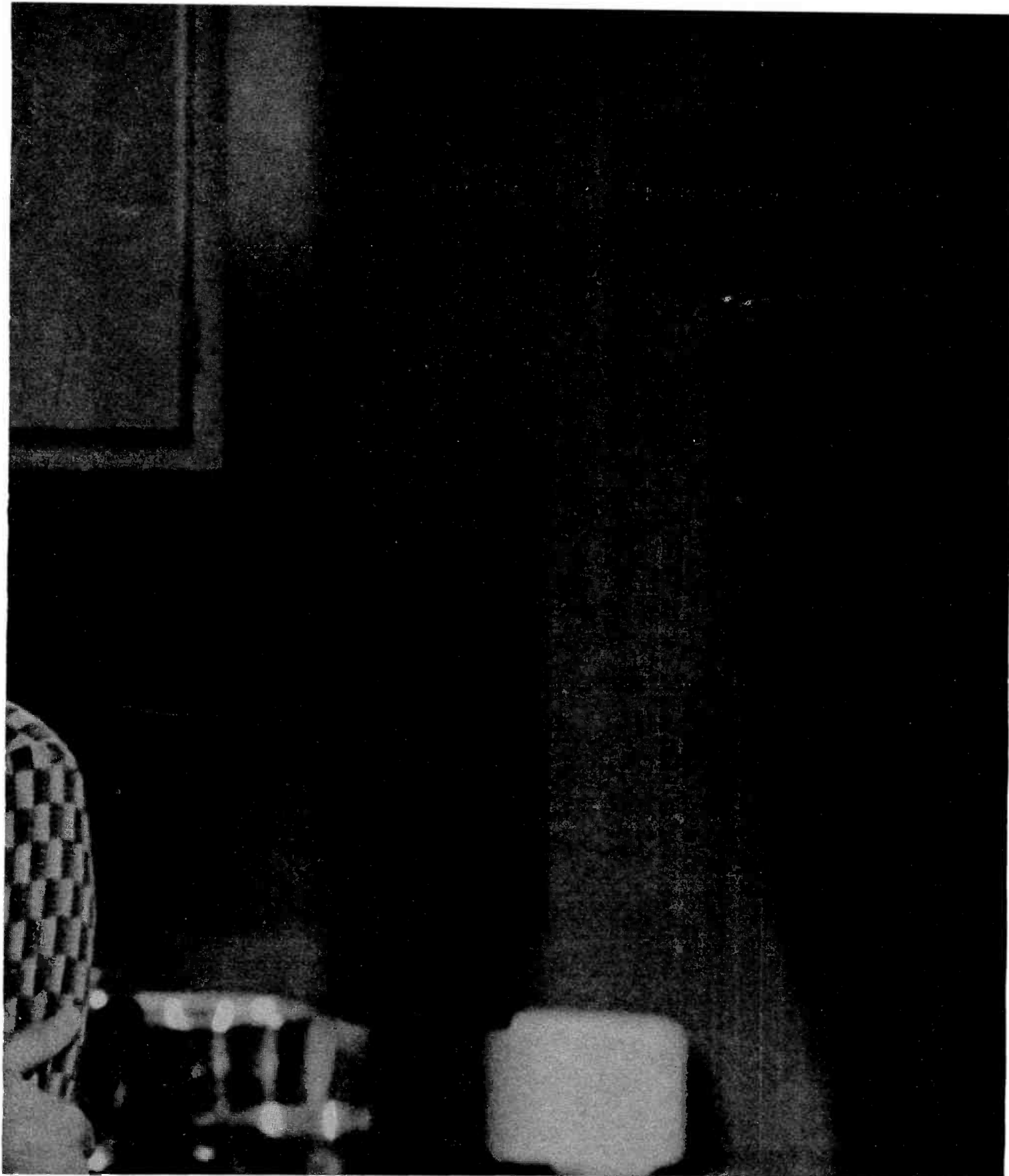
*"Time-Sales AdAges," published by Advertising Age



MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV; PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV



Come September, a happy marriage gets off the ground...on a rooftop.



Say "hello" to newlyweds Julie and David. The bride is impish, impulsive and highly imaginative. The groom is practically practical and entirely nuts about her. Together, these kids are just beginning to learn all about marriage's happy little problems. Little money. Little furniture. A little top floor apartment that doesn't even have one little window. But at least they have a view of San Francisco—the Golden Gate, the rolling hills and cable cars, all from their part-time bedroom, the roof. That's "Love on a Rooftop!"

Drop over for the premiere Tuesday, September 13, 9:30-10:00. Judy Carne and Peter Deuel star. Love on a Rooftop is another of the many exciting new ABC color television shows now in preparation for Fall '66.

ABC Television Network 

**More selling
opportunities for you
on the West Coast**

**THE ALL NEW
KRCR-TV, CHANNEL 7**

**REDDING, CHICO, RED BLUFF,
CALIFORNIA**



**In the heart
of America's Northern
Sacramento valley,
a bustling Pacific market
of well over
\$787,090,000 EBI**

KRCR-TV, CHANNEL 7

adam young Inc.
New York, Chicago, Atlanta, Boston, Dallas,
Detroit, Los Angeles, St. Louis, San Francisco



Increased music rates 'unfair'

EDITOR: The so-called All-Industry Radio Station Music License Committee appears a misnomer. In agreeing to a 12½% rate increase for use of Broadcast Music Inc. music (BROADCASTING, June 27), the committee certainly has not recognized stations such as ours.

We program only the all-time popular standard hits, approximately 94% in the American Society of Composers, Authors and Publishers repertoire. The remaining 6% of our music is split about evenly between BMI and SESAC. The committee bought the idea of increased use of BMI music, but because many stations program a preponderance of rock 'n' roll, country and western, rhythm 'n' blues, it seems to us unfair to pay increased rates to support the music fare of those stations that prefer to sacrifice quality for quantity.—*Jack Faulkner, managing director, WFSO Pinellas Park, Fla.*

No longer Young

EDITOR: Your July 4 CLOSED CIRCUIT page contains an error. National Television Sales is the national sales representative for WCIV(TV) Charleston, S. C.—and has been since Aug. 1, 1965.—*Jack Mohler, vice president, National Television Sales, Inc., New York.*

(The item, dealing with the expected sale of WCIV, referred to Adam Young as station's representative, a relationship that was terminated in 1965.)

Agrees on FCC's prudence

EDITOR: First, let me express my sincere commendation for the excellent editorial "Right Direction" in the July 11 issue. I don't condone anti-Semitism in any form, but I agree that the FCC acted wisely in resisting a skillfully prepared appeal to its emotions in the Anti-Defamation League of B'nai B'rith vs. KTYM case. The absence of a "clear and present danger" is far more significant than the presence of annoying statements of a prejudicial nature by the speaker who probably raised tempers of many besides members of ADL.

I noticed in the same issue the interesting story about the American Civil Liberties Union's attitude about the fairness doctrine. Singularly interesting were the quotations from ACLU regarding "... broadening the scope of debate on issues of current importance."

The memory is still very sharp to me of J. Lawrence Fly, representing

the ACLU at the time of our hearings on editorializing (1949), when he fought bitterly for the retention of the ban imposed by the Mayflower decision to thwart the expression of any opinion by broadcasters.

ACLU represents itself as liberal. So does the National Council of Churches. Both are more properly definable as reactionary. They want free expression of opinions they share and outright banning of divergent views.—*Rex G. Howell, president, KREX-AM-FM-TV Grand Junction, Colo.*

They're framing Hix

EDITOR: The head of our department, E. Boyd Seghers Jr. is on vacation and I am sure the original of the BROADCASTING July 4 Sid Hix cartoon would



Drawn for BROADCASTING by Sid Hix
"Now where is that promotion piece of yours? ... I had it just a while ago!"

be a very good way to welcome him back.—*Larry A. Rodkin, sales promotion and research, WGN-AM-TV Chicago.*

EDITOR: The June 6 cartoon by Sid Hix is quite appropriate to the industry and we would like a copy suitable for



Drawn for BROADCASTING by Sid Hix
"Here come our egg-head neighbors. They won't have a set in the house, but run over here everytime a good documentary is on!"

framing to hang in the foyer of the new radio-TV laboratories here.—*Jack R. Heather, director of radio-TV, Fort Hays, Kansas State College, Hays, Kan.*

(Originals of both cartoons sent)

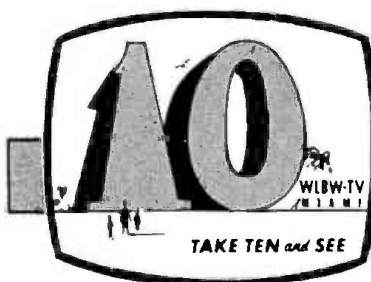
WLBW-TV IS ON THE MARCH!

(CHECK MARCH 1964-1965-1966)*

ARB SHOWS 51% INCREASE IN PRIME TIME TOTAL HOMES 1964-1966

WLBW-TV HAS RACKED UP A WHOPPING
51% INCREASE IN PRIME TIME TOTAL
HOMES, SUNDAY THROUGH SATURDAY
OVER THE PAST TWO YEARS!
...CONTACT YOUR NEAREST
H-R OFFICE FOR THE FULL
WLBW-TV STORY AND
COST-EFFICIENT AVAILS!

*SOURCE: ARB MARCH 1964 - MARCH 1966
Audience measurement data are estimates
only, subject to defects and limitations
of source material and methods. Hence,
they may not be accurate measures of
the true audience.



WLBW-TV, CHANNEL TEN, MIAMI, FLORIDA

AFFILIATED WITH WCKY, 50 KW, CINCINNATI, OHIO

Represented by



Television, Inc.





MATCHED LINE OF TV TAPE EQUIPMENT

...everything you need for assembling color TV tape

- Designed to serve all the varied requirements of quadruplex TV tape users.
- Equipment that is exclusively part of a complete "matched line" for broadcasters—matched in performance, features and appearance.
- All RCA engineered, built and backed, assuring single responsibility from one source.
- All designed for color.

ECONOMY RECORDER-PLAYER

The TR-4 is a complete low-cost unit, easily expanded to include a choice of accessories. Here's a total capability recording and playback machine with suitable monitoring and playback facilities, built-in picture and waveform monitors, and other provisions for good quality pictures. Records and plays back in monochrome, or in color when it is suitably equipped. High band conversion is available.

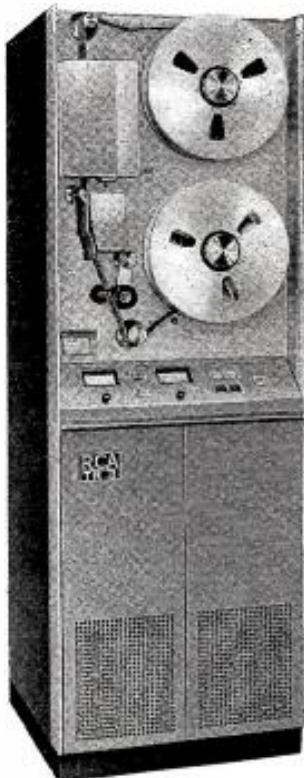


HIGH BAND COLOR

The TR-70 is designed, built and tested as a completely integrated tape system for high band color recording and playback. It's the only TV tape recorder equipped and tested at the factory for color. This means the user can produce color tapes and go on-air immediately. Instant selection of three recording standards—low band monochrome, low band color, or high band monochrome/color. Makes superb copies of color tapes that look for all the world like originals.



your own facility!



PLAYER ONLY

The TR-3 is for screening and "on-air" playback of television tapes. Frees expensive recording equipment for other uses. Compatible with all quadruplex recorders. Plays back in monochrome, or in color when suitably equipped. High band conversion available.



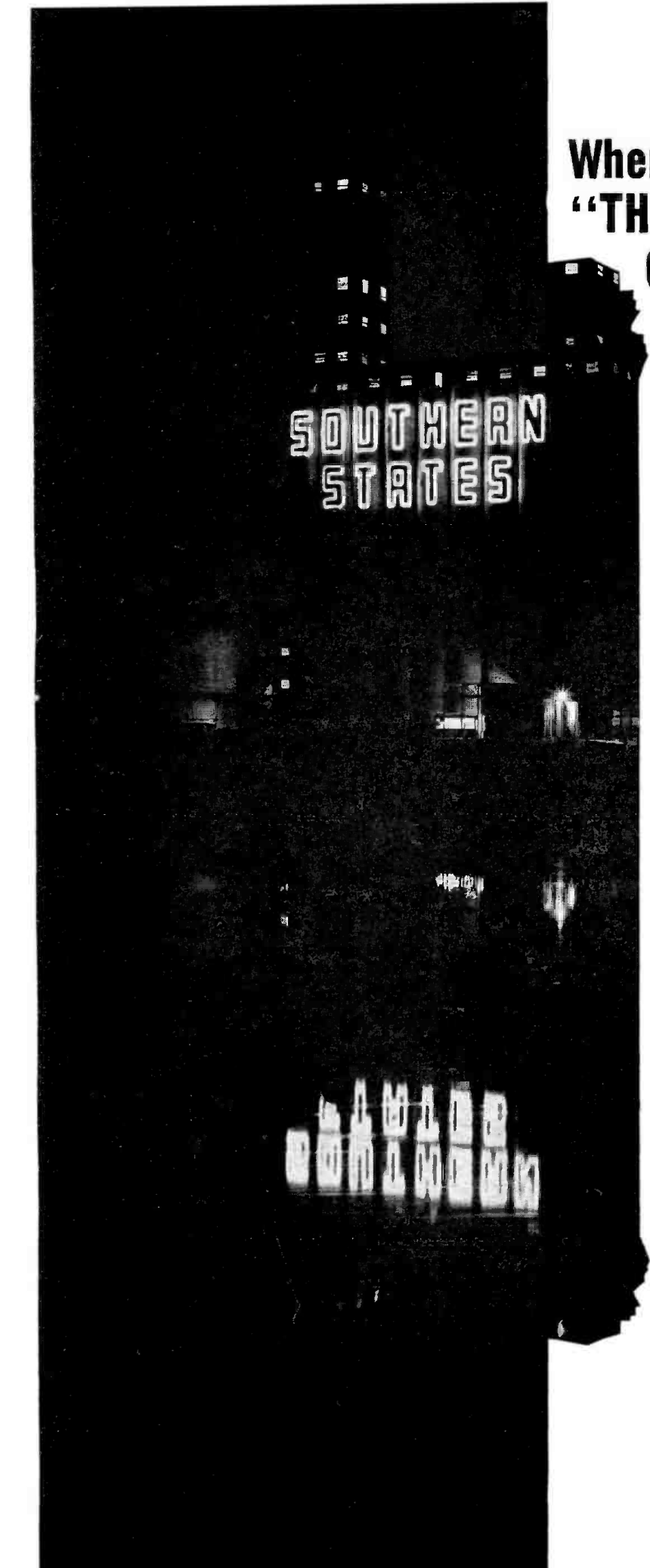
MOBILE RECORDER

The TR-5 is for on-location commercials or special events. It makes a fine on-the-spot recorder. Completely transistorized—only 37 inches high, 33 inches wide, 34 inches deep. Records in color, plays back in monochrome. High band not available.

See your RCA Broadcast Representative for complete details, or write RCA Broadcast and Television Equipment, Bldg. 15-5, Camden, N.J.



**The Most Trusted Name
in Television**



**When WRVA-RADIO announces
"THE ELEVATOR WILL BE
OPEN 'TIL 11"...
the lights burn late**

All it takes is the word from WRVA's Alden Aaroe.

Virginia farmers need to know the hours the Richmond elevator keeps: its 7 a.m. openings and almost midnight closings, its holiday workdays like the 5th of July. Their small grain, corn and soybean crops depend on it. And they depend on WRVA—the early bird Aaroe show and noontime Farm Market Reports.

In reply to a Virginia Department of Agriculture Survey, Commonwealth farmers listed WRVA-Radio 7 to 1 as the Richmond station they listen to for market news.

That's covering the farm market.

WRVA-RADIO



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

National Representative:
Peters, Griffin, Woodward, Inc.

Gallant Men of Olds very big on motherhood...and radio

In May of this year, when new-car sales appeared heading straight for the cellar, Chicago Oldsmobile dealers linked together in an effort to hypo regional sales just as quickly and respectably as possible.

They weren't asking for much. All they set out to do on May 6 was to select an agency that would create a new and exciting image for the Chicago Olds dealers, plan a media and merchandising program that would generate sufficient penetration in Chicago to adequately expose the new image, and, of course, get the program on the air in two weeks! The new Olds group had full intentions of out-Dodging the Dodge Boys, out-yessing the local Chevrolet (and also Ford) Yes campaign, and giving the Buick, Mercury, Rambler and other dealer organizations an extremely rough competitive time, even though the campaign would be a good three months late in starting.

The program that Stern, Walters & Simmons presented to the ad committee apparently was right on target, for we did hit the air on four radio stations in only two weeks from the date of our presentation, with a new approach on the central theme, "Those Gallant Men of Olds." Around this theme was built an all-male musical chorus that pictured the Olds dealer as a modern D'Artagnan, Sir Walter Raleigh, Prince Valiant (oops), George Washington, Joe Louis and maybe Arthur Goldberg, all rolled into one. As a man, the Olds dealers solidly believe in baseball, the flag and motherhood. In fact, they're "... very big on motherhood." And their virtuous deals on "a rocket priced for every pocket" portray the Gallant Men just as bold, brave and true as Sir George slicing his way through a showroom full of four-wheeled dragons.

The Gallant Men of Olds theme is tailor-made for imaginative radio expression. It produces a slightly whimsical series of situations that cast our men in the role of do-gooders and benefactors of lady-fairs, little kids and daddies. Unlike the Dodge Boys, our heroes aren't fighters. They're lovers of humanity, and their deeds are recorded in 60-second spots that rotate musical and voice-over stories.

Radio Chosen ■ In almost every car-dealer advertising organization, dollars are made available through assessments against dealer shipments. As car shipments swing up, so do available advertising funds. Budgets are predicated on

periodical shipment projections. But, unlike manufacturers' budgeting, there's little opportunity for "investment spending"—spending against an anticipated sales increase which hopefully occurs after sustained advertising effort.

In other words, the "fat dollars" would become available only after our dealers really felt signs of life. Since the Olds dealer group was newly formed, and the new venture unproven, we found it especially necessary to concentrate our efforts in a single medium that would deliver maximum reach and frequency at the most efficient cost-per-thousand possible. Only radio could deliver the goods on this basis and in time. Our target had to be hit with a steady, repetitious volley of rifle shots and that's what radio does.

Another reason for selecting radio as our prime medium was the geographic location of our dealers. The 30 dealerships are spread throughout a 50-mile radius of Chicago, with 60% located in suburban areas. Radio's broad arm covered our market like a blanket, at a minimum cost per dealer.

The Right Audience ■ Another reason for using radio to get our Olds heroes' message across is selectivity. Thanks to a plethora of market facts furnished by Oldsmobile and its agency, D. P. Brother & Co., we were able to zero in on our car buyer. He's young, under 35, has a family and very often two cars. The fact that he is automobile-conscious makes him a ripe prospect for any of the 40 models in the Oldsmobile line. So, we concentrated our time buys during periods of heaviest drive time, on stations whose audience automobile ownership was rated highest. Paradoxically, one of the four original stations selected is number one in teen audience; and although its basic

audience profile somewhat differs from that of our typical Olds buyer, its sudden rating upsurge in drive-time periods brought it in at a remarkably efficient cost per adult listener on an overall basis. Our time buys were benefitted greatly by the cooperation of Oldsmobile and the D. P. Brother Co. who permitted Stern, Walters & Simmons to identify the Chicago portion of their national spots with the Gallant-Men tag. This and other media coordination resulted in what an Oldsmobile executive rightly termed "two-dollar dollars" working for our dealers.

Dealer Communications ■ In the relatively short time that the campaign has run, we have found that constant communications to the dealers have played an important part in building members' excitement and cooperation. In addition to the radio portion of the program, a number of other vital elements have been integrated into the campaign. Among these: a dealer self-advertise newspaper ad program, window displays and showroom display materials, plus merchandising pieces. All, of course, are built around the "Gallant Men of Olds" theme.

How is the campaign doing? After less than three months exposure, it's too early to tell, but there are some bright signs of encouragement. Olds regional sales for the past month are up significantly, and we'd like to think that the Gallant-Men campaign has had more than a little to do with it. Another is public reaction. Our dealers get a playback of the commercials from many of their customers and friends. In showrooms, dealers frequently are asked: "Are you a Gallant Man?" Even their wives like the campaign. But then what would you expect. Our men are "very big on motherhood."

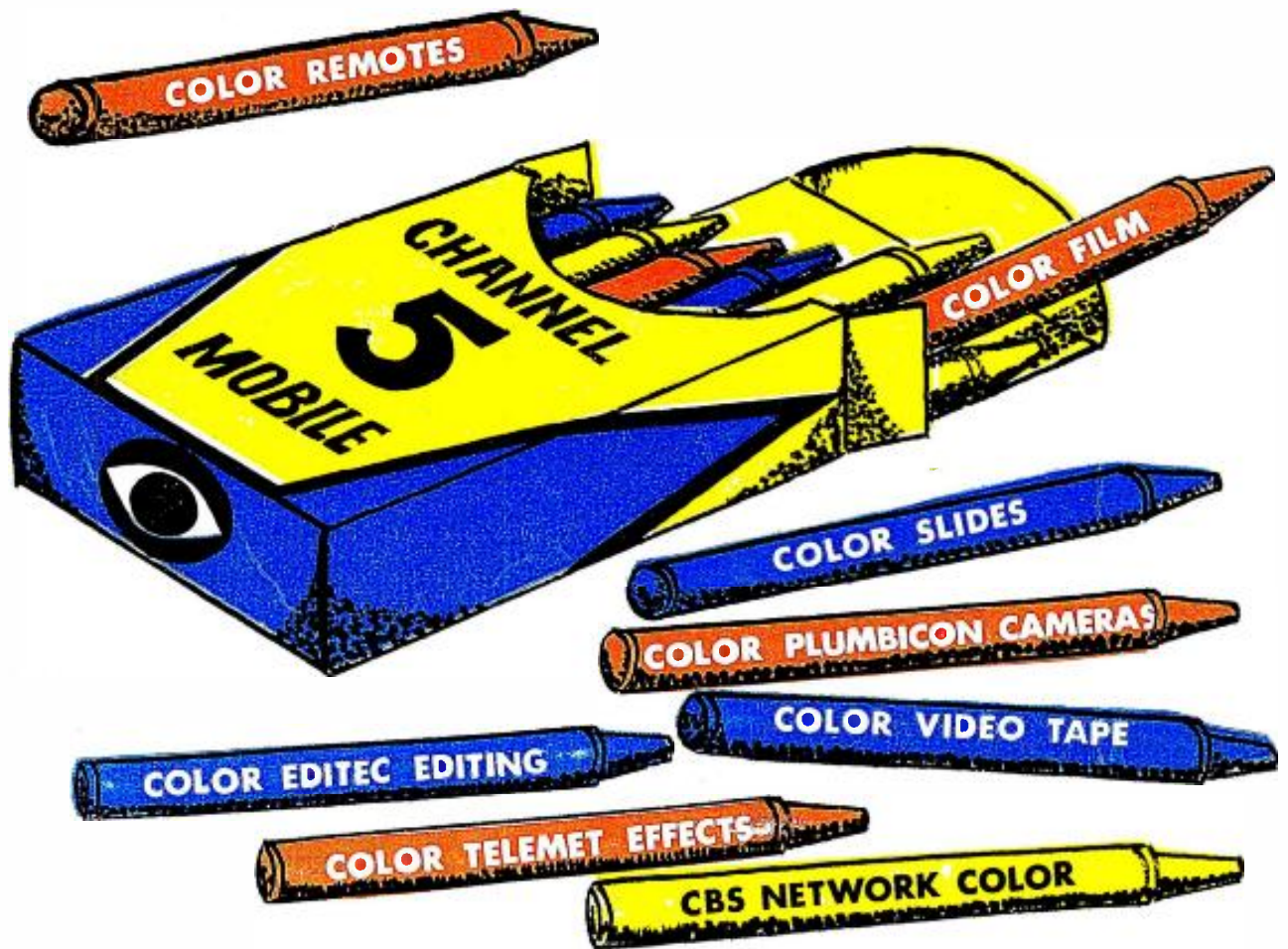


Martin J. Simmons is executive vice president and a senior account supervisor at Stern, Walters & Simmons Inc., Chicago. Mr. Simmons, as a principal of this company has spent the last 15 years in the advertising agency business. Presently, he supervises a number of the account activities in the agency, including the Chicago-land Oldsmobile Dealers Advertising Association and handles a major portion of the agency's Colgate-Palmolive consumer and professional brands.

WKRG-TV

MOBILE, ALABAMA

FULL COLOR



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



Daytime sales outsprinting night

Big profit potential stirs Wall Street's interest;
in first five months network daytime increase was
\$34 million compared to nighttime's \$28 million gain

Daytime television schedules, currently the most promising claims in network profit mining, are now producing sponsor dollars in bigger monthly increases than their nighttime counterparts.

For the first five months of 1966, network daytime sales rose by \$34 million, reaching \$178.2 million. Over the same January-May period nighttime revenues were skipping up by \$28.3 million over the comparable term of the previous year. They reached \$392.1 million, still more than double the daylight gross, but not growing nearly so quickly.

The overall three-network daytime gain for the year through May, latest month for which figures are available, was a hefty 23.6% compared to nighttime's 7.8% advance.

Both weekday and weekend sales made healthy contributions to brighter sunlight operations in this five-month span. Monday-Friday sales were up \$24 million to \$131 million, a 22.4% jump, and Saturday-Sunday business grew 27.2% to \$46.8 million, a gain of \$10 million.

Broadcast economists and Wall Street analysts of the networking business are still excited by the profit leverage left in daytime operation. All are agreed that greater and greater shares of network profit are being generated through daytime sales.

Highest Rates at CBS-TV ■ CBS-TV, with much the highest daytime price structure, is widely believed to be turning more of its total profit in daytime than at night, depending on the method of accounting for costs attributable to both day and night operation.

The most exciting growth in daytime networking operation this year has been exhibited by ABC-TV which, through May, had weekday sales of \$32.1 million, a 64% increase over the \$19.6 million registered for the same stretch in 1965.

CBS-TV, with \$50.5 million in week-

day sales for the January-May period last year, jumped to \$59.4 million this year (18%) and NBC-TV moved up from \$37.1 million to \$39.6 million (7%).

NBC-TV showed the strongest weekend sales gain, moving up 78% from \$7.6 million to \$13.6 million; CBS made a 15% advance in this category from \$14.8 million to \$17 million, and ABC-TV was up 13% to \$16.1 million from \$14.3 million.

ABC-TV daytime sales director Warren Boorum said his network expects to finish the third quarter having sold 4,200 minutes, about 90% of its total daylight inventory. ABC-TV originally forecast a 95%-sold level for the fourth quarter but says this figure should be "comfortably exceeded." Summer quarter sales in 1963 represented 60% of the ABC-TV inventory (2,300 minutes). The growth since then in this traditionally slack period is clear.

New Programs ■ ABC-TV recently

introduced two new programs in its daytime schedule, *Dark Shadows*, a drama at 4 p.m., and *Newlywed Game* at 2 p.m. It's still too early to judge the success of these shows, especially *Dark Shadows*, since daytime drama programs apparently take much longer to catch and build audiences than do game shows.

Last March ABC moved *The Nurses* from 2 p.m. to 3 p.m. and from April to June the show increased its audience share 27%, according to the network.

Mr. Boorum reported that ABC-TV now has a 91% average clearance factor for its daytime lineup. In January of this year the average ABC show cleared 152 stations, says Mr. Boorum. Since then the average has risen to a 162-station list.

Since the beginning of the year *Supermarket Sweep* went from 122 stations to 144 stations, increasing its coverage factor from 87.2% to 94.5%.

Dating Game now reaches 94.2% of

Here's the record for network daytime

The three television networks are continuing to find there's something new under the sun in the way of sales and profits.

Their daytime business, clearly growing faster than nighttime in terms of percentage gain, also outdistanced the nighttime volume increase during the first five months of this year. Daylight volume was up \$34 million for that period; nighttime advanced \$28.3 million.

Here's how the three networks shared January-through-May revenues from daytime program sponsors with comparative data for the previous year. The estimates represent

net time and program billings as compiled by LNA/BAR.

Daytime—January through May		
	1966	1965
Monday-Friday		
ABC	\$ 32,184,600	\$ 19,629,900
CBS	59,472,800	50,574,800
NBC	39,697,100	37,152,700
Total	131,354,500	107,357,400
Weekend		
ABC	16,111,200	14,304,200
CBS	17,064,000	14,842,500
NBC	13,679,900	7,692,100
Total	46,855,100	36,838,800
Weekday and Weekend		
ABC	48,295,800	33,934,100
CBS	76,536,800	65,417,300
NBC	53,377,000	44,844,800
Total	178,209,600	144,196,200

Schlitz, Falstaff lead brewers' TV parade

A total of 62% of the combined 1965 ad expenditures of the top 15 brewers went to TV, according to the Television Bureau of Advertising.

Reporting last week on major media investments by beer and ale producers, TVB's Warren Morton said the brewers' 1965 TV investment was \$61.8 million, or 62% of their \$99.5 million investment in all media.

Mr. Morton noted, however, that yearly per-capita consumption of gallons of beer rose only from 15.1 to 15.9 between 1960 and 1964, while per-capita consumption of soft drinks went from 12 to 15 gallons in the same period. In addition, soft

drink TV billings rose 10% in 1965 as compared to a 4% hike for the beer industry as a whole.

These comparisons are "clearly a message to the brewing industry that it must use more television to stave off greater inroads on beer consumption," Mr. Morton concluded.

He added that 1966 first-quarter reports for beer show a TV total of \$15.6 million as against \$14.5 million in last year's first quarter. On the network side, first-quarter spending this year rose from \$4.3 million to \$5 million.

TVB's tables comparing 1965 major media investment by the 15 top brewers and an intra-television breakdown follows:

BEER—1965-1964 Television Investments TOP 15 BREWERS (Sales)*					
	1965 Network	1965 Spot	1965 Total TV	1964 Total TV	% Change
Anheuser-Busch	\$ 2,436,400	\$ 5,490,600	\$ 7,927,000	\$ 7,156,800	+ 10.8
Jos. Schlitz Brewing	2,861,100	7,597,700	10,458,800	11,147,400	- 6.2
Pabst Brewing	1,621,100	5,710,500	7,331,600	5,973,200	+ 22.7
Falstaff Brewing	5,161,600	4,052,900	9,214,500	7,291,600	+ 26.4
Canadian Breweries (Carling)	847,400	3,386,200	4,233,600	4,848,900	- 12.7
F. & M. Schaefer	106,800	1,744,500	1,851,300	1,682,900	+ 10.3
P. Ballantine & Sons	784,100	2,340,900	3,125,000	2,963,600	+ 5.4
Rheingold Corp.		2,448,600	2,448,600	2,713,600	- 9.8
Associated Brewing		673,400	673,400	237,900	+183.1
Theo. Hamm Brewing	1,012,400	2,213,100	3,225,500	3,410,400	- 5.4
Miller Brewing	3,241,500	1,041,800	4,283,300	3,067,100	+ 39.7
Adolph Coors Co.		205,600	205,600	178,800	+ 15.0
Olympia Brewing	65,000	1,490,000	1,555,000	1,444,400	+ 7.7
Stroh Brewery	385,800	2,510,100	2,895,900	2,622,200	+ 10.4
C. Schmidt & Sons	398,800	2,052,700	2,451,500	2,060,600	+ 19.0
Totals:	\$18,921,700	\$42,958,600	\$61,880,300	\$56,799,400	+ 8.9

Sources: Network TV—(net time & program costs) TVB/LNA-BAR; Spot TV—(gross time) TVB/Rorabaugh; *Sales Rankings—'Modern Brewery Age'

BEER & ALE—1965 TOP 15 BREWERS (Sales)* MAJOR MEDIA ADVERTISING INVESTMENTS						
	Total TV	Magazines	Newspapers	Radio	Combined Media	% TV
Anheuser-Busch	\$ 7,927,000	\$2,599,100	\$ 342,900	\$ 5,215,000	\$16,084,000	49.3
Jos. Schlitz Brewing	10,458,800	2,289,200	137,500	2,692,000	15,577,500	67.1
Pabst Brewing	7,331,600	12,600	75,300	1,668,000	9,087,500	80.7
Falstaff Brewing	9,214,500	575,200	469,000	2,675,000	12,933,700	71.2
Canadian Breweries (Carling)	4,233,600	258,600	544,700	4,662,000	9,698,900	43.7
F. & M. Schaefer	1,851,300	7,400	169,900	2,716,000	4,744,600	39.0
P. Ballantine & Sons	3,125,000	18,900	231,900	2,953,000	6,328,800	49.4
Rheingold Corp.	2,448,600	51,800	----	1,556,000	4,056,400	60.4
Associated Brewing	673,400	----	----	----	673,400	100.0
Theo. Hamm Brewing	3,225,500	648,800	257,900	1,120,000	5,252,200	61.4
Miller Brewing	4,283,300	1,073,100	157,000	335,000	5,848,400	73.2
Adolph Coors	205,600	----	59,100	----	264,700	77.7
Olympia Brewing	1,555,000	45,800	209,500	496,000	2,306,300	67.4
Stroh Brewery	2,895,600	----	233,400	1,059,000	4,188,000	69.1
C. Schmidt & Sons	2,451,500	11,800	87,600	----	2,550,900	96.1
Totals:	\$61,880,300	\$7,592,300	\$2,975,700	\$27,147,000	\$99,595,300	62.1

Sources: Network TV—(net time & program costs) TVB/LNA-BAR; Spot TV—(gross time) TVB/N. C. Rorabaugh; Magazines—P.I.B.; Radio—(gross time & talent for both network and spot) Radio Advertising Bureau's top 100 advertisers; *Sales Ranking—'Modern Brewery Age'; Newspapers—Bureau of Advertising

TV homes, having increased its lineup from 117 stations to 148.

The ABC-TV daytime rate structure gives advertisers the opportunity to earn a five percent discount by placing orders for 52 consecutive weeks. The network has a new simplified rate card being introduced this fall with rates, on the average, substantially higher than before, but not across the board.

Still Going Strong ■ CBS-TV, which has dominated the network daytime rating and sales scene for years, shows no sign of relinquishing its first-place grip.

Moving into an already strong morning lineup next September will be reruns of two staples of the network's nighttime schedule. *Candid Camera* will replace *I Love Lucy* at 10-10:30 a.m., and *The Beverly Hillbillies* will be set in the following half-hour, taking the position now held by *The McCoys* (both replacements will continue as CBS-TV nighttime presentations).

CBS-TV daytime sales vice president Joseph Curl is ebullient about the network's daytime outlook and apparently with good cause. New rates announced by the network last spring go into effect Sept. 10 and will jump prices as much as 20%.

The network's afternoon quarter-hours are virtually sold out for the fourth quarter and its morning minute plan, roughly two-thirds spoken for, is expected to reach the sold-out level.

NBC-TV introduced three new programs early this month in the middle of its weekday lineup—two game shows and a country music show—to bolster ratings that had shrunk for two dramas, *Morning Star* and *Paradise Bay*, and the *Post Office* game show.

The latter programs are held responsible for a slight drop in third-quarter daytime sales for the network from last year's third quarter. But NBC-TV sales officials see a turnaround in the ratings for this time block. They're encouraged by a recent Nielsen 30-market report that indicates these periods are up by an average four share points.

The new programs are *Chain Letter*, which strips at 11-11:30 a.m.; *Showdown*, which runs 11:30 to noon, and *Swinging Country* at 12:30-12:55 p.m.

NBC-TV's regular daytime minute prices range from a low of \$4,500 in the morning show *Eye Guess* to a high-end \$7,000 in *You Don't Say*. No discounts are applicable, although NBC, like the other networks, reduces day prices during the summer months. Reductions may run from \$400 to \$1,000 per minute through the summer. (A. C. Nielsen data indicates that from summer to winter the average TV household increases its morning use of the medium 34% and its afternoon use, 36%.)

NBC-TV's regular daytime price

Wall to Wall Awards

(for Atlanta's busy WSBeavers!)



We don't claim it, but we may be the most honored station in the nation. Hundreds of awards on our wall. Forty more received since the first of the year, including two Alfred P. Sloan Awards, the U. S. "Mayors' Award," the Associated Press "Pacemaker Station of the Year" Award and the George Washington Honor Medal from the Freedoms Foundation. It's nice to be recognized and WSB Radio is.

WSB RADIO ATLANTA

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



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; WIIC-TV, Pittsburgh.

structure holds through the fourth quarter, but in January 1967 about half of the shows in its daytime schedule will carry new price tags, moving up five percent or slightly less in most cases.

James Hergen, NBC-TV director of

special program, sports and daytime sales says the network is pleased with its clearance situation, with its top daytime programs reaching around 190 stations. NBC-TV opened up the 1:30-2:00 p.m. period last year, feeding

Let's Make a Deal to a growing list of stations. Since January this number has grown by 16, bringing *Deal's* total clearance to 151 stations and giving it a coverage of 86.9% of television homes.

A booming year for network radio

First quarter runs 28% ahead of 1965 pace

with advertisers spending nearly \$18 million;

General Motors, Florida Citrus lead the buying

Network radio advertising rose 28% in the first quarter of 1966 as compared with the like period in 1965.

Radio Advertising Bureau announced the gain today (July 25) in a report on the first quarter in which advertisers in network radio spent an estimated \$17,922,259.

General Motors Corp. with an expenditure of more than \$1.6 million led the advertiser list in the quarter.

The Florida Citrus Commission with a little more than \$1 million was the second biggest network radio spender in the quarter. Others in the top 10: Campbell Soup, \$991,000; State Farm Mutual Automobile Insurance Co., \$794,000; Liggett & Myers Tobacco Co., \$652,000; The Mennen Co., \$585,000; General Mills Inc., \$492,000; R. J. Reynolds Tobacco Co., \$490,000; Sterling Drug, \$483,000, and William Wrigley Jr. Co., \$480,000.

The top 100 network radio advertisers invested a total of \$17,702,000 in the quarter, according to the report that also includes a breakout by advertisers' brand activity. The listing follows:

	Estimated Expenditure
1. General Motors Corp.	\$ 1,657,000
A.C. spark plugs	44,000
Buick cars	144,000
Chevrolet cars	479,000
Delco Div. United Motor Service	218,000
Fisher Body	144,000
Frigidaire	157,000
Guardian Maintenance	89,000
Oldsmobile cars	173,000
Pontiac cars	209,000
2. Florida Citrus Commission	1,045,000
Citrus fruits	559,000
Frozen orange juice	486,000
3. Campbell Soup Co.	991,000
Campbell beans	384,000
Campbell soups	260,000
Campbell V-8 juice	347,000
4. State Farm Mutual Automobile Ins. Co.	794,000
Automobile insurance	794,000

	Estimated Expenditure
5. Liggett & Myers Tobacco Co.	\$652,000
L&M cigarettes	446,000
Chesterfield cigarettes	206,000
6. *The Mennen Co.	585,000
Men's toiletries	585,000
7. General Mills	492,000
Cereals	95,000
Bisquick	397,000
8. R. J. Reynolds Tobacco Co.	490,000
Camel cigarettes	310,000
Salem cigarettes	82,000
Winston cigarettes	98,000

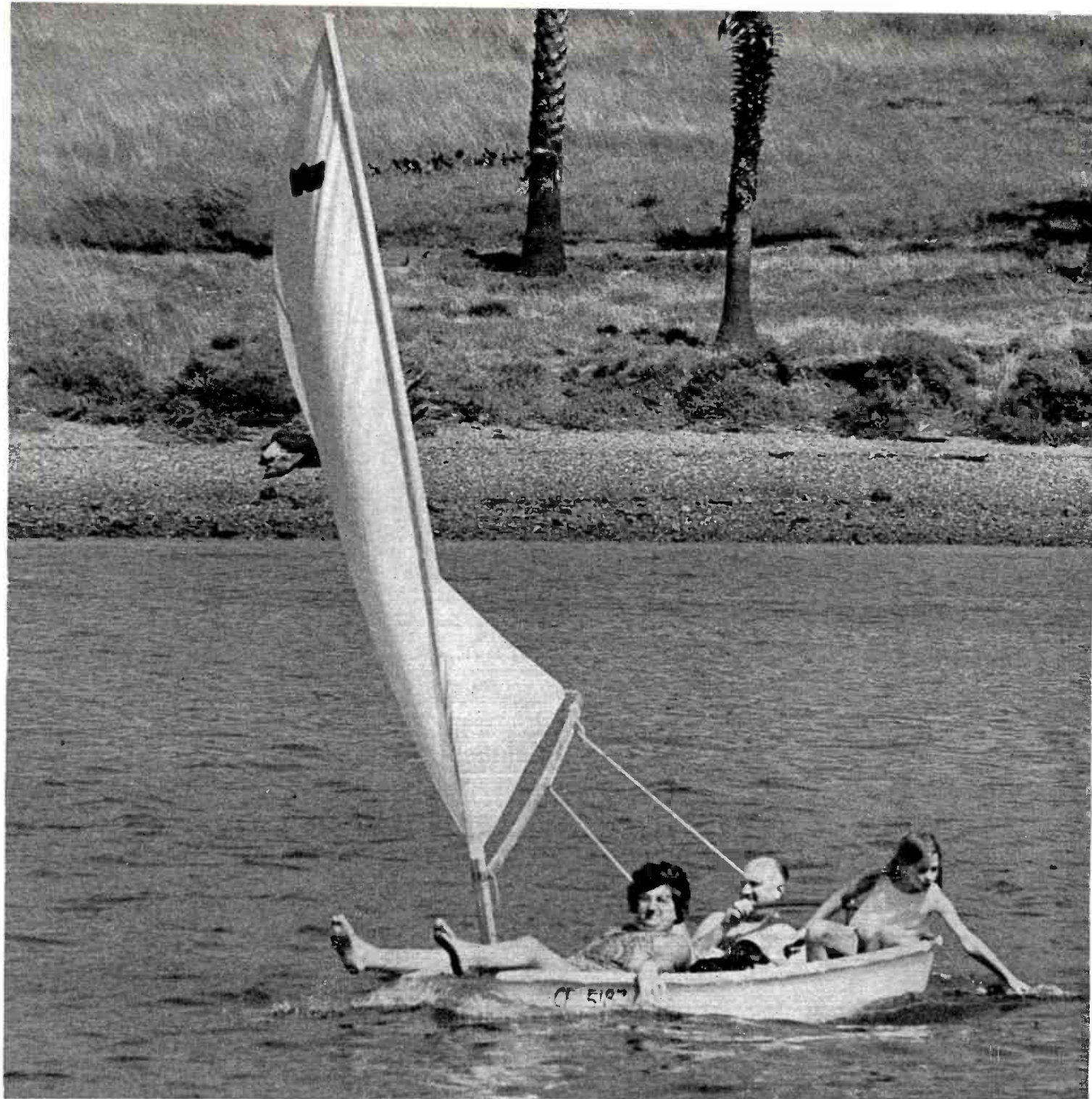
	Estimated Expenditure
9. Sterling Drug	\$483,000
Bayer aspirin	259,000
Ironized yeast	63,000
Phillips Milk of Magnesia	125,000
Energene spot remover	36,000
10. Wm. Wrigley Jr., Co.	480,000
Wrigley gum	480,000
11. Chrysler Corp.	472,000
Chrysler cars	4,000
Customer Car Care	138,000
Dodge cars	4,000
Plymouth cars	326,000
12. *Eversharp, Inc. (Schick Safety Razor Div.)	464,000
Schick razors, blades & shave cream	464,000
13. E. I. duPont de Nemours & Co.	312,000
Cantrexe	99,000
Dacron	19,000
Zerex	194,000
14. National Dairy Products Corp. (Kraft Foods Div.)	299,000
Parkay margarine	299,000
15. American Motors Corp.	290,000
Rambler cars	290,000
16. P. Lorillard Co.	288,000
Kent cigarettes	288,000
17. Standard Brands	279,000
Blue Bonnet margarine	42,000
Chase & Sanborn coffee	194,000
Fleischmann's margarine	43,000
18. American Tobacco Co.	254,000
Lucky Strike cigarettes	129,000
Pall Mall cigarettes	124,000
19. Quality Court Motels, Inc.	253,000
Motel & hotel service	253,000
20. Ford Motor Co.	243,000
Auto-Lite Div.	57,000
Ford cars	25,000
Lincoln/Mercury cars	161,000
20. The Nestle Co.	243,000
Nescafe	118,000
Nestea	125,000
22. Chas. Pfizer Co.	231,000
Ben Gay (Thos. Leeming Div.)	47,000
Imprevu Perfume (Coty Div.)	184,000
23. Ludens Inc.	226,000
Ludens cough drops	226,000
24. A.F. of L. C.I.O.	220,000
Labor union	220,000
25. Pharmaco, Inc.	195,000
Cushion Grip Denture Adhesive	44,000
Sutton deodorant	151,000
26. Morton Mfg. Corp. (Chap Stick Div.)	169,000
Chap Stick	169,000

Radio's big reach

Network radio compares favorably with the top-10 television programs in terms of audience reach, Stephen B. Labunski, president of NBC Radio, told a meeting of the Advertising Club of Memphis last Friday (July 22).

He based his contention on the findings of NBC's national study, CRAM (Cumulative Radio Audience Method). Mr. Labunski reported that in one day, CRAM "found that radio reaches three out of four adults, while the corresponding figure for TV based on a national television index tabulation covering in-home viewing is 66%."

Mr. Labunski said it was "unrealistic" to compare radio with TV on a spot-for-spot basis because "radio simply isn't bought that way today, nor is it listened to that way." He added that it's impossible to determine with any accuracy the subjective impact of the two—a minute's worth of TV versus a week's worth of radio—but pointed out that radio has "one obvious advantage—frequency."



Photographed by Jason Hailey for KRLA's "Sounds of the West" collection.

Have You Noticed the New Drift in the West Today

Here

The water
The boat
The Sunday
The family
leaning on each other
in a way that most
certainly has depth.

and Hear

KRLA,
the sort of sound
that makes you want to
toss sophistication to the wind
and lean on real people
like water leans on shore.

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

INTERNATIONAL FILM TV-FILM AND DOCUMENTARY MARKET

THE 5 "CONTINENTS
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2 GRAND AWARDS
FOR TELEFILMS



MIFED is the International Film, TVfilm and Documentary Market whose successful operations extend over a number of years. Its Autumn Cine-Meeting will be held from 15 to 24 October 1966.

MIFED is a new-style market dealing in feature and documentary films for the Cinema and TV. It is an active business centre for producers, buyers, renters and distributors of films. MIFED has twenty viewing rooms equipped for all possible technical requirements. Ten are for cinema films and ten for telefilms. Its Club facilities make it one of the most attractive and elegant business rendezvous in Europe. MIFED clients who are unable to attend the whole Autumn Cine-Meeting are invited to make use of its special assistance bureau which undertakes to represent their interests.

Information from: MIFED Largo Domodossola 1 Milano (Italy)
Telegrams: MIFED - Milano

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prevent opposing sides from springing surprises.

■Sept. 20-21—Thirteenth annual convention of the CBS Radio Affiliates Association. New York Hilton hotel, New York.

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

■Sept. 26-27—Management conference sponsored by the Radio Advertising Bureau. Hyatt House, near San Francisco.

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. 29-30—Management conference sponsored by the Radio Advertising Bureau. Warwick hotel, Houston.

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. 1—Annual Paul White Memorial Banquet of Radio-Television News Directors Association. LaSalle hotel, Chicago.

Oct. 2-7—100th Semiannual Technical Conference and Equipment Exhibit sponsored by the Society of Motion Picture and Television Engineers. Ambassador hotel, Los Angeles.

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. 6-7—Management conference sponsored by the Radio Advertising Bureau.

■Indicates first or revised listing.

BROADCASTING, July 25, 1966

	Estimated Expenditure		Estimated Expenditure		Estimated Expenditure
27. Mentholatum Co.	\$166,000	63. Miller Brewing Co.	\$72,000	96. Carrier Corp. (Bryant Mfg. Co. Div.)	\$22,000
Deep heating rub	80,000	Miller High Life beer	72,000	Air conditioning units	22,000
Mentholatum ointment	86,000	65. North American Van Lines	66,000	The Gillette Co.	22,000
28. F & F Laboratories, Inc.	162,000	Transportation	66,000	Gillette razors & blades	16,000
F & F cough drops	162,000	66. Lockheed Aircraft Corp.	64,000	Heads Up hair dressing	2,000
29. Foster-Milburn Co.	160,000	Institutional	64,000	Right Guard deodorant	2,000
Doan's pills	160,000	67. Newsweek Inc.	62,000	Sun Up after shave lotion	2,000
30. *American Express Co.	159,000	Newsweek magazine	62,000	96. General Electric Co.	22,000
Credit cards & travelers		67. 3M Company	62,000	Flashbulbs	22,000
cheques	159,000	Oynachrome film	10,000	99. Amway Corp.	21,000
30. The Borden Co.	159,000	Games	4,000	Detergents	21,000
Pickles (Aunt Jayne's Foods Div.)	94,000	Magic mending tape	19,000	100. Evangelical Foundation Inc.	20,000
Realemon (Realemon Co. Div.)	65,000	Scotchbrite floor pads	6,000	Religious	20,000
32. Time Inc.	149,000	Tarni-Shield tarnish cleaner	23,000	100. United States Gypsum Co.	20,000
Time magazine	149,000	69. *MacFadden-Bartell Corp.	61,000	Ceiling tiles	20,000
33. Curtis Publishing Co.	144,000	Magazines	61,000		
Ladies Home Journal	64,000	70. Knox Gelatine Co.	58,000		
Saturday Evening Post	80,000	Knox Gelatine	58,000		
34. Colgate-Palmolive Co.	141,000	71. SuCrest Corp.	56,000		
Wildroot hair cream	141,000	Grandma's molasses	56,000		
35. Lehn & Fink Products	138,000	72. Block Drug Co.	54,000		
Lysol	121,000	Nytol	36,000		
Medi-Quik	17,000	Polident	18,000		
36. The Kellogg Co.	130,000	73. Hastings Mfg. Co.	48,000		
Cereals	130,000	Casite additive	48,000		
37. Smith, Kline & French		74. R. C. Bigelow Inc.	47,000		
(Menley & James Labs.)	129,000	Constant Comment Tea	47,000		
Contact	129,000	75. Church & Dwight Co.	43,000		
38. Holiday Inns of America	128,000	Arm & Hammer Soda	43,000		
Motel & hotel service	128,000	75. Standard Household Products Corp.	43,000		
39. American Telephone & Telegraph Co.	123,000	Bon Ami jet spray	36,000		
Long distance service	123,000	Dust 'n Wax polish	7,000		
39. Bankers Life & Casualty Co.	123,000	77. Corn Products Co. (Best Foods Div.)	42,000		
White Cross hospital & medical		Knorr soups	42,000		
Ins.	123,000	78. *California Growers & Cannors	41,000		
41. Bristol-Myers Co.	120,000	Diet Delight & Hearts Delight			
No-Doz	120,000	Foods	41,000		
42. Wynn Oil Co.	119,000	78. California Federal Savings & Loan Assn.	41,000		
Wynn Friction Proofing	119,000	Financial	41,000		
43. Nationwide Insurance Co.	111,000	National Brewing Co.	41,000		
Insurance	111,000	Colt "45" malt liquor	41,000		
44. Texize Chemicals	106,000	81. *Sarreau Inc.	39,000		
K2R spot lifter	106,000	Sardo & Sardoettes	39,000		
45. Helmac Products Corp.	101,000	82. California Prune Advisory Board	38,000		
Lint Pick-Up	101,000	California prunes promotion	38,000		
46. Field Enterprises Inc.	95,000	83. California Oate Growers Assn.	36,000		
Educational publication & aids	95,000	California dates promotion	36,000		
46. Florists Telegraph Delivery Assn.	95,000	83. Dunn & McCarthy Inc.	36,000		
Flowers by wire	95,000	Enna Jettick shoes	36,000		
48. Billy Graham Evangelistic Assn.	93,000	85. The Anderson Co.	35,000		
Religious	93,000	Anco windshield wipers	35,000		
48. Mutual of Omaha Insurance Co.	93,000	85. Lutheran Layman's League	35,000		
Insurance	93,000	Religious	35,000		
50. Pet Milk Co.	91,000	87. Voice of Prophecy	34,000		
Whitman's candy	91,000	Religious	34,000		
50. Retail Clerks International Assn.	91,000	88. Singer Co.	31,000		
Union promotion	91,000	Sewing Machines	31,000		
52. Beatrice Foods (LaChoy Div.)	89,000	D. W. G. Cigar Corp.	30,000		
LaChoy Foods	89,000	Red Dot cigars	30,000		
52. Ocean Spray Cranberries	89,000	90. Deltona Corp. (Mackie Bros. Div.)	26,000		
Cranberry juice	89,000	Deltona Homes Development	26,000		
54. Pennzoil Co.	87,000	91. Christian Reformed Church	25,000		
Pennzoil gas, oil & lubricants	87,000	Religious	25,000		
54. Purex Corp.	87,000	91. Mobil Oil Co.	25,000		
Campana-Cuticura Div.	87,000	Mobilgas & Mobiloil	25,000		
56. Reader's Digest Assn.	83,000	93. Assemblies of God	24,000		
Reader's Digest magazine	83,000	Religious	24,000		
57. Eastern Products Corp.	82,000	93. Petersen Mfg. Co.	24,000		
Drapery hardware	82,000	Vise-Grip tools	24,000		
58. E. C. DeWitt & Co.	80,000	95. Highland Church of Christ	23,000		
DeWitt's pills	80,000	Religious	23,000		
58. Meredith Publishing Co.	80,000				
Better Homes & Gardens					
magazine	80,000				
58. Sunsweet Growers	80,000				
Sunsweet Prunes	80,000				
61. Testor Corp.	78,000				
Spray-Pla & household cement	78,000				
62. Sunmaid Raisin Growers of California	73,000				
Sunmaid raisins	73,000				
63. Cowles Communications	72,000				
Look magazine	72,000				

WIFE wants affidavit rule

Suggests FCC take same approach to 'inaccurate' bills as to double billing

The FCC was urged last week to adopt rules to prohibit broadcasting stations from furnishing advertisers with "inaccurate" affidavits concerning the times and dates their commercials are broadcast.

The request was made by WIFE-AM-FM Indianapolis, which faces a hearing on its license-renewal application largely on issues involving alleged falsification of affidavits submitted to advertisers.

WIFE, in the same pleading, accused the FCC's Broadcast Bureau of withholding from the commission information that might support the stations case. It also said there was no basis for the bureau's request that a misrepresentation issue be added in the case (BROADCASTING, July 4).

The WIFE pleading also sought to place the blame for the improper affidavits on a former manager and vice president, Ron Mercer. The station said he had executed the plan in order to boost station earnings that would result in additional bonus money that, the station said, he needed to pay off debts.

Mr. Mercer, who is now in the advertising business in Indianapolis, said the charge is not true. "I don't want to be the scapegoat," he said. Mr. Mercer in affidavits furnished the bureau, said that Don Burden, owner of the station, was responsible for the plan.

In its request for a rule on inaccurate affidavits WIFE quoted statements from heads of three station-representation firms—H-R Representatives, Robert E. Eastman Co. and The Katz Agency—that information in such affidavits is

Source: Radio Advertising Bureau, Inc.
Figures shown are gross before deduction of any discounts or agency commissions, as reported by ABC, CBS, MBS and NBC Networks. This makes them comparable to data for other media including Spot Radio, Spot TV and Network TV.

*Reports on expenditures for these advertisers are not broken down in enough detail for RAB to estimate brand figures with acceptable accuracy.



More than a woman can bear

New 60-second spots for Clorox bleach team up the usual woman at the usual washing machine with the usual washday problem. But her co-star in humorous vignettes set in a campers' laundry area is Bruno,

a live bear. The commercial is one of a series that will be used on 279 stations beginning at the end of this month. Agency for the heavy-duty bleach product is Honig-Cooper & Harrington, San Francisco.

frequently erroneous.

Same as Double Billing ■ The station said the commission should treat the matter of inaccurate affidavits in the same way that it treated double billing. In the latter situation, the station recalled, the commission adopted a policy statement and then a rule barring the practice.

Broadcasters, the station said, were put on notice that the practice could result in loss of license. The same notice should be given in the case of inaccurate affidavits, if the commission is "to take jurisdiction over these practices," the station said.

"There is no administrative efficacy in singling out WIFE—for the very same reasons that the commission did not single out any one of the stations which it knew had practiced 'double billing,'" the station added. WIFE plans to file a formal request for rulemaking this week.

The withholding-of-information allegation involves principally nine documents an advertising agency had submitted to the bureau in response to a query but which, the station said, had not been made part of the record. WIFE said it was given copies of six of them after submitting a request to the bureau.

But one of the remaining three docu-

ments—which the station obtained from the advertising agency involved—would have "deflated" the bureau's case if it had been submitted to the commission, WIFE said. It was a proof-of-performance affidavit for the month of February 1965 for Henri's Food Products which, the station noted, "had no times whatsoever specified on it."

The bureau had compared the advertising contract with the times that WIFE carried spots for the advertiser to support the contention that the advertiser had been deceived, the station said. In all other cases where deception of advertisers was alleged, WIFE noted, the bureau compared affidavits of performance with the station's logs. But the affidavit in question, the bureau said, would not have proved misrepresentation. Although the bureau didn't submit copies of the affidavit, it did refer in a pleading to copies of Henri Food Product invoices and letters including statements for February and March 1965 which were sent to it.

Witnesses Ignored ■ The station also alleged that, "on information and belief," the bureau had interviewed witnesses whose testimony would "tend to weaken if not demolish the bureau's case." But the bureau did not take statements from the witnesses despite "its responsibility to present all relevant

facts to the agency and not confine its evidence to that which is prejudicial to the [licensee]," WIFE said.

The bureau's request that a misrepresentation issue be added in the case results from WIFE's assertion that it had discovered errors in its affidavits through its own processes and had moved to make restitution before any advertiser or the commission took action. The bureau said its evidence indicated that the station was prompted to act by complaints of Amalie Motor Oil.

WIFE, in reply, submitted copies of memorandum notes of a station official recapitulating errors she had discovered and which, the station said, led to offers of restitution to advertisers. The notes are dated June 5, 1965; the first complaint from Amalie was written four days later.

The station also submitted a letter from Amalie's advertising agency observing that, as a general rule, affidavits of performance, "leave a lot to be desired." The letter, dated July 8, 1966, expressed satisfaction with the manner in which the Amalie schedule was running on the station.

Business briefly . . .

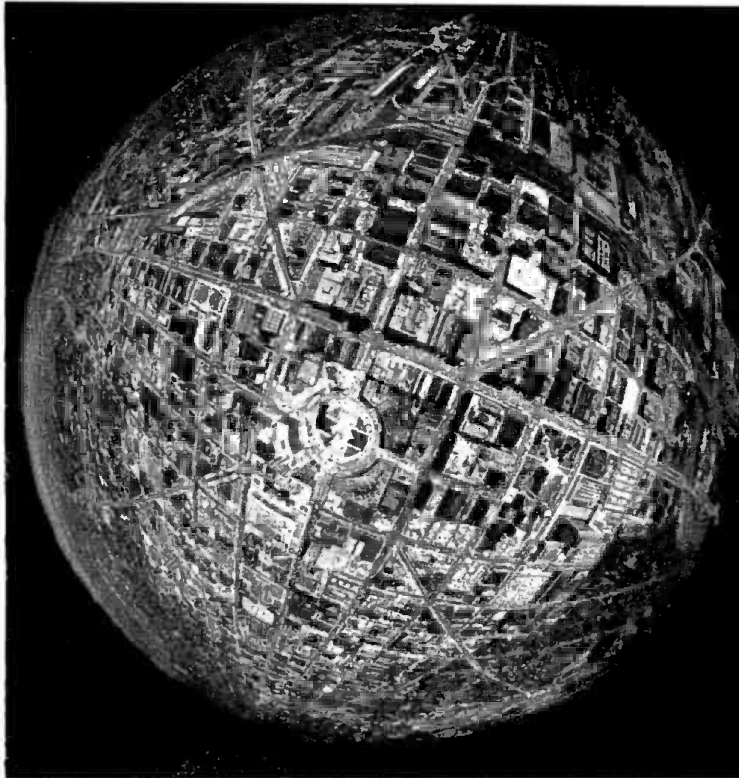
Laura Scudder's Corn Chips, East Anaheim, Calif., division of Pet Milk Co., St. Louis, through Doyle Dane Bernbach, Los Angeles, is running spot TV campaign with theme of "Wampum Corn Chips are a great old American custom." Spots will run in Arizona, California, Colorado and Nevada.

Campbell Soup Co., Camden, N. J., through BBDO, New York, has signed for 44-weeks on NBC Radio's *Emphasis* features.

Schick Safety Razor Co., Milford, Conn., through Compton Advertising, Los Angeles, will sponsor Sports Network Inc.'s New England Junior Amateur golf tournament, Aug. 27 (2:30-4:30 p.m. EDT).

Chevron Oil will be advertised this fall in 50 markets through a half-hour color film on the Bridgehampton Double 500 sports car classic. Order was directly handled by **Standard Oil Co. of Kentucky**, Louisville, for 29 markets in five southern states, and **Chevron Oil Co.**, Perth Amboy, N. J., for 21 markets in the Northeast. Triangle Stations is producing the telecast, which will also be on five of its TV outlets: WFIL-TV Philadelphia, WLYH-TV Lancaster-Lebanon and WFBG-TV Altoona, all Pennsylvania; WNBZ-TV Binghamton, N. Y., and WNHC-TV New Haven, Conn.

The Glidden Co., through Meldrum & Fewsmith, both Cleveland, has pur-



**Why WFBM-TV, Indianapolis
bought Volumes 3, 4, 5, 7 & 10
of Seven Arts'
"Films of the 50's and 60's"**

Aerial view of Indianapolis taken with the new Nikon "fish-eye" lens from a blimp.

Says Eldon Campbell:

Vice President and General Manager of WFBM-TV, Indianapolis, Indiana

**"We have two feature film shows on which
we program only
prestige feature films."**

One of them is titled 'Bernie Herman Presents' (Mon-Sat at 4:30 P.M.) and the other, 'The Best of Hollywood' (Saturdays, 11:30 P.M.). WFBM-TV has extremely high standards for the features selected to be used on these shows.

In turn, WFBM-TV goes to great lengths in showcasing this outstanding entertainment. 'Bernie Herman Presents' is hosted live with elaborate preparation and production. Our host travels extensively to various leading production centers to film interviews with today's top producers and stars. In fact, our production crew has recently returned from three weeks in Europe visiting various studios and on-location production sites. This trip resulted in over 13,000 feet of film in color. (Color interviews are a great support for the color features we telecast).

The filming of interviews and live hosting for the showcasing of these features is rather expensive, but it is also a true reflection of how important we think the presentation of this product should be.

We are very selective and conservative buyers of feature films and have to maintain a good level of quality. That's why we have turned to Seven Arts so often, and, to date, have a total of 222 'Films of the 50's and 60's' in our library (including 117 ready for colorcasting)."



Seven Arts

ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.

NEW YORK: 200 Park Avenue, YUkon 6-1717

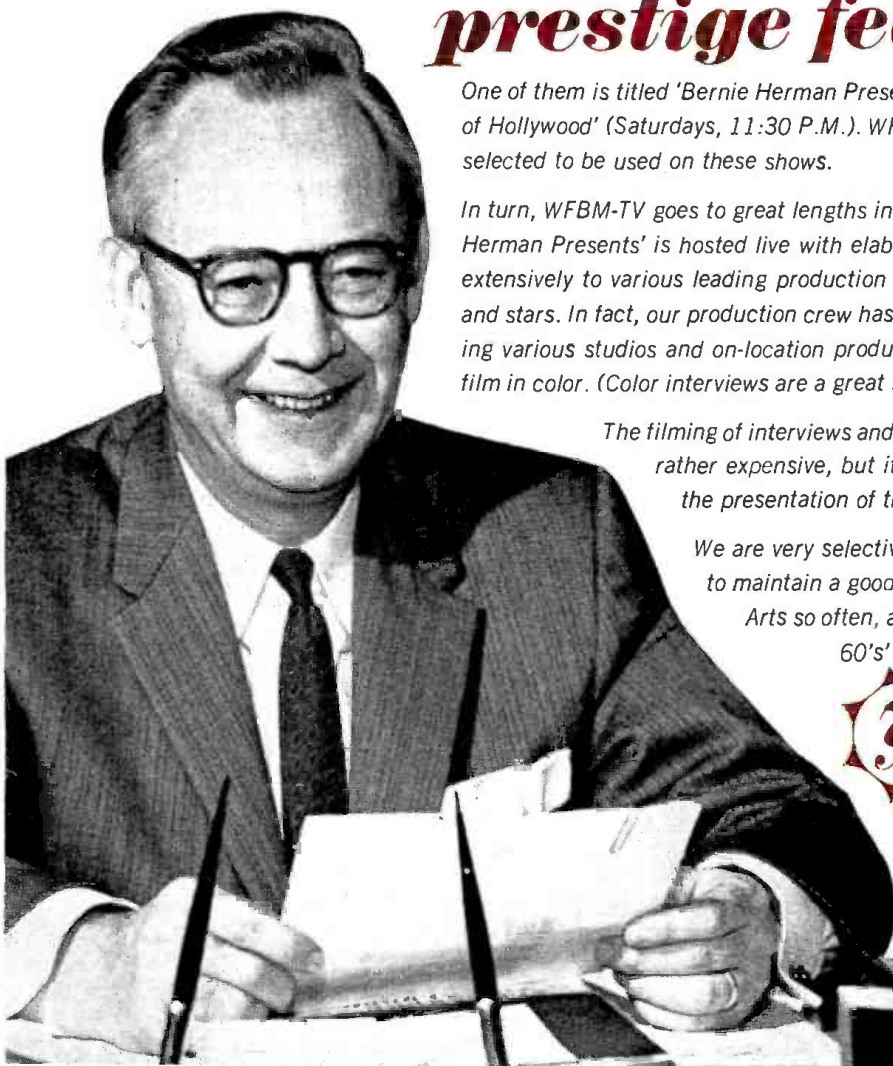
CHICAGO: 4630 Estes, Lincolnwood, Ill., ORchard 4-5105

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



chased sponsorship in NBC Radio's *Joe Garagiola Sports Show*.

Heublein Inc., through Fletcher Richards Co., New York, will participate in seven NBC-TV programs next season: *The Girl from U.N.C.L.E.*, *Run for Your Life*, *Tuesday Night at the Movies*, *I Spy*, *Daniel Boone*, *Laredo* and *Saturday Night at the Movies*.

Glenbrook Laboratories, through Benton & Bowles, both New York, has bought participations for next fall on NBC-TV's *Scherer-MacNeil Report*, *Star Trek*, *The Andy Williams Show*, *The Virginian*, *Saturday Night at the Movies* and *Tarzan*.

Singer moves some of its account out of JWT

Singer Co., New York, in the process of acquiring Packard-Bell Electronics Corp., Los Angeles (BROADCASTING, July 18), has taken its consumer-product advertising, minus the sewing machine account, out of J. Walter Thompson, New York, and assigned it to Carson/Roberts Inc., Los Angeles. The relocated account, which by 1967 is expected to bill over \$1 million, includes radios, TV sets, phonographs, typewriters and vacuum cleaners.

Singer transferred the account in anticipation of "an eventual conflict with the RCA account" now at JWT. Singer's new company, Packard-Bell, now manufactures TV, color TV and stereophonic equipment. The sewing machine account, estimated at \$7 million, is being retained by JWT. Officials at Singer said radio-TV advertising in the future will be emphasized in the consumer account handled by C/R.

Uniform affidavits for radio being tested

A move to standardize proof-of-performance affidavits throughout the radio industry was announced last week by The Katz Agency, New York station representation company.

In association with the MacManus, John & Adams agency, Katz is devising a standard form that it hopes will eventually be used by all radio stations to confirm commercial placements to advertisers and agencies.

A study by the representation firm revealed that of 209 affidavits being processed at one agency, 207 were different in some respect. Size of forms varied as did information contained in them and the information they requested.

Katz-represented stations have been

asked to fill out new proof-of-performance forms during a four-week test period. Another test will be run two months from now after improvements suggested by the first test have been added to the forms.

MacManus, John & Adams is running a similar experiment to ascertain the value of standard radio affidavit forms from the agency's point of view.

Xerox lines up 100 for drug documentary

The Xerox Corp., Rochester, N. Y., has assembled a "network" of more than 100 local TV stations to carry a one-hour documentary on a husband and wife who are real-life drug addicts, it is being announced today (July 25). The program will be telecast between Sept. 6 and 9 in prime-time periods.

Donald L. Clark, Xerox vice president for corporate advertising, said the program, *Storm Signal*, will mark the fourth time that the company has created its own "network." Xerox is following this procedure, he added, because prime evening time desired was unavailable on any of the three major networks. The Xerox agency is Papert, Koenig, Lois, New York.

The program, produced by Robert Drew Associates, utilized the "cinema verite" technique, under which the subjects are not controlled or directed and events are filmed as they happened.

Rep appointments . . .

- WCKY Cincinnati: Blair Radio, New York.
- KPCN Dallas and KBUY Amarillo, both Texas: Venard, Torbet & McConnell Inc., New York.
- WGBI-AM-FM Scranton-Wilkes-Barre, Pa.: H-R Representatives Inc., New York.
- WKMR Millinocket, Me.: William A. Queen Inc., Boston, for New England.

Also in advertising . . .

- Honig-Cooper & Harrington, San Francisco, will resign the Roman Meal Co. account, effective July 29. The agency handled Roman Meal cereals and bread and Western Host Meat Loaf Mix. Most of the company's advertising is in television, with spot radio, newspapers and magazines also used.
- Radio's role as "everyman's media" is now in effect for Washington state residents. With a Seattle First National Bank credit card in hand, anyone can

charge time on KAGT Anacortes. On June 1, credit cards were mailed to the almost 500,000 regular customers of the bank, who can now buy time on KAGT simply by saying "charge-it."

WPIX spot presentation starts on 7-city tour

A group of 350 advertiser and advertising agency media executives in New York attended the premiere of a new WPIX(TV) New York presentation last Thursday (July 21) that purported to show the superiority of spot TV bought on an independent station over a similar announcement on a network station.

Other showings are planned for Chicago, Minneapolis, St. Louis, Los Angeles, San Francisco and Boston.

Backing its claim, WPIX said the three network-owned stations' spot rates were four times as great as the independent (WPIX) but didn't deliver commensurate audiences, that the WPIX buy afforded better production protection, and that the independent had better audience composition.

Frank X. Tuoti, WPIX vice president for sales development and advertising, who delivered the presentation, made use of both Nielsen and American Research Bureau data to buttress his points.

Ayer, L.A. Plymouth parting

N. W. Ayer & Son, Los Angeles, has resigned the account of the Plymouth Dealers' Association, Los Angeles region, effective Sept. 30. The account bills an estimated \$1 million, of which about \$300,000 is in broadcast. Ayer, which recently lost the \$30 million Plymouth-Chrysler Division business, said it decided to relinquish the Los Angeles dealer account in order to be free for another assignment in the automotive field.

Airlines' spot TV documented

Investments by the airlines in spot TV grew by 600% between 1961 and 1965, according to a study prepared by the television division of Edward Petry & Co. and released last week. During the four-year period, Petry reported, airline spot TV expenditures rose from \$2.4 million to \$16.5 million, while newspaper investment declined by \$900,000 to \$39.1 million. Airline magazine spending jumped by \$10.8 million to almost \$20 million. The study shows spot TV is the fastest growing of airlines advertising, Petry stated.

WHO gives you nearly 10 times as many people



<u>WHO MARKET</u>		<u>DES MOINES METRO ONLY</u>	
POPULATION	2,744,500	POPULATION	284,000
HOUSEHOLDS	847,000	HOUSEHOLDS	91,760
RADIO HOMES	809,780	RADIO HOMES	87,610
RETAIL SALES	\$4,355,048,000	RETAIL SALES	\$485,568,000

SOURCE: SRDS '66, NCS '61

This time . . .
when you buy **Des Moines** . . .
make the buy that gives your client
the full potential of his ad dollars
here. Make sure your buy
measures more than just a
tenth of the nation's 23rd
largest radio market. **This** time,
buy the WHO Radio Market.



50,000 WATTS • 1-A CLEAR CHANNEL • NBC IN DES MOINES, IOWA

Represented Nationally by Peters, Griffin, Woodward, Inc.

50-50 proposal gets a boost from Justice

Antitrust chief says networks' control of programing raises serious questions

The FCC proposal to limit network ownership of programing, which has been languishing for lack of support, received a boost last week from the U. S. Department of Justice.

Donald F. Turner, chief of the department's antitrust division, said present network control of television programing, which amounts to more than 90% of prime-time offerings, raises serious antitrust problems that the commission should consider.

Mr. Turner expressed his views in a letter to Chairman Rosel H. Hyde.

He did not endorse the commission's proposed rule or the alternative proposal put forward by Westinghouse Broadcasting Corp. "Our purpose," he said, "is simply to point out to the commission the serious nature of the antitrust policy considerations that we believe to be involved."

He also said that while antitrust-law enforcement is a matter for the Justice Department, appropriate relief in the network programing issue is something for the commission to determine under

the public-interest standard of the Communications Act.

The department's letter was not unexpected. The department had encouraged the commission to move into the network program-ownership area, and had maintained close liaison with the agency on the matter.

Spine-Stiffener — Accordingly, it was regarded as a possible effort to stiffen the resolve of those at the commission who support the idea of limiting network ownership of programing as a means of promoting a diversity of sources of network programing.

The commission's proposal had been subjected to such a heavy barrage of criticism—from networks, broadcasters generally, and advertisers—that it appeared doomed.

The commission proposal would, among other things, prohibit networks from owning or controlling more than 50% of their prime-time nonnews programing, and bar them from acquiring proprietary interests in independently produced programs. The WBC pro-

posal would limit network control by prohibiting stations in the top-50 markets having at least three outlets from carrying more than three hours of network programing, other than news, between 7 and 11 p.m.

Mr. Turner said that the central antitrust issue stems from the three networks' control of access to the television facilities of their affiliates. The power of the companies to foreclose access to others, he said, raises "serious questions" under the antitrust laws.

He also said the antitrust law is not limited to the redressing "of illegal conduct or abuses of power." He said it could be applied "to persons in monopoly positions in order . . . to dissipate the potential consequences of their power, prevent abuses and preclude extension of their monopoly power into other fields."

Mr. Turner also provided some support for the factual basis of the commission's proposal. The networks, through a report submitted by the Arthur D. Little research organization, had challenged many of the premises and assertions in the notice of rulemaking.

Mr. Turner said the department's analysis showed "no substantial controversy" about commission statistics indicating that network ownership or control of programing had increased from 67.2% of prime-time offerings in 1957 to 93.1% in 1964.

He also said commission figures showing that networks have continued to acquire proprietary interest in a "high percentage" of independently produced programs "do not appear to be inconsistent with data supplied by the networks."

NBC plans programing for its O&O FM's

NBC will supply some nine hours daily of new programing to its owned FM stations starting Sept. 1 in line with the FCC's move to require at least 50% nonduplication of programing by AM-FM combinations in top markets. The stations plan to program serious music.

Preparations by NBC for its own FM programing have been underway for some time (CLOSED CIRCUIT, May 23). Programing will be assembled in Cleveland at WKYC-FM where study of the "new classical sound" has been in progress and where NBC has a separate production unit (announcer, engineer and producer). Music will be taken from recordings and possibly live orchestra pickups.

An NBC spokesman said the network

An introspective look by radio

A New York radio station intends to broadcast an examination of the radio industry in a weekly series starting Aug. 7. FCC Commissioner Kenneth A. Cox will be the first guest of a WNEW series set for Sundays, 7:30-8 p.m. Richard K. Doan, radio-TV editor of *The New York Herald-Tribune* will be the moderator on *The Truth About Radio: a WNEW Inquiry*.

Commissioner Cox, it was pointed out, early this month opposed commission action reviewing the licenses of 21 New York radio stations without inquiring into the adequacy of their public service programing (BROADCASTING, July 11). WNEW was one of the outlets in question.

Harvey L. Glascock, vice president, general manager of WNEW, said

the series would "cast a critical eye"



Mr. Doan

on radio's "own backyard" and not be a "self-serving vehicle for WNEW." Jerry Graham, WNEW program director who conceived the series, will be executive producer.

Commissioner Cox in dissenting to the license renewal of the 21 stations, said that radio should "with due allowance for the admitted viable economic base," be something more than a "juke box, a ball park, and a news ticker."



**Is it possible to take WNEW radio
(New York's must-buy station) and move
it lock, stock, and LP's all the way to
the Oakland/San Francisco Bay Area?**

No.

So we created a West Coast version of WNEW radio.
We call it KNEW. It's got the same things going
for it that WNEW has . . . popular personalities, first-
class programming, Planned Music-hood,
Instant, In-Depth News, and the world's hottest
promotions. (Watch for them!)

How can we miss? We can't.

More important, neither can you—when you buy
the station with that sweet smell of success.

KNEW RADIO 910
A METROMEDIA RADIO STATION/OAKLAND, CALIFORNIA
represented by Metro Broadcast Sales

would provide fresh programming each week from Cleveland.

NBC-owned FM stations are WNBC-FM New York, WMAQ-FM Chicago, WJAS-FM Pittsburgh, KNRR-FM San Francisco, WRC-FM Washington and WKYC-FM.

CBS is supplying taped music in an FM service it is syndicating to stations across the country in addition to programming the music on its owned stations. This service also is to begin Sept. 1 (BROADCASTING, May 23).

While NBC's approach is toward classical, CBS's is toward contemporary music, heavy on instrumentals but with a modern beat. CBS calls its service "The Young Sound."

CATV copyright hearing set

A Senate group that has been studying revisions of the copyright law has decided to hold a hearing on the CATV issue.

Senator John L. McClellan (D-Ark.), who is chairman of the Subcommittee on Patents, Trademarks and Copyright of the Senate Judiciary Committee, announced last week that a hearing on CATV and copyright would be held next week, Aug. 2-4.

Senator Quentin N. Burdick (D-N. D.) will be acting chairman of the unit conducting the hearing. Others on the panel are Senators Philip A. Hart (D-Mich.), Hugh Scott (R-Pa.) and Hiram L. Fong (R-Hawaii).

The subcommittee last month wrote to various parties involved in the CATV-copyright issue and has received, according to counsel Thomas C. Brennan, comments from those who testified in the House copyright hearing (BROADCASTING, June 27). Mr. Brennan said that the committee decided to go ahead on the CATV question in light of the recent New York federal court decision holding that CATV systems are liable to the payment of copyright fees, the FCC's action in asserting jurisdiction over all CATV's, and the House Commerce Committee's report sanctioning FCC authority over CATV.

The move is based also on the generally accepted belief that this Congress will not have time to take up the entire copyright revision proposed last year by the register of copyrights and representatives of major copyright holders. Members feel, it was explained, that the CATV question is urgent enough to justify separate consideration.

This attitude was expressed by Senator Lee Metcalf (D-Mont.) who, three weeks ago, referred to the court decision as "undue and unfair discrimina-

tion." He said that if CATV's are required to pay copyright royalties, higher fees would be charged subscribers to CATV systems.

On the House side, a subcommittee of the House Judiciary Committee is still studying all aspects of the revised copyright bill, but has no plans for the consideration of a separate bill on the CATV problem. The House copyright subcommittee has already suggested that a separate provision be included in the full revised copyright bill treating CATV separately.

This would exempt from the payment of royalties CATV's carrying the broadcasts of TV stations putting a grade B signal over the CATV community. CATV's using the broadcasts of distant TV stations which do not hold rights for that community would be liable for copyright charge, while those CATV's that are in a so-called gray area would be required to negotiate some form of copyright fee payment, but would have the right to appeal to the courts if the charges are unreasonable (BROADCASTING, May 9).

ABC may 'sneak' 12 shows in early

When viewers tune in the week of Sept. 12, it'll be "premiere week" for the new-season schedule of all three TV networks, but viewers will get the opportunity to "preview" a substantial number of ABC's new shows the week before.

That's the official way that ABC-TV's president, Thomas W. Moore, confirmed plans last week of ABC's push-up of all but three of its new-show series in the fall. The gist of these plans had been reported earlier (BROADCASTING, July 18).

Mr. Moore said there are 12 new shows (or 8½ hours) that may get an advance or "sneak" showing. Because Monday (Sept. 5) is Labor Day, that night will not be involved. The new show previews begin on Sept. 6, three that night and three also on two other evenings (Thursday and Friday), two on Wednesday night and one (*Shane*) on Saturday night.

The programs:

The Rounders, *The Pruitts of Southampton* and *Love on a Rooftop* on Tuesday; *Them Monroes* and *The Man Who Never Was* on Wednesday; *Tammy Grimes*, *That Girl* and *Hawk* on Thursday, and *Green Hornet*, *Time Tunnel* and *The Milton Berle Show* on Friday.

Monday night's new-show schedule (*Iron Horse*, *Rat Patrol* and *Felony*

Squad) will not be affected, the first shows going on the air Sept. 12. Also unaffected: *ABC Stage 67* (Wednesday, 10-11 p.m.), which will start Sept. 14.

ABC will be running newly made episodes of *Batman* and *Peyton Place* in the Labor Day week, Mr. Moore noted. He said *Peyton* will run its last black-and-white segment that week and pick up with color the following week. In addition, ABC may "sneak" its "premiere" showing of two other continuing series. These were not identified.

Nielsen calls ratings democracy in action

Television ratings are like votes in an election and they help to preserve the public's voice in TV programming by reporting what people prefer to watch.

That's how A. C. Nielsen Jr., president of the A. C. Nielsen Co., headlined his defense of the ratings system last Wednesday (July 20) in a talk before the Oklahoma City Advertising Club. The Nielsen firm presently is in U.S. district court there pressing a \$1.5 million damage suit against former House subcommittee investigator Rex Sparger for alleged ratings tampering incidents (BROADCASTING, July 11).

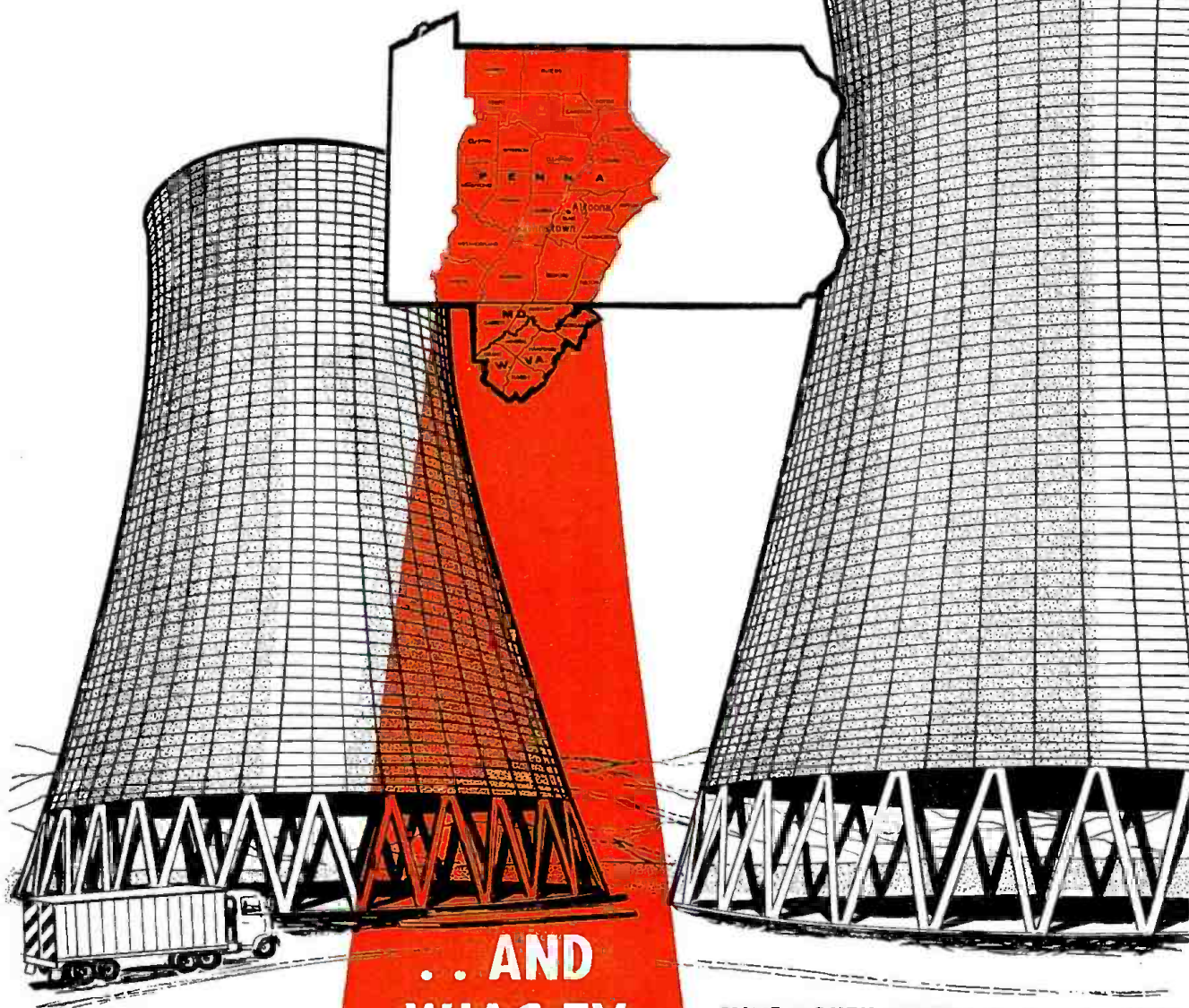
Mr. Nielsen said he often is asked how his company can measure television audiences with data from 1,500 homes but he said he believes the public is becoming more aware of the validity of sampling. "People by the millions have witnessed the high accuracy of the political polls," he said, "and these polls are based on samples of about the same size as ours."

The real debate today is how the ratings are used in making program decisions, Mr. Nielsen said. "Ratings are simply a method of counting the votes. Even in troubled times of hot and cold wars this is how we pick Presidents. If people are wise enough to pick Presidents they are wise enough to pick programs," he explained.

NHL hockey rights now open for bids

NBC-TV last week bypassed its option right on a TV contract with the National Hockey League for 12 late-season games plus the Stanley Cup playoffs during the 1966-67 season. This clears the way for bids from the other

BIG THINGS ARE HAPPENING IN MID-PENNSYLVANIA



**.. AND
WJAC-TV
DOMINATES
THE MIDDLE!**



Represented Nationally by
**HARRINGTON, RIGHTER
& PARSONS, INC.**

Affiliated with WJAC-AM-FM
The Johnstown Tribune-Democrat Stations

MINE MOUTH GENERATION COMPLEXES PRODUCE BIG NEW SOURCE OF POWER!

This huge \$175,000,000 Keystone Generating Complex will create a vast new industry in WJAC's mid-Pennsylvania! It will be capable of producing 1.8 million kw's of power right from the mouth of soft coal mines . . . the first of three such plants.

WJAC-TV dominates this area of growth. Through colorful WJAC-TV, you can reach over 259,000 TV homes . . . penetrate the heart of the big happenings in mid-Pennsylvania!

networks, either national or regional, according to NHL officials.

Originally, NBC paid an estimated \$250,000 for the NHL playoffs last April and with them received an option on games this season. NHL officials, meeting in Montreal last month, tied up a package of 12 late-season regular games, beginning in mid-January 1967, and the playoff series in April. NBC, if it had picked up the option before the July 18 deadline, would have carried Sunday and some Saturday afternoon live colorcasts.

NBC was silent on its reasons for not accepting the NHL proposal. Speculation, however, suggested that all three networks might await the spread of the NHL to a 12-team league (1967-68) on a national scope. It was also suggested that NBC turned away the proposal because of afternoon commitments on Sundays in the January-April period, especially with the *Wild Kingdom* and *College Bowl* series.

The NHL made its proposal for late season games to accommodate the three networks' schedules of either professional or collegiate football ending in January.

28 PGA events for \$2.2 million

ABC-TV, Sports Network Inc. make separate golf package deals over two years

ABC-TV and Sports Network Inc. have agreed to pay an aggregate of about \$2.2 million for golf TV rights in two-year packages disclosed last week.

The purchases involve ABC-TV and SNI splitting 26 Professional Golfers Association tournaments over the years 1967 and 1968, and SNI buying rights to still another classic for two years.

■ ABC-TV paid some \$800,000 for seven PGA tournaments to be held in 1967 and again in 1968.

■ SNI, for approximately \$1 million, bought rights to six PGA events in each of those same years, and in addition paid over \$200,000 for each year

of the PGA Westchester Classic in 1967 and 1968.

The packages were revealed last week by the PGA and its TV representative, Martin Carmichael & Co., New York, which claimed the deals were the first made simultaneously with separate buyers. Details were outlined at the golden anniversary championship of the PGA of America in Akron, Ohio. (ABC Radio covered the July 21-24 competition giving reports on its progress in 32 three-minute spot reports scattered over the coverage days.)

Exclusive of the newly purchased package, ABC has already scheduled six golf tournaments for 1966 and 1967, with two of these on the PGA tour.

Lucky 13 ■ ABC-TV plans to colorcast nine PGA tournaments during 1967. They include Pensacola (Fla.) Open (March 26), Dallas Open Invitational (April 22-23), Houston Champions Invitational (May 6-7), Colonial National Invitational (Fort Worth, May 20-21), Memphis Open Invitational (June 3-4), Cleveland Open (June 24-25), and American Golf Classic (Aug. 12-13). Two other PGA

He's back in the TV saddle again

President Johnson held his first, formal televised White House news conference in almost a year last week and everyone seemed mighty pleased. There's speculation that the President is more inclined, after last week's reaction, to do more with this news conference technique.

Although the President is known to feel he doesn't come through at his best during the give-and-take of a televised news conference, he's not averse to TV as such. In fact since the last full-scale TV news conference in August 1965, he's allowed TV cameras to cover his news conference at the Texas LBJ Ranch, and last month, after a news conference in his office with newspaper and magazine reporters, he repeated the conference in abbreviated form with broadcast newsmen in the White House TV facility.

For last Wednesday's (July 20) conference, carried live by all three TV networks, President Johnson wore a blue shirt, a navy blue tie with a single and thin blue stripe.

The portable aluminum frame (at right in photo) holds the studio lights for presidential appearances. The structure stands 10 feet high



and was built about six months ago by Signal Corps technicians assigned to the White House Communications Agency. The placement of the spots, scoops and floods however is under the control of the TV pool director.

The erector set-type framing, which also contains a blue, cloth

panel in the rear, was built so that lights do not blind the President when he's reading the text of a statement or speech, speaking to the TV cameras or responding to questions from newsmen. It is used only when the President appears before TV or motion-picture cameras.

events, televised in 1966, will be picked up again next year: Tournament of Champions (Las Vegas, April 15-16) and PGA Championship (July 22-23).

ABC-TV's 1967 color coverage also includes three U. S. Golf Association games: U. S. Open, Baltusrol (Springfield, N. J., June 17-18); U. S. Women's Open (July 2); and Men's Amateur Championship (Colorado Springs, Sept. 2). Another planned for the 1967 color lineup is the British Open (July 15-16).

In addition to these 13 golf events, ABC-TV has a two-year arrangement with Bing Crosby on the Bing Crosby Pro-Amateur Golf Tournament, set for Jan. 21-22, 1967.

SNI's Six Plus One — SNI has arranged a PGA package, all in color, divided into one part with six tournaments costing about \$1 million for two years, and another part, priced over \$200,000 for each year of PGA's Westchester classics in 1967-68. The first deal includes the Los Angeles Open (June 28-29), Phoenix Open (Feb. 11-12), Doral Open (Miami Beach, March 4-5), Citrus Open (Orlando, Fla., March 11-12), and Greensboro (N. C.) Open (April 1-2). SNI also has an option to pick one more either from the Philadelphia Golf Classic, or from the Sahara and PGA (four-ball) team championship.

SNI is slated to cover the Westchester classics in 1967 on Aug. 26-27. Prize money totaling \$250,000 in this event breaks down to a minimum first prize of \$50,000. In SNI's PGA national tour of six purses, each tournament will pay not less than \$100,000.

Another SNI golfing event on tap for 1967-68 is the Western Open (Chicago). SNI has lined up almost 150 stations for its golf coverage feeds.

Film sales . . .

The Stars in Action (Allied Artists TV): WFAA-TV Dallas-Fort Worth; WFIL-TV Philadelphia; WDSU-TV New Orleans; WHEN-TV Syracuse, N. Y.; KGMB-TV Honolulu; KOIN-TV Portland, Ore.; WNHC-TV New Haven, Conn.; KXTV-TV Sacramento, Calif.; WFBG-TV Altoona, Pa.; WSAV-TV Savannah, Ga.; KFRE-TV Fresno, Calif.; WBNF-TV Binghamton, N. Y.; KVOB-TV Bellingham, Wash., and WLYH-TV Lancaster-Lebanon, Pa.

Volume 8 (Seven Arts): KTUL-TV Tulsa, Okla.; WAND-TV Decatur and WSIL-TV Harrisburg, both Illinois; KELP-TV El Paso; WUSN-TV Charleston, S. C.; WKBN-TV Youngstown, Ohio; WCOV-TV Montgomery, Ala., and WNDU-TV South Bend, Ind.

Exercise with Gloria (Triangle): KABC-TV Los Angeles, KWGN-TV Denver and WSJS-TV Winston-Salem, N. C.

Does TV need two seasons?

Burnett programmers

want each network to have two program departments

Two separate program seasons each year, one starting in September and the other in March, with each network having two separate and competitive program departments to supply the product. This is the proposal of program executives at the country's sixth largest agency, the Leo Burnett Co., Chicago.

The proposal is contained in the newest issue of "It's About Time," a client newsletter published by Jack Masla & Co., radio-television station representative. The concept is the concluding portion of an analysis of the 1966-67 television season prepared for Masla by Burnett.

It is described as a "collective look" at programming by the program people in the Chicago, New York and Hollywood offices of the agency. Burnett's annual billing presently tops the \$200 million mark and three-quarters of this is in TV.

"From the standpoint of creative programming, the season ahead is disappointing," the Burnett analysis observed, noting that "if there are any new directions they can't be ascertained from the pilots."

The Burnett group felt, however, that "there is enough new programming on the air to give you a change of pace and new faces. There is so little exciting in the pilots that it is impossible to predict whether any of the new shows will remain on the schedules. None of the new entries demonstrates enough program strength to become runaway hits. If they survive, it will be because of positioning on the schedules but only if concept and writing are sharpened in subsequent episodes."

The Burnett analysis predicted that "there must be changes in the TV programming structure. There is something radically wrong with any system that permits a 64% to 73% failure on pilots year after year."

The analysis recognized the inherent problems and costs in establishing a completely new scheme of things as well as the limitations on ideas and talent. "We nevertheless urge the consideration of a new way of approaching nighttime television programming," it said.

"As a thought starter we propose put-

ting the emphasis where it belongs—to keep the viewer challenged and watching 52 weeks a year," the report continued. "We believe the networks should consider two separate program seasons each year. This calls for separate program departments, each responsible for a season. They should be so competitive that each tries to outdo the other. If the fall season begins in September, then the spring season begins in March," it explained.

"With all the obvious legal and economic complications," the report said, "let's forget about reruns as we now know them and negotiate for reruns in subsequent fall or spring seasons, interspersed with new product."

Nighttime reruns should occur only when a given episode is outstanding, the Burnett group suggested, while all other reruns should be held for syndication or daytime.

"With two separate programming seasons," the analysis noted, "sets-in-use might be sustained on a considerably higher level all year because the viewer will not be asked to live on a complete diet of reruns."

Program producers "might view this double programming standard as a new opportunity to get their products on the air," the Burnett group suggested. "Talent would get a better shake," they added.

"Each new program would get a fair chance," the report said, "but neither producers, networks nor advertisers would be committed long-range to turkeys. Best of all, we might save television from hara-kiri in glorious color."

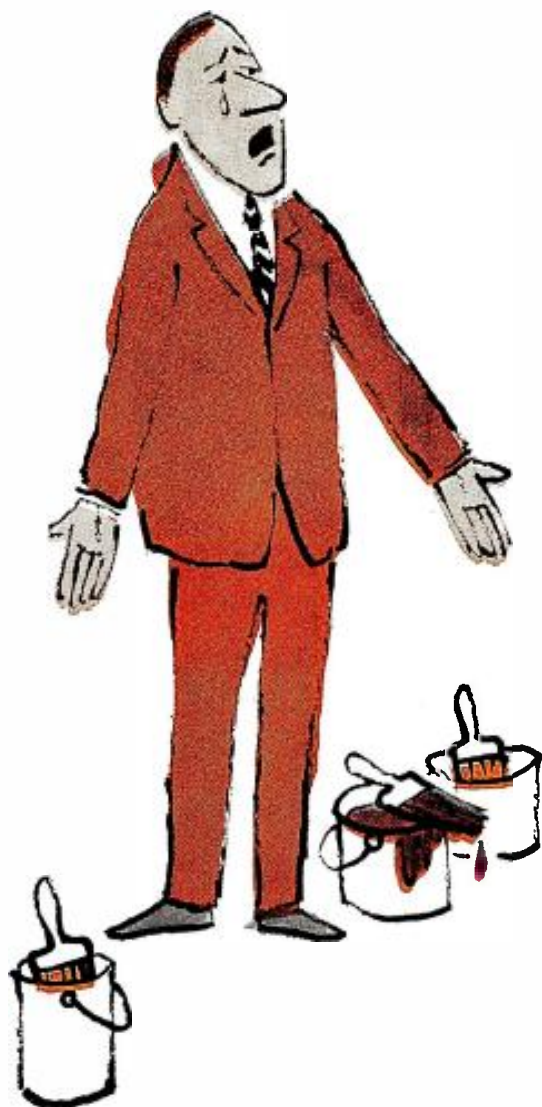
Radio series sales . . .

Earl Nightingale Program (Nightingale-Conant): WRAB Arab, Ala.; KICO El Centro and KGEN Tulare, both California; KRLN Canon City and KAVI Rockyford, both Colorado; WCTT Corbin, Ky.; WKOX-FM Framingham, Mass.; KAGE Winona, Minn.; KGVO Missoula, Mont.; WVNJ Newark, N. J.; WCHL Chapel Hill, N. C.; WBEX Chillicothe and WPKO Waverly, both Ohio, and WMAJ State College, Pa. (Now on 563 stations.)

Jimmie Fidler Hollywood News (Jimmie Fidler in Hollywood Inc.): WKTA McKenzie, Tenn.; KEVA Evanson, Wyo., and WNCA Siler City, N. C.

The Joe Pyne Show (Hartwest Productions): WIIN Atlanta, WCLS Columbus and WPAX Thomasville, all Georgia; WAVA Arlington and WRGM Richmond, both Virginia; WSCR Scranton and WBRE Wilkes-Barre, both Pennsylvania; WCOS Columbia and WFIG Sumter, both South Carolina; WFBL Syracuse, N. Y.; KGNC Amarillo, Tex.; WLOS-FM Asheville, N. C.; WJHO Opelika, Ala.; KWMF Fort Dodge, Iowa, and WKMK Blounts-

The Case for Color



OR: What to say when everybody's thinking black and white and you know the campaign is crying for color.

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You've come up with a color campaign for the business press. The ads look great. You paste them in a couple of the business publications you'll use. The color jumps off the page. You dominate the issue. You have that tingle in your gut—you *know* it's right. *Beautiful!*

So you present the campaign. There's the first sparkle. And then hesitations and clearing of throats. Something's going wrong. Know what it is? Spoken or not, it's the fear that "Color costs too much."

Only it doesn't. Color usually cuts costs. Because color increases results.

Two-color ads in the business press score 25% higher than black-and-white in readership... cost only 16% more.

Four-color ads have noted scores 77% higher than black-and-white... cost only 60% more. (And since this research was done, ROP four-color costs have been cut substantially.)

Not to mention what color advertising does to and for a sales force... a company image... sales.

So next time you're selling a color campaign, forget the esthetics. Point out that buying it is a sound business decision.

Want more information on "The Case for Color"? Write BROADCASTING for our free pamphlet.

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town, Fla.

Doctor's House Call (Signal Productions Inc.): KGNB New Braunfels, Tex.

Point of Law (Signal Productions Inc.): KIJV Huron, S. D., and KCBS Midland, Tex.

The World of Money (Signal Productions Inc.): WSWM East Lansing, Mich.

Keiter Contacts (Triangle): KGNU Santa Clara, Calif., and WMID Atlantic City.

NBC feeds being worked into local newscasts

NBC News Program Service last week reported an increasing number of its news stories are being integrated by subscriber stations into local newscasts. The service also said that there was a growing demand for news color film.

NBC said 10 new clients have been added in the past few months, bringing total station subscription to 84. The daily news-film service was inaugurated in 1961 for affiliates and covered 42 subscribers at the time. NBC said it was among the first TV companies to develop and then inaugurate "same day" feed by line (electronic feed) as contrasted to shipping news by airplane.

In surveying, conducted among client stations, NBC found the majority of stations reporting use of an average of four to six stories supplied by the service each day as part of their local news programming. A substantial number of the subscribers (84%) said they preferred stories filmed in color.

The service now transmits an average of 8 to 10 news stories daily to stations in 40 states, including Alaska and Hawaii, and to Puerto Rico. Most stories now are in color. The news program service maintains a reciprocal agreement with Visnews, a British worldwide film organization.

ABC-TV stations tie with AA for 13 films

The five ABC-owned television stations and Allied Artists Pictures Corp. will co-produce 13 feature films in color for initial theatrical and later TV distribution, according to Theodore F. Shaker, president of the ABC Owned Television Stations Division.

This is the second co-production venture in which the division is involved. The first was a film, "Come Spy with Me," which was co-produced in Jamaica, B.W.I., with ABC Films Inc. and MPO Inc. It will be released soon to theaters and later to TV.

Network image for smaller guys

ABC Radio offers plan

in areas ordinarily

bypassed in affiliations

A way to acquire a "network image" in programing, particularly in news and special events, has been devised by ABC Radio for stations in markets considered too small for regular network affiliation.

As disclosed last week, ABC Radio's plan—dubbed Program Service Plan—provides stations with the network's full programing service for which stations pay a nominal fee to the network. The stations pay the line costs to the nearest ABC interconnection point.

According to Earl Mullin, vice president in charge of station relations, ABC Radio, two stations, KICX McCook and KUVR Holdrege, both Nebraska, already have signed for the service.

Stations participating in PSP can delete network commercials in most of the programing and sell the positions to local advertisers.

A station is eligible for PSP participation if it is in a tertiary market—that is, its home-county population does not exceed 50,000—ABC Radio officials explained. A monthly service charge is paid by the station, which for daytimers comes to 20 times the one-minute rate and for fulltime outlets represents 30 times the one-minute rate. Agreements are for two years with an automatic renewal clause as well as a three-month mutual cancellation privilege.

Mr. Mullin said PSP was blueprinted in response to station inquiries as to the possibility of receiving network programing, especially from the point of view of servicing the local community with network-caliber news and network coverage of special events such as space shots, a broadcast by the President or a championship boxing bout (though in cases where ABC pays a rights fee, stations must negotiate separately for the broadcast).

Under PSP, a station has access to virtually the complete network schedule without clearance requirements. The station must arrange payment for the necessary line, loop and connection from the nearest ABC interconnection point or reimburse ABC its out-of-pocket facility costs.

Fed Quantity ■ Mr. Mullin estimated that PSP would make approximately 16 hours daily of network programing

available, helping the station to provide a service to the community.

There are some limitations as to what a station can carry in the way of programing and as to what commercials can be deleted. According to ABC Radio, several shows, among them Bob Considine, Tom Harmon and all commercially sponsored religious programs must be carried intact. Sustaining shows, of course, cannot be offered to local sponsors.

Co-op programs, of which Paul Harvey (Monday-Friday, 12-12:15 p.m. NYT) is a notable example, necessitate an additional program charge in PSP participation.

According to Mr. Mullin and Robert Pauley, president of ABC Radio network, PSP is not designed to boost affiliation totals. The network already claims its commercial signal covers 97% of all radio homes in the country. From their expressed point of view, PSP is meant to provide a public service for the convenience of the local community station in areas otherwise omitted in ABC Radio's commercial programing.

Formats swapped by West Coast stations

KDAY, Santa Monica, Calif., on Aug. 1 will cease programing to the Negro market and switch to all-telephone-request music programing, emphasizing standards instead of rock 'n' roll. Larry Buckett, John Tackaberry and Jim Harrison, all account executives with KFWB Los Angeles, will take over as general manager, sales manager and program director, respectively, at KDAY.

Moving over to a Negro format on Aug. 1 is XERB Tijuana, Mexico, which will aim its programing primarily at the Los Angeles Negro market. Bob Smith will be general manager of the station and Bob Dore Associates, New York, will be the rep.

Program notes . . .

Animated rock 'n' roll ■ Krantz Films, New York, has completed the pilot of a half-hour color cartoon series, *Flipsides*, produced in conjunction with the teenage magazine, *Cracked*. Production was completed by Air Programs International, Sydney, Australia, and original rock 'n' roll music will be scored in New York. Syndication is through World-Wide Films, New York, of which Steve Krantz also is president.

Benny's hour ■ Jack Benny will star in an NBC-TV color comedy special on Thursday, Dec. 1 (8:30-9:30 EST).

Movie buy ■ Screen Gems has licensed a special film package consisting of 281

motion pictures to WCHS-TV Charleston, W. Va. The deal includes such features as "From Here to Eternity," "On The Waterfront" and "The Solid Gold Cadillac."

Artists' America ■ NBC-TV will present a one-hour color special depicting the growth of America as seen through the eyes of its artists. The program, *The American Image*, will show painting and sculpture, colonial through modern, on display at the Whitney Museum of American Art, New York. Frank De Felitta will be the producer and director of the program, set for early next year.

Spooky show ■ A new half-hour radio series, *A Ghostly Affair*, is being offered to stations by LaBrie Associates, New York. The 28-episode series discusses ghosts and the occult from the beginning of time to the present. Frank Waldecker narrates.

Round one ■ Olympus Television, Sherman Oaks, Calif., will start syndication this fall of weekly, 90-minute boxing matches from Olympic Arena in Los Angeles. The color series is a presentation of KTLA(TV) Los Angeles, which has carried it for more than a year.

Draft talk ■ An interview with Staff Sgt. Barry Sadler, composer of "The Ballad of the Green Berets," by four teen-agers on the subject of the draft was taped and distributed last week to approximately 1,000 radio stations. The interview, recorded and distributed by Ketchum, MacLeod & Grove Inc., New York, was prepared in cooperation with the Selective Service System of New York.

Change of bases ■ Julio Di Benedetto, vice president of Bob Banner Associates, is moving from New York to Hollywood. Mr. Di Benedetto, who was the producer of the *Ice Follies* special for NBC-TV and the Emmy telecast for CBS-TV, now will be located at the offices of Banner Associates at Paramount Pictures studios in Hollywood. He will continue to work on specials in addition to developing new television projects for the independent production company.

Lewine's company ■ Producer-composer Richard Lewine has announced creation of a new TV and feature film production company, Canto Productions, 600 Madison Avenue, New York 10021. The first properties Mr. Lewine has scheduled are *ABC Stage 67* specials: "Rodgers & Hart Today" and "Flip Sides."

New 'Divorce Court' ■ Storer Programs Inc. will produce a new series of *Divorce Court* programs for syndication. The series, to be produced in color for the first time, will use the facilities of KTLA(TV) Los Angeles.

Hill group calls for radio-TV in House

Joint Committee on Congressional Organization would allow media in hearings as on Senate side

Opening of House of Representative hearings to radio and television moved a step closer to reality last week upon the recommendation of the Joint Committee on the Organization of Congress. It was one of the almost 100 reforms offered by the committee after 18 months of study.

The committee said it proposed no rigid rule requiring or prohibiting the right to broadcast hearings. "Each case," it said, "should be decided on its merits. The chairman of the committee, with the concurrence of a majority of its members, should be empowered to determine whether television coverage of the hearings is to be allowed."

Such coverage would not be allowed if "testimony may either bear on national security matters or tend to reflect adversely on the character or reputation of the witness or others," the committee said.

The unanimously approved recommendations, in bill form as the Legislative Reorganization Act of 1966, will be put before the House and Senate this session.

If followed, the committee's thinking on House hearings would be in line with the 1946 reorganization law. At that time Congress sought to impose on itself the duty to hold public hearings. But it was never followed, the committee said, because no distinction was made between "hearings" and other "meetings" of the kind at which legislation is drawn and other business conducted.

Hearings open to radio and TV also means the House would follow a pattern similar to the Senate, where such coverage is allowed in most cases. It would also mean an end to the unwritten law banning live coverage. That doctrine was set down years ago by the late House Speaker Sam Rayburn of Texas and has been continued by the present speaker, John W. McCormack (D-Mass.)

Members of the joint committee are: Senator A. S. Mike Monroney (D-Okla.) and Representative Ray J. Madden (D-Ind.), co-chairmen; Senator Karl Mundt (R-S.D.) and Representative Thomas Curtis (R-Mo.), ranking

minority members.

Also, Senators Lee Metcalf (D-Mont.), Clifford P. Case (R-N. J.) and J. Caleb Boggs (R-Del.); Representatives: Jack B. Brooks (D-Tex.), Dward G. Hall (R-Mo.) and James C. Cleveland (R-N. H.).

Church sues KWGN TV for dropping services

A Denver church has gone to court to force KWGN-TV there to put its Sunday services back on the air. The Faith Temple Inc. filed a \$210,000 suit against the station in district court Wednesday (July 20), claiming it would lose that much over the next 30 years unless the services were telecast.

The Rev. Dick Newman, pastor, said TV services began in September 1965, when the station, then KCTO(TV), was owned by J. Elroy McCaw. The telecasts resulted in doubling attendance and church revenues, he said.

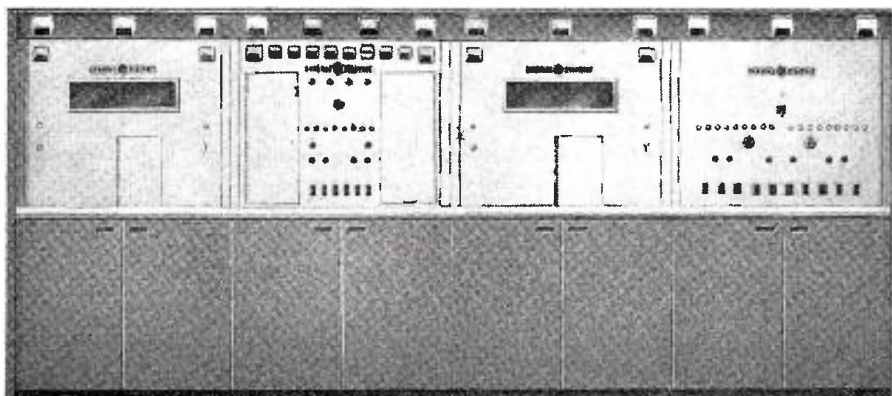
The church services have not been carried since March 6, three days after WGN of Colorado Inc. took over the station.

Officials of KWGN-TV said it is station policy not to accept paid religious programs; that time is given free for such programs.

Similar to the practice and policy of WGN-TV Chicago, KWGN-TV airs a one-hour live remote from a different church each Sunday morning. It is unlikely Faith Temple will qualify for free broadcast through the rotation policy since it does not hold regular public church services.

Japanese films slated for Bay Area festival

KTVU(TV) Oakland-San Francisco is planning an experimental person-to-person series in September called The Japanese-American Television Film Festival. The week-long project will include presentation of Japanese documentaries and Bay Area Japanese cul-



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General Electric spent 12 years perfecting the design—four, easily accessible, self-contained modular cubicles with new type Klystron tubes operating at improved efficiency in both visual and aural transmitters.

The vestigial sideband filter (low power) is inserted between 100 watt

visual driver and the 50 KW amplifier. The outputs of the visual and aural amplifiers are connected to the slot diplexer with —3.58 MC trap—and the output is then fed right to the antenna.

G.E.'s full line of UHF transmitters is designed to FCC and EIA specifications for color and monochrome operation—all with remote control capability via external landline and/or microwave terminal equipment. Cubicle com-

binations are available for 15 and 30 and 50 KW, with visual to aural power ratios of 5-to-1 to 10-to-1.

If you'd like to learn more about this complete line of powerful transmitters, call your General Electric broadcasting representative.

He has the full power story. General Electric Company, Visual Communications Products, 7-315 Electronics Park, Syracuse, N. Y. 13201

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tural leaders. J. Leonard Reinsch, president of Cox Broadcasting Corp., owner of KTVU, conceived and developed this idea in cooperation with the advisory commission of the Japanese-American Television Exchange Program, the Department of State and the United States Information Agency.

AFTRA makes plans for negotiations

The American Federation of Television and Radio Artists gathered in Chicago last week in a national convention dedicated to two principal propositions:

(1) Heralding the continuing growth of the union despite the rise in the use of film in television—especially in movies but also for commercials (film being the province of the Screen Actors Guild rather than AFTRA)—and despite the plurality of new problems like global television and other technical innovations.

(2) Preparing for the industrywide contract negotiations in both radio and television that will get underway this fall. With network and other radio-TV program and commercial contracts expiring in mid-November, the detailed give and take of negotiations will have to start in September when AFTRA must present its demands to employers.

AFTRA locals have been preparing their recommendations to the national union for the past several months. Regional influences (Los Angeles, New York, Chicago, Washington etc.) and specific talent categories (announcer, actor, singer etc.) have played strong parts in the proposals.

All of the proposals went under review behind closed convention doors last week in Chicago and the final recommendations of the membership were not expected to be thrashed out until some time Saturday or Sunday. Even then the results were destined to be kept secret until national union officials present them in formal negotiating demands.

Based on convention conversations in part and also the annual report of Donald F. Conaway, AFTRA's national executive secretary, however, the general direction of the deliberations could be discerned. AFTRA this fall will probably seek:

- A national contract for newsmen instead of local and regional pacts as at present. This would cover both "working conditions and fees which will reasonably compensate this large segment of professional talent and which needs the benefit of AFTRA's combined strength."

- An increase in the percentage on

gross (now 5%, but perhaps 8% will be sought) which employers pay into AFTRA's pension and welfare plan. The employee pays nothing. Broad changes and increases in the benefits newly instituted by the fund trustees virtually dictate inclusion of this demand in the fall negotiations.

- "Considerable effort to either eliminate or reduce drastically the existing formula on dramatic strip shows" in television.

- "The re-evaluation and new fees to adequately compensate our dancer membership with particular reference to program fee increases and a lessening of included rehearsal hours."

- "Improvements for actors and sports announcers in general working conditions." Maybe higher fees too.

- "Improvements in wild-spot formula in both transcriptions (radio recordings) as well as recorded commercials (TV video tape)."

Staff announcer contracts at the network owned-and-operated stations also come up for consideration.

There were indications too that AFTRA may seek to work out new formulas for television programs involved in global program situations, including international satellite transmis-

sions as well as foreign originations seen here.

Still another significant possibility: If the operators of community antenna television systems undertake broad origination of program material on their own, AFTRA will go after CATV contracts and it is quite likely that other affected labor unions in the radio and television field would also seek such contracts too.

On Saturday the AFTRA convention was to consider re-election for the usual second year of its present slate of national officers. However, these could be changed depending on the mood of the membership at that time. There was no outward evidence of rump or insurgent groups earlier in the week that might propose new candidates.

This past year's officers have included president, Tyler McVey, Los Angeles freelance actor; treasurer, Travis Johnson, New York freelance singer, and recording secretary, Jack Payne, Omaha sportscaster. The vice presidents, in ranking: Gene Rayburn, New York; Arwin Schweig, Chicago; Ernie Winstanley, Detroit; Fred B. Cole, Boston; Art Brown, San Francisco; Jack Costello, New York, and Willard Waterman, Los Angeles-New York.

Another CATV's imports halted

Order against Michigan systems is third time

FCC uses new rule to protect UHF growth in top markets

The FCC has ordered another CATV to stop importing the signals of distant stations into one of the country's top 100 markets. The order was issued last week on a 4-to-2 vote against Booth American Co., which operates systems in North Muskegon and Muskegon, both Michigan.

The commission said Booth violated the new CATV rule which requires systems to obtain FCC permission in a hearing before carrying signals beyond their grade B contour into any of the top markets. The rule is designed to protect the growth of UHF in the major markets.

Booth's systems carry nine stations, five of them distant ones, into the communities which are part of the Grand Rapids-Kalamazoo market, rated the 38th largest in the country. The CATV's began operating after Feb. 15, the date the rule became effective.

The action was the third of its kind and will be the second to be appealed to the U. S. court of appeals. Buckeye Cablevision Inc., Toledo, Ohio, which was subject to a cease-and-desist order last month, was the first appeal. The second order was against Mission Cable

TV Inc. (owner) and Trans-Video Corp. (operator) of a system in San Diego (BROADCASTING, June 27).

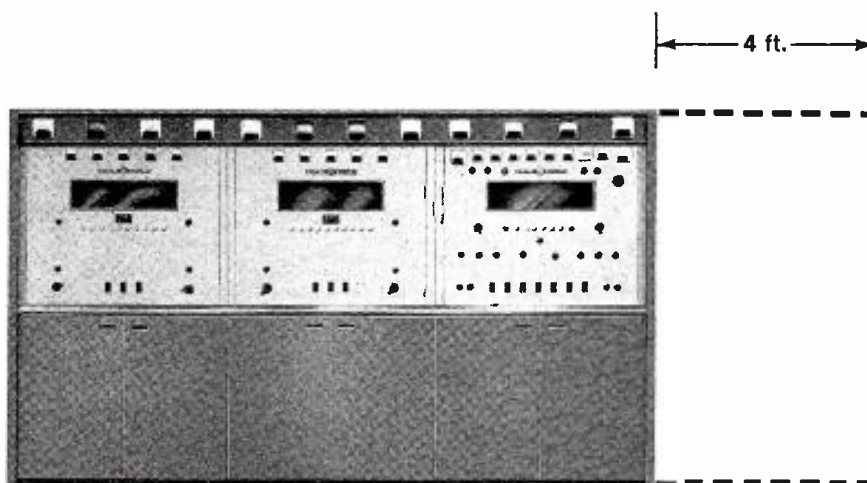
Counsel for Booth told the commission the CATV would appeal. The action automatically stays the effectiveness of the commission action for 14 days, to afford the CATV time to seek judicial review, and seek a court stay of the order.

New Argument ▪ One new argument the commission faced in the Muskegon case was the CATV's assertion that the agency had been misled into believing prior commission approval of the distant signal would be unnecessary.

This allegation was based on language in the commission's Feb. 15 notice of its intention in the CATV field which stated that the hearing requirement would apply to CATV's proposing to operate within the grade A contour "of all existing television stations in that market."

This was changed in the actual order, released March 8, to make clear that the rule applied to all systems in the grade A contour of any station in the top markets.

But since Muskegon and North Mus-



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kegon were within the grade A contour of only one station, wzzm-TV Grand Rapids, Booth said it concluded it was not affected.

The commission, however, noted that service in Muskegon didn't begin until April 15. It also said that Booth isn't entitled to continue operations in North Muskegon, which began March 4, since CATV's had been on notice for a year that the commission was considering asserting jurisdiction over them.

The commission also pointed out that in an order issued in May it noted that the Feb. 15 notice didn't constitute commission action but had simply announced the "grandfathering" date on which the commission had decided.

The commission decision was prepared under the supervision of Commissioner James J. Wadsworth.

Hyde Concurs ■ Chairman Rosel H. Hyde, in a concurring statement, had a word of encouragement for CATV's. He said the commission's decision shouldn't be regarded as prejudging the agency's attitude on requests for waivers on its decisions following evidentiary hearings.

The cease-and-desist order is necessary to halt violations of the commission's rule, he said. But the commission "is not here and now reaching any determination as to what decision" it will make on similar situations "when such questions are properly before it."

Commissioner Robert T. Bartley, in a dissenting statement in which Commissioner Lee Loevinger joined, reasserted his view that the commission does not have jurisdiction over CATV's and that, consequently, the rules are invalid.

He also said that even if the commission has jurisdiction, the distant-signal rule is invalid because, he said, "it contravenes" a section of the Administrative Procedure Act, which specifies that substantive rules cannot be made effective less than 30 days after notice, except if good cause is found. And the commission has not demonstrated good cause, he said.

Disinterest scuttles CBS-TV news offer

CBS-TV notified its affiliates last week that their response to its offer to provide regular late-night news feeds had been so skimpy that it was abandoning the idea "for the present, at least" (CLOSED CIRCUIT, July 11).

In response to requests from some affiliates, the network had devised four alternative formats for furnishing three-and-a-half minutes of late news each night for inclusion in affiliates' local news wrapups. CBS said it was willing to provide the feeds at out-of-pocket

cost, which would range from about \$325,000 to \$701,000 a year depending on the complexity of the format, and asked the affiliates to indicate their preferences (BROADCASTING, May 9).

Even with a second mailing, CBS got back only 78 replies.



Mr. Lodge

"Frankly the overall affiliate response was far less enthusiastic than would be anticipated from statements by station managers who had urged us to explore the question," William B. Lodge, vice president for affiliate relations

and engineering, said last week in a letter notifying affiliates of the results.

Of the 78 who responded, he said only 31 indicated interest in any of the plans, and the plan with widest acceptance was liked by only 13 of the network's 192 primary affiliates.

Although shelving the idea of a regular late-evening news feed, Mr. Lodge said, CBS-TV will "continue to cover the occasional big stories in the post-11 p.m. period as we have done in the past," and beginning in mid-September will start feeding its regular 5 p.m. service to Electronic News Recording Service subscribers in color in all portions for which color film or tape is available.

Justice backs TV on music-cost point

The Justice Department last week put its support behind television stations in their claim that the original costs of movie music should be taken into consideration in setting TV license fees of the American Society of Composers, Authors and Publishers.

The stations, through the All-Industry Television Stations Music License Committee, contend that the bulk of the music they play locally is soundtrack music that has little or no commercial value, is sold to other users at low competitive prices and that the movies companies, through ASCAP affiliations, get "excessive and exorbitant profits" out of fees charged for use of the music on local TV.

The station committee had wanted to take depositions from two motion picture producers and three music publishers, but Chief Judge Sylvester J. Ryan of the U. S. Southern District Court in New York, where the rate-making case is pending, had ruled that depositions would "unnecessarily" delay

the trial and final decision on rates (BROADCASTING, June 27).

The committee then sought to appeal the depositions question, and it was at that point that the Justice Department—which is involved because ASCAP operates under an antitrust consent decree—went to its support.

John L. Wilson, Justice Department attorney, told the court he had no idea whether it might be shown that music publishers get exorbitant profits, but that "if such evidence were developed, it would seem to be relevant" to the question of ASCAP's rates for TV stations.

"The almost absolute necessity for television broadcasters to use ASCAP music gives ASCAP and its members the ability to exact near-monopoly profits in the absence of court regulation," Mr. Wilson said. "Profit levels seem relevant just as they are in judging the reasonableness of utility rates, air fares and shipping charges."

Claims Relevancy ■ He said the Justice Department also maintains that "proof of cost of creating music which is a substantial portion of the ASCAP catalog used by applicants is highly relevant to the determination of a reasonable fee" for local TV use of ASCAP music. "Likewise," he continued, "the price at which performance rights for such background music are sold for use by others than television stations where there is competition among suppliers and individual bargaining seems highly relevant."

Mr. Wilson noted that the Justice Department has generally remained aloof from the current rate proceedings, but said it was deviating from this policy "because an important issue is before the court. For the first time the issues have been clearly defined and narrowed by counsel."

The court should either certify these questions for appeal to a higher court or grant the committee's alternative motion for reconsideration, Mr. Wilson maintained, because otherwise the final decision on rates is apt to be substantially delayed.

Because the case "directly affects more than 350 television stations and 10,000 ASCAP members as well as indirectly affecting thousands of other music users," Mr. Wilson said, "we believe there is a substantial public issue here involved."

He made clear that the Justice Department's participation in the case "should in no way be taken to indicate a view as to the reasonableness or unreasonableness of the fees demanded by ASCAP." The society has offered to renew for five years its present TV-station music licenses, which yield ASCAP more than \$10 million a year, but the committee contends the rates should be reduced substantially.

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New vistas for UA via merger?

Expansion possibilities seen in move regarded as offset to traditional Wall Street wariness about film stocks

The proposed merger of United Artists Corp., a motion picture-TV distributor, into Consolidated Foods Corp., Chicago, a diversified food company, was announced by the two organizations last week. The move would be achieved by an exchange of stock valued at more than \$140 million.

Under the plan, United Artists would be an autonomous, wholly owned subsidiary of Consolidated Foods. The merger has been approved by directors of both companies and is subject to audit, a favorable tax ruling and the consent of shareholders of UA and Consolidated.

United Artists Broadcasting is permittee of KUAB(TV) Houston and channel 43 Lorain, Ohio.

According to "an agreement reached in principle," Consolidated Foods would exchange its common shares, valued at

earning performance in recent years. This was said to stem from Wall Street's traditional view of film stocks as highly speculative. For this reason, UA has not been able to expand inside the entertainment field.

UA is a financier-distributor of major motion pictures and is a distributor-producer of TV series and features to stations and the networks. It does not own studios. Consolidated Foods' brand names include Sara Lee, Monarch, Shasta, Chicken Delight, United Sugar, Richelieu and Popsicle.

UA is the second major film company in recent weeks to move toward a merger with a company outside the entertainment sphere. On June 30 announcement was made of a plan to consolidate Paramount Pictures Corp. with Gulf and Western Industries Inc., a diversified industrial concern (BROADCASTING, July 4).

"We believe the merger with United Artists is the most important diversification step made by our company since its founding 27 years ago," Mr. Cummings said last week. "United Artists is the largest and most profitable motion picture company in the world," he said, "as well as an important factor in television, records and music publishing." Mr. Cummings explained that the merger "represents a new dimension of growth for Consolidated by providing a major entry into the broad and rapidly expanding field of entertainment and mass communication. UA has an outstanding management team in depth and affords a sound and attractive base for further expansion in areas not previously open to Consolidated."

Selling Paramount Holdings ■ Mr. Cummings is divesting himself of stock in Paramount Pictures. A multimillionaire business investor in his own right apart from his Consolidated Foods interests, he is known as a colorful personality and collects original Picassos and other art work for his Chicago office. Among his homes, he also lists the Waldorf Towers of the Waldorf Astoria in New York.

Mr. Howlett, president and chief operating officer of Consolidated Foods since 1962, is a former executive of Carl Byoir & Associates and is well informed on the mass media.

"We are convinced that the motion picture industry is on the threshold of a long period of resurgent growth," Mr. Howlett said, noting that UA "because

of its method of operation stands in a unique position to benefit from this opportunity. In addition, we feel their profits will be enhanced substantially in the years ahead by the rising value of feature film for television, since United Artists for several years has been the unquestioned leader in a number of successful features released."

Although Consolidated Foods officials would not comment specifically about possible plans to acquire other mass media holdings, particularly broadcast station properties, such development was not totally ruled out. As one executive expressed it, the company will consider carefully each new investment opportunity as it comes along.

Consolidated Foods' method of operation is considered unusual by many in business circles since the company gives so much autonomy to its corporate divisions, acting more like an intra-corporate "central bank" and expecting in return chiefly that each division show growth. Sara Lee and Shasta, for example, have both demonstrated exceptional growth since acquisition.

Consolidated Foods also is known for its ability to negotiate quickly for promising properties and is structured to give firm yes or no answers within 24 hours. The deal to buy Sara Lee was made within 15 minutes after initial proposition.

Robert Benjamin is board chairman and Arthur B. Krim is president of United Artists. They are attorneys. They acquired control of UA early in 1951 and have guided it to a profitable operation.



Mr. Cummings

Mr. Howlett

\$48.875 each for purposes of the transaction, for United Artists common shares valued at \$33-each. On that basis each UA share would be exchanged for slightly less than 7/10ths of one Consolidated share. UA has about 4,200,000 shares outstanding, requiring Consolidated to issue about 2,950,000 shares.

Nathan Cummings, board chairman of Consolidated, said the merger would create a company with annual sales of more than \$1 billion and net income topping \$3 per common share.

For the year ended June 30, 1965, Consolidated earned \$18,396,616 or \$2.11 per share on sales of approximately \$790 million. (Figures for the year ended June 30, 1966 will be released in late August.) United Artists in 1965 earned \$12,843,000, or \$3.05 a share on revenue of \$195 million.

Revised Stature? ■ Though no reason was given by UA for its willingness to consolidate, it is believed that company officials have felt that its stock has been undervalued in relation to its

Gross down but net up at Desilu Productions

Desilu Productions Inc., Hollywood, reported gains in net income and earnings per share for the year ended April 30 although gross revenue was down for the year.

President Lucille Ball said that Desilu had concluded "highly favorable" agreements for continuation of *The Lucy Show* with CBS-TV. The agreement features an option provision on reruns which allows the network to license the reruns while permitting Desilu to negotiate elsewhere for higher revenue on the entire package if it wishes. However, CBS-TV may acquire the right to license the reruns by paying Desilu 10% more than the amount offered by another company.

The firm will have three series on the networks next fall. In addition to

The Lucy Show, it will have two one-hour series: *Mission: Impossible* on CBS-TV and *Star Trek* on NBC-TV.

Lucy is now shown in 48 countries and Miss Ball noted that syndication of the two new series was proceeding at an "encouraging" rate. There are also two Lucille Ball specials scheduled for next season.

Desilu also derives income from other production companies that use its facilities and services. Series using the facilities of Desilu include *The Andy Griffith Show*, *Batman*, *Gomer Pyle*, *The Green Hornet*, *Hogan's Heroes*, and *I Spy*.

The company's board of directors had declared a 5% stock dividend on common stock and class B common stock payable July 19 to holders of record June 17.

For the year ended April 30:

	1966	1965
Earnings per share	\$0.75*	\$0.39
Gross revenues	18,797,502	18,997,163
Net income	830,094*	455,710
Average shares outstanding	1,100,325	1,180,516

*Includes \$96,400 for a nonrecurring reserve restoration to income.

ABC chalks up record first half

ABC, awaiting FCC approval of its merger with ITT, last week reported six-month earnings at their highest level in the company's history, 11% above last year's first half.

ABC President Leonard H. Golden-son said broadcasting properties as well as theaters had contributed to improved earnings. He also noted the company's record division had shown substantial improvement. ABC does not report its gross sales on a quarterly basis.

Operating earnings for the second quarter were ahead of last year's second period by 16%.

During the second quarter ABC divested its holding in Visual Electronics Corp., an undisclosed amount of preferred stock.

Six months ended June 30:

	1966	1965
Earned per share (from operations)	\$1.82	\$1.66
Earned per share (net)	1.89	1.74
Pre-tax operating earnings	15,911,000	14,415,000
Operating earnings	8,511,000	7,665,000
Capital and nonrecurring gains, after tax	342,000	386,000
Net earnings	8,853,000	8,051,000

CBS gets Creative Playthings

CBS last week completed its acquisition of Creative Playthings, Princeton, N. J., for stock worth an estimated \$16.7 million at current market prices.

The plan to acquire the supplier of

SEC's June 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 June (all common stock unless otherwise indicated):

ABC Inc.—Thomas W. Moore sold 3,600 shares, leaving 5,059.

Avco Corp.—Rudolph H. Deetjen bought 66 shares and acquired 434 shares through exchange or conversion, giving total of 3,000, plus 4,600 on beneficially held account with wife. Edward H. Litchfield bought 1,000 shares, giving total of 5,100 plus 2,900 beneficially held with wife and 500 beneficially held on Litchfield Assoc. account. Rudolph H. Deetjen disposed of \$5,000 in 5% convertible subordinate debentures through exchange or conversion, leaving none.

Capital Cities Broadcasting—Harmon L. Duncan sold 1,000 shares, leaving 40,734. Robert L. Lipton bought 200 shares, giving total of 220.

CBS Inc.—Peter Mead Abel exercised option on 1,945 shares, giving total of 2,577. Julius F. Brauner sold 1,000 shares, leaving 4,386. Following exercised stock

options: Ralph O. Briscoe, 1,888, giving total of 1,921; Bennett L. Newman, 1,331, giving total of 1,331; John A. Schneider, 966, giving total of 4,007.

Cowles Communications—M. C. Whatmore bought 100 shares, giving total of 126,100.

Cox Broadcasting Corp.—Howard S. Kniffin bought 200 shares, giving total of 500.

Gross Telecasting—Raymond W. Miottel, holding 100 shares personally, bought 790 and sold 475 shares on beneficially held Paine Webber Jackson & Curtis account, giving total of 907.

Jerrold Corp.—Milton J. Shapp sold 16,700 shares, leaving 281,226.

Metromedia Inc.—John P. Crisconi sold 1,065 shares, leaving 8,185. Benedict Gimbel Jr. sold 100 shares, leaving 10,700.

National General Corp.—Seymour F. Simon bought 100 shares, giving total of 1,504, plus 104 on beneficially held account with wife, and 2,521 on beneficially held L&S Associated account.

Storer Broadcasting Co.—Grady Edney exercised option on 7,000 shares, giving total of 7,200. William E. Rine sold 2,000 shares, leaving 23,800. Francis W. Sullivan bought 500 shares, giving total of 6,500.

Walt Disney Productions—Lawrence E. Tryon exercised option on 112 shares, giving total of 839. E. Cardon Walker sold 500 shares in private transaction, leaving 1,194.

educational systems was first announced in March (BROADCASTING, March 7). Terms of the deal called for CBS to exchange 0.62 share of its stock for each of the some 481,000 outstanding shares of Creative Playthings.

CBS recently announced its establishment of an educational services division for the purpose of entering the field of educational systems and materials on a broad scale.

Publishing arm helps swell Cox's earnings

A substantial contribution by a publisher acquired in January by Cox Broadcasting Corp., Atlanta, was a major reason for the favorable first-half results of the broadcasting organization, according to J. Leonard Reinsch, president. Net income was up 26% and operating revenues rose 24% for the six months ended June 30. Mr. Reinsch said United Technical Publications, in which Cox has a controlling interest, accounted for more than half of the gain in the firm's total operating revenue for the period. United Technical Publications, with headquarters in Garden City, N. Y., publishes magazines, catalogues and loose-leaf services for the electronics, medical-electronics and office-equipment fields.

Mr. Reinsch also said that national-

spot television sales had showed a significant increase in the second quarter, mainly in the major markets. He also reported strong gains in radio advertising revenues in the second quarter.

Cox owns five TV and four AM and FM stations in Atlanta, Dayton (Ohio), Charlotte (N. C.), Miami, San Francisco and Pittsburgh. The firm also operates CATV systems in five states and is also 50% owner of Kaiser-Cox Corp., Phoenix, a CATV equipment manufacturer.

For the six months ended June 30:

	1966	1965
Earnings per share	\$1.02	\$0.81
Operating revenues	18,068,424	14,527,863
Net income	2,700,931	2,149,216

H&B sets third dividend

H&B American Corp., Beverly Hills, Calif., announced its third consecutive dividend last week. Semiannual dividend of 12½ cents a share is payable Sept. 1 to stockholders of record Aug. 10.

H&B American is the parent of H&B Communications Corp., one of the nation's largest CATV complexes. It serves 87,000 customers through 27 systems in 44 different communities.

Harold R. Sugerman, president of H&B, reported that franchises recently have been won in Cape May and Lower Township, both New Jersey, and that a new CATV system in Santa Maria, Calif., will start service Oct. 1, with over 2,000 customers already signed.

Financial reports . . .

■ Directors of Singer Co., New York, last week approved the purchase of the business and net assets of Packard Bell Electronics Corp., Los Angeles, for about \$44 million in cash. Packard Bell directors approved the transaction on July 6. Packard Bell stockholders, who would receive \$28.125 for their stock, are scheduled to vote on the acquisition at a special meeting in August.

■ Taft Broadcasting Co., Cincinnati, has raised its quarterly dividend to 15 cents a share from 12½ cents, payable Sept. 14 to stockholders of record Aug. 15. Hulbert Taft Jr., chairman and chief executive officer, said net earnings for the first fiscal quarter ended June 30, were up 17.5% over the same period last year, and that revenues were

substantially ahead of the previous fiscal quarter. Lawrence H. Rogers, Taft president, said all its broadcasting divisions had shown operating gains during the quarter.

Memorex net up 131%

Net income for the six months ended June 30 at Memorex Corp., Santa Clara, Calif., represented a 131% increase over the corresponding figure a year earlier. Net sales for the manufacturer of precision magnetic tape were up 82% over the previous year.

For the six months ended June 30:

	1966	1965
Earnings per share	\$1.21	\$0.54
Sales	10,582,000	5,816,000
Income before federal and foreign income taxes	2,301,000	1,019,000
Net income	1,216,000	527,000
Average shares outstanding	1,005,000	983,000

FC&B earnings up 3%

Foote, Cone & Belding last week reported first-half billings up 16% and per-share earnings ahead by 3%.

Robert F. Carney, chairman, indicated earnings had not kept pace with billing improvement due to heavy initial expenses involved in preparation of advertising for new clients and new products.

FC&B declared a regular quarterly dividend of 17½ cents a share on common stock payable to stockholders of record Aug. 19 on Sept. 9.

Six months ended June 30:

	1966	1965
Earnings per share	\$0.63	\$0.61
Gross billings	125,088,000	107,903,000
Commissions and fees	18,678,000	16,168,000
Net income	1,371,000	1,343,000
Shares outstanding	2,175,109	2,183,925

FANFARE

A flying promotion

Twenty-four San Francisco advertising-agency executives were guests of KDFM Walnut Creek, Calif., on a "Shangri-La" helicopter flight as part of a promotion campaign to stimulate interest in Contra Costa county. Chris Christensen, KDFM general manager, gave a market presentation as the helicopter passed over the county.

Drumbeats . . .

TV first ■ WCKT(TV) Miami is the first U. S. recipient of a \$1,000 annual award for the best news interview program for 1965-66. The award, presented by The Scripps-Howard Foundation, was for the *Face to Face* series in which WCKT's Wayne Farris interviewed Dr. Martin Luther King.

Food for thought ■ A wheelbarrow heaped with peanut butter weighing 104½ pounds in bulk form was whisked up to the front door of WGBH-TV Boston as one contribution to the station's annual auction. This oddity was the gift of the Leavitt Corp., Everett, Mass., one of the nation's largest salted nut foods processors, in response to WGBH-TV's plea for greater business participation in educational television. Worth approximately \$100 retail, the Batman peanut butter was auctioned off to nine bidders to the tune of \$91.78. The auction brought in \$132,000.

Art presentation ■ Outstanding oil reproductions of some of the world's finest works of arts will be offered as incentives to advertising agency personnel as part of a Los Angeles TV station's 1966 sales presentation campaign. KHJ-TV will offer agency people who

attend its new season presentations an opportunity to select paintings from its art collection. "The Innovators," theme of the 1966 presentation, will be given in Chicago on July 25-27, in Minneapolis on July 28, in New York on July 29 and Aug. 1-3, in San Francisco on Aug. 9 and in Los Angeles on Aug. 10.

Color primer ■ KSTP-TV St. Paul-Minneapolis is distributing a 16-page brochure on the techniques of using color for all broadcast purposes. The pamphlet is directed toward the "hows" and "whys" of color usage. KSTP-TV has distributed 1,500 brochures to clients, agencies and station executives.



WGH's 'Tiger Platoon' is off to basic

Culminating a three-month recruiting drive promoted by WGH Newport News, Va., 50 volunteers from the Tidewater area were sworn into the Army on July 5.

The 50 men, named the WGH Tigers, have been guaranteed technical training of their choice and given assurance that their unit will remain intact throughout training.

The station promotion was supported by area businessmen and drew commendation from Pentagon officials.

cials.

During the induction, Senator Harry F. Byrd Jr. (D.-Va.); Eldon James, Hampton, Va., national American Legion commander, and Staff Sergeant Barry A. Sadler, one of the Green Berets, spoke.

At the ceremonies were (l-r): Ambert Dail, general manager, WGH; James C. Rasmussen, first Tiger recruit; Sgt. Robert Bassett, Newport News Army recruiting; Major Robert Gatti, Army recruiting in Virginia.

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No hearing on ABC-ITT merger

FCC votes to ask a few questions in writing;

Bartley, joined by Cox, issues strong dissent.

Does last week's action telegraph final vote?

An FCC majority of four last week beat down an attempt to subject the proposed merger of ABC and ITT to a public hearing. Two commissioners took strong objection to the majority's vote. The seventh and newest member abstained.

Instead of a hearing, the majority opted for a revised version of a staff recommendation that more information be sought in written form. To the chief executives of both companies the commission sent letters asking for amplification of a few statements made in the merger application.

Commissioner Robert T. Bartley, joined by Commissioner Kenneth A. Cox, wrote a six-page, single-spaced dissent. The vigor of Mr. Bartley's language was such as to suggest that the positions taken last week might be a preview of the final vote on the ABC-ITT merger. Whether Commissioner Nicholas Johnson, the abstainer last week, will vote on the final consideration was not known.

Commissioner Bartley has been concerned over the possibility of a conflict of interest resulting from the merger of a major broadcasting network with a conglomerate company which he feels would dominate it and which has important business dealings with the U. S. and foreign governments and with major enterprises throughout the western world. He feels the network might be used to further the commercial interests of ITT.

The dissents were not regarded as signaling any serious problem for the companies in their proposed merger. But the commission's decision to ask for additional information all but eliminates any remaining hope the companies might have that the commission would approve their union before Aug. 1, an early target date.

Questions for ITT ■ The commission, in its letter to H. S. Geneen, president of ITT, reflected some of the concern expressed by Commissioner Bartley concerning the possibility of conflict of interest. It asks him to make to the commission representations that ITT has made to ABC—namely that the network will be treated as a sub-

stantially autonomous operation.

The commission refers specially to this passage from a letter Mr. Geneen sent to Leonard Goldenson, president of ABC: "The broadcasting operations of ABC will be kept separate from other ITT operations and the operations of ABC as a licensee will be performed unaffected by commercial or other similar interests of ITT." Mr. Geneen is also asked the extent to which such statements represent promises of performance by which ITT will be bound.

The commission, in addition, asks Mr. Geneen how ITT will provide the financial support to enable ABC to expand its programming service. ITT's ability to provide such support was cited by the applicants as one of the reasons for the merger. The commission wants to know whether the financial backing has been approved by the ITT board of directors and if further approval is required.



FCC's Bartley
Wants some questions answered

The commission asks Mr. Goldenson to explain in detail "the manner in which the financial resources of ITT will enable ABC to improve its program services and thereby better to serve the public interest."

What More ■ But neither Commissioners Bartley nor Cox believes these questions go anywhere near far enough in view of the magnitude and novelty of the proposed merger. The new corporation would be a \$2.5 billion entity with holdings in worldwide communications and electronics manufacturing, auto rentals, consumer finance and life insurance and airport parking, as well as broadcasting.

Commissioner Bartley said the commission should not act until it had the information necessary for an informed judgment on the "probably far-reaching political, social and economic consequences for the public interest of the increasing control of broadcast facilities and broadcast service by large conglomerate corporations. . . ." He said the necessary record might be compiled either in an open proceeding, in which the public could participate, or in an evidentiary hearing on the applications.

Commissioner Bartley said that "reasonable doubts" concerning the potential of "intra-corporate conflict of interest" which might prevent a licensee from discharging its public interest responsibility "must be resolved" before the commission can make a decision on the applications.

And Commissioner Bartley made clear his doubts are not resolved. He noted that ABC would account for only 13% of the profits of the merged corporation and that ITT—"an expanding conglomerate giant"—now makes more than half of its money overseas and that much of its domestic sales and profits stem from the manufacture of telecommunications and electronic equipment related to U. S. space and defense programs.

These facts, he said bring into "focus the apprehension I feel that in case of a conflict of interest the 13% broadcasting tail will not be permitted—or perhaps from the point of view of the responsibility of ITT's management to

He wants to know before he'll go

The FCC's newest and youngest (he's 31) commissioner, Nicholas Johnson, doesn't expect to plunge into the commission decision-making process in the immediate future. But when he does, he intends to have an informed judgment, backed by study.

"They won't let a girl teach elementary school until she's been trained for the job," he said last week. "I don't think I ought to participate unless I know something about this job."

And he has some controversial issues awaiting his participation. One involves the commission's case-by-case policing of "overcommercialization" by stations. The commission, with Commissioner Johnson not participating, deferred final action on four of those cases after splitting 3-to-3 on them three weeks ago (BROADCASTING, July 11).

Commissioner Johnson, who joined the commission on July 1, has yet to participate in a commission action. But he is acquiring—and is beginning to read through—a list of books on all phases of the communications industry (former FCC Chairman Newton N. Minow's *Equal Time* is on the list).

Commissioner Johnson, a lawyer who taught law at the University of California, is also reading court decisions on commission actions. He tries to keep up with the mountain of paper—orders, actions, news releases—the commission puts out daily. And he picks the brains of



Newcomer Johnson
lots of homework

representatives of industry groups and communications companies who call on him. Some have suggested hooks and other reading material that are on his list.

He even took advantage of a week's vacation in his home state of Iowa two weeks ago, made in connection with a long-promised visit to the University of Iowa, to fill in the many chinks in his knowledge of the industry he has been appointed

to help regulate. He met with representatives of broadcast stations in the Cedar Rapids area and "listened."

He also toured the Collins Radio manufacturing plant in Cedar Rapids. And while at the university, in Iowa City, his home town, he talked to officials about educational television and the uses to which they are putting it.

His admitted lack of knowledge of the communications industry isn't the only factor holding him back from participating in commission actions. He has yet to select a staff—legal and engineering assistants, particularly. And his office, formerly occupied by former Chairman E. William Henry, is something of a shambles. It's been stripped of much of its furniture, and empty cartons are strewn about.

But one advantage he feels he has in his effort to catch up is that he is not responsible for administration, as he was at the Maritime Administration, which he headed for almost 28 months before being tapped for the FCC. As only one member of a seven-man commission, he feels he will have the time he needs for study.

However, some veteran commission members might not agree he has won as much as he lost in the change in jobs. And after he has been through some debates with his colleagues on controversial issues he may miss the days when he was an agency's number one administrator—and there was no number two.

its stockholders, cannot be permitted—to wag the 87% nonbroadcasting dog."

Tail Won't Wag ■ "The 13% ITT as an electronic journalist and cultural agent," he added, "might be under the temptation to favor or protect individuals or governments whom the 87% ITT might desire or require as customers."

He said such favoritism might be shown—not through deliberate falsehoods or distortions of fact—but through the selection of subject matter and the scheduling of material "in the interest of corporate advantage and harmony, a more subtle but yet effective means of opinion manipulation and image making."

He stressed the point that the commission "is not dealing with a single station in a single community, but with a whole complex of broadcast facilities—including a television network which reaches, and permeates the thought of, the entire country."

Commissioner Cox, in his statement, said the merger presents the commission with probably the most important transfer application in the FCC's history. He said that while he has "the highest regard for the principals of both parties involved," he feels that "the issues posed by this proposal are so significant and far reaching" that the commission should hold a hearing on them.

The commission in another action affecting ABC last week removed from hearing status the applications of Hubbard Broadcasting Inc. and ABC for the 770 kc frequency on which the network's WABC New York is now operating. Hubbard, licensee of KOB Albuquerque, N. M., filed its competing application in connection with its long-standing dispute with ABC over use of the 770 kc frequency.

The commission said it agrees with the parties that issues raised by the court of appeals in a decision involving

the dispute "can most appropriately be resolved at this juncture through rule-making rather than adjudication." It added that a decision on the rulemaking alternatives suggested by the parties will be specified in a later order. Meanwhile, the KOB-WABC applications are being held in abeyance.

Hubbard has petitioned the commission to deny or defer transfer of WABC's license until the contest over 770 kc in New York is decided. However, FCC officials said the action last week has no bearing on the merger.

Buys Milwaukee building

WKY Television System's new UHF independent in Milwaukee, WVTM-TV, has purchased a building at 4041 North 35th Street there for \$400,000 to be converted by fall into a modern broadcast facility, it has been announced by John M. Haberlan, WVTM's manager.

Out of the starting gate

FCC orders first hearing on a broadcaster's complaint against a CATV

The FCC cranked up its new CATV-regulating machinery last week and ordered its first hearing on the complaint of a broadcaster claiming the normal protection afforded by the rules is insufficient.

The commission ordered the hearing on a petition for relief filed by KFMB-TV San Diego, in connection with San Diego market CATV's that are importing signals from Los Angeles (CLOSED CIRCUIT, July 18).

At the same time the commission ordered three of four CATV's involved in the proceeding to curb expansion of their operations pending the conclusion of the hearing. This order, however, is to be contested in court.

The commission vote was 4 to 2, with Chairman Rosel H. Hyde and Commissioners Kenneth A. Cox, James J. Wadsworth and Robert E. Lee in the majority, and Commissioners Robert T. Bartley and Lee Loevinger dissenting. Commissioner Nicholas Johnson did not participate.

The systems involved are Mission Cable TV Inc. and Pacific Video Cable Co., both of El Cajon, a San Diego suburb, Southwestern Cable Co. of San Diego, and Rancho Bernardo Antenna Systems Inc., of La Jolla.

Major Issues ■ A key issue in the hearing is whether any limits should be placed on the CATV's future importation of signals from Los Angeles. This would result in an order directing the CATV's to stop carrying those signals. Another major issue is whether the systems should be barred from expanding their operations.

The hearing itself is designed to provide a detailed picture of the CATV operations in San Diego and their impact on present and potential television service, particularly UHF.

The systems were operating before Feb. 15, the effective date of the rule requiring CATV's to seek commission permission in a hearing before importing signals beyond their grade B contour into any of the top-100 markets. San Diego is ranked 54th.

But the commission acted under a regulation authorizing it to adopt "additional or different requirements" when a broadcaster makes a strong showing of need. KFMB-TV had argued that it and four other San Diego stations had

been adversely affected by the CATV operations and that the systems were rapidly expanding their operations.

Mission Cable and Pacific Video, which are owned by Trans-Video Corp., have more than 20,000 subscribers; Southwestern, more than 2,000.

Signal Strength ■ There is also some dispute as to whether all of the CATV's are operating in communities outside the grade B contours of the six-to-nine Los Angeles stations each of them carries. And a precise answer will be sought in the hearing. The hearing also will seek to answer the question as to the size of the systems as of Feb. 15, March 17 (the first day the commission could begin enforcing the distant-signal rule), and the date of the order.

Under the interim relief given KFMB-TV, Mission, Pacific Video and Southwestern would be barred from relaying the Los Angeles signals into areas that weren't being served by the systems on Feb. 15. However, the Los Angeles service may be provided new subscribers in the pre-Feb. 15 areas.

In addition, the system may continue existing service to customers who are on the cable or who had ordered service as of the date of the commission order. And they may expand their operations into new areas—but provide only the signals of the San Diego stations.

Representatives of Mission and Pacific said they would appeal the order. As a result, the order will be stayed for 10 days to enable them to file notice of appeal in the U. S. court of appeals and ask the court to stay the commission order.

Rancho Bernardo wasn't involved in the order for interim relief since it represents a special case—a CATV that is connected to a real-estate development and adds new subscribers only as the homes are built. Another CATV Poway Cable TV, of Poway, had also been named in KFMB-TV's original petition. But proceedings against that system were dropped when it reached an agreement with the station.

NAB wants more time

The National Association of Broadcasters wants more time to comment on the FCC's proposed rulemaking that would authorize nationwide pay television. The association last week asked the commission for a four-month extension of the Sept. 1 deadline. Technical specifications on pay-TV systems are due by July 25. The NAB feels that the present deadline does not give interested parties enough time to prepare comments on the technical data.

The hearing on permanent relief will go into a number of the questions that have frequently been raised in connection with the controversy over CATV. What, for instance, are the CATV plans, if any, for converting to pay-television operations?

What is the present penetration of CATV service in the market, and what is the potential for such penetration under conditions of "unlimited expansion"? What is the effect on television audiences of present CATV penetration of potential penetration under conditions of unlimited expansion of CATV service?

And what is the effect of existing CATV operations on the television service provided by San Diego stations, particularly "existing, proposed and potential UHF" stations? What would be the effect of unlimited expansion of CATV service?

KPOL buy brings Capital up to limit

Capital Cities Broadcasting Corp. last week received FCC approval to buy KPOL-AM-FM Los Angeles, and thus reaches its full quota of seven standard radio stations. The Los Angeles stations are being bought from Coast Radio Broadcasting Corp. for \$7.8 million.

The sale of KPOL-TV to a group of Coast Television Inc. stockholders, including Frederick Custer, general manager of all three stations and Robertson Scott, program director, for \$400,000 was approved by the FCC last month (BROADCASTING, June 27).

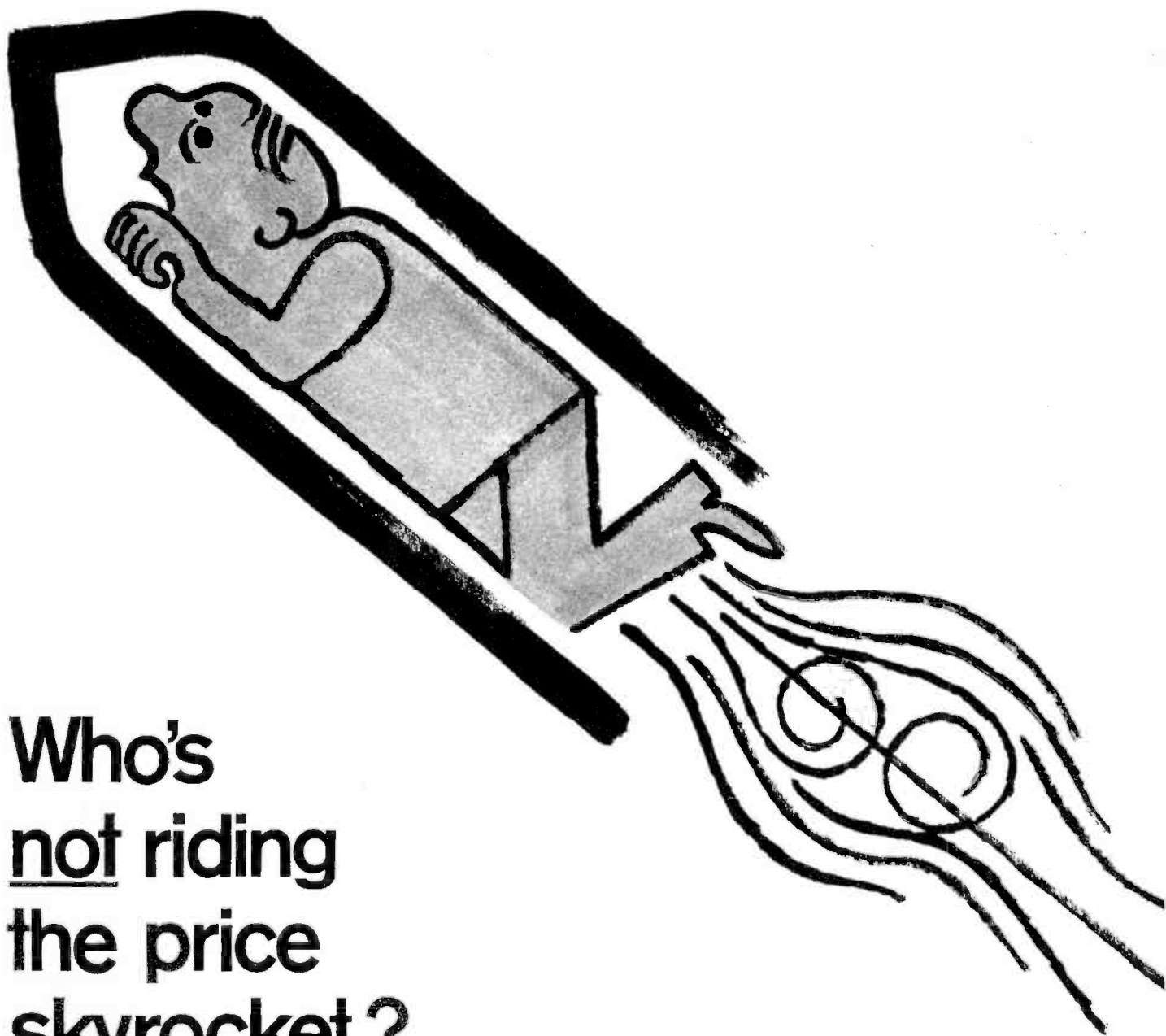
Hugh R. Murchison Sr. is president and principal stockholder of Coast Radio, which owns 90% of Coast Television.

Actually, Capital Cities Broadcasting is buying 100% of the stock of Coast Radio for \$8.2 million. The return of \$400,000 from the sale of KPOL-TV brings the price of the radio stations down to \$7.8 million.

Capital Cities announced that it was borrowing \$6 million at 6% to help pay for the purchase.

Capital Cities owns WTEN(TV) and WROW-AM-FM Albany, and WKBW-AM-TV Buffalo, all New York; WPRO-AM-FM-TV Providence, R.I.; WSAZ-AM-TV Huntington, W. Va.; WTVB(TV) Durham, N.C.; WJR-AM-FM Detroit; WDCB(TV) Adams, Mass., and WPAT-AM-FM Paterson, N.J.

KPOL, founded in 1952, operates full-time on 1540 kc with 50 kw days and 10 kw nights. KPOL-FM, which began operating in 1957, is on 93.9 mc with 100 kw.



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*Names of sponsoring companies available through this magazine.

WLCM told Aug. 5 revocation stands

Carol Music Inc., licensee of WLCM (FM) Chicago, has lost its battle to stay an FCC order revoking the station's license. The commission last week denied WLCM's motion for stay of the order effective Aug. 5.

The FCC revoked the station's license in 1964 on the grounds that WLCM failed to operate within the terms of its license, misrepresented and concealed facts and violated various technical rules (BROADCASTING, Aug. 3, 1964). The station was originally cited for allegedly airing gambling information used by bookies, but this issue was not decided in the commission's final decision.

By separate order, the commission denied WLCM's petition for reconsideration and its motion to stay the effective date of a commission action last June 16 which deleted FM channel 270 from Chicago and assigned it to Skokie, Ill. WLCM is currently operating on channel 270 in Chicago.

In response to the commission's denial of the motion for stay of the revocation order, WLCM announced last week that has filed an appeal for a hearing with the U. S. Court of Appeals in Washington.

Examiner wants 1-year renewal for WPTR

An FCC examiner last week recommended that the license of WPTR Albany, N. Y., be renewed for one year.

Hearing Examiner Sol Schildhouse found the Patroon Broadcasting Co., licensee of WPTR, qualified for a regular three-year renewal despite a criminal contempt conviction of its principals and previous commission charges of illegal transfer of control and poor licensee qualifications. Mr. Schildhouse decided, however, on a one-year renewal period because Schine Enterprises, which has the controlling interest in WPTR, has an application pending to sell the station to Realty Equities Corp. (BROADCASTING, Sept. 6, 1965). According to the examiner, the one-year renewal period will enable the commission to act on Schine's application for approval of the sale.

In July 1965, the commission designated Schine's renewal application for hearing to determine whether antitrust violations by the company and its principals reflected adversely on their qualifications as licensees and whether an unauthorized transfer of control of the

station had occurred (BROADCASTING, July 5, 1965).

The renewal hearing developed into a contest between the commission's Broadcast Bureau and the applicant with Mr. Schildhouse acting as judge. Both contending parties seemed to agree, Mr. Schildhouse said, that the charge of an unauthorized transfer of control resulting from the rearrangement of Schine interests in 1960 was now of little significance. A technical transfer of control did occur, according to the examiner, but the transaction was part of a complex reorganization of Schine family corporations and did not diminish the actual control that had previously been exercised by J. Myer Schine.

Schine involvement in several movie antitrust cases, dating back 25 years, was also given little emphasis by the two contestants, Mr. Schildhouse said, because of the remoteness of the misconduct.

The key factor in the Broadcast Bureau's case for denial of the renewal application, according to the examiner, was the criminal contempt conviction against the application. The Schines were convicted in 1957 for violating the terms of a consent decree entered in the movie antitrust cases of the late 1940's. According to Mr. Schildhouse, the Broadcast Bureau's view of this conviction as the "critical episode" in the case for denial "seems overdrawn considering that the misconduct was not in the broadcast field, that in the 10 years of station operation since the contempt judgment there has been no sign that there are broadcast risks to be specially concerned about in the inferences to be drawn from the conviction, and that the case for renewal is at least as presentable here as it was in Westinghouse and in General Electric." In announcing his decision for a one-year renewal of WPTR's license, Mr. Schildhouse said that "considering in particular the unbroken record of unblemished broadcast performance over the years since the relevant misconduct, the public risk involved in entrusting Patroon with a regular authorization for continuing station operation is slight. . ."

ETV gets 7 translators

Central Virginia Educational Television Corp. has received FCC approval to construct seven UHF-TV translator stations to rebroadcast its educational stations WCVE-TV and WCWV-TV both Richmond, Va.

The translators will rebroadcast the ETV programs on channels 71 and 73 at South Boston, 72 at Lynchburg, 76 and 78 at Rustburg, and 81 and 83 at Danville.

FCC jumps the gun on FOI compliance

The FCC announced last week that it will immediately comply with the Freedom of Information Law, signed by President Johnson on July 4, rather than wait until the effective date of the law in July 1967.

Immediate steps to implement the law and bring commission practice into compliance will be supervised by Chairman Rosel H. Hyde, the FCC said.

The FOI law grants any person the right of access to official records of the federal government, with certain exceptions, and provides for judicial review of the refusal to grant such access. Any person refused such a request will be able to seek remedy in the courts, and the burden of proof will be on the government agency or official denying request (BROADCASTING, June 27).

The new law lists nine categories of federal documents that may be withheld from public inspection to protect the national security or to permit effective operation.

Chairman Hyde has noted that the commission began publishing all orders, opinions and documents of significance in July 1965, and that within recent months the FCC has started preparing an index for all reported commission decisions. Such measures are among those that are required by the new law. In addition, the FCC says, a review of practices and documents will be made to insure that all records are available to the public "except those which are specifically privileged to be withheld."

WGWR faces license revocation threat

Asheboro Broadcasting Co. was asked by the FCC last week to show cause why the licenses of WGWR-AM-FM Asheboro, N. C., should not be revoked.

The commission has questioned whether Roy Cox Jr. and J. R. Marlowe, both presently affiliated with Asheboro Broadcasting, are qualified to be stockholders or officers of a commission licensee. The issue grows out of the filing of a strike application for a new station in Mebane, N. C. The application was submitted under the name of Al-Or Broadcasting Co., a partnership composed of Messrs. Marlowe, Cox and W. A. Corbett.

The Broadcast Bureau has been ordered to serve the licensee with a bill of particulars.



Bruce Merrill Answers:

"What's ahead for CATV?"

CATV long restricted itself to a reception service whose function was to bring improved picture quality and greater channel selection to the television viewing public.

But times change and usually for the best. The recent court decision on copyrights, if upheld, will require CATV operators to pay for programs. These payments will change CATV operators' attitudes toward the business he operates. He will think of himself as a program originator rather than an antenna service.

CATV origination offers great hope for highly improved local public service programming. It is not restricted to one channel. Shortage of spectrum space, coupled with rigid network time requirements preclude TV broadcast stations from offering as much local public service programming as they would like. CATV "cablecasters" will not have these restrictions.

CATV will meet the American public's demand for increased diversity of television pro-

gramming. CATV operators will offer programming in local public service and related fields that cannot possibly be offered by TV broadcast stations.

All I can see ahead for CATV is continuing growth . . . growth based upon CATV's unique ability to fully serve the American television viewing public while taking nothing from the TV broadcast industry.

Are you thinking about getting into CATV? We'd be glad to help you.



ameco

Color urge hits 22% of B&W set owners

The first in a continuing series of studies on color television issued last week by R. H. Bruskin Associates, New Brunswick, N. J., indicates a substantial number of TV households will be prime prospects for color receivers within the next year.

A total of 22% of black-and-white set owners replied they would be likely to buy a set within the next 12 months, according to results of the study conducted this past spring and based on a national probability sample of 2,400 homes. Replies were obtained through personal interviews.

The first study marks the beginning of a service by Bruskin called "Color-TV—A Continuing Investigation," under which surveys will be made six times a year. A summary report will be issued at the end of each year reviewing the highlights of the six-study findings on a trend basis.

Each study will provide information on knowledge, preferences and evaluation of color-TV sets; on the use of color TV as an effective advertising medium and on the color-TV market and its future potential.

The service is being offered for sale to TV-set manufacturers, advertising agencies, networks and other interested groups. A Bruskin official said that the price structure for the service is being formulated.

The initial study shows that color-TV ownership has expanded rapidly in recent years, with 76% having bought their set in 1964 or later while 56% bought within the 12-months ended

March 1966. Color-TV set owners tend to keep their monochrome receivers since 60% own more than one set, Bruskin reported. This compares with 26% of black-and-white owners who have more than one set.

RCA and Zenith are the leading makers of sets purchased by color owners, according to Bruskin. The floor (console) model and the 21-inch size screen are most preferred by color-set purchasers. Most sets are purchased in appliance stores with the basic price between \$400 and \$600.

The study shows that color owners appear to be satisfied with their sets in terms of overall performance, ease of tuning, true-to-life color reception and clearness of picture. Owners reported they have required about the same number of service calls for their color sets as for black and white, and they regarded service and repair costs as "about the same" for both types of receivers.

Respondents who are likely to buy a color set, and have not, cited as deterrents that "they are too expensive" and "present set is in good condition."

APBE study cites radio-TV problems

Government regulation and better programming were the two broadcasting industry problems cited most often in a survey conducted by the *Journal of Broadcasting* published by the Association for Professional Broadcasting Education.

John M. Kittross, associate professor of telecommunications at the University of Southern California and editor of the *Journal*, writes in the current issue that 87 of the 309 respondents to a questionnaire answered that one of the most important problems facing broadcasters and broadcasting today is government regulation. Other problems most often mentioned included better programming, mentioned 78 times, and CATV, mentioned on 53 occasions.

The survey was conducted by sending a questionnaire to current industry subscribers to the *Journal* and current and former academic subscribers. More than 42% of the current subscribers, and nearly 17% of former subscribers whose subscriptions expired between the fall of 1961 and the spring of 1965 responded, for an over-all return of 34%. The survey also covered subjects other than the broadcasting problems, but only those returns were discussed in the article.

Almost half of the broadcasters answering listed government regulation as a major problem area as opposed to about one-fifth of those in the aca-

demic world. These proportions were reversed when it came to the category of better programming. Nearly one-third of the teachers of broadcasting listed this area, compared with one-sixth of the industry respondents. More than two out of three broadcasting executives worried about government regulation and nearly one in four listed CATV as an important problem.

Among other problems mentioned prominently were self-regulation, economics and competition, the need for qualified personnel and balancing profits vs. public interest.

Lukewarm reaction to newest help-UHF plan

A plan its authors call Immediate Market Penetration (IMP) is the latest suggestion offered the FCC as a solution to the problem of how to bolster UHF television. It was broached in New York last week by Vincent C. Piano, station representative executive, and C. E. Feltner Jr., president of a film distribution firm.

Under IMP, new and existing UHF stations in intermixed markets would receive FCC authorizations for simultaneous operation over their assigned frequency and an unassigned VHF channel with a power ceiling of 100 w.

The simultaneous operation would give the UHF operator immediate penetration to his city-grade service area while he is waiting for the effects of the all-channel-receiver law to be felt. The simultaneous operation would continue until 75% of the sets in the station's grade A coverage area are capable of UHF reception.

Mr. Piano said he believes there are many markets in which stations operating with a maximum of 100 w on unassigned VHF channels could radiate a city-grade signal covering five-to-seven miles which would not interfere with existing VHF service.

Mr. Piano and Mr. Feltner sent copies of the plan to members of the FCC, UHF operators and Federal Communications Bar Association attorneys.

The proposal did not generate much enthusiasm at the commission, even among those regarded as UHF boosters. One noted that versions of IMP have been suggested before but have never materialized.

He also said that, by relying on VHF, the plan would "undercut" commission efforts to bolster UHF. It runs counter to efforts to promote the sale of all-channel sets, he said. "And once the licensee was authorized to operate on a VHF, I don't think we could get him off without a great deal of effort."

Mr. Piano, who heads Vic Piano As-

College explosion

An increase in the number of college students majoring in broadcasting is reflected in figures from the National Association of Broadcasters 10th annual survey of colleges and universities offering courses in radio and television. The survey shows:

- 4,036 junior and senior students in 131 schools compared to 3,527 students at 126 schools last year.

- 1,029 students studying for master's degrees at 64 schools compared to 773 students at 60 schools last year.

- 204 students taking doctorates at 17 universities compared with 180 doctoral candidates at same number of schools the previous year.



When to cover?

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

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

The laser goes to work for Western Electric

Piercing holes in diamond dies at Western Electric's Buffalo Plant is the first known large scale industrial production use of the laser. The plant uses thousands of diamond dies to reduce copper wire, some of it to half the thickness of human hair. And each year these dies produce enough fine gauge copper wire to reach the moon ten times.

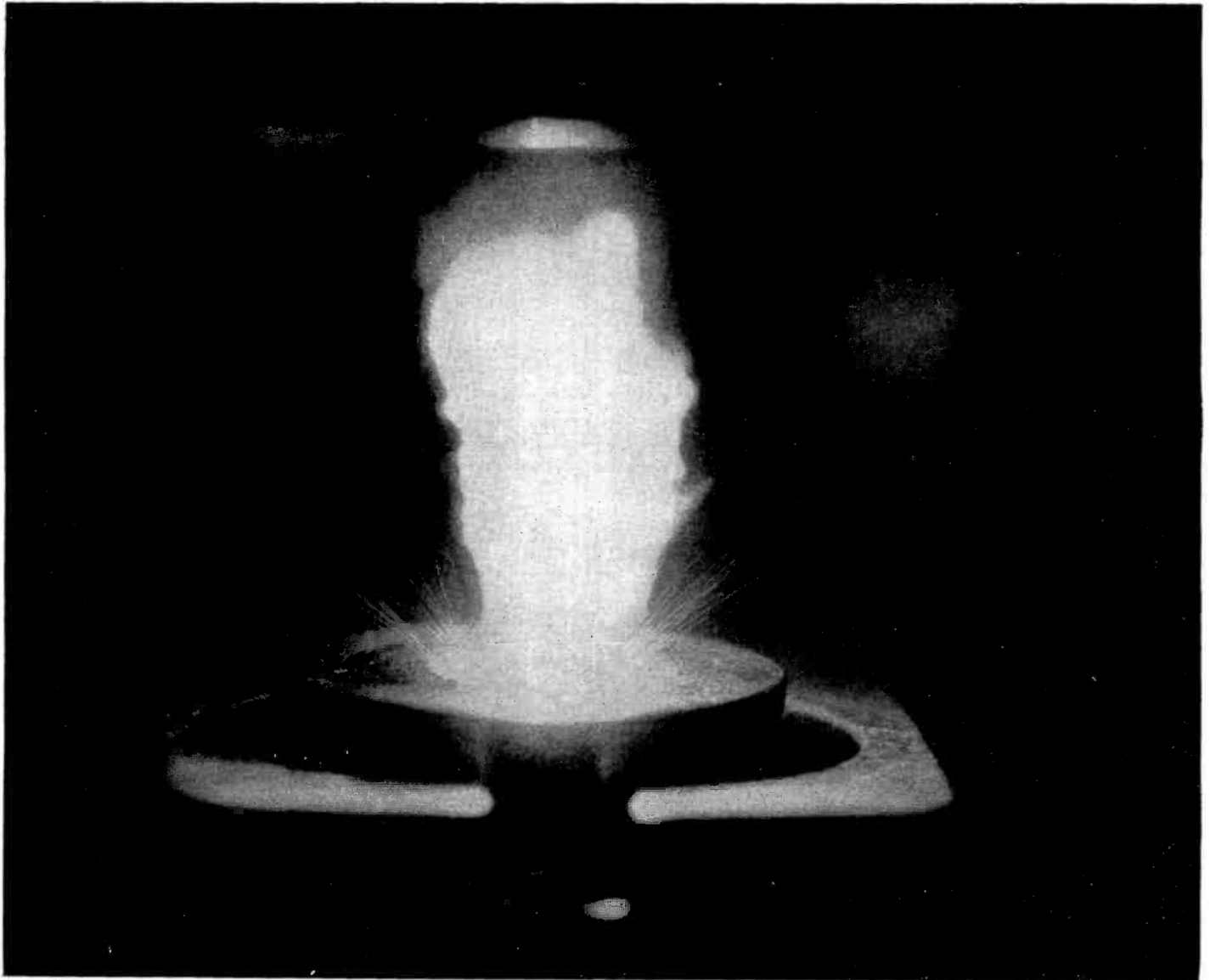
With short, rapid bursts of high-

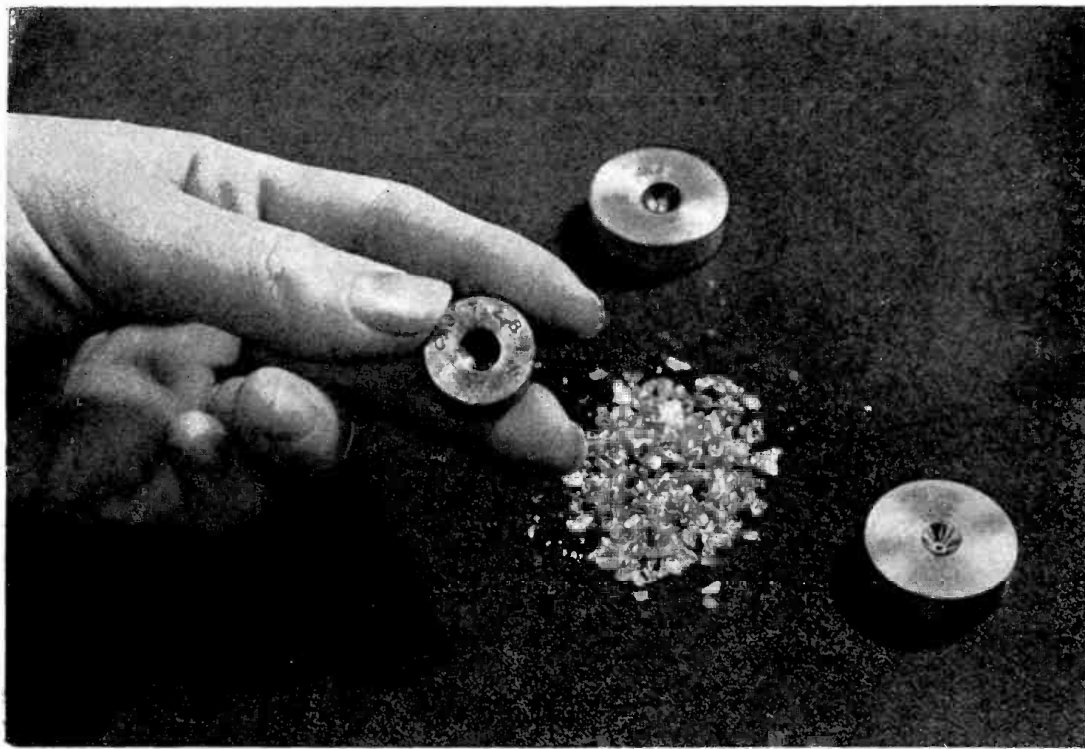
intensity light, the laser can burn a rough hole through the diamond in just two minutes. The laser technique saves six to eight hours on each new diamond.

Western Electric's Engineering Research Center at Princeton, N. J., is also experimenting with laser tools for microwelding and micro-machining jobs where they can save time and money over old methods, or

do jobs that no other tool can do.

We are constantly seeking and finding exciting new ways to cut costs. Keeping the cost of telephone service down is as important to Western Electric as it is to the Bell telephone companies. We're on the same Bell System team. We have been since 1882, working together to keep bringing America the world's most modern telephone service at low cost.



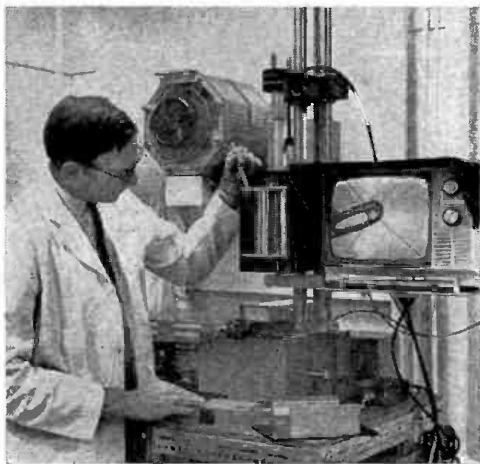


Diamonds! Diamonds! Diamonds! Diamond die stones are made into new dies like these. Dies are re-sized after being worn by wire passing through them at speeds up to 110 miles per hour, and used for larger gauge wire.

Safety with TV. The operator positions the diamond under the laser with the help of a TV monitor. The monitor protects her from the intense light and magnifies the work area for accurate positioning.

Zap! Light from the laser when focused into a small spot on the diamond vaporizes it with heat energy 100 million times brighter than a spot the same size on the surface of the sun.

Accurate Aiming. The accuracy of the controls developed by Western Electric engineers is demonstrated on the television screen at the right. Moving a single knob positioned the needle so that the laser could burn a hole just above its eye.



Western Electric
MANUFACTURING & SUPPLY UNIT OF THE BELL SYSTEM

sociates, was in the news a year ago with plans for a fourth, UHF-dominated network, Unisphere Broadcasting System. However, lack of interest on the part of major-market UHF's in the proposal kept it from getting off the ground.

Media reports . . .

CCTV in Beverly Hills ■ The Beverly Hills (Calif.) Unified School District is starting what amounts to its own closed-circuit system for instructional television. Construction is scheduled to begin in September on the basic system. A pilot project, financed by the federal government, will develop audio-visual materials primarily for classroom use. A coaxial cable will connect 10 classrooms with a central distributing center responsible for creating as well as storing and disseminating materials. Information assembled will be played automatically on request on large television monitors in individual classrooms or be broadcast over a hi-fi system.

Extra section ■ The Pulse Inc. will add a second stage of interviewing (July-September 1967) to its CP 1967 all-state, all-country radio coverage study, originally planned as a January-March 1967 project only. New agency subscribers to CP '67 are West, Weir &

Bartell; William Esty Co.; Sullivan, Stauffer, Colwell & Bayles, and Dancer-Fitzgerald-Sample. The adding of a second stage of interviews was prompted by broadcast and agency sentiment, according to Pulse.

New station ■ WCJM(FM) owned by Radio Valley Inc., West Point, Ga., begins operation today (July 25) on 100.9 mc with 2.95 kw. It shares studios and transmitter site with WBMK, also operated by Radio Valley.

Paperwork is a big management problem

Coordinating traffic in sales and accounting to cut paperwork is the chief problem for most members of the Institute of Broadcast Financial Management, according to a report from John Herklotz of WGN-AM-TV Chicago. IBFM's president.

Mr. Herklotz said 70% of the replies in an IBFM survey indicated the cutting of paperwork is the broadcast management problem of top concern today. The amortizing of film contracts ranked second in the study, he said, while CATV came next in importance for most members replying. IBFM's annual meeting will be Sept. 19-21 in Denver.

N.Y. publishing house wants to build 3 UHF's

Books and TV don't normally mix, but Harcourt, Brace & World Inc., New York publishing house, is trying hard to improve relations. HB&W corporation has applied to the FCC for three UHF television stations.

The applications are for Denver (channel 20), Portland, Ore. (channel 24), and Phoenix (channel 15). The applicant plans to invest \$733,000 for construction of the Denver operation, \$713,856 in Portland and \$759,890 in Phoenix.

HB&W is owned by 1,937 stockholders. Hastings Harcourt owns 9.9% of the corporation, Katharine Brace owns 7.8% and Donna Brace Ogilvie 7.7%.

WATR-TV joining NBC-TV

NBC-TV last week reported WATR-TV Waterbury, Conn., will affiliate with the network Aug. 1, bringing the number of affiliates to 203.

WATR-TV, owned by WATR Inc. and managed by Sam Elman, operates on channel 20 with 200 kw visual and an antenna 565 feet above average terrain. At present the station is an ABC-TV affiliate.

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Changing hands

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

■ **WANT** Richmond, Va.: Sold by United Broadcasting Corp. to John and Robert Sinclair for \$210,000. John Sinclair is manager of WSAZ-TV Huntington-Charleston, W. Va. He and Robert Sinclair also own and operate Shoney's restaurants in Macon and Augusta, both Georgia. United Broadcasting is headed by Richard Eaton, group owner. Daytimer WANT is on 990 kc with 1 kw. Broker: La Rue Media Brokers.

APPROVED ■ The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 77).

■ **KPOL-AM-FM** Los Angeles: Sold by Hugh R. Murchison Sr. and others to Capital Cities Broadcasting Corp. for \$7.8 million (see page 58).

■ **WENE** Endicott-Binghamton, N. Y.: Sold by C. A. Bengston to TV personality Merv Griffin and January Enterprises Inc. for \$650,000. Mr. Griffin and January Enterprises own wwco Waterbury, Conn. Herbert Bloomberg, former owner of wwco is executive

director of that station and will be of WENE. WENE is on 1430 kc with 5 kw fulltime.

■ WMNB-AM-FM North Adams, Mass.: Sold by Northern Berkshire Broadcasting to Donald Thurston and William H. Vanderbilt for \$219,400. Mr. Vanderbilt is former governor of Rhode Island. Mr. Thurston is presently executive and minority stockholder in Northern Berkshire Broadcasting. WMNB is on 1230 kc with 1 kw day and 250 night. WMNB-FM operates on 100.1 mc with 1 kw.

■ WNVY Pensacola, Fla.: Sold by Theo-

dore Kupferman and Robert Price 52% of Atlantic States Industries Inc. (parent corporation of licensee, Pensacola Broadcasting Corp.) to Ralph Guild for \$114,500 plus \$58,000 for seven-year consulting agreement. Mr. Kupferman is a U. S. congressman; Mr. Price is deputy mayor of New York City. Mr. Guild is executive vice president of McGovern-Guild, New York station-representation firm. Mr. Guild also holds majority interest in WORL Boston. WNVY is on 1250 kc with 1 kw day and 250 w night.

■ WLOB-AM-FM Portland, Me.: Sold by

Theodore Kupferman and Robert Price 52% of Atlantic States Industries Inc. (parent corporation of licensee Portland Broadcasting Corp.) to Ralph Guild (see WNVY Pensacola, Fla.). WLOB is 1 kw daytimer on 1310 kc. WLOB-FM, which duplicates WLOB, is on 97.9 mc with 2.8 kw.

■ WTSA Brattleboro, Vt.: Sold by Theodore Kupferman and Robert Price 52% of Atlantic States Industries Inc. (parent corporation of licensee Brattleboro Broadcasting Corp.) to Ralph Guild (see WNVY Pensacola, Fla.). WTSA is on 1450 with 1 kw day and 250 w night.

EQUIPMENT & ENGINEERING

FCC asked to delay presunrise final ruling

The Association of Broadcasting Standards last week asked for FCC to defer action on its four-year-old rulemaking to amend the rules to permit presunrise operations by radio stations now restricted to daytime-only operations.

The association specifically requested that additional technical information be examined by the commission before a decision is reached. ABS also recommended that the FCC establish a joint industry-government research group which would coordinate activities pertinent to the proposed rulemaking.

A study of the technical data and physical phenomena which relate to the transmission characteristics and the interference effects of the presunrise operation of standard broadcast stations is currently being conducted by the association. The results of the study, according to ABS, are designed to determine with accuracy "what the presunrise phenomena actually are and how they relate to the proceeding." On the basis of this and other technical submissions ABS suggested that the commission defer action on the rulemaking until an adequate study of the pertinent physical phenomena is completed.

Notice of the FCC's proposed rulemaking was issued in November 1962. If adopted it would provide for a uniform presunrise sign-on time (6 a.m. has been proposed) for certain daytimers, generally class III regionals. Members of the commission staff have stated that the rule would afford "substantial relief" to the affected daytimers.

According to ABS, the FCC's proposed rulemaking is based on the assumption that similarities exist between sunrise and sunset phenomena. The association's consulting engineers, however, have concluded from their studies that "there is considerable evidence available to indicate that the diurnal

attenuation factors for sunrise and sunset transitional periods are not symmetrical. . . ."

ABS also requested that the FCC establish a joint industry-government propagation research committee which would review available data "regarding transmission during the transitional interval prior to local sunrise," produce a means for predicting skywave transmissions as they pertain to particular path lengths, and make other recommendations. "It is believed," ABS says, "that with sufficient time and a co-operative attitude on the part of the

commission, much valuable data can be supplied which is not now in the commission's possession."

NAB asks relief from remote control proviso

All radio stations with more than 10 kw should be permitted to operate by remote control without having to wait 12 months to demonstrate transmitter reliability, the National Association of Broadcasters told the FCC last week.

In a petition requesting revision of

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TEXAS—Number 1 rated fulltimer billing approximately \$100,000 in multi-station market. Cash flow annually of \$25,000. Total price of \$200,000 with \$50,000 down and the balance over ten years. *Contact—DeWitt "Judge" Landis in our Dallas office.*

WEST—5 kw, daytimer, located 25 miles from \$300,000,000 retail **TEXAS** market. Billing in excess of \$8,000 monthly with a potential of \$15,000. Equipment new and plentiful. Priced at \$160,000 with 29% down. *Contact—George W. Moore in our Dallas office.*

Hornilton-Landis

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the FCC rules, the NAB stated that the "12-month trial period for higher-power stations is outmoded by technological advances in transmitting equipment and imposes an unnecessary burden on licensees by requiring them to hire additional manpower to keep the performance log."

The same objective can be achieved, NAB said, by requiring submission of reliability test data from manufacturers and a simple block system diagram from licensees.

The NAB noted that nondirectional AM's and FM's operating by remote control on 10 kw or less are not required to demonstrate transmitter reliability.

Land mobile test planned

Tentative scheme calls for using New York's channel 12 for trial

The FCC, under mounting pressure to find additional frequency space for land-mobile radio users, has begun moving toward a test of the feasibility of permitting mobile operators to share unassigned television channels with broadcasters.

The commission last week agreed to establish a government-industry committee to prepare for the test, which would be conducted on a channel in New York City—probably channel 12.

The decision represents a victory for land-mobile users, who have long urged field tests of frequency sharing, and a defeat for broadcast groups, such as the Association of Maximum Service Telecasters, which have opposed them.

The commission action followed a meeting on June 30 of land-mobile users and broadcast-industry representatives, including AMST and the National Association of Broadcasters, on the matter. Commissioner Kenneth A. Cox, who presided, said the consensus was that a test would be "helpful."

Committee Makeup ■ The government-industry committee will operate under the chairmanship of a commissioner still to be named and will be composed of representatives of broadcasters (AMST and NAB), engineers and manufacturers (Electronics Industries Association and the Joint Technical Advisory Committee) and land-mobile radio users (the National Association of Manufacturers). Commission staff members will also participate.

The committee will study the feasi-

bility of sharing, determine the kind of information it wants to obtain from a test and how to obtain it, and prepare for the test itself. The cost of the test, in building the mobile base station and equipping the mobile units, will be borne by the land-mobile operators.

The station would operate with 200 w and use a 200-foot antenna.

Commissioner Cox said discussion of a test has centered on channel 12 in New York. The test would determine whether interference would be caused to stations operating on adjacent channels, 11 and 13, or to co-channel stations in other cities.

The proposed test represents one aspect of commission efforts to find a solution to the shortage of frequencies for land-mobile radio users. A committee headed by Commissioner Cox has been attempting to devise ways land-mobile radio users could make more efficient use of the space they have.

Hill Reacts ■ The problem has become increasingly acute recently, with pressure being filtered through Capitol Hill. Representative John Dingell (D-Mich.), chairman of a House Small Business Subcommittee, has asked the commission to develop "a specific program" for providing space for business two-way radio users (BROADCASTING, June 13).

Two weeks ago, he forwarded a letter he received from the Detroit police department reciting a need for frequencies to implement a plan to equip foot patrolmen with portable two-way radios.

The letter said the plan would aid in saving many lives and went on to note the variety of other uses the department makes of two-way radio. It added: "However, the lack of frequencies is delaying our installation of the complete system."

Representative Dingell in his covering letter recalled that he had asked the commission to find additional frequencies for business users. "It would appear that additional police frequencies are also urgently needed," he said.

Technical topics . . .

New system ■ Round Hill Associates, New York City, has designed a new wireless cuing system for TV and radio studios. The CS-10 has a small, solid-state transmitter costing \$400, and a series of pocket-size transistorized receivers which cost \$39.95 each.

Consolidation ■ Five Washington area divisions of Harris-Intertype Corp., including Gates Radio, have been consolidated into one centralized location at 1522 K Street N.W., Washington.

Full color ■ WAVY-TV Portsmouth-Norfolk, Va., will install a Filmline

FE-30 color processor for newsfilm, completing the transition from black-and-white to full color.

Camera tubes ■ Visual Electronics Corp., New York, has been awarded a year's contract by the Dade County Board of Public Instruction, Miami, to supply its educational station WTHS-TV Miami with 14 4½ image orthicon camera tubes (English Electric valve type 7295B).

Color TV order ■ RCA reports a \$3 million order for color studio and transmitting equipment by Kaiser Broadcasting for KHJK(TV) San Francisco and wxhr-TV Cambridge-Boston. Order includes 13 TK-42 and TK-43 live and two TK-127 film cameras, two color mobile TV units, and two each of the TR-70 and TR-22 color TV tape recorders. WXHR-AM-FM-TV, with its TV operations suspended since 1956, is now being acquired by WKBG Inc. (Kaiser Broadcasting-Boston Globe) pending FCC approval. The RCA order will equip wxhr-FM with a 20-kw transmitter, antenna system and monitors for stereo.

High price tag on color TV

ABC-TV shells out \$2.5 million for conversion of studio

What price color conversion? At ABC Television Center in Hollywood the price for converting just one studio to color capability has been just paid. The account still is being tabulated but the bill is likely to total about \$2.5 million.

The Hollywood Palace, a streamlined, glittering theater at Hollywood and Vine, sometimes known as ABC's Jerry Lewis folly, and Studio E are the two West Coast studios in which ABC-TV has the capability of televising or taping big programs. Each of the studios is capable of handling two programs. During the 1965-66 season both the *Hollywood Palace* series and the *Lawrence Welk Show* originated from the Hollywood Palace theater. Since the Palace was built for color, both series were able to televise in color.

ABC-TV's third taped prime-time show from the West Coast last season was *The King Family*. It came from

Color boom prompts tariff revision on radio-TV tubes

A move is underway in the House of Representatives to change present tariff regulations on imported radio and television tubes to forestall possible price increases for consumer electronic products.

The action results from swelling demand for radio and television tubes brought about by the color-TV boom in this country. This burgeoning demand is currently straining the capacity of American producers and many manufacturers are now turning to foreign countries, primarily Japan, to help meet the demand.

However, a recent U. S. Customs Court decision, according to one of the backers of the legislation, has raised the threat of a drastic increase in the cost of importing tubes. The court rejected a bid by importing firms to have the tariff value of im-

ported tubes changed from its worth in the foreign country from which they are being purchased to a value closer to their worth in this country.

According to Representative Lee H. Hamilton (D-Ind.), who is sponsoring a bill to change this tariff evaluation system, the appraised value of imported receiving tubes under this evaluation method ranges from 200% to 600% of the actual price to the importer in some instances. The bill, described as an "emergency" measure, would allow the tubes to be evaluated at the lower rate thereby lowering the tariff on them. The legislation would be in force for three years, the predicted peak years of the demand for such products, he said.

Representative Hamilton said the legislation will prevent an "exorbitant" increase in the cost of imported

components, halt resulting price raises to consumers and have no harmful effect on domestic manufacture since the domestic receiving tube business is so strong that manufacturers are selling all the tubes they can make.

"This problem runs out of the nickle-and-dime category when one reflects that the sales of consumer electronic products in the United States will reach \$3.7 billion this year," Representative Hamilton commented.

Identical bills have been introduced by Representatives John J. Duncan (R-Tenn.), James Burke (D-Mass.), Cecil R. King (D-Calif.) and James H. Quillen (R-Tenn.) All have been forwarded to the House Ways and Means Committee for consideration.

Studio E, in a facility that has been used for television, and for the filming of movies previously, for the last 50 years. This meant that the musical series, ideally suited for color broadcast, had to be shown in black and white.

This coming season, *The Milton Berle Show* will replace *The King Family* and move into the Hollywood Palace to take advantage of the color facility. This left *Lawrence Welk* as odd show out, the most likely candidate for Studio E, but not likely to retrogress from its color status back to black and white.

Something had to give. Obviously the administration finger pointed at Studio E.

Last April, when the actual work of converting studio E began, the first thing that went out was an old wood stage floor that had been there since 1915. Just about the first thing that went in was a new eight-inch thick, 10,000 square foot, concrete floor. The floor alone cost \$40,000. It had to be built extremely strong to hold the additional equipment ABC was putting in.

Working on a critically keyed time schedule, ABC engineers, knowing that color requires as much as two-and-a-half times as much light as black-and-white television, beefed up the studio's lights and fixtures. They built steel structured grids to support the lights and huge pillars to support the grids. They increased the power output for the entire TV studio complex from 500 kw to 1,000 kw and when they ran out of power, a huge transformer vault—the kind used in industrial power plants—was installed. Lighting fixtures of 1 kw and 2 kw capabilities were

switched for ones of 5 kw and 10 kw potential.

Also installed were some 300 quartz iodine lamps made by Kleigel, requiring 1,000 kw's of power. This increased the heat load in the studio considerably so 320 tons of air conditioning, at \$600 a ton, replaced the 60 tons that previously was used.

And still more renovation was done. Lawrence Welk's dressing-room-to-be was doubled in size. The control booth also was enlarged. A completely transistorized switching system was installed. So, too, were five color monitors manufactured by Conrac. And six dressing rooms were added.

Key to the entire conversion, however (without which nothing else matters), was the color cameras. ABC saw what it liked at the last National Association of Broadcasters convention in Chicago. The network immediately ordered four Norelco Plumbicon color cameras and had them delivered last month. Each cost \$80,000, with another \$20,000 apiece tossed in for such auxiliaries as zoom lenses.

On Aug. 9, Studio E will gurggle for the first time with Lawrence Welk music.

Conflict between FM and radar

K100(FM) Oklahoma City appeared last week to be losing its battle to stay on the air until the cause of the intermittent interference the station causes ground-control radar at Tinker Air Force Base is found and corrected.

The commission on Monday (July

18) gave the station 72 hours to stop operating in a manner that causes interference when the radar unit operates on 301.5 mc.

Stepped-up activity at the base as a result of the Vietnam war is said to require the use of the frequency. And the commission, which acted at the request of the Federal Aviation Agency, said the interference constitutes a hazard to air navigation at the base.

Steve Bushelman Jr., K100 general manager, said the order, if implemented, would probably require the station to close down. "I don't know of any way we can stay on without causing interference," he said.

The station, which received its first complaint from the FAA last fall, has ordered a new transmitter filter that Mr. Bushelman hopes will eliminate the difficulty. It is being constructed on special order and won't be installed before next week.

Restraint Lifted — The commission order was made possible by Judge Luther Eubanks in federal district court in Oklahoma City on Monday morning. He lifted a restraining order that had previously been imposed on the FAA and FCC, barring them from interfering with the station's operations (BROADCASTING, July 18).

Commission attorneys said last week that if K100 continues to cause interference with the base traffic-control unit the government would seek a court order enjoining the station.

The station's difficulties with the FAA and the FCC became acute early this month when the air base, which had not been using 301.5 mc for several weeks, proposed using it again to handle increased traffic.

Prehearing held on Comsat rates

The widely heralded FCC hearing into the reasonableness of the rates the Communications Satellite Corp. charges for its satellites began in preliminary fashion last week. But there are a number of twists and turns already in view before the commission probe gets on the main line.

At the first prehearing conference before FCC Hearing Examiner Charles J. Frederick, 10 interested parties agreed that Comsat's direct case in writing shall be submitted to the examiner and parties by Oct. 17. A further prehearing is scheduled for Oct. 27 when clarification, amplification and other matters connected with the Comsat presentation will be taken up. It is hoped also that at that time a schedule will be established for the beginning of the hearing proper including witnesses for Comsat, cross-examination and other testimony.

One of the twists certain to occur even before the Oct. 17 date is the filing by Comsat of its tariff for TV.

Another is the fact that although

Comsat has announced its new rates for voice circuits to Europe and to Asia and South America—and they're all lower than the previous U.S.-Europe rate) it has not yet filed the official tariff that undoubtedly will include other services and charges.

In announcing its projected new rates, Comsat proposes a monthly rate of \$3,800 for half a voice circuit between the U.S. and Europe. This is a reduction from the \$4,200 fee that the space communications corporation put into effect for the Early Bird satellite.

Charges are for the link between a U. S. ground station and the orbiting communications satellite, the use of the other half of the circuit, from the satellite to a foreign country, depends on the charges that country imposes.

Other proposed monthly charges for voice circuits: U.S. to Hawaii, \$2,700. U.S. to South America and Africa, \$3,800; U.S. to the Far East (Japan, Hong Kong, Thailand, Philippines, Australia and New Zealand), \$4,900; Hawaii to the Far East, \$3,800. No schedule was announced for satellite service to the Caribbean area, where Comsat is seeking authority to build a ground station.

Comsat is expecting to launch a first

Pacific satellite and a second Atlantic satellite this fall.

In explaining why it had not proposed charges for TV service, Comsat explained that the satellites to be launched this fall are expected to be used by the National Aeronautics and Space Administration and others, including foreign entities, "to such an extent that it will require surrender of some leased voice channels to provide the needed satellite capacity for television transmission." It said that until charges for voice circuits were determined it could not have "meaningful" discussions with voice-grade channel users regarding potential surrender arrangements "to be reflected in the charges for television service."

With the determination of voice-channel rates, Comsat said, it is now in a position to initiate such discussions and expects to propose TV rates "in the near future."

It was pointed out that the rates proposed are those to be charged by Comsat for the lease of its channels; principally by international common carriers under the FCC's recent ruling requiring only carriers to deal directly with Comsat (see below).

Five of the 10 parties participating in the rate hearing are broadcast en-

FCC sticks to its guns on Comsat

The FCC issued its long-awaited decision on who can deal directly with the Communications Satellite Corp. last week and the order followed in major aspects its announcement last month that, except in "exceptional or unique" circumstances, users of communications satellites will have to deal through regular international common carriers (BROADCASTING, June 27).

The commission's memorandum and opinion, which found all the commissioners agreeing (although newest Commissioner Nicholas Johnson did not participate), resulted from its inquiry last year into the question of "authorized users" of Comsat. The inquiry was spurred by requests for permission to deal directly with Comsat by among others ABC, CBS, and the *Washington Post*.

The commission's finding that Comsat is essentially a "carrier's carrier" is premised on the need for economic underpinnings for the international carriers. If the carriers

were to lose a sizable segment of leased-channel business to Comsat, the commission says, they would be hard put to keep their heads above water. This is particularly true, the FCC reports, in the case of government business.

The order contains revenue-and-earnings figures that show that in 1965 government business for the carriers accounted for a substantial portion of their earnings. If the government were to deal directly with Comsat, the commission says, the loss of these revenues and earnings would put the carriers in poor financial straits; they might even, the FCC adds, have to raise their rates to nongovernment users in order to recoup their losses.

Since Comsat is a government-sponsored monopoly, the report finds that in the interest of competition and for the safeguarding of the financial health of the carriers all dealings with Comsat must be under-

taken by way of the carriers.

The commission does say, however, that it would authorize a non-carrier to deal directly with Comsat where the carriers cannot or refuse to furnish satellite circuits, or where some extraordinary occasion requires it. This is particularly true, it implies, where the government is concerned.

It is this decision relating to the government's dealing with Comsat that has stirred a backlash among some government agencies. The Department of Defense has already informally requested Comsat to furnish satellite circuits to the Far East. The telecommunications adviser to the President, James D. O'Connell has asked the FCC to reconsider its verdict. The carriers, meanwhile, support the commission's ruling. Network officials, although obviously disappointed by the ruling, declined to comment pending a study of the order.

The order, dated July 20, was issued last Thursday (July 21).

titles: ABC, CBS, NBC, the European Broadcasting Union and the Canadian Broadcasting Corp. The last two have been using the U. S. earth station at Andover, Me., for broadcasts to and from Europe and Great Britain. The other five are the international carriers. The FCC's Common Carrier Bureau is also participating in the hearing.

Europeans fail to pick single color system

A divided Europe using two different color-TV systems seemed certain last week after experts from 79 countries failed to agree on a single color-TV standard for European nations.

Delegates to the International Radio Consultative Committee (CCIR), who are meeting in Oslo, could not form a consensus, between the West German PAL system (phase alternating line) and the French SECAM system (sequential with memory), Lief Larsen, president of the conference, said last week.

Observers believe that the PAL system, which is close to the National Television System Committee (NTSC) standards used by the U. S., will be adopted in 18 European countries, including Great Britain, Switzerland, the Netherlands and the Scandinavian countries. The SECAM system, it's thought, will be adopted by France, Monaco, the Soviet Union and East European countries.

Polish agency agrees to exchange with UPI

Another crack in the Iron Curtain has appeared in Warsaw with C.A.F., the official Polish photo agency, agreeing to exchange newpicture services with the United Press International.

Distribution of UPI's worldwide Telephoto service has begun on C.A.F.'s nationwide network and, reciprocally, C.A.F. has provided its national picture coverage to UPI for use outside Poland.

C.A.F.'s headquarters in Warsaw is linked to UPI in Frankfurt, Germany, by permanent Telephoto line. UPI has similar wirephoto agreements with Hungary, Czechoslovakia, Romania, Poland and the U.S.S.R.

3 series to NBC International

NBC International, a division of NBC Enterprises, has acquired the rights to distribute *Lassie*, *The Lone Ranger* and *Sergeant Preston* to TV sta-

What's hot in Liberia

You've been sitting there asking yourself: What programs do Liberians like to watch? The answers are now in. Two of the favorites are shows that ended their network runs in the U.S. several years back. A third is a paid religious program. The "overall comedy favorite" hasn't been seen on U.S. networks for nearly a decade.

A survey conducted by Douglas Grant of Rediffusion Liberia Ltd. showed the favorites to be *The Untouchables*, *The Fugitive*, *McHale's Navy*, *Topcat*, *Thriller* and the *Billy Graham Crusade*. The comedy favorite is *The Life of Riley*.

Mr. Grant said there is an average of 10 viewers for each of the nation's 3,000-plus TV sets. Some of the television homes, he said, are no more than tin huts or grass-roofed shacks.

tions in Spain, Mexico, and Central and South America.

Thirty-nine of the 208 *Lassie* episodes are first-run color productions. A total of 78 *Sergeant Preston* episodes, and 192 live-action and animated episodes of *The Lone Ranger* will be distributed. Dubbing has already begun.

Abroad in brief . . .

Compton in Latin America ■ Compton Advertising, New York, reports that Compton-Latin America/Caribbean will handle the Schick Safety Razor Co. and the Electric Storage Battery (Ray-O-Vac) accounts in Latin America. Compton partner offices have been assigned Schick advertising in Mexico, Panama, Puerto Rico, Trinidad, Jamaica, the Bahamas and the five Central American countries, and the Electric Storage Battery account in Mexico. Puerto Rico, the Dominican Republic, Venezuela, Peru, Trinidad and Jamaica. In Mexico, the Nescafé account has moved from McCann-Erickson to Publicidad Ferrer. S. A. Compton's partner there.

B&B Jaffa ■ Benton & Bowles Ltd., wholly owned subsidiary of Benton & Bowles Inc., New York, has been named by the Citrus Marketing Board of Israel to handle Jaffa oranges.

New agency ■ General Foods Ltd., Toronto, has named Ogilvy & Mather

Ltd. (Canada) to handle Whip'n Chill, Sun-Up instant orange drink, Minute Rice products and Gaines dog meal.

Canadian color TV to start month early

Color television goes on trial in Canada on Sept. 1, to coincide with the new fall schedule. The announcement, made in the House of Commons by State Secretary Judy LaMarsh, was received with some hesitation.

Bud Sherman, member of Parliament and former director of news and public affairs at CJAY-TV Winnipeg, Man., said he welcomed color TV, but expressed some reservation because black-and-white was not fully accessible in some northern regions. Other MP's agreed that extension of regular television service to the north "should be of primary priority."

Originally, color was scheduled for Oct. 1. However, broadcasters asked that the timetable be advanced. The Canadian Broadcasting Corp. will make the transition to color with no budget increase.

International film sales . . .

Man in Space (Seven Arts TV): CJCH-TV Halifax and CJCB Sydney, both Nova Scotia.

Marine Boy (Seven Arts TV): WKAQ-TV San Juan, P. R.

Big Night Out (Seven Arts TV): CBNT-TV St. John's, Nfld.

Out of the Inkwell (Seven Arts TV): Arabian-American Oil Co., Saudi Arabia.

Wild Country (20th Century-Fox TV International): CHCH-TV Hamilton, CFPL-TV London and CKVR-TV Barrie, all Ontario; CKCK-TV Regina, Sask., and CHCT-TV Calgary, Alberta.

Marvel Comics (Krantz Films): Tokyo Broadcasting, Japan; Proventel TV, Venezuela; Proartel TV, Argentina; Monte Carlo TV, Uruguay, and WAPA-TV San Juan, P. R.

Time Tunnel (20th Century-Fox TV International): CBUT-TV Vancouver, B. C.; CBXT-TV Edmonton and CHCT-TV Calgary, both Alberta; CBWT-TV Winnipeg, Man.; CBLT-TV Toronto; CBOT-TV Ottawa; CBMT-TV Montreal; CBHT-TV Halifax, N. S.; CBNT-TV St. John's, and CBYT-TV Cornerbrook, both Newfoundland; CHCH-TV Hamilton, CFPL-TV London, and CKVR-TV Barrie, all Ontario, and CKCK-TV Regina, Sask.

T.H.E. Cat. I Spy. Bonanza. Dick

Van Dyke (NBC International): Channel 2, Caracas, Venezuela.

The Hero (NBC International): Channel 8, Caracas, Venezuela.

I Spy (NBC International): CKSO-TV Sudbury and CHEX-TV Peterborough, both Ontario; Iranian Television, Iran, and Channel 5, Ciudad Juarez, Mexico.

Wrestling, Terrible Ten, Cobby's Hobbies (Fremantle International): Consorcio Auxiliar de Servicios de

Televisao Ltda., Brazil.

Biography (Fremantle International): Continental TV, Argentina, and Promocion y Television Ltda., Chile.

Romper Room (Fremantle International): Producciones Argentinas de Television, Argentina, and Promocion y Television Ltda., Chile.

Run, Buddy, Run (CBS Films): Rediffusion, United Kingdom; Tokyo Broadcasting System, Tokyo; Canadian

Broadcasting Corp. and UPP stations, Canada, and AVRO, Holland.

The Eleanor Roosevelt Story (Laudau/Unger): BBC-TV, England.

Dr. Kildare (NBC International): BBC-TV United Kingdom.

Bonanza, Danger Is My Business, Harris Against the World, Jim Backus, and Richard Boone (NBC International): UAR Television, Cairo.

FATES & FORTUNES

BROADCAST ADVERTISING

Shelton Weeks, senior VP and management supervisor at Cunningham & Walsh, New York, named chairman of board of directors at Kelly, Nason Inc., that city. **Gerald Schoenfeld**, senior VP and creative director at Norman, Craig & Kummel, New York, named executive VP and director of creative services for KN, that city.

Edward Roseman, account executive, Sudler & Hennessey, New York, named senior VP and group account supervisor. **Saxon Rumwell**, with S&H, New York, appointed group copy chief. **Martin M. Meaney**, account executive with Paul Klemtner & Co., New York, appointed account executive at S&H, that city.



Mr. Lane



Mr. Edens

Thomas H. Lane, senior VP and management supervisor at Lennen & Newell, New York, elected VP of J. Walter Thompson Co., that city. **Robert L. Edens Jr.**, VP and creative director, Leo Burnett Co., Chicago, joins JWT there in newly created position of creative director of that office.

Howard A. Heller, broadcast supervisor at J. Walter Thompson Co., Chicago, joins Post-Keyes-Gardner as VP in charge of agency's New York office. He succeeds **Jack Bailhe** who has resigned to take State Department assignment in Far East. **Frank Bulzoni**, formerly VP of Tatham-Laird & Kuder, New York, named VP and associate creative director of PKG at its Chicago home office.

Lendell A. Layman, president of Loudon Advertising, Boston, joins

Chirurg & Cairns there as VP-account supervisor.



Mr. Eastling

Robert G. Baal, formerly executive assistant to president of Paul H. Raymer Co., New York, and director of sales for NBC Radio named VP in charge of development, Advertising Time Sales Inc., same city.

Jerome K. McCauley, director of national sales for Radio Advertising Bureau, New York, joins staff of CBS Radio Spot Sales, that city.

Robert M. Prentice, marketing information and services director of Lever Brothers Co., New York, named chairman of advertising management committee of Association of National Advertisers, succeeding **M. E. Ziegenhagen**.

Leonard Press, VP and senior account supervisor of Doyle Dane Bernbach, New York, appointed VP-international.

I. E. Coleman, treasurer of Winius-Brandon Co., St. Louis, elected VP.

Kenneth C. Johnson, VP of Gardner Advertising Co., New York, and New York manager of Intergard, agency's international division, also named assistant to president of Gardner Advertising.

Edward T. McCann Jr., sales manager of WEZE Boston, elected VP-sales.

John F. Dugdale, North American representative of London Society of Motor Manufacturers and Traders Limited, named VP in charge of adver-

Wendell Eastling, VP of Knox Reeves Advertising, Minneapolis, named VP-media and systems. Part of his assignment includes development of new systems using electronic data processing.



Mr. Press

tising and public relations for Jaguar Cars Inc., New York.

Milton M. Herson named executive head of Music Makers Inc. [music for commercials], New York. **Tom Anthony** appointed to act as liaison between creative staff and clients.

William Eldridge, executive VP of Norman, Craig & Kummel, New York, joins American Tobacco Co. there as marketing coordinator.

Fred J. Haberle, with WABC-AM-FM New York, appointed director of marketing and sales development. **Andrew C. Erish**, sales promotion manager with WDGW Minneapolis, joins WABC-AM-FM as advertising-sales promotion manager.

Keith Holden, director of radio-TV at Scott & Scott, Chicago, named director of broadcast activities for Klauvan Pietersom-Dunlap, Milwaukee.

Tom Shea, VP and account supervisor, Fuller & Smith & Ross, New York, named director of consumer products division.

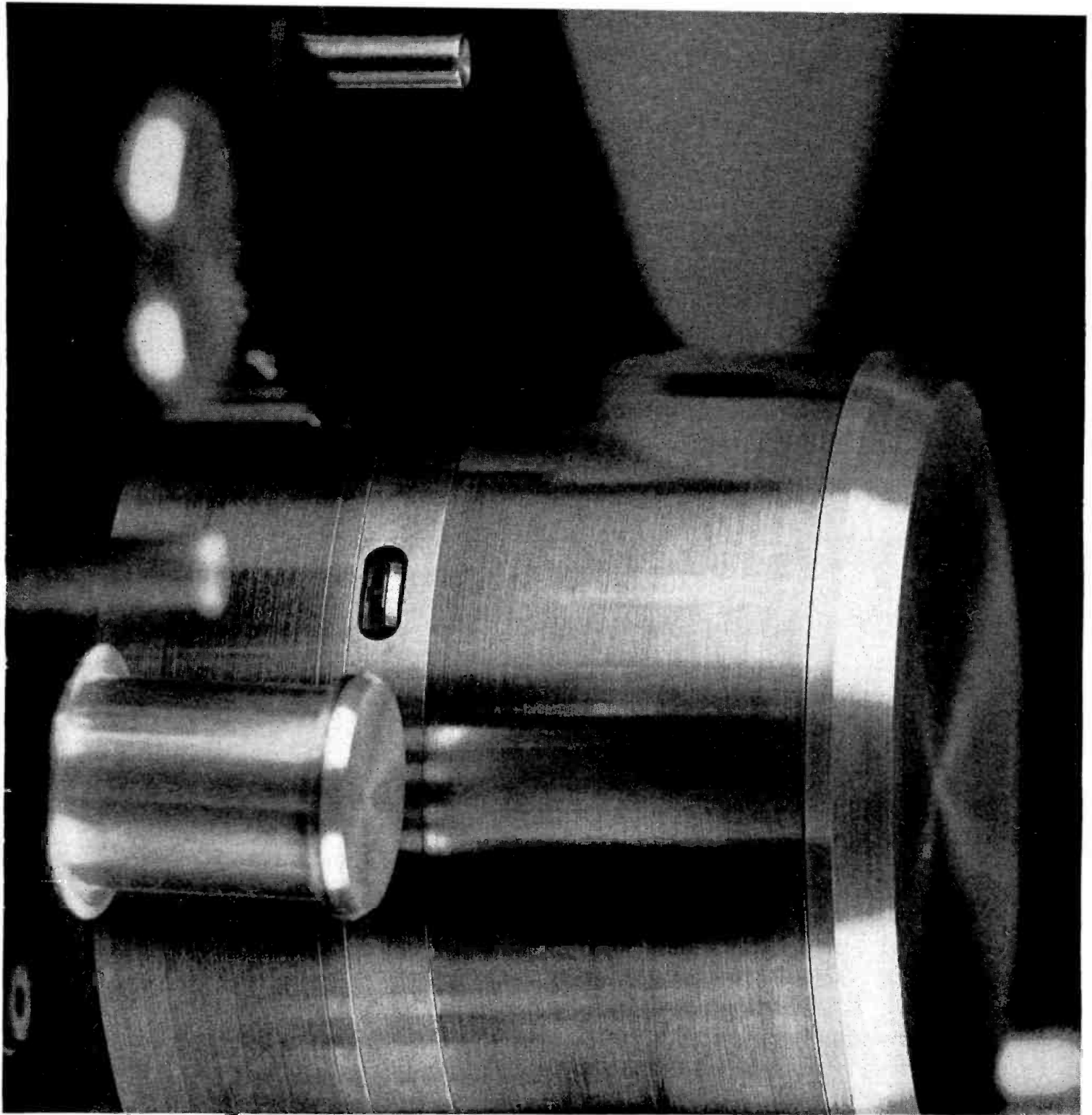
Thomas E. Singer, assistant general manager, Latin American and Australian division, The Gillette Co., named VP-marketing of newly established Western Hemisphere division.

William B. Cross Jr., brand manager with The Nestle Co., White Plains, N. Y., joins Foote, Cone & Belding, New York, as merchandising supervisor-food products. **Alice Hausman**, VP and copy group head at Sullivan, Stauffer, Colwell & Bayles, New York, joins FC&B there as copy supervisor. **Karen Gordon**, with Clairol Inc., New York, joins FC&B, that city, as copywriter.

David W. Buckley and **William J. Kissell**, product managers in personal products division of Lever Brothers Co., New York, appointed merchan-



Mr. Shea



End of the Rainbow

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

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

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



dising managers in household products and personal products divisions, respectively.

R. George Beck, with All-Canada Radio and Television Limited, Toronto, named director of radio sales in firm's New York division.

Jack A. Swedish, acting director of advertising for Miller Brewing Co., Milwaukee, appointed director of advertising. **Roy W. Johnson**, sales promotion manager, named advertising manager.

Richard J. Waller, account executive with Television Advertising Representatives, New York, named sales manager of KDKA-TV Pittsburgh, replacing **Edward Adams**, who becomes general sales manager.

Donn Duffy, account executive with WCBM-AM-FM Baltimore, named local sales manager.

Dudley B. Keen, with WFGA-TV Jacksonville, Fla., appointed national sales coordinator.

Phil Daly, research project director for Young & Rubicam, New York, joins **Daniel** and **Charles** there as research supervisor.

Don Chapman, national sales manager for Kaiser Broadcasting Corp., New York, appointed assistant general manager in charge of sales at Kaiser's WKBD-TV Detroit.

Tom Mullin, with Ogilvy & Mather, New York, and **Dorothy Mills** join **Papert**, **Koenig**, **Lois** there as associate producers. **John Jacobs**, senior project director at O&M, New York, and **Bob Reitter**, with Maxwell House division of General Foods Corp., White Plains, N. Y., join **PKL**, New York, as assistant research directors. **Peter Rodgers**, with MacManus, John & Adams, New York, joins **PKL** there as copywriter.

Fred Appleton, account executive, BBDO, Boston, named account executive, D'Arcy Advertising, New York.

Barbara Bay, with Advertising and Design Counselors, Los Angeles, joins

Scott/Rifkin/Rappaport/Inc. there as art director.

Sam Silberman, with Arthur E. Wilk Advertising, Chicago, joins BBDO there as account supervisor on **Alberto Culver**.

Ronald O. Kaiser, marketing manager at Fred Koch Brewery, Dunkirk, N. Y., joins **Lando Inc.**, Pittsburgh, as account supervisor.

Thomas K. Costello Jr., with Klau-Van Pietersom-Dunlap, Milwaukee, joins **Cooper, Strock & Scannell** there as account manager.

Arthur Marcus, with Robert A. Becker Inc., New York, appointed production executive in medical advertising division of **Ted Bates & Co.**, that city.

John F. Ryan, national sales representative with KCBS-AM-FM San Francisco, named account executive for CBS Radio, New York.

Owen Lyon, manager of KDUH-TV Hay Springs, Neb. named account executive of WMTV(TV) Madison, Wis.

Jack F. Munson, with WPNB-TV Traverse City, Mich., appointed account executive for WNEM-TV Bay City-Saginaw, Mich., at station's Flint, Mich., sales office.

George A. Stapleton, account executive at Frank B. Sawdon Inc., New York, named account executive, WNEW-FM, same city.

William Hunter, with Robert Eastman & Co., New York, and **Thomas Maher**, with Haire Publications, same city, appointed account executives, **Venard, Torbet & McConnell**, that city.

Norman L. Posen, general manager of KDAY Santa Monica, Calif., and **Victor A. Sabatini** appointed account executives at KFWB Los Angeles.

Donald P. Rupert, account executive with Federal Sign and Signal Corp., Milwaukee, joins WISN-AM-FM, that city, as account executive.

Madeleine Schreiber, with Robert E. Eastman & Co., New York, named

assistant research/promotion director.

Roy E. Clark, with Procter & Gamble, and **Clare G. McQuaid**, with Dancer-Fitzgerald-Sample, Dayton, Ohio, join **Needham, Harper & Steers**, Chicago, as copywriters.

Marian W. Lockett, assistant to research director of Triangle Publications radio and television division, Philadelphia, joins **Lewis & Gilman** there as assistant time buyer.

Earl W. Welde, general manager of WSUN-TV St. Petersburg, Fla., joins sales staff of WFLA-TV Tampa, Fla.

MEDIA

John C. Harlan, business manager of radio-TV division of Triangle Publications Inc., named controller of that division and of Triangle's WFIL-AM-FM-TV Philadelphia. **Joseph Laskowski**, business manager of WFIL-AM-FM-TV, succeeds Mr. Harlan. **Robert G. Mauger** becomes business manager of WFIL-AM-FM-TV. **Arthur Einhorn** named to new post of business manager, radio-TV division broadcast services.

Stan Gurell, with National Science Network, New York, appointed VP/general manager. NSN operates WNCN(FM) New York, and WDHF(FM) Chicago.



Mr. O'Shaughnessy

William F. O'Shaughnessy, general manager of WVOX-AM-FM New Rochelle, N. Y., also named VP.

Thomas H. Ritter, Northern California regional supervisor. H&B Communications Corp., elected VP; **James B. Davis**, assistant treasurer, H&B Communications, elected treasurer, succeeding **Harold R. Sugarman**, who remains as president.

R. Thomas Cahill, news director of WGIC Xenia, Ohio, named general manager of WJIC Salem, N. J.

Frank A. Seitz, with WRRC Spring Valley, N. Y., appointed station manager of noncommercial WFUV(FM) New York.

Jack (Fred) Chapman, with KDOL Mojave, Calif., appointed manager-sales manager.

Charles H. Paul, chief accountant at WREX-TV Rockford, Ill., named business manager.

Joseph Silverman, general manager of TPT Communications, subsidiary of Teleprompter Corp., elected VP and general manager. **Thomas F. Moscarello**, secretary-treasurer of Telepro Industries, elected VP operations for TPT Communications. Teleprompter

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Mr. Scott

Noyes Scott, sales manager for KNBC-TV Los Angeles, appointed station manager for WRC-TV Washington, effective Sept. 6.

Vernon G. Adams, program director of KDOT Scottsdale, Ariz., named manager of KENT Prescott, Ariz.

Richard Allwork, systems project manager for CBS, New York, named manager of Kingston Cablevision Inc., Kingston, N. Y., NBC subsidiary.

PROGRAMING

Frank E. Rosenfelt, member of legal department of Metro-Goldwyn-Mayer, New York, elected firm's secretary.

Robert R. Way, program director of WEZE Boston, elected VP.



Mr. Martinson

James M. Martinson, program director of wwok Charlotte, N. C., named VP.

John McLaughlin, international traffic manager for ABC Films, New York, named director of film operations.

Skitch Henderson expected to leave NBC-TV's *Tonight Show* as musical director and enter related activities including his own jingle-production studio, ClifTen and writing of syndicated music column. He's been with NBC for years, starting with radio in 1940's. His contract with NBC ends Sept. 30.

Winston L. Kirby, eastern sales manager, TV department, Venard, Torbet & McConnell, New York, appointed director of radio and TV programing.



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Jack Reynolds, with WNBC-TV New York, named executive producer. **Larry Johnson** named to newly created post of manager, community affairs.

Carol Reed, WCBS New York, resigns as president of New York local of American Federation of Television and Radio Artists due to other commitments. **Mel Brandt**, first VP of New York local, becomes president for balance of year.

Rob Edwards, with WFAA Dallas, named program director of WFAA-FM.

Albert J. (Bud) Kelley, with KDOT Scottsdale, Ariz., named program director.

Bill Watson, program director for KMEN San Bernardino, Calif., joins Drake-Chenault Inc., Hollywood, as programing executive for broadcast consultant firm.

Maurice W. Stevens, previously TV producer at Leo Burnett Co., Chicago, joins Film-Makers Inc. there as producer-director.

J. B. (Jeff) Davidson, national sales and programing manager of WNYS-TV Syracuse, N. Y., named director of operations of WSTV-TV Steubenville, Ohio-Wheeling, W. Va.

John Reagan (Tex) McCrary, with WOR-AM-FM New York, leaves to pursue other broadcasting and business interests, producing television programs for Seven Arts Television, that city. **Joe Franklin** replaces Mr. McCrary at WOR-AM-FM.

Phil Grassia, with WDHQ-FM Dover, N. J., appointed community events director.

NEWS

Sidney Kaufman, manager of special projects for technical services department of CBS-TV, New York, and **Alvin Thaler**, director of program production for WCBZ-TV New York, named associate producers of CBS News Election Unit, that city. **Robert Blum**, writer in news department of WCBZ-TV New York, joins CBS News there as news writer-reporter.

Joe Holstead, news director of KLVJ Beaumont, Tex., appointed news director of KATC-TV Lafayette, La., replacing **Bill Elder**, who joins news staff of WWL-TV New Orleans.

Chet Ternes, assistant to news director of WSUB Groton, Conn., appointed news director.

Robert Robinson, WWDC Washington, elected president of Chesapeake AP Broadcasters Association.

Mac Sebree, regional executive for central, eastern and southern Texas at

United Press International, Houston, appointed executive assistant of UPI's southwestern division, Dallas.

C. A. Loescher, with WHBF-TV Rock Island, Ill., and **Myra Scott**, with KXTV-TV Sacramento, Calif., join WCCO-TV Minneapolis as reporter-writers.

Jack Cole, correspondent with Washington news bureau of Westinghouse Broadcasting Co., joins news staff of KYW-TV Philadelphia.

Mike Henry, news director, WEAU-TV Eau Claire, Wis., named newscaster of WMTV-TV Madison, Wis.

Norman Keneborus, reporter for *Lewiston (Me.) Evening Journal*, joins news staff of WLAM Lewiston.

EQUIPMENT & ENGINEERING

Edward H. Stark, field engineer for Meredith-Avco Inc., Cincinnati, appointed chief engineer.

Gordon L. Fullerton, VP-operations of electronic tube division, Sylvania Electric Products, New York, elected senior VP and appointed general manager of entertainment products division. Mr. Fullerton will have overall responsibility for development, manufacture and marketing of Sylvania color and black-and-white TV sets, stereo-

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phonic high fidelity phonographs and home radios. He succeeds **George C. Connor**, who will undertake special corporate assignments as member of staff of Sylvania President Gene K. Beare.

Ray S. Allen, engineer for WJRT-TV Flint, Mich., named chief engineer of WCIT Lima, Ohio.

Joe Toher appointed southeastern sales representative for International Good Music, Columbia, S. C. **Joseph V. Curcio** named northeastern sales representative for IGM, Fords, N. J.



Mr. Gaither

William B. Gaither, manager-sales for General Electric utility sales operation, Cleveland, appointed manager-marketing for General Electric Visual Communications Products Business Section, Syracuse, N. Y.

FANFARE

Linda Dillman, with WGN Chicago, named director of press information at WBBM-AM-FM, that city.

Clifford B. Mandell, with CBS-TV press information department, New York, appointed manager of press re-

lations for WCBS-TV, that city.



Mr. Hoover



Mr. Moore

George F. Hoover, trade press editor, ABC, named director of press information in broadcast division of ABC. Mr. Hoover joined ABC seven years ago and was promoted to trade press editor within year. **Ellis O. Moore**, with Standard Oil of New Jersey, New York, and with NBC's press and publicity department as VP in 1961-63, will head ABC's press department, effective Aug. 1 and his nomination as VP will be submitted to ABC Inc.'s board (BROADCASTING, July 4).

Perry Allen, with KHOW Denver, named PR director.

John N. Catlett, president of Ivy Network Corp., sales representative for eight Ivy League college radio stations, appointed assistant promotion and publicity director for KGW-AM-TV Portland, Ore.

James E. Mullins, writer-producer in photo and newsfilm department of Westinghouse Electric Corp., Pittsburgh, joins The American Bankers Association, New York, as assistant director of PR department and head of association's radio-TV section.

John L. Nanovic, formerly VP and PR director of Kudner Agency, joins PR department at J. M. Mathes, New York, as account executive.

ALLIED FIELDS

Ben Parker, with WTVB-TV Rockford, Ill., joins Nationwide Broadcast Personnel Consultants, Chicago, as VP of television programming.

Gerard J. Looby, with Jerrold Corp., Philadelphia, joins Malarkey, Taylor & Associates, Washington, Aug. 1, as director of CATV systems operations.



Dr. Whan

Dr. Forest L. Whan, authority in radio and television audience research, resigns from Kansas State University, Manhattan, Kan., to devote more time to his writing and business consulting interests. Dr. Whan and his wife are majority stockholders in KWFT Wichita Falls, and KCON San Marcos, both Texas.

Arthur Goodkind, legal assistant to former FCC Chairman E. William

Henry, joins Washington communications law firm of Koteen and Burt. Mr. Goodkind had been with commission six years.

INTERNATIONAL

John B. Farese, division VP of RCA Electronic Components and Devices, elected president and board chairman of RCA de Puerto Rico Inc., wholly owned subsidiary of RCA.

Johnny Esaw, with CFTO-TV Toronto, joins CTV Television Network, that city, as sports consultant, responsible for all of CTV's sports programming, and as executive producer of CTV's *Wide World of Sports* and *Sports Hot Seat*.

DEATHS

S. Bernard Berk, 69, founder and president of WAKR-AM-FM-TV Akron, Ohio, died July 11 following heart attack. Native of Akron and attorney, Mr. Berk put WAKR on air in 1940, and followed with FM and TV adjuncts, and acquisition of WONE-AM-FM Dayton, Ohio. Broadcast properties are 45% owned by *Akron Beacon-Journal* (Knight). Mr. Berk is survived by his wife, Viola, and two sons: Roger G., VP and general manager of stations, and Dr. James L.



Mr. Devore

Sy Devore, 57, Hollywood clothier and fashion consultant to such network programs as *The Sammy Davis Show* and to such TV personalities as Dean Martin, Ben Gazzarra and Andy Williams, died July 11 at his Beverly Hills, Calif., home of apparent heart attack. Mr. Devore designed \$25,000 television wardrobe, which included 74 suits, for Sammy Davis Jr., when entertainer signed for NBC-TV series earlier this season. Mr. Devore is survived by his wife, former actress Erika Peters.

Reverend James K. Friedrich, 62, president and founder of Cathedral Films, producer of religious films, died July 12 at Good Samaritan hospital in Los Angeles after suffering heart attack. He is survived by his wife, son and two daughters.

Bernard E. Esters, 68, retired publisher of weekly newspapers and part owner of WYOU Houlton, Me., died July 18 after suffering heart attack in motel at Waterville, Me. He is survived by his wife, Janice.

Robert Cade Wilson Jr., 72, who retired as account executive in radio network time sales for ABC in 1957, died July 15 in Harkness Pavilion, Columbia-Presbyterian Medical Center, in New York after brief illness. Surviving is his wife, Dorothea.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 14 through 20, 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

APPLICATIONS

Sacramento, Calif.—Hercules Broadcasting Co. UHF channel 15 (476-482 mc); ERP 493 kw vis., 98.6 kw aur. Ant. height above average terrain 1,120 ft., above ground 508 ft. P. O. address: c/o Manning Slater, 3326 El Camino Ave., Sacramento 95806. Estimated construction cost \$649,300; first-year operating cost \$407,500; revenue \$368,160. Studio to be located in Sacramento, trans. to be located in El Dorado, Calif. Geographic coordinates 39° 37' 49" north lat., 120° 51' 20" west long. Type trans. RCA TTU-30A; type ant. RCA TFU-27K. Legal counsel McKenna & Wilkinson, Washington. Consulting engineer Hammitt & Edison, San Francisco. Principals: J. Kenneth Bradley (30%), Manning Slater (29%) and others. Mr. Bradley is attorney. Mr. Slater is president and general manager of KRAK Sacramento. Hercules Broadcasting is licensee of KRAK Sacramento. Ann. July 18.

Denver—Harcourt Brace & World. UHF channel 20 (506-512 mc); ERP 627 kw vis., 125 kw aur. Ant. height above average terrain 930 ft., above ground 304 ft. P. O. address: c/o Margaret Mary McQuillan, 757 Third Ave., New York 10017. Estimated construction cost \$733,136; first-year operating cost \$400,000; revenue \$400,000. Studio location to be determined; trans. to be located on Lookout Mt., Colo. Geographic coordinates 39° 43' 38" north lat., 105° 14' 35" west long. Type trans. RCA TTU-30A; type ant. RCA TFU-30J. Legal counsel Cohen & Berfield, consulting engineer Jules Cohen & Associates, both Washington. Harcourt Brace & World is owned by 1,937 stockholders, of which Hastings Harcourt owns 9.9%, Katharine Brace owns 7.8% and Donna Brace Ogilvie 7.7%. Harcourt Brace is printer of text books and other books and is applicant for new UHF's in Phoenix and Portland, Ore. Ann. July 14.

Gary, Ind.—General Media Television Inc. UHF channel 56 (722-728 mc); ERP 263 kw vis., 52 kw aur. Ant. height above average terrain 311 ft., above ground 361 ft. P. O. address: c/o Michael Eisenmenger, 230 N. Michigan Ave., Chicago 60601. Estimated construction cost \$293,117; first-year operating cost \$232,000; revenue \$200,000. Studio and trans. both to be located in Gary. Geographic coordinates 41° 33' 16" north lat., 87° 23' 54" west long. Type trans. RCA TTU-10A; type ant. RCA TFU-30J. Legal counsel Miller & Schroeder; consulting engineer Lohnes and Culver, both Washington. Principals: Earl B. Glickman, Michael P. Eisenmenger (each 20½%), Jeffrey Smith (19½%), Mitchell G. Heller (15½%), Charles Hausman and Frank Fowler (each 12%). Messrs. Glickman, Eisenmenger, Smith and Heller are all associated with Sound Studios Inc., sound recordings, and General Media Associates, radio-TV producers. Drs. Hausman and Fowler are both physicians. None of principals have other broadcast interests. Ann. July 20.

Existing TV stations

NEW CALL LETTERS ASSIGNED

Joplin, Mo.—Caldwell & Associates. Assigned KUHI-TV.

Cleveland—Superior Broadcasting Corp. Assigned WAFT-TV.

BROADCASTING, July 25, 1966

New AM stations

ACTION BY FCC

Beckley, W. Va.—Christian Broadcasting Corp. Granted CP for new AM on 1080 kc, 10 kw. D. P. O. address: 605 N. Oakwood Avenue, Beckley. Estimated construction cost \$47,946; first-year operating cost \$84,000; revenue \$100,000. Principals: Thomas M. Waldron (54%), Posey E. Rhodes (45%) and Maxine N. Waldron (1%). Mr. Waldron is pastor of First Assembly of God Church in Beckley. P. E. Rhodes owns realty company, super market and feed and hardware store in Beckley. Mrs. Waldron is on county board of education. Action July 13.

APPLICATIONS

Quitman, Miss.—A. C. Elliott Jr. 1500 kc, 1 kw D. P. O. address: McLendon St., Quitman 39355. Estimated construction cost \$16,995; first-year operating cost \$9,100; revenue \$24,000. Mr. Elliott is employed as freight agent for Gulf Mobile & Ohio RR., and is also owner of two-way radio repair service. Ann. July 20.

Houston—Strauss Broadcasting Co. of Houston 850 kc, 5 kw DA-D. D. P. O. address: c/o Robert Strauss, Continental American Bldg., Main & Congress, Houston 77002. Estimated construction cost \$288,669; first-year operating cost \$210,522; revenue \$150,000. Principals: Strauss Broadcasting (70%), owned by Robert S. and Theodore Strauss, Dan Hayslett, Robert A. Strauss (each 5%), Orville L. Cox (12%), William Donald Shepherd and George W. Soderquist (each 4%). Strauss Broadcasting is licensee of KIXL-AM-FM Dallas. Ann. July 18.

Olney, Tex.—Olney Broadcasting Inc. 850 kc, 1 kw DA-D. D. P. O. address: c/o Alfred B. Evans, Thornton Bldg., Olney 76374. Estimated construction cost \$35,135; first-year operating cost \$25,140; revenue \$27,998. Principals: Alfred B. Evans (43.9%), A. E. Speer, R. E. Thornton (each 22%), Deborah Shelton (7.3%) and Derro G. Evans (4.8%). Alfred Evans is employee of Fort Worth Star-Telegram. Derro Evans is employee of Austin (Tex.) American-Statesman. A. E. Speer in frozen foods. Mrs. Shelton is housewife. Mr. Thornton is lawyer. Ann. July 18.

Existing AM stations

NEW CALL LETTERS ASSIGNED

Andalusia, Ala.—Companion Broadcasting Service Inc. Assigned WAAO.

WJRL Rockford, Ill.—Town & Country Radio Inc. Assigned WYFE.

New FM stations

ACTIONS BY FCC

Montgomery, Ala.—WCOV Inc. Granted CP for new FM on 92.3 mc, channel 222, 50 kw. Ant. height above average terrain 360 ft. P. O. address: c/o Hugh Smith, Adrian Lane, Montgomery. Estimated construction cost \$83,195; first-year operating cost \$25,000; revenue \$35,000. WCOV Inc. owns WCOV-AM-TV Montgomery and is in turn owned through holding company WLEX-TV Inc. Action July 14.

Mojave, Calif.—Golden Desert Broadcasting Corp. Granted CP for new FM on 97.7 mc, channel 249, 3 kw. Ant. height above average terrain minus 125 ft. P. O. address: c/o Chester C. Fields, Box 154, Mojave 93501. Estimated construction cost \$12,089; first-year operating cost \$6,000; revenue \$85,000. Principals: Chester C. Fields (40%), Joe F. Means, Forrest W. Ogan, John A. Bagley (each 20%). Mr. Fields is high school teacher. Messrs. Means and Bagley are restaurant owners. Mr. Ogan is 20% owner of KDOL Mojave. Action July 15.

Tracy, Calif.—Tracy Stereophonic Radio. Granted CP for new FM on 100.9 mc, channel 265, 3 kw. Ant. height above average terrain 300 ft. P. O. address: c/o Augustin Soto, 7 W. Gold Run Place, Stockton, Calif. 95207. Estimated cost of construction \$32,917; first-year operating cost \$18,000; revenue \$20,000. Principals: Augustin Soto and TCU Investment Co. (each 50%). Mr. Soto is employed by KCBR Lodi, Calif. Principals in TCU Investment Co. are Willford Cannon, Edward T. Uyesugi and Kenji Takeuchi. Action July 14.

Pueblo, Colo.—Pueblo Stereo Broadcasting Corp. Granted CP for new FM on 98.9 mc, channel 255, 44 kw. Ant. height above average terrain 61 ft. P. O. address: c/o Jack D. Rodreck, 1246 W. Abriendo, Pueblo 81005. Estimated construction cost \$51,673; first-year operating cost \$76,125; revenue \$108,000. Principals: Jack D. Rodreck, James J. Baum, Stanley L. Malcolm (each 22.22%), Anthony A. Garone, Melvin M. Tekavec, Andy Sackman (each 11.11%). Mr. Rodreck was news director of KCSJ Pueblo. Mr. Baum and Mr. Tekavec own dental offices. Mr. Malcolm is assistant registrar of Southern Colorado State College. Mr. Garone is insurance partner. Mr. Sackman is insurance, banking and real estate partner. Action July 14.

Boise, Idaho—Treasure Valley Broadcasting Co. Granted CP for new FM on 92.3 mc, channel 222, 29 kw. Ant. height above average terrain minus 14 ft. P. O. address: 9400 Fairview Ave., Boise. Estimated construction cost \$24,644; first-year operating cost \$12,000; revenue \$12,000. Principal: Ralph Fraser (100%). Treasure Valley is licensee of KTAN Boise. Action July 14.

Sterling, Ill.—Communotron Inc. Granted CP for new FM on 94.3 mc, channel 232, 3 kw. Ant. height above average terrain 300 ft. P. O. address: c/o John Rohwer, 1501 E. LeFevre Rd., Sterling 61081. Estimated cost of construction \$71,694; first-year operating cost \$92,792; revenue \$75,000. Principals: Louis V. Smith (38.8%), John Rohwer (26%) and Robert Prophet (16.7%) and others. Mr. Smith was news director of WSDR Sterling. Mr. Rohwer is manager of Blackhawk Broadcasting. Mr. Prophet is owner of construction company. Action July 15.

Carroll, Iowa—Carroll Broadcasting Co. Granted CP for new FM on 93.7 mc, channel 229 3 kw. Ant. height above average terrain 300 ft. P. O. address: Box 431, Carroll 51401. Estimated construction cost \$33,000; first-year operating cost \$120,000; revenue \$135,000 (both first-year and revenue for joint AM-FM). Principals: Vincent Collison, Mil-

EDWIN TORNBURG & COMPANY, INC.

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SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 14

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS for new stations
AM	4,057	16	77	397	
FM	1,493	18	251	217	
TV-UHF	472	21	22	184 ¹	
TV-UHF	90	32	96		

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, July 14

	VHF	UHF	Total
Commercial	517 ²	217	734
Noncommercial	70	76	146

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30, 1966

	AM	FM	TV
Licensed (all on air)	4,042 ³	1,454	558 ⁴
CP's on air (new stations)	21	33	49 ⁴
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.

ford Collison and Marvin Collison. Carroll Broadcasting is licensee of KCIM Carroll. Action July 15.

Princeton, Ky.—Leslie Goodaker tr/as Princeton Broadcasting Co. Granted CP for new FM on 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 175 ft. P.O. address: Box 478, Princeton 42445. Estimated construction cost \$11,513; first-year operating cost \$3,000; revenue \$4,000. Mr. Goodaker is licensee of WPKY Princeton. Action July 13.

Stanford, Ky.—Lincoln-Garrard Broadcasting Co. Granted CP for new FM on 95.5 mc, channel 240, 3 kw. Ant. height above average terrain 85 ft. P.O. address: Box 237, Stanford 40484. Estimated construction cost \$7,500; first-year operating cost \$6,500; revenue \$12,000. Principals: W. G. Morgan, S. C. Bybee (each 25¼%), Lanier Burchett (25%) and Calvin C. Smith (24¼%). Mr. Morgan is in banking business. Mr. Bybee is retired. Mr. Burchett is general manager of WRSL Stanford. Mr. Smith is program director of WRSL Stanford. Principals own same number of shares in WRSL as in Lincoln-Garrard Broadcasting. Action July 13.

Shreveport, La.—KEEL Inc. Granted CP for new FM on 93.7 mc, channel 229, 100 kw. Ant. height above average terrain 265 ft. P.O. address: c/o Mrs. Marie Gifford, 1500 N. Market St., Shreveport 71107. Estimated cost of construction \$74,167; first-year operating cost \$45,000; revenue \$45,000. All stock owned by Lin Broadcasting Corp. Lin Broadcasting Corp. is licensee of WMAK Nashville, WAKY Louisville, KAAV Little Rock, Ark., and is owned by Frederick Gregg Jr. (17.93¼%) and John R. Ozler (15%). Action July 14.

West Monroe, La.—Howard E. Griffith. Granted CP for new FM on 98.3 mc, channel 252, ERP 3 kw, 975 w. Ant. height above average terrain 300 ft. P.O. address: Box 486, West Monroe 71291. Estimated cost of construction \$12,000; first-year operating cost \$12,000; revenue \$12,000. Mr. Griffith is owner of KUZN West Monroe. Action July 13.

Wilmington, N. C.—Dunlea Broadcasting Industries Inc. Granted CP for new FM on 100.9 mc, channel 265, ERP 2.16. Ant. height above average terrain 343 ft. P.O. address: c/o Robert Hurley, Box 1889, Wilmington 28402. Estimated cost of construction \$4,565; first-year operating cost \$3,000; revenue

\$4,000. Principals: R. A. Dunlea (50%), Richard A. Dunlea Jr. (25%) and others. Richard A. Dunlea is partner in realty company. Richard A. Dunlea Jr. is partner in same. Action July 14.

Crossville, Tenn.—H. F. Lawson. Granted CP for new FM on 99.3 mc, channel 257, 3 kw. Ant. height above average terrain 168 ft. P.O. address: 311 South Main St., Crossville, Tenn. 38555. Estimated construction cost \$22,075; first-year operating cost \$8,400; revenue \$9,500. Mr. Lawson is surgeon and general practitioner; owns WAEW Crossville and 50% of WLET-AM-FM Toccoa, Ga. Action July 20.

Salt Lake City—Holladay Broadcasting Co. Granted CP for new FM on 103.5 mc, channel 278, 100 kw. Ant. height above average terrain minus 109 ft. P.O. address: c/o Arthur W. Carlson, 4321 Shirley Lane, Salt Lake City 84117. Estimated construction cost \$38,504; first-year operating cost \$33,235; revenue \$57,960. Principals: Arthur W. Carlson, Etta R. Carlson, Ralph J. Carlson (33¼% each). Holladay Broadcasting has application pending for AM on 1080 kc, 10 kw, D in Salt Lake City. Action July 15.

Abingdon, Va.—Burley Broadcasting Inc. Granted CP for new FM on 92.7 mc, channel 224, 1.8 kw. Ant. height above average terrain 373 ft. P.O. address: c/o Lindy M. Seamon, Box 190, Abingdon 24210. Estimated cost of construction \$9,234; first-year operating cost \$7,500; revenue \$10,500. Principals: Nelson T. Barker, Ethel M. Barker, Francis L. Seamon and Lindy M. Seamon (all 25%). Burley Broadcasting is licensee of WBBI Abingdon. Action July 14.

South Hill, Va.—Old Belt Broadcasting Corp. Granted CP for new FM on 105.5 mc, channel 288, 3 kw. Ant. height above average terrain 231 ft. P.O. address: c/o W. B. Hoffer, P.O. Box 216, South Hill 23970. Estimated cost of construction \$15,290; first-year operating cost \$6,000; revenue \$7,000. Principals: John T. Riel (76.8%) and W. Brown Hoffer (8.3%). Old Belt Broadcasting Corp. is licensee of WJWS South Hill. Action July 13.

*Laramie, Wyo.—University of Wyoming. Granted CP for new FM on 91.5 mc, channel 218. TPO: 10 w. Ant. height above average terrain 126 ft. P.O. address: Dr. John T. Fey, Box 3434, University Station, Laramie 82070. Estimated cost of construction \$2,226; first-year operating cost \$5,000; rev-

enue \$5,000. Principal: University of Wyoming Board of Trustees. Action July 18.

APPLICATIONS

Miami—Mission East Co. 107.5 mc, channel 298, 100 kw. Ant. height above average terrain 343 ft. P.O. address: c/o Jack Roth, Box 2338, San Antonio, Tex. Estimated construction cost \$174,308; first-year operating cost \$60,000; revenue \$30,000. Principals: Mission Broadcasting Co. (100%). Mission Broadcasting is owned by Jack Roth, Bob Roth (each 41.12%), James M. Brown (12.25%) and Eugene Roth (5.51%). Mission is licensee of KONO-AM-TV and KITY (FM) San Antonio. Ann. July 18.

Sidell, La.—Bill Garrett Broadcasting Corp. 105.3 mc, channel 287, 57.2 kw. Ant. height above average terrain 128 ft. P.O. address: 3401 Pontchartrain Dr., Sidell 70458. Estimated construction cost \$43,881; first-year operating cost \$32,480; revenue \$36,000. Mr. Garrett is licensee of WBGS Sidell. Ann. July 14.

*Teaneck, N. J.—Fairleigh Dickinson University 89.1 mc, channel 206, 55 kw. Ant. height above average terrain 500 ft. P.O. address: c/o Robert Paul Statts, 1000 River Rd., Teaneck 07666. Estimated construction cost \$18,090; first-year operating cost \$7,350. To be supported by university funds. Fairleigh Dickinson is licensee of WFDU. To be administered by board of trustees. Ann. July 14.

Artesia, N. M.—Artesia Broadcasting Co. 92.9 mc, channel 225, 40 kw. Ant. height above average terrain 155 ft. P.O. address: c/o Bob Hess, 1450 S. Roselawn, Artesia 88210. Estimated construction cost \$59,110; first-year operating cost \$12,000; revenue \$15,000. Principals: Harvey Yates, John A. Yates, Joe W. Lackey, Martin Yates III, S. P. Yates, T. E. Brown, C. A. Copple and others. Artesia Broadcasting is licensee of KSVP Artesia. Ann. July 19.

*Memphis—Christian Brothers College Corp. 91.1 mc, channel 216, 30 kw. Ant. height above average terrain 204 ft. P.O. address: c/o Brother Luke M. Grande F.S.C., 650 E. Parkway South, Memphis 38104. Estimated construction cost \$40,710; first-year operating cost \$10,000. To be supported by college. To be administered by board of trustees. Ann. July 14.

San Antonio, Tex.—Waterman Broadcasting Corp. of Texas 102.7 mc, channel 274, 27.4 kw. Ant. height above average terrain 402 ft. P.O. address: c/o Bernard Waterman, 34 Mechanic St., Worcester, Mass. 01608. Estimated construction cost \$38,241; first-year operating cost and revenue not available. Principals: Waterman Broadcasting Corp. (100%), owned by Bernard E. Waterman (90%) and Edith B. Waterman (10%). Waterman Broadcasting of Texas is licensee of KTSA San Antonio. Waterman Broadcasting is licensee of WAAB-AM-FM Worcester, Mass. Ann. July 20.

Existing FM stations

ACTIONS BY FCC

■ Commission directed Nammur Electronics Inc. within 72 hours to cease operating its FM KIOO(FM) Oklahoma City, in such manner as to cause harmful interference to reception of signals on 301.5 mc transmitted by FAA traffic control radio station at Tinker Air Force Base. Military needs require use of this frequency without interference from KIOO, which interference constitutes hazard to air navigation. Action July 18.

■ By order, commission set aside June 15 action which granted developmental co-channel FM broadcast booster authorization to Pacific FM Inc. to test improving reception of its FM KPEN(FM) San Francisco, in certain shadow areas. Public notice of acceptance for filing of application was not issued by commission, and local notice of filing was not given by applicant. Action July 15.

■ 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 to check once a day their SCA sub-carrier frequency(s) and/or pilot sub-carrier frequency. (Corrected item).

NEW CALL LETTERS ASSIGNED

Utica, N. Y.—Carleton H. Freedman. Assigned WOUR(FM).

San Antonio, Tex.—Inter-American Radio Inc. Assigned KCOR-FM.

Conway, Ark.—Brown Broadcast Inc. Assigned KVEE-FM.

Newport, Ark.—Newport Broadcasting Co. Assigned KBNY-FM.

Dexter, Mo.—Stoddard County Broadcasting Co. Assigned KDEx-FM.

Casper, Wyo.—Casper Family Radio Inc. Assigned KATI-FM.

Scottsburg, Ind. — Montgomery-Phillips Partnership Assigned WSCI(FM).
Houston, Miss. — WCPC Broadcasting Co. Assigned WCPC-FM.
Newburgh, N. Y. — Nelson Broadcasting Co. Assigned WFMN(FM).

APPLICATIONS

WTRE-FM Greensburg, Ind. — CP to change ant.-trans. and studio location to North Bend Plaza, Greensburg; install dual polarized ant.; increase horizontal ERP to 3.1 kw and operate with vertical ERP of 2.1 kw; and increase HAAT to 290 ft.

Ownership changes

ACTIONS BY FCC

KPOL-AM-FM Los Angeles — Granted transfer of control of licensee corporation Coast Radio Broadcasting Corp. from Hugh R. Murchinson Sr. et al. to Capital Cities Broadcasting Corp.; licensee of WPRO-AM-FM-TV Providence, R. I.; WPAT-AM-FM Patterson, N. J.; WIAZ-AM-TV Huntington, W. Va.; WROW-AM-FM, WTEM Albany, WXBW-AM-TV Buffalo, both New York; WCDC-TV Adams, Mass.; WTVB-TV Durham, N. C. and WJR-AM-FM Detroit. Consideration \$8,200,000. Action July 20.

KAVI-AM-FM Rocky Ford, Colo. — Granted acquisition of positive control of licensee corporation, Rocky Ford Investment Corp., by H. Lee Sturgeon (34.6% before, 34.8% 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. Action July 18.

WNVY Pensacola, Fla. — Granted transfer of control of Atlantic States Industries Inc. (parent of licensee of Portland Broadcasting Corp.) from Robert Price and Theodore Kupferman to Ralph Guild. Messrs. Price and Kupferman own 52% of Atlantic States Industries Inc. Mr. Price has become deputy Mayor of New York City and Mr. Kupferman has been elected to Congress. Mr. Guild is executive vice president of McGovern-Guild Inc., New York advertising agency and owns majority interest in WORL Boston. Consideration \$114,500 plus \$58,000 for 7-year consulting agreement. Action July 20.

WPFR(FM) Terre Haute, Ind. — Granted 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 WKZI Casey, Ill.; 50% of WLNO London, Ohio; 10% of KCKY Coolidge, Ariz.; and 10% of WPDF Corydon, Ind. Transfer is from individual to corporation. Action July 18.

WDBQ-AM-FM Dubuque, Iowa — Granted assignment of license from Dubuque Broadcasting Co. to Communications Properties 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 WDBQ 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 (8.63%) and A. E. Dahl (5.17%). No consideration, corporation merger. Action July 19.

WBDC Escanaba, Mich. — Granted 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 (8.63%) and A. E. Dahl (5.17%). For details see WDBQ above.

KEWI Topeka, Kan. — Granted transfer of control of licensee corporation, Midland Broadcasters Inc., from Midland Machinery Co. (80% before, none after) to Frederick P. Reynolds and Warren F. Rhyner. Mr. Reynolds is 80% owner of KUSN, and Mr. Rhyner is 40% owner of KUSN St. Joseph, Mo. Consideration \$77,000. Action July 14.

WFCG Franklinton, La. — Granted assignment of CP for new AM from James A. Gatewood tr/as Parish Broadcasting Co. to Gaco Broadcasting Corp., owned by James A. Gatewood (98%), Elizabeth A. Gatewood and I. K. Corkern (each 1%). No consideration. Assignment is for more complete separation of broadcast interest from other business enterprises of Mr. Gatewood. Action July 12.

WMNB-AM-FM North Adams, Mass. — Granted transfer of control of licensee corporation, Northern Berkshire Broadcasting Co. from Robert Hardman (40% before, none after) and James A. Hardman (40% before,

none after) to Donald Thurston and William H. Vanderbilt (100% together). Mr. Thurston is presently executive and stockholder of Berkshire Broadcasting Co. Mr. Vanderbilt is in real estate development and has no other broadcast interests. Consideration \$219,400. Action July 13.

WLOB-AM-FM Portland, Me. — Granted transfer of control of Atlantic States Industries Inc. (parent of licensee Portland Broadcasting Corp.) from Robert Price and Theodore Kupferman to Ralph Guild. See above WNVY Pensacola, Fla.

WVNJ-AM-FM Newark, N. J. — Granted transfer of control of The Evening News Publishing Co., parent corporation of licensee Newark Broadcasting Corp., from Edward W. Scudder Jr. and Richard B. Scudder (each 28% before, 56% together after) to Edward W. Scudder and Richard B. Scudder as voting trustees. No consideration. Action July 13.

WENE Endicott, N. Y. — Granted assignment of license from Southern Tier Radio Inc. to WENE Inc., owned by Herbert Bloomberg (20%) and January Enterprises (80%). Mr. Bloomberg is associated with WWCO Waterbury, Conn., January Enterprises is 100% owner of Northeast Broadcasting Co., licensee of WWCO Waterbury, Conn., and permittee of WWCO-FM. Consideration \$475,000 plus \$175,000 noncomplete agreement. Action July 15.

WGHQ-AM-FM Kingston, N. Y. — Granted assignment of license from Skylark Corp., subsidiary of VIP Radio Inc., to VIP Radio Inc., owned by Whitney Communications Corp. VIP Radio Inc. was, until several weeks ago, licensee of WVIP-AM-FM, which was sold to Martin Stone. No consideration as this is merger with parent company. Action July 14.

KFGO Fargo, N. D. — Granted 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 (8.63%) and A. E. Dahl (5.17%). For details see WDBQ above.

WTSA Brattleboro, Vt. — Granted transfer of Atlantic States Industries Inc. (parent corporation of licensee Brattleboro Broadcasting Corp.) from Robert Price and Theodore Kupferman to Ralph Guild. See above WNVY Pensacola, Fla.

WIGM Medford, Wis. — Granted 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. Action July 18.

WGLB-AM-FM Port Washington, Wis. — Granted 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.

APPLICATIONS

KRIZ Phoenix — Seeks transfer of control of licensee corporation, Shamrock Broadcasting Inc., from Reno Ferrero and Minnie Ferrero, J. Hise, Helen K. Fleutsch, Frank Flynn, Jeanette Flynn and John J. Wheeler to Mr. Wheeler (15.85% before, 100% after). Mr. Wheeler is general counsel with Sears, Roebuck and Co. Consideration \$19,070. Ann. July 14.

WNOG and WNFN(FM) Naples, Fla. — Seeks voluntary acquisition of positive control of licensee corporation, Radio Naples Inc., by Daniel B. Langley and Luise M. Langley, jointly (14.35% and 13.80%, respectively before, 57.44% together after) through purchase of stock from William J. Ryan (50.83% before, 20.57% after). Other stockholders remain same. Consideration is transfer of stock in CATV firm. Ann. July 20.

KUAI Elele, Hawaii — Seeks transfer of control of licensee corporation, American Islands Broadcasting Corp., from Richard P. Hobby (51% before, none after) to Charles T. Erickson (27.03% before, 78.03% after). Mr. Erickson is majority stockholder in Cemarc Corp., manufacturers of filters for fluids and gases. Consideration \$13,975. Ann. July 19.

KADL-AM-FM De Ridder, La. — Seeks assignment of license from John B. McCrary and Cyril W. Reddoch db/as Sabine Broadcasting Co. to Cyril W. Reddoch, Ralph L. Hooks and C. Winsett Reddoch db/as Sabine Broadcasting Co., owned by Cyril W. Reddoch (51%), Ralph L. Hooks (25%) and C. Winsett Reddoch (24%). Cyril Reddoch is 50% owner of KREH Oakdale, La., 66% owner of KSTV Stephenville, Tex., and 33 1/3% owner of WCWR Tarpon Springs, Fla. Mr. Hooks is 33 1/3% owner of KREH

and KSTV. Winsett Reddoch is 16% owner of KREH and 33 1/3% owner of WCWR. Consideration \$105,000. Ann. July 18.

WOCA-AM-FM West Yarmouth, Mass. — Seeks transfer of control of licensee corporation, Ottaway Stations Inc., from James H. Ottaway and Ruth B. Ottaway (together 100% before, none after) to Ottaway Newspapers-Radio Inc., controlled by Ruth B. and James H. Ottaway. Ottaway Newspapers-Radio is licensee of WVPO-AM-FM Stroudsburg, Pa. No consideration. Ann. July 14.

WDOS Oneonta, N. Y. — Seeks transfer of control of licensee corporation, Ottaway Stations Inc., from Ruth B. Ottaway and James H. Ottaway (together 100% before, none after) to Ottaway Newspapers-Radio Inc., controlled by Ruth B. and James H. Ottaway. See WOCA-AM-FM above.

WWOK Charlotte, N. C. — Seeks transfer of control of licensee corporation, WWOK Inc., from Arthur W. German (50% before, none after) to Frederick A. German (50% before, 100% after) through retirement of stock to licensee corporation treasury. No consideration. Ann. July 18.

KBEK Elk City, Okla. — Seeks assignment of license from Gerald H. Sanders, Jim H. Speck and Thomas J. Griffith db/as Radio Station KBEK to James A. Turner and Robert D. Whitehill db/as Turner-Whitehill Broadcasting Co., owned by James Turner (75%) and Robert D. Whitehill (25%). Mr. Whitehill is employee of KZZN Littlefield, Tex. Mr. Turner is farmer. Turner-Whitehill is licensee of KRNK Kearney, Neb. Consideration \$85,000. Ann. July 14.

KISD Sioux Falls, S. D. — Seeks transfer of control of licensee corporation, KISD Inc. from Verl Thomson to The Starr Broadcasting Group Inc., owned by William Buckley Jr. (66 2/3%) and Peter Starr (33 1/3%). Mr. Buckley is sole stockholder of National Review Inc., publisher of National Review. He is also licensee of KOWH-AM-FM Omaha, which has application pending for transfer of control to Starr Broadcasting Group. Mr. Starr is general manager of KOWH. Consideration \$200,000. Ann. July 14.

KBMT(TV) Beaumont, Tex. — Seeks assignment of license and CP from Television Broadcasters Inc. to Essex Corporation.

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Essex Corp. is presently 45% owner of Television Broadcasters; other four stockholders; N. D. Williams, N. D. Williams, trustee, L. L. Williams, trustee and Thomas S. Reed II, will become stockholders in Essex Corp. Merger, no ownership change. Ann. July 14.

KHCE-FM Houston—Seeks assignment of license from Houston Christian Broadcasters Inc. of Texas to Houston Christian Broadcasters Inc., to be nonprofit corporation with each principal of present licensee becoming trustee. They are A. C. Underwood, Paul R. King, Ross C. Foltz, William P. Strube Jr., Elizabeth C. Strube and Winifred Bleeker. No consideration. Ann. July 14.

WVIR-TV Charlottesville, Va.—Seeks assignment of CP from Virginia Broadcasting Corp. to WCTV Inc., owned by Dr. Charles W. Hurt (51%), Daniel J. Riesner, Ira Kamen (each 16 2/3%) and Inland Service Corp. (15 1/3%). Dr. Hurt is in real estate development. Inland Service Corp. is 90% owned by David M. Rothwell. Daniel J. Riesner is attorney. Mr. Kamen is in various electronics businesses. Principals have no other broadcast interests. Consideration \$4,430. Ann. July 18.

WBTH Williamson, W. Va.—Seeks assignment of license from Williamson Broadcasting Corp. to Harvit Broadcasting Corp., owned by Robert B. Harvit (99.82%), William F. Blackburn (.09%) and Stephanie S. Harvit (.09%). Harvit Broadcasting owns 100% of Williamson Broadcasting. Assignment is for legal convenience of elimination of one corporation. No consideration. Ann. July 14.

Hearing cases

INITIAL DECISIONS

■ Hearing Examiner Isadore A. Honig issued initial decision looking toward granting application of Haddox Enterprises Inc. for new FM to operate on channel 244 in Columbia, Miss. Action July 14.

■ Hearing Examiner Walther W. Guenther issued initial decision looking toward granting application of B&K Broadcasting Co. for new AM to operate on 1240 kc. 250 w. U. in Selingsgrove, Pa.; condition. Action July 14.

FINAL ACTIONS

■ By memorandum opinion and order, commission (1) granted in part petition by Midwest Television Inc., licensee of KFMB-TV San Diego, for temporary relief from CATV operations of Mission Cable TV Inc. and Southwestern Cable Co. at El Cajon and San Diego, respectively, by requiring them to confine delivery of Los Angeles TV station signals to subscribers within those areas where systems were operating on Feb. 15, 1966, and (2) ordered hearing on Midwest's request for permanent relief from extensions of service by these CATV systems and Pacific Video Cable Co. and Trans-Video Corp. both El Cajon, and Rancho Bernardo Antenna Systems Inc., La Jolla, carrying Los Angeles TV signals into San Diego market, on general issues relating to CATV expansion and impact. Action July 20.

■ By memorandum opinion and order, commission denied petitions by TI Broadcasting Inc., Ticonderoga, N. Y., for reconsideration and stay of April 20 action which (1) granted application of Voice of Middlebury for new AM to operate on 1490 kc. 250 w-N. 1 kw-L.S. in Middlebury, Vt.; and (2) denied opposing petition by TI Broadcasting. Commissioner Bartley concurred in result; Commissioner Cox abstained from voting. Action July 20.

■ Commission, by its review board, on July 19 adopted decision granting application of WHOO Radio Inc. to increase daytime power of WHOO Orlando, Fla., on 990 kc from 10 kw to 50 kw, and change from DA-N to DA-2, continued nighttime operation with 5 kw; conditions. Feb. 1 initial decision looked toward this action.

■ By memorandum opinion and order in proceeding on applications of Lorenzo W. Milan-Jeremy D. Lansman and Christian Fundamental Church for new FM's in St. Louis, commission granted application by Milan-Lansman for review of April 6 decision by review board to extent of concluding that M-L has demonstrated reasonable assurance that antenna site proposed is available for its use; set aside board's decision which granted Christian Fundamental Church application and denied M-L application, and remanded proceeding to board for further consideration of applications under comparative issues. Action July 20.

■ By memorandum opinion and order, commission denied motion by Carol Music Inc. for stay of Aug. 5 effective date of order revoking license for its FM WCLM (FM)

on channel 270 in Chicago, also denied its petition to amend revocation order to afford opportunity to submit assignment application. Action July 15.

■ By separate memorandum opinion and order, commission denied Carol Music's petition for reconsideration and its motion to stay effective date of June 16 action which deleted FM channel 270 from Chicago and assigned it to Skokie, Ill., and terminated proceeding in Doc. 15771. Action July 15.

■ By decision, commission ordered Booth American Co. to cease and desist within two days from operation of its CATV systems at North Muskegon and Muskegon, both Michigan, in such way as to extend signals of any TV beyond its grade B contour in violation of Sec. 74.1107 of rules, and specifically to cease and desist from supplying to its subscribers signals of stations WTMJ-TV, WITI-TV, WMVS(TV) and WISN-TV Milwaukee, and WMAQ-TV Chicago. Action July 13.

DESIGNATED FOR HEARINGS

■ By memorandum opinion and order, commission designated for hearing application of Rice Capital Broadcasting Co. for new daytime AM to operate on 1560 kc. 1 kw, DA, in Crowley, La.; made KSIG Broadcasting Co., Crowley, which filed opposing petition, party to the proceeding. Commissioner Bartley concurred in part; Commissioner Loevinger abstained from voting. Action July 20.

■ By order, commission designated for hearing applications of Twin City Area Educational Television Corp. for changes in its St. Paul, noncommercial educational TV's by increasing ant. height of KTCA-TV channel *2, from 620 ft. to 1,610 ft. and reducing ERP of KTCI-TV channel *17, from 47.9 kw to 29.4 kw and increasing ant. height from 490 ft. to 1,490 ft., and changing trans. sites of both stations to 5 miles north of Minneapolis, in consolidated proceeding with Doc. 15841-43 on applications of Minneapolis stations WTCN-TV, WCCO-TV and KMSP-TV proposing changes in ant. heights and move of trans. to same location sought by Twin City; made FAA party to proceeding. Action July 20.

■ By memorandum opinion and order, commission designated for consolidated hearing applications of Woodward Broadcasting Co. for new AM to operate on 850 kc, 5 kw, DA-2, U. in Wyandotte, Mich., and Storer Broadcasting Co. to increase radiation in null area of daytime radiation pattern of station WJW Cleveland; made Metropolitan Television Co., Denver, and the Federal Aviation Agency parties to proceeding. Action July 13.

OTHER ACTIONS

■ In proceeding on applications of Atlantic Broadcasting Co. for CP and renewal of license of WUST Bethesda, Md., and Bethesda-Chevy Chase Broadcasters Inc. for new station in that city, review board granted petition by Broadcast Bureau for extension of time to Aug. 5 to file response to petitions by applicants to enlarge and modify issues. Action July 19.

■ By memorandum opinion and order in proceeding on applications of Chicagoland TV Co. and Chicago Federation of Labor and Industrial Union Council for new TV to operate on channel 38 in Chicago, review board denied petition by Chicagoland for enlargement of issues. Member Stone abstained from voting. Action July 19.

■ Review board scheduled oral argument for Aug. 30 in proceeding on application of Oklahoma Press Publishing Co., Muskogee, Okla. Action July 19.

■ In proceeding on applications of Kansas State Network Inc. and Highwood Service Inc. for new TV's to operate on channel 29 in Topeka, Kan., review board granted petition by Highwood to extend time to Aug. 2 to respond to opposition to its petition to enlarge and delete issues. Action July 15.

■ Review board granted motion by Deep South Broadcasting Co. to extend time to July 25 to file exceptions and statements in support of supplemental initial decision in proceeding on AM application of Triple C Broadcasting Corp., Thomasville, Ga. Action July 14.

■ By memorandum opinion and order in proceeding on AM applications of KWHK Broadcasting Co., Hutchinson, KAKE-TV and Radio Inc., Wichita, both Kansas, and CBS Philadelphia, review board denied motion by KWHK to enlarge issues as to KAKE and WCAU, and ordered that any grant of KAKE will be made subject to

condition that applicant divest itself of its interest in station KUPK Garden City, Kan., prior to commencing operation proposed in its application. Action July 13.

Routine roundup

ACTIONS ON MOTIONS

By Office of Opinions and Review

■ In proceeding on applications of Edina Corp., and Tedesco Inc. for new AM's in Edina and Bloomington, Minnesota, respectively, granted petition by Tedesco for extension of time to Aug. 19 within which to file application for review of June 22 decision by review board. Action July 18.

By Chief Hearing Examiner James D. Cunningham

■ Designated Hearing Examiner Forest L. McClenning to preside at hearing on AM applications of Woodward Broadcasting Co., Wyandotte, Mich., and Storer Broadcasting Co., Cleveland; scheduled prehearing conference for Sept. 6 and hearing for Oct. 11. Action July 19.

■ Designated Hearing Examiner Sol Schildhouse to preside at hearing on application of Allen C. Bigham Jr. for renewal of license of KCTY Salinas, Calif.; scheduled prehearing conference in Washington for Sept. 6 and hearing in Salinas for Oct. 5. Action July 19.

■ In proceeding on applications of Royal Broadcasting Co., for renewal of license of KHAI Honolulu, and Radio KHAI Inc. for new station in that city, amended order of June 8 to provide that hearings in this proceeding shall be convened in San Francisco, on Sept. 13, in lieu of Washington, and further ordered that upon completion of hearings in San Francisco, examiner may convene further hearings in Honolulu, in event he determines that hearings there are essential for complete development of evidence under governing issues. Action July 14.

By Hearing Examiner Thomas H. Donahue

■ On examiner's own motion, continued hearing from July 15 to July 25 in proceeding on applications of Boardman Broadcasting Co., and Daniel Enterprises Inc. for new AM's in Boardman and Warren, both Ohio, respectively. Action July 14.

By Hearing Examiner Charles J. Frederick

■ In proceeding on applications of Monroeville Broadcasting Co. for new AM in Monroeville, Pa., and Miners Broadcasting Service Inc., Ambridge-Aliquippa, Pa., dismissed motion by Monroeville for order to respond to written interrogatories. Action July 19.

By Hearing Examiner Millard F. French

■ Granted petition by KASI Iowa Inc. for leave to amend its application to reflect Dale Cowle's proposal to serve as general manager and his intention to move to Ames, effective June 15, in proceeding on KASI's application and that of Lunde Corp. for new FM's in Ames, Iowa. Action July 12.

By Hearing Examiner Isadore A. Honig

■ Granted request of TVUE Associates Inc. and continued prehearing conference from July 21 to July 28 proceeding on its application and that of Galveston Television Inc. for new TV's to operate on channel 16 in Galveston, Tex. Action July 14.

By Hearing Examiner H. Gifford Irion

■ In proceeding on applications of Valparaiso Broadcasting Co., Porter County Broadcasting Corp. and Northwestern Indiana Radio Co., for new FM's in Valparaiso, Ind., granted petition by Valparaiso and dismissed, but with prejudice, its application. Action July 14.

■ In proceeding on applications of Cosmopolitan Enterprises Inc. and H. H. Huntley for new AM's in Edna and Yorkum, both Texas, respectively, granted petition by Huntley for leave to amend its application to supply new MEOV in lieu of those stated in application. Action July 13.

By Hearing Examiner David I. Kraushaar

■ In proceeding on applications of Atlantic Broadcasting Co. for CP and renewal of license of WUST Bethesda, Md., and Bethesda-Chevy Chase Broadcasters for new AM in that city, scheduled procedural date and continued hearing to Oct. 24; also granted motion by Atlantic made during July 18 prehearing conference for acceptance of amendment to reflect change of

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name from WUST Inc. to Atlantic Broadcasting Co. Action July 18.

By Hearing Examiner Jay A. Kyle

■ In Matawan, Somerville and Elizabeth, all New Jersey, AM consolidated proceeding in Doc. 14755-7, granted motion by Radio Elizabeth Inc. and Jupiter Associates Inc. to continue hearing from July 18 to Sept. 1, and ordered that when hearing recesses on Sept. 1, it shall reconvene on Sept. 12. Action July 15.

By Hearing Examiner Forest L. McClenning

■ Denied petition of Storer Broadcasting Co., Pasadena, Calif., to amend its application in Costa Mesa-Newport Beach, Calif. AM consolidated proceeding. Action July 12.

■ Granted request by Island Broadcasting System Inc. and continued prehearing conference from July 19 to July 22 in proceeding on its application for new TV to operate on channel 55 in Riverhead, N. Y. Action July 12.

By Hearing Examiner

Chester F. Naumowicz, Jr.

■ 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, ordered that parties may file proposed findings of fact and conclusions of law by July 22 and reply findings by Aug. 5 directed to issue designated for hearing in April 5 order of review board. Action July 18.

■ In proceeding on revocation of license of Tinker Inc. for WEKY Richmond, Ky., set Sept. 27 as date for various acts to be performed by Broadcast Bureau and parties. Action July 15.

■ Formalized by order agreements and rulings made at prehearing conference on July 14 in proceeding on applications of Trend Radio Inc. and James Broadcasting Co. for new TV's to operate on channel 26 in Jamestown, N. Y.; scheduled certain procedural dates and continued hearing from Sept. 12 to Oct. 24. Action July 14.

By Hearing Examiner Sol Schildhouse

■ In proceeding on applications of North-west Broadcasters Inc. and Bellevue Broadcasters, both Bellevue, Washington, cancelled formal hearing scheduled for July 20 and scheduled conference for that date to consider developments attendant upon prospective withdrawal of Sunshine Broadcasting Co., proposed assignee of KBVU. Action July 18.

■ After prehearing conference, scheduled procedural dates and postponed hearing from Sept. 1 to Oct. 17 in proceeding on application of Black Hawk Broadcasting Co., Waterloo, Iowa. By separate action, formalized ruling made in prehearing conference granting motion by respondent WMT-TV to clarify issue 3 by requiring applicant to demonstrate how it determined programing requirements with respect to new areas to be reached. Action July 18.

■ Dismissed motion by WBMD Baltimore, to extend time to July 15 to respond to certain written interrogatories in Lebanon, Pa.-Catonsville, Md., AM consolidated proceeding. Action July 12.

■ In proceeding on applications of J. C. Stallings and Texan Broadcasting Co. for new FM's in Nacogdoches, Tex., granted applicants' request to continue hearing to Sept. 7. Action July 12.

■ Scheduled hearing for Sept. 13 in proceeding on applications of Royal Broadcasting Co. for renewal of license of KHAI Honolulu, and Radio KHAI Inc. for new AM in that city. Action July 12.

By Hearing Examiner Herbert Sharfman

■ Issued statement and order after prehearing conference on applications of Tri-State Broadcasters Inc. and Emmet Radio Corp. for new AM's in Sioux City and Estherville, Iowa, respectively, granted motion by Tri-State for acceptance of late-filed appearance, and scheduled procedural dates and rescheduled hearing from Sept. 20 to Oct. 17. Action July 19.

■ Continued hearing from July 19 to Oct. 13 in proceeding on AM applications of KWHK Broadcasting Co., Hutchinson, Kan., et al. Action July 12.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement reached at prehearing conference of July 14, continued hearing from Sept. 28 to Oct. 17 in proceeding on applications of Kentucky Central Television Inc. and WBLG-TV Inc. for

new TV's to operate on channel 62 in Lexington, Ky. Action July 14.

■ In proceeding on applications of WDIX Inc. and Radio Orangeburg Inc. for new FM's in Orangeburg, S. C., granted request by Radio Orangeburg for continuance of prehearing conference from July 18 to Sept. 20. Action July 15.

BROADCAST ACTIONS

By Broadcast Bureau

Actions of July 19

*WXXW(TV) Chicago — Granted license covering operation of noncommercial educational TV station.

*KWCM(TV) Appleton, Minn. — Granted license covering operation of noncommercial educational TV station.

KPOL-TV Los Angeles — Granted license covering redescription of trans. location and change in studio location; aur. ERP 9.1 kw.

WINS New York — Remote control permitted; conditions.

WFIL-TV Philadelphia — Granted extension of completion date to January 18, 1967.

Granted mod. of license of KFVS-TV channel 12, Cape Girardeau, Mo., to reduce aur. ERP to 57.5 kw; and mod. of CP of WICU-TV channel 12, Erie, Pa., to reduce aur. ERP to 31.8 kw.

WTVT(TV) Tampa, Fla. — Granted mod. of CP to make change in electrical beam tilt of ant. system by alternation of equipment.

WNEP-TV Scranton, Pa. — Granted CP to install auxiliary trans. at main trans. and ant. location.

KFMF(FM) Fort Collins, Colo. — Granted CP to change ant.-trans. location, decrease ERP to 25 kw and increase ant. height to 37 ft.; conditions.

KUDE-FM Oceanside, Calif. — Granted mod. of CP to change type trans. and operate by remote control.

Actions of July 18

Granted mod. of licenses of following stations to reduce aur. ERP as shown: WSJS-TV channel 12, Winston-Salem, N. C., to 61.7 kw, DA; WLVA-TV channel 13, Lynchburg, Va., to 50 kw; KTVF(TV) channel 11, Anchorage, to 0.603 kw; KTVF(TV) channel 11, Fairbanks, Alaska, to 2.19 kw; WSIL-TV channel 3, Harrisburg, Ill., to 20 kw; *KETC(TV) channel 9, St. Louis to 28.8 kw and *KYVE-TV channel *47, Yakima, Wash., to 3.8 kw and change studio location.

Granted renewal of authority to American Broadcasting Cos., New York, to utilize equipment at 7 West 66th St., New York City, and at other points throughout U. S. under control of ABC. for obtaining and producing programs for transmission to KETV(TV) Tijuana, Mexico, including transmission or delivery by regular broadcast from KABC-TV Los Angeles.

Following stations were granted extensions of completion date as shown: KENR Houston, to Dec. 31; KOTE Fergus Falls, Minn., to Sept. 1; WNTN Newton, Mass., to Jan. 1, 1967; WKVM San Juan, P. R., to Dec. 15; WRKV Rockville, Conn., to Jan. 10, 1967; WMOA-AM-FM Marietta, Ohio, to Nov. 1; WSWW-FM Platteville, Wis., to Sept. 15; WPBA-FM Palm Bay, Fla., to Dec. 1; WRZZ-FM Clinton, N. C. to Jan. 15, 1967; WPOR-FM Portland, Me., to Jan. 15, 1967; WMCB-FM Michigan City, Ind., to Aug. 30.

Actions of July 15

Notified Harrisburg Broadcasting Corp. that its WRLC(FM) Palmyra, Pa., has incurred apparent forfeiture liability of \$100 for violations of technical rules. Licensee has 30 days to contest or pay forfeiture.

KRCR-TV Redding, Calif. — Granted CP to make changes in ant. structure and increase ant. height to 3620 ft.

KTXL(TV) Sacramento, Calif. — Granted mod. of CP to change frequency from channel 29 to channel 40 pursuant to appendix C of fifth report and order in Doc. 14229.

WJAN(TV) Canton, Ohio — Granted mod. of CP to change ERP to 105 kw vis., 20.9 kw aur.; change type trans. and ant., make changes in ant. structure; condition.

*WGBX(TV) Boston — Granted extension of completion date to January 15, 1967.

*WVUT(TV) Vincennes, Ind. — Approved engineering data submitted pursuant to fifth report and order in Doc. 14229 for operation on channel *22 in lieu of channel *34, with ERP of 17.8 kw vis., 1.78 kw aur., change type ant. and increase antenna height to 540 ft.

WKOX-FM Framingham, Mass. — Granted CP to change ant. location; install new ant.; increase ERP to 50 kw and ant. height to 290 ft.; remote control permitted; condi-

tions.

Granted CPs and licenses to WHOT Inc., Campbell, Ohio, to change power to 30 w.

Actions of July 14

WLYV Fort Wayne, Ind. — Granted CP to change ant.-trans. location, remote control permitted, make changes in ant. system and install new trans.; condition.

WQXT Palm Beach, Fla. — Granted license covering increase in daytime power, installation of new trans. and changes in ant. system.

WITL Lansing, Mich. — Granted license covering change in directional ant. pattern.

Granted renewal of licenses of following stations and co-pending auxiliaries: KRED Eureka, Calif., and WING Sag Harbor, N. Y. KFMF Fort Collins, Colo. — Remote control permitted.

WHAS-FM Louisville, Ky. — Granted mod. of CP to change type trans., install dual polarized ant.

WDBQ-FM Dubuque, Iowa — Granted license for FM station.

*KCSC(FM) Edmond, Okla. — Granted license for noncommercial educational FM station.

WWMO(FM) Reidsville, N. C. — Approved request to cancel license for auxiliary trans.

Actions of July 13

WIFN(FM) Franklin, Ind. — Granted CP to change ant.-trans. and studio location; install new trans. and new ant.; increase ant. height to 300 ft.

KGVM-FM Idaho Falls, Idaho — Approved data submitted in compliance with Doc. 16587 showing proposed operation on channel 256; ERP 81 kw; height 580 ft.; remote control permitted.

WILD Boston — Granted license covering new alternate-main trans.

Actions of July 12

WDDB Escanaba, Mich. — Granted mod. of license to operate trans. by remote control during daytime only; conditions.

WDEA Ellsworth, Me. — Granted CP to change auxiliary trans. location; delete remote control operation; install new auxiliary trans.

KNNN Friona, Tex. — Granted license for AM station.

WKXR Exeter, N. H. — Granted license for AM station and specify type trans.

Granted mod. of licenses of Radio Moline Inc. for WQUA and auxiliaries at Moline, Ill., and KIOA and auxiliaries at Des Moines, Iowa, for change of name to Mid America Broadcasting Inc.

Granted renewal of licenses of following stations and co-pending auxiliaries: KCUL Fort Worth; and WSPE(FM) Springfield, N. Y.

*WCNY-TV Syracuse, N. Y. — Granted license for noncommercial educational TV station.

Actions of July 11

Following stations were granted extension of completion dates as shown: WWCO-FM Waterbury, Conn., to Dec. 22; WTWG(FM) Urbana, Ill., to Oct. 4; WGLB-FM Port Washington, Wis., to Feb. 3, 1967.

KCCC Carlsbad, N. M. — Granted change of remote control authority.

WAJM-FM Montgomery, Ala. — Remote control permitted.

Action of July 7

WEWE Washington, N. C. — Remote control permitted.

Order of forfeiture

■ By memorandum opinion and order, commission ordered FM Broadcasting Inc., licensee of KCMK(FM) Kansas City, Mo., to forfeit \$500 for violations involving operator, remote control, maintenance log and other requirements. Licensee failed to respond to May 11 notice of apparent liability for that sum. Action July 20.

Rulemakings

DENIED

■ By memorandum opinion and order, commission denied request by Bushland Radio Specialties, Eau Claire, Wis., to amend rules to assign FM channel 265A to Chippewa Falls, Wis., by deleting channel 264 from Eau Claire. Action July 7.

PROPOSED

■ By notice of proposed rulemaking, commission invited comments to proposal by New Jersey Television Broadcasting Corp., Linden, N. J., to reassign TV channel (Continued on page 90)

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Branch studio manager, midwest. Sell, handle some news. If you can't earn \$10,000 the second year in this position you're not our man. Box G-265, BROADCASTING.

Small daytimer—Rocky Mountain state looking for good, hard-working, all-around radio man ready for management. Salary \$100 plus commission, extra for 1st phone. Selling a must. Box G-287, BROADCASTING.

Immediate opening for general manager, WELV Ellenville, New York. Write or call Mr. S. Lubin, (914) 292-5533.

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 Broadcasting, 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.

Sharp salesman/manager willing to train for general manager. Must have outstanding track record in local sales. Excellent opportunity. Send complete details 1st letter. Box G-229, BROADCASTING.

Aggressive salesman . . . 25 to 35, leading to management . . . Oklahoma kilowatt . . . terrific deal . . . \$600.00 per month, plus commission. Must be experienced. Box G-232, BROADCASTING.

Move up to salesmanager in Ohio metro market. Busy daytimer needs creative salesman with proven ability. Box G-256, BROADCASTING.

Telephone talk show M.C. with some sales experience to join very successful medium market California station. Must be well informed, dependable. Excellent opportunity. Send resume to Box G-292, BROADCASTING.

If you have perspiration, inspiration, enthusiasm, we have an opportunity. KFRO, Longview, Texas.

Sales—(cont'd)

Wanted: Working salesmanager with proven successful record for above average single station market with great potential. Lucrative future for right man, 30-45. Send resume and photo to John Rossi, KIBL Beeville, Texas.

Salesman for top-rated and respected station who loves selling, good base and active accounts. KOOK Radio is in "God's Country." Send complete resume to manager, Box 2557, Billings, Montana.

Immediate opening for aggressive, successful salesman capable of working into sales manager's position quickly. Unlimited five figure income certain if you apply yourself in this Virgin market located in the "Valley of the Sun." Call, let's talk, then arrange for a personal interview. Dale Bennett, KPIN Casa Grande, Arizona.

Salesman-announcer for a good small market station. Salary and commission. You'll like Rusk! E. H. Whitehead, KTLU Rusk, Texas.

Sales manager for only station in 75,000 market. Sole competition is a twice-a-week newspaper. Fabulous opportunity for man who can develop ideas, sell them himself & direct others. Contact Chuck Norman, WGNU Granite City, Illinois. (No collect calls.)

Immediate opening—sales manager with proven sales record for WJBO-FM stereo station and S.C.A. operation in Baton Rouge. Please forward resume, picture and salary required.

Salesmen for new WJIC Salem, New Jersey needed. Start in August. Fine working conditions. Only station in local area. Commission with guarantee. Dial Tom Cahill at 609-935-1510. No collect calls.

For the radio salesman that wants a good deal; paying territory. No cut rates, no trade deals, good future in expanding company. R. M. McKay, Jr., WKRM, Box 71, Columbia, Tennessee.

Need stable announcer-salesman, strong on sales for small market, contemporary formatted, South Carolina station. Permanent position for man with A-1 character. Salary plus commission. Call Dan Lynch at 803-833-1562. Immediately.

Announcers

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.

Wanted—Announcer with 1 year experience. Also a qualified program director for daytime, single station market in Ohio. Good pay and benefits. Include tape, resume and salary requirements in first letter, or phone me "collect" person-to-person at 622-1560, Coshocton, Ohio—Bruce Wallace, or Box G-164, BROADCASTING.

Northern Ohio station expanding news department needs announcer with desire to break into news. Send full particulars to Box G-175, BROADCASTING.

Two top flight announcers needed—strong on production—no top forty. Box G-195, BROADCASTING.

Exciting opportunity for experienced pop music personality with real winner in beautiful Virginia city. Box G-221, BROADCASTING.

Announcers—(cont'd)

Experienced announcer. Good reader. Middle road format. Northeast. Excellent salary. Box G-225, BROADCASTING.

Wanted: Announcer with experience and a third class telephone operators license with an endorsement. Send resume to Box G-227, BROADCASTING.

Top paying Ohio MOR medium market needs experienced waker-upper with first phone. Box G-228, BROADCASTING.

Announcer with first ticket . . . Oklahoma, Good pay. Box G-233, BROADCASTING.

Major market up-tempo good music station looking for a mature voiced stable announcer who is a whiz on production. Send tape, photo, resume, references, first letter. Five years experience minimum. Box G-236, BROADCASTING.

Announcer—engineer with 1st phone for small market station deep south. Box G-237, BROADCASTING.

Help wanted: New Ohio station. Complete staff. Three combo men with first class ticket. One sales manager. Three salesmen-announcers. One copywriter. Send full particulars and tape to Box G-239, BROADCASTING.

Opening for good all round announcer, 44 hour week, must have ability, run good music show and deliver effective newscast. Good working conditions in midsouth, steady operation. Forward resume and tape to Box G-240, BROADCASTING.

Attention N. J., Pa., N. Y. C. Major market good music FM. P.D. plus two announcer-boardmen needed by Sept. Prefer some experience. Good mature voice. Third endorsed. Copywriting ability an asset. Ditto production. Send tape, photo, resume to: Box G-250, BROADCASTING.

Need PM announcer who can also collect and write a local newscast. Good working conditions. Box G-252, BROADCASTING.

Morning man, midwest. Need strong personality for bright format station. Top wages. Box G-255, BROADCASTING.

Announcer with excellent voice for Gulf Coast network station. Box G-261, BROADCASTING.

Early this fall we will need a new afternoon drive time swinger. He must be clever, funny, bright, and a real personality. We are a 24 hour, modern format station in the midwest. Send us a complete resume and a tape. Box G-273, BROADCASTING.

Wanted. Top-notch, experienced sports announcer. Should be able to double in sales or regular announcer shift. Box G-285, BROADCASTING.

California medium market talk station looking for talk personality. Don't want a disc jockey. Must be well informed, and record of dependability. Some sales experience desirable but not necessary. Send resume to Box G-293, BROADCASTING.

Happy announcer. Work mornings. Start tomorrow. \$90.00 week. Box G-299, BROADCASTING.

Morning man—midwest metropolitan market, opportunity for small market man to move up, pleasant working and living conditions, many benefits, contemporary format, no news, good salary. Send tape and resume to Box G-302, BROADCASTING.

Announcers—(cont'd)

English language announcer-producer night-time shift needed in sunny San Juan, Puerto Rico. Rush tape, photo, resume, references, available date, salary requirements. Box G-312, BROADCASTING.

Have immediate need for reliable first phone announcer. Good music station at Waterloo-Cedar Falls, Iowa. Phone 1-319-266-7567, W. C. Porsow, KCFI.

America's finest Christian stations need a top announcer. Outstanding facilities, magnificent country and cordial working conditions. Men with long-range view are urged to apply sending tape, resume and references. Mr. Butler, KGDN-KGFM Seattle 98133.

Immediate opening for experienced announcer, some top-40 background. Send air check with five minute news to Dick Embody, KGGF Coffeyville, Kansas.

Good opportunity for announcer who is looking for advancement. PD position open. Also possibility to work in sales. Fine small market radio. KLEX, 816-259-3232, Lexington, 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 a talented individual. Write KMNS, P. O. Box 177, Sioux City, Iowa 51102 or Call Ted Lauris, at 712-258-0828.

Three "top 40" dj's wanted! Large, powerful north Louisiana station with FM/TV affiliates. Good salary, good benefits, good equipment. Extra money for play-by-play sports. No drifters please! Air mail resume and tape to Norm Perry, KNOE Radio, Monroe, La. Ph. 318-322-8155.

KPUB, Needs an experienced 1st phone announcer. Immediate opening. Contact Harvey Smith, KPUB, Pueblo, P.O. Box 831, phone 303-545-5971.

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.

Wanted: Experienced announcer with ability to cover local news. Ideal working conditions with old established 5,000 watt. Best of references required. Send taped audition and complete resume to Greeley N. Hilton, Manager—WBUR Radio—Lexington, N. C.

P.D. experienced top 40. Strong air personality. Permanent. Top 100 market. Manager, WCOS Columbia, S. C.

Announcer—combo man for suburban New York FM station, 3rd ticket necessary. Some Classical. Start after Labor Day. Apply: WDHA-FM, Dover, New Jersey.

Opening for bright, ambitious, top 40 dj at top-rated station broadcasting from new show-window studios. Excellent opportunity for person interested in production and/or news. \$85.00 to start. Send tape, resume, photo to WELK Charlottesville, Virginia.

Immediate opening—Announcer. Good pay, for WELV, Ellenville, N. Y., call Al Dresner, 914-381-1260.

WEOK-AM-FM Poughkeepsie, leading mid-state roader between Albany and New York, has September opening for seasoned professional, 1st ticket preferred. Call Mrs. Scheyling 914-GR 1-1500.

Immediate opening for top 40 announcer with first class ticket. Phone collect 301-742-5191, Norman Glenn, WJDY Salisbury, Maryland.

Announcers and newsmen needed in August for new WJIC Salem, New Jersey. Excellent working conditions. Call Tom Cahill at 609-835-1510. No collect calls.

Immediate opening for combo-man capable of running tight board with first phone in the nation's 19th largest market. For interview contact WKER (201) 839-2400.

Announcers—(Cont'd)

Opening for two announcers. MOR format daytime, rock night. All new equipment. Better than average pay. Hospital, life insurance. R. M. McKay, Jr., WKRM, Box 71, Columbia, Tennessee.

Wanted: Sports director/top 40 dj. Must be able to call football and basketball. Excellent opportunity for advancement with publicly held, growing medium size chain operation. Excellent working conditions, good salary. Rush tape to: WKUL, Airmedia Stations, P. O. Box 620, Cullman, Ala.

Wanted: Announcer with first ticket, no engineering. Smooth quality voice for 400,000 market. Bright, modern-pop-middle of road format. Need immediately. Call 432-1844 or write WLIQ Mobile, Ala.

Moderate top 40 dj, first phone preferred. Good news essential. Tape, photo, resume to WLPM Suffolk, Virginia.

Announcer for middle-of-the-road, very active, AM/FM broadcast facility. Above average salary commensurate with ability. Send tape, photo and resume to: General Manager, Radio Station WMNB North Adams, Mass. 01247.

All-round staff announcer with experience in play-by-play sports. Good pay and fringe benefits. Resume and tape to Art Martin, WMRN Marion, Ohio.

WNAE Warren, Pennsylvania wants experienced, mature announcer by September first.

1st phone announcer, 250 watt daytime, FM applied for. Willing to work, chance to learn and advance. Send tape, resume or call Dean Loudy, WNNT Warsaw, Virginia, 333-6900.

WROK is searching for talented air men. Send tape, resume and salary requirements to WROK Rockford, Illinois.

If you like to sell, broadcast sports and a bright morning show, earn top money at WWPF Palatka, Fla. First phone helps; not essential.

Disc jockeys, announcers, engineers wanted for big offshore stations Radio England & Britain Radio, 32 Curzon Street, London W1, England Tele MAYfair 3742.

Florida major market has opening for good, bright morning man. Send audition tape and resume to Broadcast Enterprises, 712 Dade Federal Bldg., Miami, Florida.

DJ with first phone. Experience not important. Good place to start. In a hurry! Phone 317-529-2600.

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, 703-636-7014 day, 703-647-8493 night.

Need stable top 40 announcer to pull short air shift and can double on production, copy writing, etc. Small market, contemporary format station in South Carolina. Good pay for the market. Call Dan Lynch, at 803-833-1562 immediately.

Combo men, group operation, bright bouncy format. Mature voices, top wages to dependable men. GEM Radio Stations. Winona, Minnesota; Lincoln, Nebraska; Pontiac, Illinois.

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 1350, Ft. Smith, Arkansas. Equal opportunity employer.

Immediate opening for morning man. 1st phone. New building & equipment. Salary open. Excellent living area in east. Phone 703-525-7566.

Need Announcer—Evening show. 1st phone. Salary open, good group. Excellent facility in east. Phone 703-525-7566.

Technical

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.

Engineer trainee with first phone for network station. Box G-241, BROADCASTING.

Qualified engineer for network station in south Texas. Box G-246, BROADCASTING.

AM-FM operation—upstate New York—needs experienced first class ticket. Strictly engineering, with definite plan to replace retiring chief if you qualify. Box G-281, BROADCASTING.

Engineer with 1st for chief. Could continue education at Kansas State University. Nice community of 25,000. Boating, fishing. Good working conditions. Lowell Jack, KMAN Manhattan, Kansas.

Arkansas group wants a capable engineer who can also work a board shift. Must have a minimum of three years experience in programming and engineering. Send complete resume and air check to: Michael Horne, General Manager, KWCB, Box 95, Searcy, Arkansas.

Man with first phone for transmitter. Will train beginner. Station WAMD Aberdeen, Md.

WHWH, 5 kw DA-2. 6 twr array needs a fulltime first ticket engineer starting around Labor Day for transmitter watch. No weekends. Chance to learn DA system. Please contact Art Silver, Chief Engineer, Box 1350, Princeton, N. J. or call 609-924-3600.

Chief engineer for 1,000 watt AM and 50,000 watt stereo FM. Salary commensurate with experience. Send resume including references or call Lee Sharp, WJBC, 209 E. Washington St., Bloomington, Illinois 309-829-1221.

Chief for maintenance. Permanency with growing AM-FM. Tom Talbot, WJLL Niagara Falls, N. Y.

Openings for 2 control room technicians. Extensive cartridge tape system. No announcing. Emphasis on technical operation. Requires 3rd class endorsed license and control room experience. Full details in first letter. Pat Finnegan, C.E., WLBC Muncie, Indiana 47302.

1st phone needed. FM & Manufacturing experience helpful. \$7,800 and growth opportunity. WQAL Philadelphia, Pa. 19118.

Northeastern Pennsylvania full timer needs at once first ticket engineer—announcer for evening shift. Working conditions excellent, salary open, based on ability. Write or call—WSCR, 1520 N. Keyser Avenue, Scranton, Pennsylvania—347-3388.

Immediate opening. First phone working engineer. 1 kw directional. Experienced only. Phone Manager—217-446-1313.

Chief with 1st class to build and maintain new AM directional. Limited or no announcing. Exceptional benefits and salary. Resume to Bob Smith, Tilton Publications, Rochelle, Ill. 815-562-4171.

NEWS

Help us win some more awards. Well-rated pop-standard network fulltimer in prosperous midwestern city east of the Mississippi wants young, healthy, intelligent newsmen aiming at broadcast journalism career for second spot in aggressive 3-man news department. Some board. Air check, resume, sample stories to Box G-238, BROADCASTING.

Newsmen-announcer for Texas station. Must gather, write, deliver news. Box G-257, BROADCASTING.

Newsmen for top ethnic mid-south radio. Must have good background. Send tape and resume. Fine future for the right man. Box G-316, BROADCASTING.

Medium market near Philadelphia wants newsmen. Present staff expanding—part-time openings also. Box G-322, BROADCASTING.

NEWS—(Con'td)

Newsman to gather, write and deliver local news. Start \$120 per week. Tape and samples to KBRZ Freeport, Texas.

Opportunity—Combination news, production and announcing. Send details, KFRO, Longview, Texas.

News director opening for WELV Ellenville. N. Y. Good pay. Call Al Dresner, 831-1260.

Newsman wanted. Expanding staff. Send resume and tape to Jim Lawrence, News director, KONO Radio, San Antonio, 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.

Need top-fite News Director now. If you're dedicated, industrious, objective newsman looking for a permanent spot, we're looking for you. This 5,000 watt regional has top facilities, serves three counties, excellent fringe benefits. Salary open. Send tape, resume to Jack Gennaro, WFRH Wisconsin Rapids, Wisconsin or call.

Immediate opening for newsman-announcer. Basic news responsibility plus short daily board trick. Excellent salary, quality facility. Send tape, photo, and resume at once to: General Manager, Radio Station WMNB North Adams, Mass. 01247.

Immediate opening for full-time news director. Top pay for mature, experienced newsman. Resume and tape to Art Martin, WMRN Marion, Ohio.

Wanted alive: Newscaster and mature authoritative announcer, also transmitter engineer for good station in ideal community. Box 62, Bloomington, Ind.

Aggressive, respected top ranked AM/FM news and sports department has opening for experienced newsman with play-by-play ability. Will have opportunity to build own sports programming and college and high-school play-by-play schedule. Industrial, educationally oriented community of 73,000 on Lake Michigan shores. AFTRA and company benefits. Contact W. Lipman, Kenosha Broadcasting Co., Kenosha, Wisconsin. Telephone 414-657-6161.

Production—Programing, Others

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box G-138, BROADCASTING.

Copywriter-announcer for expanding mid-west operation. Excellent starting salary, fringe benefits and opportunity for financial and professional growth. Send resume to Box G-254, BROADCASTING.

Morning man and production/operation chief. Solid MOR station expanding into FM. Tom Talbot, WJLL Niagara Falls, N. Y.

Public Relations informational officers—Several career positions now available with city of Philadelphia office of the City Representatives, for imaginative P.R. men and women to work in Silver Anvil award winning program. Opportunity to utilize P.R. talents and all communications media. You must be able to deal effectively with Dept. executives, to exercise initiative, and coordinate all aspects of a varied program. Requires a degree and 4 years experience in news writing, the preparation of P.R. material for popular release, or as an informational representative of a government or private agency. Salary \$8,368-\$10,434. Excellent fringe benefits. Send complete resume to Recruiting Office, 500 Municipal Services Bldg., Phila., Pa. 19107, or call MU 6-3651, prior to August 17, 1966.

RADIO

Situations Wanted—Management

Experienced radio station manager, sales, programming, engineering. Managed three highly successful stations past 15 years for same owners. Aggressive, honest, reliable and sober. Prefer southwest medium market. Available immediately. Box G-198, BROADCASTING.

Situations Wanted—Management continued

\$18,000 and opportunity for advancement with right organization gets 13 years experience. Now pd/dj in major market. Experienced all formats. Will re-locate anywhere in the free world. Box G-286, BROADCASTING.

Professional young broadcaster seeks inside management opportunity at solid station. Married. 1st ticket, ten years experience. Willing to purchase small interest to establish permanency. Box G-305, BROADCASTING.

Attention small stations! Fourteen years radio. All phases. Staff announcer, program director, sales and manager. Also four years television. College, music major, married. No drink, no drifter, Third endorsed. Best references. Available 30 days. Box G-309, BROADCASTING.

Experienced pd, news director, seeks advancement. Married, college grad., Don Miles, New Milford, Connecticut 203-354-8895.

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 Ninemire, DR 3-1548 or FL 6-1850. Box 1384, Amarillo, Texas.

General or commercial manager available. Ability proven all phases—Strong sales and promotion. 12 years radio; over 5 years management—Top references. Bob Benedict, 3525 11th Avenue South, Minneapolis, Minnesota—Telephone 612-721-1100.

Administrative assistant seeks similar position. Would consider traffic manager or operations with dependable organization. Good general radio background, reliable references. Valid reasons for seeking change. Jack Strickland, WJAX Radio, Box 1740, Jacksonville, Florida 32201.

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.

Situations Wanted—Announcers

Top salary gets top-notch radio-TV announcer with 1st phone. Box G-96, BROADCASTING.

Chicago, Detroit, Cleveland: Nine year contemporary personality pro. Box G-185, BROADCASTING.

Sportscaster. . . . Experienced. Radio play-by-play and TV. First phone. Box G-188, BROADCASTING.

Philadelphia, Baltimore, Harrisburg, Scranton areas. Middle-road dj available. Background includes programming, copy, news-writing and TV. Box G-202, BROADCASTING.

Mature, relaxed style for MOR. Young but good. Third, West, southwest. Box G-220, BROADCASTING.

Midwest—7 years—MOR—C&W, news director, stable. 313-483-8069. Box G-230, BROADCASTING.

23 years experience all types of announcing also pd. Excellent newscaster, unbelievable ad lib. Age 47, family man, non-drinker. Box G-244, BROADCASTING.

Attention east, mid-west—1st phone announcer-newsman, 7-years experience, married, vet. Box G-248, BROADCASTING.

Responsible announcer-dj. Middle-road, country-western. Experienced, cooperative, dependable. Prefer southwest or southeast areas. Box G-259, BROADCASTING.

Young dj, 3rd. with endorsement trained in N.Y.C. Strong personality for top 40, news & production. Have tapes—will travel—available immediately. Box G-268, BROADCASTING.

Announcers—(cont'd)

Young-aggressive-experienced-presently employed at "go go" top-forty station (with #1 rating) in university-market. Have experience in "mid-road," "stereo-FM," and swinging "top-forty" leader operations—Jock. News, copy, and production spots. My objective is a move up toward success. Have 3rd phone, completed the Broadcasting Institute of America, New Orleans, in 1964. Presently, working my way through last two years of college. Enrolled in the College of Commerce and Business Administration, toward degree in Management. I need position with a future, college-market—will relocate with two weeks notice anywhere \$\$ is right in order to complete my education and stay in radio and/or TV. Picture, air-check. Complete resume available upon request. Box G-253, BROADCASTING.

Experienced combo man with excellent sales record desires position in east or mid-west. 23, draft exempt. MOR or rock. Minimum salary and commission \$10,000. Write Box G-269, BROADCASTING.

Deejay—full of pun—real wit—(would you believe half a wit?). New England. Box G-270, BROADCASTING.

Telephone talk star available. Top radio-TV personality. Well known in most of U.S.—Highly commercial—responsibly controversial. Can make your station number 1. Write Box G-271, BROADCASTING.

Sportscaster, 1st phone experienced news. DJ. Illinois preferred. Box G-274, BROADCASTING.

Bright sounding top forty personality wants permanent position with well established contemporary operation in west or southwest. Very familiar with modern top forty radio. Six years experience. Presently employed. Box G-278, BROADCASTING.

Five years experience as dj, news and PD. Friendly, sincere sound—no screamer. Prefer MOR or C&W; Wyoming, Kansas, Colorado or Nebraska. Box G-280, BROADCASTING.

First phone—10 years—top 25 markets—all phases & formats. Box G-282, BROADCASTING.

Leaving Trigg-Vaughn with references. Pro announcer, dj, newscaster, first phone, married. Interested in breaking into news or TV. Box G-283, BROADCASTING.

First phone, 7½ years experience. Family. 40. Presently employed, desire permanent position with reliable station in Iowa or Minn. Box G-284, BROADCASTING.

He once said "A bird in the hand"—and his wife a poor man's "Phyllis Diller" completed the phrase with "Gathers no moss." Four years commercial radio. BS degree. Night law school, major market experience. His wife and he have done bits like "The 1st Lady Astronaut." Truly humorous morning show. He is 31 and incidentally has 1st phone. Want program or operations director with dj or talk air shift. Box G-286, BROADCASTING.

Nine year veteran. Prefer midwest promotion-conscious, contemporary-format operation, offering benefits. With present organization three years. Family man. Box G-291, BROADCASTING.

Announcer: 20 years experience. 3rd class F.C.C. On network. Good music only. Box G-298, BROADCASTING.

Leaving Army mid-October. Single, 23, and F.C.C. 3rd endorsed. Have Junior College degree; will finish on new G.I. Bill. Can adapt to any format. Can also do news. Experience includes two years commercial in major market plus three years Armed Forces Radio-TV overseas. Further information is available. Please contact. Box G-307, BROADCASTING.

Combo man—Give a beginner a break. Recent graduate N.Y.S.A.S. Draft exempt. Will work hard. 3rd class endorsed. Box G-308, BROADCASTING.

Announcer. 13 years, all phases, mature, married. Don't drink, don't drift. Best references. Box G-310, BROADCASTING.

Announcers—(Cont'd)

Negro dj—Recent graduate. Swinging or gospel. Want to settle. 3rd class license. Box G-320, BROADCASTING.

First phone student, announcer, full, part-time—P.O. Box 265, New York City. 10036.

Dynamic talk personality. Controversial, versatile, distinctive style & voice. New star on the horizon. 15 years experience. Pete Franklin, 3707 Canadian St., Bakersfield, Calif. 832-3746.

23 year old family man with 3rd phone and experience looking for first fulltime announcing job. Tape and resume on request. (Please describe your operation and requirements). Write Rick Watkins, 1296 Pleasant, St. Paul, Minnesota, 55102 or call 612-222-6138 after 7:00 p.m. (CDT).

Mature, experienced announcer. Third phone endorsement. Radio school graduate. Mid-level of road. Married. Will relocate. Call Bill Warker, before four 813-726-9641.

Mature family man desires permanent announcing position in mid-south or south. Handicapped—Recent broadcasting graduate—pleasing voice. 2515 Munger, Houston, Texas 77023.

Top forty jock—Recent radio school graduate—young—talented—draft exempt—eager. Gulf coast area preferred. Write or wire, Allen Shivers, 2317 Sul Ross, Houston, Texas 77006.

20 year old, single, broadcasting school graduate — Top forty format preferred. Salary no problem. Draft exempt. Mid-south-southwest. 7126 Troulon, Houston, Texas 77036.

Technical

Chief engineer seeks permanent position midwest. AM/FM strong on maintenance, directional, construction. Box G-191, BROADCASTING.

NEWS

Radio newsman. College graduate. Experienced. Looking for opportunity. Box G-216, BROADCASTING.

Chief engineer AM-FM DA-mobile radio. 17 years broadcast. Experienced installation or rewiring. Box G-279, BROADCASTING.

Production—Programing, Others

Production specialist/dj/announcer . . . with experience also in copywriting . . . 1st phone . . . married . . . prefer Chicago or within 75 miles . . . available immediately. Box G-231, BROADCASTING.

Play-by-play sportscaster . . . plus—news . . . sales . . . first phone . . . \$150. Box G-289, BROADCASTING.

Zap! Crunch! Pow! Wham! High camp top 40 personality! Program—music director! First phone! College graduate! Prefer northeast—however, will relocate! Contact Bruce Wayne, Box G-301, BROADCASTING.

Do the new "talk" shows excite and intrigue you? Would you like a "talk" expert to add to or change your programing? Am presently doing four types of controversial talk shows in a large market. Would like to move to a better area, at a professional salary. Write Box G-317, BROADCASTING.

Top program executive, sports director 18 years, desires major market year-round radio or TV sports position. Present baseball contract expires September 6. Best references. Box G-319, BROADCASTING.

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.

Announcers

Personable, dependable announcer for large Texas station. Box G-112, BROADCASTING.

Announcer—Major midwest market must have experience. Send tape & resume to Box G-251, BROADCASTING.

Commercial announcer for midwest full-color group-owned station. NBC affiliate in medium market. Excellent opportunity for radio man moving up to TV. Send picture, resume and audio tape of commercials. Box G-275, BROADCASTING.

TV announcer with convincing commercial delivery who also is qualified as sports-caster. No play-by-play. Midwest top 100 market. TV or radio experience necessary. \$140. Rush details with picture and audio-tape. Box G-276, BROADCASTING.

Help Wanted—Technical

Grow with south Florida VHF. Opening for studio maintenance. VTR experience essential. Salary commensurate with experience. Box F-283, 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-82, 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.

Chief engineer with administrative and planning talent wanted for VHF and radio station in top 100 markets eastern half of U.S. Send letter of qualification including references and salary range to Box G-184, BROADCASTING.

Needed immediately—Two control room engineers for expanding, full-color operation. First class license required. Experience helpful but not essential. Send all information, including salary requirements to: Chief Engineer, Box G-234, BROADCASTING.

Immediate opening for TV transmitter engineer with fast growing concern in Texas. Write Box G-260, BROADCASTING.

Technicians—Permanent openings for qualified men in New England major market VHF facility. Good salary and working conditions. Send resume Box G-311, BROADCASTING—an equal opportunity employer.

Chief engineer—full responsibility for supervising and operation of technical department. Full resume: Wes Haugen, KMOT-TV, Minot, North Dakota.

Technical—(Cont'd)

Engineer with 1st class license for permanent position at TV transmitter using RCA TT50AH. Previous transmitter experience desirable but not essential. Contact: E. M. Tink, Vice President of Engineering, KWWL-TV, Waterloo, Iowa.

Television technician: Permanent position for capable man. Interesting work in pleasant surroundings. Excellent retirement plan and health insurance. WHIO-TV, Dayton, Ohio.

Immediate openings, experienced engineer; transmitter, VTR, remotes, micro-wave. Excellent working conditions, pay commensurate with past experiences. Fringe benefits. Call collect Charles Perkins, Chief Engineer, WJTV, Jackson, Mississippi—area code 801-372-6311.

NEWS

Opportunity for alert newsman 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—Programing, Others

Creative commercial continuity writer for Texas station. Box G-107, BROADCASTING.

Wanted: By major television film syndicator, experienced, creative cameraman/editor. Background must include all phases of camera and editing techniques. Immediate openings in challenging positions for right people. Send complete details with first reply. Box G-205, BROADCASTING.

Wanted: Immediately by major television syndicator, film writer/producer to fill challenging position requiring professional film background. Varied film assignments need take-charge, creative filmmaker not afraid of tight schedules and hard work. Send complete details, sample scripts and films with first reply. Box G-206, BROADCASTING.

Tired of the same old drag? Want to produce-direct a variety of program formats with emphasis on remotes. Our ETV station is moving up fast. Write Box G-222, BROADCASTING.

TELEVISION—Situations Wanted

Sales

Salesman—experienced radio-TV desires relocate west coast. Management potential. Box G-277, BROADCASTING.

Announcers

Top salary gets top-notch radio-TV announcer with 1st phone. Box G-97, BROADCASTING.

Weathercaster-commercial announcer. Age 31. Personable, bright approach. Box G-294, BROADCASTING.

TV stations: From the No. 1 stations in Washington, D. C. and Baltimore the experience of this announcer was formed. After 5 years in commercial radio and 4 years in college radio a sincere attempt to move into TV is being made. Box G-321, BROADCASTING.

Technical

Looking for a qualified chief engineer for your TV station? Drop me a line, we might both be happy. Box G-218, BROADCASTING.

Broadcast engineer—Experience includes installation supervision, planning, proofs of performance, license applications of five television stations—engineering, supervision others. College. Family. No challenge too great. Relocate anywhere. Box G-304, BROADCASTING.

Note west coast: I want to be your next director. 7 years major market studio & control room engineering experience. Some directing. Enthusiastic, ambitious. Vacation in your area mid-September. Box G-306, BROADCASTING.

NEWS

Bureau editor and opinion writer for large N.Y. paper seeks responsible position in news and/or public affairs. B.S. and college honors in TV-film. Family man, Creative writer, director. Box G-247, BROADCASTING.

Presently employed TV and radio newsmen, college, 37. Exp.-gather, write, edit., deliver on camera or mike. 16mm film experience. Minimum \$120 week. Box G-263, BROADCASTING.

TV newscaster, stand-up reporter. Six years. Early thirties. Seeks move up. Box G-295, BROADCASTING.

Award-winning documentary writer-producer, now in top twenty market, seeks aggressive station with commitment to documentary production on regular basis. Also willing to work as newsmen, if guaranteed six documentaries per year. Box G-314, BROADCASTING.

Production—Programing, Others

Producer-director—with five years experience in major market wanting to relocate. Strong in creative areas. Box G-158, BROADCASTING.

Rare combination, artist-producer-director. Six years experience, college grad., film exp., desires relocation in California. Box G-272, BROADCASTING.

Much awarded working sports director, with major competitive background, a sales voiced play-by-play experience of wide and major range, intuitive commentaries and sports shows, seeks dynamic radio/TV association also interested in human relations. Nationwide contacts, finest references, and satisfaction guaranteed to quality organization. Write Box G-290, BROADCASTING.

Staff position desired. Science minded. Weather a specialty. Professional Meteorologist. Experience. Available Sept. 1st. Box G-300, BROADCASTING.

Looking for top talent to produce your film documentaries and specials? Want a man experienced in all production aspects? Write Box G-303, BROADCASTING.

Yale—B.A., M.A. wants television documentary experience. Good radio experience & some television. Box G-313, BROADCASTING.

WANTED TO BUY

Equipment

We need used 250, 500, 1 kw & 10 kw AM transmitters, no junk. Broadcast Electronics Corp., 1314 Hurbide St., Laredo, Texas 78040.

Equipment Wanted: U.H.F. transmitter 10 or 12 kw. Box E-131, BROADCASTING.

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: 10 kw FM transmitter with direct FM exciter. Box G-264, BROADCASTING.

FOR SALE

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electro-Prod. 440 Columbus Ave. N.Y.C.

Co-axial cable—Heliac, Styroflex, Spirolite, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Electric Co., Willow and 24th Streets. Oakland, Calif. Phone 415-832-3527.

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.

Let us serve your used equipment needs . . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

FOR SALE—Equipment

Continued

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.

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: Gates level devil amplifier model M5546 in good condition, complete with instruction book, \$200. Don Hein, WJBK, 3700 Hazel, Lincoln Park, Michigan 48146, DU 2-8700 or DU 2-4840.

New QRK turntables, all models available. Cash or will trade for any type of used equipment regardless age or condition. Audiovox, 4310 Sw. 75th Ave., Miami, Florida.

250 watt Motorola 150 MC base station FSTRU 250 BRB. Older model in good condition. Priced to move. WRNB, New Bern, N. C.

Transmitter and complete studio equipment for UHF station. Box G-296, BROADCASTING.

ITA 7,500 watt FM transmitter, type FM-7500B, with latest exciter for stereo. Excellent condition. \$6,500.00. Box 221, Lebanon, Tennessee.

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.

Har. Har Hu-Mar Wild Tracks, Vol. 1. 100 comedy tracks. \$12.00. Exclusive. Hu-Mar Productions, Box 97, Augusta, Ga.

Wanted to Buy—The complete 304 set of transcribed Johnny Lee Willis Radio Shows. Glen White, 1216 Sw. 24, Oklahoma City, Okla.

"DEEJAY GAGS!" 127 modern funny jokes, air ready. Guaranteed. \$2.00 postpaid. Professional Programming, 9701 Southwest 77th Terrace, Miami, Florida 33143.

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. E-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters. Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

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.

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ELKINS has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully GI approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

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 hour 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 '34. National Academy of Broadcasting Bond Bldg., 3rd Floor, 1404 New York Ave., N.W. Washington, D. C.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$295. Rooms \$5-\$13 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, programing, first phone, all phases electronics. Thorough. Intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. day and evening classes. Placement assistance. Announcer Training Studios. 25 W. 43rd. N. Y. OX 5-9245.

See our display ad under Instructions. Don Martin School of Radio & TV.

Be sure to write, BROADCASTING INSTITUTE, Box 6071, New Orleans, for radio announcing careers.

New England's only FCC 1st phone course. Revised evening course gives you training to pass F.C.C.'s new exams. 15 weeks. Class begins Sept. 12. Write now for information. Northeast Broadcasting School, F.C.C. Course, 883 Boylston Street, Boston, Mass. 02116.

RADIO—Help Wanted—Sales

SALES ENGINEER BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast equipment field, located in the midwest, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM, and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self-starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box G-249, Broadcasting.

Help Wanted—Sales

continued

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

Milwaukee—Radio Sales

Potential \$20,000 plus on unusually high commission with healthy guarantee. Prefer experienced man who likes direct-to-smaller-advertiser action. Fine chance for sales management within first year. Send full details.

Box G-288, Broadcasting.

Announcers

NEW YORK CITY

Leading New York City radio station is seeking air personalities and newsmen with fresh ideas. All applicants with ability will be considered regardless of present market size. Send tape and resume to

Box G-315, Broadcasting.

Tapes will not be returned. All replies will be answered within 30 days.

TOP 5 MARKET FORMAT JOCK

Immediate opening for top forty jock ready for that big break. \$400.00 per week plus hops. Call

Byron Holton at area code 312-337-7939.

Technical

CHIEF ENGINEER

for radio station in Geneva, New York. Must know transmitter, and radio equipment. Excellent working conditions with progressive New York station group. Ideal living on Seneca Lake.

**WRITE OR CALL: PAUL DUNN
WGVA, GENEVA, NEW YORK
(315) 789-1200**

An Equal Opportunity Employer.

NEWS

IMMEDIATE OPENING

for the man with sound news background, great news desire and a voice and delivery to match. Send tapes and resumes to:

**Paul Rust, News Director, WIP Radio,
(a Metromedia station) 19th & Walnut Sts., Philadelphia, Penna. 19103.**

Help Wanted News—(Cont'd)

RADIO NEWSMAN

50,000 Watt Radio Miami, WGBS, now broadcasting from America's newest and finest radio facility has an empty desk in its News Room. It could be yours if . . . you are an experienced newsmen, if you can research, write and report responsibly, if you would like to join this award-winning, best multi-man news team in Florida radio, if you think you can survive in the sun with a starting salary of \$110-\$135 per week. Send resume and tape to

**Program Manager—Spencer Danes
Radio Miami WGBS
Miami, Florida 33131**

\$13,000-PLUS! NEWSMEN for all-news W-NUS

QUALIFICATIONS: A strong interest and background in news and world events/The desire to work in an "A" market/Authoritative, effective reading ability, timing and delivery for both news and commercials.

SALARY: In excess of \$13,250 annually based on 6 day, 48 hour week/Substantial increase following first year/Other benefits, naturally.

NEEDED: A complete resume, picture and references/15 minute news audition tape (your voice throughout)/Rush all to:

**Richard Thorne—Managing Editor
W-NUS—8601 South Kedzie
Chicago, Illinois**

Situations Wanted—Management

GENERAL MGR. AVAILABLE

General Manager now in major Ohio market will relocate for \$30,000.00 plus! Also, General Mgr. in top 100 Southeastern market for \$20,000.00. Call Ron Curtis, NATIONWIDE BROADCAST PERSONNEL CONSULTANTS, Phone 312-337-7075 now.

Situations Wanted—Announcers

AIR-MEN AVAILABLE

Top rated morning air personality currently earning \$21,000.00 in top 15 market wants better opportunity. Also, newsmen with big, booming voice will move for \$13,000.00. Call Jerry Jackson, NATIONWIDE BROADCAST PERSONNEL CONSULTANTS, Phone 312-337-7075 now.

TELEVISION—Help Wanted

Management—(cont'd)

Television Sales Management

Television sales and programming 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

TV ENGINEER

Unusual opportunity for middle east assignment. Good salary, housing plus other benefits. Studio, transmitter experience required, desirably with Marconi equipment. Resume to

Box G-243, Broadcasting.

COLOR TV ENGINEER

Armchair or rocking chair engineers would not want any of our open positions in color camera design and development. The man who likes to meet problems head on and thrash them out will like our environment. He will be interested in our growth history, rate, and potential. He will see what this can mean to him in terms of personal challenge and growth. He will respect our excellence image in the market. Midwest location readily accessible to culture, graduate schools, boating, fishing and hunting. Excellent benefits include relocation, tuition refund, etc.

Equal opportunity employer—M/F

Box G-235, Broadcasting.

Television Help Wanted Management (Cont'd.)

STATION MANAGER WANTED FOR TEXAS

Must have complete knowledge of all phases of Television—Sales, Programming, Engineering, etc.

Beginning salary \$25,000 per year minimum.

Give complete details and photo in first letter. All communications kept in strict confidence.

Box G-207, Broadcasting.

Production—Programing, Others

TV MEDIA RESEARCH

Opportunity for TV Researcher with 1-2 yrs. experience in ratings analysis to broaden horizons in a network TV Research Dept. Must have math/writing ability & potential to grow. Our employees know of this ad. Send resume and salary requirements in confidence to:

Box G-267, Broadcasting.

Wanted:

TV WEATHERCASTER

for top Eastern TV market. Meteorology not a necessity. Warm pleasing personality important.

Box G-242, Broadcasting.

An equal opportunity employer.

MISCELLANEOUS

VHF TV OPENINGS (NO FEE)

Immediate openings for management, talent, production, and engineering personnel.

Call 312-337-7075 NOW!

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Ron Curtis—President

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Your 1st Class Ticket
in 6 weeks or Less
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Register now for Aug. 1st or Oct. 3rd CLASSES. For additional information call or write to:

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1653 N. Cherokee HO 2-3281
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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

FOR SALE

Equipment

DRAMATIZE TV WEATHER GEMINI 10 STYLE

Use nature's weather map direct from orbiting satellites such as NIMBUS & ESSA to give viewers the same dramatic, live presentations they see on network Gemini TV coverage. Pick up signals directly on simple antenna systems as satellites photograph your own TV area. Then record pictures instantly on Alden APT Equipment, and show viewers the weather before it happens! Same equipment now being made for U.S. Weather Bureau, Air Force & Navy.

Complete details available from the world's leading manufacturer of facsimile recording equipment. Write or call Irving Tatro, Manager of Meteorological TV Systems, Alden Electronic & Impulse Recording Equipment Company, Inc., Westboro, Mass. Tel: (617) 366-4467.

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

MOTION PICTURE CO.

TV Commercials—Industrial & Sales Films

A well established, completely equipped facility. Equipment inventory \$105,000. Gross sales \$200,000. Price \$190,000.

Box G-258, Broadcasting.

Complete FM Applications

Ready for filing in your name. Cincinnati, Atlanta and Birmingham. Approximately \$350.00 each
Other Markets also.

Ken Green

P. O. Box 223
Tulsa, Oklahoma

Southwest AM & FM

Exclusive market. Excellent growth potential. Grossing \$130,000 plus. \$250,000.00. 15% cash discount.

Box G-297, Broadcasting.

FOR SALE

Stations (Cont'd)

LOS ANGELES AREA

AM 5kw daytime
Excellent growth area
Showing good profit
\$235,000 with 29% down.
Box G-318, 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.

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2602 Grant Bldg. Pittsburgh, Pa. 15219
Telephone: 412-281-5423

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SOMETHING TO BUY
OR SELL?**

**For Best Results
You Can't Top A
Classified AD**

in

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

(Continued from page 82)

47, upon which it operates, from New Brunswick to Newark, N. J. WNJU-TV's main studio is in Newark and multiple city identification with Newark has been authorized, Commissioner Cox dissented. Action July 20.

PETITIONS FOR RULEMAKINGS FILED

Kendall-DeKalb Broadcasters, Plano-Sandwich, Ill.—Requests amendment of rules so as to make change in FM table of assignment to assign 296A to Plano-Sandwich. Received July 11.

KJPW Waynesville, Mo.—Request institution of rulemaking proceeding toward amendment of rules so as to give Waynesville channel 221A in addition to 249A. Received July 5.

Armstrong Utilities Inc., New Castle, Pa.—Request institution of rulemaking proceeding to amend table of TV allocations so as to provide for assignment of lowest possible UHF channel to New Castle. Received July 5.

KSTP-TV St. Paul—Requests amendment of rules so as to assign UHF channel to St. James, Minn. Received July 1.

Nebraska Educational Television Commission, Norfolk, Neb.—Requests institution of rulemaking proceedings looking toward assignment of UHF channel 19 to Norfolk, and its reservation for educational use. Received July 1.

CATV REQUESTS FOR WAIVER

Northwest Illinois Cable TV Co., Monmouth, Ill., requests waiver to carry KHQA-TV Hannibal, Mo.-Quincy, Ill.; WGEM-TV Quincy, Ill.-Hannibal, Mo.; WIRL-TV Peoria, Ill.

Long Island Cablevision Corp., Westhampton and Brookhaven, N. Y., requests waiver to carry WHNB-TV Britain-Hartford, Conn.; WABC-TV, WCBST-TV, WNDT-TV, WNEW-TV, WNYC-TV, WOR-TV, and WPIX-TV all New York.

General Electric Cablevision Corp., Atwater and Merced, Calif., requests waiver to carry KICU-TV Fresno; KGO-TV, KRON-TV, KPDX-TV, KQED-TV and KTVU (TV) San Francisco, and KLOC-TV Modesto, all California.

General Electric Cablevision Corp., Decatur, Ill., requests waiver to carry WCHU

(TV) Champaign; WGN-TV, WTTW-TV, WCUI-TV, WFLD-TV all Chicago; WIRL-TV, WEEK-TV, WMBD-TV Peoria, all Illinois; KPLR-TV St. Louis, and WTTV-TV Bloomington, Ind.

General Electric Cablevision Corp., Schenectady, Niskayuna, Rotterdam, Scotia, Colonie and Glenville, all New York, requests waiver to carry WNEW-TV, WOR-TV and WPIX-TV all New York.

General Electric Cablevision Corp., Van Buren and Auburn, N. Y., requests waiver to carry CKWS-TV Kingston, Ont., Canada; WNEW-TV, WOR-TV and WPIX-TV all New York.

New call letters requested

Dallas—Trigg-Vaughn Stations Inc. Requests KDTV-TV.

Syracuse, N. Y.—William P. Hillgartner. Requests WSFV(FM).

Mexico, Mo.—Audrian Broadcasting Corp. Requests KWOK(FM).

Bedford, Pa.—Fort Bedford Enterprises Inc. Requests WAKM(FM).

Fosston, Minn.—Fosston Broadcasting Co. Requests KEHG.

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through July 20. 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.

Casa Grande, Ariz.—Dick Watts of Mesa, Ariz., has applied for a franchise.

Mohave County, Ariz.—Western Electronics and Communications (Ralph Antles and Wilson J. Trahan, representatives) have applied for a franchise.

Atascadero, Calif.—R. L. Davis and Clay C. Fry jointly have applied for a franchise.

Baywood-Los Osos, Calif.—Wesley Swan has applied for a franchise.

Foster City, Calif.—Cer-Vent Cable TV Inc. of San Mateo, Calif. has applied for a franchise.

Fresno, Calif.—Award will be made Sept. 8 by city council from among three applicants—Fresno Cable TV Co. (Time-Life Broadcast Inc. and Triangle Publications Inc., owner of KFRE-AM-FM-TV Fresno), General Electric Cablevision Co. and TV Services Inc., (Warner Bros.) (Note: disregard capsule published July 18 issue).

Manitou Springs, Colo.—Western Cable Co. has applied for a franchise. If granted, each subscriber will pay an installation fee of \$25 and a monthly charge of \$6.

Auburndale, Fla.—An application from Universal Cablevision has been denied on the basis that "the franchise held the city responsible for personal and property damages that the firm's lines might cause."

Homestead, Fla.—Redland Community-Vision Inc. has been granted a franchise. The firm will pay the city \$2.50 per year per pole, \$2.50 to inspect each installation and \$250 annual license to operate. The city will also receive 2% of the gross receipts the first year, 4% for the next two years and 6% thereafter.

Gary, Ind.—Gary Cable TV Inc., wholly owned subsidiary of H & B American Corp., has withdrawn its petition for a franchise after having been awarded same. George Metrovian of Mobile Radio Communications, who planned to contest the franchise based on an attorney general's ruling that no city could grant an exclusive franchise, intends to resubmit a franchise application.

Howard county, Ind.—Booth American Inc., Detroit (group CATV owner), has been granted a nonexclusive franchise (see also Kokomo, Ind.).

Kokomo, Ind.—Booth American Inc., Detroit (group CATV owner), has been awarded a nonexclusive franchise (see also Howard county, Ind.).

Hastings, Neb.—Multi-View TV Corp. of Grand Island (Bill Martin, representative) has applied for a franchise. The firm is now operating CATV's in Kearney and Grand Island, both Nebraska.

East Brunswick, N. J.—Middlesex Cable Vision Inc. (Albert J. Benninger, president) has applied for a franchise.

Franklin, N. J.—Garden State CATV Inc. Sparta, N. J., has been granted a franchise. The firm proposes to pay a 3% franchise tax, charge an installation fee of \$35, and a monthly charge of \$3.65. It will provide 12 TV channels plus 20 FM stations. At present, Garden State serves Sparta, Ogdensburg and Byram, all New Jersey.

Hoboken, N. J.—Sterling Communications of New Jersey, a subsidiary of Sterling Information Services Limited, has applied for a franchise. Subscribers will pay a \$70 installation fee and a monthly fee of \$6 for the first five-year subscription.

Clarkstown, N. Y.—Good-View CATV Inc., N. Y. (Phillip Beigel, president) has been granted a franchise, in return for which, the city will receive 5% of gross receipts, with a minimum guarantee of \$1,000 annually. The firm additionally pledged 1 1/4% of receipts to local school systems to help establish educational television.

Concord, N. C.—Jefferson-Carolina Corp. has applied for a franchise. The system would bring in High Point, Greensboro and Winston-Salem, all North Carolina. The firm tentatively plans to charge \$17 for installation and \$5 monthly. Cox Broadcasting Co., which owns WSOC-TV in Charlotte, N. C. has also applied for a franchise in Concord.

Delphos, Ohio—Shardco Cablevision Inc. (Don Shurler, Troy, N. Y., president) has acquired the franchise from Delphos Herald. The firm will offer a minimum of nine channels, paying 3% of gross revenues to the city. Mr. Shurler announced acquisition of franchises in Wapakoneta and St. Marys and plans to seek franchises in Troy and nearby communities.

Wellston, Ohio—Jackson County Cable Service Inc. (Charles N. Gaskill, vice president) has applied for a franchise.

Ponca City, Okla.—KVOO-TV, KTUL-TV, and Vumore Co. (group CATV) have jointly applied for a franchise. Ponca City Cable TV Co. is a previous applicant.

Delaware Park (Lopatcong Twp.), Pa.—Clear-Pic Cable TV Co., Easton, Pa., has been granted a franchise.

Jeannette, Pa.—WHJB Cablevision (Mel Goldberg, president), Greensburg, Pa. (WHJB), has been granted a 25-year exclusive franchise. The firm will provide 10-12 channels, one to be set aside for weather, news and community service programs; monthly service charge is \$4.75. WHJB will pay the city 3% of gross revenues up to 1,499 subscribers; 4% up to 2,999; 7% up to 4,500; 10% up to 5,000 and 13% thereafter. Council rejected a bid from Centre Video Inc., State College, Pa., which offered a flat 3% of annual gross receipts.

Lopatcong Twp., Pa.—Warren Cable TV Inc., Phillipsburg, Pa., has been awarded a franchise, except for the Delaware Park area (see above).

Shenango Twp., Pa.—Lawrence Cablevision Inc. (Robert Mathews, manager) has been granted a franchise to install a 12-channel system. The company offers free home installation during the construction period.

Bremerton, Wash.—Telecable Inc. (Richard Rokes, manager) has applied for a franchise.

Fife, Wash.—KTNT-TV, a subsidiary of The Tribune Publishing Co. has been granted a franchise. The firm will pay 4% of its annual gross receipts to the municipality.

CAN'T GET AWAY!



New coax connector fittings by Kaiser-Cox virtually eliminate cable pull-out under any conditions of installation or temperature stress.

Write, wire or phone, collect:

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CATV

KAISER-COX CORPORATION

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Phone (602) 944-4411

When you install Kaiser-Cox equipment, you never wonder what's new in CATV — you know!

WHEN Art Watson was handed his bachelor-of-science degree in accounting at the 1952 graduation of the school of business at Fordham University, one of the last places he could envision working was in the broadcasting field. It just never entered his mind.

Instead, broadcasting entered his life. "Just the twist of circumstances," he recalls. Now after a decade in radio and television he wouldn't trade with anyone.

Mr. Watson is a vice president of NBC and general manager of its Cleveland properties, WKYC-AM-FM-TV. Noting he now is only 36, Mr. Watson's associates claim him to be the youngest member in the fraternity of general managers for any network-owned station operation.

The New Breed ■ To many also he is representative of the more alert of the new young breed of fiscal-oriented executives fast emerging on the broadcast administrative scene, one who has made a happy marriage of the decimals and decibels rather than a battle. His previous business experience had been with Montgomery Ward & Co.

Is it hard for one trained in the financial disciplines to adjust to the often fluid intangibles of the broadcasting arts? "After the shock of the initial encounter the adjustment really isn't that difficult," Mr. Watson admits. "But you do have to learn how to be flexible," he explains, "because broadcasting and the creative nature of its business can't be strapped down with the rigid controls like the manufacturing or retailing fields."

Mr. Watson points out that "many times we invest large sums of dollars in public service projects having no obvious return and often having no recognizable response. Take coverage of the political conventions or our many local documentaries, one a three-hour special. There is no comparison, say in retailing, where you would dare spend only for two purposes, one being product and the other profit."

Profit Plus ■ Yet there is a great return to the broadcaster that can't be measured in traditional accounting terms, Mr. Watson says, and this is the reward of broad community recognition of the stations' "corporate citizenship." Once this end result is experienced, he feels, the financial man can't help but be fully converted to radio-TV's ways. Should any doubts still linger, he suggests, the clincher always will be the growing flow of new business that accrues to the operation that has earned its high place in service and local esteem.

Since assuming the stewardship of the WKYC stations in June 1965, Mr. Watson has involved himself in Cleveland civic affairs and organizations. It is a policy carried out with equal fervor

A union of flexibility and youth

by all station personnel there and it had been practiced with equal industry by Mr. Watson and his staff when he previously was the operating executive at the former NBC stations in Philadelphia, WRCV-AM-TV.

During the past year Mr. Watson has expanded the Cleveland news staff by about one-third, to a total of 38 for around-the-clock operation. A weekly documentary is among several new local shows added, in addition to expanded news programming. Technical facilities also have been improved.

WEEK'S PROFILE



Arthur Allen Watson—NBC VP and general manager of WKYC-AM-FM-TV Cleveland; b. New York May 4, 1930; BS in accounting 1952, Fordham University school of business; lieutenant, U. S. Navy, 1952-54; traveling auditor, Montgomery Ward & Co., 1954-55; controller of Ward's Menands store, Albany, N. Y., 1956; operations analyst, NBC New York, 1956; senior analyst 1958; business manager WRCV-AM-TV Philadelphia 1959; station manager WRCV-TV November 1961; general manager WRCV-AM-TV January 1965; general manager WKYC-AM-FM-TV Cleveland, June 1965, upon NBC-Westinghouse exchange of Philadelphia-Cleveland stations; named NBC VP August 1965; member—Cleveland Chamber of Commerce, Cleveland Ad Club, technical advisory committee of Cuyahoga county unit of American Cancer Society, board of control for Greater Cleveland Safety Council, boards of trustees of Cystic Fibrosis Foundation and Society for Crippled Children, and 1966 community coordinator, Radio Free Europe; m. Maryalesia Breslin of New York, June 13, 1953; children—Arthur Jr. 11, Keith 8 and Lisa 7; hobbies—tropical fish, golf and reading (James Bond).

In just 45 days last summer Mr. Watson and his staff completely colorized WKYC-TV, which he considers something of a record, and the station now has several live color cameras plus film and tape color gear. Last week a color film processor was installed for news film.

Total Absorption ■ But "involvement" and his aggressive zeal "to solve the problem before it becomes a problem" were active parts of his personal philosophy long before Mr. Watson entered radio and television. He had opportunity to develop these qualities first as a lieutenant in the Navy right after his graduation from Fordham. He served as executive officer aboard a landing ship along the Atlantic Coast.

A car radio was his companion in 1954-55 while a traveling auditor for Montgomery Ward but he wasn't much impressed. Now he recalls how little in-depth news there was then. "Just barely more than headlines," he remembers, "compared to the extensive coverage today."

While controller of a large suburban Ward store in Albany, N. Y., in 1956, Mr. Watson did notice how totally dependent retailers were upon the print media for their advertising. But he's helping to change that attitude now. One large Cleveland supermarket chain will undertake a test campaign on television and two department stores are planning to use radio and TV.

It's only the beginning, Mr. Watson feels, and with the growth of new radio and TV stations, especially UHF, a much more concerted effort to woo and win the retail dollar will have to be made by broadcasters.

The year 1956 also was a critical one in the life of Mr. Watson. With a growing family he was faced with the choice of going higher in retail work or seeking greener pastures elsewhere. He chose to look over the horizon and by chance learned of an NBC financial opening in New York. He was interviewed for the job but turned it down. While riding down the elevator an acquaintance told him of still another opening there, so he delayed his exit long enough to investigate.

In, Not Out ■ The exit was an entrance. Within days he reported for work as an operations analyst on the NBC staff, studying all facets of the entire organization, including both radio and TV networks and the owned stations. In 1958 he became a senior analyst and the next year was made business manager of the WRCV outlets. The managership came soon thereafter.

The manager's key to success? "A good team of associates," Mr. Watson believes. "I have a great deal of faith in people," he says, "and you must allow them freedom of expression rather than limit them."

EDITORIALS

Inside NAB

AS was to be expected, dissension has arisen among board members of the National Association of Broadcasters over the design of a new NAB headquarters building in Washington.

This publication intends to take no part in the dispute. The sketches presented to the NAB boards promise no landmark in the nation's capital, but neither do they threaten to deface the neighborhood. At worst the design is inoffensive in its present form, and perhaps that is the best to be hoped for. It is not in the nature of committees or boards to create or endorse works so daring as to guarantee controversial reception.

However the NAB building turns out to look from the outside, there ought to be less disagreement over the use of space within it. Certainly room ought to be made for a library and archives where current and historical information about radio and television would be readily available to serious students.

This is not to suggest that some kind of museum be housed at the NAB. The physical bric-a-brac of broadcasting history is of too little general interest to justify display in expensive square footage in Washington. But within reasonable space it would be possible to file, on film, tape and disks, a good deal of significant material, including radio and television programs that are worth saving.

For some years the Broadcast Pioneers has had under way a history project that is now under direction of William S. Hedges, retired vice president of NBC. The Pioneers has collected much material but has neither the administrative nor the physical facilities to put the collection into usable form.

The construction of a new NAB headquarters could readily include space for the more important pieces in the Pioneers' collection. Perhaps the NAB could also provide the staff assistance to collate what the Pioneers has already gathered and add new material as it becomes available.

Before the NAB gets around to settling on interior plans it ought to get together with the Pioneers to explore the possibilities of creating, equipping and maintaining a central archives that could be important to all of broadcasting.

Trail blazer

AMONG the innovations of the new season will be a programing venture likely to generate more interest among broadcasters than the new fare on TV networks.

Focal point is the impending debut of the nation's first want-ad station under the ownership-auspices of Gordon McLendon, the volatile broadcaster who specializes in innovation and excitement. Mr. McLendon will operate KGLA (FM) as 100% commercial with nothing but classified advertising of the character heretofore restricted to newspaper columns. Mr. McLendon, with typical showmanship, has asked the FCC to assign him the call KADS-FM.

Why the interest among broadcasters? Obviously, if the Los Angeles experiment works, every major market in the country will be ripe for want-ad formatted stations.

There's added incentive because of the FCC's AM-FM nonduplication regulation that ultimately will affect every market with more than 100,000 population. The want-ad format, for some segment of the broadcast day, could provide a sought-after answer for nonduplicated programing as FM penetration increases.

The FCC, we believe, imposed unnecessarily harsh and probably illegal restrictions upon the McLendon innova-

tion. There's nothing in the law that relates to advertising content, and there is no reason why a 100% commercial station cannot serve the public interest. If it doesn't do the job to the satisfaction of its public, it will go under through lack of audience and resultant loss of advertising.

There are fascinating projections of the want-ad format. For example, perishable products: a couple of carloads of peaches that might have to be sold quickly. The public could get the message instantly through a want-ad station. Or quick sale of inventories of nonperishables to make way for new shipments.

There's a big untapped new world of service for the public and business for the broadcaster ahead if the broadcasters play their "programing" and their rate cards right.

It's news

WHEN a newspaper goes out of its way to commend investigative reports broadcast by a television station, it is, to say the least, news. When the same newspaper asserts that such television enterprise justifies the protection of broadcasting under the First Amendment, it is news on page one in 72-point type or in prime time in color.

As reported here last week, the *Tampa (Fla.) Tribune* has done just that in commenting on the results of the on-air campaign produced by WJXT(TV) Jacksonville, Fla. The target of the station's editorializing was a city commission's squandering of insurance money. As a result a grand jury turned in a strong report that led to the hiring of an insurance expert and a correction of the Jacksonville city government's method of placing its business.

Here's part of what the *Tampa Tribune* said:

"First Amendment guarantees are little needed by the news media who campaign in favor of nothing more controversial than the flag, motherhood and the sanctity of the home. They are essential to those who, in the highest traditions of American journalism, seek to expose public waste—and worse—without fear or favor.

"WJXT in its inquiry into Jacksonville's insurance practices acted in accord with those traditions, and in so doing added another case to the argument for First Amendment application to television and radio."



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