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Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Programers get global fever as imports hit new high. p27

Can broadcasters hold the line against split spots? p30

Carriers close ranks in face of Ford-plan controversy. p46

Revamping at FCC: Smith, Sheridan in new posts. p54

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

NEWSPAPER

PETRY

color  spot

THE TV MEDIUM FOR '66

Sight, sound, action and color all wrapped up in one sales producing medium. That's Color Television. Petry Colorsport lets you select the markets that will keep sales rolling in. The Stations we represent are leading the way in this new kind of selling. You can depend on them for results.

COLORSPOT—FOR FOUR DIMENSIONAL SELLING



THE ORIGINAL STATION REPRESENTATIVE

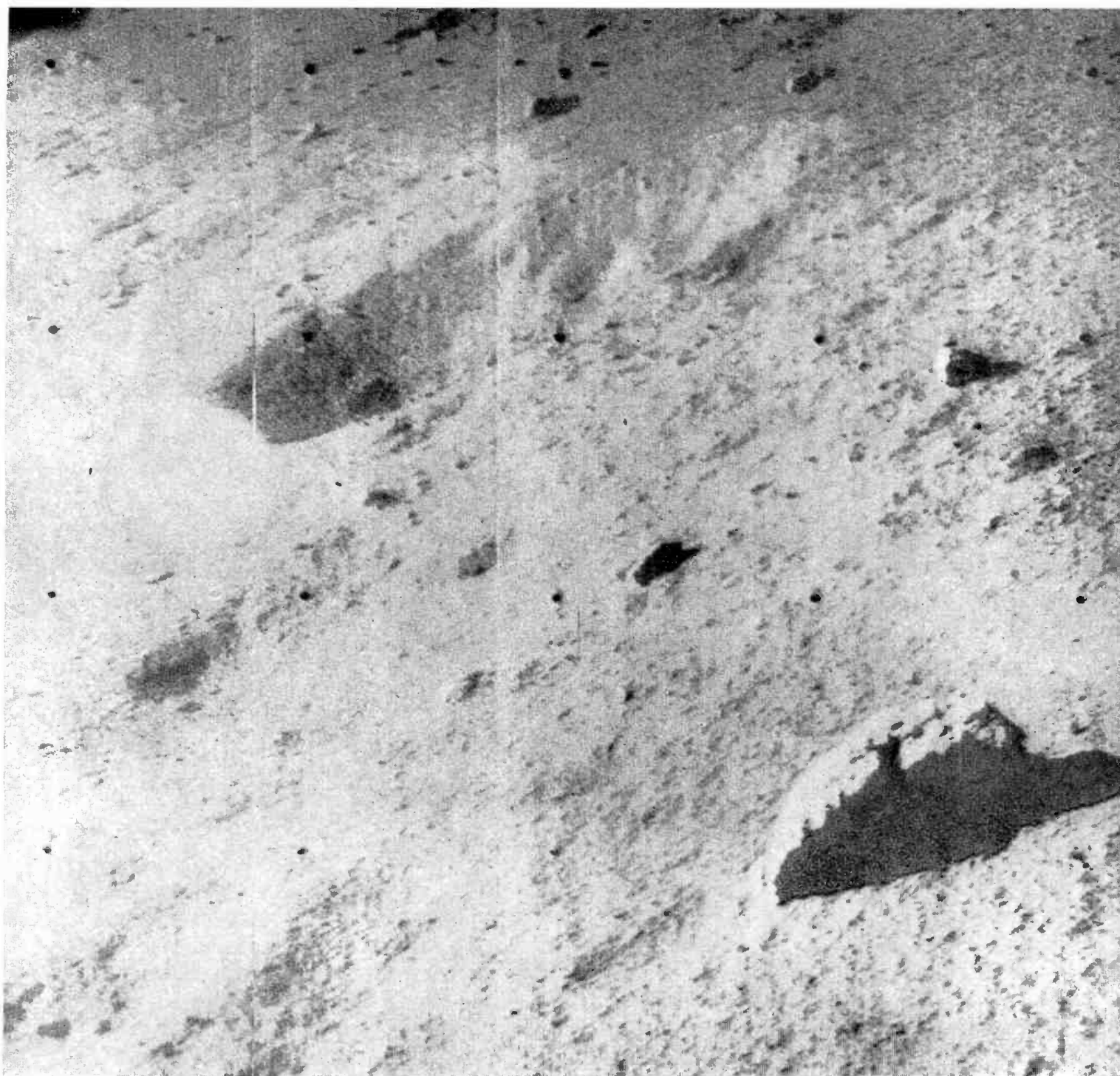
NEW YORK • CHICAGO • ATLANTA • BOSTON

DALLAS • DETROIT • LOS ANGELES

PHILADELPHIA • SAN FRANCISCO • ST. LOUIS

Anscochrome—courtesy of
General Aniline and Film Corporation.





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.

To find out what Memorex can do for *you*, call at one of our sales and service offices in this country and abroad, or contact us directly. We guarantee your satisfaction.

MEMOREX
PRECISION MAGNETIC TAPE

Memorex Branch Offices in Boston, New York, Philadelphia, Washington, Atlanta, Orlando, Dayton, Chicago, Detroit, St. Louis, Dallas, Denver, Los Angeles, San Francisco, Honolulu. Offices and Affiliates in London, Cologne, and Paris. Distributors in Japan, Canada, India, Australia, and New Zealand.

'Gidget Goes Hawaiian' and 'Mysterious Island' rated No.1 & No.2 over all other features on all networks.

[Source: Nielsen rating profile of the first-run motion pictures
telecast by the three networks in the '65-'66 season.]

With two top performers like "Gidget Goes Hawaiian" and "Mysterious Island". . . what do you do for an encore? Well, for starters we've got "Notorious Landlady," "The Interns," "Requiem for a Heavyweight," "The Devil at 4 O'clock," "The War Lover," "The L-Shaped Room," "Experiment in Terror," "Strait-Jacket," "Best of Enemies," and "Two Rode Together,". . . 60 features in all. They're all included among the Screen Gems Post 60's available now for local telecasting. Check us for the availabilities in your market. There's more of what you're looking for with the SCREEN GEMS POST 60's. **SCREEN GEMS** 

Nielsen rating data are subject to the sampling and measurement qualifications reported by Nielsen and will be furnished upon request.



Rosel Herschel Hyde
1946- CHAIRMAN



Robert Taylor Bartley
1952-



Robert Emmett Lee
1953-



Kenneth A. Cox
1963-



Lee Loevinger
1963-



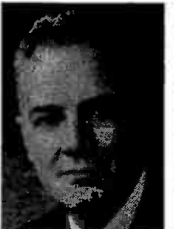
James J. Wadsworth
1965-



Nicholas Johnson
1966-



*E. William Henry
1962-1966



*Frederick W. Ford
1957-1964



*Newton N. Minow
1961-1963



T. A. M. Craven
1937-1944/1956-1963



John S. Cross
1958-1962



Charles Henry King
1960-1961



*John C. Doerfer
1953-1960



Richard A. Mack
1955-1958 **



*George C. McConaughy
1954-1957 **



Edward Mount Webster
1947-1956



Frieda Barkin Hennock
1948-1955 **



George Edward Sterling
1948-1954



*Paul Atlee Walker
1934-1953 **



Eugene H. Merrill
1952-1953



Robert Franklin Jones
1947-1952



*Albert Wayne Coy
1947-1952 **



Clifford J. Durr
1941-1948



Ray C. Wakefield
1941-1947 **



*Ewell K. Jett
1944-1947 **



*Charles R. Denny, Jr.
1945-1947



*Paul A. Porter
1944-1946



William H. Wills
1945-1946 **



*James Lawrence Fly
1939-1944 **



Norman S. Case
1934-1945



George H. Payne
1934-1943 **



Frederick I. Thompson
1939-1941 **



Thad H. Brown
1934-1940 **



*Eugene O. Sykes
1934-1939 **



*Frank R. McNinch
1937-1939 **



Irvin Stewart
1934-1937



*Anning S. Prall
1935-1937 **



Hampson Gary
1934 **

Federal Communications Commissioners July 10, 1934 to July 15, 1966

*Served as Chairman **Deceased

WGAL-TV, Lancaster, Pa. □ WTEV, New Bedford, Mass. □ KOAT-TV, Albuquerque, N.M. □ KVOA-TV, Tucson, Ariz

CLOSED CIRCUIT

FCC is taking new look at its policy of policing over-commercialization on station-by-station basis. Chairman Rosel H. Hyde feels that with commission closely split on issue and swinging back and forth on whether or not to apply it as changes in personnel occur, "more orderly approach" is needed. His colleagues at meeting last week reportedly agreed, and several of them, as well as staff members, are said to be working on procedures aimed at reducing administrative and substantive problems involved.

Commission decision to study matter further postponed, if it didn't eliminate, need for new Commissioner Nicholas Johnson to cast tie-breaking vote in four cases. In each, staff had recommended one-year license renewal because station had carried more commercial time than it proposed. Action on cases had been postponed from meeting last month to give commissioner time to study issues (BROADCASTING, Aug. 1) and he was primed to vote. But matter was postponed again, until early next month.

Ford friction

Despite outward signs of harmony, all isn't sweetness and light between Ford Foundation and Carnegie Commission on Educational Television. Carnegie unit (BROADCASTING, Nov. 15, 1965, *et seq*) had reached final phase of its intensive study of ETV when Ford Foundation barged into picture August 1 with its noncommercial-ETV satellite proposal. Previously Carnegie had indicated it wouldn't complete its work until near year-end, and it's no secret that some of 14 members of select commission (set up with blessing of President Johnson) feel effort was to "scoop" them.

Job in search of man

There are reports out of NBC of what's described as "concentrated search" underway for executive to head up six NBC radio stations that now come under aegis of Stephen B. Labunski, newly elected president of NBC Radio division (BROADCASTING, Aug. 15). Mr. Labunski himself is said to be leading "man-hunt" cross-country. Owned radio stations formerly were under wing of Raymond W. Welpott, prior to new alignment that separated radio and TV. New NBC Radio division includes radio

network, owned stations and NBC Radio spot sales.

Overmyer onward

Overmyer Network reports it's moving ahead briskly in programing, clearances and sales in preparation of its September 1967 start as fourth TV network. Three national advertisers—said to include tobacco firm, brewery and electrical appliance maker—are in hand for ON's *Weeknight*, two-hour late-evening variety show to originate in Las Vegas. Officials say some 40 stations have cleared time for Las Vegas programing, and network has requests of several stations affiliated with existing networks to program Las Vegas show only on Saturday and Sunday nights. Network plans to accommodate these requests by feeding tapes of two shows of previous week.

There's move underway for network to program live-on-tape color shows supplied on strip basis by station group owners. Under plan, Overmyer Network would feed programs licensed and produced by group or by one of its stations with built-in clearance in group owners' major markets. Group owner would retain creative control and ownership and rights to syndicate shows after their first-year telecast through ON facilities.

Color speedup

Color's boom is underlined by latest reports on taped commercials. Videotape Productions, New York, major producer, says its production of commercials in color has boomed over summer months. Six months ago, estimated 44% of its commercial production was in color, but since May has jumped to 75% to 85% of total, seeking fast production to meet fall deadlines.

Eaton block

Richard Eaton's application to acquire ch. 13 KTRG-TV Honolulu from Hawaiian Paradise Park Corp. is in trouble. FCC has notified Mr. Eaton, owner of 14 stations, it won't grant assignment without hearing. Commission, apparently concerned about long list of technical-rules violations in which Eaton stations have been involved, said it wants assurance in

hearing of future performance. Moreover, commission wants more information on survey submitted to support plan for converting station into Japanese-language outlet.

Mr. Eaton, who would pay \$550,000 for Honolulu station, is expected to file shortly application for purchase of Tele-Broadcasters Inc. for \$1.9 million (BROADCASTING, April 25). Stations involved are KALI San Gabriel (Los Angeles), KOFY and KUFY-FM San Mateo (San Francisco) and dark ch. 9 KEEC-TV El Centro, all California.

Three-way deal

Movies still are attracting network interest and money. CBS-TV has three-company production deal involving network, Allied Artists and Associated British Productions Ltd. for production in England of feature about Jules Verne-created character, Captain Nemo and his underwater craft. Picture is to be released theatrically before TV exposure. Script has been completed.

Search for PR head

Intensive search for new information officer for FCC to succeed Colonel George O. Gillingham, 69, who retires in October after 27 years on the job (four in Army in World War II) is underway. Chairman Rosel H. Hyde has both Commissioners Lee Loevinger and Nicholas Johnson exploring prospects for post which has Civil Service grade 14, paying from \$15,106 to \$19,813.

Retiring along with her chief is Salina (Sally) M. Lindo, assistant chief, who has been with FCC since 1937. Recently named to information staff is Lillian (Kip) Watson, transferred from chairman's office where she had been confidential assistant during term of E. William Henry.

Job switch?

Look for Alan Silverbach, vice president in charge of syndicated sales at Twentieth-Century Fox television, to resign. Word is he will join Screen Gems international in executive capacity.

1 FIRST



11-11:30 P.M. NEWS, MONDAY THRU FRIDAY

WSYR-TV is No. 1 in Homes Delivered in the Syracuse Market:

*ARB for March, 1966.
11-11:30 P.M. News,
Monday thru Friday.

Data quoted, or derived from Audience Surveys, are estimates subject to sampling and other errors. Advertisers and their agencies are referred to the complete survey for details.

***79% More Than Station No. 2**

***190% More Than Station No. 3**

WSYR • TV



Channel 3 • NBC Affiliate • 100 KW

SYRACUSE, N. Y.

Plus WSYE-TV channel 18 ELMIRA, N. Y.

Get the Full Story from HARRINGTON, RIGHTER & PARSONS

WEEK IN BRIEF

Increasing demands of U.S. networks and stations find ever-growing number of producers looking across seas to find new talent and ideas, many in coproduction deals with foreign programers. See . . .

OVERSEAS PROGRAMS . . . 27

Remolding of FCC continues with George Smith, legal assistant to Commissioner Lee, named Broadcast Bureau chief. He replaces James Sheridan who will become FCC consultant on satellites in broadcasting. See . . .

NEW LOOK FOR FCC . . . 54

FCC rides middle ground between no hearing and full evidentiary session in ordering oral hearing for Sept. 19 on proposed ABC-ITT merger. Bartley, lone dissenter, still demands full hearing. See . . .

ABC-ITT MERGER . . . 58

Agency and station executives discuss FM's possibilities and come up with picture that is brightest to date. NAFMB sales seminar told medium will blossom with more scientific research. See . . .

FM: DUE TO BLOSSOM . . . 40

Initial decision by examiner Sharfman favors WHDH-TV's continued operation of chanenl 5 in Boston. Recommends FCC affirm its 1962 decision and grant station new, full-term license. See . . .

WHDH WINS ROUND . . . 48

Major battle may be brewing over 60-second spots that are actually two back-to-back 30's for unrelated products of unconnected firms. Agencies are on one side; stations and reps on other. See . . .

ANOTHER CHISEL ON SPOTS? . . . 30

Common carriers go before Senate committee and espouse agreement on communications satellites. They agree with Ford Foundation's intent and are unanimously opposed to Ford's method of implementation. See . . .

PROS AND CONS . . . 46

Hughes Aircraft and Teleprompter's jointly owned firm, Theta Communications, is high bidder on three of four Los Angeles CATV franchises. King Videocable is high bidder on fourth franchise. See . . .

THETA WINS 3 OF 4 . . . 52

Sol Schildhouse, hearing examiner, named to head up FCC's new CATV task force. Hyde expects unit to eventually have about 15 members. Says personnel will be drawn from other commission departments. See . . .

TASK FORCE FOR CATV . . . 60

Mel Blanc Associates, after two years of planning and development, is producing five-part humor package for radio stations. Labeled 'Superfun,' it will have features, featurettes and blackouts. See . . .

INSTANT BARREL OF LAUGHS . . . 64

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

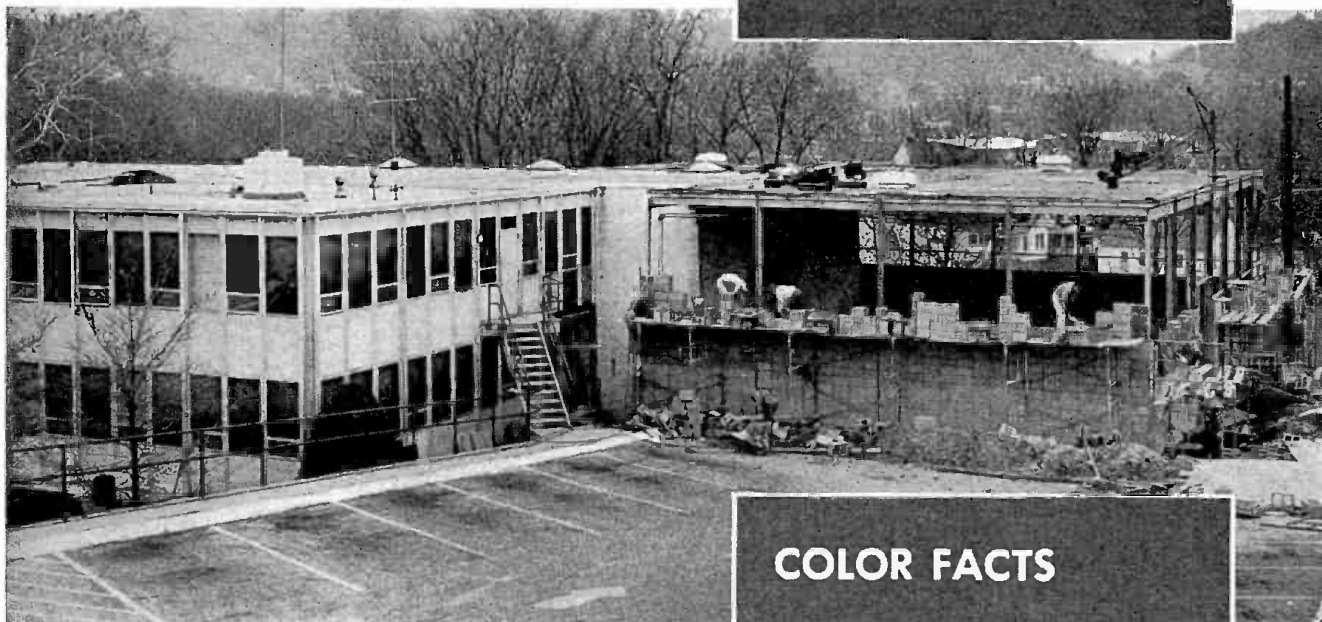
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**TV 10 - KNOXVILLE
GETTING READY* FOR...**

COLOR



KNOXVILLE RANKS 61ST+ IN AREA OF "DOMINANT INFLUENCE"

WBIR-TV delivers the only full CBS service to East Tennessee and Southeastern Kentucky.

WBIR-TV IS THE "REACH STATION" IN KNOXVILLE

With one of the world's tallest towers, 1751 feet above ground, and with top CBS and local programming, WBIR-TV delivers 240,000 homes net weekly circulation. Project your message over channel 10 . . . WBIR-TV, Knoxville!

+As rated by ARB

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

COLOR FACTS

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

wbir-tv

KNOXVILLE, TENN. CHANNEL 10

Signal Coverage in the Southeast...

Offering advertisers coverage of approximately 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.

Dodge star, theme continuing in 1967

Dodge Division of Chrysler Corp. announced Friday (Aug. 19) it has renewed contract with its popular TV commercial star, Pam Austin, and she will be featured in expanded 1967 Dodge advertising campaign in all media for first time. Successful "Dodge rebellion" theme also is being renewed.

Television, both network and spot, expected to get much of extra advertising money this year. Dodge agency is BBDO, Detroit.

A. C. Thompson, manager of Dodge car advertising, said multi-million dollar budget will be one of largest in firm's history. He explained research in April disclosed "that public recognition of rebellion theme had risen above 71%" and that use of TV model in print media this year makes Dodge 1967 campaign one of few auto advertising drives which so thoroughly and so extensively exploits single theme. Radio is not slated for use in model introduction but is expected to be used in follow-up booster buys.

Wolper gets 'truth'

Wolper Television Sales, division of Metromedia Inc., announced Friday (Aug. 19) it has acquired distribution rights to daily, half-hour *Truth or Consequences* series. It already has been sold to four Metromedia stations (WNEW-TV New York, WTTG-TV Washington, KTTV-TV Los Angeles and KMBC-TV Kansas City) and to WGN-TV Chicago. Programs will be "completely new" and in color, it was said.

Any movie code changes means look at TV code

Meeting is set for Hollywood Wednesday, (Aug. 24) between Howard Bell, director of National Association of Broadcasters Code Authority and Geoffrey Shurlock, code administrator of Motion Picture Production Association. Subject: What MPPA is doing about new code and how it would affect NAB code.

MPPA seal of approval has become much easier to receive than it once was under Hays and Johnston eras and filmmakers say TV competition has

forced cinema industry to use bolder approaches on subjects that used to be taboo or handled with kid gloves.

Now these films are going to TV stations and MPPA code is in process of overhaul. One generally reported plan calls for classifying pictures as being suitable for very young, middle youth or mature audiences. If this approach is followed NAB code may have to take look at its own standards and see if they should be updated. There is no imminent NAB code action planned, but when MPPA does act, NAB code officials don't want to be surprised.

Program reporting form for TV is being polished

FCC's proposed program-reporting form for television is moving toward final adoption with relatively few changes.

Budget Bureau, which reviews all forms issued by government agencies, has made no major recommendations for revisions, it was learned Friday (Aug. 19).

Commission staff is studying bureau's comments and preparing recommendation for commission consideration at meeting in September.

Only substantive change proposed, it's understood, would eliminate question concerning number of employees designated by licensee on full- or part-time basis to assist local groups in developing programming.

Broadcasting industry committee, which advised bureau on form, had urged elimination of question on ground it could be interpreted as requiring stations to make personnel available to groups regardless of whether they intend to produce broadcast (BROADCASTING, June 6).

'Best' first quarter

Sales for Ampex Corp., Redwood City, Calif., rose 31% in first quarter of fiscal year 1967, compared with like period last year, it was announced Friday (Aug. 19).

Contributing most heavily to first quarter success—described as best in history by company—was "high demand" for video tape recording equipment.

Three months ended July 30:

	1967	1966
Earnings per share	\$0.20	\$0.15
Gross sales	46,061,000	35,273,000
Net earnings	1,887,000	1,408,000

Bundy disputes AT&T financial criticism

Ford Foundation president McGeorge Bundy was reported standing by foundation's original financial estimates in its proposal for domestic satellite communications' system to aid educational television.

AT&T vice president Richard Hough had challenged Ford's estimates Thursday (Aug. 18) at Senate hearing (see page 46). Mr. Hough had told hearing AT&T received \$65 million a year from broadcasters for services. Ford earlier had said about \$30 million yearly could be funneled to ETV from savings realized from satellite operation.

However, Mr. Hough said roughly half of \$65 million represented services that could not be replaced by satellite.

Mr. Bundy, upon hearing of Mr. Hough's testimony, was reported by *New York Times* as retorting "They're crazy."

He insisted foundation had based its figures on many factors other than AT&T revenues; fourth network, differ-

'Annie' owners shoot down TV showing

Who said show must go on? Only last week NBC-TV announced it would schedule telecast of "Annie Get Your Gun" March 16 under sponsorship of American Gas Association, New York (see page 42). But by Friday (Aug. 19) it learned to its chagrin that Music Theater of Lincoln Center in New York, which holds rights to musical and is now touring it, looked at it another way.

Spokesman for Lincoln Center said there was no contract and premature publicity was embarrassing because "Annie" is scheduled for showings in theaters until December and announcement of TV show at this time could hurt theater attendance. He said theater has "lost interest" in TV production. Checks at NBC, AGA and J. Walter Thompson, its agency, were of no help.

WEEK'S HEADLINERS



Mr. Greene

William D. Greene, director, administrative operations, CBS Radio, New York, named director of CBS/FM Broadcasting, newly created CBS Radio department that includes operation of CBS-

owned FM stations, CBS/FM national sales and CBS/FM program syndication service (see page 62). Mr. Greene was assistant general attorney for CBS Inc. for four years before being appointed in 1964 as director of CBS Radio administrative operations. His background includes work as attorney (with ABC and also with law firm), broadcaster, writer and radio-TV program packager.



Mr. Dodson

Eugene B. Dodson, with Wky Television System Inc. since 1949, placed in charge of three independent TV stations of parent company. He remains vice president of Wky TV System and general manager of its wvtv(tv) Tampa-St. Petersburg, Fla., CBS-TV affiliate. Mr. Dodson joined Wky TV Systems as promotion manager of WKY-AM-TV Oklahoma City, later becoming assistant and acting manager. He went to wvtv in 1958. He will be in charge of KTVT(tv) Fort

Worth-Dallas, WHTV(tv) Milwaukee and KHTV(tv) Houston, which is to go on air later this year.

George S. Smith, legal assistant to FCC Commissioner Robert E. Lee, named chief of Broadcast Bureau. He replaces **James B. Sheridan** who moves to new post as consultant to FCC on use of satellites in broadcasting (see page 54).



Mr. Marcy



Mr. Eadeh

Low Marcy elected executive VP and **Edward R. Eadeh** appointed research director of Overmyer Network. Mr. Marcy's appointment is effective Sept. 1. He is resigning as president of Subscription Television Inc., New York, post he's held since resignation of Sylvester L. Weaver Jr. last April (Mr. Weaver is now producing *Garry Moore Show* on CBS-TV). Mr. Marcy also held executive posts with McCann-Erickson and had been associated with Mr. Weaver in 1957-59 when network programming service was attempted (Weaver Associates Inc. and Program Service Inc.). Mr. Eadeh held research positions with various station representation firms, had been with FCC network study committee (Barrow committee) in 1956-57, and at one time was

director of research of former Dumont television network.

Walter A. Young, former publisher of *New York Journal-American* and former VP of Al Paul Lefton, New York, joins Smith & Dorian, that city, as president and chief executive officer. Name of agency has been changed to Young, Smith & Dorian. **Sylvan Tapping**, former VP at W. B. Doner, and **Kenyon & Eckhardt**, both New York, also joins agency as VP and chairman of plans board.



Mr. Shurick

Edward P. Shurick, president H-R Television Inc., New York, elected president of Station Representatives Association at annual membership meeting in New York. **Frank Martin**, president, John

Blair Co.'s, New York, elected VP, **J. W. Knodel**, president, Avery-Knodel, New York, and **Peggy Stone**, president, The Stone Representatives, New York, elected treasurer and secretary, respectively, for 1966-67 year. Serving on SRA's board of directors: **Lloyd Griffin**, president-television, Peters, Griffin, Woodward, New York, and outgoing president of SRA; **John P. Blair**, chairman of the board, John Blair Co.'s; **Edward Codel**, VP, The Katz Agency; **Robert E. Eastman**, president, Robert E. Eastman Co.; **Frank M. Headley**, president, H-R Representatives; **Adam Young**, president, Adam Young, all New York.

For other personnel changes of the week see FATES & FORTUNES

ent operation techniques, lower technology costs and expectations of increased AT&T charges to broadcasters.

Meanwhile, current controversy over communications satellite system and educational TV will be explored in two-hour special Wednesday (Aug. 24) on NBC-TV's *Today* show (7-9 a.m.).

Participants: senators Warren G. Magnuson (D-Wash.) and John O. Pastore (D-R.I.); James McCormack, chairman, Communication Satellite Corp.; McGeorge Bundy, president, Ford Foundation, and John F. White, president, National Educational Television.

MCA net slides

Consolidated net income of MCA Inc. for first half of 1966 declined

slightly from corresponding 1965 levels, according to unaudited figures released by company Friday (Aug. 29).

For six months ended June 30:

	1966	1965
Income per share	\$1.62	\$1.70
Net income	7,951,000	8,322,000

All-ad station ready

Plans for KGLA(FM) Los Angeles, multiple station-owner Gordon McLendon's proposed world's first classified-ad operation, were announced Friday (Aug. 19).

Station, which officially passed into Mr. McLendon's control last week, will start broadcasting classified ads from 6 a.m. to 11 p.m. each day, beginning on Oct. 1.

William J. McDowell, vice president

and general manager of Mr. McLendon's all-news Mexican station XETRA, serving Southern California markets, will run classified-ad operation out of his offices in Los Angeles. All-ad station will use new call letters KADS(FM) if FCC approves.

Salada to U.S. agency

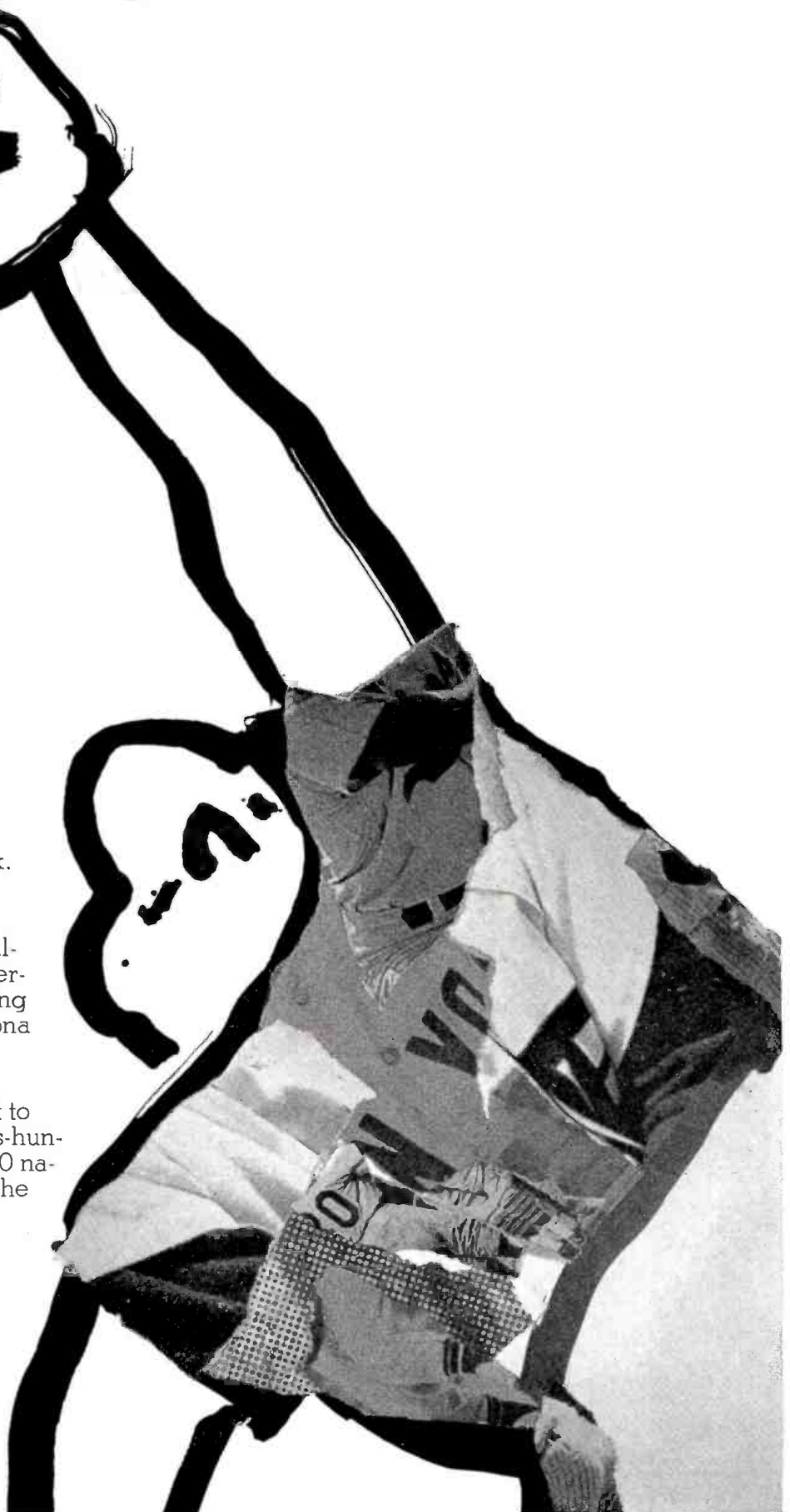
Salada Food Corp., Woburn, Mass., whose account in U. S. has been handled by Canadian agency—Goodis, Goldberg, Soren Ltd.—will shift to Norman, Craig & Kummel, New York, effective Oct. 3. Products include instant tea, tea bags, Junket line and several citrus fruit products. Account is expected to bill \$2 million.

Nothing's beyond your reach on Mutual Radio

If you want to reach sports fans, Mutual's your network. We reach millions of them — 27 times a week.

And we woo *additional* millions with play-by-play coverage of special events ranging all the way from the Daytona Continental to the entire Army Football schedule.

Why does Mutual go all out to please the millions of sports-hungry listeners in our over 500 national markets? We figure the better we cover the action, the more action you'll get from your advertising.





KISS KISS, KILL KILL



THE LAST TOMAHAWK



THE BALEARIC CAPER

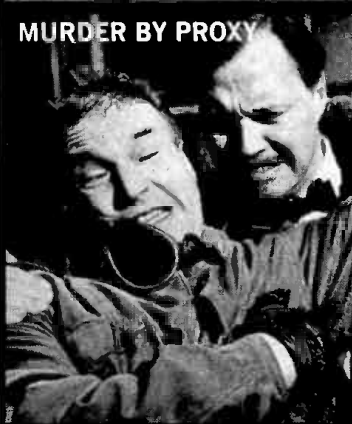


JAMES TONT:
OPERATION
GOLDSINGER

STRANGLER OF THE TOWER



AFFAIR AT ISCHIA



MURDER BY PROXY



THE SAND RUNS RED



LEGEND OF A GUNFIGHTER



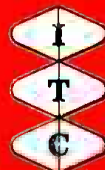
BLUEPRINT FOR A MILLION



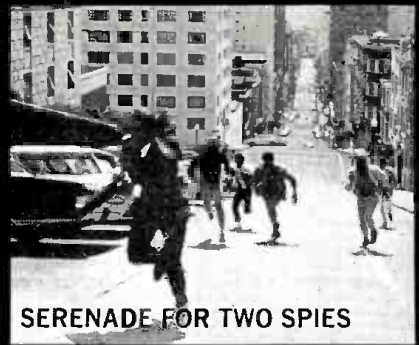
THE MAN
CALLED GRING

Guaranteed by ITC:

**"The best American-dubbed,
quality feature film package
ever offered to television!"**



INDEPENDENT TELEVISION



Modern, Fresh Productions...

16 produced in 1966 and the balance 1965-1963 for worldwide theatrical release.

15 In Magnificent Color...

capturing the full flavor of the on-location sites and stunning sets.

12 Co-Productions...

With the most creative moviemakers in Europe and ITC exercising the approval of script, cast and director.

Impeccably Dubbed...

In New York, under ITC's direct, continuing supervision, by the world's leading specialist in dubbing feature films for American theatrical release.

TITLE	COLOR OR B & W	RUNNING TIME	RELEASE YEAR
1. Kiss Kiss, Kill Kill	Color	86	1966
2. The Last Tomahawk	Color	90	1966
3. The Balearic Caper	Color	93	1966
4. James Tont: Operation Goldfinger	Color	88	1966
5. Massacre At Marble City	Color	87	1966
6. Captain From Toledo	Color	96	1966
7. Serenade For Two Spies	Color	87	1966
8. Kill And Be Killed	B & W	109	1966
9. Black Eagle Of Santa Fe	Color	86	1966
10. Formula C-12/Beirut	Color	93	1966
11. Viva Juanito!	Color	95	1965
12. Mutiny In The South Seas	Color	83	1966
13. The Devil's Choice	B & W	90	1963
14. The Man Called Gringo	Color	90	1966
15. Blueprint For A Million	B & W	92	1966
16. Legend Of A Gunfighter	Color	95	1966
17. The Sand Runs Red	Color	92	1965
18. Murder By Proxy	B & W	85	1966
19. Affair At Ischia	Color	90	1964
20. Strangler Of The Tower	B & W	92	1966

KILL AND BE KILLED



BLACK EAGLE OF SANTA FE

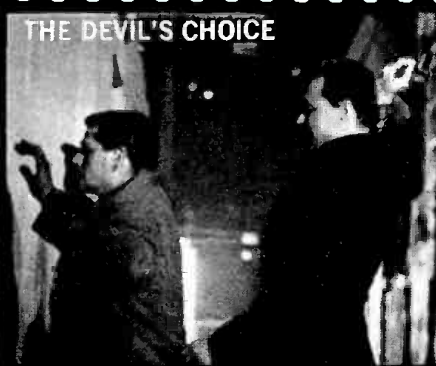


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DATEBOOK

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

■Indicates first or revised listing.

AUGUST

Aug. 22—Annual meeting, Montana Cable Television Assn., Main motel, Helena.

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

Aug. 23—Annual meeting, Wyoming CATV Assn. Holiday Inn, Laramie.

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, 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. 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. 8-11—Annual fall meeting of Louisiana Association of Broadcasters. Downtowner hotel, New Orleans.

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

Sept. 14-15—National program committee meeting of the Educational Television Stations Program Service of the National Association of Educational Broadcasters. Indiana University, Bloomington, Ind.

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

FALL MANAGEMENT CONFERENCES OF RADIO ADVERTISING BUREAU

Sept. 12-13—Hilton Inn, Atlanta.

Sept. 26-27—Hyatt House (near San Francisco).

Sept. 29-30—Warwick hotel, Houston.

Oct. 6-7—Hilton Inn, Tarrytown, N. Y.

Oct. 10-11—Northland Inn, Detroit.

Oct. 13-14—Pheasant Run Lodge, Chicago.

Broadcasters, Sebasco Lodge, Sebasco Estates.

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

Sept. 17-18—National executive committee meeting of the National Association of Educational Broadcasters. Georgetown Inn, Washington.

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. 19-20—Meeting of the national board or directors of the educational television stations of the National Association of Educational Broadcasters. Kenwood Country Club, Bethesda, Md.

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.

■Sept. 20-21—Executive committee, National Community Television Assn. Madison hotel, Washington.

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

Sept. 22-24—Industrial TV Broadcast Symposium sponsored by the Institute of Electrical and Electronics Engineers. Mayflower hotel, Washington.

Sept. 23—"Newsmaker" luncheon of International Radio & Television Society. Speaker will be FCC Chairman Rosel Hyde. Waldorf-Astoria 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. 26-28—"Wingspread Conference on Educational Radio as a National Resource"—a national educational radio seminar of the National Association of Educational Broadcasters. Johnson Foundation, Racine, Wis.

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

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

Sept. 30 — A "Salute to David Sarnoff" dinner honoring the RCA chairman and commemorating the 60th anniversary of his start in communications, sponsored by the Electronic Industries Association, the Institute of Electrical and Electronics Engineers and the National Association of Broadcasters. Waldorf-Astoria hotel, New York.

Sept. 30-Oct. 1—Meeting of the Kentucky

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.



If You Were a Health and Beauty Aid Advertiser In the Montgomery, Ala. Television Market

... you would be aware of a new supermarket study recently conducted for WSFA Television by Auburn University, under the direction of Dr. Warren K. Trotter, Professor of Marketing. This study was undertaken to develop data relative to the market position, in terms of shelf showings in 127 supermarkets, of various brands of health and beauty aid products in the Central and Southern

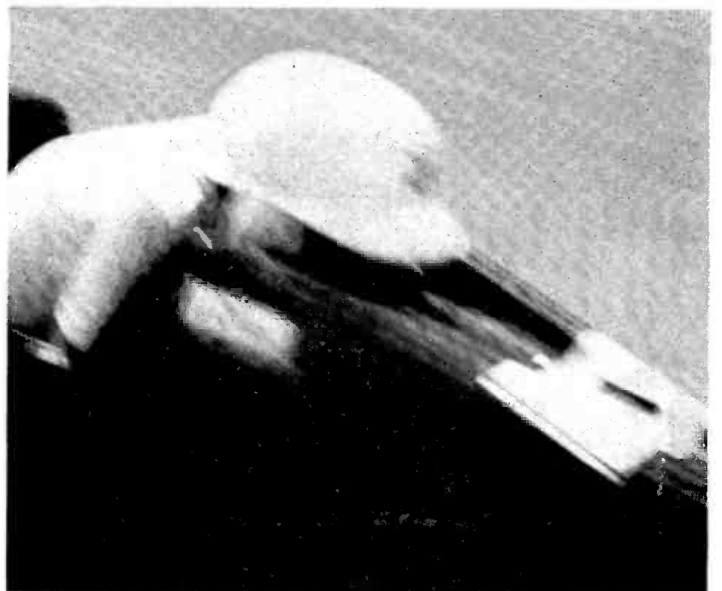
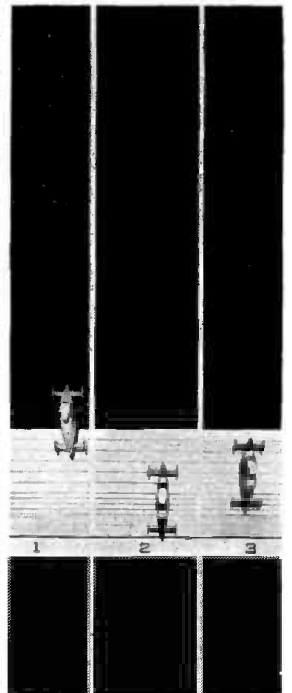
Alabama market area served by WSFA Television. Because of the complexities of distribution in this marketing area, a brand audit census such as this enables advertisers to check on their product movement from warehouse to cash register. Continuing research such as this is just one more reason Cosmos stations are respected, influential leaders in the communities they serve.



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G. RICHARD SHAFTO, PRESIDENT

Everyone here



thanks everyone here.

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Akron (Ohio) Akron Beacon Journal	Monmouth County (New Jersey) Red Bank Register. Asbury Park Press
Anchorage (Alaska) Anchorage Daily News	Muscatine (Iowa) KWPC-Radio
Anderson (Indiana) Anderson Newspapers. Inc.	Norfolk (Virginia) The Virginian-Pilot
Bangor (Maine) Bangor Daily News	Norristown (Pennsylvania) The "Times Herald"
Beaver Falls (Pennsylvania) The News-Tribune	Northampton (Massachusetts) Daily Hampshire Gazette
Boise (Idaho) The Idaho Statesman	North Jersey (New Jersey) The Herald News
Bradford (Pennsylvania) Bradford Journal	Plainview (Texas) KVOP Incorporated
Burlington (New Jersey) The Burlington County Times	Provo (Utah) Provo Herald
Burlington (Wisconsin) Burlington Standard-Press	Pulaski (Virginia) Southwest Times
Carlsbad (New Mexico) Carlsbad Current Argus	Putnam-Pawling (New York) Reporter Dispatch
Charleston (West Virginia) WCAW Radio Station	Quincy (Illinois) Quincy Herald-Whig
Charlotte (North Carolina) The Charlotte News	Ravenna-Kent (Ohio) The Record-Courier
Clearfield (Pennsylvania) Clearfield Broadcasters. Inc.	Roanoke (Virginia) The Roanoke Times, The Roanoke World-News
Cleveland (Ohio) The Plain Dealer	Rochester (New York) Times-Union
Coffeyville (Kansas) Coffeyville Journal	Rockford (Illinois) Rockford Morning Star & Register-Republic
Colorado Springs (Colorado) KRDO Radio & TV	Rockland County (New York) The Reporter Dispatch. Westchester Rockland Newspapers. Inc.
Columbia (Missouri) The Columbia Missourian	Roseburg (Oregon) The News Review
Corning (New York) Corning Leader	St. Catharines (Ontario) The St. Catharines Standard Limited
Davenport (Iowa) Davenport Newspapers. Inc.	St. Charles (Missouri) St. Charles Journal, St. Charles Banner-News
Detroit (Michigan) The Detroit News	St. Cloud (Minnesota) St. Cloud Daily Times
El Paso (Texas) Newspaper Printing Corp.	St. Marys (Pennsylvania) Daily Press Publishing Co.
Erie (Pennsylvania) Times Publishing Co.	Salem (Oregon) KBZY Radio
Eugene (Oregon) Radio Station KORE	Santa Rosa (California) The Press Democrat
Fitchburg (Massachusetts) Radio Station WEIM	Sheboygan (Wisconsin) The Sheboygan Press
Flint (Michigan) The Flint Journal	Sioux Falls (South Dakota) Sioux Falls Argus-Leader
Ft. Lauderdale (Florida) Ft. Lauderdale News	Stoughton (Wisconsin) Courier-Hub Publishing Corp.
Ft. Worth (Texas) Ft. Worth Star Telegram	Suburban Motor City (Michigan) The Detroit News
Fredericksburg (Virginia) The Free Lance-Star	Sullivan County (New York) Southern New York Publishers. Inc.
Hartford (Connecticut) The Hartford Times, Inc.	Tacoma (Washington) The Tacoma News Tribune
Hudson (New York) Hudson Register Star	Valparaiso (Indiana) The Vidette-Messenger
Indianapolis (Indiana) WFBM Stations	Ventura (California) Ventura County Star-Free Press
Kansas City (Missouri) KCMO Broadcasting	Warren (Ohio) The Tribune Company
Kokomo (Indiana) Tribune	Washington (District of Columbia) WTOP-Radio
Lancaster (Ohio) Eagle Gazette	Washington (Missouri) The Washington Missourian
Levittown (Pennsylvania) Bristol-Levittown Courier Times	Watertown (South Dakota) Watertown Public Opinion
Lubbock (Texas) KCBD-TV and Radio	Wooster (Ohio) The Daily Record
McKeesport (Pennsylvania) The Daily News Publishing Co.	
Meadville (Pennsylvania) The Meadville Tribune	
Miami (Oklahoma) Miami News Record	



WHO ARE THE BILLION-AIRS?

BROADCASTING defines them as the top 50 advertising agencies in terms of television air buying (2.4 billion dollars), and the top agency executives who are responsible for buying this air time.

BROADCASTING is read regularly by 70% of these Billion-airs.

BROADCASTING is preferred better than two to one over the next three vertical publications combined for current news reports.

BROADCASTING has a three to one vote of confidence from the Billion-airs in the authenticity of its reporting.

BROADCASTING is recommended by the Billion-airs three to one over its nearest competitor as the best place to reach them with national advertising.

BROADCASTING has a better than three to one edge in the Billion-airs' minds as the best place to impress them with a station's advertising.

How do we know all this? The Billion-airs told us through an ARB study in May of this year. Want to know more?

Contact

Broadcasting
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

1735 DeSales Street, N.W.
Washington, D.C.

Community TV Assn. Continental Inn, Lexington.

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—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, Waldorf-Astoria hotel, New York.

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

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

Oct. 8-9—Annual meeting of the Missouri AP Radio TV Association. Ramada Inn, Jefferson City, Mo.

■Oct. 10—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.

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

Oct. 11-12—Annual fall meeting of Texas Association of Broadcasters. Statler Hilton, Dallas.

Oct. 13-14—Annual fall meeting of Ohio Association of Broadcasters. Speakers include George W. Bartlett, vice president for engineering, National Association of Broadcasters; John Elliott, board chairman, Ogilvy & Mather. Christopher Inn, Columbus.

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

NATIONAL COMMUNITY TELEVISION ASSOCIATION FALL REGIONAL MEETINGS

Oct. 10—Plaza Hotel, New York (Region 1).

Oct. 14—Marriott hotel, Dallas (Region 4).

Oct. 21—Davenport hotel, Spokane, Wash. (Region 7).

Oct. 24—Tropicana hotel, Las Vegas (Region 8).

Oct. 26—Raddison hotel, Minneapolis, (Region 6).

Oct. 31—Sheraton-Gibson hotel, Cincinnati (Region 2).

Nov. 2—Dinkler Plaza hotel, Atlanta (Region 3).

Nov. 4—Skirvin hotel, Oklahoma City (Region 5).

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. 17-18—Annual meeting of NBC Radio network affiliates. Walter D. Scott, chairman of the board, and Julian B. Goodman, president, NBC, and Stephen B. Labunski, president, NBC Radio, will address the convention. Royal Orleans hotel, New Orleans.

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. Dei 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.

■Indicates first or revised listing.

OPEN MIKE®

One for the money

EDITOR: We are told that the median age of the United States is 25 with half the population over this age and half the population under.

For many years it has been known that if you want numbers, program for the younger audience—they have the time to listen. However, if you want to sell, you have to go where the money is. The following may be of interest to those whose programing and operation appeals to the older listener and might explain why FM advertising is so much more productive. The information is from the U. S. Census of Popula-

tion for 1960—Nevada, page 30-204 and is simply a compilation of the income for men and women throughout the state.

Table of income of persons, by age, Nevada.

14-19	\$ 9,576,000	1.6%	7.6%
20-24	35,040,000	6.0%	
25-34	132,890,000	22.7%	
35-44	161,700,000	27.7%	
45-54	145,290,000	24.8%	92.4%
55-64	73,890,000	12.6%	
65-74	21,260,000	3.6%	
75 and over	5,000,000	1.0%	
	\$584,596,000	100.0%	

Stations with appeal to the younger audience, appeal to a spendable income of 7.6%. Those who successfully ap-



You can sleep more safely because your telephone service never does. Bell System men and women are round-the-clock people with just one aim—good service at low cost. At night, anytime, in an emergency, you can dial “O” for “Operator” and get help.

AT&T  **Bell System**
American Telephone & Telegraph
and Associated Companies



Dear Abby,
I don't seem to
get far with the ladies

in Wisconsin, lamented a manufacturer of soaps and things. You never will, mister, replied Abby Lindersmith of his ad agency's media department, if you keep letting your message drift down into Illinois where Wisconsin ladies ain't. You need WKOW-TV* to steer you right. That's the Madison station which feeds your beautiful commercial to 200,000 unduplicated homes in the actual Madison/Midwestern market. You said WKOW-TV? asked the client anxiously? I sure did, big boy. Dear Abby, you've made me very happy, he said. Great WKOW.

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.

peal to the older audience appeal to 92.4% of the income.

A copy for your area is available from your local field office of the U. S. Department of Commerce.—Everett B. Cobb, owner, KNEV(FM), Reno.

Devious subsidy

EDITOR: I was astonished to note in CLOSED CIRCUIT (Aug. 8) the reference to a possible proposal that commercial broadcasters subsidize educational broadcasters and take it out of their taxes, so to speak.

Just how devious can we get these days? If there is to be a substantial federal subsidy to educational television operations, let it be decided on its merits and not come through the hands of another industry which is, in effect competing for the same listeners and viewers. I hope this idea dies aborning.—Arthur Hungerford, associate professor for the Major in Broadcasting, The Pennsylvania State University, University Park.

For the record

EDITOR: ENJOYED YOUR FEATURE ON NETWORK FOOTBALL COVERAGE AND THE BOWL GAMES (BROADCASTING, AUG. 8) INCLUDING RUNDOWN OF WHAT IS PAID FOR GAME COVERAGE. I WOULD LIKE TO ADD THAT AGAIN THIS YEAR RADIO NETWORK GATOR BOWL GAME DEC. 31 WILL BE HANDLED BY MYSELF WITH ED THELENIOUS DOING THE PLAY-BY-PLAY.—Robert K. Lynch, Atlantic Beach, Fla.

K'MON in, the format's fine

EDITOR: Enclosed is our check for 100 reprints of your C&W radio report in the Aug. 1 issue.

We find these reprints most valuable for showing to our regular accounts and in helping to convince prospective advertisers to become regular advertisers.

One of the fine things about the C&W format is the ease with which you are able to tie in with local C&W bands for remotes, square dances, personal appearances and the like. You get close to the people.—Al Donohue, manager. KMON Great Falls, Mont.

(Reprints are available for 30¢ each, 25¢ each in quantities from 100 to 500, 20¢ each for orders for more than 500, plus shipping charges. Address requests to BROADCASTING, 1735 DeSales St., N.W. Washington 20036.)

Another station heard from

EDITOR: IT IS INTERESTING TO NOTE THAT MOST OF THE STATIONS THAT HAVE BANNED THE BEATLES NEVER PLAYED THEM IN THE FIRST PLACE.—George Weiss, president WRBQ-AM-FM Augusta, Ga.

BROADCASTING PUBLICATIONS, INC.

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Lawrence B. Taishoff

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What is the new ocean in Miami?

- It's 24 hours of Beautiful Music from the OCEAN Radio Great Library of Albums, plus the News Log, and the WOCN Weather Watch every hour
- It's the station represented by McGavren-Guild, the men who brought you KABL in San Francisco and WRTH in St. Louis

It's **W-O-C-N**

**Miami's only 24-hour
service of Beautiful Music!**

*Call your McGavren-Guild man now!
He has the full story on the new Miami ocean!
Owned and operated by Ed Winton and Associates.*



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Area Code 212
661-2500

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Area Code 312
372-1370

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1216 Dime Building
Area Code 313
962-5777

ST. LOUIS
915 Olive Street
Area Code 314
241-5201

ATLANTA
1447 Peachtree N.E.
Area Code 404
873-3219

SAN FRANCISCO
Russ Building
Area Code 415
986-4112

LOS ANGELES
1741 Ivar Avenue
Area Code 213
464-7331

DALLAS
Fidelity Union Tower
Area Code 214
742-3879

The long shadows of the future of television

Most major decisions for the 1967 broadcast year have been made. The 1968 season plans are being formulated prior to delivery of a pilot in January. In this pause before the agonizing appraisal of this year's decisions, there is time and need for philosophic reflection of things to come.

Before looking ahead it is necessary to look at your feet. It is a seller's market this season. There are few last-minute bargains, and costs are going to be inflationary. The computers can easily predict ratings and analyze buys. The proprietary interest in programs by agencies and advertisers is at an all-time low.

Participation plans are in.

With the exception of those involved in certain specials, the lives of radio and television executives are colorless and molded into a pattern. Even the creative programmers in studios are working to formula and behaving more like government civil service clerks than partakers of LSD. Where, oh where, did the wonderful nuts go?

The burning question in the minds of all television executives is "will my life continue to be boring or does the future leave me a little hope for recapturing the excitement of the early pioneering days of television?"

OK, mirror, mirror on the wall, what's the answer?

What's coming up—in order of probable appearance:

Color ■ Routine, fellows. Color is already here. The only wait is for the sale of color sets to grow from 10% of the homes to 50% by 1970. This will not influence production in the slightest. Color only means working further ahead in commercial lead time and being irritated by slow lab work, which shows no sign of getting more efficient. Ho hum.

The FTC, NAB Code, FCC and Unknown Letters or Numbers ■ Holy Government Interference. Increasing government regulation will further stereotype creative sell. It is increasingly difficult to call a competitor a bum even if you can prove he is one. Every day in every way the noose gets tighter. No hope for sunshine here.

Satellites ■ They are peachy. They bring thrilling events. To be sure, imagination will increase the scope of this device, but the limitations of language, time zones, common-denominator attractions and cost are severe. Not much chance of action here unless we have a dandy holocaust.

CATV ■ If the government and industry would stop worrying this little darling to death and leave it be, it would be good for everyone. All CATV does is to improve the signal to the consumer and increase his choice of programs. And what in the hell is wrong with that? The growth of CATV will be in large cities where the interference will be eliminated and the higher VHF's and UHF's will get a fair shake. When this happens the program is the thing. In this brave new world there is a chance for the innovator.

More Networks ■ Someday, not this year. The lineup will be ragged and the programming cheaper than on the prime networks. Since the value is less, the revenues of the new network will be lower and the operating costs will be the same. Some angel is going to have to pay the difference and it ain't going to be the advertiser. Ergo, someone is going to lose a lot of money before the bottom of the line turns black—and more power to him. This could be a little fun with increased competition.

Pay-TV ■ It's inevitable for bringing first-run movies into the home uninterrupted by commercials. It'll tip-toe in via CATV systems. Pay TV will not take away from free TV. But it will be a substitute for going out of the home. It won't influence our lives one way or the other.

Fragmented Audiences ■ Television is rapidly assuming the personal characteristics of radio. As a color set comes into the home a secondary set is created.

By 1970, about 75% of all homes will have one or more sets. This means split audiences to programs from now on, especially during the hours when children and adults used to battle for control of the set. Also, men and women will be segregated where they used to be flung together.

The dilemma means higher costs per individual, new measurements and segmented audiences without commensurate decrease in costs. Will TV price itself out of the market? Not very likely, but marginal advertisers may use print because of out-of-pocket costs.

Programing ■ Less routine weekly formula shows and more specials of increasing cultural quality to meet a more-educated mass audience are in the offing. More movies and long shows and less half-hours. More news and special events. Run-of-schedule sales of time which straddle high-rated comedy and low-rated news specials with an averaging-out at a reasonable cost.

So? The prognostication, as we gaze into the fountain of the Time-Life building, is not going to make the old spine tingle with thrills.

Nobody's ponderous steps to the office are going to get lighter.

Pioneering there will be.

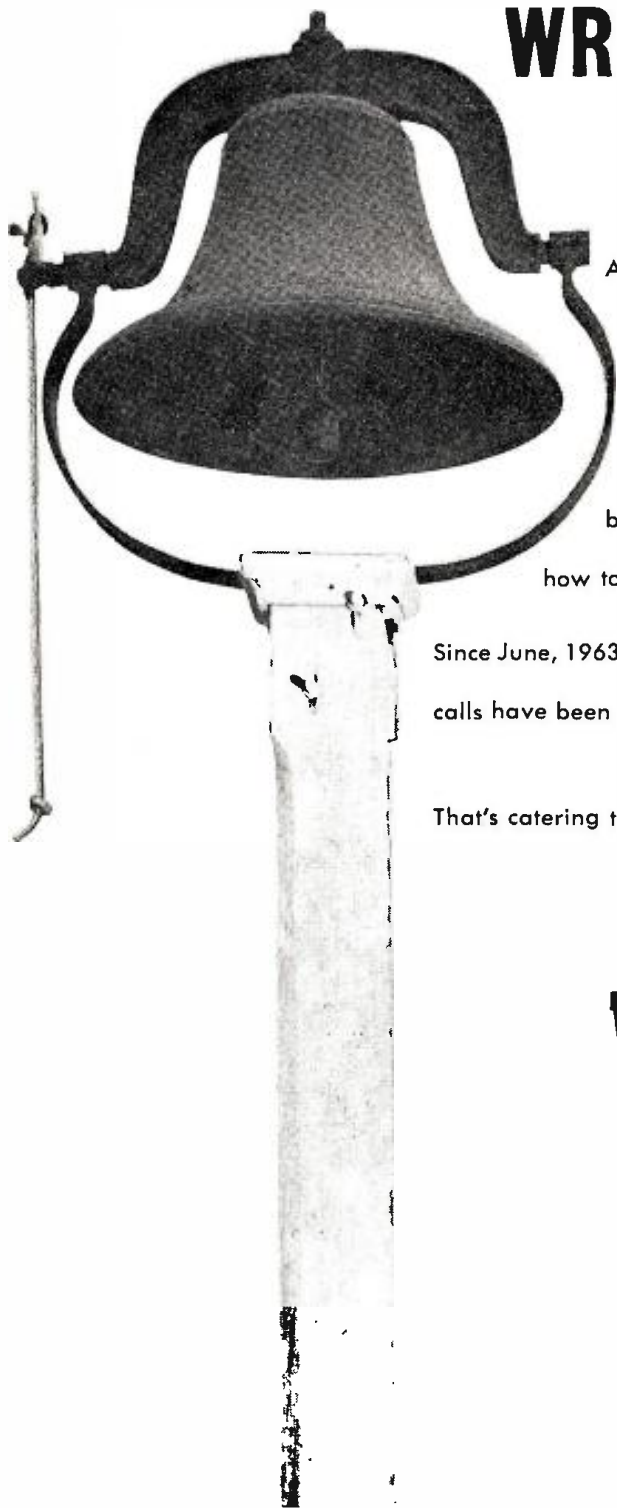
Some screwball in the back room is going to come up with some eyebrow-lifting special.

But, the battle of life is always won by the realist. Relax and take the money. The machine is marching well ahead of its creators.



Rodney Erickson is director of TV-radio at Kenyon & Eckhardt, New York, a job he started with this year after having served for nearly a year and a half as executive vice president and director of marketing and board member of American Research Bureau in New York. His diverse background spans radio's peak network years and association with Foote, Cone & Belding's radio and Procter & Gamble's advertising departments. For 10 years, ending in 1958, he was general manager of Young & Rubicam's TV department, member of its plans board and a stockholder. He later held executive posts with Warner Bros. and Filmways Inc. (president), acted as consultant to NBC and Samuel Goldwyn Productions among others, owned and then disposed of interests in three radio stations and, in 1963-65, was senior vice president in charge of marketing services in New York for the Maxon agency.

When WRVA-RADIO rings the dinner bell, Richmond starts ringing WRVA (644-5441)



And an announcer-cum-chef gives out the taste treat of the day—reading the recipe twice for precise cooks and spicing it with a dash of his own.

Whether it's herbed filet of flounder or cocoanut bonbons, Richmonders who want to know what's cooking and how to prepare it, keep in touch with WRVA.

Since June, 1963, when the Dinner Bell dial-a-recipe began, over 150,000 calls have been received. Nearly 200 a day!

That's catering to listeners' interests.

WRVA-RADIO



Richmond, Virginia
50,000 Watts AM, 1140 KC
200,000 Watts FM, 94.5 MC
National Representative:
Peters, Griffin, Woodward, Inc.

"You're a

In the past ten years, Warner Brothers and RKO features from UAA have been doing business for hundreds of domestic stations. This includes 113 members of the great "station groups". Groups—the bellwethers of local and regional programming—provide a dependable gauge of "what's best" for business. That's why we're calling your attention to the Groups and their stations which have been logging Warner and/or RKO films from our huge inventory of action-adventures, Westerns, spy-intrigues, mysteries and dramas. (Some Group stations have more than 1,000 of them!)

Most of this is repeat business, your strongest assurance that these features are earning important profits for these stations and Groups and will do the same for you.

Overseas programs for U.S. TV

More and more producers are finding fresh new talent and ideas abroad that fill some of the increasing demands of American stations, networks

U. S. programmers in growing numbers are stretching outside the boundaries of America to coproduce or acquire TV series and specials from overseas production outposts.

These hands-across-the-seas projects are luring the support and interest of major production organizations and the three television networks on a scale they describe as unprecedented.

A canvass of U. S. program suppliers last week revealed that producer-distributors immersed in "off-shore" activities include Seven Arts Television, Screen Gems, Warner Brothers Television, Metro-Goldwyn-Mayer, American International Pictures Television, Four Star International, Talent Associates, ABC Films, RKO General Productions and Wolper Productions. And numerous other companies, though still on the sidelines, are eager to cross into the international route.

There have been stirrings on the overseas production front in the past. But U. S. authorities agreed that the global programing fever has never run as high as it has during this summer of 1966.

They were quick to point out that these forays do not represent "runaway productions" (entertainment presentations that U. S. unions claim are produced abroad to evade labor regulations, principally higher wage scales). U. S. production-distribution executives stressed that the economic and esthetic environment is appropriate for "the best" of overseas product. But they added that the quantity, more abundant certainly than in the past, still would be miniscule, compared to the output of Hollywood, New York and other domestic centers.

One leading producer-director capsulized the current state of affairs this way:

"We know very well that overseas programs are not going to replace on any substantial basis such series as *Bonanza*, *The Fugitive* and other popular shows. But at the same time, more than ever before, we know there is a place

on TV for the best of programs and specials produced in foreign countries.

"Just as the movie industry of Europe started to make strides here after World War II so that they now supply a steady portion of our motion-picture fare, the overseas TV producers are coming to the fore. They have learned a lot about television, and, with the guidance of our programing people here, can bring in TV shows that can be mutually beneficial."

On the Shuttle — U. S. programmers have been shuttling to Europe and the Far East this summer and have nego-

tiated coproduction or product acquisition agreements with TV-motion picture companies in Britain, France, Germany, Australia and Japan.

England is undoubtedly the favored nation. A coproduction project there circumvents the unofficial 14% United Kingdom quota on "foreign TV product" and provides Americans with the expertise of British talent which has scored the most formidable record of all overseas producers in "cracking" the U. S. market.

Here are some of the reason's suggested for the outward thrust by U. S.

Underwater series for Wolper, ABC-TV Ltd.

Two television organizations on separate sides of the Atlantic Ocean — Wolper Productions of Hollywood and ABC-TV Ltd. of England — made news last week with disclosure of plans for significant international coproduction activities.

Wolper Productions, a division of Metromedia, confirmed reports that it will coproduce with Les Requins Associes of Paris 12 one-hour color programs dealing with underwater expeditions in various parts of the world. The series has been bought by ABC-TV for an estimated \$3.5 million for presentation over an 18-month period starting in the fall of 1967.

The series will be titled *The Undersea World of Jacques-Yves Cousteau*, the French oceanographer, who heads the French production company. The series will reportedly have a story line and the undersea filming will be in the Atlantic, Pacific and Indian oceans. M. J. (Bud) Rifkin, executive vice president of Wolper Productions, said Mr. Cousteau will be in New York

next week for a news conference at which time he will disclose details of underwater photographic techniques to be used during filming of the series.

ABC-TV Ltd. outlined plans last week for a larger share of the international TV market by revealing coproduction agreements with American International Pictures Television, National Educational Television (NET) and commercial stations in Canada and Australia.

ABC-TV Ltd. will continue with another 26 half-hour episodes of *The Avengers*, currently on ABC-TV in the U. S., and has arranged for syndication of the first year's cycle by AIP-TV. In addition, it is co-producing with AIP-TV 26 half-hours of a space fiction series.

The British company's coproduction deal with NET is an educational series *The Struggle for Peace*, consisting of 13 one-hour episodes. Its partnership arrangement with Canada and Australia is a children's program series to be produced in Canada.

OVERSEAS PROGRAMS FOR U.S. TV continued

television organizations in program acquisition:

- Foreign production centers have become increasingly sophisticated in TV and have learned to produce for the world market, including the U. S. They are anxious to be represented in the lucrative U. S. TV sector and to work along with their American counterparts.

- American producers are interested in escaping the so-called "Hollywood sameness," and bring a change of pace. Though they are reluctant to admit it, costs are lower, ranging from 30% to 60% under U. S. figures in Britain, and below that in other parts of the world.

- The success of British TV programs in the U. S., particularly those of the Associated Television-Independent Television Corp. combine, during the past year has spurred other organizations abroad to reach for "the big apple."

- The high fatality rate of network programs has persuaded both broadcasters here and programers abroad that outstanding overseas series can be logical replacement programs. There is an ample supply already produced which can be commandeered at reasonable prices for mid-season scheduling.

- The dwindling supply of first-run syndication series in the U. S. can be bolstered by series and specials that have been produced for the worldwide market by foreign producers.

The types of programing in international coproduction range widely from serious drama to game shows, musical-variety, action-adventure, documentaries, science-fiction and cartoon series.

Network programing officials voiced optimism over the expanded coproduction agreements overseas. A CBS-TV executive said that there is growing sophistication abroad and producers there are more aware today of U. S. program requirements. An official of NBC-TV cited the large number of British exports that have cropped up on all three network schedules this past season and added that he is "actively seeking talent all over the world." Programing executives at ABC-TV could not be reached for comment but other network officials pointed to the growing number of overseas series and specials slated to be carried on ABC-TV as a barometer of heightened interest.

Feedback ■ A roundup of activity and comment by representative U. S. program producers-distributors follows:

Hal Golden, president of ABC Films, said his company is turning increasingly to the international program market, asserting that "the rest of the world is catching up to us in TV." ABC Films' first "off-shore" program is a one-hour, live color game series, *Golden Shot*, ob-

tained from Schmid Productions, Zurich, Switzerland (story, page 29). In addition, ABC Films is discussing coproduction deals in England and Australia, and has signed to represent Telepool, a consortium of German and Austrian production companies, outside of Europe.

A spokesman for AIP-TV reported that Stanley Dudelson, vice president and general sales manager, was in London last week on production conferences with ABC-TV Ltd. of England on a half-hour space fiction series in which they are associated. In addition, AIP-TV has obtained from ABC-TV Ltd. the syndication rights to *The Avengers*, and is coproducing in Japan a half-hour cartoon series, *Prince Planet*, centering around a "boy super-hero."

Manny Reiner, executive vice president of Four Star International, returned a few weeks ago from a business trip to Europe and voiced enthusiasm over prospects for coproduction on a selective basis. At the present time, Four Star is concentrating in the areas of specials, he said, and in association with Tele-Hachette of Paris has completed a one-hour presentation, *Encore Paris*, and is in preproduction with a one-hour documentary, *Fall of Berlin* and a 90-minute program, *The Russian Revolution*. Mr. Reiner said Four Star is investigating the possibilities for other specials in other parts of Europe.

George Graham, president of NBC Enterprises, said the company's film unit, NBC Films, has been involved in two Japanese projects over the past year. *Astro Boy* and *Kimba*, both animated series (*Kimba* is scheduled to go on the air this fall). Though not currently involved in additional new projects, NBC Films is "actively looking," according to Mr. Graham. Overseas producers are "catching up with us" in the techniques

Any Americanism items?

The National Association of Broadcasters American Values committee is looking for broadcast material on patriotism, responsible citizenship and Americanism to be passed on to other stations. The campaign, using radio and TV to promote such values, is the first undertaken by the committee which was formed earlier this year. It is seeking editorials or transcripts of documentary, interview or discussion programs to be reproduced and distributed, without comment, for voluntary use by other stations.

of producing and casting TV series, he said.

An official of MGM said the company has the film and TV rights to John Galsworthy's "Forsyte Saga" and has designated the BBC to produce a one-hour TV series for the 1967-68 season. The BBC will handle distribution in the United Kingdom and the commonwealth (except Canada) while MGM will hold TV sales rights in the remainder of the world.

ITC in Vanguard ■ Independent Television Corp., the U. S. subsidiary of ATV, is understandably bullish over the outlook for British programing in America. This organization has been in the vanguard of international programers in the U. S. market and Abe Mandell, ITC president, is confident the trend will continue.

The ITC-ATV combine already has made sales to NBC-TV for *The Saint* and to ABC-TV for *McGill* with the networks holding the decision as to the time for scheduling, possibly as mid-season replacements in January 1967. In addition, NBC-TV has bought a one-hour color special, *The Royal Palace* for showing next January. Other sales for next season, according to Mr. Mandell, are a one-hour color drama, "Ivanov" to CBS-TV, and another one-hour drama, "A Matter of Diamonds" for ABC Stage '67.

David Yarnell, production head of RKO General Productions, attributes the expansion in international coproduction to the "Americanization of TV" abroad. He conceded that programing ventures will be on a "highly selective basis," but RKO General is involved in a number of entertainment and documentary specials in England. The first program will be a one-hour color special, *The Plundered Art of Europe*, which is being produced with Wynford Vaughn-Thomas. RKO General Productions is attempting to obtain TV rights to various sports events in Europe, according to Mr. Yarnell.

There are a growing number of overseas producers who are eager to become associated with American companies to capitalize on U. S. know-how and financial support, according to an official of Seven Arts Television. Seven Arts already has coproduced *The Nutcracker*, with Bavaria Film Studios in Munich which was telecast on CBS-TV last December and will be repeated this year; has completed production on the one-hour Karmon-Israeli dancers and singers, also with Bavaria Films; is coproducing *World of Salvador Dali*, with Coty Television of Paris and producing on its own, a one-hour special, *Dr. Schweitzer's Africa*. In addition, Seven Arts intends to coproduce a one-hour science-fiction series with Bavaria Films.

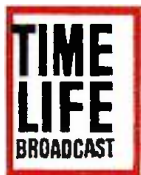
India, Too ■ Joseph Kotler, vice president of Warner Brothers Television, believes overseas production will become

Good Group!"

WARNER BROS. & RKO
features from



Write, wire or phone UNITED ARTISTS ASSOCIATED, 555 Madison Avenue, New York, N.Y. 10022 • area code 212-688-4700



the
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WKY-TV STATIONS



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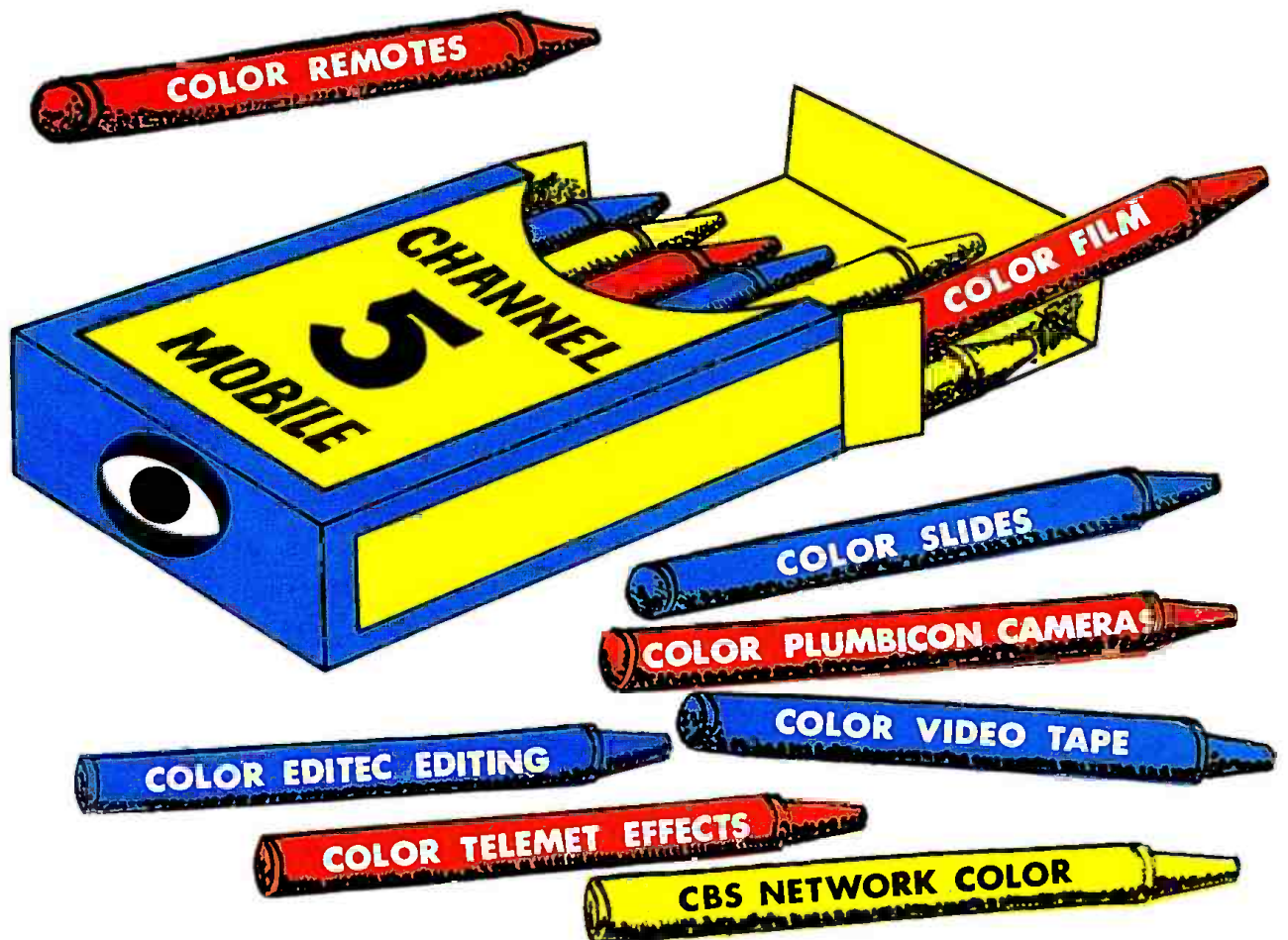
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TELEVISION
CORPORATION**

...and **O & O** stations:  / 

WKRG-TV

MOBILE, ALABAMA

FULL COLOR



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



European one-hour game show may get network tryout

ABC Films plans to offer for network placement this January or as an entry in the 1967-68 season a one-hour game show that was developed originally abroad (CLOSED CIRCUIT, Aug. 15).

The program—called *Golden Shot* in Germany and elsewhere in Europe—would be telecast live and in color on a weekly basis. The program has been shown once-a-month overseas where, according to ABC Films President Hal Golden, it has attracted huge audiences.

ABC Films acquired the United States rights from its creator and developer, Schmid Productions of Zurich. Schmid produced the show in association with the Second German Network and it began on German TV on Dec. 11, 1964, gaining only a modest audience acceptance at first.

But, it was reported, the audiences in Germany have shot up since that time, the show now capturing 55% to 75% of the available audience.

Mr. Golden said it could be realistically appraised as the "first live international game show" as it is now in Holland and in 1967 will be in Belgium and in Switzerland with England, the Scandinavian countries, France and Italy expected to follow. Plans are also underway to originate a Japanese version.

The concept of the show is built



Werner Schmid (l) and Hal Golden

around an electronic device attached to a camera that shoots an arrow (ejected by the cameraman who is blindfolded). Werner Schmid, who has patented the electronic device and his engineering people were in New York two weeks ago to consult on the American project with ABC Films (see picture).

Another feature that would be retained in the U. S. version is the participation of selected members of

the home audience who by phone direct the blindfolded cameraman when to shoot the electronically controlled arrow. The shooting sight appears on the screen for the benefit of the home participant.

For the American audience, ABC Films plans to engage known personalities, particularly top athletes, as participating guests. Entertainment stars also would appear on the program.

"a stronger factor" in TV, though he added it will be on a limited and selective basis. Warner Brothers is involved in a three-way production deal with CBS-TV and ABC-TV Ltd. of England on a one-hour action-adventure series to be filmed in India. It was described as a series smacking of "Elephant Boy" and is intended for 1967-68 presentation.

M. J. (Bud) Rifkin, executive vice president of Wolper Productions, explained his company's interest in overseas programming by stating that "we simply are going where the talent and/or the program is." He cited as an example the report last week that Wolper, in association with Les Requins Associes of Paris, will produce 12 one-hour color programs on underwater expeditions, which have been sold to ABC-TV for an estimated \$3.5 million (see page 27). Mr. Rifkin noted that in this case the talent was Jacques-Yves Cousteau, the famed French oceanographer. He added that Wolper is close to signing an agreement with an Italian producer for two one-hour specials and is negotiating

others in France, England and other parts of the world.

Dan Enright, vice president in charge of Screen Gems International, reported that the company currently is involved in an overall European dramatic project to round out its activities in Canada, New Zealand and Australia. Its most ambitious coproduction series to date is *The Adventures of the Sea Spray*, a half-hour color series made with Pacific Films Productions, Melbourne, and slated to go into release shortly.

Mr. Enright noted that Screen Gems International under the direction of Lloyd Burns, president, has been active in producing abroad for five years but until recently has concentrated on sales of these programs outside the U. S. It currently is producing six strip shows in Canada, several of which are being marketed in the U. S. He believes there is "wider acceptance" in the U. S. of programs produced abroad than ever before.

Talent Associates Ltd., New York, and Rediffusion Television of England entered into a partnership this summer

to produce an unlimited number of major drama TV specials for showing in the U. S., Britain and throughout the world. The first joint production will be Jean Cocteau's "The Human Voice," with Ingrid Bergman, which will be taped in England and carried on the *ABC Stage 67* series. Additional planned productions are "Glass Menagerie" and "The Crucible" for CBS-TV and "Noon Wine" for ABC-TV. Talent Associates is headed by David Susskind, Daniel Melnick and Leonard Stern.

Sandburg tribute

The Best of Sandburg, a tribute to the poet Carl Sandburg, will be rebroadcast on Tuesday, Sept. 6 (10-10:30 p.m. EDT in some areas; 10:30-11 p.m. EDT in others) on CBS-TV with CBS News correspondent Eric Sevareid as the reporter. The program, originally aired in February, is composed of three specially selected and edited segments from previous appearances by Carl Sandburg on CBS News broadcasts.

Another chisel on minute spots?

Now unrelated products for different firms seek
30's each on single minute commercial; reception
reported up to now appears to be cool to chilly

A controversy that could hold major economic significance for the television industry blew up again last week sending tremors from Madison Avenue outward to every commercial TV station in the country.

One-minute commercials, advertising two companies' products, but carrying single-minute price tags, are the explosive (BROADCASTING, Aug. 15). Clashing sponsor and broadcaster interests have set off the charge.

Developments last week indicated a major fight might be brewing as agencies mounted increasing pressure for acceptance of the twin announcements and the television industry began to take up arms against them.

■ A letter from the Cunningham & Walsh agency to station representatives asked for explanation of station policies on doubled-up announcements. It asked if stations were allowing "the piggybacking of products of different companies having no corporate relationship at 50% of the published 60-second rate and/or the sale of straight 30's at less than the published rate." The same letter suggested that C&W could expand the spot activity of current advertisers and bring other clients into the medium if "multi company 30-30's" were available.

■ One station representative — The Katz Agency—formally advised its stations to give flat refusal to nonintegrated two-company spots and to put a surcharge on minutes used by two companies if the commercials treated logically related products in an integrated way.

■ One television network intimated it might rewrite its acceptance policy to deal more precisely with the two-company announcements if the problem appeared to be getting out of hand.

■ Another example of a fully integrated two-company spot appeared. This one was presented by the J. Walter Thompson agency to at least one network which refused to accept it. It was for JWT's client, the American Gas Association in combination with a gas-operated appliance of RCA Whirlpool.

■ An attempt by the Ogilvy & Mather agency to find minute positions for back-to-back placement of unrelated 30-sec-

ond commercials for KLM Royal Dutch Airlines and Mars Candies, both Ogilvy clients (CLOSED CIRCUIT, Aug. 15). Ogilvy is one of the agencies responsible for the integrated Tab-Metrecal commercial that is now in search of spot positions.

What damage to television revenues might be done by general acceptance of two-company spots at minute rates, is argued between agency and broadcaster.

Television salesmen contend that piggybacking of two companies' products holds a far greater potential damage to spot TV and network revenues than the currently accepted piggyback (one-company two-brand) announcements.

Single companies, they note, may have trouble matching up products that they

want to present to the same audience at the same time, either because products are unrelated or because they're not equipped to handle two promotions at the same time.

If separate companies are allowed to team up, they say, the possibilities for twinning are almost endless. Industry estimates put the incidence of conventional piggybacks at 8% to 10% of spot television schedules.

Vaguely Familiar ■ In the new twin-announcement controversy, which networks and station representatives consider the spitting image of the piggyback battle of two years ago, two types of announcements are involved, both apparently fathered by the success of the piggyback.

The first is a fully integrated commercial in which related products of two companies have been woven together throughout the length of the announcement with equal audio and visual treatment; the Tab diet beverage/Metrecal diet cookie commercial.

The second is simply piggybacking of two 30-second announcements from separate companies with no attempt made at relating the two brands. Station representatives were aroused by a request from the Dancer-Fitzgerald-Sample agency asking the reps to find 30-second mates for a 30-second Red Band flour commercial. One representative, angered at the suggestion that he be put in the position of a "finder," also inveighed against the agency's move as "an attempt to erode station rates."

Other television industry members expressed concern with the Cunningham & Walsh letter, which went out to a number of station representatives. One said it was "the most blatant and outright attack on stations' minute rates that he had seen," although the letter was as much in the nature of a request for information as a request for cut-rate time.

The C&W letter, signed by Senior Vice President and Director of Media William White, noted reports of "strenuous efforts" by certain advertisers to permit the piggybacking of products of different companies. It went on to say:

"It is our understanding that your

Getting airborne again

Eastern Airlines plans to bounce back from the six-week airline strike with an extensive advertising campaign in TV, radio and other media that will reach an estimated \$4 million by the end of 1966.

An Eastern spokesman said most of the \$4 million will be new funds to advise the public that the airline is back in service, though a portion was already budgeted before the dispute with the machinists. The first announcements will be on radio stations in 20 principal markets covered by Eastern, consisting of one-minute commercials and concentrated in New York, Chicago, Miami, Boston and Washington. A total of 1,770 announcements are planned.

This initial effort, "Operation Bounceback," will be the forerunner to an accelerated campaign in spot TV, radio and newspapers during the late summer and winter months. The agency is Young and Rubicam, New York.

FIRST IN PITTSBURGH

LOCAL • LIVE • COLOR

On July 25, WIIC-TV became Pittsburgh's
FIRST and ONLY full-color TV station.

Time is going fast! Contact General
Sales Manager Roger Rice or your
Petty man!

FULL COLOR

BASIC NBC TELEVISION AFFILIATE

WIIC-TV 11



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

*is
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UHF is in business now and in the future. A new customer we value now and for the years ahead. As markets increase and the audience grows, MGM-Television will continue its role as a supplier of a wide range of quality programming designed to reach many specific segments of the audience. If U haven't checked the full availability of first-run and re-run programs from MGM, check this list—then check our man from MGM-TV.*

VHF's, too.

Target Programs for Specific Times and Audiences

Half-Hours	Women	Men	Children	1st Run	Re-Run	Eps.	Day	Night
Zero One	✓	✓	✓	✓		39		✓
Bonnie Prudden	✓			✓		65	✓	
Northwest Passage		✓	✓		✓	26	✓	✓
National Velvet	✓		✓		✓	58	✓	✓
Thin Man	✓	✓			✓	72	✓	✓
Hours								
Dr. Kildare	✓				✓	132	✓	✓
Eleventh Hour	✓				✓	62	✓	✓
The Lieutenant		✓	✓		✓	29	✓	✓
Sam Benedict	✓	✓			✓	28		✓
Cain's Hundred	✓	✓			✓	30		✓
The Islanders	✓	✓	✓		✓	24	✓	✓
Asphalt Jungle	✓	✓			✓	13		✓
Short Subjects								
Our Gang			✓	✓	✓	52	✓	
Cartoons			✓	✓	✓	135	✓	
Features								
Pre & Post '48	✓	✓	✓	✓	✓	*	✓	✓

*Variable by markets

**If your competitor
thinks there is
a bigger metro market
in North Carolina
than the WSJS
Golden Triangle...**

**Keep him
in the dark!**

Let your competitors stay with those also-ran markets but put your message where the money is . . . the WSJS Golden Triangle. In North Carolina it's the one and only number one. First in households. First in retail sales. First in population. And first in color programming, too. You get 3 big metro cities combined plus surrounding counties. It's the big three billion dollar market in the booming Piedmont country and WSJS Television covers it totally.

WINSTON-SALEM, GREENSBORO, HIGH POINT

WSJS Television 

Represented by Peters, Griffin, Woodward

A new twist to borrowing a cup of sugar

Squibb Products Co., Division of E. R. Squibb & Sons Inc., New York, has prepared a \$400,000 network and spot TV campaign for the fourth quarter of 1966. Plans include \$300,000 for network shows with the remaining amount placed in 22 spot markets. Color commercials are also being scheduled.

It's all for Sweeta, a no-calorie concentrated sweetener, which becomes the center of attraction in three commercials. The company has enlisted the aid of an attractive young lady to persuade gentlemen that Sweeta is for them.

In various beach, picnic or outdoor restaurant scenes, the girl par-

ades before male patrons, sits down and then orders iced tea. Flashing her plastic Sweeta bottle, the men gradually swarm in with the express purpose of borrowing a few drops. This light tongue-in-cheek approach was developed by Sweeta's agency, Benton & Bowles., New York.



Something . . .



sweet for the tea.



Lady, could you spare . . .



a few drops?

stations currently will not accept piggyback 30-30 commercials at the 60-second rate unless the products advertised are manufactured by divisions or subsidiaries of the same parent company.

"Many of our clients are handicapped in the use of the piggyback 30-30 because they sell only one product and, therefore, have no second brand to share the 60-second unit."

Information Asked ■ Further on the letter asked reps to "advise us as to whether any of the stations you repre-

sent have offered or do offer to accept 30-30's from nonrelated companies at any rate less than twice the 30-second rate published in their current rate cards, and also if any stations reduce their current published rate for 30-second units on any basis."

C&W's White told BROADCASTING that only several responses to the letter had been received last week but that the first answers could be characterized as "a clear and concise no," to the acceptance of two unrelated 30's at minute

rates.

He said there has been talk around the industry of station acceptance of two company minutes and "where there's smoke there's usually fire," he added.

One station representative, less angered than concerned with the agency letter, described it as "just an example of good business sense. If there are better deals going, then they have to go after them for their clients."

The National Association of Broadcasters television code holds little solace

RCA
NEW
LOOK



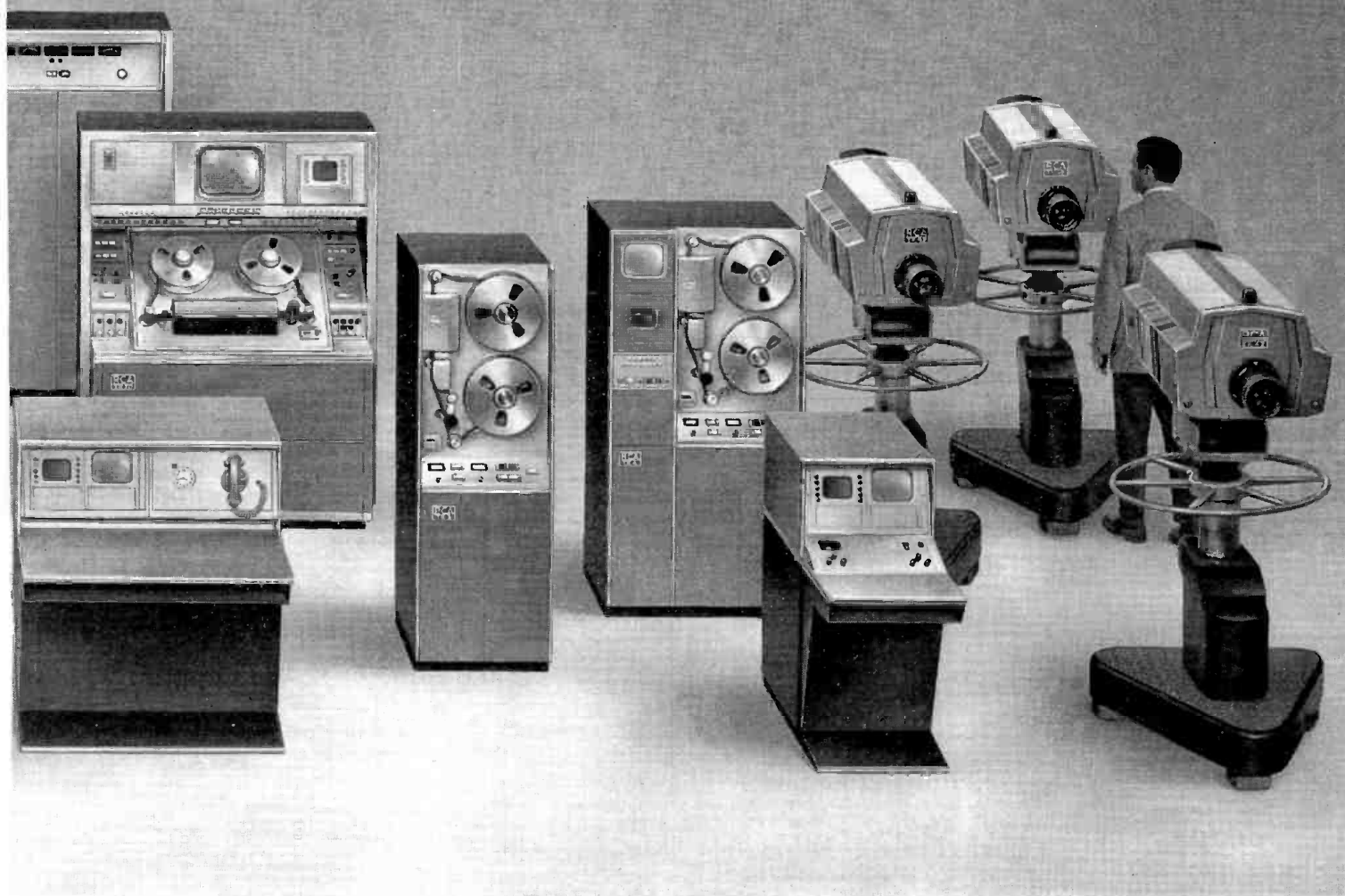
FILM CAMERAS AND PROJECTORS

■ TV TAPE EQUIPMENT

■ TRANSMITTERS

RCA...the

"MATCHING" MEANS A BETTER INVESTMENT



CONTROL CONSOLES, SWITCHING AND EFFECTS ■ LIVE CAMERAS

matched line

The "Matched Line" is the end result of a multi-million-dollar engineering program to produce a new generation of broadcast equipment. RCA Matched Equipment reflects the newest in styling, performance and operation.

Matching means equipments that are designed to provide the ultimate in performance when used together... equipments that are designed and styled to fit together efficiently, and to provide the finest, most modern appearance for the whole station. It means installations that are compact, yet easily expandable, that offer greater reliability, and that provide for easy operation and maintenance. It means simplicity in ordering, easier follow-up and guaranteed satisfaction... from one factory, one ultimate source of responsibility, one set of designers and engineers. And it means equipment that is designed for tomorrow, assuring a better investment.

If owning equipment that performs and looks better together, and lasts longer, appeals to you, why not consider RCA's Matched Line? From "big tube" cameras, advanced quadruplex recorders, film and slide projectors... to transistorized switching, controls, transmitters and antennas, the RCA Matched Line is a good thing, all the way, for you.

*See your RCA Broadcast
Representative. Or write RCA
Broadcast Television Equipment,
Building 15-5, Camden, N. J.*



The Most Trusted Name in Television

for broadcasters in their current struggle with integrated two-company announcements. A representative of the NAB's New York code office said there was nothing in the code that would restrict integrated two-sponsor spots. Several broadcasters, he added, had asked his office for a ruling, "hoping to find an excuse, through the code, not to accept the commercials." He concluded "it's a sales problem, not a code problem."

However, the NAB TV code board will take up the two-company announcement situation at its meeting tentatively set for the first week in October.

Formal Stand ■ The Katz Agency last week became the first station representative to announce a formal advisory to stations on the matter although other reps have indicated their stations have been warned against taking two-company announcements.

The Katz letter, signed by Scott Donahue, vice president of the company's television division, suggested that twin-company minute announcements be billed at 125% of the appropriate minute rate and that they not be accepted

at all unless they are fully integrated and the products are logically related.

Mr. Donahue said the letter was a result of agency inquiries about multi-product commercials. He commented: "It is important for stations to adopt policy that will effectively forestall the rate erosion and double spotting implicit in a technique that would allow indiscriminate combinations of unrelated products by separate advertisers."

One station representative noted that from a financial point of view "it's immaterial whether the minute spot is integrated or a combination of split 30's."

Several reps thought network resistance to the two-company spots would be the key to industrywide resistance. These observers said it would be difficult for individual stations to turn them down if they got a foothold on the networks and these reps cited the original emergence of piggyback announcements in this connection.

Nevertheless all networks have reportedly turned down the fully integrated Tab-Metrecal spot, while some

stations, according to several rep firms, have taken them.

A number of representatives claimed to have been circumvented, with the Tab-Metrecal spot being presented directly by agencies to stations for placement in both Tab and Metrecal schedules. It was also reported that local bottlers were presenting the integrated commercials to stations.

Agency appointments . . .

■ Adolph's Ltd., Burbank, Calif., has appointed Foote, Cone & Belding, Los Angeles to handle four products: seasoned salt substitute, sugar substitute, salt substitute and instant meat tenderizer. The products were moved from Carson/Roberts/Inc., thus consolidating the entire Adolph's account at FC&B. Adolph's bills about \$1.5 million annually, about one-third of this total in network TV.

■ American Potash & Chemical Corp., Los Angeles, has appointed John Ramsey Co., same city. The company's advertising budget calls for use of spot radio on a selected basis.

Top-50 grocery clients spent \$1.3 billion in TV in '65

S. C. Johnson & Son, Racine, Wis., on the basis of media budget share, led the grocery products advertisers in their increased use of television last year. The major wax-and-polish advertiser put 97.5% of its overall ad budget into TV during 1965.

According to the Television Bu-

reau of Advertising, the 50 top advertisers of supermarket products last year invested \$1.3 billion, 76.7% of their total measured media budget of \$1.715 billion in TV, as against 75.2% of their 1965 ad budget of \$1.589 billion.

Ranking in the top 10 in total

TV use, any product classification, were these grocery product manufacturers: Procter & Gamble, General Foods, Colgate-Palmolive, American Home Products, Lever Bros. and General Mills.

Each also had a TV share of more than 80%.

50 largest national advertisers of items sold in supermarkets

Company	1965 TV investment	TV share of total budget	Company	1965 TV investment	TV share of total budget
1. Procter & Gamble	\$160,881,000	90.6%	29. Carnation	\$16,239,000	75.5%
2. Bristol-Myers	76,531,000	76.4	30. National Biscuit	16,364,000	76.6
3. General Foods	76,475,000	86.1	31. S. C. Johnson & Son	18,740,000	97.5
4. Colgate-Palmolive	71,189,000	86.8	32. Armour & Co.	10,690,000	56.7
5. R. J. Reynolds	46,801,000	67.0	33. Johnson & Johnson	10,929,000	63.3
6. American Home Products	56,629,000	81.5	34. J. B. Williams	15,025,000	92.7
7. Lever Bros.	58,292,000	87.5	35. Borden	9,089,000	60.3
8. American Tobacco	37,608,000	64.8	36. Nestle	11,547,000	78.1
9. Coca-Cola	31,136,000	57.7	37. Pillsbury	10,806,000	73.5
10. General Mills	36,677,000	80.9	38. Block Drug	12,899,000	88.4
11. Gillette	39,898,000	94.9	39. Chesebrough-Pond's	10,260,000	70.5
12. Warner-Lambert Pharmaceutical	30,473,000	75.6	40. Continental Baking	12,477,000	86.6
13. National Dairy Products	16,595,000	42.0	41. Pet Milk	9,437,000	67.8
14. Kellogg	30,712,000	79.0	42. Mars	11,027,000	82.0
15. Philip Morris	32,832,000	87.1	43. Hunt Foods & Industries	7,778,000	60.9
16. Liggett & Myers	22,234,000	62.7	44. Seven-Up	5,871,000	47.0
17. P. Lorillard	21,784,000	62.8	45. Richardson-Merrell	10,141,000	83.0
18. Campbell Soup	15,826,000	45.8	46. Canada Dry	3,472,000	29.0
19. Pepsi Co.	24,828,000	73.2	47. Scott Paper	6,191,000	53.8
20. Brown & Williamson	29,773,000	90.5	48. Royal Crown	6,440,000	56.5
21. Sterling Drug	23,567,000	73.3	49. Purex Corporation	5,187,000	47.9
22. Alberto-Culver	30,998,000	97.1	50. Carter-Wallace	10,144,000	94.8
23. Miles Laboratories	26,976,000	90.3	Totals:	\$1,314,983,000	76.7%
24. Wm. Wrigley Jr.	21,684,000	82.2	Ranking based on total media investment in 1965. Sources: Bureau of Advertising, ANPA; Publishers Information Bureau; Farm Publication Reports; Associated Business Publications; Television Bureau of Advertising (LNA-BAR for network TV; N. C. Rorabaugh for spot TV); Radio Advertising Bureau.		
25. Standard Brands	13,271,000	58.4			
26. Ralston Purina	18,519,000	83.4			
27. Quaker Oats	19,313,000	87.0			
28. Corn Products	12,728,000	57.7			



**The little girl who lost herself in books...
now finds answers to thousands of research questions.**



Delores Maximena graduated from "Goldilocks" and "Little Red Riding Hood" at a very early age. Ever since she learned to read at a Detroit grade school—all through high school and the University of Michigan, books have been a big part of her life. Now her livelihood is books. In fact, she is currently working for an advanced degree in Library Science at Michigan.

All this background paid off . . . both for Miss Maximena and for General Motors. As Reference Librarian at the Research Laboratories Library at the General Motors Technical Center, she's the daily target for such questions as: What is Poisson's ratio of tetrafluorethylene? What is the daily gasoline consumption in Los Angeles County? What is the thermal conduc-

tivity of a certain steel alloy? Miss Maximena is expected to and *invariably* does come up with right answers. Her long experience, perception and skill enable her to put her finger on difficult answers quickly and accurately.

She's the kind of person that's handy to have around . . . in fact, the kind of person General Motors couldn't do without.

General Motors is people making better things for you.



FM: due to blossom, or overdue?

NAFMB ponders future as experts say smart selling

can make buyers regard FM as 'the icing on the cake'

FM radio will blossom as broadcasters fit the medium's advertising advantages into scientifically researched presentations to agencies and their clients.

This theme was emphasized by speakers at the first annual sales seminar of the National Association of FM Broadcasters held last Thursday in New York.

Doug Burch, media director of P. Lorillard, New York, said present research indicates that FM radio reaches a segment of the broadcast audience not reached by TV. He suggested FM broadcasters conduct further research for a sales approach that might be themed, "reach the unreachable."

Advertiser funds to reach the FM audience, Mr. Burch said, might be allocated from the client's TV budget as a supplement to a national TV thrust. "Thus FM radio could be used to put the icing on the cake," he said.

Lynn Diamond, broadcast coordinator, Young and Rubicam, New York, described her job of selecting station buys as "getting the show on the road."

FM research should not simply provide cost-per-thousand figures but such demographic factors as age, income and education, Miss Diamond advised.

Seek Decent Percentage ■ She noted that stations should seek only a "decent percentage" of an account's overall radio budget because "no station can be all things to all people" in its market.

Because of the frequent format changes among radio stations and the present state of radio research, an agency presentation should always include a programming profile to guide the media buyer's judgment. Miss Diamond said. She added that media executives at Y&R use available "research in radio, but not in an ironclad way; when the chips are down, the buy is often on a judgmental basis."

Donald Porter, vice president and account supervisor, BBDO, New York, presented three main considerations to FM broadcasters: 1) "Don't bug the account man." He helps formulate media strategy but ordinarily does not make individual station buys. 2) "Don't go to the client behind the backs of the account man and media man." 3) "Think concepts," that is, originate ideas to improve time sales, "but leave the selling to us."

According to John McLaughlin, media manager, Carl Ally, New York, FM radio must develop research to support its presentations with reliable demographic and reach-frequency sta-

tistics. For the present, FM stations, hemmed in by limited resources, should ride with the research commissioned by the larger AM "quality" stations, the media executive said.

Mr. McLaughlin also took the role of agency prospect for sample sales presentations delivered by David H. Polinger, president, WTFM(FM) New York; Richard Evans Sr., president, WYZZ(FM) Wilkes-Barre, Pa., and Bob Richer, vice president, Quality Media Inc., New York stations representative.

Flick-of-the-switch ■ FM Stations, now a mere flick-of-the-switch away from AM outlets, run a full programming spectrum with their only difference from AM's being in the method of transmission. In the near future, broadcasters won't be talking about AM's or FM's but about radio.

These points were part of an address presented by Walter A. Schwartz, vice president and general manager, WABC-AM-FM New York. Mr. Schwartz indicated that his peers now have an inability "to sell what they have positively."

The FM salesman, he said, must sell his product separately from the AM station.

Dick Paisley, national sales manager, WPBS(FM) Philadelphia, spoke about FM as a "pioneer" business that has become competitive, and "not just a plug for AM sales." He said a "payoff is about to come."

Larry Bentson, president, WLWL-FM Minneapolis-St. Paul, agreed, and added that FM as a salable commodity "can stand on its own two feet and make sense." He said his two WLWL-FM salesmen are hand-picked for their creative ability and their knowledge of FM itself.

Discussing workable FM promotion, Herbert Hobler, president, Nassau Broadcasting Co.—WTOA (FM) Trenton, N.J., briefly described his methods of pulling the station out of a \$65,000 deficit.

Borrowed Ideas ■ Mr. Hobler conceded that he borrowed other stations' ideas in climbing into the black. He said the station scheduled rotating commercials, "no matter what the advertiser paid."

He also began a familiar practice of sending out listener's guides, calling his, "restaurant guide of the air." Later he attached a two-page questionnaire along with the guide to ascertain radio listeners' habits. The questions were coded for the AM and FM audiences

and pulled 21,343 responses. In a few months, he said, restaurant sponsors have jumped from two to 20 in number. WTOA is now enjoying revenues of \$40,000 to \$50,000 per year.

Anthony Batta, sales manager, WRFY-FM Reading, Pa. made it clear that to sell FM effectively, the salesman must be persistent, creative and ingenious. Among his bag of selling tricks, Mr. Batta said, are free 10-second spots to auto dealers who sell FM-equipped cars; soda—pretzel or soda—potato chip co-sponsorships; free spots for local record companies that supply the station with records for taping and that use WRFY-FM background music in their establishments.

The station is the only FM outlet in Reading and began with a classical music format, he reported. It soon switched to a middle-of-the-road approach. He told the meeting that initial sponsorships were from small merchants but soon attracted the large department stores, automobile dealers, bottlers and banks.

Mr. Batta said WRFY-FM never has operated in the red and this year billing is expected to reach \$150,000. One of his sales approaches that some agencies may not like is the tactic, on occasions, of bypassing the agencies and bringing his sales presentation directly to the president of a company.

\$7 million TV push set for B&H 100's

An estimated \$7-7.5 million allocated to network and spot television is leading the way in a campaign for the new Benson & Hedges' "100's" cigarette brand marketed by Philip Morris Inc., New York.

The campaign, begun last week, has an overall advertising push that is budgeted at some \$10 million a year.

In one of its first major campaigns, Wells, Rich, Greene Inc., New York, has for its new client humorously developed two themes—the advantages versus the disadvantages of smoking Benson & Hedges 100's instead of other brands. Emphasis is on the difference in length, with B&H 100's 18% longer than king-size and 40% greater than regular cigarettes. The "100" stands for 100 millimeters.

The TV campaign by Wells, Rich, Greene, which was organized only last spring, will be heaviest in the next month. Three basic one-minute commercials are prepared (one in color), each of which can be edited into about 15 segmented versions of 40, 20 or 10

SUCCESSFUL LAUNCHING

THE RESULTS ARE IN! Since **WVEC-TV** installed its 1049 foot tower . . . homes, viewers, ratings have soared upward!

MORNING 9 am-12 noon — VIEWING UP 100%

AFTERNOON 12 noon-5 pm — VIEWING UP 82%

EARLY EVENING 5-7:30 p.m. — VIEWING UP 49%

INCREASES — TOTAL HOMES*

MONDAY THRU FRIDAY

STATION	Morning 9AM-Noon	Afternoon Noon-5PM	Early Eve. 5-7:30PM
STATION "A"	+4	+11	+4
STATION "T"	+14	-1	-3
WVEC-TV	+20	+22	+39

SUNDAY THRU SATURDAY

STATION	Evening 7:30-11PM	Night 11PM-1AM	Total Day 9AM-12AM
STATION "A"	+8	+4	+6
STATION "T"	+3	+3	0
WVEC-TV	+16	+9	+11

* Weekly CUM Audience Additional Thousands

All statistical data used herein based on audience estimates provided in Nielsen Station Index (NSI), Oct-Nov, 1965 and Feb-Mar, 1966.

(Any audience measurement data used herein are estimates only, subject to errors and limitations inherent in indicated sources due to sample size and selection and other methodological procedures. These estimates may or may not be accurate measures of the true audience.)

WVEC-TV

NORFOLK/HAMPTON,
VIRGINIA



The KATZ Agency, Inc.
National Representatives



Slapstick touch to ads

seconds for a piggyback schedule. Philip Morris plans to use the commercials on eight of its sponsored CBS-TV shows: *Red Skelton Show*, *Jackie Gleason Show*, *Hogan's Heroes*, Thursday and Friday night movies, *CBS Evening News with Walter Cronkite*, and two new series, *Mission Impossible* and *The Family Affair*. Plans also include a major spot campaign in the nation's top 25 markets.

Sawed Off ■ The TV commercials are themed with an original catchy tune. The color version shows the bottom 15mm of a B&H 100's pack being sawed off. This results in an additional four king-size cigarettes. In a black-and-white one-minute commercial, the "disadvantages of B&H 100's length" are explored in these sequences:

A man pushes into a crowded elevator with lit cigarette crushed by closing doors; man in an automobile watches girl pass by and bends cigarette against car window; man lights cigarette too short and chars it; balloon vendor bursts one of his wares with cigarette; man burns newspaper; businessman leans cigarette into phone's mouthpiece; man at nightclub claps for the act and into his cigarette; and short man, smoking cigarette lights up taller man's beard (see picture). In contrast, the advantages are worked out in another commercial, featuring such phrases as "you're never too far from an ashtray," and "you don't have to worry about lighting your nose."

American Gas lines up seven TV specials

It's known that the American Gas Association, New York, has tied a national advertising effort to network television—specifically to specials. But last week the extent, content and scheduling of the programming drew the attention of TV programmers.

The advertiser, though its agency, J. Walter Thompson, New York, is underwriting an NBC taping for showing March 26, 8:30-10 p.m., of "Annie Get Your Gun" that will star Ethel Merman.

Miss Merman returned as Annie in a

revival last May, 20 years after it was a hit on Broadway. The current show had a six-week run on Broadway, is now in Washington, will open in Philadelphia—for a limited run starting Aug. 30 and be back for a 10-week stay in New York, starting Sept. 30.

The show will be produced this fall at NBC's color studios in Brooklyn.

Also now set by American Gas are six other specials on NBC during the 1966-67 season. The advertiser's order was said to be the largest ever placed for special programs on NBC-TV.

The six are: *Lorne Greene's Christmas Show* (musical), Dec. 17, 8:30-9 p.m.; *Jack and the Beanstalk* (Gene Kelly recreates the fairy tale), Feb. 26 (7:30-8:30 p.m.); *The Law and the Prophets* (story of the Old Testament and produced by NBC's "Project 20"), April 23, 10-11 p.m.; *Alice Through the Looking Glass* (based on Lewis Carroll's "Through the Looking Glass"), Nov. 6, 7:30-9 p.m.; *The American Image* (America as seen through art treasures, produced by NBC News), May 26; 10-11 p.m., and *The Royal Palaces* (England's art treasures), Jan. 29, 10-11 p.m.

Agencies receive CBS's radio buyers' check list

CBS Radio Spot Sales distributed to advertising agencies throughout the country last week copies of its "Radio Buyers' Check List" of information needed by representatives to implement a spot radio campaign.

The check list is intended to serve as a reminder to buyers that sellers need data on product or service, and also on customers, strategy, research and basis of evaluation. Maurie Webster, vice president and general manager of CBS Radio Spot Sales, told a news conference in New York that he will enlist the support and cooperation of other station representatives in the use of the check list.

Mr. Webster said the check list had been devised following consultation with almost 40 media directors of agencies throughout the country. He pointed out that the aim of the list is "to help both the buyer and seller do a better job for the client."

Rep appointments . . .

- WBMG(TV) Birmingham, Ala.: Eastman TV Inc., New York.
- WEAM Arlington, Va., and WCOG Greensboro, N. C.: H-R Representatives Inc., New York.
- WAEZ-FM Miami Beach: Jack Masla & Co., New York.

LBJ asks Ad Council to spur bond sales

A group of advertising and broadcast executives were urged last week by President Johnson to intensify their efforts to sell U. S. Savings Bonds.

The President dropped into a White House meeting of members of the Advertising Council engaged in the savings bond program to thank them for their cooperation and to emphasize the urgency of the bond campaign in the light of the war in Vietnam and the anti-inflation effort.

The meeting was led by Secretary of the Treasury Henry H. Fowler, in conjunction with Robert E. Kintner and James Moyers, both of the White House staff. Mr. Kintner, former president of NBC, is now secretary of the cabinet and a special assistant to the President.

Among those present from broadcasting: James C. Hagerty, ABC; John A. Schneider, CBS; Walter D. Scott, NBC, and Paul Comstock, NAB.

Among those present from advertising agencies: Richard Cullen, Leo Burnett; Thomas B. Adams, Campbell-Ewald; Paul Walsh, Compton; Henry M. Schachte, J. Walter Thompson; George Crain, Fred Wittner; Arthur E. Tatham, Tatham-Laird & Kudner, and Walter H. Johnson Jr., Interpublic Group.

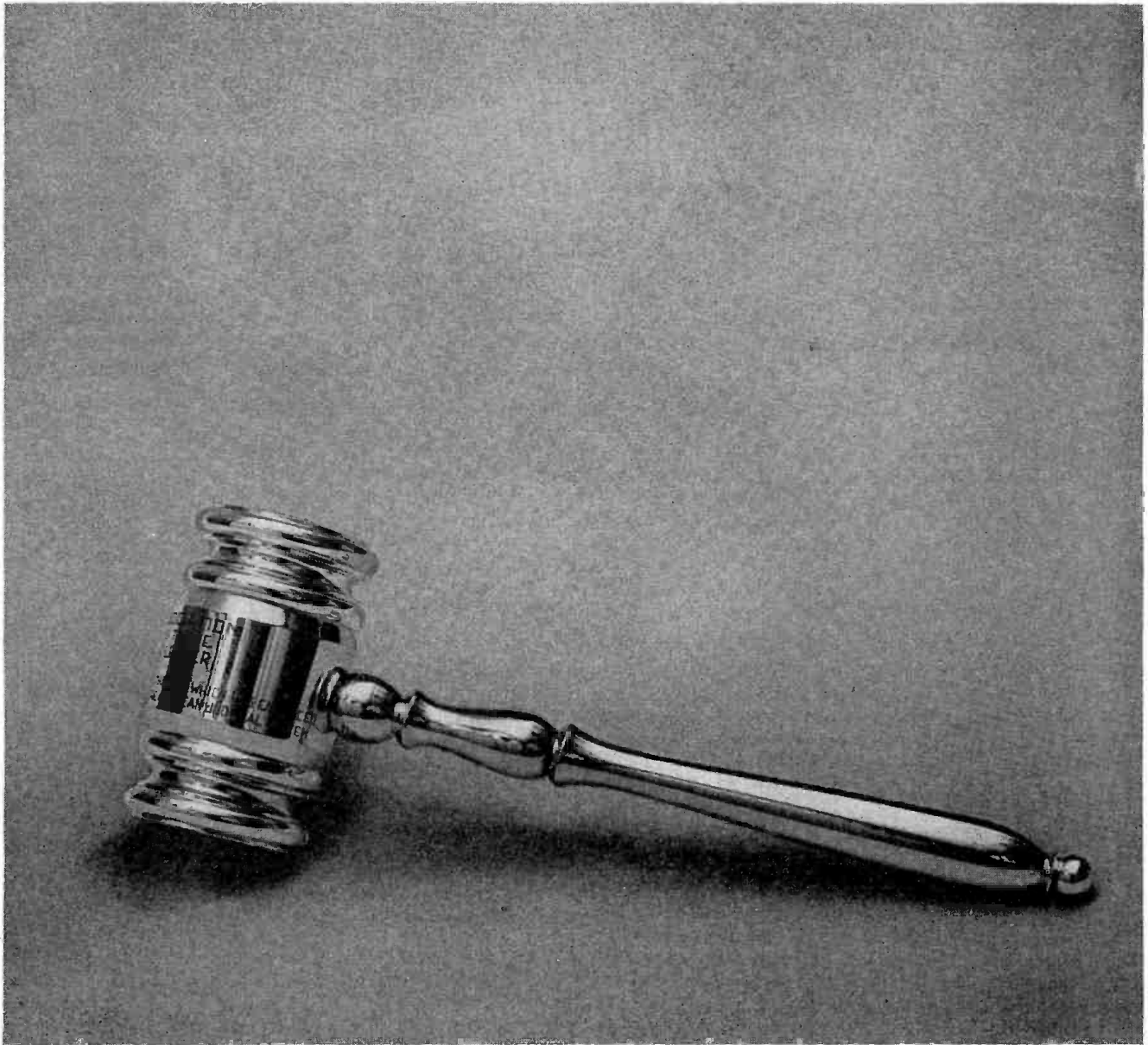
Also in advertising . . .

Aid to media ■ Motion Picture Sound Inc., Film building, Cleveland, has completed a \$100,000 commercial studio and sound research laboratory that offers creative and technical services to advertising agencies, film producers, critics and other clients.

Judge Minow ■ Domestic and foreign TV commercials entered in this fall's second annual Chicago International Film Festival will be judged by a committee headed by former FCC Chairman Newton Minow. The entry deadline has been extended to Sept. 1. Address: 235 West Eugenie St., Chicago 60614.

Spanish service offered ■ Inter-American Publications Inc., New York, media representatives, is offering a specialized service to agencies and other firms requiring translation into Spanish. The company has expanded its copy and translation service.

Motor city tenant ■ Grey Advertising Inc. opens a new Detroit office Oct. 1 following its recent acquisition of the Ford Motor Co. corporate account. The new office, 17th throughout the world for Grey and its international partner agencies, will be in the First Federal building.



SILVER GAVEL AWARD

from: *The American Bar Association*
to: WMAL-Radio

REASON: "The Abused Witness," a program produced by the WMAL-Radio
Public Affairs Department.

wmal-radio 63 
THE EVENING STAR BROADCASTING COMPANY

Represented by McGavren-Guild Company

A name for the White Knight

Colgate-Palmolive budgets \$1.8 million for radio-TV promotion of Ajax contest

It's ironic to have a three-year reputation ("stronger than dirt") but no name. Because Ajax's White Knight (the laundry detergent TV commercial symbol) has this identity problem, its liege, Colgate-Palmolive Co., New York, is solving it with a name-quest contest for which it plans a six-week, \$3-million promotion campaign, budgeting 60% (\$1.8 million) equally into radio and television.

Colgate-Palmolive, through Norman, Craig & Kummel Inc., New York, last Monday (Aug. 15) opened the "Name the White Knight" contest by publicly introducing the famous TV horseman for the first time. The White Knight, bedecked in armor and atop one of his eight white horses, trotted into the courtyard of Central Park's Tavern on the Green restaurant to mark the start of his tour of U. S. cities. During the campaign, he will promote the contest (ending Sept. 27) and be assisted by Page Cynthia, a pretty girl in medieval garb who serves as his spokeswoman.

Colgate's TV campaign will employ two special contest commercials (30-second and 60-second versions). They will be shown at least six times weekly on 20 different network TV shows. In spot TV, Colgate plans 30 exposures each week in 93 key markets.

The \$900,000 radio budget calls for a schedule of six different one-minute commercials, with as many as 60 per week placed in 75 major markets. The remaining 40% of Colgate's budget will be divided among national magazines, various newspapers, outdoor advertising, point-of-sale and coupon distribution.

Back Seat Full ■ The grand prize winner of a 1967 Pontiac Bonneville convertible with its back seat holding over \$27,000 will be announced one month after the contest closes on NBC-TV's *Dean Martin Show* (Oct. 27, 10-11 p.m., EDT). An additional 1,000 prizes are offered in the promotion.

Contestants are asked to supply the White Knight with one of the following English classical names: "Sir Lancelot—the most powerful name in medieval history, Sir Bayard—the most powerful name in the Renaissance, Sir Roland—the most powerful name in mythology, or Sir Galahad—the most powerful



Meeting his public

name of the Round Table."

Colgate said the White Knight campaign represents "the largest single promotion ever put behind an established brand." His white lance first flicked on the TV screen in 1963; and since then Colgate has spent in excess of \$50 million in advertising and promoting the symbol, according to the report. His popularity, the company indicated, extends through Australia, South Africa, Venezuela, Denmark, Switzerland, and more recently in Italy and Spain.

Business briefly . . .

D. L. Clark Co., M. J. Holloway & Co. and Jolly Rancher Inc., candy divisions of Beatrice Foods Co., Chicago, join in sponsorship of four Saturday morning child shows on CBS-TV and NBC-TV for 14 weeks starting Sept. 10. Color spots have been produced by Hanna-Barbera, Hollywood. Agency for all three firms is Don Kemper Co., Chicago. Clark also plans additional TV spot buys in major markets.

Showerfold Door Corp., Chicago, through Peitscher, Janda Associates there, is testing television for two months with color commercials on WMBD-TV Peoria, Ill., and will consider other markets later. Firm has been print advertiser.

Transogram Co., New York (toys), through Fuller & Smith & Ross, that city, will begin a spot TV campaign in 148 markets in the fall to continue through the Christmas season. Expenditures are estimated at more than \$2 million.

Wm. Wrigley Jr. Co., through Arthur Meyerhoff Associates, both Chicago, renewed sponsorship in NBC Radio's *Emphasis*.

Commercials in production . . .

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

Lorin-Frank Productions Inc., 330 East 46th Street, New York 10017.

Thomas J. Lipton Inc., Hoboken, N. J. (Lipton iced tea); three 60's for TV. Agency: Sullivan, Stauffer, Colwell & Bayles, New York. Ben Berenberg, agency producer.

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

Goodyear Tire & Rubber Co., Akron, Ohio (tires); one 60 for radio, jingle. Hub Atwood, production manager. Placed direct.

Toyota Motor Distributors Inc., Los Angeles (cars); one 60 for radio, jingle. Hub Atwood, production manager. Agency: Clinton E. Frank, Los Angeles.

K-Mart Discount Stores, Detroit (discount house); one 60 for radio, jingle. Gerald Clements, production manager. Placed direct.

Sealy Inc., Memphis (mattresses); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Rosegarten & Stienke, Memphis.

Gibson Wholesale Discount House, Sego, Tex. (discount house); one 60 for radio, jingle. Gerald Clements, production manager. Placed direct.

Tele-Tape Productions, 234 West 44th Street, New York 10036.

Coca-Cola Bottlers of New York, New York (Coke); two 90's, two 60's for TV, live on tape. Al Becker, production manager. Agency: McCann-Erickson, New York. Arnold Brown, agency producer.

Stroehmann Brothers Co., Philadelphia (Sunbeam Bread); one 20 for TV, live on tape. Bob Breton, production manager. Agency: Monroe F. Dreher Inc., New York. Bernard W. Gilmore, agency producer.

Rheingold Breweries Inc., New York (Rheingold beer); six 60's, six 20's for TV, live on tape, color. Jim Hartzler, production manager. Agency: Doyle Dane Bernbach, New York. Phil Bodwell, agency producer.

Merrill, Lynch, Pierce, Fenner & Smith, New York (investments); one 20 for TV, live on tape. Bob Breton, production manager. Agency: Albert Frank-Gunther Law Inc., New York. Larry Butner, agency producer.

Mel Blanc Associates Inc., 1591 Crossroads of the World, Hollywood 90028.

General Electric Co., New York (washer); five 60's for radio, humorous. Noel Blanc, production manager. Agency: Young & Rubicam, New York. Lou duCharme, agency producer.

Seattle First National Bank, Seattle (First Bank Cards); six for radio, humorous. Noel Blanc, production manager. Agency: McCann-Erickson, Seattle. George Lowe, account executive.

Bobbie Brooks Co., Cleveland (clothes); five 60's for radio, humorous; Noel Blanc, production manager. Agency: Nelson Stern Advertising, Cleveland. Nelson Stern, account executive.

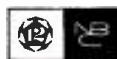
Caesar's Palace hotel, Las Vegas (Caesar's Palace); ten 60's for radio and TV, live on tape, color, humorous. Noel Blanc, production manager. Placed direct.



Color didn't pull the rug out from under us.

Is this the Year of Color Television? Did color just jump right up and surprise everybody? Other stations, maybe, but not WFGA-TV. We've been on the air in color for 9 years. Not merely passing on the color shows from the network, but producing our own color shows, and airing everything possible in

color. We've probably put on more Sunday morning religious programs in color than most stations have broadcast color movies. And our audience loves us for it. Our advertisers love us, too, because we air their commercials in color at no extra charge. Ask your PGW "Colonel" about WFGA-TV.



WFGA-TV/JACKSONVILLE

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

Pros and cons on Ford's ETV plan

Comsat, carriers oppose foundation's proposal for television-only communications satellite

The controversy bred by the Ford Foundation's proposal to establish a nonprofit domestic communications-satellite system to benefit educational television spilled into Congress last week and seemed to provide the first point of agreement in a long time in the squabbling ranks of the common carriers as they united in praising the plan's intentions while opposing its methods.

Educational television emerged from the hearing conducted by the Senate Communications Subcommittee as the object of universal praise while the Ford Foundation plan to promote the medium was given cool and limited endorsement by the communications firms.

The tone for the hearing was set during the first day of testimony when the heads of the foundation and the Communications Satellite Corp. differed over who would operate any domestic satellite system. Thereafter, although the friction engendered by the divisive issues that have torn the carriers in the past still showed through, the common interest of the firms converged in a momentary display of solidarity.

No Outsiders ■ Most of the carriers took issue with the idea that an outside entity should be allowed to perform a service that they are prepared to handle. They also questioned the economy and efficiency of creating a separate satellite system for television as the foundation suggested in its filing with the FCC Aug. 1 (BROADCASTING Aug. 1, 8) rather than the multipurpose system they prefer. Other points of agreement included the suggestion that any such nonprofit system would require congressional action and a skepticism surrounding the cost estimates and the financing arrangements sought for ETV by Ford.

However, McGeorge Bundy, president of the foundation, insisted that the proposal was not viewed as a contest or conflict with Comsat and emphasized that "if anyone can dedicate the savings of satellites to educational television, we have no intention of standing in their way."

James McCormack, chairman of Comsat, while praising the foundation's

aim of aiding ETV, steadfastly opposed the possibility of any other organization operating a communications-satellite venture. "No responsible citizen, individual or corporate, can fail to applaud the objective of providing massive additional support to noncommercial broadcasting," Mr. McCormack said. He added that Comsat "stood ready to cooperate in all ways available to us in making these benefits come true." However, he said "it would be entirely without logic or economic sense to contend that the nation's only presently authorized operator of privately owned satellite facilities was ever intended to be excluded from the nation's first large market for satellite communications."

Mr. Bundy, a presidential adviser before taking the foundation post earlier this year, and Fred W. Friendly, who became a Ford Foundation TV consultant after his resignation as head of CBS News, presented the Ford proposal to the subcommittee hearing and clarified what the plan sought to do and not to do.

The hearing was televised in its

entirety by an eastern network of four ETV stations. The stations are WETA Washington, WNDT New York, WHYI Wilmington, Del. and WGBH Boston.

Big Potential ■ Mr. Bundy said the plan resulted from some basic convictions. The first is that noncommercial television has unlimited potential for human welfare and for the quality of American life. "Nothing is more needed in our society, and for television itself—than a first-rate national noncommercial broadcasting service." He added that existing services and means of financial support cannot hope to develop a fraction of ETV's potential and that a new way must be found to financially promote ETV.

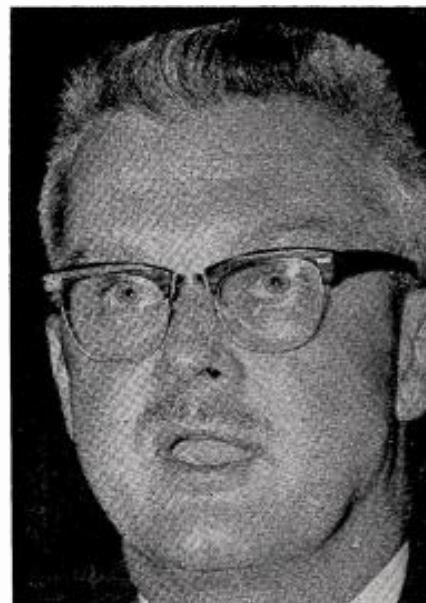
The foundation believes, he said, that the best way to accomplish this is to harness the economic revolution produced by satellite communications.

He said the foundation planned to present a "refined and improved" proposal to the FCC as part of its reply comment due by Oct. 1. And, he added, the foundation has also decided to arrange a series of meetings in various parts of the country with likely users of the new noncommercial service to gauge the needs and hopes of these potential users.

The foundation had no intention of bringing a new Big Brother to monopolize noncommercial and instructional television, he said, but rather sought a pluralism in users and sources of program production. He also said that their plan would not harm the established carriers since it represents a small part of their operation and because Comsat, according to his recollection of his tenure on the President's staff during the



AT&T's Hough



Western Union's Hilburn

drafting of the Communications Satellite Act, was established to represent the U. S. in international satellite service.

On this point he was disputed vehemently by Senator Vance Hartke (D-Ind.) who maintained that as one of the backers of the original act, he felt the intention had been to give Comsat exclusivity over all branches of satellite communications. Subcommittee Chairman Senator John O. Pastore (D-R. I.), however, interjected that the law as written does not give domestic exclusivity to Comsat or anyone else. Mr. Bundy went on to say that the foundation was not seeking exemption from proper regulation by the FCC or suggesting that the new satellite system alone could meet the full financial needs of ETV.

No Government Control ■ In answer to subcommittee questioning, Mr. Bundy expanded further into the proposal. He said that the nonprofit entity would be the best way to reconcile all the interests involved without the overtones of government control and that the foundation, which has been the chief benefactor of ETV with grants of almost \$100 million in 15 years, did not propose this plan to withdraw from it the burden of ETV. However, he said there is a kind of "natural justice" in having the TV networks, through the savings afforded by satellites, aid in financing ETV.

In an emotional presentation, Mr. Friendly told of the irony in the fact that commercial television, "with the financial and professional resources to teach, illuminate and inspire, has not enough available air time to do its best" because of economic pressures upon it,

while ETV, "which has the time and impetus to pursue excellence, does not have the resources—technical, economic, professional—to provide it."

He said that at a time when a well-informed, stimulated, involved America is indispensable, the nation spends 25 times as much on commercial television as it spends on noncommercial TV. He urged that the entire nation and Congress re-examine the sense of priorities that creates this imbalance.

He also told of the revolution that satellites would bring to broadcasting by lowering costs and increasing immediate coverage capabilities.

Mr. Friendly disagreed with the suggestion that the expansion of ETV and quality programing would remove the responsibility of the networks to handle this type of program. He said the example provided by ETV would spur the networks to do their best and "escalate into a pursuit of excellence."

Later Mr. McCormack challenged the cost and time estimates of the Ford proposal and said that Comsat's proposal of combining TV, phone, data and message service in its satellite service would provide greater savings to all users.

Separating the two services might retard the growth of both, however. He added that to authorize the channeling of savings that might result from satellite service from one segment of the economy to another, commercial to non-commercial TV, would require a decision of national importance that could only be made by Congress.

While Senator Pastore sought to relieve the fears of Comsat stockholders that authorizing another carrier to handle the traffic at issue might seriously

impair Comsat's future, Mr. McCormack pointed out the company considers the domestic area an important one.

While representatives of the other communications firms questioned the appropriateness and advisability of the Ford plan, Bertram B. Tower, chairman of the board of ITT World Communications Inc., and Earl D. Hilburn, special assistant to the president of Western Union Telegraph Co., proposed some alternative financing plans to finance ETV. Mr. Tower suggested that some relief might be given to ETV by permitting special rates for common-carrier services as has been done in the past for press services. Mr. Hilburn also suggested lower rates for ETV as well as direct government subsidy derived from an excise tax on commercial radio and TV stations or a subsidy from general tax receipts.

System Delay ■ Both also criticized the singular nature of the Ford satellite system, as harmful to the carriers, less efficient and more costly than a multi-purpose system and as delaying development of other satellite systems. Mr. Tower agreed with the Comsat contention that the creation of a nonprofit competing system could only be done through Congress. Mr. Tower, however, took the opportunity to voice ITT's opposition to "the unrelenting efforts" of Comsat to secure a monopoly over satellite earth stations.

Richard R. Hough, vice president-engineering, for AT&T, said he doubted if a nonprofit system can match the incentives to service and cost improvements associated with private enterprise. He said that the \$65 million in carrier



ITT's Tower



Consultant Friendly



Ford's Bundy

services the Ford Foundation projected it would replace could not materialize because about \$30 million of those services involve some that could not be replaced by such a satellite. He also questioned what he called seriously understated foundation estimates of costs of launching and operating such a system. He, like the other carriers, questioned the nature of a specialized satellite system for broadcasting rather than an all-purpose one.

Balancing statements were also filed with the subcommittee from Senator E. L. Bartlett (D-Alaska) and GT&E Service Corp. The GT&E unit, on grounds similar to the other carriers, challenged the wisdom of the Ford program and Senator Bartlett endorsed it. Senator Bartlett said the idea that the system be financed from revenues raised from commercial transmission is sound and in the American tradition. He added that efficiency was not at issue here.

Chairman Pastore told the parties that Congress would continue to maintain an interest in the situation because it involves national policy decisions and would be ready to act if required. He said he also expected the director of telecommunications, James O'Connell, and the FCC, both of whom have testified previously, to be prepared to submit general views on the type of policy to be adopted. Earlier he had urged Mr. O'Connell, as a representative of the President, to take an active part in this decision.

Senator Pastore boiled down the dilemma confronting Congress as how to repay the public for the tremendous investment it has made in developing satellite technology. He inquired how the country could give a firm the exclusive right to operate a highly profitable satellite system developed through public funds and expect the public to get nothing in return. The Ford proposal, he said, would offer to pay the public back through education television.

Still to be heard from in this issue are the television networks. Representatives of the three TV networks, the National Educational Television network, and the National Association of Educational Broadcasters are scheduled to appear when the hearing resumes Tuesday, Aug. 23.

Bell restrained from building Coast CATV

A Bell System company in California, building local distribution channels for a CATV franchise holder, was ordered to temporarily cease and desist by the state public utilities commission last week. The restraining order was issued (Aug. 16) against Pacific Tele-

phone and Telegraph Co. and its customer, All-Metal Fabricators Inc., Santa Monica. It prevents Pacific Telephone from leasing or selling broadcast signals for a CATV system in Altadena, a nonincorporated community in Los Angeles County, just outside of Pasadena.

The order halting the telephone company's service came as a result of a complaint lodged with the state commission by International Cable TV, another California corporation, which also claims to have been issued a CATV franchise for Altadena by the County of Los Angeles. This complaint was scheduled to be heard later in the week (Aug. 19) in the commission courtroom in San Francisco.

WHDH wins a round

Operation record is basis of examiner recommendation for continuing license

WHDH Inc. has won another round in its 14-year effort to get—and hold onto—the authority to operate a television station on channel 5 in Boston. And it has its record of operation on that channel to thank.

FCC Hearing Examiner Herbert Sharfman, in an initial decision in what has become the oldest comparative hearing case in the commission's history, recommended last week that the station be allowed to continue operating on the channel it has occupied since 1957.

He recommended that the commission affirm a 1962 decision granting WHDH a four-month license and, in addition, grant the station's application for a full-term renewal. He would deny the competing applications of Charles River Civic Television Inc. (whose stock is owned by a charitable foundation), Boston Broadcasters Inc. and Greater Boston TV Co.

The case began in 1954, when six competing applications were designated for hearing. WHDH's efforts to win permission to operate on a channel in Boston date from 1947, when it filed for channel 13. It amended its application to specify channel 5 in accordance with the basic allocations plan adopted in 1952. The company is owned by the *Boston Herald Traveler*, which also owns WHDH-AM-FM.

WHDH originally won its case before the commission in 1957, but a series of

commission actions and court appeals involving among other things, ex-parte allegations on the part of WHDH has kept the case open. WHDH has been operating under temporary authority.

Record Is Key ■ Examiner Sharfman, who summarized the complex case and issued his initial decision in a 325-page document stressed what he considered WHDH's creditable record on channel 5 as a key factor in his decision.

He indicated that WHDH's chances would be poor if it were an applicant for an initial license. It represents a concentration of control of mass media in Boston, and is not, he said, strong in such areas of commission concern as local ownership and integration of ownership and management.

But, he said, "the classical criteria pertinent in an all-newcomer contest" should not be allowed to obscure the record achieved by an "incumbent" in a comparative case involving a renewal application. He said the station's operating record was the "cardinal probative attribute—for good or bad."

And he said that while the station's record is inadequate in some respects, "as a whole [it] is favorable." Furthermore, he said, since there is reason to believe the present record will be continued, "WHDH can withstand the claims of its competitors." The station's claims, he held that Greater Boston failed to meet, "while the competitors' claims rest 'on promises, often glittering, but of relatively uncertain and unestablished validity.'"

Others' Flaws ■ The examiner held that BBI's proposals "are permeated by an exuberance which makes one doubtful of their fulfillment." BBI, he noted, proposed to devote 45.3% of its time to local live programming, and to operate 24 hours a day.

Charles River, he said, was critically weak in the area of participation in station management by owners. And he held that Greater Boston failed to meet two qualifying tests. He said it had not demonstrated that it had ascertained community needs and had not shown it would have an antenna site available in the event it won the grant.

The decision, if it survives intact the appeals certain to be taken to the commission and the courts, would thus tend to strengthen the position of licensees faced with challenges for their frequencies from newcomers. As the examiner said at one point: "A going TV station has a certain dialectical advantage over a new applicant because it is there. . . ."

The decision would also resolve, in favor of large, publicly held licensee corporations, the question of whether they are required to seek commission approval for a transfer of control when 50% of the corporation's stock changes

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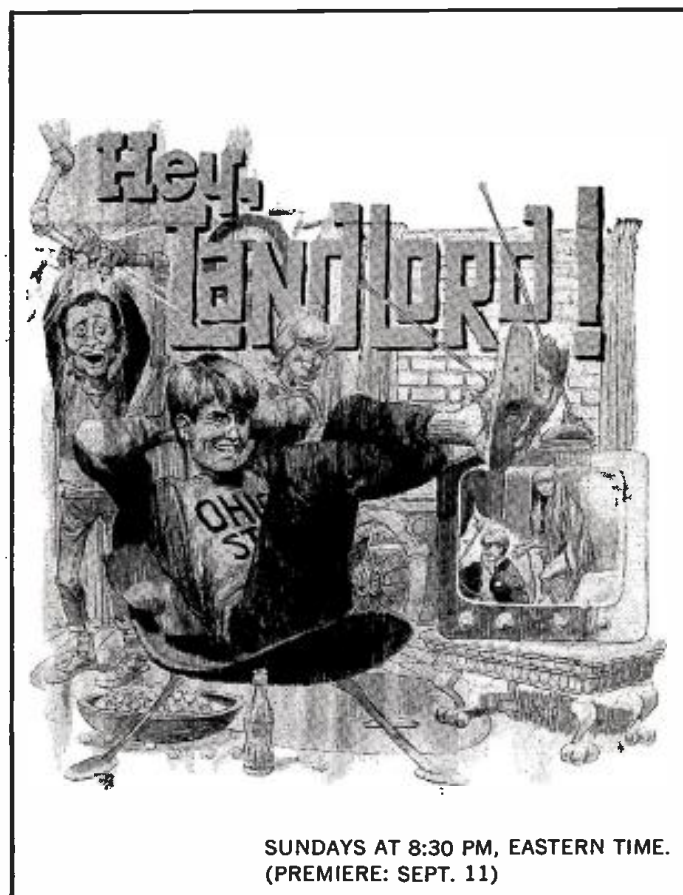
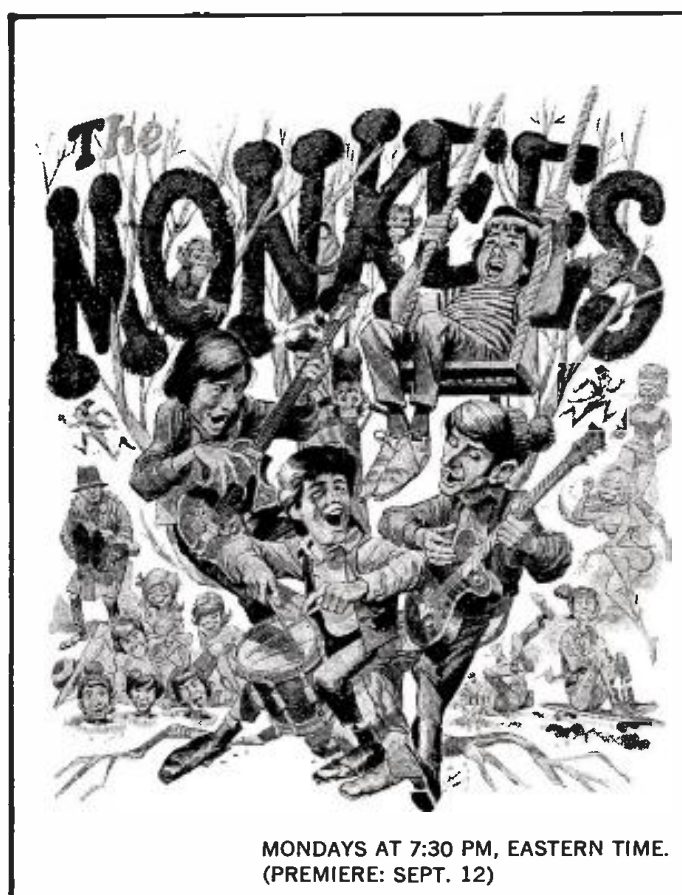
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of notably unsuccessful singer-musicians—whose zestful antics are filmed in a fast, fresh style that's as unconventional as the lads themselves.

There is, too, "Hey, Landlord!", in which a young Midwesterner—aided by a Manhattan-bred buddy—tries to cope with a converted (and highly unprofitable) New York brownstone inherited from a thoughtless uncle.



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(PREMIERE: SEPT. 13)

Next, we have "The Hero," which asks the nettling question: Is it possible for an apparently rugged, two-fisted TV cowboy star to be a bumbling, timid, ineffectual mortal in his off-screen life? The answer is not merely "yes," but "and how!"

Finally, there's "Occasional Wife," wherein a young bachelor decides to fake being married in order to advance his career as a business execu-

tive. Our young friend soon discovers that the ruse can generate a flock of very real complications and, for viewers, torrents of very real laughter.

So there they are—as funny a foursome of new shows as television has ever presented at the start of any single season. And—seriously, folks—you'll find them all on NBC.



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hands in the course of normal trading.

Changes in Ownership ■ The issue was raised against WHDH since more than half of the stock in *Boston Traveler* has changed hands without commission approval. The examiner, however, accepted WHDH's argument that commission approval is not required so long as the new purchasers are not acting in concert.

He said it would be impossible for WHDH "in the absence of privity among a group holding 50% [of the stock] or more," to file an application for consent to transfer of control "on behalf of any known person or group." The case of a publicly traded, widely held stock, he said, "must obviously be treated differently from that of a small corporation, with relatively few shares closely held."

WHDH and Greater Boston are the only original applicants for the channel 5 facility. The others were Massachusetts Bay Telecasters Inc., Allen B. DuMont Laboratories Inc., CBS and the *Boston Post*.

Charles River and BBI along with Greater Boston filed for the channel 5 facility when WHDH-TV sought renewal of its license. (Technically, two Greater Boston corporations are involved. Greater Boston I, which figured in the commission's 1957 decision, differs slightly in makeup from Greater Boston II, which is opposing WHDH's bid for renewal of license.)

The case has been sent back to the commission by the courts twice. The first time was in 1958, when the U. S. court of appeals directed the commission to look into the ex-parte activities of the late Robert Choate, president of WHDH Inc. The commission decided that Mr. Choate had tried improperly to influence the FCC Chairman.

Choate's Role ■ WHDH's difficulties in holding onto commission grants of the channel 5 facility revolve around the late Robert B. Choate, who had

been president of the company and its dominant personality. His off-the-record efforts to influence the vote of then FCC chairman George McConaughy prior to the 1957 decision led to one remand of the case by the U. S. court of appeals. Mr. Choate's death in 1963 led to another.

The commission, after further hearings on the ex-parte actions, in 1960 set aside the grant made three years earlier and directed a further comparative evaluation of all the applicants. But it held that Mr. Choate's actions had had no bearing on the commission's 1957 decision and that, while WHDH's standing as an applicant was "compromised", it was not "destroyed."

Two years later, on Sept. 26, 1962, the commission affirmed its earlier grant to WHDH. However, it awarded the station a license for only four months, and invited applicants to seek the channel 5 authorization when WHDH applied for renewal of its license.

Then, in April 1964, six months after the commission ordered the comparative hearing involving WHDH's license-renewal application, the court sent the first proceeding back to the commission again, this time to assess the effect of Mr. Choate's death on the 1962 decision. The commission subsequently combined the reopened proceeding with the hearing involving the station's renewal application.

Examiner Sharfman concluded that no policy changes had been made by WHDH as a result of Mr. Choate's death and that, since WHDH and Greater Boston were involved in a new proceeding with two new competitors, there would be no point in re-evaluating the original record. He said a modification of the 1962 decision would not serve the public interest.

The major effect of Mr. Choate's death, in the examiner's opinion, was to inter the ex-parte episode. He noted, as the commission had earlier, that Mr. Choate's off-the-record repre-

sentations had had no effect. (For all that Mr. Choate accomplished, the examiner said, "he might as well have sent letters to Santa Claus.") He also noted that none of the other WHDH directors bore any responsibility.

Under the circumstances, he said, it would be "almost sadistic" to continue to hold the ex-parte activities against the corporation. "It is therefore held," he said, "that because of Mr. Choate's death his ex-parte contacts are no longer a factor in the comparative consideration."

Theta wins 3 of 4 L.A. CATV bids

The Los Angeles city council held an auction last week, the results of which would seem to indicate that CATV in major cities is far from dead. Up for grabs were four Los Angeles CATV franchises and after the competitive shouting was stilled, bids offering the city a total of \$855,100 were registered.

Theta Communications of California, a joint venture of Hughes Aircraft Co., Culver City, Calif., and Teleprompter Corp., New York, started last June (BROADCASTING, July 4), put in the highest total bid of \$845,100 for three of the franchises being offered. The new CATV company bid \$600,000 for the Santa Monica Mountains area, \$235,000 for the Pacific Palisades section and \$10,000 for the Eagle Rock-Highland Park franchise. The remaining franchise in the Sun Valley area of Los Angeles received a high bid of \$10,000 from King Videocable Co., Seattle, a division of King Broadcasting.

The bids for the 10-year franchises were submitted to the Los Angeles Board of Public Utilities and Transportation, which will make recommendations to the city council's Industry, Transportation and Finance committees. These committees will be instructed to return the proposals to the council by Sept. 19 for final action.

The Santa Monica Mountains franchise, easily the most sought-after one of those being offered, attracted spirited bidding from six other major CATV companies in addition to Theta Communications, four of them coming through with sizeable bids. H&B Communications Corp., Beverly Hills, was runner-up in the bidding with a \$550,000 offer. Community Cablecasting Corp., Pacific Palisades, owned by Leon Papernow, dropped out at \$375,000. The National Broadcasting Co., a surprise contender, made a high bid of \$325,000 through its representative,

City accepts the principle but not the interest

CATV can be a good thing in more ways than one, thought the city council of Baton Rouge, La. When the city granted a CATV franchise to Total CATV Inc. last January, it accepted \$125,000 in cash in lieu of a surety bond. Realizing their good fortune, the city fathers promptly invested the cash in a local bank so it could accrue interest—to the tune of \$100,000 over the 25-year life of the CATV franchise, according to one estimate.

Total CATV vigorously objected, claiming that it, not the city, should get the interest.

During the course of heated debates within the council on what course to take, competing applicants for CATV recommended that the franchise be revoked and that the bidding be opened again. On Aug. 10, however, the city council accepted the principle that the earnings on the \$125,000 belong to Total CATV—and so voted.

Raymond W. Welpott, president, NBC-owned Stations and NBC Spot Sales. American Cablevision Co., a division of Jack Kent Cooke Inc., Beverly Hills, went as high as \$210,000. Other companies making offers dropping out earlier were Pacific Pipeline Construction Corp., Montebello, Calif., and Malibu Cable Television Inc., an operation owned by Bruce Merrill, Phoenix.

10 Channels Plus ■ In its application to the city, Theta Communications said that home subscribers would receive a service consisting of 10 Los Angeles VHF and UHF channels, plus such auxiliary benefits as selected FM radio signals and a 24-hour time, weather and civic news ticker-tape service. All bidders agreed to pay the city of Los Angeles 3% of gross receipts in addition to their cash offers for the CATV franchises.

At the current time, four companies are serving 4,125 CATV customers by systems requiring city franchises. Various surveys and estimates indicate that this number may exceed 16,000 customers within a few years after the granting of the now pending additional franchise rights.

The Santa Monica Mountains area, according to estimates based on 1962 population figures, has 42,000 dwelling units and a potential of 20,000 CATV subscribers. Pacific Palisades has 7,500 dwelling units and an estimated poten-

tial of 3,400 customers. The other two franchise areas have isolated pockets of poor television reception. The Sun Valley area already is being served by National Trans-Video Inc., with some 800 households subscribing.

New Ordinance ■ In an action taken after the CATV auction, the Los Angeles city council adopted an ordinance making it mandatory for CATV companies serving more than 50 customers to be franchised even if they do not use the public streets. Up until now, CATV operators using only facilities on private property did not require franchise licenses.

Theta Communications was formed last June by Hughes Aircraft and Teleprompter to make and market electronics equipment. Initially, Teleprompter was to own 20%, but had rights to buy 29% additional, ultimately making it a 49% owner, with Hughes in control with 51%.

A corollary agreement, also announced last June, put Hughes into the New York CATV franchise held by Teleprompter for the northern half of Manhattan Island. In this agreement Hughes was reported agreeing to put up 50% of the capital investment for an immediate 20% interest in the New York project, with additional rights to acquire 29% more for a total 49% interest, leaving Teleprompter the 51% owner.

NAB: Mexico, si; Palm Springs, no

For the first time the National Association of Broadcasters board of directors will hold its semi-annual meeting outside the U.S. when the winter board meeting, Jan. 24-27, is convened at the Continental Hilton hotel in Mexico City.

Approval of the Mexican site was given by the NAB executive committee after receiving a report from NAB chairman John F. Dille Jr., Communicana Group of Indiana, and Everett E. Revercomb, NAB secretary-treasurer, who were in Mexico City earlier this month.

Originally, the board had figured on going to Palm Springs, Calif., but the decision, which was to have been made at the June board meeting, was delayed when the Mexican Association of Broadcasters invited the NAB to go south of the border. The decision was left to the executive committee.

In addition to the regular meetings of the radio board, the television board and the combined board, tentative plans call for the U.S. broadcasters to have a half-day meeting with members of the Mexican broadcasters.

Also being planned is a meeting of



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the NAB board members with Mexican President Gustavo Dias Ordaz and a reception at the U.S. embassy.

Following the inspection trip, Mr. Dille said that since the U.S. and Mexican private-enterprise systems have much in common a meeting in Mexico City "would promote better understanding between the broadcasters of the two nations." He added that travel costs to Mexico City would be no greater than to Palm Springs.

The meeting may also give some of the NAB board an opportunity to attend a hemispheric broadcasting meeting. Although not firm, the Inter-American Association of Broadcasters is looking toward the first week in February to have its annual meeting in Mexico City. The IAAB session had originally been scheduled for Buenos Aires in November, but was postponed when Argentina underwent a change in government.

A new look for FCC

George Smith named chief of Broadcast Bureau as Sheridan gets new post

The reshaping of the character of the FCC, which began with the appointment of Rosel H. Hyde as chairman two months ago (BROADCASTING, June 27) proceeded another step last week with the naming of a long-time colleague and friend of the chairman's to the key post of Broadcast Bureau chief.

He is FCC staffer George S. Smith, who had served with the chairman on the staff of the old Federal Radio Commission but who for 30 years was in private communications law practice. He returned to the commission in 1962 as legal assistant to Commissioner Robert E. Lee.

Like the chairman, he is a Republican. And, like the chairman's appointment, his selection is seen as signalling an effort to speed up the agency's administrative machinery and dispose of backlogs of work rather than to advance proposals for sweeping new regulations.

Both Mr. Smith and Chairman Hyde say Mr. Smith's principal concern will be the efficient administration of the bureau which employs 260 people and touches directly the operations of the nation's 6,000 broadcasting stations.

He will replace James B. Sheridan, a man from whom he differs on policy matters about to the same degree that Chairman Hyde, a conservative, differs



Mr. Smith



Mr. Sheridan

from his predecessors, Newton N. Minow, who gained national attention for his criticisms of broadcasters, and E. William Henry, who advocated a tough regulatory line.

Consultant ■ Mr. Sheridan, an economist who has been with the commission since 1941 and bureau chief since 1963, is being moved to a new post as consultant to the commission on the use of communications satellites in broadcasting. His first assignment will involve the current inquiry into the question of who should own a domestic satellite system. The issue, one of the most important before the commission, involves the Ford Foundation suggestion for establishing a nonprofit corporation to operate a domestic satellite system to serve commercial and educational television networks, with the profits being used to subsidize educational television (BROADCASTING, Aug. 1).

The effective date of the appoint-

ments, which the commission announced Friday (Aug. 19), will not be set until after the appointments are cleared by the Civil Service Commission.

Chairman Hyde, while saying no additional personnel changes were anticipated, frankly warned staffers that the commission expects them "to produce." He said the commission would take "appropriate" notice of "work that is done—and work that is left undone."

The announcement of Mr. Smith's appointment, which the chairman made last week, was not unexpected. Although several candidates for the post reportedly would have been satisfactory to the chairman, whose preference is given considerable weight in such matters, Mr. Smith had been reported as the front runner for three weeks (CLOSED CIRCUIT, Aug. 1). Several commissioners, in addition to the chairman, actively supported his candidacy.

A Dissent ■ However, the commission vote wasn't unanimous. Commissioner Kenneth A. Cox, who had served as bureau chief before Mr. Sheridan and who shares the policy views of former chairman Minow and Henry, vigorously opposed the appointment.

So strongly did he feel that, when the commission acted last week, he asked that he be recorded in the official minutes of the meeting as dissenting. Normally, commissioners who object to a personnel appointment will vote to make it unanimous if they cannot block it.

Some criticism within the commission of the appointment is based on Mr. Smith's age. At 65, he is only one year younger than Chairman Hyde. And this represents a sharp departure from the vigorous "image" of youthful former Chairman Henry. In addition, some staffers see the appointment as heralding a new "get-easy" approach to regulation.

However, others in the commission feel Mr. Smith will make an able, tough-minded administrator who will not shrink from strict enforcement of commission rules.

In addition, in Mr. Smith, Chairman Hyde will have a man who has his trust and confidence and who shares his views. Accordingly, the chairman will be in a stronger position to control policy. As one official put it, "he won't be in the position of having to fight off staff recommendations of which he disapproves."

Old Buddies ■ Mr. Smith's association with Chairman Hyde dates from 1928, when both worked for the Federal Radio Commission, the FCC's predecessor agency. Mr. Smith was head of the license division from 1928 to 1932, while Chairman Hyde was staff lawyer.

A change in the Broadcast Bureau post had been anticipated since the date of Mr. Hyde's appointment as chair-

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man. It's customary for the appointment of a new chairman to be followed by the naming of new occupants for key positions. And Mr. Sheridan's views seldom coincide with those of Chairman Hyde.

In addition, several commissioners have frequently expressed criticism of Mr. Sheridan's administration of the bureau. They cited what they considered undue backlogs of work piling up in various areas. However, staffers say that in some cases, such as renewals, the backlogs have been reduced, and that in others the real cause is a lack of personnel.

A Challenge ■ In any case, this is the problem that Mr. Smith will face. And last week he said he was looking forward to the task. "I regard it as a real challenge," he said. "I consider it will be my job to get things rolling again, to put in procedures that will cut down backlogs."

He said he would have no idea as to what procedures might be needed until he was on the job. But he expressed confidence in the staff, many of whom he has known for many years.

In making the announcement, Chairman Hyde said that Mr. Smith "brings to this new position of great responsibility a background of experience that is second to none. I am confident that

his ability will enable him to serve the commission with distinction."

Mr. Smith, a native of Van Wert, Ohio, received his LLB degree from National University in Washington, in 1928, the same year he joined the FRC. Four years later, he left the agency to enter private law practice, and in 1957 he was elected president of the Federal Communications Bar Association. He also represented that association in the House of Delegates of the American Bar Association for two years.

In assuming the post of Broadcast Bureau chief, Mr. Smith follows a path already trod by a member of his old law firm, Smith, Hennessey and McDonald. Harold Cowgill left the firm to join the commission in 1954 and he became chief of the bureau in 1957. He retired from the commission in 1961.

Changing hands

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

■ KAIL-TV Fresno, Calif.: Sold by B. L. Golden and Dr. L. W. Fawns to Tele-America Inc. for in excess of \$230,000 plus other considerations. Tele-America is owned by Trans-American Corp., which owns KTYM Inglewood, Calif.

KAIL-TV (ch. 53), which had been black for a month, returned to the air on June 16 (BROADCASTING, June 27). Sale to Tele-America voids an assignment, pending before FCC, of station's license to Voice of Fresno, 85% owned by Lewis Food Co., Los Angeles. D. B. Lewis, principal of Lewis Food, died earlier this year and his estate decided not to go ahead with the purchase. Broker: Wilt Gunzendorfer & Associates.

■ WIOK Normal, Ill.: Sold by Robert W. Sudbrink and associates to Illinois Broadcasting Co. for \$200,000 and assumption of obligations. Illinois Broadcasting is principally owned by Lindsay-Schaub newspapers (Merrill Lindsay, president) and owns WSOY-AM-FM Decatur and WVLN and WSEI(FM) Olney, both Illinois. Lindsay-Schaub Newspapers also hold a 20% interest in Midwest Television Inc., owner of WCIA(TV) Champaign, WMBD-AM-FM-TV Peoria, both Illinois, and KFMB-AM-FM-TV San Diego. WIOK operates fulltime on 1440 kc with 1 kw day, 500 w night. Broker: John D. Stebbins.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week (For other commission activities see FOR THE RECORD, page 74).*

■ WDXI-TV Jackson, Tenn.: Sold by estate of Aaron B. Robinson and others to Cy Bahakel for \$900,000. Mr. Bahakel is group broadcast owner, with following stations in his group: WCCB-TV Charlotte, N. C.; WKAB-TV Montgomery, Ala.; WOLO-TV Columbia, S. C.; WABG-AM-TV Greenwood, Miss.; WKIN Kingsport and WODD-AM-FM Chattanooga, both Tennessee; WWOD-AM-FM Lynchburg, Va.; WLBj-AM-FM Bowling Green, Ky., and KXEL-AM-FM Waterloo, Iowa. Robinson group is retaining ownership of WDXI Jackson, and also owns WDXE-AM-FM Lawrenceburg, WDXN Clarksville, WTPR Paris and WENK Union City, all Tennessee, and WCMA Corinth, Miss. WDXI-TV is on channel 7 with CBS and ABC affiliations. Commissioners Robert T. Bartley and Kenneth A. Cox dissented; Commissioner Nicholas Johnson concurred in result.

■ WBJA-TV Binghamton, N. Y. and WEPA-TV Erie, Pa.: Sold by Alfred E. Anscombe and James E. Greeley to Oliver Lazare, Gerald Arthur and J. J. L. Hessen for \$35,000 and \$656,000 in obligations including \$84,000 promissory note. Mr. Lazare is in textile business; Mr. Hessen is attorney; Mr. Arthur publishes group of weekly newspapers on Long Island, N. Y. All three own WEEE Rensselaer, N. Y. WBJA-TV is on channel 34 with ABC affiliation. WEPA-TV, not on air, holds permit for channel 66.

■ WDTM(FM) Detroit: Sold by Merle H. and Ophelia L. Miller to Sunshine

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Broadcasting Corp., subsidiary of McLendon Corp. for \$300,000. Sale gives McLendon its full quota of seven FM stations. Other McLendon properties are KLIF and KNUS-FM Dallas; KILT and KOST-FM Houston; KABL-AM-FM Oakland, Calif.; KGLA(FM) Los Angeles; WYSL-AM-FM Buffalo, N. Y., and WNUS-AM-FM Chicago. WDTM-FM, founded in 1960, operates on 106.7 mc with 61 kw. Commissioners Robert T. Bartley and Kenneth A. Cox dissented, with Commissioner Nicholas Johnson concurring in result.

■ KBOM Bismark-Mandan, N. D.: Sold by Frank Fitzsimonds and Cal Culver to Richard Power and associates for \$235,000. Mr. Power has interests in WAVN Stillwater and WJON St. Cloud, both Minnesota. KBOM, founded in 1925, operates fulltime on 1270 kc with 1 kw daytime and 250 w night.

■ WDSR Lake City, Fla.: Sold by Alfred H. and Alma Horn Temple to Joe L. Duckett, Miles H. Ferguson and W. C. Woodall Jr. for \$140,000 plus agreement not to compete in Columbia county, Fla., for 10 years. Mr. Duckett is sales manager of WRLD West Point, Ga. Mr. Ferguson has interests in WRLD and WJHO Opelika, Ala. Mr. Woodall controls WGRA Cairo. WFPM Fort Valley, WDWD Dawson. WBBK Blakely, all Georgia, and WGSW Greenwood, S. C. WDSR, founded in 1946, operates fulltime on 1340 kc with 1 kw daytime and 250 w night.

COMMUNITY TELEVISION

■ Tallahassee, Fla.: Tallahassee Cablevision Corp. sold to Westinghouse Broadcasting Co. for \$350,000. Tallahassee Cablevision's 12-channel system, founded in 1963, serves over 1,000 subscribers with TV signals from that city, Dothan, Ala.; Albany and Columbus, both Georgia, and Panama City, Fla.

CATV charges rival with blocking lines

A CATV franchise holder in Warrensburg, Mo., has complained to the FCC that its competitor has blocked it from placing lines on telephone poles.

The complaint was filed last week by Warrensburg Cable Inc., holding a permit for that Missouri community. It claims that United Telephone Co. has strung CATV lines on its poles and those of the Missouri power company in such a manner that Warrensburg Cable can't put its own lines up without violating safety codes. The telephone company also refuses to rent poles to Warrensburg Cable, the CATV permittee alleges.

The telephone company's actions, Warrensburg Cable says, is in behalf of United Transmission Inc., the sec-

ond CATV franchise holder in that city. Both the telephone company and United Transmission, are subsidiaries of United Utilities Inc., a telephone holding company. United Transmission is a group CATV owner.

Warrensburg Cable earlier filed a civil suit against the telephone company and the cable firm, asking for \$135,000 in damages (BROADCASTING, Aug. 15).

Warrensburg Cable asked the commission to issue a cease and desist order against the telephone company, institute a hearing on the telephone company's rates for CATV, and initiate rule-making proceedings to formulate a policy that telephone companies may not engage in CATV activities.

CATV urges rule change to import distant UHF's

A CATV company told the FCC last week that its rule limiting the CATV importation of distant TV signals into major markets should not apply to systems carrying UHF stations. The rule as written, the commission was told, weakens UHF stations' chances of competing with VHF outlets.

Jackson TV Cable Co. of Jackson, Mich., made the comment in petitioning

for a revision of the so-called top-100 market rule. The rule requires CATV's to obtain commission permission in a hearing before relaying signals beyond a station's grade B contour into any of the top 100 markets.

Jackson said the rule should be amended to exempt a CATV carrying the signals of distant UHF stations that are licensed to communities with one or more VHF's that are putting a grade B signal over the CATV-served community.

The distant-signal rule represents a commission effort to protect UHF's in major markets from outside competition. But Jackson said the rule hurts UHF's in their competition with VHF's, which have a greater broadcast range.

It noted, as an example, that since Jackson is within the grade B contour of three VHF stations in Detroit and one in Windsor, Ont., the rule permits carriage of those stations without commission approval. However, it would require the system to undergo a hearing to obtain permission to relay the programs of Detroit's UHF outlet, WKBD-TV, because its grade B contour falls short of Jackson. And the UHF, the system added, is the Detroit station closest to Jackson—55 miles as against 70 for the VHF's.

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ABC-ITT merger set for oral hearing

Three main areas of concern: economic concentration, competition, public interest

The most important station-transfer application ever filed with the FCC—that involving the proposed merger of ABC and the International Telephone and Telegraph Corp.—will be the subject of an oral hearing before the commission on Sept. 19.

The commission issued the order for the hearing last week, and invited all “interested parties” to participate.

The order specifies three general issues the commission wants discussed in connection with the proposed transfer of the network’s 17 AM, FM and TV stations: Will economic concentration be unduly increased in any market or field? Will competition in broadcasting be affected, for good or ill? Will the transfers serve the public interest?

The applicants were also advised to be prepared to discuss “all issues of law and policy” as well as factual matters that may be raised during the argument.

Middle Ground ■ The oral argument procedure represents a middle ground between the hopes of the applicants for a speedy and favorable decision on the transfer applications and the demands of Commissioners Robert T. Bartley and Kenneth A. Cox for a full evidentiary hearing (BROADCASTING, Aug. 1).

However, commission members said the oral argument procedure doesn’t represent an attempt to meet the demands for a hearing. The merger proposal, which looks to the creation of a \$2.5 billion entity, they said is simply “too big” to dispose of on the basis of paper pleadings.

The vote for the oral argument was 6 to 1, with Commissioner Bartley dissenting and again calling for a hearing. He listed 18 questions touching on possible antitrust and conflict-of-interest issues he feels should be explored.

Commissioner Cox, in a statement in which Commissioner Nicholas Johnson joined, concurred in setting the matter down for an oral argument. But he said the applicants should deal with the issues raised by Commissioner Bartley.

The commission said in its order that an evidentiary hearing for adjudicating contested facts is not required and that it can compile a record on which to base its legal and policy determinations without one.

But it also said that the “pending proposals do raise legal and policy issues

of substance and significance which require the commission’s further consideration in an oral hearing before it en banc.”

Authentic and Accurate ■ The commission said it regards the massive filings submitted by ABC and ITT in connection with the applications comprising “authentic and accurate statements of fact and as evidence constituting the record” in the case.

But it also left the door open to the raising of new questions. “Interested parties” who wish to offer “other or additional evidence” have 20 days to submit written statements. Persons wishing to object to the new material will have five days to do so.

The commission said its broadcast and common carrier bureaus will participate and raise “pertinent questions” affecting their respective jurisdictions.

The other party specifically mentioned in the order is KOB Albuquerque, N. M. The station has filed an opposition in connection with its competing application for the frequency occupied by ABC’s New York AM station, WABC.

The commission, which wants to hear the Department of Justice’s views on the proposed merger before acting on the applications could get those views at the oral argument. The department has been given a copy of the order and might participate.

Thus far, the only word the commission has received from Justice is that it

Hurleigh to resume duties

Robert F. Hurleigh is expected to return to duties as president of Mutual the week after Labor Day, according to a network spokesman. Mr. Hurleigh, who suffered a coronary attack on July 16 (BROADCASTING, July 25), was reported last week to have made “a fine recovery” and is now convalescing at the Harbor House hotel-motel in Ocean City, N.J. Mr. Hurleigh will work half-days at the outset and gradually move into full-time responsibility, the spokesman said.

is still studying what it considers a very complex case. The word was received three weeks ago.

Commissioner Bartley, in his dissent, said the commission order is “inadequate and ineffective since it will elicit opinion rather than evidence tested in the crucible of a formal hearing where the applicant must meet the burden of proof on specified issues.”

The issues he would raise include questions as to whether the merger would result in an undue concentration of economic power in a manner contrary to the public interest in broadcasting and whether it would violate the antitrust laws, whether the merged company would subordinate its broadcasting activities to its overall business interests, and whether the merger would encourage or impel other networks and licensees into similar arrangements.

He also called the hearing order “unique” since it is neither an oral argument nor an evidentiary hearing, “yet it gives the appearance of both.”

FCC’s Johnson breaks a tie vote

The FCC’s newest member, Nicholas Johnson, last week provided the tie-breaking vote that enabled the commission to grant an unopposed request for a waiver of its rule restricting TV-signal importation by CATV’s located in the top-100 TV markets. Under the rules, a hearing is required when a CATV seeks to import distant signals to CATV’s in those markets.

United Transmission Inc., a subsidiary of United Utilities, Kansas City, Mo., had requested a waiver of the hearing on its plan to bring in signals from Pittsburgh, Washington, and Lancaster, all Pennsylvania, and Steubenville, Ohio, to CATV’s that fall within the grades A and B contours of the Johnstown-Altoona, Pa., market (the 41st TV market).

The FCC had earlier voted 3 to 3 on the waiver request with the three dissenters in favor of allowing Pittsburgh signals but asking for a hearing on importation of the other stations. This position was the one favored by the FCC staff.

Voting for the waiver last week were Chairman Rosel Hyde, Commissioners Lee Loevinger, Robert Bartley and Johnson. Voting against it were Commissioners Kenneth Cox, Robert E. Lee and James Wadsworth.

The FCC staff was not opposed to bringing in the Pittsburgh signals, which another CATV in the area already carries, but it was opposed to additional signal importation without a hearing.

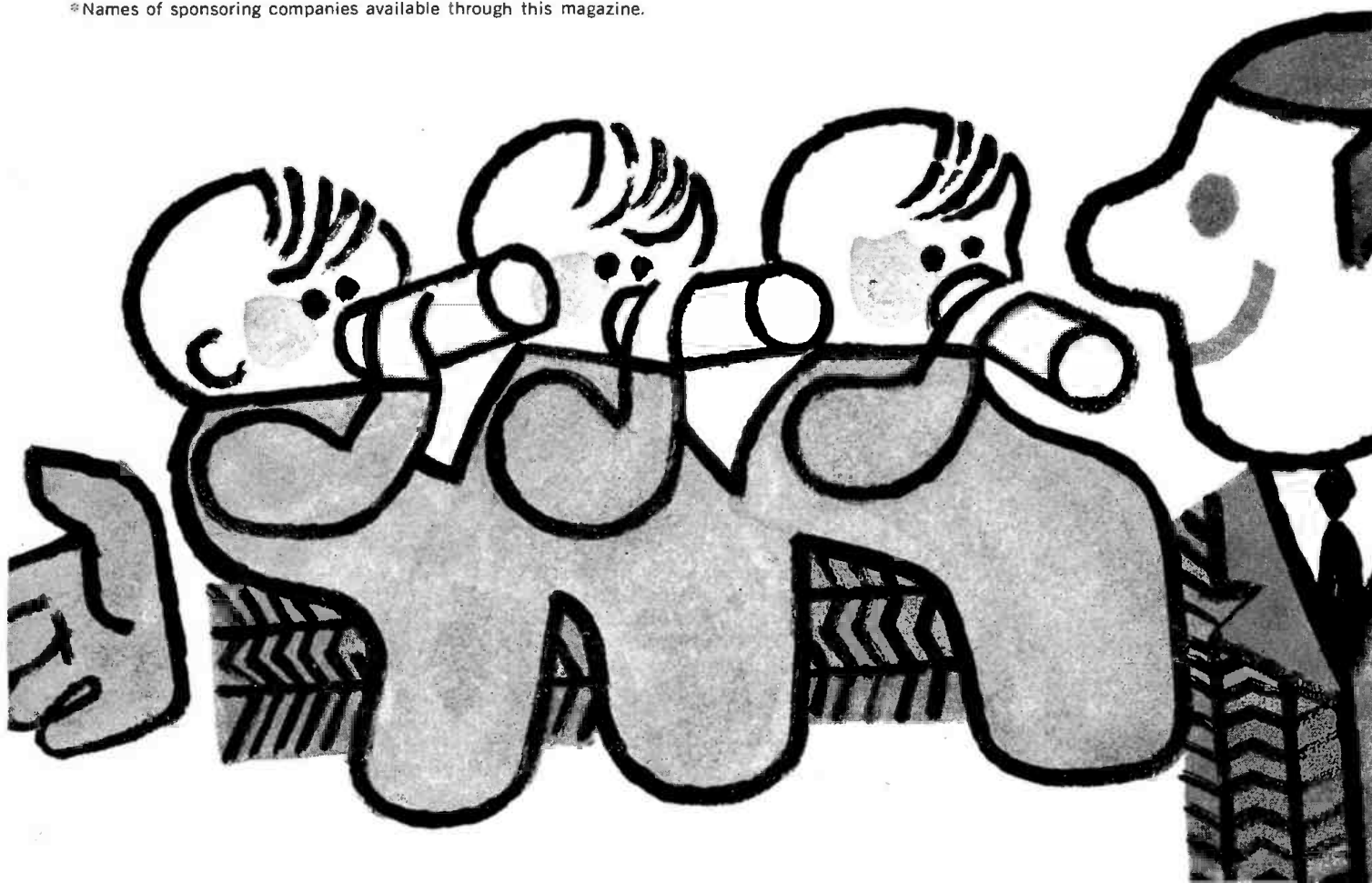
UTI proposed to bring in WMAL-TV

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and WTTG(TV), both Washington, WHIC-TV, KDKA-TV and WTAE-TV, all Pittsburgh, WGAL-TV Lancaster and WSTV-TV Steubenville, Ohio-Wheeling, W. Va. to systems in Roaring Spring, Martinsburg, Greenfield township and Freedom township.

The areas to be served fall within the grade A contours of WFBG-TV Altoona and WJAC-TV Johnstown, and the grade B contour of WARD-TV Johnstown.

'Trib' staffers find radio-TV homes

The Whitney Communications Corp.'s holdings were shrunk last week with formal announcement that the *New York Herald Tribune* would no longer publish. The morning newspaper had planned to resume publication once the prolonged strike by various unions against the World Journal Tribune Inc. was ended.

The World Journal Tribune company was formed last March as a proposed merger of three newspapers, the *Herald Tribune*, the *World-Telegram and Sun* and the *Journal-American*. But for nearly four months, the new company's plans have been thwarted by labor dis-

putes involving the unions.

John Hay Whitney, who had been publisher of the *Herald Tribune*, took note of the labor troubles in commenting on the closing.

Whitney Communications still has a one-third interest in the *World Journal Tribune* in which the Hearst Corp. and E. W. Scripps Co. also hold a third interest. The company now plans to publish an afternoon newspaper, the *World Journal*, and a Sunday *World Journal Tribune*.

Defections ■ It was noted last week that weakening position of the *Tribune* in the highly competitive New York area along with staff defections during the current strike period and previous union disputes made it impractical to publish the newspaper without a lowering of standards.

For some time broadcasters in New York were aware of the drifting away of talent from the *Trib* and in many cases were themselves benefactors. A spot check last week uncovered several former *Tribune* first-line editorial people who have been hired by radio or TV companies. Among them: Earl Ubell, former columnist and by-liner who has joined the news operation of WCBS-TV New York as correspondent and science editor; Doug Kiker, a former *Trib* writer, now with NBC News as a correspondent in Washington; Fred Feretti, another reporter, also now a news correspondent with NBC-owned WNBC-TV New York.

Tom O'Hara and Milton Lewis, both former *Tribune* newsmen, have been working as local news correspondents for WCBS-TV New York on a per diem basis. Richard K. Doan, who has edited the radio-TV news for the *Tribune*, has been moderating a radio discussion show on WNEW New York, and another staffer who wrote for the radio-TV page, Tony Gentile, is a press representative with CBS-TV.

The status of various other top reporters or columnists reported to have been working for radio-TV, such as Jimmy Breslin, could not be determined because of doubt over existing contracts.

The American Newspaper Guild and New York Newspaper Reporters Association said they had no records of who or how many *Tribune* reporters had moved to radio-TV. It was believed, however, that 65-75% of the editorial people had moved into other jobs, including radio, TV and magazines.

Whitney Communications also has a 55% ownership in the Paris edition of the *New York Herald Tribune*. Earlier it sold off 45% to the *Washington Post*. Financier Whitney's company also is the parent of Corinthian Broadcasting Corp., a wholly owned station group that has WISH-TV Indian-

apolis; WANE-TV Fort Wayne, Ind.; KXTV(TV) Sacramento, Calif.; KOTV (TV) Tulsa, Okla., and KHOU-TV Houston. Other holdings include the *Parade* magazine Sunday supplement, the New York Herald Tribune Radio Network (now comprising WVOX New Rochelle and WGHQ Kingston, both in New York) and *Interiors* magazine.

A task force for CATV

Examiner Schildhouse to head group to cope with cable-TV rules

The FCC has established a task force to deal exclusively with CATV matters and, it is hoped, catch up with and keep on top of the mountain of work the commission faces in administering its new CATV rules.

The unit will operate independently of the Broadcast Bureau, which has had responsibility for CATV until now, and will report directly to the commission. It will be headed by Sol Schildhouse, a hearing examiner who is being detailed to the task force on special assignment.

The task force is scheduled to start working under Mr. Schildhouse next Monday (Aug. 29), with six Broadcast Bureau attorneys now assigned to CATV duties. Senior attorneys in the group are Edward J. Brown and Stanley S. Kaufman.

FCC Chairman Rosel H. Hyde, disclosing the commission's action in creating the unit, said it would probably develop into a force of some 15. One of Mr. Schildhouse's first tasks will be in recruiting the necessary help from other divisions of the commission.

New Service ■ Chairman Hyde, who proposed the special force, said CATV is a new service, still being developed, and should be given the attention of a separate group within the commission that could attempt to master the "deluge" of filings received under the new CATV rules.

These involve scores of petitions and counterpetitions concerning CATV requests for waivers of the rules and broadcaster requests for addition protection against CATV. The commission's present under-manned staff is said to be bogged down in the flood.

Creation of the new unit could lead to a jockeying for authority within the commission staff. Although its primary function is in getting the backlog of work under control, there is some ques-

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tion as to whether it will involve itself in a variety of related functions.

A task force responsible for CATV, some observers feel, could well seek to take over the functions the general counsel fills in matters relating to Congress. It will probably want to assign its own lawyers to hearing cases involving cases that it has processed. And out of these activities a desire to participate in policy-making functions is likely to emerge.

Another Backlog ■ Mr. Schildhouse, who first joined the commission in 1948, once before helped Chairman Hyde attack a backlog problem. That was in 1953, during Chairman Hyde's first term in that office, when the commission's principal problem was expediting decisions on grants of television frequencies following the four-year freeze on grants. Mr. Schildhouse was acting chief of the opinion-writing office of opinions and review and helped break the log jam left by the freeze.

Chairman Hyde said last week that in Mr. Schildhouse the commission had "a man of stature and ability" to head the task force.

Mr. Schildhouse, a New York City native who was graduated from the City College of New York and from Harvard Law School (where he was a member of the *Law Review*) has been an FCC hearing examiner since 1963. He has also served as chief of renewals branch, chief of the old television applications branch of the broadcast facilities division, and assistant chief of the rules and standard division.

He was also an operating broadcaster for a year. In 1956 he left the commission to become part owner and manager of the KOMA Oklahoma City. He returned to the agency in 1957 after severing connections with the station.

Examiner concurs in Elyria transfer

An FCC hearing examiner last week recommended that the commission do what it decided to do two years ago and grant the transfer of control of WEOL-AM and WBEA-FM (formerly WEOL-FM) Elyria, Ohio, to the Lorain County Printing and Publishing Co. The examiner, Jay A. Kyle, would also grant the stations' pending license-renewal applications.

The commission on June 25, 1964 had granted the transfer of control, which involves the sale of 13.1% of the stock in the Elyria-Lorain Broadcasting Co. from the Loren M. Berry Foundation to Lorain County Printing. The publishing company already owns 46.1% of the stock.

But the commission set the grant aside and designated the application for hearing as a result of a petition filed by

the *Lorain County Journal*, a competitor both of the stations and of Lorain County Printing's *Elyria Chronicle-Telegram*.

The *Journal's* petition followed Elyria-Lorain's effort to block the transfer of wwiz Lorain to the *Journal*, an effort that resulted not only in a denial of the transfer application but of the station's renewal application (BROADCASTING, April 6, 1964).

Concentration Issue ■ Principal issues in the Elyria-Lorain case are whether an unauthorized transfer of control of the stations to the publishing company has already occurred and whether the grant would result in a concentration of control of mass media in the Elyria-Lorain area. WEOL and WBEA-FM are the only broadcasting stations in Elyria and the *Chronicle* is the only daily newspaper published there.

Half the applicants' battle was won when the *Journal*, given the burden of proceeding with the initial introduction of evidence on the unauthorized transfer question, withdrew from the case before the evidentiary hearing began (BROADCASTING, March 7).

Examiner Kyle said that the record reflects that "the transferee never acquired or exercised" legal or actual control over Elyria-Lorain. And in view of the *Journal's* withdrawal from the case,

he said, the unauthorized transfer issue must be resolved in favor of the applicants.

He also concluded there was no need for concern over a question of undue concentration of control of mass media. He noted that although the only radio stations in the town would be owned by the publisher of the only daily newspaper, the Elyria-Lorain area is served by a number of AM, FM and TV stations, as well as daily and weekly newspapers. And many of the stations and papers, he said, compete for news and advertising.

Massachusetts studies munipicle CATV bills

Two bills authorizing Massachusetts municipalities to issue CATV franchises and to operate their own CATV systems if they desire are being studied by a state Senate committee.

The bills, (Nos. 3856 and 3841) passed the Massachusetts House last month and were sent to the upper chamber.

A report that a CATV application had been filed for Boston, with State Representative James R. Nolan (D-Ware) representing the applicant (BROADCASTING, Aug. 8), was in error.

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1966 IMPALA

CBS builds up its FM hand

CBS/FM Broadcasting to implement 'Young Sound' music programing service

CBS Radio has set up a new department, CBS/FM Broadcasting in anticipation of its plans to syndicate specialized music programing to FM stations on Sept. 1.

The new department, over which William D. Greene, formerly director of administrative operations for CBS Radio, has been placed as director (see page 10), marks CBS's emphasis on FM to coincide with the continuing separation of AM and FM programing by stations across the country.

Mr. Green will be responsible for the operation of the seven CBS-owned FM

stations, CBS/FM National Sales and the new CBS/FM Program Syndication Service. The specialized FM music programing service has a number of subscribers lined up in addition to the seven owned FM stations (CLOSED CIRCUIT, Aug. 1).

The new organization of a department specializing in FM, it was noted, will pave the way additionally for plans to sell CBS's "The Young Sound" to national advertisers on a spot basis. The music service is aimed primarily at the 20-to-35-year-old audience and has been offered to stations at prices ranging from \$400 to \$1,000 a month, depending on market size.

Under the plans of the service's developer, Mr. Greene, subscribers will get a library of 180 hours of programing that will be refreshed with 20 hours of new material each month—enough, according to Mr. Greene, to program a station 24 hours a day.

A one-minute commercial break will be programed every quarter-hour, along with a recap of the selections played during that period.

John DeWitt, former music director of WRVR(FM) New York and now producer for FM operations, worked with Mr. Greene over a seven-month period assembling musical selections for "The Young Sound."

The appointment of Mr. Greene was announced by Fred Ruegg, CBS Radio's vice president, station administration, who said Mr. Greene would bring a "dynamic and fresh approach" to broadcasting. Arthur Hull Hayes, CBS Radio's president, said the network believed that the "qualities necessary to uphold" CBS's "tradition of broadcast leadership" were built into the CBS/FM department and "The Young Sound."

Mr. Greene first began probing the possibilities of this type of FM musical service about a year ago, then decided on its general approach and hired Mr. DeWitt to produce the sound. The WCBS New York record library, with Irv Faskow in charge, was placed at the disposal of the FM specialists. Raili Syreeni, an engineer from Finland, was hired as the technician on the staff to mix onto tape the selections made by Mr. DeWitt.

Radio series sales . . .

John Doremus Show (Functional Media Inc.): WPTH(FM) Fort Wayne, Ind.; KRAV(FM) Tulsa, Okla., and Armed Forces Radio.

Easter: the Beginning (Woroner Productions): KVFJ Fort Dodge, Iowa,

and KIMA Yakima, Wash.

July 4, 1776; The First Christmas and Easter the Beginning (Woroner Productions): KSMM Shakopee, Minn. and WBTH Williamson, W. Va.

Close-up; Points on Pets, and Your Green Garden (Woroner Productions): KSMM Shakopee, Minn.

Tips on Tots (Woroner Productions): KDWA Hastings and KSMM Shakopee, both Minnesota, and WLDR Traverse City, Mich.

Minute Tips on Your Child and You (Alan Sands Productions): WRRC Spring Valley, New York.

Doctor's House Call (Signal Productions): WCRQ Providence, R. I., and WMBS Uniontown, Pa.

The World of Money (Signal Productions): KTRM Beaumont, Tex. and WCTA Andalusia, Ala.

Point of Law (Signal Productions): KFEQ St. Joseph, Mo.

Dream World (Triangle): WNBC New York; KLAC Los Angeles; WCOP Boston; KTLN Denver; WFLA Tampa, Fla.; WJAR Providence, R. I.; KROC Rochester, Minn.; KGY Olympia, Wash.; KBSM New Bedford, Mass.; KVIP Redding, KHSI Chico and KSCO Santa Cruz, all California; WVMT Burlington, Vt.; WKBH LaCrosse, Wis., and KREX Grand Junction, Colo.

Hubbell Robinson signed to new ABC-TV contract

A new contract has been signed by ABC-TV with producer Hubbell Robinson, who since last January has been retained by the network as executive in charge of production for *ABC Stage 67*.

The new signing was announced last week by Leonard Goldberg, ABC vice president in charge of TV network programing, during a closed-circuit telecast originating in New York to affiliated stations.



Mr. Robinson

Mr. Robinson.

Mr. Goldberg explained that the contract ties Mr. Robinson and his produc-

ing, during a closed-circuit telecast originating in New York to affiliated stations. The telecast previewed *ABC Stage 67* which goes on the air next month. With Mr. Goldberg was Thomas W. Moore, president of ABC-TV and

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*NCS '61

tion company to ABC-TV for the next few years. It provides for his personal services and exclusive use of all projects and ideas for TV programs. Mr. Robinson's *Hawk*, a filmed series, starts on ABC-TV on Sept. 8, 10-11 p.m.

Mr. Robinson's career has included a 12-year association with CBS, 16 years with Young & Rubicam and shorter periods with the Blue Radio Network (later ABC), Foote, Cone & Belding, and as an independent producer (Hubbell Robinson Productions Inc. and its *Thriller*, *87th Precinct* and *Ford Star Time* shows).

He resigned as CBS-TV's programing chief in March 1963, to produce programs independently for the second time in his career. Prior to his 1963 departure, Mr. Robinson had left the network once before, in 1959, when he resigned as executive vice president in charge of programing. He returned to the top CBS programing post in March 1962.

WFAA-TV's primer explains manager's show

Seeking to extend use of its *Let Me Speak to the Manager* format, WFAA-TV Dallas-Fort Worth has published a primer distilling five years' experience with the show that features viewer mail.

Mike Shapiro, general manager of WFAA-TV and motorman of the half-hour, prime-time program, also plans a weekly news-and-suggestions letter pooling experiences of other station managers who adopt the copyrighted WFAA format.

WFAA reports audience interest in the show comparable to some of their network programs. The station notes that the attempt to present an industry viewpoint by having the station manager handle selected mail on the air—most of it critical—"has attracted better than 100,000 TV homes weekly."

The Big Ten will get even bigger

Expansion of the Big Ten game-of-the-week college football to almost a national radio network this fall was announced last week by the producer, John Dickson, who has packaged similar shows for California stations for the past three years. Ten games will be aired.

By the time of the first broadcast Sept. 17 (North Carolina State at Michigan State) the lineup will include some 175 stations in more than two dozen states, Mr. Dickson said. Over 160 outlets already are signed, including Hawaii, Guam and Armed Forces Ra-

dio. By 1967 season, he predicted, the lineup should include over 250 stations.

Mr. Dickson set up the original Los Angeles baseball Dodgers radio network when the team moved to California. He also formed radio networks for UCLA football and basketball as well as the Los Angeles football Rams and the California baseball Angels.

Announcers for the new Big Ten network feature, Mr. Dickson said, will be Bill Orwig of Indianapolis, Dick Beals of Los Angeles and Steve Juday, co-captain of the 1965 college champion Michigan State Spartans. Engineering details are being handled by Ed Willey of WFOX Milwaukee.

Film sales . . .

Marvel Cartoons (Krantz Films Ltd): WCCO-TV Minneapolis-St. Paul; WPTV (TV) West Palm Beach, WCKT (TV) Miami and WFGA-TV Jacksonville, all Florida; WTVR-TV Richmond Va.; KENS-TV San Antonio, Tex., and WSB-TV Atlanta.

Night Train (Seven Arts TV): WKEF (TV) Dayton, Ohio, and WALA-TV Mobile, Ala.

The Gypsy Rose Lee Show (Seven Arts TV): WLWC (TV) Columbus, Ohio, and KGGM-TV Albuquerque, N. M.

Big Night Out, The Professionals (Seven Arts TV): WOOD-TV Grand Rapids, Mich.

En France (Seven Arts TV): WNED-TV Buffalo, noncommercial.

Charlie Chaplin Comedy Theater (Prime TV Films): WCCO-TV Minneapolis-St. Paul, WSOC-TV Charlotte, N. C., and WGAL-TV Lancaster, Pa.

When Comedy Was King (Prime TV Films): WBAL-TV Baltimore, WDCA-TV Washington and WHYN-TV Springfield, Mass.

Tarzan Features (Banner Films): WINK-TV Fort Myers, Fla.

The Debbie Drake Show (Banner Films): WBTW (TV) Florence, S. C.

Girl Talk (ABC Films): WCHS-TV Charleston, W. Va.; WANE-TV Fort Wayne, Ind.; WMAL-TV Washington; WGAN-TV Portland, Me.; KTSM-TV El Paso, Tex.; WICS (TV) Springfield, Ill.; WNBK-TV Binghamton, N. Y., and WFIL-TV Philadelphia.

Hayride (ABC Films): KOLN-TV Lincoln, Neb.; KLOC-TV Modesto, Calif., and KFEQ-TV St. Joseph, Mo.

One Step Beyond (ABC Films): XETV (TV) Tijuana, Mexico-San Diego.

Harvey Cartoons (ABC Films): WOI-TV Ames-Des Moines, Iowa.

Wyatt Earp (ABC Films): WWTW (TV) Cadillac-Traverse City, Mich.

BAN THE BEATLES!

SO SAY OUR LISTENERS

According to a recent poll conducted by WLVP-FM regarding an alleged anti-Christian statement made by John Lennon of the Beatles, listener reaction was almost unanimously in favor of banning the rock n' roll group's records on radio. Of the many calls and letters received, only one person felt that criticism had been unjust.

The primary concern of WLVP's listeners is not contained in Lennon's intended meaning or the motivation behind his remarks, but rather the negative impact it would have on impressionable young minds. Teenagers naturally identify with a hero-figure as part of the maturing process and often go so far as to emulate the actions of their teenage idols. If we are a Christian nation, then is it not our Christian duty to reply to any individual or group that would defile our Christian heritage? WLVP shares this conviction with its listeners.

Where does *your* audience stand on this issue? Why not poll your listeners for their opinions. We feel their responses will be as gratifying to you as the result of our poll was to us.

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An instant barrel of laughs for radio

THAT'S SERVICE PLANNED BY MEL BLANC ASSOCIATES

Radio stations throughout the country are going to be offered a five-part program service aimed at giving them an instant and total sense of humor, BROADCASTING learned last week. Mel Blanc Associates, Hollywood-based broadcast commercial production company, will create a series of humorous radio features and inserts and distribute them through Spot Productions Inc., Fort Worth, a leading marketing firm for program material. The new program service will be made available to stations beginning Sept. 1 for use after Nov. 1.

The humor package, to be called Superfun, initially will be offered on a 13-week basis for subsequent renewal only for 26 or 39 weeks. The Blanc organization claims to have been planning and developing the new service for the last two years and at a cost of \$200,000. It's said to be the result of a 25-station survey that showed a widespread need for a "total humor additive," a desire for a service analogous to "cartoons in the *Saturday Evening Post*." Superfun can be interspersed continuously throughout the broadcast day and will be promoted as being adaptable by 98% of all radio stations in the country.

It consists of one major serialized feature running about two-and-a-half minutes in length; 65 one-minute featurettes; another 65 under one-minute featurettes of running comic characters, and 150 five-second to 45-second audio blackouts. The serialized feature, supposedly the pivot of the package, will depict the serialized adventures of such characters as "Meyer the spyer." Each episode will be geared to run six to eight times a day on a station, with each story lasting a week. The 65 featurettes will encompass 13 different episodes each of five different spoofs,

including "Khrisna, the worldly wierdo" and "Sweatshop," about an exercise show. The inserts with the running characters will attempt to integrate skits about fictional station personnel, like the maintenance man or studio cleaning woman, into the total station sound as a running gag. The so-called "guts of the package," is a sort of miscellaneous cornucopia of vaudevillian-type fast routines.

Promos, Too ■ Additionally, MBA is offering subscribers from four to six station promos, tailoring each to tie-in the station call letters to the Superfun concept. Stations will be told that all of the spots are saleable to a variety of clients.

Mel Blanc, chief executive officer of the commercial production house and famed as the voice of such character favorites as Bugs Bunny, will perform regularly in the Superfun service. Also lined up as talent for the service are Robert Q. Lewis, Howard Morris, Hans Conreid and Iris Adrian.

MBA vice president and creative director Richard Clorfene will supervise all writing activities, assisted by George Balzer, a writer for Jack Benny for many years. A new company wing, Broadcast Service Division, has been formed to produce the humor spots. It will be headed by Harry O'Connor, who also will be executive producer of Superfun. Mr. O'Connor will report to Noel Blanc, MBA executive vice president and son of Mel Blanc.

Stations subscribing to the new service will be charged rates loosely based on the population of their markets. They will not be given an opportunity to subscribe to part of the service. Instead, the package is to be sold on an all or nothing basis.

MBA expects to have between 20-25 stations signed up for its new service

by the Nov. 1 starting date. Projections call for a potential of 50-75 subscribers by the end of the first year and revenues of \$400,000 and \$600,000. By the end of the second year, MBA hopes to have Superfun going into as many as 150 stations. Only one station to a market will be signed for the service.

More signed for 'CBS Playhouse'

CBS's \$500,000 honey pot for original drama scripts continued to draw talent last week. Playwrights Loring Mandel and Ernest Kinoy joined the widening circle of writers and producers to be associated with the networks projected *CBS Playhouse* series of specials (BROADCASTING, June 27 et seq.).

It was reported that Worthington Minor, veteran producer in TV and other entertainment fields, also was negotiating with CBS.

Mr. Mandel, who wrote teleplays for *Playhouse 90* and *The Seven Lively Arts* on CBS-TV and the adaptation for motion pictures of the novel, "Advise and Consent," was commissioned by producer George Schaefer to write a script for *CBS Playhouse*. Mr. Mandel's drama, untitled, deals with the story of an old man who passes through a deep emotional crisis and decides figuratively in favor of life rather than to wait for death.

Mr. Kinoy will work on a drama script under the aegis of producer Herbert Brodtkin. Fred Coe and Martin Manulis are two other name producers who have been engaged. It had been previously announced that Reginald Rose will write a script, "Dear Friends," with Mr. Brodtkin producing (BROADCASTING, Aug. 15).

Writers under the *Playhouse* plan receive up to \$25,000 for a commissioned script.

Arnaz returns to TV for Channing show

After a three-year absence from television, Desi Arnaz is back at work with a new series to produce and a major advertiser to back him. Last week General Foods Corp., one of the few sponsors still involved in program development, signed Mr. Arnaz to produce a half-hour comedy series to star Carol

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Teamed for General Foods

Channing.

The still untitled new show, the first one to be set by General Foods beyond this upcoming season, is scheduled for 1967-68, probably on CBS-TV. It marks both Miss Channing's debut as a TV series regular and Mr. Arnaz's first major deal since his return to television as an independent producer.

The team of Bob Carroll Jr. and Madelyn Pugh Davis, the original writers of the *I Love Lucy* series, will work for Mr. Arnaz on the Carol Channing program and other projects under an exclusive, long-term contract.

General Foods also was associated, as sponsor, with the *I Love Lucy* show when it was first presented 15 years ago. The series starred Mr. Arnaz and his then-wife, Lucille Ball.

Sparger settlement effort fails

Rex Sparger, former congressional broadcast-ratings investigator who is being sued for \$1.5 million by the A. C. Nielsen Co. for attempted rigging of last February's *Carol Channing Show* ratings, last week moved to settle the case personally through the medium of newsmen. He failed.

What Mr. Sparger did was to prepare his own proposed consent decree. He then invited newsmen to a hotel room and suggested that they call Arthur C. Nielsen Jr., at his (Mr. Sparger's) expense to determine whether the Nielsen firm would accept the agreement. Mr. Sparger was not present at the "news conference."

Dick John, news director of KWTU-TV Oklahoma City, placed the call. He spoke to Mr. Nielsen who referred him to Robert Foote, a Nielsen attorney. Mr. Foote told Mr. John that

the proposed order was not satisfactory, since it failed to name Mrs. Sparger and Nelson Brittan as parties to its provisions. It also did not, Mr. Foote was reported saying, acknowledge that Mr. Sparger illegally attempted to influence ratings for payment.

The Oklahoma City side of the telephone conversation was filmed by Mr. John's station and put on the air that night.

Because lawyers for both sides of the controversy have been unable to settle the case. Mr. Sparger, it is reported, took this means of bringing the negotiations to a close. The next day Mr. Sparger announced that he had retained Thomas J. Kenan, an Oklahoma City lawyer and former legislative assistant to Representative Carl Albert (D-Okla.), as his counsel. J. Howard Edmondson, former governor of Oklahoma who had been representing Mr. Sparger, had to withdraw from the case, Mr. Sparger is reported saying, because of "prior commitments."

Five Parts ■ In his proposed consent order, Mr. Sparger agreed 1) to admit that he used some Nielsen sample homes to attempt to rig the Channing program; 2) that his acts interfered with and damaged the commercial value of the Nielsen business; 3) to accept a permanent federal injunction restraining him (Sparger) from disclosing the names and addresses of Nielsen sample homes, the firm's supervisors or field men, from attempting to influence the ratings or interfering with the Nielsen firm in any way, or making false or slanderous statements concerning the Nielsen firm; 4) to turn over to Nielsen within 10 days of the order information on rating homes or supervisors or field men. In return, Nielsen would drop its claim for actual and punitive damages.

The purpose of the novel public offer to settle, it is understood, stemmed from a news conference held by Mr. Nielsen last month in Oklahoma City where Mr. Nielsen said he would be glad to settle the case through negotiation (BROADCASTING, July 25).

Program notes . . .

Wolper drafted ■ U. S. Army has elected Wolper Productions (a division of Metromedia Inc.) to make a color film depicting the first eight weeks of a soldier's army life. The armed forces entrance examination stations in New York and various bases including Fort Dix, N. J. and Fort Ord, Calif., will be used in the film. It will be made available to TV stations as a special program.

Woroner and Palmer ■ Woroner Productions, Miami, has contracted with Arnold Palmer Enterprises to handle sales of the *Arnold Palmer Golf Tip* series in the U. S. and Australia. There are 312 30-second golf tips in the series, narrated by Mr. Palmer.

Monthly message ■ *Second Sunday*, a series of 55-minute news specials on topical subjects, will be presented once a month on NBC Radio's *Monitor* beginning Sunday, Oct. 9 (9:05-10 p.m. NYT). The program will treat such subjects as the problems and aspirations of American Youth, Medicare, and a sociological and scientific projection of American Life in the year 2000.

Finkel entry ■ Bob Finkel, producer, who is developing programming for NBC-TV, has ordered a script for a half-hour comedy pilot, *The House of Vanderhouse*, projected as a series for the 1967-68 season. The story satirizes big business and automation. Script writer is Cy Howard, whose Cy Howard Productions also will handle production of the pilot in association with Mr. Finkel's Teram Productions and NBC-TV.

Clearing the air ■ The growing problem of air pollution will be explored in an NBC News special, "Air of Disaster," to be colorcast Sunday Oct. 2 on NBC-TV (6:30-7:30 p.m. EDT). NBC News correspondent Sander Vanocur, who has been investigating this problem across the country, will present a first-hand report proposing that air pollution is not only an urban problem, but is also spreading into rural areas and must therefore be controlled at the national

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The governor's stamp of approval

Ohio Governor James A. Rhodes (center) discusses plans for Avco Broadcasting's extensive participation in the 1966 Ohio State Fair at Columbus, with John T. Murphy (right), Avco Broadcasting president, and Walter E. Bartlett, vice president-television. Avco Broadcast-

ing. Between Aug. 25 and Sept. 5 more than 55 colorcasts will be originated for area Avco TV stations (WLWT[TV] Cincinnati; WLWD[TV] Dayton, WLWC[TV] Columbus, all Ohio, and WLWI[TV] Indianapolis Ind.) and other television outlets in Ohio.

level with the public paying its way back to clean air through increased taxes and utility rates.

Three's company ■ Rock Hudson, Frank Gorshin and Ken Berry have been signed as guest stars on *Carol & Company*, one hour music and comedy special starring Carol Burnett, to be colorcast Sunday, Oct. 9 (10-11 p.m. EDT) on CBS-TV.

Nostalgia special ■ Remember when *Your Show of Shows* was a network (NBC) television hit? And Sid Caesar, Imogene Coca, Carl Reiner, Howard Morris starred in the weekly show? They'll all be back, as a one-shot one-hour comedy special on CBS-TV, April 5, 1967, 8:30-9:30 p.m. EST. Many of the series' classic comedy sketches and "bits" will be performed.

New features ■ Independent Television Corp. has placed a new package of feature films, *The Deluxe 20* into syndication. The features were produced in Germany and Italy, and 15 are in color.

October test ■ First CBS News audience-involvement test of the new season will be shown Oct. 4, 10-11 p.m. *The National Sports and Physical Fitness Test* will be sponsored by the American Iron and Steel Institute through Sullivan, Stauffer, Colwell & Bayles.

Boxing ■ Madison Square Garden-RKO General Sports Presentations, New York, last week announced it will telecast its fourth boxing event since last winter: a 10-round heavyweight match between South American champion Oscar Bonavena and Philadelphia's Joe Frazier in New York on Sept. 21. Live color coverage is planned nationally with the telecast on RKO's WOR-TV New York blacked out for one day.

Runaway reaction ■ California Governor Edmund G. (Pat) Brown stepped into the runaway production controversy in Hollywood last week by issuing a statement expressing his concern "that American productions are declining while foreign productions are increas-

ing." He called upon the television and movie industries "to resist the temptation to achieve short-range savings by filming overseas."

Glamorous co-host ■ Pia Lindstrom, daughter of actress Ingrid Bergman, becomes co-host of a two-hour early morning program, *A.M.*, on KGO-TV San Francisco, beginning Sept. 5. Miss Lindstrom, also an actress, will interview guests and answer calls.

Ted Kennedy hits TV programming

Senator Edward M. Kennedy (D-Mass.) last week criticized what he called the glorification of violence on the mass media, particularly television.

Addressing the annual convention of Hadassah in Boston, Senator Kennedy made the observation as part of a proposal to control the spread of violence in this country.

He said the prevalence of crime and western shows cannot help but persuade young people that violence is a legitimate means to an end. Congress cannot do much in this area, he added, because the Constitution and laws specifically bar it from censorship.

However, he added, the media cater to public tastes and they respond to the enlightened demands of citizens. He concluded that for every crime show or gun battle on television, he would like to see another program equally as interesting on how Americans have settled their problems peacefully.

Florida Mission maps religious show idea

Religious programs that aren't religious—except for short capsules inserted at strategic moments—may prove an effective approach to finding wider audiences for such material.

United Communications Mission, Orlando, Fla., originators of the plan, expect to offer pilot programs by late fall. To be offered as program service in exchange for air time, program themes are not religious as such, but are based on matters of general interest. Each program, however, will contain a 60-second religious message. No funds are solicited during the program.

The project has nationwide church and individual support, reports Forrest Thompson, Unicom's executive director. Unicom hopes that the program content will attract audiences other than those for conventional religious programs, which tend to appeal to persons already interested in the subject.

Unicom is at Route 3, Box 399, Orlando 32811.

Stockholders get on the Ball

Pay to president, dividend
procedure questioned
at Desilu annual meeting

Desilu Productions Inc. only had a half-hour on network television last season but it had three-and-a-half stifling hours facing its shareholders in Hollywood last week. Maybe if there had been more time on television, there would have been less time spent at the annual meeting. For some of the only 48 stockholders attending the production company's annual meeting, held at the Desilu-Gower Studio, found plenty about which to complain.

Why, they wanted to know, doesn't the company declare a cash dividend? Why, instead, did it order a stock dividend? Why is company president Lucille Ball being overpaid? Why is the company purchasing substantial shares of its own stock? Why isn't the stock living up to its expectations?

Milton A. Rudin, partner in the Hollywood law firm of Gang, Tyre, Rudin & Brown, and general corporate attorney, tried to head the questions off at the pass by opening the meeting with some extemporaneous observations about the company's current financial position and the problems of television production. In his role as chairman of the meeting—undertaken so that Miss Ball could rest her "slight case of laryngitis,"—Mr. Rudin delved into the basic complications and frustrations of getting programs on the air. He spoke about rising costs and hinted of the woes involved in budgeting not only the pilot but the entire series before production even begins. He explained that the control of production costs is at the mercy of exigencies beyond anyone's control. The success of a program, he pointed out, is dependent on its having a more than one-season run.

On CBS-TV Again ■ Thanks to Lucille Ball and CBS-TV's need for her to star in a fifth year of *The Lucy Show* program in the 1966-67 season, Desilu was able to get the network to put up a \$600,000 fund for the financing of its pilots. Miss Ball's importance as a performer also helped Desilu swing a \$6.6 million minimum contract with CBS-TV for reruns of 132 *Lucy Show* segments over four years of domestic daytime reruns. This last is part of an exclusive

so-called "put" option deal, which allows Desilu to take the four-year package of *Lucy* shows to other buyers for higher bids and provides for CBS to re-bid for the product at a price no less than 10% higher than the highest outside offer. By coming back to *The Lucy Show*, after first announcing her withdrawal, Miss Ball, it was revealed, gave Desilu the lever to execute the "highest price ever paid to a company for a half-hour TV show."

Stockholders also were told that *Mission: Impossible* and *Star Trek*, the two shows Desilu sold to CBS-TV and NBC-TV, respectively, for the 1966-67 season did not come out of the CBS pilot fund but at least two and maybe three pilots for the 1967-68 season will be financed by the \$600,000 that has been set aside. According to Mr. Rudin, no further program development deals with ABC-TV and CBS-TV will be made unless "mutually satisfactory flexible pricing arrangements" are set up, where the producing company has "reasonable expectations of profit."

Switching from programming to financial matters, Mr. Rudin disclosed that because of the uncertain nature of television production, Desilu may be interested in diversifying through acquisition or mergers. Such an action, he stressed, only would take place through a stock swap. This is one of the reasons why the company has been purchasing its own shares in the past. With more than 200,000 shares now in the corporate treasury, Desilu has halted purchase orders for a few months but is likely to resume buying its stock in the near future. Mr. Rudin said he considers Desilu stock of considerably more intrinsic value than its approximately \$9-a-share selling price on the American Stock Exchange or its \$7.58 book value. He emphasized that although Desilu has been approached for merger, no such move is under consideration presently.

Gilbert Resolution Squashed ■ At the conclusion of Mr. Rudin's talk, questions from a few persistent shareholders came pouring out. Most pounded away at the necessity for Miss Ball's salary of \$75,000 as president and \$156,123 as an actress in fiscal 1966. Management, in the person of Mr. Rudin, insisted that Miss Ball, who owns 60% of Desilu, actually is underpaid and that she could earn a great deal more working for other production companies. A resolution to limit Miss Ball's salary to \$90,000 in any year in which the company pays no cash dividend was defeated. It was sponsored by perennial management-heckler John Gilbert and was proposed after last year's meeting (Mr. Gilbert was not present last week, but was nonetheless vociferously repre-

sented).

No cash dividend was paid in the fiscal year ended April 30, but, as was previously reported, Desilu did declare a 5% stock dividend on its common and class B common stock. It's the company's initial stock dividend and its first of any kind in five years. Also as previously reported, stockholders were told that Desilu in the year ended April 30 earned \$733,694, or 66 cents a share, up from \$455,710, or 39 cents a share, in fiscal 1965. Revenue was down slightly, from \$18,997,163 in 1965 to \$18,797,502 in 1966.

Record six months seen by Jerrold

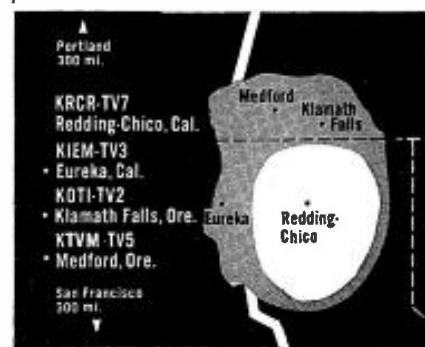
A record six months is expected by Jerrold Corp. for the period ending this month, Robert H. Beisswenger, president and chief executive officer, told the Philadelphia Securities Association last week.

Net profits will be approximately 93 cents a share, Mr. Beisswenger said,

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50% over last year's 61 cents a share. Sales for the half year should reach the \$22 million level, he added, compared with the \$15.4 million at the same period last year. Pretax earnings will exceed \$4 million, he noted, compared with \$1.4 million a year ago.

During the last six months, more than \$7 million in orders was written during three trade shows, Mr. Beisswenger said. He reported further that Jerrold's backlog is currently at an all-time high of \$17 million, twice the \$8.5 million level at the same time last year.

He also noted that Jerrold has more CATV turnkey contracts under construction than ever before.

Electrographic acquires VPI

Video Pictures Inc., New York, a TV commercial production company, has been acquired by Electrographic Corp., Wilmington, Del., a graphic-arts firm, in exchange for the issuance of 110,000 shares of Electrographic common stock, valued at \$3,217,500 (from the \$29.25 closing price on the American Stock Exchange Aug. 12).

In effect, Video Pictures has been renamed VPI, a division of Electrographic Corp. Its affiliate, Video Prints Inc. will retain its name, but another subsidiary, Video Editors Inc., will drop the incorporation in its title.

VPI, organized under its present management in 1959 by George Tompkins, president, has since then raised total billings from a level of about \$600,000 to \$9,368,891 last year.

Mr. Tompkins, who under the merger terms becomes a member of the board of directors of Electrographic, said that with the merger, VPI will be able to expand "more rapidly" in color TV.

VPI claims to be the second largest producer of TV commercials in the U. S.

In a proxy statement, VPI was reported this year to have investigated commercial production using magnetic tape equipment, and explored possibilities of producing TV features. It also has plans for industrial, education, sales and training films.

In addition to New York, VPI maintains production facilities in Chicago, Hollywood and Miami, and operates a number of sales offices.

Electrographic offers its work to the printing, graphic arts and advertising industries. It makes electrotypes, newspaper mats and plastic plates. In addition, Electrographic owns commercial photographic art studios and services. About 75% of its business is in graphic arts.

Wrather net improved in six-month figures

Wrather Corp., Beverly Hills, producer of CBS-TV's *Lassie* and new *Lone Ranger* programs, reported last week that it earned \$480,051 for the six months ended June 30, up from \$458,893 a year ago.

But that result did not include a \$280,000 loss stemming from the firm's 49% ownership of A. C. Gilbert Co. This affiliate company reported a net loss of \$3.3 million for the first half of 1966, against a net loss of \$1.2 million in 1965.

Wrather only assumed \$280,000 of Gilbert's liability during the six months ended June 30, although it recognized all of the other company's losses for the year ended Dec. 31, 1965 in its financial statement for that period. Even after Wrather's share of loss of the Gilbert Co. its consolidated net income for the most previous six months still was up over the comparable period in 1965.

For six months ended June 30:

	1966	1965
Earnings per share (before Gilbert loss)	\$0.27	\$0.26
Earnings (loss) per share (after Gilbert loss)	0.11	(0.41)
Gross income	6,140,645	5,642,097
Income (before company's share of loss of The A. C. Gilbert Co.)	480,051	458,893
Net income (loss) after company's share of loss of The A. C. Gilbert Co.	200,051	(718,060)

Fotochrome-Bristol talks reported off

Fotochrome Inc., Long Island City, N. Y., was reported last week to have broken off a two-month merger talk with Bristol Dynamics Inc., Brooklyn, N. Y., because of the possible delisting of Fotochrome from the American Stock Exchange. Sources say the suspension was made at the insistence of Bristol Dynamics.

Governors of the exchange indicate the impending action stems from four consecutive years of losses, with Fotochrome's most recent deficit reported at \$467,057 in the fiscal year that ended last March 31. The last deficit was nearly double the figure for the previous fiscal period.

Fotochrome, a photo processing firm, this year started marketing a color camera in cooperation with Petri Camera Co. of Japan. It also has announced plans for flat-tube color-TV sets (BROADCASTING, Apr. 4), an arrangement which was to include Intertel Inc., Los Angeles (being acquired by Fotochrome but still subject to stockholder approval) and Bristol Dynamics,

an electronics manufacturer. Subsequently, Bristol filed suit against Fotochrome and Intertel, charging conspiracy to defraud, then dropped the charges under an acquisition agreement with Fotochrome. These terms involve an exchange of Fotochrome stock valued at close to \$2.5 million. The transaction now awaits legal review of contractual obligations.

Bristol Dynamics withheld comment last week, but Fotochrome indicated it is negotiating with "large" European firms for licensing of its TV sets.

Harris-Intertype posts fiscal-year records

Harris-Intertype Corp., Cleveland, diversified printing and electronics firm, posted record shipments, earnings and earnings-per-share in the fiscal year ended June 30, it has reported.

The company, which owns Gates Radio Co., Quincy, Ill., acquired Automatic Tape Control Inc., Bloomington, Ill., early this spring.

Year ended June 30:

	1966	1965
Earnings per share	\$2.51	\$2.05
Shipments	170,028,000	126,176,000
Net before income taxes	21,382,000	17,176,000
Provisions for income taxes	9,770,000	8,171,000
Net earnings	11,612,000	9,005,000
Shares outstanding	4,631,221	4,387,934

NTA red ink flow slows to a trickle

The red ink is still flowing at National Telefilm Associates Inc. but not nearly as heavily as in past years. The Beverly Hills, Calif., movie and TV film syndicator, whose total deficit since 1960 is more than \$18 million, is showing signs of stemming the tide, shareholders were told last week.

The company announced at its annual meeting, held in Hollywood, that total operating revenues for the fiscal year ended Sept. 30, 1965 was up more than \$600,000 over the previous year, while net deficit for the year decreased some \$400,000—from \$889,171 in fiscal 1964 to \$492,452 in fiscal 1965.

And, it was reported, for the six months ended March 31, total operating revenues reached \$2,724,281, while the net deficit was only \$2,263.

Financial notes . . .

■ Grey Advertising Inc., New York, has declared a 12½-cent quarterly dividend, payable Sept. 15 to shareholders of record Sept. 1.

■ Memorex Corp., Santa Clara, Calif., manufacturer of precision magnetic

tape products, last week marketed a \$12 million offering of 5% convertible debentures and a \$5.7 million registered secondary offering of its common stock. Revenues generated by the debenture sale will be used for expansion and to repay bank loans, while earnings from the sale of company stock will not go to Memorex but, instead, to specific

selling shareholders.

■ Houston Fearless Corp., Los Angeles, major producer of auxiliary television studio equipment, reported last week it has received \$1,972,990 from its recent rights offering of common stock at 50 cents a share. The company also said it would offer 1,217,240 residual shares at 50 cents a share in blocks of

25,000 to 600,000 shares to those shareholders who fully oversubscribed for all stock to which they were entitled under the first offering.

■ ABC has declared a third quarterly dividend of 40 cents per share on outstanding stock payable Sept. 15 to stockholders of record Aug. 19.

EQUIPMENT & ENGINEERING

Rise in color sales highlights EIA report

Distributor sales of television and radio receivers for the first six months moved upward in all categories except one, compared with the same period in 1965. Auto radios fell below last year's sales for the same period.

The greatest increase took place in the sale of color TV sets by distributors to retailers; more than twice as many as were sold in this year's January-June period as last year's. Second largest jump was in the sale of radio receivers with FM; sets with FM were almost half again as many as during the 1965 six month period.

Total TV sales moved up 24.2%, although monochrome sales inched forward only by 1.2%. Total home radio sales were up 16.9%.

Sales figures, as reported last week by the Electronic Industries Association:

Period	TELEVISION		
	Total	Monochrome	Color
Jan.-June 1966	5,247,983	3,426,789	1,821,194
Jan.-June 1965	4,225,474	3,386,935	838,539
Period	RADIO		
	Home	(With FM)	Auto
Jan.-June 1966	5,976,902	1,819,169	4,741,986
Jan.-June 1965	5,112,766	1,087,696	5,034,970

Enoch Light-Singer pact for record firm set

In another expansion move into the home-entertainment field, Singer Co., New York, announced last week a joint agreement with Enoch Light, the musician, conductor and recording artist, to form a company that will produce phonograph records, tapes and tape cartridges. The new firm, as yet unnamed because of legal clearances, will be owned by Singer and Mr. Light who will also serve as its president and chief executive officer.

This recording company, located at 1270 Avenue of the Americas in New York, may also develop markets for educational records, audio-visual ma-

terials and other specially-recorded products, Singer reported. In Singer centers, numbering approximately 1,600 in the U. S., such home entertainment products as phonograph records, portable TV sets, phonographs and radios are sold.

Singer is also negotiating an acquisition agreement with Packard-Bell Electronics Corp., Los Angeles, a color and black-and-white TV set manufacturer, which is being reorganized under new management (BROADCASTING, Aug. 15).

FCC urged to look into land mobile use of UHF

A consulting engineering firm wants the FCC to look into the possibility of land-mobile frequencies sharing UHF channels, investigate the possibility of assigning at least one UHF channel for exclusive land mobile use and clarify instructions to a government-industry advisory committee. The petition to enlarge the scope of the FCC's inquiry into frequency sharing was filed by A. Earl Cullum Jr. & Associates of Dallas.

The commission, under increasing pressure from Capitol Hill to find spectrum space for land-mobile users, announced plans for a test last month (BROADCASTING, July 25). Only VHF figured in the FCC's plans, FCC Chairman Rosel Hyde told Congress, because channel sharing in UHF could lead to

disruption or defeat of the FCC's policy of fostering local UHF growth (BROADCASTING, Aug. 8).

Mr. Cullum called omission of UHF channels "poor spectrum management" and said that except for channels 70 to 83, the "UHF table of assignments is as stable as the VHF table."

If there is to be any study of frequency sharing, Mr. Cullum continued, it should encompass both UHF and VHF and "should consider seriously" assigning land mobile users "one or more" UHF channels on an exclusive basis.

The engineering firm also felt the FCC's instructions to the advisory committee should be enlarged, making the committee "responsible for the planning, direction and analysis of tests made to determine the needed [television] receiver characteristics."

Technical topics . . .

Big order ■ WKAQ-TV San Juan, P. R., has ordered \$1.1 million of RCA color TV studio equipment. It includes advanced-type color cameras and high-band TV tape recorders.

Quartz floodlight ■ Lighting Services Inc., New York, has available an adjustable (indoor) Q-flood fixture said to be 33% more efficient than standard reflector floodlamps bulbs. It's operated with a 250 w single-ended quartz-iodine lamp with anodized high-purity aluminum reflector. The lightweight, convection-cooled unit, which produces

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white light, can be fitted with color filters and glare-control louvers. Units come with a variety of finishes and mounting devices.

New CATV cable ■ The Wire and Cable division of International Telephone & Telegraph Co., Clinton, Mass., is marketing a line of 75-ohm, aluminum-sheathed coaxial cable for CATV. ITT is able to supply cable lengths up to a mile.

ETV on campus ■ RCA is supplying WCMU-TV Mount Pleasant, Mich., with \$240,000 worth of studio and transmitting equipment. The new UHF educational outlet, scheduled to begin broadcasts in January 1967, is located at Central Michigan University. Its equipment order includes RCA's 24 gain antenna, a 2-kw remote-control transmitter, two PK-330 vidicons, one TK-22 film camera, and various projectors, audio tape-cartridge units, switching and control systems.

For remote TV ■ An antenna positioner (Type 30802) for remote television broadcast is available from the Andrew Corp., P. O. Box 807, Chicago 60642. It is electro-manually operated to pick up microwave relay signals by using the remote-control unit in the studio or mounted on a tower or rooftop. Cable assemblies up to 1,000 feet, mounting brackets and counterweights are provided.

One-man studio ■ Packard Bell Space & Systems Divisions, Newbury Park, Calif., has available in one package an "Automatic TV Studio" designed for educational television. The system can be operated by a single person. The \$22,000 system includes: six Packard Bell 920 TV cameras, 16mm film chain, 35mm slide chain, motorized writing scroll, video kart, on-air and preview monitors, automated lectern, auxiliary control console, and other related equipment.

11 N.Y. colleges to get TV gear

New York state is equipping 12 TV centers in 11 colleges in the state. Visual Electronics Corp., New York, has a contract with the state for nearly \$1-million worth of gear.

Visual Electronics said last week that the contract terms call for it to provide each college a turnkey installation including audio, video, and lighting equipment for live-production studios. Each installation includes also two Mark 10 image orthicon cameras.

The equipment firm also will provide a training course for operating personnel from the colleges. They are located at Cortland, Potsdam, Morrisville, New Paltz, Plattsburgh, Oneonta, Brockport, Oswego, Buffalo, Geneseo and Albany.

FANFARE

Drumbeats . . .

For Free Europe ■ Foote, Cone & Belding, New York, has volunteered a "task force" to create next year's public serv-

ice campaign for the Free Europe Fund. The campaign is being conducted by the Advertising Council. Contributions to the fund are used for support of Radio Free Europe that broadcasts to Eastern European countries. Ronald McCulloch, vice president, will supervise the FC&B unit, and William R. Farrell, director of marketing services, the Monsanto Co., St. Louis, continues as volunteer coordinator.

Sightsavers ■ The National Society for the Prevention of Blindness has released radio-TV public-service kits to over 4,000 radio stations and all local and network TV stations, to promote September as Sight-Saving Month. The kit consists of three full-color sound TV films (one 60, and two 30-second spots) and two color slides with live copy. Recorded spots sent to radio stations feature sight-conservation messages ranging from 20 to 90 seconds, with top stars such as Lorne Greene, chairman of the 1966 Sight-Saving campaign.

Incubator on the way ■ A sterilizer and an incubator were key items of equipment shipped by WTIC-AM-FM-TV Hartford, Conn., to a hospital the station has adopted in a Vietnamese village. Without an incubator, premature infants had no chance of survival, and without a sterilizer, instruments had to be taken to a military hospital before they could be reused. When discovered by Paul Kuntz and Bob Dwyer, WTIC staffers in Vietnam last fall, the village medical facility was a small cottage with

46 candles on the cake

WWJ Detroit, one of the nation's pioneer radio stations, celebrated its 46th anniversary last Saturday (Aug. 20). Now on 950 kc with 5 kw fulltime, the station's first broadcast went out over a 20-w transmitter to a few hundred listeners with homemade receivers. WWJ has been an NBC affiliate since the network was founded in 1926.

three beds. The equipment was purchased with funds remaining after WTIC completed a drive to construct a 60-bed building. An earlier drive garnered 1,500 "baby bundles" of soap, diapers, baby oil and other maternity items for the village.



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FATES & FORTUNES

BROADCAST ADVERTISING

C. Harry Bleich, former VP and director of marketing, Dole Co., San Jose, Calif., appointed marketing VP, Sunshine Biscuits, New York, subsidiary of American Tobacco Co.

Walter Mead, VP, copy chief, and creative review board chairman at Dancer-Fitzgerald-Sample, New York, joins Sullivan, Stauffer, Colwell & Bayles, New York, as VP and creative director.

Steve Milgrim, management consultant, Vinti Advertising, New York, appointed senior VP in charge of new accounts.

Jim Foley promoted to associate media director at Kenyon & Eckhardt, Chicago, responsible for timebuying on all of agency's Chicago accounts.

Willis E. Adams, **Joe H. Serkowich** and **Donald B. Weber**, account supervisors at Foote, Cone & Belding, Chicago, each elected VP.

Dick Weis promoted to local sales manager at WVTM-TV Milwaukee.

Charles W. Curran, account supervisor with Sullivan, Stauffer, Colwell & Bayles, New York, named account executive at LaRoche, McCaffrey & McCall, also New York.



Mr. McKennon



Mr. Nye

John McKennon and **Harry Nye** elected VP's at Ted Bates, New York. Mr. McKennon was commercial broadcast production supervisor. Mr. Nye, copy department group head, also named creative supervisor.

Thom P. Rhodes and **Carol Levi** with J. Walter Thompson, San Francisco, named associate media directors in that office. **Edward B. Lockwood**, director of media and research in San Francisco, named to media department JWT, New York. **Frederick B. Wilmar**, advertising account representative, named administrative supervisor—media and research at JWT, San Francisco.

Reeve Limeburner, art consultant, appointed executive art director Birmingham, Keeshen & Co., New York.

Gene Swank, from Metro TV Sales, joins sales staff of WMAQ-TV Chicago.

Frank Cercione, from Bobbie Brooks

Inc., joins sales staff of WKYC-TV Cleveland.

Jerry Shore, editor for such accounts as Westinghouse Broadcasting Co. and Procter & Gamble, joins Libra Productions Inc., New York, as director. Libra produces commercials.

Leonard A. Cohen, sales manager with WILD Boston, appointed director of sales for WBCN(FM) Boston, and WHCN (FM) Hartford, Conn.

E. C. (Vic) Vickers, sales manager for WFTV-TV Orlando, Fla., joins American Advertising Agency there as account executive.

John R. Anderson promoted to research supervisor for Los Angeles division of Needham, Harper & Steers. **Samuel N. Schell**, from Toni Co., joins NH&S Chicago as account executive.

George Kluhsmeier, broadcast media supervisor at Wm. Esty Co., New York, named media director at Bliss/Grunewald, that city. **Mel Barlin**, copywriter at Muller, Jordan & Herrick, New York, also joins Bliss/Grunewald.

Noreen Taylor, broadcast director at Lilienfeld Co., Chicago, joins Stern, Walters & Simmons there as timebuyer. **Bill Focht**, from Miles Labs., joins SW&S as merchandising director and account executive.

Thomas Myers, from General Foods and Colgate-Palmolive International in product and marketing management positions, joins Norman, Craig & Kummel, New York, as associate marketing director.

Dennis K. Boyle, director of research and sales, WXYZ-TV Detroit, named account executive.

Patrick Carrick, formerly vice president for sales, Creative Advertising Productions, Honolulu, joins Judith Lawton Advertising/Public Relations there as account executive.

David Laughon, with WADE Tampa, Fla., named account executive at WLCY-TV Largo-Tampa.

Thomas J. Brown, account executive, WVNJ Newark, N. J.; **Carl Getchell**, general manager, WBOK-AM New Orleans, and **Robert J. Rossow**, account executive, WABC-FM New York, join WOR-FM Sales, New York, as account executives.

Richard Cox, former VP, radio-TV, Young & Rubicam, New York, named VP-management supervisor, TV-Radio programming, Doyle Dane Bernbach, same city.

William F. Miller, national brand manager for E. & J. Gallo Winery, Mo-

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desto, Calif., appointed manager of Geyer, Morey, Ballard's, Portland, Ore., office.

Frank M. Young, with WKNT Kent, Ohio, named national sales coordinator for WGAR Cleveland.

John Nazzaro, VP of Chirurg & Cairns, Boston, appointed director of agency's Boston office.

James A. Roberts, account supervisor, and **Raymond Ponterotto**, director of print production and traffic department, both Ted Bates, New York, have been elected VP's that firm.

H. Thomas Tausig, director of programming, and **Charles F. Adams**, director of commercial sales, Videotape Productions, New York, elected VP's.

Jordan Caldwell, Elektra Films, New York, producer, promoted to executive producer.

David Laughon, with WDAE Tampa, Fla., named account executive at WLCY-TV Tampa-St. Petersburg.

John B. Hoag, account executive at KEZY Anaheim, Calif., appointed regional sales manager.

Donald Spector, with Cunningham & Walsh, New York, appointed to creative department at Needham, Harper & Steers there.

John T. Lorick Jr., VP and account supervisor for Sullivan, Stauffer, Colwell & Bayles, New York, joins Los Angeles office of Erwin Wasey, as VP and marketing director.



Mr. Harold



Mr. Lorick

Carl S. Harold, advertising director of *Miami News*, appointed local sales manager for WTVJ(TV) Miami.

Stephen Berman, from Better Business Advertising Agency, New York, named copywriter at Cunningham & Walsh, same city.

Don Buckler, with Hutchins Advertising Co., Rochester, N. Y., joins Geer, DuBois & Co., New York, as art director.

Harry A. McNichol, joins sales staff at WPBS(FM) Philadelphia.

Peter A. Lund, account executive at WWTC Minneapolis, named general sales manager there.

James Infantino, with Erwin Wasey,

New York, named executive art director at Harvey and Carlson there.

Tony DeThomas, assistant business manager with AM Radio Sales, New York, named business manager.

Warren R. Maus, director of radio and TV advertising, National General Corp., Los Angeles, joins Edward Petry & Co., same city, as radio salesman.

Hank Malfa, account executive with Cunningham & Walsh, New York, named account supervisor.

MEDIA

Phillip B. Laeser, manager of radio and TV engineering, WTMJ-AM-FM-TV Milwaukee, named manager. He succeeds **R. J. Heiss** who retires Oct. 2 (BROADCASTING, Aug. 15).



Mr. Laeser



Mr. Keys

Charlie Keys, southwestern division manager of Four Star Television, named general manager of KVH(TV) Amarillo, Tex., post he had previously held from 1960-64.

H. R. Gillespie, owner and president of Robinson Electronic Components Inc., Temple City, Calif., and major stockholder in station, named president and general manager of KBMS(FM) Los Angeles.

Frank Scarpa, Garden State TV Cable Corp., Bridgeton, elected president of New Jersey Cable Television Association. Other new officers: **Pete Luccin**, Alpine Cable TV Corp., Pleasantville, VP; and **George Sisko Jr.**, Washington Cable Co., Washington, secretary-treasurer.

Robert Powers, sports director of WAPO Chattanooga, named general manager of WDOD-AM-FM there.



Mr. Powers



Mr. Anneke

Carlo Anneke, interim manager, KTLA (TV) Los Angeles since May, named general manager.

Robert Merrill promoted to assistant general manager of KFBB-AM-TV Great

Falls, Mont. He is succeeded as manager of KFBB by **Donald M. Moe**, program manager.

William H. Baker, general manager of WJAX-AM-FM Jacksonville, Fla., joins Tennessee Technological University, Cookeville, in administration.

PROGRAMING

Bernard Donnenfeld, associate head of studio activities, Paramount Pictures, New York, elected VP in charge of studio and production administration.

Hal Greene, with WRGB(TV) Schenectady, N. Y., appointed supervisor of programs for WRGB and AM adjunct WGY.

Ethel Winant, named director of casting for CBS Hollywood in addition to present function as supervisor of CBS Television Network Actors Workshop project.

Ellis Marcus, free-lance writer and producer, named executive producer on program staff of CBS-TV Hollywood. He will report to **Boris D. Kaplan**, director of nighttime programs.

Jim Brand, program director of WAKY Louisville, Ky., appointed national director of programming for parent LIN Broadcasting Corp., Nashville.

John Hrubesky, production manager of WBAY-TV Green Bay, Wis., also appointed program director.

Carl J. Eilenberg, operations manager of WNYS-TV Syracuse, N. Y., appointed program manager.

Jack Hurley, news director of WACE Chicopee, Mass., named program director.

John D. Wydra, program director of WJLJ Niagara Falls, N. Y., joins WAZY-AM-FM Lafayette, Ind., in same position.

Clyde Payne promoted to operations manager, KTHI-TV Fargo, N. D.

Martin Wayne, with WRAN Dover, N. J., appointed program director.

Larry Dean Bennett, assistant production manager, named production supervisor at WJBF(TV) Augusta, Ga. **Jerry R. Frazer**, cameraman and director, named production manager.

Dale Lewis, with WEXL Royal Oak, Mich., appointed program director.

Dwayne Friedel, with KHOU-TV Houston, appointed producer-director.

Raymond Fincke, production manager at National Educational Television, New York, named director of production services there. **Stanford Levy**, traffic manager, named assistant director of production services.

Arthur Scharfeld, pioneer in communications law dies

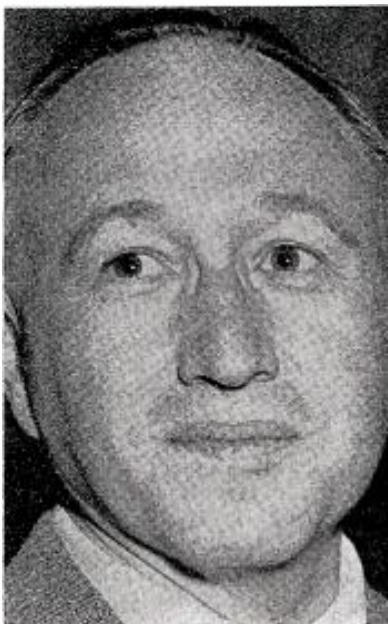
Arthur William Scharfeld, 63, pioneer communications lawyer, died last Monday (Aug. 15) in Washington (D.C.) Hospital Center. He had suffered a cerebral thrombosis the preceding Friday.

He was buried at Arlington National Cemetery last Thursday (Aug. 18).

Mr. Scharfeld was the senior member of the Washington law firm of Scharfeld, Bechhoefer and Baron. He had been identified with communications law virtually since the beginning of radio regulation in 1928.

Mr. Scharfeld was a native of Cleveland, and was graduated from Harvard University in 1924 and of its law school in 1928. He joined the Federal Radio Commission in that year, serving under the late Louis G. Caldwell, the FRC's first general counsel. In 1931, Mr. Scharfeld joined Mr. Caldwell's law firm in Washington and participated in the handling of some of the earliest benchmark cases in communications law.

In 1936, Mr. Scharfeld joined with the late Philip G. Loucks in forming Loucks and Scharfeld. In 1943, he volunteered for Army service and, as a captain, was attached to General Montgomery's 21st Army



Mr. Scharfeld

Group in England as public safety officer. After the Normandy invasion, he transferred to Allied Military Government and following VE-Day, he was a member of the Bavaria military government staff, headquarters in Munich. Mr. Schar-

feld returned to civilian life as a major.

He returned to law practice with Mr. Loucks in 1945. In 1948, he opened his own office for the practice of administrative law, specializing in radio and television.

He was president of the Federal Communications Bar Association in 1952-53. From 1952 to 1956, he was chairman of the committee on communications, Administrative Law Section, American Bar Association. From 1953 to 1955, he was a member of the House of Delegates of the ABA. He was also a member of the Federal Bar Association, the District of Columbia Bar Association and the American Judicature Society. He was also a member of the American Fox Terrier Club, having bred fox terriers and shown them at dog shows, and of the Military Government Association.

In 1933, he married Lucille Hadley Speer (now Mrs. Lucille Hadley Smith). They were divorced in 1946. Mr. Scharfeld is survived by his daughter, Mrs. Diane Isaacs, Washington, wife of Stephen D. Isaacs, city editor of *The Washington (D.C.) Post*, two grandchildren, and a sister, Mrs. Bernhard Bechhoefer, also of Washington.

Lawrence C. Einhorn promoted to executive producer at WBKB-TV Chicago.

Bob Elson, play-by-play announcer of Chicago White Sox for many years on WCFL Chicago, signs with WMAQ Chicago for 1967-68 Sox games coverage.

NEWS

Dave Dugan, CBS News reporter primarily covering for *CBS Evening News* with Walter Cronkite, joins news department of WCBS New York. He replaces Dick Reeves, who moves to news department of CBS Radio in executive capacity. Reid Collins and Harry Arouh, both with CBS News, New York, join WCBS-TV New York as correspondents.

Stanley Zieve, film supervisor, WCCO Minneapolis-St. Paul, named to manage film operation for NBC-TV news in Burbank, Calif. Also in Burbank; George (Lew) Allison, national news editor of *Los Angeles Times*, becomes manager of TV news. Ed Adler, staff writer for NBC News, promoted to manager of news operations. All three

positions are newly created.

William Eames, director of the CBS News election unit, New York, joins KNXT(TV) Los Angeles, as political editor.

George N. Allen, information officer for U. S. Information Agency and attache at U. S. Embassy in Tripoli, Lybia, named assistant director of Washington (D. C.) Journalism Center. Mr. Allen also had been with NBC News in New York and Washington.



Mr. Allen



Mr. Wolfe

Roland C. Wolfe named news director of WSDX-TV Nashville.

John Mack, news editor of WIL St. Louis, joins WREX-TV Rockford, Ill., as news editor.

Mort Beach, station manager of WFIN-FM Findlay, Ohio, joins WDHO-TV Toledo, Ohio, as newsman.

John Lindsey, newscaster with WSPD-TV Toledo, joins WLWD(TV) Dayton, both Ohio, as newscaster.

Ed Edwards appointed director of sports for WDCA-TV Washington.

Fred Briggs, from WSB-TV Atlanta, Walter Sanders, WDAS Philadelphia, and Edward Karow, with KSTP-AM-TV Minneapolis-St. Paul, join NBC News bureau at WKYC-AM-TV Cleveland.

William Harris promoted to news director at WJR Detroit succeeding Frank Tomlinson who joins WXYZ there.

FANFARE

Fred Nebot, with public relations department of Westinghouse Electric Corp., New York, appointed representative for radio and TV of American Airlines there, responsible for public relations in broadcasting.

Jo Ann Watson, promotion assistant at

KCOP(TV) Los Angeles, named to promotion coordinator.

Oliver H. Crawford, former chairman of board of Advertising Association of West, appointed executive director of Hollywood Radio and Television Society (changed from Hollywood Advertising Club) and of International Broadcasting Awards.

Ed Aiken, program director of WBAY-TV Green Bay, Wis., appointed promotion director of WBAY-AM-FM-TV.

Dr. Sidney Kraus, with State University of Iowa and other colleges in communications research, joins Harshe-Rotman & Druck, Chicago, as VP in charge of research.

ALLIED FIELDS

Harold E. Wigren, educational television consultant for National Education Association, elected president of Joint Council on Educational Telecommunications (JCET), Washington. Other officers elected: **Robert Anderson**, University of Georgia, VP; **James Fellows**, National Association of Educational Broadcasters, executive secretary.

Robert D. Holland resigns as presi-



Mr. Holland



Mr. Robinson

dent of C-E-I-R, Arlington, Va., duties taken over by **Herbert W. Robinson**, company founder and board chairman. Changes will not affect subsidiary American Research Bureau, Beltsville, Md.

The Rev. David Williams McClurken, executive secretary, radio and television division, Executive Council of the Episcopal Church, New York, named associate executive director and director of broadcast operations, Broadcasting and Film Commission, National Council of Churches, New York. He succeeds **Robert Currie**, who resigned last April to become VP-general manager, KBMT-TV Beaumont, Tex.

Donald M. Hine, director of international sales, Screen Gems, New York, named VP, Bonded Services, New York, where he will be responsible for sales and marketing of branch offices.

INTERNATIONAL

Wes McKnight resigns as VP and PR director, CFRB Toronto, after 38 years with station.

Larry M. Ray, newsman for KZTV (TV) Corpus Christi, Tex., assigned to duty for one year as Red Cross public information officer in South Vietnam.

DEATHS

Ted Anthony, 48, publicity director, WJW-TV Cleveland, died Aug. 12 of heart attack in Columbia Hills, Ohio. He is survived by his wife, Marguerite, and three children.

William F. Galgay, 60, Newfoundland regional director of Canadian Broadcasting Corp., died Aug. 15.

Frederick H. Harrington, 42, chief engineer at WBVM Utica, N. Y. died of heart attack on Aug. 9. He is survived by his wife, Elanor, and three children.

Michael Garrison, 43, executive producer of *The Wild Wild West* television series, died Aug. 17 at UCLA Medical Center, Los Angeles, following injuries received in fall at his Bel Air home.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Aug. 11 through Aug. 17, 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

ACTION BY FCC

*Morgantown, W. Va.—Board of Governors of West Virginia University. Granted CP for new UHF on channel 24 (530-536 mc); ERP 400 kw vis., 80 kw aur. Ant. height above average terrain 1,502 ft., above ground 518 ft. P. O. address: c/o C. Gregory Van Camp, West Virginia University, Morgantown. Estimated construction cost \$1,586,144; first-year operating cost \$390,230. Studio located in Morgantown; trans. in Grant township, both West Virginia. Geographic

coordinates 39° 41' 43" north lat., 79° 45' 46" west long. Type ant. RCA Zig-zag; type trans. RCA TTU-30A. Legal counsel Welch & Morgan, consulting engineers Silliman, Moffet & Kowalski, both Washington. Revenue (appropriations) will be administered by legislature of state of West Virginia through direction of Board of Governors. Action Aug. 10.

APPLICATIONS

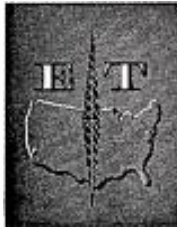
Ventura, Calif.—Julian F. Myers. UHF channel 16 (482-488 mc); ERP 39.9 kw vis., 8 kw aur. Ant. height above average terrain 1,652 ft., above ground 201 ft. P. O. address: 232 N. Canon Dr., Beverly Hills, Calif. 90210. Estimated construction cost \$398,940; first-year operating cost \$290,000; revenue \$275,184. Studio to be located in Ventura; trans. to be located on Red Mountain, near Ventura. Geographic coordinates 34° 21' 00" north lat.; 119° 19' 46" west long. Type trans. RCA TTU-2A; type ant. RCA TFU-24DL. Legal counsel Arnold and Porter, Washington; consulting engineer Robert E. Bullock, La Canada, Calif. Mr. Myers is in public relations and advertising and is also owner of Myers Studios Inc., motion picture production company. He has no other broadcast interests. Ann. Aug. 5.

*Jackson, Miss.—Mississippi Authority for Educational Television. UHF channel 29 (560-566 mc); ERP 307 kw vis., 61.4 kw aur. Ant. height above average terrain 1,938 ft., above ground 1,993 ft. P. O. address c/o: William R. Smith Jr., P. O. Drawer 2470, Jackson. Estimated construction cost \$463,676; first-year operating cost \$591,690. To be supported from state appropriation. Studio location to be determined; trans. to be located in Jackson. Geographic coordinates 32° 12' 46" north lat., 90° 22' 54" west long. Type trans. RCA TTU-30A; type ant. RCA Vee Zee. Legal counsel—same as applicant; consulting engineer Jansky & Bailey, Washington. To be administered by ETV Authority. Ann. Aug. 11.

*Bassett, Neb.—Nebraska Educational Television Commission. VHF channel 7 (174-

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180 mc); ERP 21.7 kw vis., 4.74 kw aur. Ant. height above average terrain 1,451 ft., above ground 1,502 ft. P. O. address: c/o Jack G. McBride, 12th & R St., Lincoln, Neb. 68508. Estimated construction cost \$556,802; first-year operating cost \$58,000. To be supported by appropriations. Studio to be located in Lincoln; trans. to be located in Bassett. Geographic coordinates 42° 19' 41" north lat.; 99° 28' 56" west long. Type trans. RCA TT-25-DH; type ant. RCA TW-18A-7F. Legal counsel Dow, Lohnes & Albertson, consulting engineer Jansky and Bailey, both Washington. To be administered by ETV commission. Ann. Aug. 18.

Existing TV stations

NEW CALL LETTERS ASSIGNED

KPOL-TV Los Angeles—Coast Television Broadcasting Corp. Assigned KWHY-TV.

New AM stations

ACTION BY FCC

Sparta, N. C.—H. Sid Comer. Granted CP for new AM on 1060 kc, 250 w, D. P. O. address: Box 213, Dodson, N. C. Estimated construction cost \$14,394; first-year operating cost \$30,000; revenue \$35,000. Mr. Comer owns used car firm in Dodson, and has 24% interest in WKSK West Jefferson, N. C. Action. Aug. 10.

Coamo, P. R.—Jose Soler. Granted CP for new AM on 1450 kc, 250 w N., 1 kw LS. P. O. address: Box 52, Quebradillas, P. R. Estimated construction cost \$13,065; first-year operating cost \$17,987; revenue \$29,400. Mr. Soler is owner of general merchandise distributing company. He presently has no other broadcast interests. Action Aug. 11.

APPLICATIONS

Milford, Del.—Milford Broadcasting Corp. 930 kc, 500 w, DA-D, D. P. O. address: c/o Edward S. Shaw, 4500 Roslyn Rd., Wilmington, Del. 19804. Estimated construction cost \$7,000; first-year operating cost \$42,800; revenue \$55,000. Principals: Edward S. Shaw (52%), Elbert N. Carvel and Edwin Golin (each 24%). Mr. Shaw is manager of *WHYY-TV Wilmington. Mr. Carvel is owner of fertilizer businesses and is also ex-governor of Delaware. Mr. Golin is owner of advertising and public relations firm. Ann. Aug. 15.

Lorain, Ohio—Allied Broadcasting Inc. 1380 kc, 500 w, D. P. O. address: c/o Michael F. Koury, 828 Mildred Ave., Lorain 44052. Estimated construction cost \$113,600; first-year operating cost \$90,000; revenue \$90,000. Principals: Michael F. Koury (39%), E. G. Koury (33%), John P. Tender (10%), Richard L. Olson, Bristow C. Myers, Edward P. Reidy (each 5%) and Morris Mayer (3%). Michael F. Koury is in real estate brokerage business and is also stockholder in Lorain Cable TV Inc., Lorain. Principals have no other broadcast interests. Ann. June 30.

Existing AM stations

NEW CALL LETTERS ASSIGNED

KBMX Coalinga, Calif.—James M. Strain. Assigned KOLI.

APPLICATIONS

KTAC Tacoma, Wash.—Amendment to

change applicant name to Radio 850 Corp. from Tacoma Broadcasters Inc. and change from DA-N to DA-2. Ann. Aug. 12.

New FM stations

ACTION BY FCC

*Greeley, Colo.—Colorado State College. Granted CP for new FM on 91.3 mc, channel 271 10 w, P. O. address: Frank R. Jamison, Colorado State College, Greeley 80631. Estimated cost of construction \$17,000; first-year operating cost \$8,178. Principals: Executive Officers and Judicial Board of Associated Students of Colorado State College. Action Aug. 15.

*Southfield, Mich.—Board of Education of Southfield Public Schools. Granted CP for new FM on 88.3 mc, channel 202, 10 w. Ant. height above average terrain 103 ft. P. O. address: c/o Robert Horner, Southfield Senior High School, 24675 Lahser Rd., Southfield. Estimated construction cost \$8,150; first-year operating cost \$500. To be supported by general fund. To be administered by Board of Education. Action Aug. 9.

Existing FM stations

NEW CALL LETTERS ASSIGNED

KIMN-FM Denver — Karlo Broadcasting Ltd. Assigned KMYR(FM).

WAVU-FM Albertville, Ala.—Sand Mountain Broadcasting Service. Assigned WQSB(FM).

WDAE-FM Tampa, Fla.—Rounsaville of Tampa Inc. Assigned WATL-FM.

Ownership changes

ACTIONS BY FCC

KDB-AM-FM Santa Barbara, Calif.—Granted assignment of license from Lucie Menard tr/as KDB Broadcasting Co. to KDB Broadcasting Co., owned 100% by Lucie Menard. No consideration. Assignment is for legal convenience. Action Aug. 10.

KEXO Grand Junction, Colo.—Granted assignment of license from Voice of Western Colorado Inc. to KEXO Inc., owned 100% by H. Abbott Tessman, presently 22% owner of Voice of Western Colorado, Reorganization of company. Action Aug. 12.

WRUS-AM-FM Russellville, Ky.—Granted assignment of license from Roth E. Hook (75% before, 55% after) and Woodrow Sosh (25% before and after) db/as South Kentucky Broadcasters to Roth E. Hook, Woodrow Sosh and Lon Sosh (none before, 20% after) db/as South Kentucky Broadcasters. Lon Sosh is presently employed with WRUS. Consideration \$30,000. Action Aug. 11.

WDTM(FM) Detroit—Granted transfer of control of licensee corporation, WDTM Inc., from Merle H. Miller (60% before, none after) and Ophelia L. Miller (40% before, none after) to Sunshine Broadcasting Co., subsidiary of McLendon Corp. Consideration \$300,000. Action Aug. 17.

WFLB Fayetteville, N. C.—Granted assignment of license from OSTB Inc., 75% owned by O. F. Stafford Jr. to WFLB Radio Inc., owned 100% by William E. Tart, who was 25% owner of OSTB Inc. Tart is in furniture business. Consideration \$140,000. Action Aug. 10.

KBOM Bismark-Mandan, N. D.—Granted assignment of license from Capital Broad-

casting Inc. to KBOM Broadcasting Co. owned by Richard K. Power, Robert O. Clark, Dale Coenen (each 25%), Saul Rosenzweig and Carole Rosenzweig (each 12½%). Messrs. Clark and Coenen are both investment bankers. Mr. Coenen is also 70% stockholder in radio syndication firm. Mr. Power is 95% stockholder of WAVN Stillwater, Minn., and 50% stockholder of WJON St. Cloud, Minn. Mr. Price is lawyer. Mr. and Mrs. Rosenzweig are each 50% owners of commercial real estate company. Mr. Rosenzweig holds option to buy 5% of stock of KPLR-TV St. Louis. Consideration \$235,000. Action Aug. 11.

WDRK(FM) Greenville, Ohio—Granted acquisition of positive control of licensee corporation, Kennedy Broadcasting Corp., by Lewis Frolikin (50% before, 54.17% after) through purchase of stock from John D. Kennedy (50% before, 45.83% after). Consideration \$5,000. Action Aug. 10.

KVIN Vinita, Okla.—Granted assignment of license from Gene Humphries, John M. Mahoney and John Q. Adams (each 25% before, none after) db/as Vinita Broadcasting Co. to Gene Humphries db/as Vinita Broadcasting Co. (50% before, 100% after). Consideration \$30,000. Action Aug. 11.

WDXI Jackson, Tenn.—Granted assignment of license from The National Bank of Jackson trustee under will of Aaron B. Robinson, (64%) deceased, Janet Prince, (6.67%), Harold Simpson, (13.33%), Frank M. Davis (6.67%), James Hoppers (2%), Simpson Russell (.66%) and Dave M. Palmer (6.67%) db/as Dixie Broadcasting Co. to The National Bank of Jackson trustee under will of Aaron B. Robinson (70.76%), Harold Simpson (13.33%), Frank M. Davis (6.77%), Dave M. Palmer Jr. (6.67%), James Hoppers (2%) and Simpson Russell (.66%), as partnership db/as Dixie Broadcasting Co. Action Aug. 17.

WDXI-TV Jackson, Tenn.—Granted assignment of license from The National Bank of Commerce of Jackson trustee under will of Aaron B. Robinson (70.76% before, none after), Harold Simpson (13.33% before, none after), Frank M. Davis (6.67% before, none after), Dave M. Palmer Jr. (6.67% before, none after), James Hoppers (2% before, none after) and Simpson Russell (.66% before, none after), as partnership to Kosciusko Broadcasting Co., owned 100% by Cy N. Bahakel, Mr. Bahakel is licensee of WABG-AM-TV Greenwood, Miss.; WOLO-TV Columbia, S. C.; WKAB-TV Montgomery, Ala.; WCCB-TV Charlotte, N. C.; WKIN Kingsport, Tenn.; WWOOD-AM-FM Lynchburg, Va.; WLBJ-AM-FM Bowling Green, Ky.; WOOD-AM-FM Chattanooga, and KXEL-AM-FM Waterloo, Iowa. Consideration \$900,000. Action Aug. 17.

KHUL(FM) Houston—Granted transfer of control of licensee corporation, Nor-Temp Broadcasting Corp., from Charles Temple, Ted Norman, Howard B. Nisbet and Elizabeth Ann Moore (together 100% before, none after) to Industrial Broadcasting Co., owned 100% by Leroy J. Gloger. Industrial Broadcasting is licensee of KIKK Pasadena, Tex. Mr. Gloger is also 19% stockholder in Crest Broadcasting Co., applicant for new TV in Houston. Consideration \$128,500. Action Aug. 10.

KHHH Pampa, Tex.—Granted assignment of license from Trend Broadcasting Corp. to Pampa Broadcasters Inc. owned by Kermit S. Ashby 50%, James B. Hughes 49.1% and Mary Samoa Hughes .9%. Consideration \$95,000. Action Aug. 12.

KUBO San Antonio, Tex.—Granted assignment of license from Radio KUBO Inc. to Turner Broadcasting Corp., owned by Tom E. Turner Sr. (60%), Tom E. Turner Jr. and Fred T. Turner (each 20%). Mr. and Mrs. Turner Sr. are each 50% stockholders of Sigmor Distributing Service Inc., 100% owner of Belton Broadcasters Inc., licensee of KTON Belton, Tex. Sigmor Distributing is gasoline distributor in San Antonio area. Consideration \$300,000 plus 5 year non-compete agreement. Action Aug. 10.

APPLICATIONS

KJKJ Flagstaff, Ariz.—Seeks assignment of license from James L. Young, receiver, to Radio Albuquerque Inc., owned by Clayton B. Holm (58.6%), Marvin L. Conrad (18%), Gerald R. Holm (9%), Louis Oling (7.2%), Leta B. Oling (7.2%), Betty J. Buice (4.5%), Norman G. Oling and Phyllis J. Oling (each 2.7%). Principals have no other broadcast interests. Consideration \$24,000. Ann. Aug. 17.

KZAZ(TV) Nogales, Ariz.—Seeks assignment of CP for new TV from International Broadcasting Co. to International Broadcasting Co., Danny Thomas and Ziffren & Ziffren

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Number 2 db/as I.B.C., Limited Partnership. International Broadcasting is owned by Ronald C. Waranch. Ziffren & Ziffren No. 2 is law and investment firm. Danny Thomas is TV personality and owner of several TV production firms. Consideration \$22,840. Ann. Aug. 17.

WVIP-AM-FM Mt. Kisco, N. Y.—Seeks assignment of license from Suburban Broadcasting Co. to VIP Broadcasting Corp., both owned by Martin Stone and family. No consideration; corporate realignment. Ann. Aug. 17.

KXLE Ellensburg, Wash.—Seeks transfer of control of licensee corporation, Western Broadcasters Inc., from G. Morgan McBride (100% before, none after) to Stella King McBride (none before, 100% after), executrix of estate of G. Morgan McBride, deceased. No consideration.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Jay A. Kyle issued initial decision looking toward granting (1) applications by Elyria-Lorain Broadcasting Co. for renewal of licenses of its WEOL engineering condition, and WBEA-FM Elyria, Ohio; and (2) transfer of control of that company from Loren M. Berry Foundation to The Lorain County Printing and Publishing Co. Action Aug. 17.

■ Hearing Examiner Herbert Sharfman issued initial decision in court-remanded Boston channel 5 proceeding looking toward (1) affirming commission's decision of Sept. 25, 1962 which, among other things, authorized WHDH Inc. to operate TV (WHDH-TV) on channel 5 in Boston; (2) granting renewal of license of that station for regular period, and (3) denying competing applications by Charles River Civic Television Inc., Boston Broadcasters Inc. and Greater Boston TV Co.

On April 24, 1957, commission favored grant to WHDH. On July 31, 1958, court of appeals affirmed commission's decision on basis of record but remanded it for inquiry into factors not contained in original record. After further hearing, commission, on July 14, 1960, set aside WHDH grant and directed comparative re-evaluation, meanwhile allowing WHDH-TV to continue its channel 5 operation under temporary authority pending final determination.

On appeal of WHDH, appeals court on Oct. 7, 1960, ordered commission to submit findings and recommendations based on remand hearing. On Nov. 4, 1960, commission adopted findings and conclusions of its 1960 decision and requested court to remand the matter to commission in order to re-evaluate case on basis of supplemental record. This was done by court on Jan. 19, 1961, at which time court vacated 1957 grant to WHDH. On May 8 thereafter, Supreme Court denied WHDH petition for writ of certiorari to review appeals court order.

On May 6, 1964, commission reopened proceeding and remanded it to Hearing Examiner Sharfman for hearing and initial decision on changes made by WHDH Inc. as result of death of Robert B. Choate and whether commission's 1962 decision should be modified. Action Aug. 15.

FINAL ACTIONS

■ By memorandum opinion and order in proceeding on applications of KAKE-TV and Radio Inc. to change facilities of KAKE Wichita, Kan., from 1240 kc, 250 w-N, 1 kw-LS to 1210 kc, 50 kw, DA-2, U; Columbia Broadcasting System Inc. to change operation of WCAU Philadelphia, from nondirectional to DA-1, and KWHK Broadcasting Co. to change operation of KWHK Hutchinson, Kan., from 1260 kc, 500 w-N, 1 kw-LS, DA-2 to 1210 kc, 50 kw, DA-2, U, commission denied petition by Columbia Broadcasting for reconsideration and grant without hearing its WCAU application and for dismissal of the KWHK and KAKE application. Commissioner Lee dissented; Commissioner Johnson not participating. Action Aug. 17.

■ By order, commission denied request by Broadcast Bureau for review of review board action of April 29 approving agreement in Manchester, Ky. FM proceeding whereby Clay County Broadcasting Co. was reimbursed \$1,203 for expenses incurred in prosecution of its application in return for its withdrawal and application of The Wilderness for new FM on channel 276 was granted. Commissioners Bartley and Cox dissented with statements. Action Aug. 17.

■ By memorandum opinion and order in proceeding on applications of Seven (7) League Productions Inc. for renewal of license of WIII Homestead, Fla., and South

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Aug. 17

	Lic.	CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,061	19	76	400
FM	1,493	27	258	213
TV-VHF	473	21	23	184 ¹
TV-UHF	91	31	98	

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Aug. 17

	VHF	UHF	Total
Commercial	518 ²	220	738
Noncommercial	70	77	147

COMMERCIAL STATION BOXSCORE

Compiled by BROADCASTING, Aug. 17

	AM	FM	TV
Licensed (all on air)	4,057 ³	1,494	558 ⁴
CP's on air (new stations)	18	21	55 ⁴
CP's not on air (new stations)	78	229	118
Total authorized stations	4,153	1,744	735
Applications for new stations (not in hearing)	309	180	142
Applications for new stations (in hearing)	66	50	68
Total applications for new stations	475	230	210
Applications for major changes (not in hearing)	193	42	25
Applications for major changes (in hearing)	37	0	7
Total applications for major changes	230	42	32
Licenses deleted	1	0	0
CP's deleted	1	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.

Dade Broadcasting Co. and Redlands Broadcasting Co., for new AM's in that city, review board certified to commission for its consideration joint motion by Seven League and Redlands for approval of agreement and dismissal of application of Redlands, joint request by Seven League and South Dade for approval of agreements, and related pleadings and documents. Action Aug. 5.

■ Review board denied appeal by Impart Systems Inc. from examiner's June 7 adverse ruling which denied its petition for leave to intervene in proceeding on application for assignment of CP of WTVU(TV) New Haven, Conn., from Connecticut Radio Foundation Inc. to Connecticut Television Inc. Action Aug. 10.

■ By memorandum opinion and order, commission (1) denied request by Charles L. and George Garner and William J. Mullen for waiver of cut-off rules and returned their application for new AM on 1400 kc, 250 w, N, 1 kw-LS, in North Las Vegas, Nev., and (2) dismissed as moot petition by KBMI Henderson, Nev., to dismiss Marandola application for new AM in Henderson to operate on 1400 kc, 250 w, N, 1 kw-LS. Action Aug. 10.

DESIGNATED FOR HEARING

■ By memorandum opinion and order, commission designated for consolidated hearing applications of 1400 Corporation for renewal of license of KBMI Henderson, Nev., and for assignment of license of KBMI to Thomas L. Brennen, and of Joseph Julian Marandola for new station in Henderson to operate on 1400 kc, 250 w-N, 1 kw-LS. Action Aug. 10.

OTHER ACTIONS

■ In the Costa Mesa-Newport Beach, Calif., AM proceeding, review board granted motion by California Regional Broadcasting Corp. for extension of time to Sept. 2 to respond to appeal by Robert Burdette from examiner's ruling. Member Nelson not participating. Action Aug. 17.

■ Review board granted petition by The Tuscarawas Broadcasting Co. for extension of time to Sept. 21 to file petition to reopen record and remand proceeding to examiner

on its application for new FM in New Philadelphia, Ohio. Action Aug. 16.

■ Review board granted motion by Bethesda-Chevy Chase Broadcasters Inc. for extension of time to Aug. 24 to reply to pleadings responsive to its petition to enlarge issues in proceeding on application by WUST Inc. (now Atlantic Broadcasting Co.) to increase power of WUST Atlantic Broadcasting Co. for renewal of license of WUST, and Bethesda-Chevy Chase for new station, all Bethesda, Md. Member Nelson not participating. Action Aug. 17.

■ By order in proceeding on petition of Midwest Television Inc. (KFMB-TV), San Diego, for relief against extensions of service of CATV systems of Mission Cable TV Inc. et al. carrying signals of Los Angeles stations into San Diego area, commission granted petition by respondents Mission Cable TV Inc., Pacific Video Cable Co. and Trans-Video Corp. for amendment of July 25 action to accept mailing of pleadings in judicial proceedings on August 6 and delivery of copies thereof to all parties on August 8. July 25 order provided that temporary relief granted KFMB-TV would not become effective until judicial determination of any motion for stay by CATV system if commission were notified within two days of intent to seek judicial review and if applications for such review and motion for judicial stay were made within 14 days. Timely notice of intent to seek judicial review was submitted, but petitioners advised commission that timely filing of petition for judicial review and motion for stay may not be possible in view of airline strike and resultant transportation and airmail difficulties. Action Aug. 10.

■ By memorandum opinion and order in proceeding on applications of Lafayette Broadcasting Co. and State Line Broadcasting Co. for new FM's in Lafayette, Tenn., and Scottsville, Ky., respectively, review board held in abeyance their joint request for simultaneous approval of agreement, dismissal of Lafayette with provisions of sec. 1.525 of local public requirements to afford other parties opportunity to apply for its proposed facilities. Member Slone concurring. Action Aug. 10.

(Continued on page 83)

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Director of radio to manage 1,000 watt FM educational station; 12-month position; Master's required. Excellent salary schedule. Write or phone William Froom, Regional Services, Northern Illinois University, DeKalb, 815-753-1683.

Manager wanted: "Lost." Adirondack mines tourist attraction. 200,000 visitors. Must be promotional minded. Box 56. Crown Point, New York.

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.

Earn three ways—Salary, plus commission on sales, plus commission on billing. Upper midwest. Box H-192, BROADCASTING.

\$7,500.00 salary plus commission. If you have successfully sold C&W radio, here is a secure, profitable spot for you in middle Atlantic metro market. Send resume. Box H-241, BROADCASTING.

Local sales manager for mid-west, fulltime, adult station in attractive, booming market. Stable and successful operation. Excellent opportunity for proven salesman to move up. Good salary plus. Send resume and earning record. Box H-266, BROADCASTING.

City in Georgia has opening for aggressive, experienced sales manager with proven record. Excellent opportunity. Replies confidential. Box H-272, BROADCASTING.

Experienced salesman for top station in growing N.Y.S. market. Excellent earnings plus benefits. Mail resume immediately. Box H-273, BROADCASTING.

Aggressive salesman. Original C&W station in nation offers top commission for top man. Draw, paid vacations, incentive bonus. Group operation. Resume and photo to Bob Clark, KDAV, Box 270, Lubbock, Texas.

Are you a radio salesman who believes in himself so strongly that he will accept a strictly commission job? A born salesman with executive ability? If you are, contact Dick Lindsay, WCLV, Crawfordsville, Indiana. Draw against commissions until established.

Sales manager—WGNU Granite City, Illinois, C. Norman.

Sales—(cont'd)

Top FM sales management job Madison, Wis. Our AM station first in pop, our FM first in good music. Need creative FM sales director, ability in FM programing valuable. Opportunity for top pay, excellent living conditions, advancement with our Wis/Ill/Mich 7 station group. WISM, Madison, Wis.

Announcers

Radio announcer-salesman. Pull announcing shift in AM, sell and service established accounts in PM. Excellent South Carolina small market. We are a professional operation. We guarantee you'll make \$100.00 weekly, salary and commissions. You should earn not less than \$125.00 weekly and more. This is a good opportunity. Send resume, photo and audition tape. We'll return them. Rush. Box H-25, BROADCASTING.

Daytime radio station located on the beautiful eastern shore of Maryland about to lose announcer because of draft. We present an exciting opportunity for a third class beginner or with some experience. Please send tape, resume and photo immediately to Box H-57, BROADCASTING.

Wanted: Afternoon personality. Strong on conversation, Talk show oriented. Good music, medium market south offers good pay, copious fringe benefits. Send tape, photo & resume to Box H-137, BROADCASTING.

1st phone dj, major midwest market. Box H-141, BROADCASTING.

Experienced first phone . . . beautiful Utah . . . #1 station. Tape, resume. Box H-143, BROADCASTING.

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Experienced 1st ticket for southwest daytimer. Right now! Send tape. Box H-205, BROADCASTING.

Within 150 miles NYC. Some station experience. MOR. Salary open. Box H-211, BROADCASTING.

Personality. . . . Box H-222, BROADCASTING.

Experienced morning man who can also handle play-by-play and sports. Salary on experience and ability. Box H-228, BROADCASTING.

Immediate opening for young man short on experience but long on ambition. Rush tape and references. Box H-239, BROADCASTING.

Southern new england, good music station. Growing organization. License for second station pending. Qualifications in order of importance: Announcer, first phone, news-sports man. Tapes and resume to: Box H-254, BROADCASTING.

Mature air personality—time salesman. Do 24 hours a week on the air, remainder of time to sell and service very active account list. Average so far this year has been over \$150.00 a week in hourly wage and commissions. Immediate opening. Also need full-time announcer for 40 hour week. MOR programing for highly respected station in southeast Florida ocean resort community. Rush tape, resume, salary requirements. Box H-281, BROADCASTING.

Announcers—(cont'd)

Top 40 dj wanted for modern Nashville sound C&W station in Florida. Must do tight upbeat show work with congenial staff in year round resort area. Send resume to Box H-280, BROADCASTING.

Bright experienced dj with strong production ability for east coast outlet serving the Baltimore, Washington markets from beautiful Chesapeake Bay location. Send tape, resume and salary to B. Long, Box H-282, BROADCASTING.

KBUD Athens, Texas has immediate opening for mature, experienced announcer. No top 40.

Present member of staff leaving for college. Need announcer with 3rd phone. Send tape and resume to Herb Withthauer—KDAK—Carrington, North Dakota.

Announcer-newsman. First phone required. Experience only. Top salary, paid vacations, incentive bonus. Group operation. Tape, resume, photo and salary requirements to Jim Poteet, KDAV, Box 270, Lubbock, Texas.

Announcer-first phone—immediate opening—some selling if you desire—KDMA, Montevideo, Minnesota.

Openings for 1st phone MOR announcers with flair for news, programing, and/or production. Send complete details or phone Gene Loffer, KGEZ Kalispell, Montana 406-756-4331. (No collect calls.)

Announcer—sales—3rd class—or first. \$425 mo. plus incentive. KHIL, Willcox, Arizona.

Top-talkie station looking for man interested in conventional two-way radio format. Best climate in world, opportunity for self-expression. Send tape to KIZZ, P. O. Box 10035, El Paso, Texas 79991.

Professional top 40 morning man with 1st phone. Salary plus hops will gross you between \$500 and \$600 per month. Contact Tom Elkins, KKJO, St. Joseph, Mo.

Announcer with first phone: Three station, Colorado—New Mexico group needs a good voice at once. Salary to meet ability. Call C. A. Denny, KLMR, Inc., 303-336-2206, Lamar, Colorado.

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 712-258-0628.

Earn \$90 to \$105 per week, staff announcing. Good future, Contact: Q. P. Coleman, KOLY-KEYD, Mobridge, South Dakota.

Morning man wanted immediately at middle-of-road single station market in the sunny southwest. Call or send resume, air check and salary requirements to Dale Bennett, KPIN, Casa Grande, Arizona.

Southwest's leading 24 hour C&W-announcer-production duties—1st phone. Experienced—send tape, picture, resume. KRDS, Box 6644, Phoenix, Arizona.

Join one of the 18 most successful all-talk stations. Must be informed, aware, strong on local news. Contact immediately WACE, 1-413-594-6654. No collect calls.

Need experienced announcer for 5 kw daytimer. Contact Radio Station WAPF, McComb, Miss.

Position available Sept. 1st for experienced staff announcer with 3rd endorsed. Send tape and resume to WASA Havre de Grace, Md.

Announcers—(Cont'd)

Night owl with an interest in music and news. 24 hour middle-of-the-road station in midwest. College town. Send tape to WBIZ, Eau Claire, Wisconsin.

Immediate opportunity. 1st phone announcer/dj. Evening shift with respected A-1 operation. Middle-road, adult oriented. Good salary for mature sounding responsible, all-around announcer. Send tape and resume WCMC, Box 3433, Harrisburg, Pa. 17105.

For regional network operation 50 kw FM, 5 kw AM. Experienced craftsman, age 35-50 with family, seeking permanency. Send full resume references, recent photo and tape to Don Knowles, WDEA, 68 State Street, Ellsworth, Maine.

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 for play-by-play announcer. We are still looking for the right man to work afternoon shift and do play-by-play sports. Good pay and good hours. Send tape, references, and salary expected to William M. Winn, Program Director, WESB, Bradford, Pa.

News and sports play-by-play needed immediately. Small town with big market. Good salary. WGLC AM-FM, Mendota, Illinois.

Announcer/engineer. First class. Family man, experienced intelligent announcer who likes radio and wants to work in nice small market. Good salary; congenial people. Write: Arch Harrison, President, WJMA, Orange, Va. 22960.

Mature sounding announcer. Must handle some talk shows. NBC affiliate on Gulf Coast Florida community. First phone preferred. Send resume, tape, photo, salary requirements. Tape returned. WNOG, Naples, Florida.

Philadelphia's fastest growing FM/stereo station wants an announcer with a good voice to join our small staff in the 4th largest market playing the world's most beautiful music. Approximately \$100 a week to start. Call 215-CH 8-4900, or send tape and resume to John Beaty, Station Manager, WQAL, 1230 E. Mermaid Lane, Phila., Pa. 19118. All tapes will be returned.

Combination announcer - engineer (first phone), no maintenance, WRBN, Warner Robins, Georgia.

Sports man needed to assist in play-by-play football and basketball. One of Kentucky's most sports minded station in small market. Last season, did over 90 basketball games. CBS affiliate with heavy local programing concept. Production copy experience also helpful news writing too. Send tape and resume to: Paul G. Fyffe, President, WSIP Radio, Paintsville, Kentucky.

Expansion creates need for announcer at leading CBS affiliate. Mature, bright, experienced staff announcer for new FM programing and challenging drive-time show. Rush tape, resume—WSOY, Box 2250, Decatur, Ill. 62526.

Staff announcer with good delivery for 6 a.m. to 12 noon shift. . . . Mr. Moler, WXVA, Charles Town, W. Va., P.O. Box 188, (304) 725-7055. Immediate opening.

150,000 market station needs early or mid-morning man for top forty operation. No screamers, young adult approach. Just purchased by Walker, Group. Good salary and benefits. Need imaginative man. Immediately. WYFE, Rockford, Ill.

Announcer for mid-west full-time AM-FM station. MOR, 1st phone preferred. Good pay with advancement possibility in resort-college town. Phone 414-748-5111.

Wanted: Announcer, first-phone required. Immediate opening for station located in Martinsville, Virginia area, one of the fastest growing communities in the state of Virginia. Call Arnold Terry, 703-638-7014 day, 703-647-8493 night.

Midwest openings for announcers, engineer and salesman. AM/FM separation and expansion. Can lead to administration. No phone calls. Resume first, tape later. Box 60, West Bend, Wisconsin.

Announcers—(Cont'd)

Announcer for sign-on and morning shift, for good reader who can also deliver own news for middle road format. Phone 517-839-9988.

Wanted: Announcer, first-phone, desire to learn maintenance. Sept. 1st opening in northern lower Michigan. Call Norm Pike, 517-366-5364.

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.

Florida good music 1 kw directional, pending FM, desires chief who can double in sales, news or announcing. Box H-187, BROADCASTING.

Need assistant chief engineer for 50,000 watt stereo FM and directional AM. Also two first phone holders. (Beginners trained). University city—excellent chance to work while attending school. 304, 292-9488. No collect calls. Box H-215, 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 H-224, BROADCASTING.

If you are a first phone combo man looking for an interesting job with good security and good annual income, contact me at once. Box H-233, BROADCASTING.

Qualified engineer for network station in central Illinois. No announcing. First ticket. Box H-248, BROADCASTING.

Chief engineer for KMNS Radio, Sloux City, Iowa. Contact Frank Gunn, General Manager, Box 177, 712-258-0628. Member Stuart Broadcasting Group.

5 kw, DA 3 needs 1st phone for night-time transmitter watch. Beginners considered. Contact Chief engineer, KMPL Sikeston, Missouri.

Man with first phone for transmitter. Will train beginner. Station WAMD, Aberdeen, Md.

First class licensed operator for transmitter duty. 5 kw DA-2, 50 kw FM. No maintenance. Send resume and references to Don Knowles, WDEA Ellsworth, Maine.

First class licensed operator for 5 kw AM operation. Must have experience in fast control board operation. No announcing. Hitchcock, WDRG, P.O. Box 1360, Hartford, Connecticut 06112.

Pittsburgh station needs chief engineer. present chief retiring. Desire experienced man to assume full maintenance non-directional AM/FM. Excellent future possibilities for man with administrative ability. Fine salary dependent upon experience. Contact Myron Jones, WEEP Pittsburgh, Penna.

WKVA Radio is seeking experienced first class operator to serve as chief engineer. Top salary plus fringe benefits. Excellent opportunity for right man. Send resume and references to Robert L. Wilson. Box 432, Lewiston, Pa.

Seek good 1st license strong on maintenance and engineering for chief engineer position. Call or write: WMWM, P. O. Box 1, Wilmington, Ohio 45177, 513-382-0000.

Immediate opening 1st class licensed engineer, experienced in maintenance of directional array, to supervise all station operations. AM-FM. Write, wire or phone Howard B. Hayes, WPIK, Alexandria, Virginia.

Washington, D. C. area—WQMR. 1000 watts non-directional and WGAY, 50,000 watts stereo, is losing it's chief engineer because of military obligation. We offer brand new studios and equipment, a salary of over \$9,000 to start plus insurance and hospitalization plans. We want an experienced, mature family man who will give us a full days work—no floaters need apply. Send resume to WQMR, World Bldg., Silver Spring, Md. 20910.

Technical—(Cont'd)

Have immediate opening for engineer with 1st phone. Must have some knowledge or interest in DA's, AM-FM transmitter and audio. For details, write Grady Dixon, Chief-Technical Department, WRQK, 1100 Tamarack Lane, Rockford, Illinois.

Qualified chief engineer wanted for central Pennsylvania fulltime AM operation. Permanent position. Must be strong on maintenance and general engineering. No announcing or board shift required. Top salary paid for top quality experience. Call or write: Lou Murray, WRTA Altoona, Pennsylvania. Area code 814-943-6112.

First phone; night board shift; maintenance; day time sales. Excellent salary and sales potential. WWPf Palatka, Fla.

University of Kentucky has openings for two chief engineers. 1. FM station, maintenance, knowledge of stereo essential. 2. Closed-circuit TV installation now in planning stage: Complete knowledge of studio and tape equipment necessary. Degree desirable for both positions, not mandatory, salary open. Don Wheeler, Director for Radio, University of Kentucky, Lexington, Kentucky 40506.

NEWS

Two full time newsmen needed for major metro news operation. Need morning and evening editors. Gathering and writing experience a must. Good voices desired. Send tape and sketch to Box H-223, BROADCASTING.

Northern New Jersey station with active and established news department seeks working newsmen—gather, write and deliver. Send tape, resume, and salary expected. Box H-226, BROADCASTING.

Immediate opening for experienced news director in N.Y.S. Start \$150 weekly. Box H-281, BROADCASTING.

Additional news editor for 5 kw fulltime, WHWH Princeton, N. J. Consider #2 or #3 man in larger department or recent graduate with journalism background. Fine opportunity at 1965 "Community Service" winner in New Jersey. Excellent opportunity to grow with high rated station . . . work with pros . . . not afraid to experiment. Must have good voice no regionalisms. Send tape, resume and salary requirements to David A. Moss, General Manager, Box 1350, Princeton.

Radio Journalist. Writer, reporter, and outside general assignments reporter/asst. news director. If you speak, write & report clearly and colorfully, have creative curiosity and like to be challenged, apply for either of these positions with tape, copy and resume. WICC Bridgeport, Connecticut. Attn: Steve Young.

News director for award-winning Ohio single station market where news comes first. Complete responsibility for one-man news department. News your first love, first-person reports your approach, digging and reporting hot news your forte . . . excellent opportunity awaits you with top pay. Previous news director after 5 years going to metro market ad director of 5-man operation. Air tape, photo, resume General Manager, WMVO Mount Vernon, Ohio.

Local news man, gather and do own material. No air shift. Full week on news. Good man, short on experience, here is your opportunity. Mr. Moler, WXVA, Charles Town, W. Va. . . . (304) 725-7055. Wanted now.

News director. Must be experienced. Reader-writer, third class ticket. Send tape and resume. B. Hodges, Box 1137, Atlantic City, N. J.

Strong newscaster. We need mature delivery and sharp writing for prime time slot on news-minded group station. Send resume, photo, tape to Daryl Sebastian, Fetz Television, Cadillac, Michigan 49601 —Dial 616-775-3478.

Production—Programing, Others

Complete new staff for swinging top 40! P.D. — DJ's traffic — copy — salesmen. Rush tapes & resume—WWOW Conneaut. Ohio.

RADIO

Situations Wanted—Management

General manager successfully running No. 1 station. Large southwestern market. Produce maximum sales, ratings, personnel quality. Solid broadcast background. If you want a profitable and respected winner, I'm your man. 39, married, family. Want quality ownership. Box H-94, BROADCASTING.

Over 20 years of successful management ability now available for broadcasting and allied fields. West coast preferred. Will travel. Investment possible. Contact Box H-221 BROADCASTING.

Ready for manager-professional, college background plus experience. The time to move up is now. Box H-257, BROADCASTING.

Radio sales and management twenty years. Family, dependable, college, references. Box H-263, BROADCASTING.

General or commercial manager—12 years radio—medium market—sales and administration—top industry references and authentic sales records furnished—bondable—resume on request. Harold H. Hale, 3954 North Athenian, Wichita, Kansas 67204, Phone: Temple 8-0286.

Sales

Major market FM sales manager available soon. Strong small market background. Experience in programming, production, continuity, talk shows etc. Married, age 33, college trained, 3rd phone, endorsed, will relocate. Small and major markets please reply to Box H-252, BROADCASTING.

Situations Wanted—Announcers

Negro dj/announcer. Real swinger. Broadcast school graduate. Will relocate. Box H-149, BROADCASTING.

Seeking college or professional sports position. Five years play-by-play; TV, University of Illinois degree, 27. family. Box H-170, BROADCASTING.

College, 5 years news experience. N.Y.S.A.S. graduate. Wants announcing career. Will relocate. Box H-225, BROADCASTING.

Negro announcer proven ability. One year well rounded experience in commercial broadcasting. Pleasant positive attitude. Operates tight show. Sell. Write your sponsors products. Can assume initiative. Draft exempted. Available now. Seeking advancement. Box H-229, BROADCASTING.

First phone announcer looking for position with MOR station upon completion of military service in January. Four years commercial experience. Prefer Seattle, Portland or San Diego. Box H-230, BROADCASTING.

First phone combo man. Experienced 5 years, draft exempt, married, 26 years old, middle of road and top 40, available immediately, desire mid-south and west Tennessee area. Box H-242, BROADCASTING.

Spending summer with WBZ Boston. Desire large market. Eight years experience. Family, excellent references. Box H-245, BROADCASTING.

If you're looking for a nice, mellow style talk man then I don't qualify! If you're looking for a talk man with enthusiasm, life, zest, guts, dynamic style and controversial appeal, then I do qualify! People like and dislike me but, people listen to me. Box H-246, BROADCASTING.

ytlanosreP . . . That's personality—spelled backwardly. Said top 40 personality looking to improve himself by moving his mixed-up mind to a top-notch operation, in exchange for more money (just plain greedy, I guess). #1 in half-million market. Box H-249, BROADCASTING.

Sacrifice big income to start bottom, good major news operation. News-director, 400,000 market, 1st phone. Box H-250, BROADCASTING.

Boston or New England. Top 40 or MOR. 1st ticket, now in top 30 market. Jock or PD. Box H-251, BROADCASTING.

Announcer, dj, authoritative newscaster, air personality, dependable, personable, not a prima donna, married. Box H-260, BROADCASTING.

Announcers—(cont'd)

Beginner. Negro, trained by top professionals. Operate board. Third class permit with broadcast endorsement. Will travel. Box H-262, BROADCASTING.

Negro dj/announcer. Married, 3rd phone, swinger. Will travel. Box H-275, BROADCASTING.

Announcer—warm, low-key delivery. Either C&W or R&B. Also interested in teen or college market. Well-trained, 3rd endorsed. Box H-278, BROADCASTING.

Rare—Contemporary personality, major market experience, first phone. 2233 Coralhorn, Baltimore MU 6-1863.

AM currently managing KEYD Oakes, N. D. and must move to southwestern U. S. due to child's health. Desire program, production or announcing-sales. Top references. Contact Larry Noyce.

Announcer, single, deep voice, young, type, copy, non-drinker, tired of moving, any salary, any location, no automobile, you take chance, won't be sorry 912-788-6136.

Wanted: Announcing or engineering: 1st phone; Chicago area, min experience; broadcasting school graduate. 312-BA 1-4311.

Combo-man . . . Announcer interested in top 40 station. First class license. Available immediately. Limited experience. Ron Sobczak, 418 E. Pearl St., Toledo, Ohio 419-726-9940.

Technical

Consulting engineer wants permanent position as working chief. Box H-5, BROADCASTING.

Chief engineer. Extensive experience. High power directional, installation and operation. Administrative ability. Desire change with growth potential. Box H-152, BROADCASTING.

Experienced chief engineer seeks position with growing organization. 27 yrs. old—no draft problems; B.S. in electronics; A.A. in Liberal Arts; 6 years industrial, AM FM (SCA & stereo), and TV experience as DJ, strong on original construction, installation and maintenance, will relocate to east coast, available 10/1/66, require \$10,000/yr. plus relocation costs from San Francisco. Box H-179, BROADCASTING.

Desire position as chief engineer. Indiana or surrounding states only. Prefer AM-FM operation, but will consider others. Box H-183, BROADCASTING.

First phone, 13 years experience, directionals, maintenance, employed with 50 kw station. Prefer Texas, Okla., Ark. Box H-231, BROADCASTING.

TV engineer, 1st phone. Military experience, RCA VTR's, Marconi 4 1/2" I.O. cameras, lighting, etc., operation & maintenance. Technical school grad. Box H-270, BROADCASTING.

First phone—experienced in transmitter watch and production. Single, will relocate. Box H-276, BROADCASTING.

NEWS

Experienced newscaster/reporter wishes to join station in metro market. Aggressive. College grad. Box H-232, BROADCASTING.

Intelligent, imaginative, articulate, stable newsman, now in prime time slot with top AM-TV station in 4th market. Married. Master's degree. Seeking challenging on-air news work with aggressive metropolitan station. Resume and tapes upon request. Box H-234, BROADCASTING.

Young aggressive newsman/dj with network news experience looking for right place to raise a family. Resume sent on request. Will give full days work and more for full days pay. Box H-259, BROADCASTING.

"Talk" star . . . Well known personality available—Top record in news-sports-civic affairs-theater: Highest achievements in radio and TV: Worked on city Crime Commissions. This man has top national celebrity associations: Will bring major league sound and image to station. World traveled: Dynamic: Responsible . . . and more important, explosively commercial. Willing also head up news department. Call 212-KI 3-3498 . . . Write Box H-267, BROADCASTING.

NEWS—(Cont'd)

Radio newsman looking for future. Experienced—gathering, writing, editing, airing. College grad. Box H-277, BROADCASTING.

Production—Programing, Others

Program executive and outstanding sports specialist wants locale change from New England. Twenty years in excellent markets. Available to quality operation in September. Box H-207, BROADCASTING.

Progressive program director/assistant—production—personality—6 years . . . midwest—\$150.00. Box H-255, BROADCASTING.

Interested in production. Seven years technical experience all phases studio & control room operation. Some directing. Capable. Ambitious. Interviews west coast mid September. Box H-256, BROADCASTING.

Where are the stations that want good reliable personnel and can pay a living salary? Excellent background. Professional ready for program director. Want Florida or southeast. Box H-258, BROADCASTING.

Announcer-copywriter. Deep voice best suited to commercials. News, better music. Quality copy. Box H-265, BROADCASTING.

Larger market serious music and talk FM—Need the best in announcers, PD, publicity, copy, management assistance? All this and first ticket too! And one man yet! Write Box H-274, BROADCASTING.

TELEVISION

HELP WANTED

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.

Announcers

Strong southeastern VHF needs sports director and booth man. Salary plus talent. Will consider radio man with solid sports background. Call Operations Director, FAirfax 2-8828, Columbus, Georgia.

Technical

Florida VHF has opening for transmitter engineer. Maintenance experience and car necessary. Interested applicants please submit resumes to Box H-166, BROADCASTING.

Wanted immediately—Studio technicians with first class license. Top wages. Large market VHF station. Contact Arthur Bone, WJRT-TV, Flint, Michigan. 313-239-6611 collect.

Electronic equipment technician. Operation, service, repair to closed TV Circuit television installation at College. Test and service all types of electronic equipment. Analyze and operate equipment plans and operate equipment in performance of operation and repair work. Salary \$212.00 bi-weekly. Generous sick and vacation leave and retirement benefits. Write Business Manager, West Chester State College, West Chester, Pennsylvania.

Television engineer—First phone, 2 years experience, Ampex VTR 1100 and Marconi Mark IV experience required. Send resume to George Shearer, Educational Television Dept., Texas A&M University, College Station, Texas 77843, or phone 846-8831 area code 713.

NEWS

Need young, aggressive newsman looking for a future. Some on the air work and much "beating the streets." Sixteen mm camera experience preferred, not essential. Please send resume and salary requirement to WALB-TV Albany, Georgia. No phone calls please.

NEWS—(Con'td)

UHF-TV needs newsmen. Our last news director moved to larger market. If you have good delivery and appearance with a solid radio background we can promise you the TV experience you're looking for. Send photo, tape, resume to Don Tillman, Program Director, WTAJ-TV, P.O. Box 631, Marion, Indiana.

Production—Programing, Others

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.

Director/switcher wanted by UHF television operation. Would prefer man with experience, however we are willing to train an individual who is familiar with studio and control room operation. Send resume with record of past earnings to Box H-219, BROADCASTING.

Sports director for radio-TV in big 10 city. Experience in sports writing and covering local sports for daily TV and radio shows a must. Send resume, photo, football play-by-play tape to Box H-243, BROADCASTING.

Publicity and promotional director for mid-west CBS affiliated television and radio station. Creative writing, sales promotion, merchandising experience essential. Attractive salary and working conditions with many fringe benefits. Administrative responsibility as department head. Send complete experience resume and samples of work to Box H-244, BROADCASTING.

Production manager to supervise on-the-air operations, studio crewmen, video taping, switching and demands of position for expanding station. Creative, varied, professional background and experience and college degree in television on theatre required. Send photo, resume, references and minimum salary to Jeff Pemberton, Program Manager, KBMT-TV, P.O. Box 1550, Beaumont, Texas 77704.

Milwaukee ETV stations, WMVS/WMTV, have immediate opening for experienced television producer-director. College degree required. New facilities; remote truck, with color imminent. Excellent opportunity for stimulating work and growth. Write: Otto Schlaak, 1015 North 6th Street, Milwaukee, Wisconsin.

On air promotion/production—Experienced writer for on-the-air promo copy. Must have programing feel thus and ability to be effective strategist as well as imaginative writer/producer. Immediate opportunity with year-old Philadelphia inde. Apply: L. Cooper, Station Manager, Channel 17, 1230 E. Mermain Lane, Philadelphia 19118. Phone 215-242-2800.

Commercial writer/producer experienced, creative TV writer to see complete job through: Client contact, copy, production. Ad agency experience acceptable. Strong on local retail consumer copy. Immediate opening with year-old Philadelphia inde. Apply: L. Stevens, Channel 17, 230 S. 15th St. Philadelphia 19102. Call 215-735-2320.

TELEVISION—Situations Wanted

Management

Manager/sales-manager desires location southwest. 12 years experience radio-TV, all phases, School of Hard Knocks. Strong on sales, production, personnel, media promotion and development. Married, 29, family, college degree, excellent sales management record. Resume, photo on request. Let's talk. Box H-237, BROADCASTING.

Announcers

Radio announcer, 8 years experience now desires position as TV announcer. Experienced newsmen. Will relocate. Married, reliable. Box H-184, BROADCASTING.

Technical

Consulting engineer wants permanent position as working chief. Box H-6, BROADCASTING.

NEWS

Intelligent, imaginative, articulate, stable newsmen, now in prime time slot with top AM-TV station in 4th market. Married, Master's degree. Seeking challenging on-air news work with aggressive metropolitan station. Resume and tapes on request. Box H-235, BROADCASTING.

Authoritative, literate newsmen; 41. Top copy, editing, thorough background every phase radio and TV, VTR, tape available. Box H-264, BROADCASTING.

Experience from war correspondent in Pacific to news consultant international broadcasting. Strong delivery, dignified appearance. Employed, N. Y. Desire move west. Areas of preference: Los Angeles, San Francisco, Las Vegas, Reno or Dallas. \$10,000 minimum. Box H-279, BROADCASTING.

Production—Programing, Others

Creative position for imaginative art assistant/photographer. Production background. Box H-213, BROADCASTING.

WANTED TO BUY

Equipment

Equipment Wanted: U.H.F. transmitter 10 or 12 kw. Box E-131, BROADCASTING.

Wanted to buy—Immediately . . . Air-cooled 50 kw AM broadcast transmitter. Must be complete and preferably not over 10-12 years old. Contact WQIK, 1924 Main, Jacksonville, Fla. 904-354-4501.

Wanted: 12 kw UHF transmitter. Send full details. Box H-227, BROADCASTING.

Wanted: Used guyed towers from 300' to 600'. Box H-240, BROADCASTING.

We buy worn-out oscillating tubes, 10 kw and up. We pay freight. Sharon Machinery Company, 49 Gilbert, Quincy, Mass. 02169.

Wanted: Have stereo FM CP: Will consider slightly used 10 kw FM transmitter, stereo generator, stereo control board, turntables and other associated equipment, as well as automation system. Reply: Herb Guthrie, WRBC Jackson, Miss. 355-1562.

Wanted to buy: One 5kw FM transmitter. Send orders to United Broadcasting Co., 8 Baltimore Rd., Rockville, Maryland.

Wanted to buy 357A or 357B transmitting tubes. Write WHIN, Gallatin, Tennessee.

FOR SALE

Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Helix, 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.

Let us serve your used equipment needs . . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

For Sale. 1 RCA TRT-1B monochrome tape recorder. Complete with pixlock. Will be available Jan. 1967. Call or write John A. Carroll, Chief Engineer, WNYC-TV, Channel 9, Shoppingtown, Syracuse, N. Y. 13214. 446-4780.

Real live money-maker. Flying saucer that actually carries passengers about six inches off ground. Ideal to stimulate or replace radio remotes. Great for kiddie shows, grand openings, advertiser promotions. Trailer, orbital path and flying machine. Excellent condition. For details call Howard Wolfe, WKNX Saginaw, Michigan 753-4471.

FOR SALE—Equipment

continued

Gates remote control—model M-4589 for any non-directional AM or FM transmitter. All essential functions. Good operating condition. First \$300.00. P. O. Box 231, Petersburg, Va. 23803.

ITA 7,500 Watt FM transmitter, type FM-7500B, with latest exciter for stereo. Excellent condition and complete set of tubes. W. O. Barry, WLAC-FM Nashville, Tennessee.

G.E. Phono cartridges for broadcast use. Prompt service. Send for price list. Ridge Audio Co., 91 E. Lake Rd., Skaneateles, N. Y. 13152.

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.

Coverage, Maps, Station Brochures, Broadcast Sales aids of all types custom-designed. Noyes, Moran & Co., Inc., 928 Warren Avenue, Downers Grove, Illinois 60515.

Deejays! 6000 classified gag lines, \$5.00! Comedy catalog free. Ed Orrin, 8034 Gentry, North Hollywood, Calif. 91605.

3000 radio one-liners. Free sample. Lyn Publications, 2100 Divisadero #4, San Francisco, California.

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G.I. Bill approved correspondence or resident preparation for your first class FCC license. Also, Communications Technology and A.S.E.E. degree programs. Accelerated (7 week) "first phone" resident classes begin: In Hollywood September 14, November 2, January 18; in Seattle, September 7, October 26, January 4. For full details, write Dept. 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.

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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.

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Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting 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.

INSTRUCTIONS

Continued

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Announcing, programming, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. Day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd, N. Y. OX 5-9245.

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.

Your 1st Class License in six weeks or less at America's foremost school of broadcast training, the Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1937). Make your reservations now for our Accelerated Theory Class starting Oct. 3. Most experienced personalized instruction and methods. Lowest costs—finest accommodations available close-by. Call or write: Don Martin School, 1653, N. Cherokee, Hollywood, Calif. (213) HO 2-3281.

RADIO

Help Wanted—Management

Low Frequency Daytimer in Pensacola, Florida

switching to C&W programming. Good salary and percentage plan.

Contact:

Joe Carson
New South Network
Meridian, Mississippi
Phone 601-482-6133

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Excellent opportunity for a sales-minded and customer-oriented individual who will be responsible for administration and coordination of all activities for the sale of FM and TV transmitters and accessories equipment. Large broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40. BS degree or comparable experience required. Excellent opportunity for advancement. Complete company benefits. An equal opportunity employer.

Box H-269, Broadcasting.

Sales—(cont'd)

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:

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SALES OPPORTUNITY

Pepper Sound Studios
National Headquarters: 51 S. Florence
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is expanding their national field force and is interested in attracting executive caliber salesmen. Only applicants with a record of 5 figure income (or over) need apply.

If interested, send resume and picture.

Our employees are aware of this ad.

SYNDICATION SALESMEN

New product, new expansion means more top field men needed. If you know radio, know syndication, and are a real producer, let's talk. Call or write:

Murray Woroner

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Box 550 Perrine Branch
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Top 15 market station needs early evening jock who is funny and original in the "Dick Biondi" style. Qualified applicants please call:

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Nationwide Broadcast Personnel
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No Placement Fee

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is
available immediately
Just back from 2nd news tour
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VIET NAM

TV or Radio News and/or
talk show

Call 815-645-2762

or
P.O. Box 147

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TELEVISION—Help Wanted

Sales

TV NETWORK CONTACT

New York Network Representative to deal with agencies & stations in clearing programs on affiliated stations and servicing of sales orders related to network programs. Requires 3 years experience in network stations, ad agency contact or TV media buying. Send resume & salary requirements to:

Box H-236, Broadcasting.

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Well known TV film distributor has openings for top experienced film syndication salesmen. Liberal arrangement. All replies confidential. Write:

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Help Wanted—Technical

BROADCAST FIELD ENGINEERS

RCA

Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

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Wanted: CHIEF ENGINEER

for TV station. Fine future. Must know all facets of TV equipment including mobile unit.

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area code (301) (evenings)

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Major Eastern Television Station

desires experienced newsman/reporter who can be understudy for top man on growing news staff.

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An Equal Opportunity Employer.

Top Eastern TV Station

Offers bright opportunity for experienced professional sportscaster to become part of its news, weather, sports team.

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Now in Pittsburgh, Cleveland, Detroit, Chicago, Wash., D.C.

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VERSATILE—EXCELLENT CONDITION

3—Ampex 450 Transports - 3 3/4 or 7 1/2 up to 14" reels - Silence or tone sensing
1—Ampex 351 reel to reel
Complete master sequence selector system - handles up to 8 tape decks.
Clock controlled memory system. All rack mounted ready to operate.

ALSO

Harkins XC-1 sub-carrier generator
Ampex 450 playback rackmounted with G.E. unilevel amplifier
14—SCA receivers (67kc)
1—CBS Audiomax R II Z (like new)
1—Cates S 39 B Limiting Amplifier

Lyle R. Richardson

KUDE Radio

P.O. Box K-1320

Oceanside, California 714-722-8294

Routine roundup

ACTIONS ON MOTIONS BY COMMISSION

■ Commission on August 12 granted request by Mid-America Broadcasting Co. to further extend time from August 16 to Aug. 29 to file reply comments to oppositions to its TV rulemaking proposal involving Salina and Lincoln Center, both Kansas.

■ Commission on August 12 granted requests by American Civil Liberties Union, Americans for Democratic Action and National Association of Broadcasters to extent of extending time for filing comments from Sept. 1 to Oct. 10 and for filing reply comments from Oct. 1 to Nov. 10 in matter of amendment of part 73 of rules to provide for subscription television service.

By the Office of Opinions and Review

■ Granted motion by George A. Mayoral to extend time to Oct. 4 to file exceptions to the Supplemental Initial Decision in proceeding on revocation of licenses of Quality Broadcasting Corp. for AM station WKYN and FM station WFQM, San Juan, and Radio Americas Corp. for FM station WORA-FM, Mayaguez, P. R. Action Aug. 11.

By Hearing Examiner Basil P. Cooper

■ Scheduled further prehearing conference for Sept. 14 in proceeding on applications of Jones T. Suddbury and Northwest Tennessee Broadcasting Co. for new FM's in Martin, Tenn. Action Aug. 16.

By Hearing Examiner Thomas H. Donahue

■ In proceeding on applications of RKO General Inc. for renewal of license of KHJ-

FOR SALE—Stations

FOR SALE, By Owner

First time ever offered—Southwest AM-FM in fabulous growth area. City retail sales over 45m. County retail sales exceeds 100m annually. 1965 station grossed 165,000 with nice increase in 1966. Priced at \$250,000 cash plus \$75,000 for 5 year non-compete agreement. Model station in every respect. New equipment. High power FM and 5KW AM. Will be sold immediately. Please do not waste my time and yours if not financially qualified and genuinely interested.

Box H-238, Broadcasting.

Lia Rue Media Brokers Inc.

RADIO TV CATV

HUGH BEN LA RUE Suite 14N
265-3430 116 Central Park South
New York, N.Y. 10019

Southeast Small	Daytime	\$67M	Terms
Midwest Medium	UHF TV	350M	Cash
Southeast Medium	Daytime	135M	29%
Midwest Metro	AM-FM	1.3MM	Nego.
Northeast Major	Daytime	500M	Terms



CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

TV Los Angeles, and Fidelity Television, Inc. for new station on channel 9 in Norwalk, Calif., accepted stipulations and ordered that its terms are held binding on parties, and continued hearing from Sept. 19 to Nov. 14. Action Aug. 11.

■ Granted petition by Northern Indiana Broadcasters Inc. and extended from Sept. 6 to Sept. 19 date for exchange of exhibits and from Sept. 26 to Sept. 28 for hearing in proceeding on its application for new AM in Mishawaka, Ind. Action Aug. 11.

By Hearing Examiner Walther W. Guenther

■ In proceeding on applications of Brown Broadcasting Co. and Dixie Broadcasting Corp. for new AM's in Jacksonville and Aurora, North Carolina, respectively upon request by Brown ordered that not later than Aug. 19 each of parties shall submit to examiner and to other parties written objections to exhibits comprising parties' written affirmative cases which were exchanged on July 26, and scheduled hearing for Aug. 24. Action Aug. 16.

■ On examiner's own motion, corrected in various respects table of contents of volume 4 of transcripts of hearing in proceeding on AM applications of Emerald Broadcasting Corp., Eugene, Ore. and Hi-Desert Broadcasting Corp., Twenty-Nine Palms, Calif. Action Aug. 15.

By Hearing Examiner H. Gifford Irion

■ In proceeding on applications of KWN Broadcasting Co. and Woodland Broadcasting Co. for new AM's in Port Arthur and Vidor, Texas, respectively, granted petition by Woodland for leave to amend its application regarding present address of its president, Gerald R. Proctor. Action Aug. 15.

By Hearing Examiner Forest L. McClenning

■ On examiner's own motion, cancelled prehearing conference scheduled for Sept. 7 in proceeding on application of Highwood Service Inc. for new TV in Topeka, Kan. Action Aug. 12.

■ Corrected in various respects transcript of record in matter of cease and desist order to be directed against Jackson TV Cable Co., owner and operator of CATV systems at Jackson and Blackman township, both Michigan, and certified record to commission for final decision. Action Aug. 11.

■ In proceeding on AM applications of Woodward Broadcasting Co., Wyandotte, Mich., and Storer Broadcasting Co., Cleveland, set aside Aug. 5 order and again granted petition by Woodward for extension of time to Sept. 9 to comply with local notice requirements. Action Aug. 11.

■ 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., granted petitions by Kansas for leave to amend its application to specify channel 43 and change transmitter site, removed application from hearing and returned it to processing line; and by Highwood to change to channel 27 and retained amended application in hearing. By separate action, pursuant to agreements reached at informal conference of Aug. 9, admitted into evidence certain exhibits of Highwood and closed record. Action Aug. 10.

■ In Costa Mesa-Newport Beach, Calif., AM consolidated proceeding in doc. 15752 et al., denied petition by Pasadena Community Station Inc. to extend time to exchange its remaining direct case and other relief. Action Aug. 10.

By Hearing Examiner
Chester F. Naumowicz

■ Continued certain procedural dates and hearing from Sept. 6 to Oct. 4 in proceeding on application for assignment of CP of WTVU(TV), New Haven, Conn., from Connecticut Radio Foundation Inc. to Connecticut Television Inc. Action Aug. 15.

By Hearing Examiner Sol Schildhouse

■ In proceeding on applications of Northwest Broadcasters Inc. for renewal of license of KBVU Bellevue, Wash., and for assignment of license of that station to Sunshine Broadcasting Co., and Bellevue Broadcasters to change operation of KFKF Bellevue, granted petition by Sunshine and dismissed its application for assignment of KBVU. By separate action, certified to commission matter of rearranging terms of proceeding in view of dismissal of Sunshine. Action Aug. 5.

BROADCAST ACTIONS by Broadcast Bureau Actions of August 16

■ Notified Mountain Broadcasting Service Inc., licensee of WKIC Hazard, Ky., that it has incurred apparent forfeiture liability of \$250 for various violations of technical rules.

WCTU-TV Charlotte, N. C.—Granted mod. of CP to make changes in ant. structure and increase ant. height to 1,360 ft.; condition.

Granted following stations extensions of completion dates as shown: WCRA Effingham, Ill., to Nov. 10; WCNH-FM Quincy, Fla., to Oct. 18; KNWA(FM) Fayetteville, Ark., to Oct. 1; WHAS-FM Louisville, Ky., to Oct. 30; WORO(FM) Corozal, P. R., to Feb. 23, 1967; WHGM(FM) Bellwood, Pa., to Jan. 31, 1967.

Actions of August 15

WVSA Vernon, Ala.—Granted license for AM station and specify type trans.

KZYM Cape Girardeau, Mo.—Granted license for AM station.

WDGY Minneapolis—Granted license covering changes in nighttime DA pattern.

WPXE Starke, Fla.—Granted CP to increase daytime power from 250 w to 1 kw, continued operation on 1490 kc with 250 w-N, and install new trans.; remote control permitted; conditions.

WWHC(FM) Hartford City, Ind.—Granted SCA on subcarrier frequency of 67 kc.

WRBN Warner Robins, Ga.—Granted mod. of CP to change studio location; remote control permitted.

Following stations were granted extensions of completion dates as shown: KRSN-AM-FM Los Alamos, N. M., to Nov. 1; WMDD-FM Fajardo, P. R., to March 9, 1967; WMFJ-FM Daytona Beach, Fla., to Feb. 1, 1967.

Granted renewal of licenses for following main stations and co-pending auxiliaries: KRKT Albany, Ore.; KZUN-AM-FM Opportunity, Wash.; WNDR Syracuse, N. Y.; KWFS-AM-FM Eugene, Ore.; WDGW Minneapolis; WPBS(FM) Philadelphia; WRSC-AM-FM State College, Pa.

Actions of August 12

KOOL Phoenix—Granted CP to change D ant.-trans. location and install new D trans.; remote control permitted; condition.

WVCG Coral Gables, Fla.—Granted CP to install auxiliary trans. at main trans. location.

WDGY Minneapolis—Granted CP to install new auxiliary trans.

WRGA-FM Rome, Ga.—Granted SCA on subcarrier frequency of 67 kc.

WBON(FM) Milwaukee, Wis.—Granted mod. of SCA to add use of supersonic signals to control multiplex receivers.

KEVA Evanston, Wyo.—Rescinded action of July 20 which dismissed renewal of license and reinstated application and returned it to deferred status.

Actions of August 11

Granted renewal of licenses for following main stations and co-pending auxiliaries: KGMB Honolulu; KWEW Hobbs, N. M.; WGMR-FM Tyrone, Pa.; WJSM(FM) Martinsburg, Pa.; WPGM Danville, Pa.; KUDU-AM-FM Ventura, Calif.; KWUN Concord, Calif.; WICK Scranton, Pa.; WLKW Providence, R. I.; WFMZ(FM) Allentown, Pa.

KWIL Albany, Ore.—Granted mod. of license to change name to Albany Radio Corp.

WCWC Ripon, Wis.—Granted license covering change in hours of operation to U with 5 kw D and N; change in DA system

and from DA-D to DA-2, and in ground system; condition.

WKYR Cumberland, Md.—Granted license covering change in hours of operation, install DA-2, change ant.-trans. location; change studio and station location; specify type trans.

WSAU Wausau, Wis.—Granted license to use former main trans. at main trans. location as alternate-main trans.

WDSK Cleveland, Miss.—Granted license covering change from DA-D to nondirectional ant., deleting one tower.

WDLB Marshfield, Miss.—Granted license covering change in ant.-trans. location; remote control permitted.

WREO Ashtabula, Ohio—Granted license covering installation of new trans. as N alternate-main trans.

WKDZ Cadiz, Ky.—Granted license covering new AM and to specify type trans.

WPRW-FM Manassas, Va.—Granted license covering changes in ant.-trans. and studio location, and ant. height.

WRUF-FM Gainesville, Fla.—Approved engineering data submitted pursuant to third report, memorandum opinion and order in doc. 14185, for operation on channel 279 (103.7 mc) in lieu of channel 281, increase ERP to 26.5 kw and ant. height to 360 ft.

Granted extensions of completion dates for following station, as shown: WJIC Salem, N. J., to Dec. 28; WRSJ-FM Bayamon, P. R., to Dec. 31; WMBN-FM Petoskey, Mich., to Feb. 28, 1967; WWQT(FM) Gainesville, Ga., to Sept. 19; KOB-FM Albuquerque for following stations, as shown: WJIC Bridgeton, N. C., to Oct. 28; WEAS-FM que, N. M., to Feb. 23, 1967; WVWB-FM Alpena, Mich., to Feb. 22, 1967; KZYM-FM Savannah, Ga., to Feb. 23, 1967; WATZ-FM Cape Girardeau, Mo., to Nov. 20; KVOX-FM Moorhead, Minn., to Oct. 28; KLIL(FM) Ukiah, Calif., to Jan. 31, 1967; KTHI-TV Fargo, and KCND-TV Pembina, both North Dakota, to Feb. 11, 1967; WPTZ(TV) North Pole, N. Y., to Feb. 11, 1967; KGSC-TV San Jose, Calif., to Feb. 11, 1967 *KOAP-TV Portland, to Feb. 11, 1967; *WSJK-TV Sneedville, Tenn., to Feb. 11, 1967.

Remote control operation permitted following stations: KAFE Santa Fe, N. M., and WLEO Ponce, P. R.

Actions of August 10

WCTU-TV Charlotte, N. C.—Granted mod. of CP to specify studio location.

BROADCAST ACTION

By Commission

■ By memorandum opinion and order, commission granted unopposed petition by United Transmission Inc. for waiver of evidentiary hearing provision of sec. 74.1107(a) of rules, and authorized that CATV system to serve Roaring Spring, Martinsburg, Greenfield township and Freedom township, all Pennsylvania, by extending, beyond their grade B contours, signals of WTTG-TV and WMAL-TV, both Washington; WGAL-TV Lancaster, Pa.; WIIC-TV, KDKA-TV and WTAE-TV, all Pittsburgh, and WSTV Steubenville, Ohio-Wheeling, W. Va. Cities to be served are within grade A contours of WFBG-TV Altoona and WJAC-TV Johnstown, and grade B contour of WARD-TV

Johnstown, all Pennsylvania. Commissioners Cox and Wadsworth dissented, former with statement; Commissioner Johnson concurred in result.

Rulemakings

Petitions for rulemakings filed

George Vowels, Butler, Mo.—Requests institution of rulemaking proceeding to change table of FM assignments to add channel 264 to Harrisonville, Mo. Received Aug. 11.

Richard Alan Ginkowski, Kenosha, Wis.—Requests rulemaking to reinstate UHF channel 61 as channel allocated to Kenosha. Received Aug. 11.

WIFE-AM-FM Indianapolis—Requests institution of rulemaking proceeding and to adopt rules which would prohibit radio and TV stations from submitting affidavits of performance to advertisers or their representatives which knowingly misstate (a) time or day on which spot announcements were broadcast or (b) number of announcements which were broadcast. Received Aug. 10.

KSOO-TV Sioux Falls, S. D.—Requests institution of rulemaking proceeding so as to add channel 4 to Pierre, S. D., in addition to noncommercial channel 10 already assigned. Received Aug. 9.

WBEV Beaver Dam, Wis.—Requests institution of rulemaking looking towards assignment of channel 237A to Beaver Dam. Received Aug. 8.

S & G Television Inc., Honolulu—Requests amendment of rules so as to assign channel 19 to Honolulu. Received Aug. 3.

CATV requests for waiver

Suffolk Cable of Shelter Island Inc., Shelter Island, N. Y., requests waiver to carry WHCT(TV) Hartford, Conn.; WJAR-TV, WPRO-TV, both Providence, R. I.; WTEV-TV New Bedford Mass.; WPIX-TV, WCBS-TV, WNBC-TV, WNEW-TV and WNDT-TV, all New York.

Gateway Cable TV Inc., St. Augustine, Fla., requests waiver to carry WUFT-TV Gainesville and WMFE-TV Orlando, both Florida.

Athens TV Cable Co., Athens, Tenn., requests waiver to carry WTVK(TV) Knoxville, Tenn.

Lenoir City TV Cable Co. and Loudon TV Cable Co., both Loudon Tenn., request waivers to carry WTVK(TV) and WDEF-TV, both Chattanooga.

New call letters requested

WVTR White River Junction, Vt.—R M Radio Inc. Requests WNHV.

WBIL Leesburg, Fla.—Alpha B. Martin. Requests WZST.

WPJC-FM Scottsboro, Ala.—Ralph M. Sheppard. Requests WCNA-FM.

Syracuse, N. Y.—William P. Hillgartner. Requests WSRV(FM).

WCOB(FM) Richmond, Va.—Roy H. Park Broadcasting of Virginia Inc. Requests WTVR-FM.

WICR-FM Hickory, N. C.—Feothills Broadcasting Inc. Requests WXRC(FM).

Union City, Pa.—Bee Bee Broadcasting Co. Requests WBVB(FM).

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING, through Aug. 17. 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.

Tucson, Ariz.—Time-Life Broadcast Inc. (group CATV owner), has joined with American Cable Television Inc., Phoenix (group CATV owner), in an application for a franchise. Other applicants: Southern Arizona Cable Co.; Tucson Cable TV; Pima Pictures Inc.; First Illinois Cable TV; Tucson Drive-In Theaters Inc.; Southern Arizona TV Stations Inc., and Eastern Cable Inc.

Gilman, Ill.—CAB-TV of Illinois (Roy

Bliss, representative) has applied for a franchise. Other applicants: Iroquois Cable Co. and Clear View Community Antenna Co.

■ Kokomo, Ind.—Booth American Inc. (group CATV owner) has been granted a nonexclusive franchise. The firm proposes 12 VHF channels and 10 FM's.

■ Oakley, Kan.—A 20-year nonexclusive franchise was granted jointly to Ross E. Lewallen and Melvin E. Wheeler. There will be a monthly charge of \$6.95 for six or more channels and \$4.95 for less. The fee includes FM. The firm proposed to pay 3% of its annual gross receipts to the city.

Richmond, Mass.—Pittsfield-Dalton TV Cable Co. has applied for a franchise.

■ Homer, Mich.—Triad Stations Inc. (WALM Albion, Mich.; WFRL and WELL-FM Freeport, Ill., and WAUK-AM-FM Waukesha-Milwaukee, Wis.) has been granted a franchise. The firm proposed a 12-channel system, including educational television.

Water Valley, Miss.—Water Valley Video Inc. has applied for a 25-year franchise.

Canton, N. C.—American CATV, Kingsport, Tenn., has applied for a nonexclusive franchise. The firm proposed a \$19.99 installation fee with a \$5 monthly charge. It will provide a 10-channel system plus a 24-hour time-weather channel. John F. Dallas was representative.

Plymouth, N. C.—Jefferson-Carolina Corp. (group CATV owner) has applied for a franchise. It proposes a 10-channel system, \$4.95 monthly charge and a \$10 installation fee. Plymouth will receive 5% of the firm's annual gross receipts if the franchise is awarded.

■ Scotland Neck, N. C.—Jefferson-Carolina Corp. (group CATV owner) has been granted a franchise. The firm will provide a 12-channel system, FM and a time-weather-news service. It will also pay the city 5% of its annual gross receipts.

Edinboro, Pa.—Coaxial Cable Television Corp. (Richard Rothman, representative) has applied for a franchise.

■ North Huntington twp., Pa.—WHJB Greensburg has been awarded a franchise.

JOEL Chaseman, general manager of WINS New York, contends the essence of any first-rank organization can be reduced to four simple parts: "imagination, guts, resources and a top staff."

To Mr. Chaseman these elements in a company foster innovation, success and leadership. "And I enjoy leading a successful team, pulling it together, feeling that moment when the team clicks into a life of its own," says the tall, youthful (40) captain of the Westinghouse Broadcasting Co. all-news station.

With the determined accuracy of an intercontinental missile, Mr. Chaseman has thus far attained his major goals: "I've always worked toward what I wanted to be and I've always wanted to be a broadcaster."

After college and the navy he got what he wanted in June 1948 when he became an announcer at WENY-AM-FM and WELM both Elmira, N.Y. He went to WAAM(TV) Baltimore in October.

In the Beginning ■ Television was in its catch-as-catch-can pioneer period and young Mr. Chaseman plunged in exuberantly:

"I found myself splicing cable, doing art work, running logs and just plain learning," recalls Mr. Chaseman. "In breaks between the network programing I learned a lot from Herb Cahan, who was then WAAM's operations director and now Baltimore area vice president for Westinghouse."

In his first seven years with WAAM, Mr. Chaseman not only helped "hold things together with chewing gum and Scotch tape," but began to climb the management ladder: first director, then public affairs director, promotion-director and assistant program manager.

Despite limited economic resources, the station produced such award-winning programs as a weekly science show, *The Johns Hopkins Review*, and a political commentary program with essayist Gerald W. Johnson.

In originating the idea for the Johnson series, Mr. Chaseman showed some of the courage and innovation he prizes. "The program broke every rule," he says. "We had before the cameras in Mr. Johnson, a little, slight man with a hearing aid. He read his commentary, turning pages at an iron-frame lecturn." But the program went on to claim a Peabody and an Alfred I. duPont award.

Spare Time ■ In addition to narrating the Johns Hopkins show, Mr. Chaseman freelanced as a sportscaster and announcer. As "Joe Chase," he covered the Baltimore Bullets and the Philadelphia Warriors of the National Basketball Association.

Other "leisure time" activities in 1952 included a telephone-audience participation talk show, one of the first in the nation. He broadcast nightly on

The watchword at his station is innovation

WWIN and WFBR, both Baltimore, from a local restaurant.

He is not quite sure if his next move came because of his sports reporting, or because he originated a national controversy when he programed on WAAM a chimpanzee and a baboon doing finger painting. In any event the salesmen at WITB Baltimore in 1955 voted him their favorite candidate to act as host on the station's afternoon pop music show.

Up Anchor ■ By 1957, after two

WEEK'S PROFILE



Joel Chaseman—general manager, WINS New York; b. Feb. 18, 1926, Albany, N. Y.; Cornell University, English, AB, 1948; radar technician, U. S. Navy, 1944-45; announcer, WELM and WENY-AM-FM Elmira, N. Y. 1948; sportscaster, director, public affairs and promotion-publicity director, assistant program manager, WAAM(TV) Baltimore (now WJZ-TV) 1948-55; radio personality, WITB Baltimore, 1955-57; assistant general manager and director of national sales, WAAM(TV), 1957; program manager, WJZ-TV, 1957-60; national radio program manager for Westinghouse Broadcasting Co., 1960-61; general manager, WBC Productions, with "PM," 1961-62; VP and general manager, WBC Productions and executive producer of "The Steve Allen Show," 1962-63; assistant general manager, WINS New York, 1963-64; general manager, WINS, 1964; m. Marlene Myerson of Forest Hills, N. Y., 1955; children, Martha H., 8, Michael A., 5; president, Long Island division, American Jewish Committee, Advertising Club of New York, Museum of Modern Art, International Radio and Television Society, Cornell Club of New York, Kensington Civic Organization; hobbies: poker, painting, reading.

years as a radio personality, Mr. Chaseman bluntly concluded: "I'd had it. I felt my job was no way for this grown man to make a living."

Self-assured, Mr. Chaseman detailed his reasons for quitting and his ambitions in an open letter addressed to his boss, Jake Embry. This was Joel Chaseman's self-declaration to the industry; he published the letter in a full-column display ad in *BROADCASTING* magazine.

"It's a funny thing but I ended back at WAAM as assistant general manager and lucked out soon after when Westinghouse bought the station." The call was changed to WJZ-TV.

Then the program manager. Mr. Chaseman, and general manager Larry Israel (currently executive vice president, Westinghouse Broadcasting) were confronted with a station that was, says Mr. Chaseman, "a deep third in a three-station market."

Within 90 days the new team moved the station to a strong first, Mr. Chaseman said. Among his innovations were a dinner-time feature film as a news lead-in, a feature film beginning at 10:40 p.m. enabling viewers to stay through the movie and leave the night to the night owls, and a teen-age studio dancing show. This show began about the same year as *The Dick Clark Show* and received extremely high ratings.

To Front Office ■ Mr. Chaseman in three years moved up to the corporate front office in New York. From 1960-61 he scoured the nation for new radio personalities as WBC's national radio program manager.

In 1961 he was put in charge of the tangled logistics needed to nationally distribute WBC's *PM*, starring Mike Wallace and Terrence O'Flaherty.

The program didn't survive long against Jack Paar on NBC-TV but Westinghouse learned a good deal about the national video-tape syndication of live TV shows. Its next entry was *The Steve Allen Show* with Mr. Chaseman as executive producer.

In 1963 he joined WINS as assistant general manager, and became manager the next year.

When WINS and KYW Philadelphia (Westinghouse's other all-news operation) encountered some initial coolness from advertisers impressed with the traditional cost-per-thousand profiles of other stations, Mr. Chaseman and others in Westinghouse decided some market research was needed.

Westinghouse commissioned a Politz study of New York radio (*BROADCASTING*, Aug. 8) in which WINS was shown to have a hold on New Yorkers.

In a statement that reflects a philosopher's attitudes and field general's instincts, Mr. Chaseman comments: "I no longer have to say our audience appeal 'stands to reason'; with the Politz report, I now say: 'Here it is.'"

EDITORIALS

In all candor

IF, in the eyes of the parties involved, the FCC seems to be taking its time in finalizing approval of the merger of ABC and ITT, it is for sufficient reason. Transactions involving values of nearly \$400 million do not cross the FCC threshold too often.

Even though the voluminous filing of the merger applications last March seemed to be responsive to a fault, it is easy to understand why the FCC wants to conclude with the limited hearing it scheduled last week for next month.

The proceeding will not be an oral argument in the usual sense, since it won't be confined necessarily to presentations by lawyers only. Executives of the companies involved, the Department of Justice or others who might feel that they have a relevant interest are free to appear.

Since the merger promises more effective competition among the major networks it should pass muster of those concerned with antitrust aspects.

The ABC-ITT merger really establishes no precedent since the relationship will be almost identical with that of RCA to NBC, which RCA had created in 1926 as its broadcasting subsidiary. Normally an individual transfer case takes about six weeks to two months to complete the regulatory hurdle. The ITT-ABC merger, as distinguished from a transfer, has been under consideration about five months.

Only in the unlikely event that the novel "oral hearing" exposes new facts warranting further study would there be any reason to delay approval of the merger.

Getting on with the job

WHEN the FCC begins its own new season after Labor Day, a new chief will be running its Broadcast Bureau which is supposed to expedite handling of broadcast matters but which for several years has been its worst bottleneck.

George S. Smith, a lawyer with 30 years in private communications practice before he rejoined the FCC in 1962, last week was named chief of the bureau. His assignment is to clean up backlogs and get the processing lines current. Chances are he will do it because he knows the problems from both sides of the regulatory street and he knows made-work when he sees it.

Mr. Smith succeeds James Sheridan, an economist, who found himself embroiled in controversy from the day he became bureau chief in March 1963. He relished lowering the boom on stations for even the slightest of infractions and he was a leading exponent of spot-counting and of close scrutiny of programs.

Although 65, Mr. Smith, like his chief, Chairman Rosel H. Hyde (who is 66) is young for his years. He was the first chief of the license division of the old Federal Radio Commission in 1928, the year in which he obtained his law degree. That was the year Mr. Hyde joined the FCC as a junior lawyer.

Mr. Smith's expertise and wisdom and his quiet ability to get things done should serve the FCC at a time when the agency is overburdened with problems in areas other than broadcasting, not to mention those associated with radio and television in satellite communications.

Death, unions and technology

DEMISE of the *New York Herald Tribune* was the latest in a seemingly unending string of closures or mergers of metropolitan dailies in the fight for economic survival.

Television, radio, newsmagazines, flight of population to

the suburbs where new local dailies are started are among the reasons cited for the hard times suffered by newspapers. Yet many, notably in monopoly markets, are thriving.

The *Tribune* might not have survived even if the planned merger of three suffering New York newspapers had been effected. The four-month printers' strike was the *coup de grace* for the HT.

The plight of newspapers would be infinitely worse if many of them had not pioneered in radio and television ownership. There are case histories where the radio (and latterly the TV) tail has wagged the newspaper dog. Most newspaper owners have separated broadcasting and publishing so as to compete vigorously for advertising.

Even prosperous newspapers recognize there's an uneasy future and that advances in technology one day will make it possible to deliver an electronic newspaper in the subscriber's home. The cumbersome publishing methods of today, coupled with the problems of delivery in expanding markets, must give way eventually to exotic advances.

Radio and television today—without the benefit of a permanent record (such as facsimile) to some degree are filling the news gap. Their journalistic responsibility becomes greater, however, as newspaper population decreases and the need to keep their publics informed intensifies.

Canada's secret

EVER hear of "EXPO '67"? Well, it's the Canadian International Exposition that begins in Montreal next April and runs until October. They expect 30 million people to help observe Canada's centennial—mostly from neighboring U.S.A.

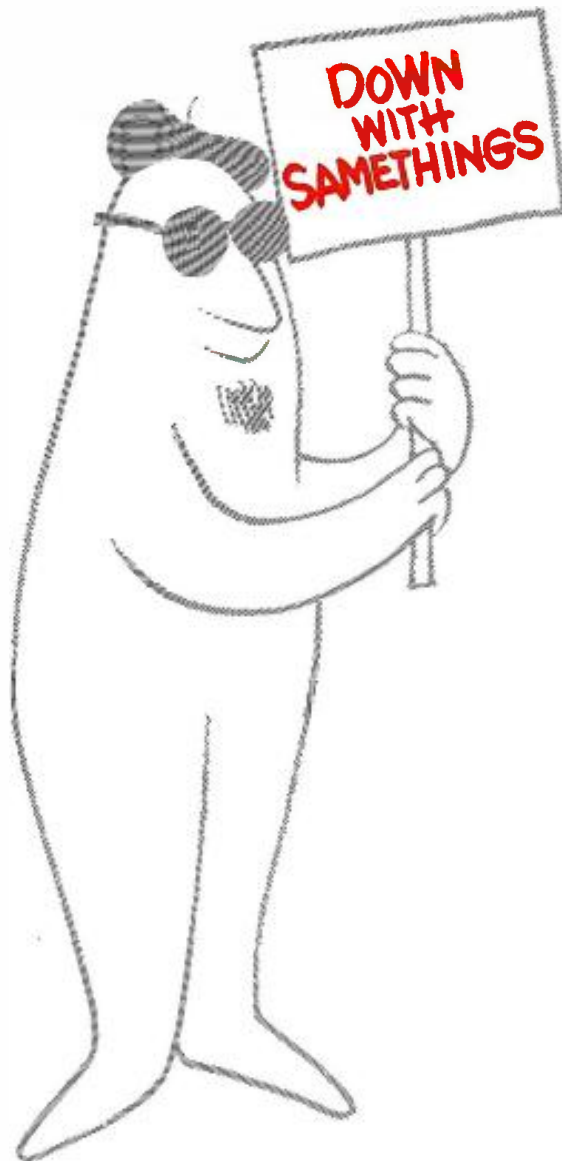
There's a promotion budget, we're told by a reliable Canadian source, of something between \$5 and \$12 million. But not one cent, says our informant, has been allocated or is planned for any form of broadcast advertising in the United States.

We imagine U. S. stations will be besieged with tapes, films, spots and whatnot—all for free—while the exposition's PR folks spend the bulk of the budget for paid newspaper and magazine space. We're advised there's not a single broadcast-oriented person on the exposition's publicity-promotion-advertising staff.

If the plan is to keep EXPO '67 a secret in the U. S. the best way to achieve it is to pass up our broadcast media.



Drawn for BROADCASTING by S'd Hix
"Never mind the five o'clock traffic report . . . here's a special news bulletin!"



WJR is a nonconformat station.

That's right. Nonconformat.

To help explain what we mean, we made a 22-minute full-color film about ourselves.

In it, we show ourselves doing *our* kind of programming. Interview shows, fine music, play-by-play coverage of major sports, live entertainment, and the most complete news coverage of any station in this

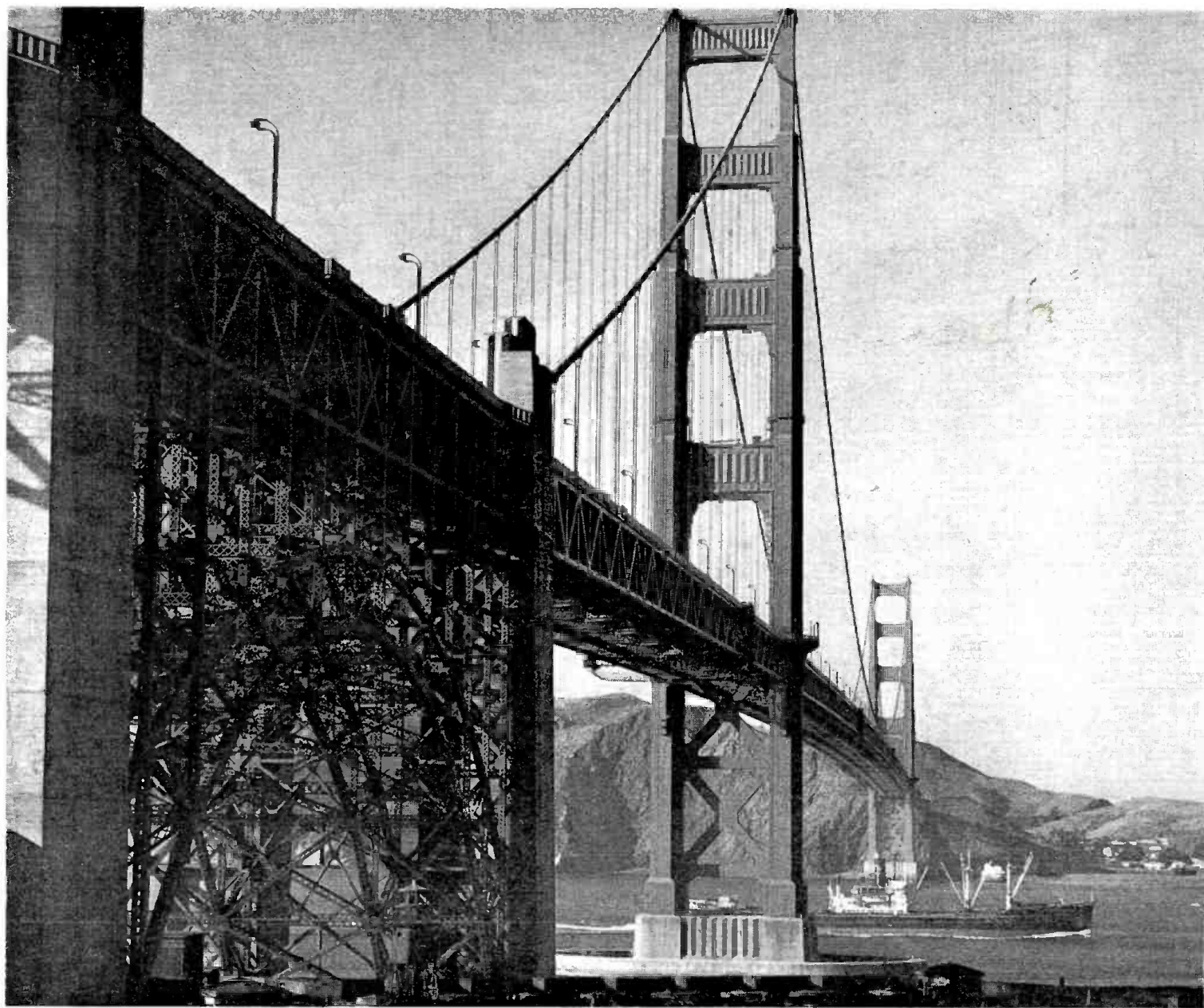
area. *Plus* daily shows for homemakers, businessmen and farmers. Our film makes the point—WJR has something for everyone. We call it "One of a Kind."

It's easy for you to *see* why we call ourselves a nonconformat station. In your office or conference room, to boot. Just call your Henry I. Christal Co. representative for a showing of "One of a Kind."

WJR
760 MC 50,000 WATTS
DETROIT

DIVISION OF CAPITAL CITIES BROADCASTING CORPORATION

If you lived in San Francisco...



...you'd be sold on KRON-TV