



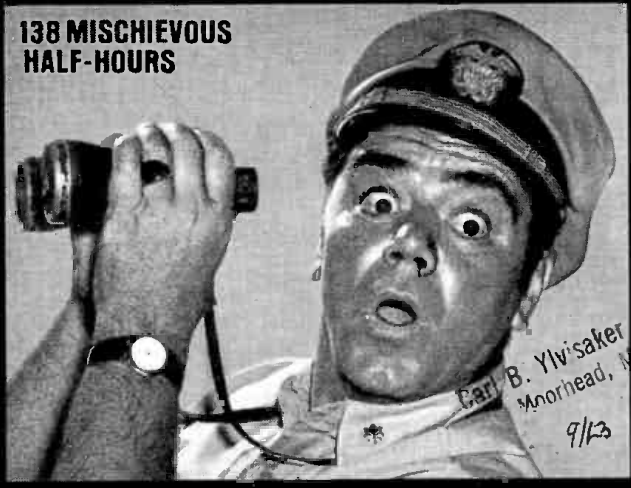
# Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

'Second season' readied in case new TV shows don't click. p35  
ABC's merger data gives rare peek at revenue data. p42  
Field Communications buys syndication properties. p66  
Setbacks for 3 CATV's under FCC's importation rules. p52

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## McHALE'S NAVY, MR. ED, MUNSTERS MAKE MARKETING MAGIC!



138 MISCHIEVOUS  
HALF-HOURS

Carl B. Ylvisaker  
Moorehead, Minn.  
9/13

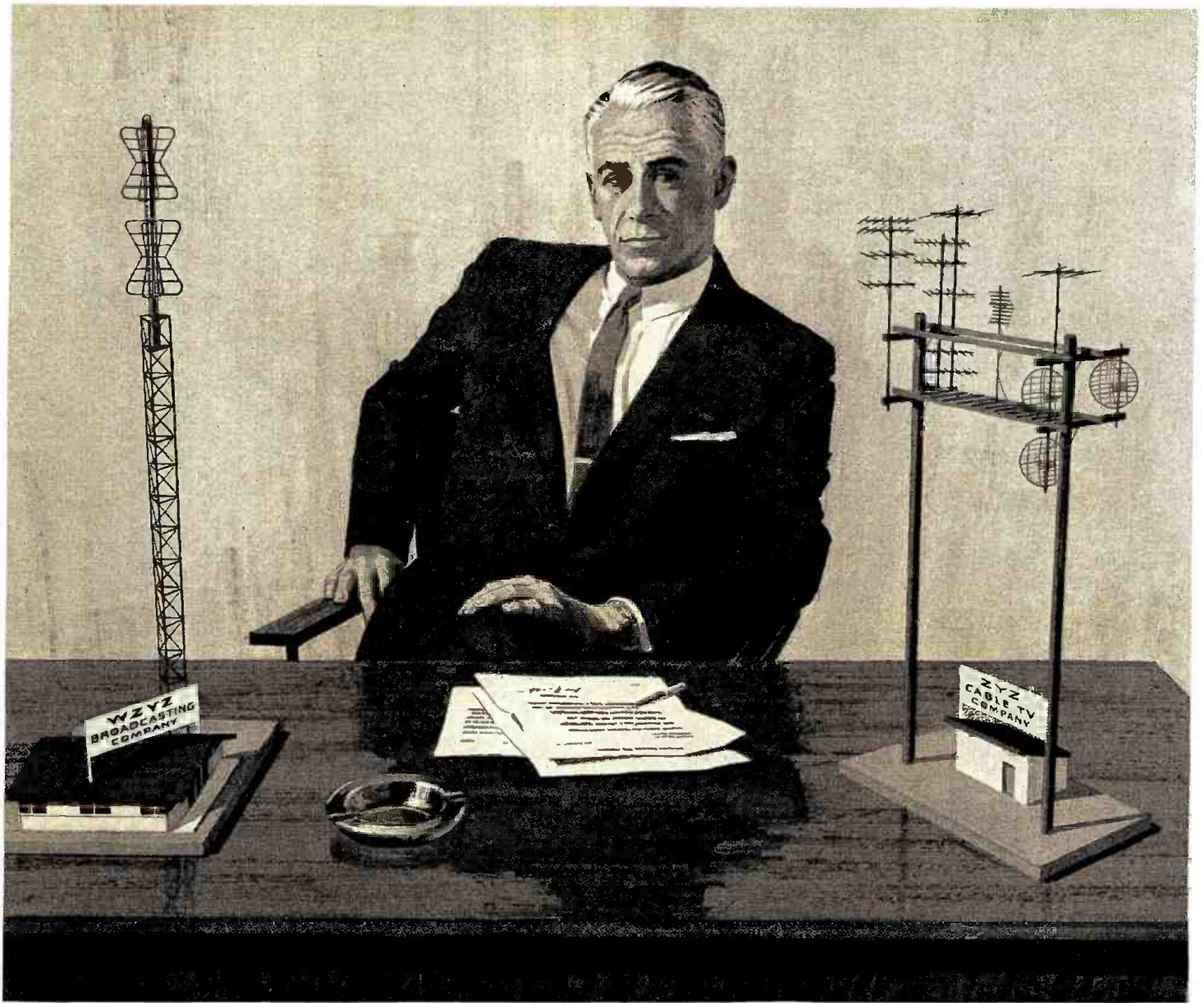


143 MIRTHFUL  
HALF-HOURS

Library



70 MYSTICAL  
HALF-HOURS



## **CABLE TV is a natural FOR BROADCASTERS**

More and more broadcasters are discovering that CATV is a perfectly logical way to diversify . . . and that they can depend on Jerrold for a truly complete CATV package of services and/or equipment. CATV systems are perfect partners for broadcasters. They insure quality reception, expand sta-

tion coverage, increase station revenues, and are themselves profitable operations. Let Jerrold's nationwide organization help you to diversify quickly and economically. For complete details on Jerrold's CATV services and equipment phone 215—925-9870, or write

**JERROLD**

CATV Systems Division

**JERROLD ELECTRONICS CORPORATION**

401 Walnut St., Philadelphia, Pa. 19105

**FIRST IN CATV** The nation's largest and most experienced manufacturer/supplier of CATV services and equipment





## KTVI's Romper Room visits the Zoo

What happened when Romper Room's Miss Lois telecast five of her popular KTVI classroom sessions from the famous St. Louis Zoo?

More than 20,000 eager pre-schoolers and their parents got into the act—as well as scores of live animals, birds and underwater friends.

Romper Room Do-Bees becoming St. Louis Zoo-Bees is another evidence of how St. Louisans respond to KTVI's imaginative approach—the creative programming that adds up to audience involvement at every age level. Put KTVI's imagination to work for you.

*P.S. As a fond remembrance of the Romper Room days at the Zoo, two pandas will soon be arriving at the Zoo—a gift from all the St. Louis Zoo-Bees.*

MORE PROOF OF ST. LOUIS'  
BEST DAYTIME  
TV BUY

# KTVI 2





*We proudly announce the formal opening, Wednesday, September 14, 1966, of the most modern broadcast complex in the nation—completely equipped for studio, network, telecine, videotape and remote color originations.*

*These new facilities are designed to expand the leadership in informational and entertainment programming that has established KRLD-AM-FM-TV as the dominant stations in the Dallas-Fort Worth market throughout the years.*

*We pledge the rededication of our entire organization to the total communications service of our viewers and clients.*

represented nationally by ADVERTISING TIME SALES, INC.



**KRLD-TV**



**The Dallas Times Herald Station**

CLYDE W. REMBERT, President



## Decision at Dedham

TV eyes will be focused on meeting this week (Wednesday through Friday) of Carnegie Commission on Educational Television, now cast in key role in shaping policy for development of viable noncommercial system. With Ford Foundation plan of free ride on proposed networks' satellite regarded as too shallow and "gimmicky" and with alternative Comsat plan of employing tithing from all users of satellites seen as inadequate. Carnegie Commission hopes to emerge with plan that will generate \$100 million new money annually. Commission will meet at Dedham, Mass., near Boston.

*One Carnegie proposal having substantial support is excise tax of \$4 on each TV set sold to supply considerable portion of estimated \$100 million annual operating fund. It's estimated that \$50 million now is being expended annually and that equal amount is now needed for facilities as well as operations. Upshot could be recommendation for excise tax, plus federal contribution (as espoused by Chairman Magnuson of Senate Commerce Committee) and making domestic satellite interconnection facilities available to ETV at net-net rate, or even gratis.*

## Blocked kick

Failure of legislation to exempt professional football merger from antitrust laws at this session should have no bearing whatever on unprecedented National and American Football League television contracts with CBS-TV and NBC-TV respectively. New contracts run for four years and league merger wouldn't become effective until 1970 so that irrespective of legislative picture, TV rights would not be affected.

*Hope for immunity from antitrust laws went aglimmering last week after House Judiciary Committee Chairman Emanuel Celler (D-N. Y.) rejected plea of Football Commissioner Pete Rozelle for exemption. While Department of Justice hasn't indicated interest in blocking merger, fear is that college draftees, who until merger proposal had independent bargaining position, might challenge merger on monopoly grounds because of new common draft.*

## How loud is loud?

West German engineers are not only ones working on development of meter to measure loudness on air (CLOSED CIRCUIT, Sept. 5). Number of other

# CLOSED CIRCUIT

developments are underway in U. S. too. American approach to loudness measurement may be made public next week at CBS Radio Affiliates meeting in New York when CBS Laboratories is expected to display electronic meter that responds proportionally to loudness of program.

*Loudness measurement research will also be discussed at Broadcast Symposium in Washington next week (see page 80) when R. M. Morris of ABC is scheduled to present paper.*

## In Macy's window

Although indications are there will be considerable questioning from bench at FCC's "oral hearing" on ABC-ITT merger next Monday (Sept. 19) protagonists are hopeful proceeding will be wound up in single day. Unique procedure, hybrid of hearing and oral argument, has obvious aim of establishing record on which expedited decision can be reached. Most critical questioning, it's expected, will come from Commissioners Robert T. Bartley, Ken Cox and Nicholas Johnson, with last making his first public appearance since becoming FCC member June 29.

## Out of mothballs

John J. ("your problem, please") Anthony, whose *Goodwill Hour* program 30 years ago was heard on 700 radio stations, is coming back to radio on tryout basis as talk personality. Mr. Anthony will be guest-starring on KLAC Los Angeles for next two weeks. Meromedia-owned station hopes to find out whether older listeners will remember and young ones respond to one of radio's great personalities of past. If two-week stint proves successful, both regular program and syndication are strong possibilities for future.

## Swing to radio

Carnation Co., one of leading advertisers on West Coast, which allocated less than \$100,000 of its overall \$22 million ad budget to radio last year, is set to make big switch. Carnation's radio expenditures next year will be substantial. Indications are that good chunk of these radio dollars will be spent in Negro markets.

## Peanut gallery

Independent film-maker Lee Mendelson, who produces *Peanuts* specials

for CBS-TV and Coca-Cola, has gotten development money from NBC-TV to turn out, for 1967-68 season, hour entertainment special, *Fabulous Funnies*, on history of comic strips. In another development, Mr. Mendelson and Charles Schulz, creator of "*Peanuts*" comic strip, have turned down offer to make TV series of it and instead will do 90-minute feature film about Charlie Brown and his friends.

## Why buyers buy

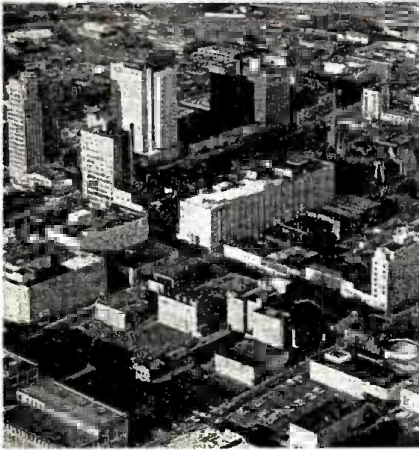
Westinghouse Broadcasting Co., will soon break with details of massive marketing program it's been working on over two-year period. WBC plans to dramatize study's possible use for marketing-oriented car advertising types with study that deals with foreign car buying, one facet of profile information it has compiled on family auto purchases. This points to families in lower social and economic scale as best potential buyers of new foreign cars because of economy factor, and to higher-scaled more sophisticated family as finding most appeal in used foreign auto because of its "prestige" and as secondary family car.

*Study is drawn from larger bank of research material WBC now has available. It's called "marketing information bank," computerized research facility that uses family panels in all eight cities where WBC has stations. Still other ramifications of total program: Westinghouse executives and sales staffs were enrolled in individual and group study of marketing, including lectures by specialists in field, all part of in-shop program to educate essentially broadcast people in marketing problems of advertiser.*

## Reminiscence

Former Senator Clarence C. Dill (D-Wash.), 81-year-old co-author of Radio Act of 1927, is in first draft of manuscript that tells how he was inspired to participate in writing original communications law. His interest in radio evolved into his introduction to experimental television in early 30's. He expects manuscript to become book on his legislative experience spanning period of 20 years, in both House and Senate, primarily in relation to hydroelectric power and 1927 Radio Act which served as basis of Communications Act of 1934.

# WBTV'S "Early Report" tops all local early-evening newscasts in Washington, Atlanta, Cincinnati, Miami, Baltimore, Kansas City, Milwaukee, Dallas.\*



Charlotte



Atlanta



Baltimore



Cincinnati



Dallas



Milwaukee

**WBTV** ranks 20th among 185 CBS affiliates — ahead of Kansas City, Milwaukee, Houston, Providence, Seattle and Cincinnati (tie).\*\*

**WBTV** delivers more Television homes than the leading station in Providence, Louisville, New Orleans, Denver or Syracuse\*\*\* — reaching 505,400 homes each week.\*\*\*\*

**BUY  
THE  
BIG  
ONE  
WBTV**

**WBTV**  
CHARLOTTE

JEFFERSON STANDARD  
BROADCASTING COMPANY  
WBTV/WBT-FM/WBTV/  
WBTV/Jefferson Productions  
Represented Nationally by  
Television Advertising  Representatives, Inc.

\* Mar./66 ARB  
\*\* ARB/65 TMA (avg.qtr.hr. am-mid.,M-S)  
\*\*\* ARB/65 TMA (ADC prime-time)  
\*\*\*\* ARB/65 Coverage Study



# WEEK IN BRIEF

Networks anxiously await reaction to early showing of new schedules. Many shows, some new, others tested programs, kept in reserve to replace shows that don't gain acceptance. Others also being developed. See . . .

## STAND-BYS READY . . . 35

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NAB, while stating that broadcasting impact on economy cannot be measured, gives estimates. Figures are reply to request from President's telecommunications aide. Industry contribution sizable, figures show. See . . .

## BROADCASTING AND GNP . . . 56

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## CATV DEBATED . . . 72

Dallas firm's plan to use microwave facilities to send non-broadcast programming to CATV systems runs into heated opposition. Broadcasting groups, stations tell FCC plan would create "hybrid CATV-pay-TV" monster. See . . .

## TEXAS MONSTER . . . 68

CATV have difficult week with FCC. Commission issues stop order, show cause order and sets aside grant for future hearing. Cases involve permission for relay beyond B contour into top-100 market. See . . .

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Additional comments filed with Senate subcommittee studying copyright aspects of CATV. CBS challenges Justice contention application of copyright laws to CATV would breed unfair competition. See . . .

## CBS ANSWERS . . . 72

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## NAB PLANS . . . 48

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## Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Published every Monday, 53d issue (Yearbook Number) published in January by BROADCASTING PUBLICATIONS Inc. Second-class postage paid at Washington, D. C., and additional offices.

Subscription prices: Annual subscription for 52 weekly issues \$8.50. Annual subscription including Yearbook number \$13.50. Add \$2.00 per year for Canada and \$4.00 for all other countries. Subscriber's occupation required. Regular issues 80 cents per copy. Yearbook Number \$5.00 per copy.

Subscription orders and address changes: Send to BROADCASTING Circulation Dept., 1735 DeSales Street, N.W., Washington, D. C., 20036. On changes, please include both old and new addresses plus address label from front cover of magazine.



## What is an *influencible*?

A radio lover. An *influencible* loves all kinds of radios. Car radios. Home radios. Away-from-home transistor radios. Most of all an *influencible* loves Storz radio. This young adult audience, many of them young marrieds with children, is influenced by your message on Storz radio.

Figure it out yourself. When you've got the buying audience, you've got the sale. *Influence the influencibles.*®

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# STORZ

WDGY Minneapolis-St. Paul  
(Blair)  
KXOK St. Louis  
(AM Sales)

WHB Kansas City  
(Blair)  
WTIX New Orleans  
(Eastman)

KOMA Oklahoma City  
(Blair)  
WQAM Miami  
(Blair)



## Knife is not out for radio-TV; O'Connell

Any inference that White House's telecommunications office is thinking of reducing broadcasting's share of radio spectrum because it asked for economic information from National Association of Broadcasters (see page 56) is erroneous, J. D. O'Connell, telecommunications adviser to President Johnson said Friday (Sept. 9).

"There should be no implication, and certainly there is no intention to curtail the use of the spectrum by broadcasters," the retired Army chief signal officer declared.

He said the information was requested solely to update information in his office relating to the share of the country's gross national product attributable to all telecommunications.

"About three years ago this figure was estimated at \$17 billion; today we think it's about \$20 to \$30 billion," he said. Because no one knows for sure, he explained, he thought he'd ask. He not only wrote to NAB, he said, but also to Electronic Industries Association. EIA responded last month, it's understood. GNP in 1965 was \$681.2 billion; on June 30, \$732.3 billion.

There is possibility, Mr. O'Connell said, that official study should be undertaken to determine spectrum's exact contribution to GNP, but this hasn't been decided yet.

Mr. O'Connell said that his principal concern is with better frequency management, but that there must be also more public awareness that those who use radio spectrum contribute to national life. One means of telling this, he said, is by measuring telecommunication's contribution to national economy.

## Calls for media study of violence 'climate'

Panel of experts assigned to investigate causes of Charles J. Whitman's murder rampage in Austin, Tex., Aug. 1, urged study by communications media on spread of violence in society.

Individual panelists referred to prevailing "climate" of violence and expressed concern about excess publicity by news media—and specifically mentioned violence in TV programming.

Among long series of recommendations, 32-member panel of physicians and psychologists formally urged that

communications media study "with appropriate educational agencies to determine means to best serve the public welfare in these matters."

Also recommended was nation-wide investigation of violence patterns in media and elsewhere.

## Ford repeats CATV's stand on copyrights

CATV industry, in additional statement filed with Senate subcommittee studying copyright legislation, reiterated its stand and replied to earlier testimony by other interests (BROADCASTING, Aug. 8, 29).

Frederick W. Ford, president of National Community Antenna Association, submitted statement to Senate Judiciary Subcommittee on Patents, Trademarks and Copyrights. He commented proposal made by NCTA still "represents a reasonable accommodation of the various interests," and insures public of diversified TV fare.

In previous testimony NCTA had changed traditional position and acknowledged limited copyright liability over some programs it serves subscribers. Mr. Ford had stated CATV should be exempted in transmission of local TV signals, but would accept some liability in other areas.

He said only copyright interests urge blanket copyright liability for CATV.

Mr. Ford objected to view of copyright holders that would impose liability for transmission of signal of local station. He said copyright owner has not licensed material for viewing only by select audiences. He added CATV would expand audience to benefit both TV stations and copyright owners.

"If their position is sustained, the copyright owners could either force the CATV systems completely out of business or could exact such a high price for settlement that they could become the virtual controllers of the whole CATV industry," he continued.

He also stated that CATV is restricted in its bargaining position because it must carry programs of all local stations and has little control even in scheduling what it retransmits from distant stations.

In matter of statutory license fees for retransmission of distant signals to underserved areas, he argued they are necessary because of poor bargaining position and vital function served by CATV. He suggested periodic review of statutory fee to insure it did not be-

come meaningless as in case of two-cent fee on record use.

He also said NCTA agreed with broadcasters and sports leagues on some limitations to CATV transmission of local programs.

In another supplementary statement NBC said CATV has no more public interest than TV stations which are licensed and serve many more persons, and have to obtain copyright licenses.

"As a practical matter, we believe that if the copyright problems were left to the normal market place and if CATV systems turned their efforts to negotiating licenses in the same way as other copyright users, an equitable licensing system would emerge," NBC statement continued.

It added copyright holders in past have shown no interest in driving CATV's out of business.

Also filing with subcommittee earlier were CBS and ASCAP (see page 72).

## Don't unfence me, WFLD tells FCC on CATV bid

WFLD(TV) (ch. 32) Chicago is something unusual among UHF's—it doesn't want its signal carried into distant market by CATV.

In letter to commission WFLD said it hopes to see midwest UHF's succeed and perhaps form network which could develop quality programming of type individual stations could not produce.

Accordingly, WFLD said it shares commission's concern about impact of CATV competition on local UHF's. Success or failure of UHF's in midwest will have effect on WFLD, station said.

WFLD expressed views in connection with request of Cable TV Co. of Illinois for waiver of commission rule requiring CATV's to undergo hearing to obtain permission to carry signals beyond their grade B contour into any of top 100 markets. CATV wants to relay signals of WFLD and other Chicago stations into Gibson City, part of Champaign-Danville, Decatur-Springfield market, ranked 73rd.

## Two K&E's are formed

Major reorganization of Kenyon & Eckhardt under which agency has been divided into two operating divisions is being announced today (Sept. 12) by William B. Lewis, board chairman. In changeover, there will be domestic company and international company.

E. L. Timberman Jr., executive vice

## WEEK'S HEADLINERS



Mr. Richardson

Laurence E. Richardson, VP and general manager of WJXT(TV) Jacksonville, Fla., elected president of Post-Newsweek Stations. Mr. Richardson, who is 16-year veteran of broadcast division of parent Washington Post Co., succeeds John S. Hayes, who was named by President Johnson as ambassador to Switzerland (BROADCASTING, Sept. 5). Mr. Richardson, who was VP of Post-Newsweek Stations before going to Jacksonville, will be responsible for WTOP-AM-FM-TV Washington, and WJXT. Glen Marshall Jr. will continue as president of WJXT, and as VP of parent company and board member of Washington Post Co.



Mr. Greenwald

James L. Greenwald, sales manager of Katz Agency's radio division, elected VP of division succeeding Morris S. (Kel) Kellner. Mr. Kellner, who was one of Katz Agency's directors and had been with company 34 years, will join management consulting firm of Frederick Chusid & Co. Mr. Greenwald joined Katz in 1955 as radio salesman, became assistant sales manager for radio division in 1963 and sales manager last year. In other changes at Katz, John Roberts, Chicago sales manager for radio division, elected radio manager in Chicago replacing William Lee who has resigned and Arne Ramberg, Katz radio manager in Philadelphia, moves to Chicago to become assistant radio manager



Mr. Kellner

in that office. Kenneth Campbell, of New York sales staff, replaces Mr. Ramberg as radio manager in Philadelphia.



Mr. Hamlin

John Hamlin, manager of program production and development for Benton & Bowles, Hollywood, and Samuel Spilo, account supervisor on Anderson. Clayton & Co. account for B&B, New York, elected VP's. Mr. Hamlin is in charge of network programs on West Coast for B&B. He had previously been producer and director for Jerome Cargill Production organization and had also been associated with Lester Lanin orchestra.



Mr. Spilo



Mr. Haider

Michael L. Haider, board chairman and chief executive officer of Standard Oil Co. (New Jersey), elected chairman of Radio Free Europe Fund for two-year term. Mr. Haider succeeds Crawford H. Greenwalt, chairman of E. I. du Pont de Nemours and Co., who was fund chairman for three years. RFE Fund is fund-raising arm of Radio Free Europe, private organization based in Munich, West Germany, which broadcasts to East Europe. Mr. Haider will head RFE Fund campaign this winter, seeking to raise \$13 million from American public, business community and foundations.

Michael L. Haider, board chairman and chief executive officer of Standard Oil Co. (New Jersey), elected chairman of Radio Free Europe Fund for two-year term. Mr. Haider succeeds Crawford H.

## Oppose satellite 'user' bid by Western Union

Western Union Telegraph's request to FCC for authorized carrier status to provide services via communication satellites (BROADCASTING, Sept. 5) met opposition Friday (Sept. 9) from Western Union International and Communications Satellite Corp.

WUI argued that lack of information in WUT's application indicates company "is seeking standing without substance." And commission cannot give such "unlimited, unrestricted, undefined" authority to provide service via satellite, WUI said.

Comsat criticized WUT's request as being premature, feared that FCC approval might stand as precedent for other domestic carriers interested in authorized carrier status but having minimal prospects of being actual users. Partial reason for WUT's interest in standing, Comsat said, appears to be carrier's desire to participate "fully" in current discussions on second east coast antenna.

## No hold on 'Monkees'

New York State Supreme Court Justice Jacob Markowitz declined Friday (Sept. 9) to issue temporary injunction that would have banned scheduled telecast today (Sept. 12) of premiere of *The Monkees* series on NBC-TV. Restraining order was sought by television executives David Gordon and David Yarnell as part of their \$6,850,000 damage suit against Screen Gems, NBC and others, charging misappropriation of presentation of TV series they allegedly made (BROADCASTING, Sept. 5).

## Ups news specials

General Telephone & Electronics Corp., New York, said Friday (Sept. 9) it plans to increase from four to ten its number of sponsored CBS-TV one-hour news specials (in color) during 1966-67 season. Agency is Tatham-Laird & Kudner Inc., New York.

## Fight 'anti' talk

Norman Cash, president of Television Bureau of Advertising, advised advertising fraternity and business to counteract anti-advertising and anti-business talk of government and educational leaders that is discouraging many young people from making advertising careers.

In speech before Advertising Club of Kansas City, he urged advertising people to "speak up for advertising or there may not be any advertising to be in."

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

president, has been elected president of K&E's domestic operations. Giancarlo Rossini has been elected president of K&E—International.

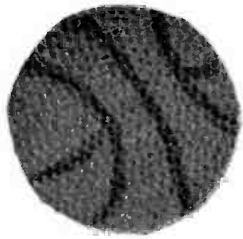
D. C. Stewart, now president, has been named chairman of K&E's executive committee and will continue actively in client contact, administration and in financial management.

## Boosts color set prices

RCA said Friday (Sept. 9) that it will hike prices average 2.7% Sept. 12 on most of its 25-inch and 21-inch color TV sets because of rising costs of such materials as copper, plastics and cabinetry. Move follows price increase by other major manufacturers.

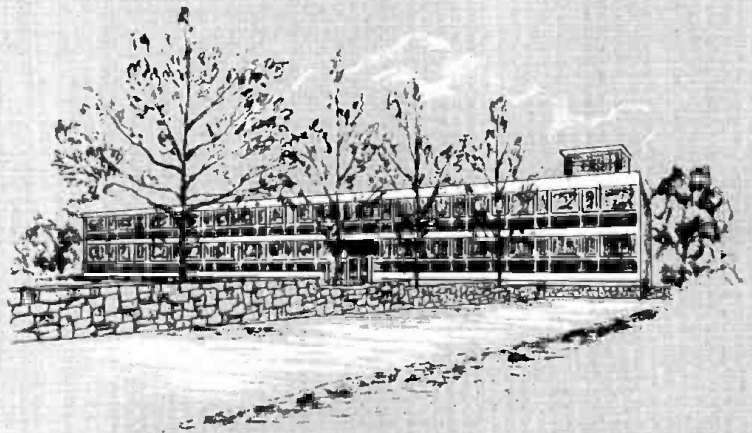


# Nothing's beyond your reach with Mutual's Bill Stern!



The Dean of American Sportscasters is now *king*! Bill Stern's 7:30 evening sports news now attracts the largest audience ever assembled for a network radio sports program in prime television time. Want to stretch your advertising reach? Let Bill Stern's unique drama and unforgettable delivery help you set new records in the manly sport of selling.





## **The Embassy of Denmark**

His Excellency Torben Rønne, Ambassador  
of Denmark, with Mrs. Rønne, in the  
dining room of the Embassy . . . another in the  
WTOP-TV series on the Washington diplomatic scene.

**WTOP-TV**   
**WASHINGTON, D. C.**  
*Represented by TvAR*  
**A POST-NEWSWEEK STATION**

Photograph by Fred Maroon







We're only  
1/4 mile  
away...

from making  
Omaha an  
even greater  
TV market!

One-quarter mile straight up, that is. But it won't be long — in the early fall of 1966 — when WOW-TV will be televising from its new, 1380-foot tower (a.a.t.).

Already a great market (46th\*), the new tower will bring an improved WOW-TV signal to an area with nearly 1 1/2 million in population and over 425,000 television households.

Everything is looking up in the Omaha Market. Why don't you look us up? Represented by Blair-TV.

## WOW-TV 6



one  
of the  
Meredith  
bunch

\*46th primary market in average number of TV homes reached in prime time; 46th market in average total homes, per the ARB 1965 Television Market Analysis.

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

■ Indicates first or revised listing.

### SEPTEMBER

Sept. 12—Meeting of the New York City chapter of the American Women in Radio and Television. Speaker will be Sir Hugh Greene, general director, British Broadcasting Corp. Hotel Pierre, New York.

Sept. 13—Third Annual Brotherhood testimonial dinner for the National Conference of Christians and Jews, comprising members from the broadcasting, motion picture and recording industries of Hollywood. Robert O. Reynolds, KMPC Los Angeles, is general chairman. Beverly Wilshire hotel, Beverly Hills, Calif.

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 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—Board meeting of the Broadcast Pioneers. 10 a.m., Barclay hotel, New York.

Sept. 20—New deadline for reply comments

### 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.

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. Luncheon speakers will be Vice President Hubert H. Humphrey and John A. Schneider, president, CBS/Broadcast Group. New York Hilton hotel, New York.

■ Sept. 22-24 — Sixteenth annual broadcast symposium, sponsored by Group on Broadcasting, Institute of Electrical & Electronics Engineers. Among sessions: conference telephone devices and talk programing, W. L. Braun; Empire State Building master FM antenna; automatic control of aural program loudness, R. M. Morris, ABC; satellite broadcasting; color TV; panel on sharing of FM and TV channels with land mobile services; FCC-industry panel. 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. 24—First statewide educational radio conference of the West Virginia Educational Broadcasting Authority. Buckhannon.

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—Meeting of the Michigan State CATV Association. Croner Restaurant, Flint.

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. Speakers include Paul Comstock, vice president for government affairs, National Association of Broadcasters. 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 Community TV Assn. Continental Inn, Lexington.

Sept. 30-Oct. 1—State sales clinic sponsored by the Montana Broadcasters Association. Lubrecht Forest, Missoula.

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 Ban-

### NAB FALL 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.

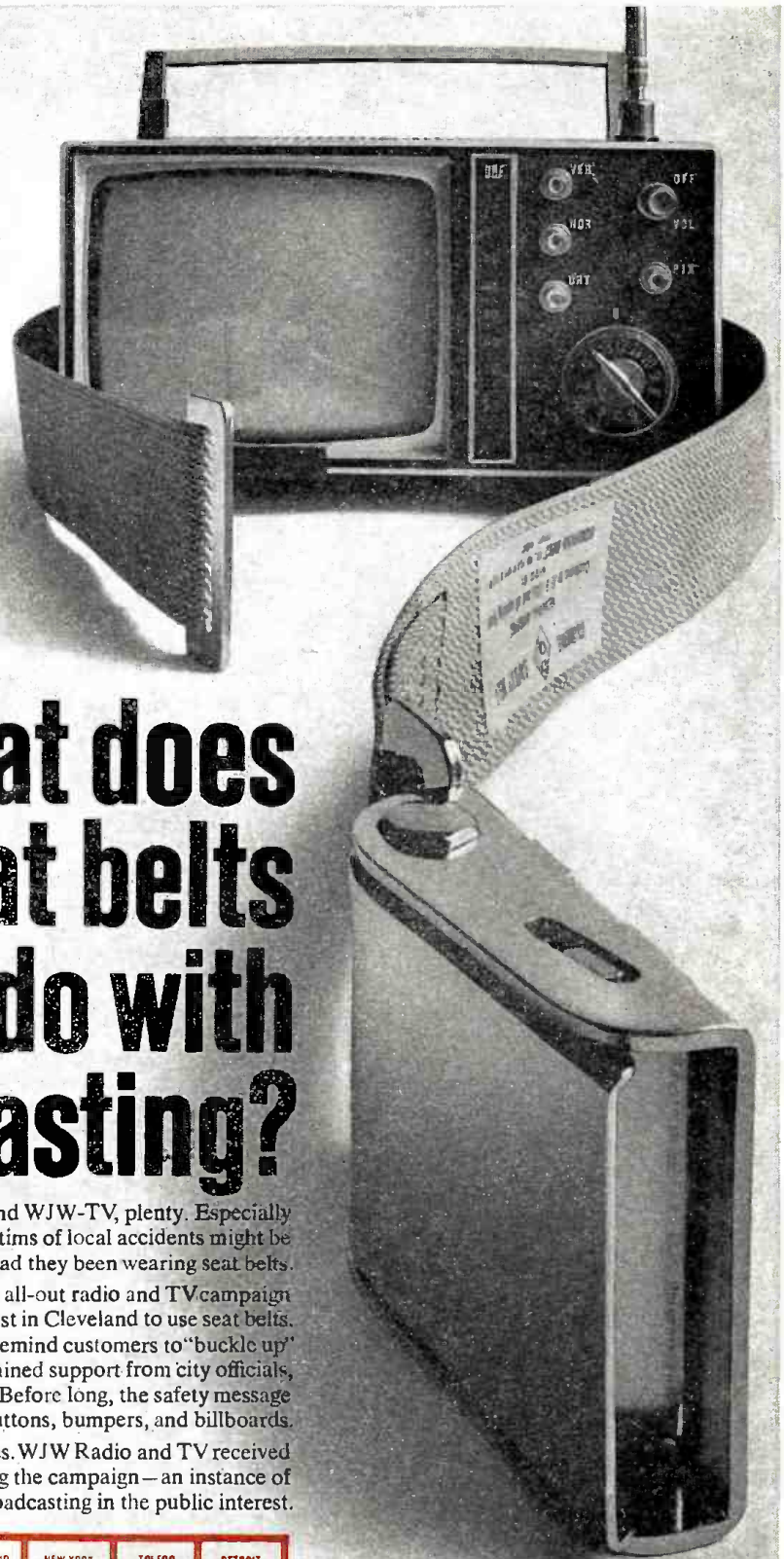
Nov. 10-11—Chase-Park Plaza hotel, St. Louis.

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.





# What does wearing seat belts have to do with broadcasting?

To Storer stations WJW Radio and WJW-TV, plenty. Especially after learning that *fifty* victims of local accidents might be alive today had they been wearing seat belts.

The two stations decided to wage an all-out radio and TV campaign aimed at getting every motorist in Cleveland to use seat belts. They asked service station owners to remind customers to "buckle up" before driving on. They gained support from city officials, newspapers, businesses, and clubs. Before long, the safety message was not only on the air but on buttons, bumpers, and billboards.

The urgent appeal was effective in saving lives. WJW Radio and TV received hundreds of calls and letters praising the campaign — an instance of public recognition for broadcasting in the public interest.



LOS ANGELES KCBS	PHILADELPHIA WIBC	CLEVELAND WJW	NEW YORK WHH	TOLEDO WSPD	DETROIT WJDK
MIAMI WGDS	MILWAUKEE WITI-TV	CLEVELAND WJW-TV	ATLANTA WAGA-TV	TOLEDO WSPB-TV	DETROIT WJDK-TV

**Another one of the Storer Standards.**

# *THE FORWARD LOOK..*







## *It Takes a Heap of Talent*

Special talent — farmers, policemen, pilots, meteorologists, housewives, teachers, preachers, zoologists . . . and they're our star performers, plus, of course, M. C.'s, singers, dancers, staff bands (six of them), announcers, sportscasters and more. They are all part of the Forward Look in Broadcasting. □ For the finest in local live programming it's AVCO Broadcasting.



TELEVISION: WLW-T Cincinnati / WLW-D Dayton / WLW-C Columbus / WLW-I Indianapolis / WOAI-TV San Antonio  
 RADIO: WLW Cincinnati / WOAI San Antonio / WWDC Washington, D.C. / WWDC-FM Washington, D.C. / Represented by BCG




**NO MAGIC!  
NO MYSTERY!  
NO GIMMICKS!**


**IT'S JUST  
TALENT**

SIGN-ON TO SIGN-OFF—  
THAT MAKES WSYR  
THE BEST RADIO BUY IN  
CENTRAL NEW YORK!!


- Live variety show • news • farm • good music
- sports • business • women — whatever the category, WSYR has Central New York's TOP PERSONALITIES.




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Richard Hoffmann  
BUSINESS NEWS




Joel Marelinis  
SPORTS




Deacon Doubleday  
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**5 KW SYRACUSE, N. Y. 570 KC**

Represented Nationally by THE HENRY I. CHRISTAL CO., INC.  
NEW YORK • BOSTON • CHICAGO • DETROIT • SAN FRANCISCO

**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).

quet 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. 4-Nov. 29—Time Buying and Selling Seminar sponsored by the International Radio & Television Society (Consecutive Tuesdays, excluding Election Day, Nov. 8). Chemical Bank & Trust Co., 59th Street & Madison Ave., New York.

Oct. 5-6—Twelfth annual conference of the Advertising Research Foundation. Morning session on research and the creative environment includes Roger Purdon, D'Arcy Advertising; Albert Shepard, Motivation Dynamics Inc.; Herbert E. Krugman, Marplan; Alvin A. Achenbaum, Grey Advertising; Charles R. DeCarlo, International Business Machines, and panelists yet to be announced. Luncheon speaker: Sherwood Dodge, ARF president, with Paul E. J. Gerhold of J. Walter Thompson and ARF chairman, presiding. Afternoon session on budgeting strategy and media measurements includes James O. Peckham of A. C. Nielsen Co.; William S. Blair, Harper-Atlantic Sales Inc.; G. Maxwell Uie, consultant; Melvin A. Goldberg, John Blair & Co., and Peter Langhoff, American Research Bureau. Waldorf-Astoria hotel, New York.

Oct. 6-7—Meeting of the Television Code Review Board of the National Association of Broadcasters. Waldorf-Astoria hotel, New York.

Oct. 6-8—Annual fall meeting and election of officers of Alabama Broadcasters Association. Speakers include John Chancellor, director, Voice of America; Robert Eastman, president, Robert E. Eastman & Co. 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

gIndicates first or revised listing.



***“Action-adventure is the name of the game in features syndication ... Action-adventure films do not ‘date’...are almost indestructible.”***

TELEVISION AGE, May 9, 1966



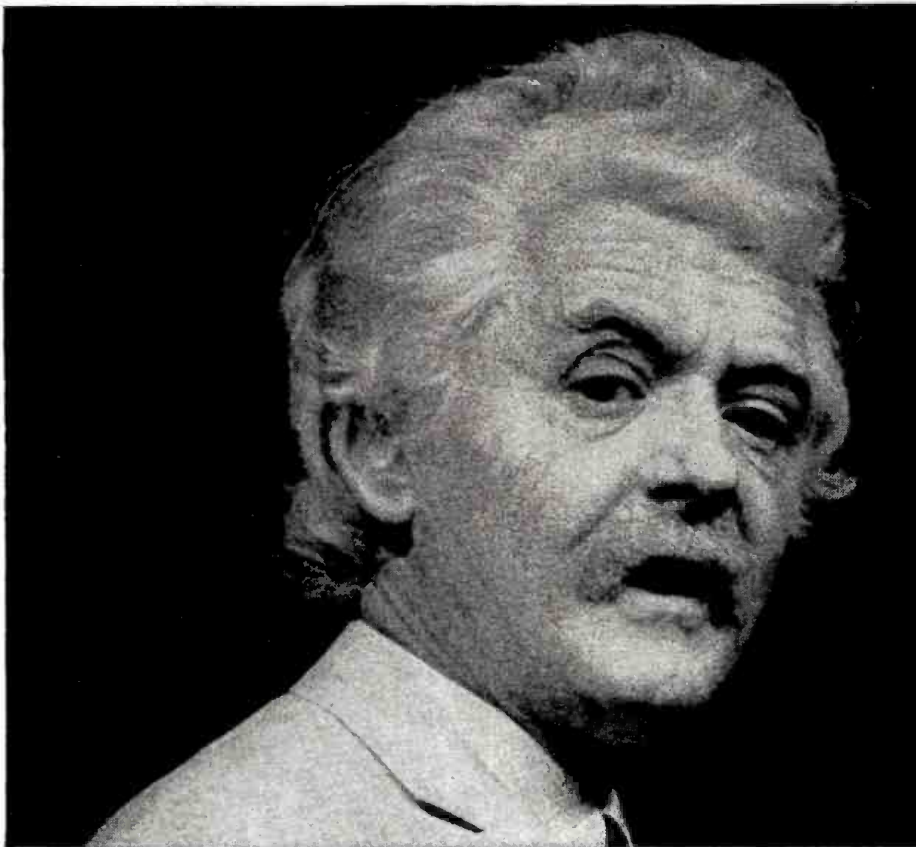
**257 HOURS  
54 MINUTES OF ADVENTURE FROM**

UAA's adventure features by Warner and RKO are scoring for many stations, stripped or programmed at random in general feature time. A lot of the stations are renewing, too! Nothing "sells tickets" like *action* and *danger*—swordplay on the Spanish Main—cliff-hanging from Alpine crags—flying through the storm on one wing . . . beating through the jungle—with the heroine's life (or worse) in jeopardy. In short, it's the excitement of Warner's and RKO's kind of Adventure that gets you the ratings.

FOR FULL PARTICULARS, WRITE, WIRE OR PHONE  
UNITED ARTISTS ASSOCIATED  
555 MADISON AVE., NEW YORK, N. Y. 10022 area code 212 688-4700



John Gielgud in "Ivanov"; Hal Holbrook in "Mark Twain Tonight"; Young People's Concerts with Leonard Bernstein; Van Cliburn and Andrés Segovi

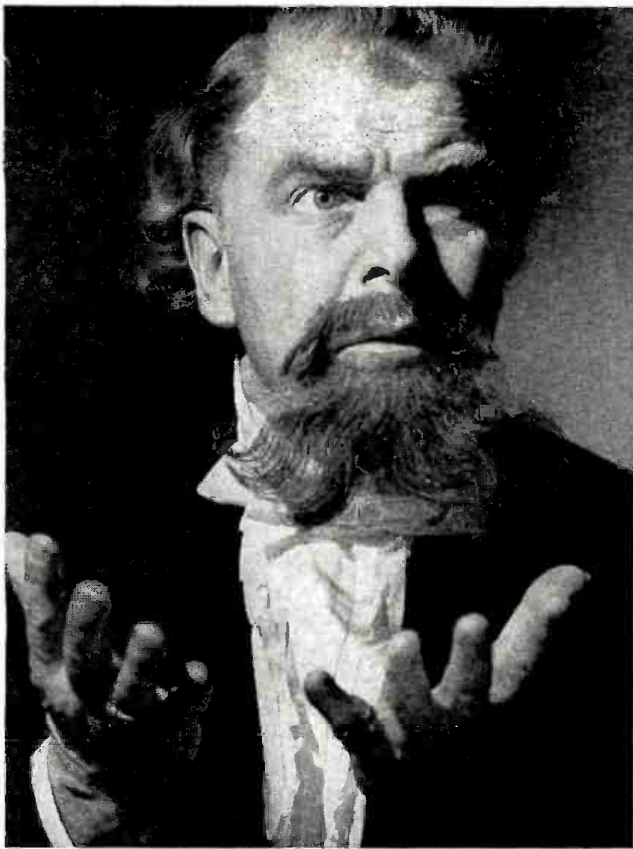


## **Broadway? Lincoln Center?**

**You're close.** Closer than you think. All you have to do is reach for your television dial to see the world's greatest entertainment. With new emphasis on the performing arts, the CBS Television Network will present this season more broadcasts of special distinction than ever before. They reflect a commitment to the highest standards of artistic achievement. For the nation's viewers, it will be a season of unique and memorable occasions, marked by the foremost talents of the entertainment world. Among the most exciting of the Network's



Brook Presents"; Lee J. Cobb, Mildred Dunnock in "Death of a Salesman"; Emlyn Williams as Charles Dickens; Shirley Booth in "The Glass Menagerie"



new ventures will be the "CBS Playhouse"—a project that will bring to television meaningful, original drama by promising new writers as well as such noted playwrights as Ernest Kinoy, Loring Mandel and Reginald Rose; staged by such distinguished producers as Herbert Brodtkin, Fred Coe, Martin Manulis and George Schaefer. In sum, the Network's special broadcasts will offer the nation's viewers an extra bonus of fascination and pleasure on top of the most popular regular program schedule in television. **CBS** Where the point of view is special.

# WTRF-TV STORY BOARD

**7**

Coverage\*

**RESERVATIONS?** The Indian Chief enrolled his sons in the Yacht Club so he could see his red sons in the sail set! (Thanks to Bob Barton of NBC for sharing that goodie)

wtrf-tv Wheeling

**WATER SHORTAGE?** In Santa Fe, after the Indian High School held their senior dance, it rained for nineteen days straight.

**Wheeling-Stuebenville TV PACKAGING?** Men are like cellophane, transparent and hard to remove once you get wrapped up in them.

**Nation's Ninth Color Market DOUBLE RAP!** If a man's wife is his better half, what happens to him if he marries twice?

**Wheeling wtrf-tv MORE PACKAGING:** Falsies are the bust that money can buy.

**ALL Colorcasting Soon UNPACKED!** She was the kind of a girl who made a poor boy sweater look destitute.

**wtrf-tv Wheeling PACKING!** Fashion experts report women will be wearing the same things in brassieres this season.

**Wheeling-Stuebenville Market MODERN WRAP!** Nowadays, the fair sex tries to get the most out of an evening gown.

**Wheeling wtrf-tv OLD WRAPS!** Remember when the only place you could see topless clothing was in National Geographic?

Rep Blair Television

\*WTRF-TV has the Wheeling-Stuebenville TV audience all wrapped up and delivers your spot campaigns to the specific people most likely to react. The spenders in the rich and active Upper Ohio Valley Empire buy what WTRF-TV is selling. Your Blair Television Rep will arrange your spot plans, and WTRF-TV will activate them from Wheeling.

CHANNEL SEVEN **NB** WHEELING, WEST VIRGINIA

## SPOTMASTER



### PortaPak I Cartridge Playback Unit

Your time salesmen will wonder how they ever got along without it! Completely self-contained and self-powered; PortaPak I offers wide-range response, low distortion, plays all sized cartridges anywhere and anytime. It's solid state for rugged dependability and low battery drain, and recharges overnight from standard 115v ac line. Packaged in handsome stainless steel with a hinged lid for easy maintenance, PortaPak I weighs just 11½ lbs. Vinyl carrying case optional.

Write or wire for full information.

**Spotmaster**  
**BROADCAST ELECTRONICS, INC.**  
 8800 Brookville Road  
 Silver Spring, Maryland

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 Missouri Broadcasters Association. Speakers include Neal Spelce, KTBC-TV Austin, Tex.; Doty Abbott, WHER Memphis; John H. Norris, Red Lion Broadcasting; Bob Eunson, Associated Press, and Frank N. Magid of Frank N. Magid Associates. Ramada Inn, Jefferson City.

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

Oct. 13-14—International Film & TV Festival of New York. Americana hotel, New York. Further details are available from Industrial Exhibitions Inc., 17 East 45th St., New York 17.

Oct. 14—Thirty-first annual convention of the Audio Engineering Society. Speakers on stereo broadcasting and reception include Harold L. Kassens, FCC; Arno M. Meyer, Belar Electronics Laboratory; Lawrence C. Middlekamp, FCC; Peter Onnigian, Jampro Antenna Co.; William S. Halstead, Multiplex Development Corp.; Richard W. Burden, Richard W. Burden Associates; and David N. Leonard, Steve T. Ou, and Jack H. Abernathy, all with Texas Instruments Inc. Barizon Plaza hotel, New York.

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

Oct. 14-16—Western area conference of the American Women in Radio and Television. Olympic hotel, 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. 17-19—Board of directors, National Community Television Association. Del Monte lodge, Carmel, Calif.

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

■Oct. 19—Annual meeting of the Connecticut Broadcasters Association. Park Plaza hotel, New Haven.

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

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

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

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

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

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THE BUSINESSWEEKLY OF TELEVISION AND RADIO

Executive and publication headquarters: BROADCASTING-TELECASTING Bldg., 1735 DeSales Street, N.W., Washington, D. C. 20036. Telephone: 202 Metropolitan 8-1022.

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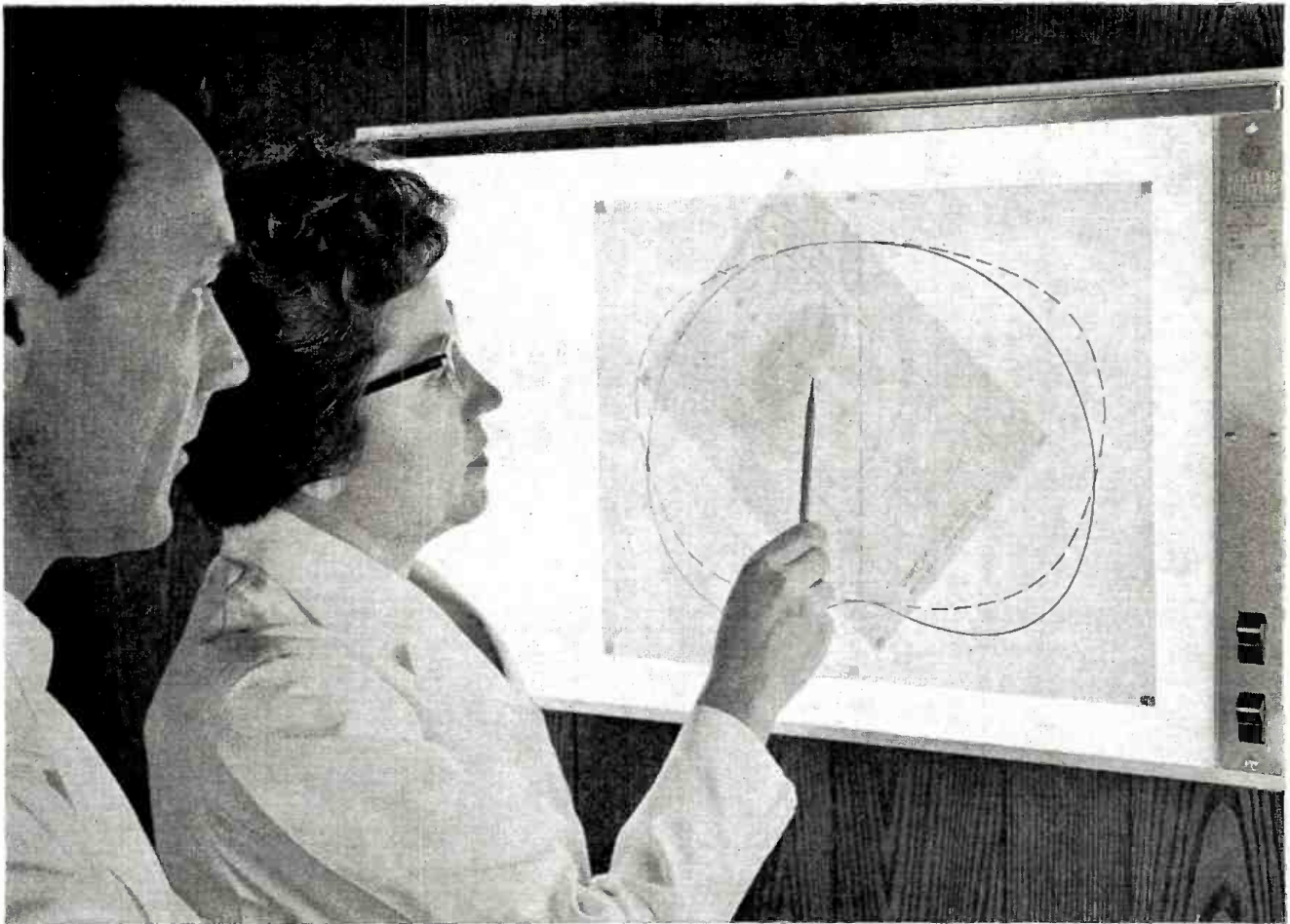
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BROADCASTING\* Magazine was founded in 1931 by Broadcasting Publications Inc., using the title, BROADCASTING\*—The News Magazine of the Fifth Estate. Broadcasting Advertising\* was acquired in 1932. Broadcast Reporter in 1933 and Telecast\* in 1953. BROADCASTING-TELECASTING\* was introduced in 1946.

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## Target cancer: search and destroy!

On the wall is a "battlemat"—a cross-section diagram of a cancer patient's body. Pinpointed on the "map" is the target—a deep-seated tumor. Through the use of diagnostic x-ray equipment, a radiologist—a physician specially trained in the use of x-ray for diagnosis and treatment—has searched out the location and size of the lesion. Now he and the patient's other physicians plan the attack. His weapon: a 2,000,000-volt x-ray unit. ■ Before treatment can begin, the radiologist must perform a series of complex calculations requiring the utmost patience, knowledge, experience and skill; he must determine the precise quantity and quality of radiation to be used. His exacting job: apply the proper amount of radiation to the cancer site while minimizing the dosage to surrounding healthy tissue. The radiologist is aided in his calculations by an isodose chart superimposed



over the patient's body-section diagram. The chart helps the radiologist determine how much radiation will be absorbed by intervening tissue and how much will get through to the target area. ■ Once the course of treatment is charted, the attack begins. Early discovery, followed by radiation therapy, can make it possible to arrest the cancer and return the patient to a normal life.

■ The supervoltage x-ray unit is only one weapon used by radiologists in the war on cancer. There are others—including radium, the powerful Cobalt 60, and other isotopes used in nuclear radiology. Stocking the radiologist's growing arsenal is General Electric—the Company that cares, and continues to care, by providing the medical profession with the finest, most advanced equipment for use in radiological diagnosis and therapy.

*Progress Is Our Most Important Product*

GENERAL  ELECTRIC

# WHAT'S SO SPECIAL ABOUT OUR NEWS SERVICE IN DULUTH, DENVER AND CHICAGO?



**For one thing, our own Washington News Bureau**



Washington reporters, Hank Wilson and Bob Foster





... providing an important link between lawmakers in the nation's capital and their constituents in Duluth-Superior, in Denver and in Chicago.

Regular news broadcasts presented by WGN Continental group stations bring the man in office in Washington and the people he represents together day-by-day as important decisions are made and pertinent developments take place.

Each area has its special problems ... and its special interests ... served by our Washington News Bureau.

For Duluth it may be a story on a petition to increase St. Lawrence Seaway tolls... for Denver a report on the status of bids for a \$375 million atom smasher... while Chicago is interested in plans to eliminate Lake Michigan pollution.

Another example of service provided by

## **WGN CONTINENTAL BROADCASTING COMPANY**

Serving Chicago: WGN Radio and WGN Television / Duluth: KDAL Radio and KDAL Television / Denver: KWGN Television

## Business-news program has 24th birthday

I guess you could figure that the telephone ring that opens and the ring that closes the E. F. Hutton & Co., *Business News* radio broadcast five days each week, Monday through Friday (8:15-8:25 a.m.), are the most heard telephone rings in the nation by volume.

Simply stated, the facts show that Hutton started its 25th year of continuous broadcasting of *Business News* on Monday, Aug. 22. That's a long time in anybody's book.

But when it appears through all those years in the log book of the same radio station, KMPC Los Angeles, and in the same time slot five days a week for the same sponsor, then you can sort of toy with the possibility that maybe you have established some sort of a record.

But perhaps as satisfying as any of those facts is the fact that this has been a radio success story from the beginning. The chemistry of the elements involved was right. As more cars had radios and mobile Southern Californians bought more cars with radios, more people listened to those radios while speeding along the freeways on their way to work. Ratings went up on the *Business News* and responses to Hutton offices for studies and research pieces went up. And this kind of fact keeps sponsors on the air—in this instance for 24 years.

**Survey** ■ Back in May of 1961 the Field Research Co. did a survey on investor interest of stock brokerage firms in the Los Angeles area. Included in this study was the matter of exposure to and interest in stock market programs on radio.

Results? Fifty-three percent of Hutton's customers listened to *Business News*. Breaking that figure down, the study showed a healthy ratio of small-, medium- and large-volume investors. The Field study included in its analysis the statement, "Among investors who recall hearing some business news program, a majority identify it as the Hutton program."

In the category of "program sponsor recall," 56% named E. F. Hutton & Co., 30% named KMPC and 26% mentioned no sponsor or station. What about the current situation? The latest ratings show the KMPC time period, which includes the *Business News*, to be the highest rated for the spot in Los Angeles radio. And this you can't hardly get no more without rock 'n' roll.

In January of 1962 recognition of the success of this operation prompted Hutton management to take a long look at

other possibilities. This resulted in a decision to widen the coverage by putting together a Hutton *Business News* network. Shortly afterwards it was in business with KMPC as the originating station feeding the program to KSDO San Diego, KGEZ Bakersfield, KMJ Fresno, KCMJ Palm Springs and KTMS Santa Barbara, all California.

Mechanically the show is set up so that the member stations cut out on cue on commercials and give the local Hutton office addresses and phone numbers. The lines are opened early for any special instructions that might be necessary. The program itself is done from the board room of the Hutton main Los Angeles office at 623 South Spring Street. No attempt is made to isolate the operation. As a result, the listener hears all of the sounds of a busy brokerage office in the background to add to the excitement of the latest news and stock quotes of the moment.

**Studio Start** ■ When the show started 24 years ago, it was done from the studio and voiced by various KMPC staff announcers, including such well known Southern California radio names as Owen James, a refugee from Omaha kilocycles, Cleve Roberts, between news-gathering trips to the far corners of the world, Bill Forman, Jack Sherman and Keith Hetherington.

Then one day in 1945, because the schedule called for it, KMPC staff man Charlie Stone stepped up to the microphone and, using material furnished by Hutton, did his first stint on the *Business News*. How has it worked out? Well, Charlie is still "on schedule" 21 years later. In fact, Charlie became so interested in the whole thing that in 1954 he was prompted to take the "course." He entered the E. F. Hutton training program, finished it, took

the exchange examination and became a full-fledged registered representative on the staff of Hutton's main Los Angeles office. When you hear the word now on the *Business News*, it's from someone in the business.

As the program grew and was refined, the staff grew. Charlie is now assisted by the former financial editor of the *Los Angeles Times*, Harold Walsh, and a Hutton account executive, Dave Boyle.

Five mornings a week, Monday through Friday, shortly after the sun creeps through Cajon Pass, this team starts sifting through the financial stories which are appearing on the private Hutton wires from the East. Editor Walsh goes to work, while the Stone-Boyle duo is noting latest quotes on those securities in which the listeners have expressed an interest. This goes on right up to the opening ring of the phone.

**On the Air** ■ After Charlie goes on the air, Harold gathers quotes and Dow Jones averages for the last seconds of the program, which are as timely as the up-to-the-second tick of the ticker. Mike-side, Charlie is spelled by Dave and with the closing ring of the phone both go back to the business of being brokers.

If, on the program, an offer of the monthly *Business Survey* or any other Hutton research department study has been made, it is safe to say that for an hour or more after the final ring of the program phone bell, the switchboards in Hutton offices are lit up like Christmas trees. Then, next day come the post cards, all in all a reassurance that the program is working.

When you get right down to it, this program is perhaps a lesson in basics—forthright, straightforward, almost elementary radio advertising—mighty successful advertising.



J. Neil Reagan, born in Tampico, Ill., entered radio in Iowa with the Central Broadcasting Company. He made the trip to the West Coast in 1939 and joined KFWB Los Angeles, then owned by Warner Brothers Pictures. Subsequently he went with CBS radio in Hollywood as a director. He joined McCann-Erickson in 1944 as a director in the agency's Hollywood office. Still with McCann in Los Angeles, he is a vice president in television-radio programming.





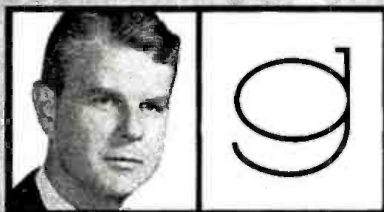
## JOPLIN'S "TALL-12" CORNERS THE \$815 MILLION MARKET

How does an advertiser cover *more* of the rich four-corner market of Missouri, Kansas, Oklahoma, Arkansas — with its 190,600 TV homes in 31 counties and \$815 million in retail sales? With KODE, Joplin's premier station!

KODE does the *Big Job* — with a new high and mighty 1,082 foot antenna,\* power of 316,000 watts video ERP, CBS and ABC television networks, sharp local programming and personalities — and continues to assume increasing leadership responsibilities in its growing market area.

Further strengthen sales coverage with newly programmed KODE Radio.

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



James S. Gilmore, Jr., president

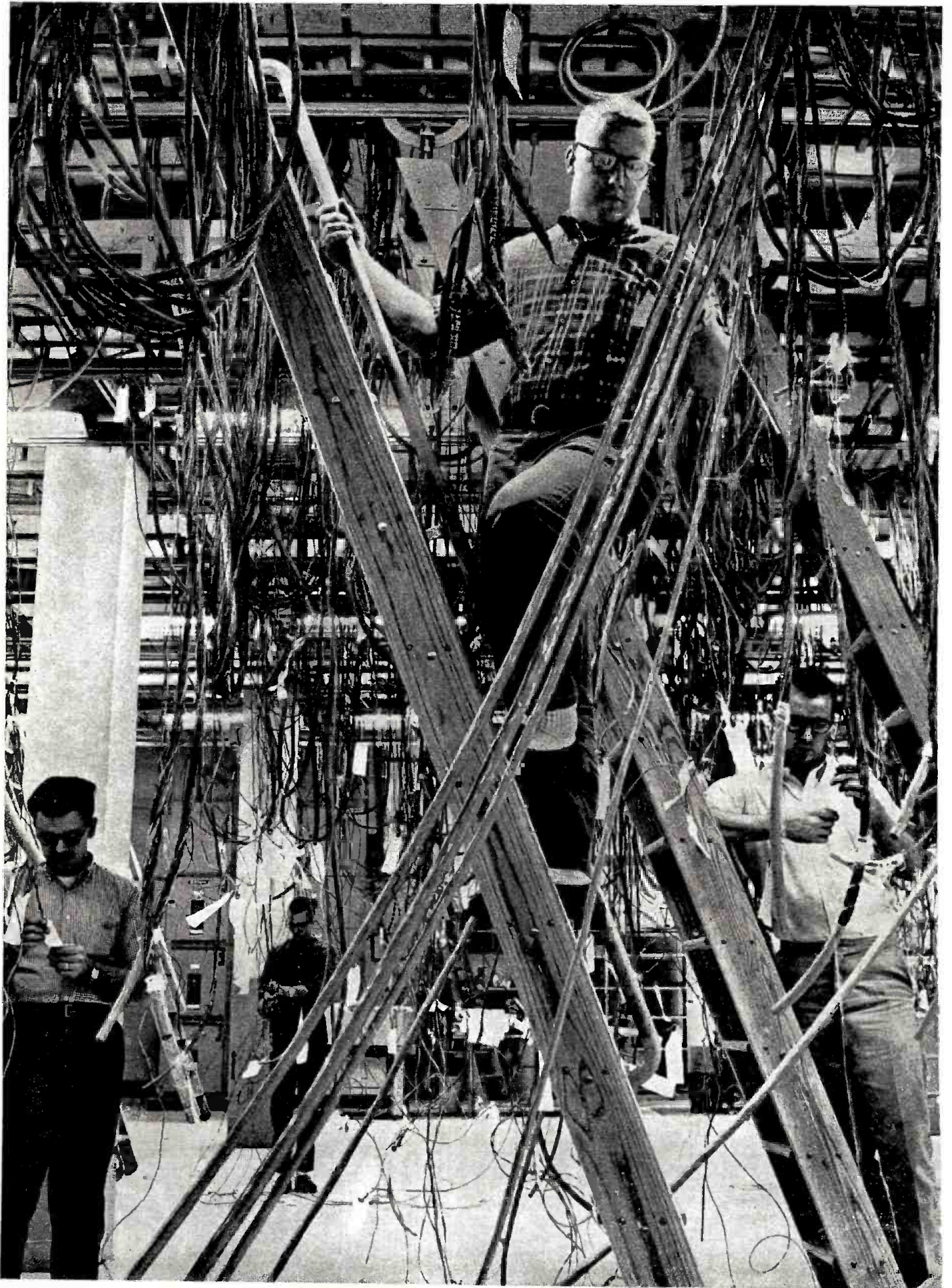
A responsible factor in the community . . .

**GILMORE BROADCASTING CORPORATION**

GENERAL OFFICES: 202 MICHIGAN BUILDING KALAMAZOO, MICHIGAN 49006

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







## Western Electric's installers race ahead of the communications explosion.

The installation of a new central office to handle 10,000 telephone lines may require as many as 11 man-years of skilled handiwork. Plus 5,830,000 feet of wire, 350,000 connections and 195 tons of switching and power equipment.

Yet each year Western Electric's force of 22,500 installers add enough new equipment to the Bell telephone network to supply 2,700,000 new telephone lines to more than 7,000 communities. They also build large installations for business and gov-

ernment, radio relay stations, and terminals for oceanic cables. As part of the Bell System team, Western Electric installers play an important role in giving the nation fast, dependable telephone service at low cost.

**Bouncing signals out to sea:** Since cable was impractical between San Juan Island and Bellingham, Washington, Western Electric installers built a microwave link for Pacific Northwest Bell. This large reflector bounces signals to the island 32 miles away.

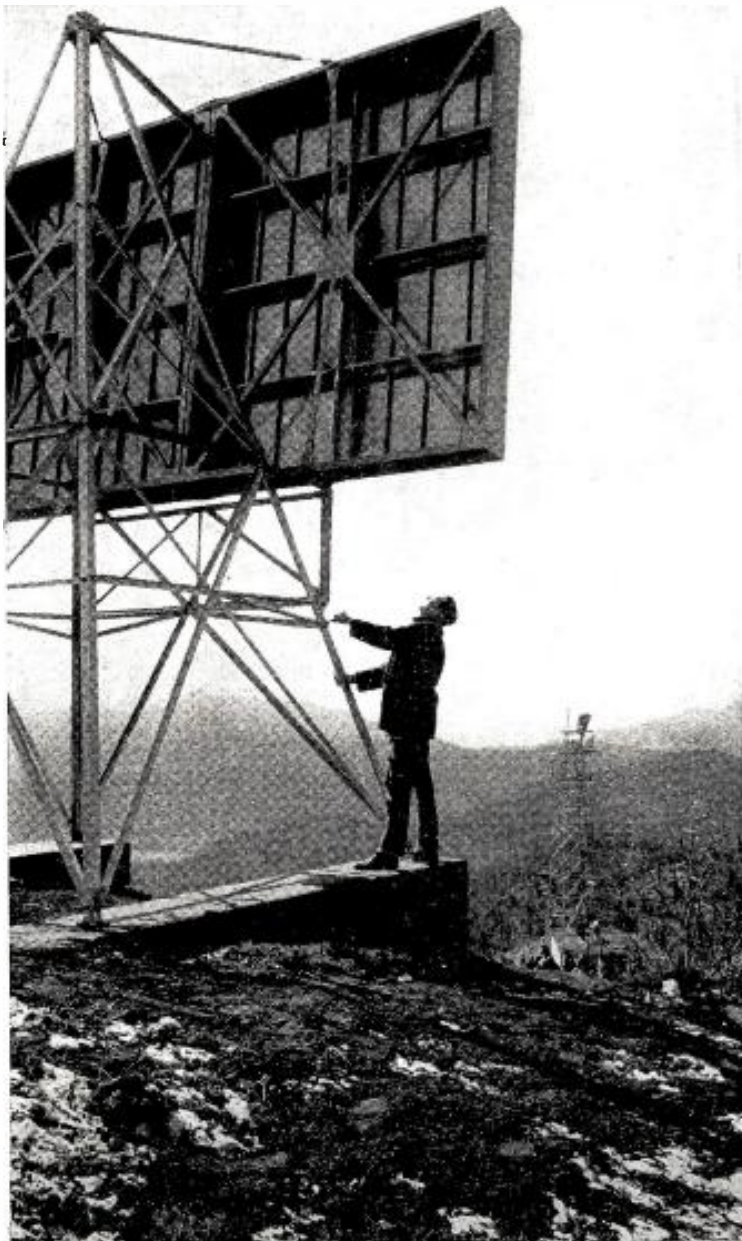


**Installing new Services:** As new phoning techniques are developed, existing central offices can be modified to offer more versatile service. Here, Western Electric installers convert New York Telephone Company's Floral Park, L. I., central office to handle Touch-Tone® calling.



**Training for the future:** With more and more electronic switching systems being installed, Western Electric installers are heading back to school. Training centers at Columbus, Ohio, and Chicago teach the men new skills such as the use of programmed electronic test sets.

**Birth of a central office:** At Gadsden, Alabama, 16 Western Electric installers followed the plans of Western Electric and Southern Bell engineers for a new central office. This new dial office can give the growing community 4,000 additional telephone numbers.



**Western Electric**  
MANUFACTURING & SUPPLY UNIT OF THE BELL SYSTEM



The way to reach

# JACKSONVILLE



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### Disagreeable problem

EDITOR: I read with interest the lead editorial in [BROADCASTING, Aug. 29] entitled "Just a Minute". I feel that the development of the multi-product spot featuring the products of different advertisers represents a very serious threat to television—even more so than the evolution of piggybacks. Therefore, I am delighted at the publicity that BROADCASTING has given this subject over the past several weeks. However, I disagree completely with your thought that "the answer resides in a reworking of rates". May I point out that some stations attempted to resolve the piggyback problem by putting a premium charge on this type of commercial. As you know, no one was able to make the surcharge stick.—*Ernest Lee Jahncke, Jr., vice president, standards and practices, NBC, New York.*

(The exact quotation from the editorial is: "Maybe the answer resides in a reworking of rates." The "maybe" was chosen deliberately. Like most of its readers, BROADCASTING has no magic formula for solving the problem of multiproduct spots.)

### EXPO 67's media budget

EDITOR: A copy of your editorial headed "Canada's Secret" in your Aug. 22 issue was forwarded to my attention.

The total budget for public relations, advertising, promotions, displays and information for EXPO 67 was set at approximately \$12 million. This sum covered a world-wide, four-and-a-half-year effort. Advertising media were only a small part of this budget. It has also had to include the editorial visits by broadcasters and newsmen from throughout the world, from 1963 right through the entirety of EXPO 67. It includes the preparation and printing of all our internal and external literature requirements during this time in many different languages. Plus the development and completion of a promotional program, the provision of film and TV clips, radio tapes, etc.

As a result, we were only able to budget some \$1,500,000 for U. S. media for a period of two years. Of this sum, \$350,000 has been put aside specifically to promote the details of our entertainment program. This vast program, with over 110 separate events, and over 1,000 separate performances, could only be presented in a print media. An equal sum of money had to be put aside for cooperative advertising with American Express in joint programs to sign up retail admission sales outlets. The remaining sum had to tell the entire story of EXPO 67 for a period of two years.

I think you will agree, as we were forced to, that there was not enough money with which to do a decent television campaign. Nor did we feel there

was enough to do a proper radio campaign, and leave us enough money for other media uses.

As a result of this, two years ago we requested an increase in the budget for an extra \$5 million to be placed in American media advertising. Television would have been number one in our priority. However, the budget was not accepted at that time.—*Paul D. Break, deputy director, advertising and promotion, 1967 World Exposition, Montreal.*

(The fact remains, as BROADCASTING's editorial pointed out, that EXPO 67 has a budget for print media advertising in the U. S. but none for TV or radio, and the exhibition is seeking free exposure on the air.)

### Newspapers vs. TV (cont.)

EDITOR: Our recent presentation to the Texas Daily Newspaper Association did not suggest that the growing fractionation of television audiences would reduce TV's total revenues. How can it? I did say that it would make TV a less efficient advertising medium from a cost-per-thousand standpoint. How can it fail to?

We did not, incidentally, fail to point out that local and national advertisers contribute in different proportions to the growth dollars going into newspapers and TV. Needless to say, newspaper publishers are familiar with this, but it was pointed out in several of the slides used in my talk and was also referred to in our press release. As I am sure the TVB knows, a very substantial share of newspaper's local rate advertising is actually run by national advertisers through co-op.—*Leo Bogart, executive vice president and general manager, Bureau of Advertising, ANPA, N. Y.*

(Dr. Bogart's letter relates to a story in the Aug. 29 issue of BROADCASTING reporting on his speech, which saw an advertiser trend toward newspapers, and on rebuttal by the Television Bureau of Advertising, which noted that TV's share of advertising revenues is still increasing and the newspaper share is not.)

### On the road

EDITOR: Referring to your story, "As autos go, goes radio" (Aug. 29), I think if there was a way of obtaining the information, it would be found that radio's audience in automobiles have not decreased. In fact, they have probably increased as the number of drivers under 25 years old has increased.

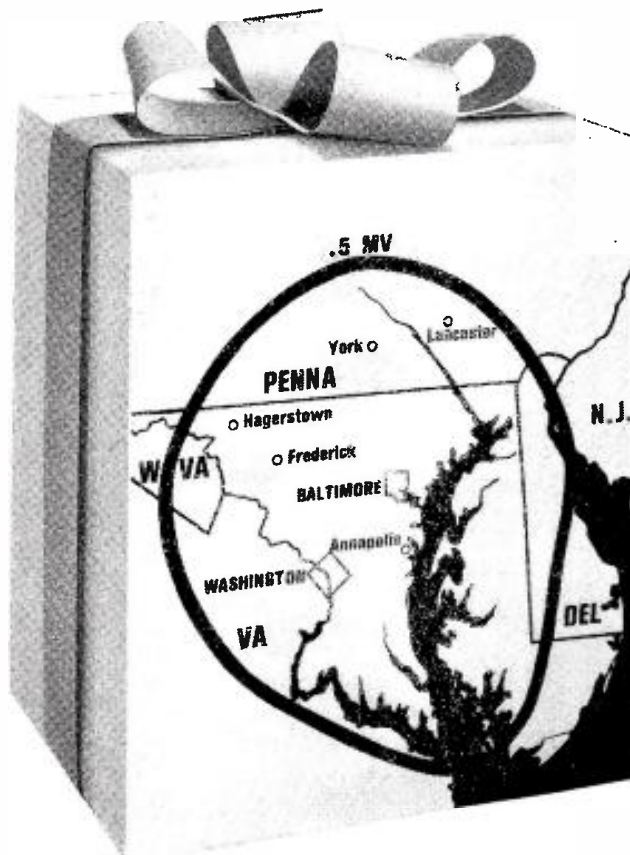
In other words, it's more important for the radio broadcasters to program to the millions of radio-equipped automobiles on the highways today than to worry about a reduction in new car output.—*Robert T. Mason, president, WMRN Marion, Ohio.*



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and you've bought Baltimore!

Your selling job's as good as done with WBAL. That's why in a 16 station market local advertisers invest better than 1 out of every 4 radio dollars on WBAL,\* Maryland's only 50,000 watt station.



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**This fall  
new G-E live-color  
cameras will cover  
the Cowboys  
in black and blue  
and green and red.**

**KRLD-TV in Dallas—Ft. Worth  
owns five  
General Electric PE-250's.**

Whenever there's action at The Cotton Bowl this season, KRLD-TV will bring it to the nation with G-E PE-250 live-color cameras.

These cameras weigh only 155 lbs. complete. They can instantly follow every touchdown and cover every fumble. And four lead oxide Plumbicons\* in the new PE-250 give the highest color fidelity in television today.

These are perhaps the two most important reasons why General Electric's PE-250 cameras will also do the shooting for the following "TV" group ownerships: RKO General Broadcasting, Metromedia, Inc., Storer Broadcasting Co., Taft Broadcasting Co. as well as many others.

But see for yourself. This fall watch the Dallas Cowboys. General Electric, Visual Communications Products, 7-315, Electronics Park, Syracuse, New York 13201. GE-35

\*Registered Trademark of North American Phillips Company, Inc.

**GENERAL  ELECTRIC**

## ***Stay up front with the NBC Owned Stations***

One of the nicest ways to stay up front is to jet to Europe for a month. That's what a production crew from WNBC-TV in New York did recently, to film conversations with some of the most renowned figures on the Continent.

Appearing before the WNBC-TV color cameras were such diverse citizens-of-the-world as Gunnar Myrdal, noted Swedish economist; Thor Heyerdahl, famous anthropologist; Mary McCarthy, American author;

and the inimitable Peter Ustinov. The result is the series, "A Conversation With," scheduled this Fall. It will provide a new perspective on current ideas abroad in the arts, business and philosophy. "A Conversation With" is typical of the lengths to which WNBC-TV goes to widen the horizons of New Yorkers. It's typical, too, of the initiative that has made *each* NBC OWNED STATION its community leader. *Come fly with us.*



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WNBC-TV, New York / WRC-TV, Washington, D.C. / WKYC-TV, Cleveland / WMAQ-TV, Chicago / KNBC, Los Angeles





# Stand-bys ready if new shows fail

Three networks hope their fall entries will be hits but each has programs waiting in the wings in case they're needed for 'second season'

The three television networks put their 1966-67 schedules into full view this week, hoping for the best but preparing for the worst.

While they anxiously follow the ratings for the new season they also have their eyes on potential replacements for programs that don't make it into the "second season."

Like the producers, advertisers, agencies and talent who share their stakes in the \$11.8 million weekly production outlay, all three networks hope they're riding the hits and that the flops will fall somewhere else. But privately they know they'd better be ready for doomsday—just in case.

Thus more than a dozen shows, some fresh and others seasoned veterans of past performance, were identified last week as waiting in the wings as possible substitutes for shows not renewed when the first contract cycles end around the first of 1967. In addition, they will be developing other midyear prospects as the new season progresses and its probable toll becomes clearer.

ABC-TV, which scheduled "sneak previews" of 12 of its 16 new shows last week, was already quietly talking to advertisers and agencies about its possibilities for the "second season"—a term it coined last year to hail what in the past had been more generally called "replacement season."

**Cagey Comments** ■ CBS-TV and NBC-TV, which have fewer new shows this year than ABC, were more guarded about their planning but were known to have definite replacement possibilities in hand or available for development.

NBC-TV now has a sampling of viewer response for three of its shows new to the season. These are *Tarzan*, *Star Trek* and *The Hero*, all of which were advanced for showing last Thursday night (Sept. 8). CBS-TV opens its entire nighttime schedule this week, starting yesterday (Sept. 11). The remainder of NBC's and ABC's new fall season lineup also goes on the air during this week.

Among ABC's "second season" offerings, most interest is being expressed in *The Invaders*, produced by Quinn Martin. This one-hour show concerns a group of Martians whose existence on earth is known by only one person. It's described as a combination of science fiction and *Man on the Run*.

ABC also has several other shows

in the wings, including two British-produced film series—*The Avengers* and *McGill*. The former is a one-hour show about a pair of detectives, the latter a half-hour adventure-spy series.

Another ABC hopeful is *Off to See the Wizard*, a one-hour cartoon series that uses themes developed in the "Wizard of Oz" motion picture.

Two half-hour programs, both Aaron Spelling-Danny Thomas productions, also are in contention at ABC: *Ringo* (with Jim Conway as the star) and *The Walter Brennan Show*. These shows are being prepared for the 1967-68 season but can be advanced to January if necessary.

**Ready and Waiting** ■ There's no question at ABC that the network has programs "ready and available" for changes in January and onward. According to sources there, ABC now views TV networking as consisting basically of three cycles, starting in early September, on Jan. 1 and at the end of April.

CBS has *Mr. Terrific*, a remake of a Universal TV pilot that originally had Alan Young as the star but now has Steve Strimpell in the lead. The network plans to use it in 1967-68 but it can be used as a back-up this season if needed.

*Mr. Terrific*, a half-hour comedy described by an agency programmer as a take-off on *Batman*, goes before the cameras on Sept. 19.

Also on the drawing board at CBS is the possible insertion of *To Tell the Truth*, a time-tested half-hour game show that in the past has been slotted in prime time, and of selected *Perry Mason* reruns (some reruns are already in syndication).

The CBS strategy is said to be building on these shows as possible replacements for comedy (*Terrific*), for game shows (*Truth*) and for one-hour action-adventure (*Mason*).

According to Leonard (Buzz) Blair, head of CBS-TV program development on the West Coast, a network must be able to "backstop some of the new

## Peek at ratings—ABC view

So what were the ratings?

ABC-TV, which "previewed" 12 of its 16 new shows last week, had special 26-city Trendex measurements taken but declined to make full results public. It did disclose ratings and share figures attained by its own new programs, noting that on the first two nights—only ones for which data was then available—they attained respectably high levels but cautioned that the figures should not be considered meaningful except as an indication of the extent of viewer sampling.

On these two nights the shares for new ABC shows and new episodes of returning shows ranged from 38.6 for *The Man Who Never Was* (Wednesday, 9-9:30) to 56.8 for *Love on a Rooftop* (Tuesday, 9:30-10). Others:

Tuesday: *The Rounders*, 8:30-9, 23.1 rating and 43.2 share; *The Pruitts of Southampton*, 9:30-10, 29.7 rating and 54.5 share.

Wednesday: *Batman I*, 7:30-8, 17.6 and 44.2; *The Monroes*, 8:30-9, 20.8 and 45.5 and for the second half of that show (8:30-9) 24.2 and 49.7; *Peyton Place II* (9:30-10) 22.5 and 41.3. The showings of carryovers *Batman* and *Peyton* were of episodes new to the season.

## The critics review the season's first previews

ABC-TV started its new season last Tuesday (Sept. 6) with the premieres of three new shows. One, *Love on a Rooftop*, proved to be a hit with most major TV critics. The other two, *Pruitts of Southampton* and *The Rounders*, were panned by a majority of the critics checked. Wednesday night's two entries fared better. *The Monroes* received almost unanimous approval, and *The Man Who Never Was* received an almost equal amount of praise and damnation.

Brief excerpts from a coast-to-coast sampling of the reviews follow: **The Rounders:** (ABC-TV, Tuesday, 8:30-9 p.m. EDT).

"... struck out..." Jack Gould, *New York Times*.



"... a strong show..." Lawrence Laurent, *Washington Post*.

"... poorly motivated free-for-all made [it] seem square." Harry Harris, *Philadelphia Inquirer*.

"... [Chill] Wills gives some solid professional touches to this otherwise bland entry." Kay Gardella, *New York Daily News*.

"... faintly amusing in spots..." Bernie Harrison, *Washington Evening Star*.

"... an unfortunate something of a present-day western comedy..." Bob Williams, *New York Post*.

"... actors... play straightmen to one of the funniest animals on the screen..." Bob Hull, *Los Angeles Herald-Examiner*.

"... floundered into a dull review..." Dwight Newton, *San Fran-*

*cisco Examiner*.

"... emerged pretty square..." Arlene MacMinn, *Los Angeles Times*.

"Looks like welcome comedy relief from the usual TV western..." Clay Gowran, *Chicago Tribune*.

"Comedy is predictable, broad stuff aimed at the kiddie audience or young-in-heart adults who don't mind an obnoxious laugh track plus an overdose of cornball dialogue." Pete Rahn, *St. Louis Globe-Democrat*.

"Chill Wills... and a trick horse are the only hope for this one." Bill Barrett, *Cleveland Press*.

"Probably is just bomb enough to be a commercial success." Martin Hogan Jr., *Cincinnati Enquirer*.

"Does have a sort of fresh, Americana charm—if that is your hag." Dean Gysel, *Chicago Daily News*.

**The Pruitts of Southampton:** (ABC-TV, Tuesday, 9-9:30 p.m. EDT).

"... a lot of disastrous kitchen slapstick comedy..." Bob Williams, *New York Post*.



"... a forlorn item in every particular." Jack Gould, *New York Times*.

"... it disappointed." Bernie Harrison, *Washington Evening Star*.

"... puerile parade of primitive japes." Harry Harris, *Philadelphia Inquirer*.

"... a very, very bad show..." Let's hope Miss Diller will soon return to the nightclub circuit." Win Fanning, *Pittsburgh Post-Gazette*.

"... atrociously executed..."

Kay Gardella, *New York Daily News*.

"... the show's premise is thin and its gags are timeworn and predictable. But the show does have some powerful canned laughter and this occasionally drowns out the dialogue." Lawrence Laurent, *Washington Post*.

"... had some weak spots but also very funny material..." Walt Dutton, *Los Angeles Times*.

"... predictable but hopefully forgettable comedy..." Bob Hull, *Los Angeles Herald-Examiner*.

"... fast getaway on the inside track." Dwight Newton, *San Francisco Examiner*.

"The broadest comedy, due to Phyllis Diller." Dean Gysel, *Chicago Daily News*.

"... bomb to beat... it was that bad..." Pete Rahn, *St. Louis Globe-Democrat*.

"... for Phyllis Diller fans. I thought I was among them until last night." Bill Barrett, *Cleveland Press*.

"The big question for ABC is how well will the Diller brand of zaniness wear as a weekly diet." Bill Irwin, *Chicago's American*.

**Love on a Rooftop:** (ABC-TV, Tuesday, 9-30-10 p.m. EDT).

"It makes me nervous to say anything nice about a show I like, because it is one of the surest kisses of death I know." Rick DuBrow,



UPI.

"... displayed a thread of potential..." Jack Gould, *New York Times*.

"... proved to have the touch of the great situation comedies..." Win Fanning, *Pittsburgh Post-Ga-*

shows."

"Our feeling is that we've put on the strongest possible shows and while we expect them to go through this season, we, of course have to watch for the fall-out possibility," he said.

**Networks Must be Flexible** ■ An ABC executive agreed with this approach. A network, he said, must have flexibility. He also noted that many programs are now being purchased for 1967-68 but with an option to advance their showing to mid-season, providing production speed-ups and talent commitments permit.

CBS was said to have expressed little

interest at this time in *Coronet Blue* (about 20 one-hour shows were produced for CBS some time ago), which has yet to be used by the network.

The network also has shown British-made series in the past, *Danger Man* and *Secret Agent*, but these presumably would be put into the current season's schedule only if they were to be produced in color. CBS also has access to *Hippodrome* (British-produced and shown this summer) and *Password*.

NBC has an agreement for showing the British-produced *The Saint* in a new, color version. The network has this series in reserve and also was reported

last week to have three newly developed programs on the shelf: *Captain Nicely*, a project of Buck Henry (*Get Smart*) (CLOSED CIRCUIT, May 9); *Sheriff Who* (a half-hour Mirisch-Rich Production) and *Dick Tracy*, a live-action show based on the comic strip and to be produced by Bill Dozier, who made ABC's *Batman* and, for this season, *Green Hornet*.

Mid-season replacement shows cannot be rounded up by the bushel, however. As explained by one network program developer, the time element works against bringing most projects set for 1967-68 in at an earlier date.



zette.

"Young love may be on trial in the TV ratings in this one." Bob Williams, *New York Post*.

"... the newlyweds deserve more from marriage..." Kay Gardella, *New York Daily News*.

"... funny lines... and some lovely moments about a young couple in love... still, the show is in for trouble..." Lawrence Laurent, *Washington Post*.

"... it has possibilities, thanks to appealing people, reasonably amusing lines and wry comments by an offscreen narrator." Harry Harris, *Philadelphia Inquirer*.

"... view from this rooftop is lovely." Aleen MacMinn, *Los Angeles Times*.

"... amiable, idle, playful half hour." Dwight Martin, *San Francisco Examiner*.

"... harmless as a valentine and as pleasantly amateurish as a senior-class play." Terrance O'Flaherty, *San Francisco Chronicle*.

"The whole thing is innocuous and predictable." Dean Gysel, *Chicago Daily News*.

"... the most adult entertainment of the lot..." Pete Rahn, *St. Louis Globe-Democrat*.

"Has light-hearted appeal." Bill Barrett, *Cleveland Press*.

"It has all been said before but [the show] is a cute little situation comedy..." Martin Hogan Jr., *Cincinnati Enquirer*.

"Surprisingly, it isn't as banal as it could be." Bill Irwin, *Chicago's American*.

"First step... should be the summoning of a script doctor." Clay Gowran, *Chicago Tribune*.

**The Monroes:** (ABC-TV Wednesday, 8-9 p.m. EDT).

"... is like a breath of fresh air amid the synthetics and forced humor of most TV programing." Percy Shain, *Boston Globe*.

"... carefully aimed at that 50%

of the population that is under the age of 25 years." Lawrence Laurent, *Washington Post*.

"... has a number of good things going for it." Cynthia Lowry, AP.



"... this one should make it with the kids." Louis R. Cedrone Jr., *Baltimore Evening Sun*.

"... a believable, sensitive and often touching story." Rex Polier, *Philadelphia Evening Bulletin*.

"... so reassuring that there is really no need to check further on the well-being of the Monroes for the rest of the year." Jack Gould, *New York Times*.

"What may win friends for the series... is the likeability of the family." Joseph E. Sullivan, *Boston Herald*.

"I liked this one." Bernie Harrison, *Washington Evening Star*.

"... has all the makings of a winner." Walt Dutton, *Los Angeles Times*.

"... well-blended action and melodrama." Bob Hull, *Los Angeles Herald-Examiner*.

"If you don't have a color set, you are cheated." Dean Gysel, *Chicago Daily News*.

"If this newcomer didn't have any plot at all, it would still be enjoyable for its truly impressive color photography." Clay Gowran, *Chicago Tribune*.

"... looks like a winner as far as most of the viewers are concerned." Ben Gross, *New York Daily News*.

"... small-fry western has big Wyoming scenery for background." Bob Williams, *New York Post*.

"... story is interesting... pace enjoyable, violence reasonably re-

strained and the scenery... spectacular." Harry Harris, *Philadelphia Inquirer*.

**The Man Who Never Was:** (ABC-TV, Wednesday, 9-9:30 p.m. EDT).

"... a study in puzzlement." Joseph E. Sullivan, *Boston Herald*.



"... pretty preposterous." Bernie Harrison, *Washington Evening Star*.

"... melodrama that people ought to be able to take without too much effort." Percy Shain, *Boston Globe*.

"... may be best remembered as a singular example of honest labeling." Jack Gould, *New York Times*.

"It makes the plots on *Batman* seem high drama." Lawrence Laurent, *Washington Post*.

"... a cool and cleverly done espionage series." Rex Polier, *Philadelphia Bulletin*.

"The premiere was off to a slow start, primarily because it had to set up the situation, but once it did, it moved..." Louis R. Cedrone Jr., *Baltimore Evening Sun*.

"... realistic story..." Bob Hull, *Los Angeles Herald-Examiner*.

"... poorly executed and scripted..." Don Page, *Los Angeles Times*.

"If you can swallow the first episode, it may turn out to be exciting." Dean Gysel, *Chicago Daily News*.

"Has an impressive list of attributes which should make it appealing to spy buffs." Clay Gowran, *Chicago Tribune*.

"... at first glance certainly lived up to the billing." Bob Williams, *New York Post*.

"Eventually the story began to make sense [but] the backgrounds were of greater interest than the rigmarole of the plot." Ben Gross, *New York Daily News*.

Pilots for these shows he said, are shot mostly in October and November to prepare them for showing to advertisers and agencies starting in January. Usually these shows do not have a backlog of scripts available for consideration at that early date.

Still another approach is NBC's sneak preview of a program slotted as a "special" but designed as a possible entry in a new season—or as a replacement in the current year. NBC used the approach successfully some seasons back with *That Was the Week that Was*. Over the past weekend (Saturday, 9-10 p.m.) it was to program another

such test special, *Class of '67* that used as a backdrop college singing and dancing groups with actor George Hamilton as the host.

## Will Congress put zip in broadcast addresses?

Henry Untermeyer, a long-time CBS executive and former general manager of KCBS San Francisco, has urged congressional efforts to require radio sta-

tions to include zip codes every time they broadcast a mailing address.

In letter to Senator Thomas H. Kuchel (R-Calif.), he asked for a directive from Congress to the FCC urging such action. He said that universal use of zip codes would result in great savings in postal operations. A total effort should be waged by radio stations toward an educational campaign to get the public to use zip codes in all its correspondence, he added.

Mr. Untermeyer said that while listening to radio stations in eight states recently, he had been struck by the absence of zip code usage on the air.

## RCA Sales sets record budget for fall ads

This year's fourth annual "RCA Victor Week" (Sept. 25-Oct. 1) marks the opening of RCA Sales Corp.'s record fall-advertising campaign. It is now budgeted for \$1 million and could bring broadcasting over \$8 billion.

RCA Sales, RCA's home-instrument marketing subsidiary, has increased its fall ad budget 50% over last year to boost sales of new RCA Victor TV sets, phonographs, radios and tape recorders during the prime pre-Christmas shopping period, according to Jack M. Williams, vice president, advertising and sales promotion.

Mr. Williams said the campaign will make wide use of various media including television and radio.

The \$15-million cross-media budget represents factory-placed advertising (two-thirds of the budget) and RCA Sales' share of local distributor and dealer co-op ads. It is understood that the dealers should add another \$5 million to RCA Sales' \$15 million.

Some 20% of the estimated \$10-million local advertising to be jointly financed by the distributors, dealers and RCA Sales will be placed in the broadcast media.

RCA Sales' \$6-million factory-placed broadcast advertising will all go into NBC-TV and NBC Radio advertising. The local representatives will invest in spot.

RCA Inc. said its total 1966 ad budget is over \$55 million.

### Business briefly . . .

**Cool-Ray Inc., Boston**, through Doyle Dane Bernbach, New York, plans a \$1.25-million TV campaign for Cool-Ray Polaroid Sunglasses in 1967. Network commercials will be scheduled from January through July, an expansion of three months over Cool-Ray's 1966 TV campaign.

**Chrysler-Plymouth Division of Chrysler Corp.**, through Young & Rubicam, both Detroit, and AT&T, New York, through N. W. Ayer & Son, Philadelphia, will share sponsorship of final round of Sahara Invitational Golf-Tournament in Las Vegas, Oct. 11 (5-6 p.m. EDT),

carried to 160 TV stations by Sports Network, New York.

**Fisher Body Division of General Motors Corp.**, Warren, Mich., through D. P. Brother & Co., Detroit, has purchased 52-week cosponsorship of CBS Radio's *Lowell Thomas and the News* (Monday-Friday, 6:45-6:55 p.m. EDT) for fourth consecutive year.

**Noxell Corp.**, Baltimore, through William Esty, New York, is supporting its current national introduction of Noxema Medicated Cold Cream with spot TV in major markets and participations in nine daytime TV network shows.

**Chrysler-Plymouth Division of Chrysler Motors Corp.**, Detroit, and its dealers are utilizing three heavy cross-media advertising and promotion campaigns to launch the Plymouth, Chrysler and Imperial lines Sept. 26-Dec. 31. In the TV phase of the Chrysler and Imperial launchings, commercials will be carried on Chrysler Motor Corp.'s regularly purchased network shows, such as *The Bob Hope Theatre*, *Baseball Game of the Week* and *Rose Bowl* (all NBC). Plymouth also will buy minute network radio-TV participation in other shows.

## Pet-food producers rely on TV to build record sales

The pet-food industry is booming, with TV advertising as its primary marketing tool. Last year product sales rose by 8.7% to a record \$711.8 million when the industry's 14 leading TV advertisers hiked their TV investment by 34.3%.

According to the Television Bureau of Advertising (TVB), the 14 leaders raised their 1965 combined

TV expenditures to \$38.7 million, up from \$28.8 million in 1964. Of last year's \$38 million, \$21 million was in network and \$17.7 million was in spot TV.

For three measured media (television, magazines and newspapers), television's 1965 budget share among the top 14 was 86.4%, while the magazine total was \$4.2 million and

the newspapers received \$1.9 million.

General Foods Corp., White Plains, N. Y., the biggest pet foods advertiser in 1965, put \$12 million of its \$13.1 million measured-media budget into television. Hartz Mountain Products, New York, and Re-Dan Packing (Cadet Dog Foods), Middle Village, N. Y., were 100% television-oriented.

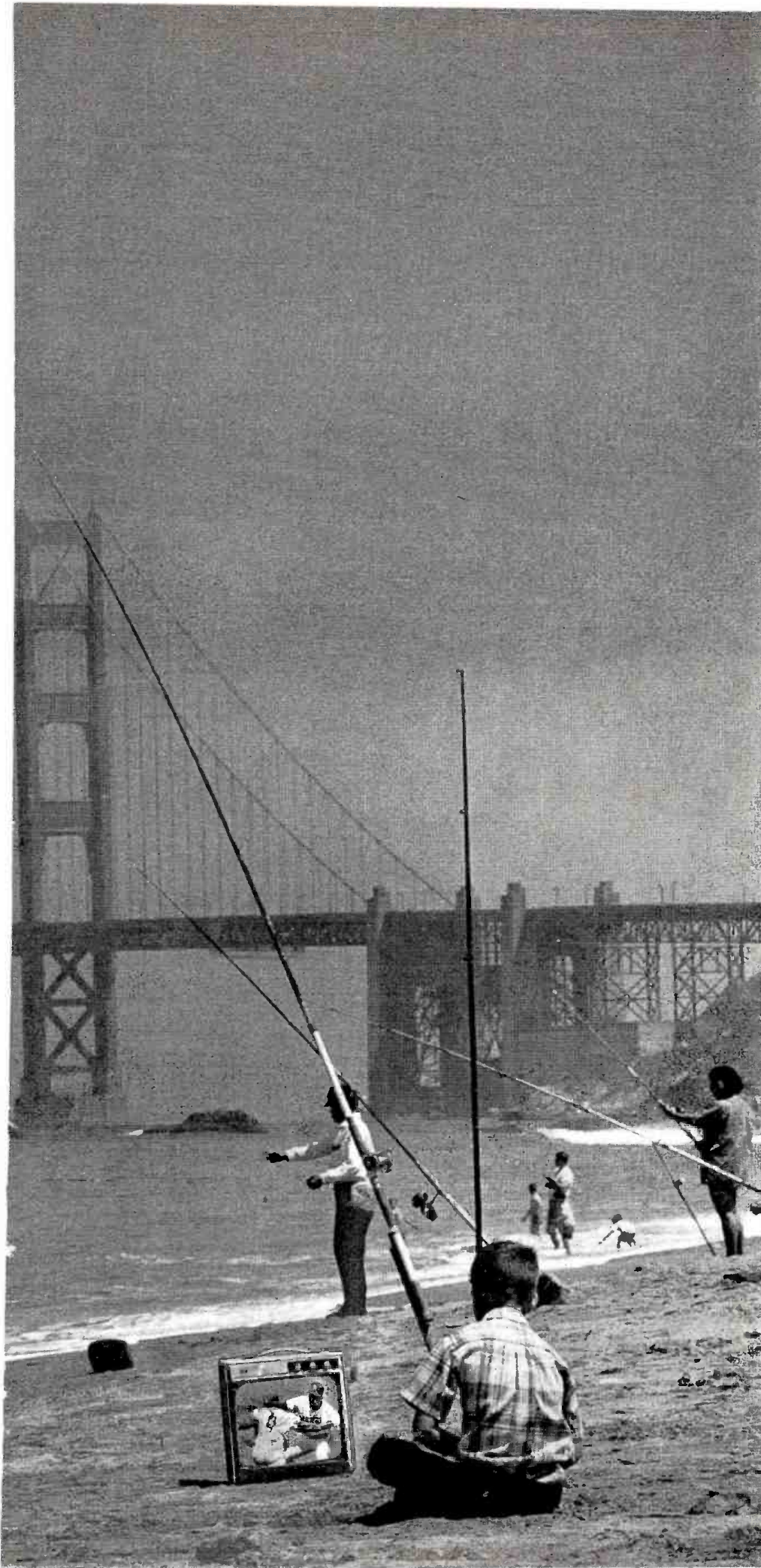
1965  
PET FOODS  
Measured media investments for pet food brands only

Company	1965 Network	1965 Spot	1965 Total TV	1964 Total TV	Change	Newspapers	Magazines	Total media	TV share
General Foods	\$ 6,815,600	\$ 5,201,300	\$12,016,900	\$ 9,089,300	+ 32.2%	\$ 343,400	\$ 775,800	\$13,136,100	91.5%
Ralston Purina	5,343,300	4,835,600	10,178,900	8,652,000	+ 17.6	250,200	1,318,100	11,747,200	86.6
Quaker Oats	3,213,200	2,070,300	5,283,500	3,635,400	+ 45.3	47,600	22,100	5,353,200	98.7
Carnation	1,884,200	170,500	2,054,700	2,136,600	- 3.8	154,200	1,673,600	3,882,500	52.9
Associated Products	—	1,968,400	1,968,400	767,200	+156.6	64,400	69,400	2,102,200	93.6
Liggett & Myers	1,300,600	623,000	1,923,600	1,277,100	+ 50.6	43,800	—	1,967,400	97.8
General Mills	75,600	1,293,500	1,369,100	608,900	+124.8	639,200	—	2,008,300	68.2
National Biscuit	886,400	140,800	1,027,200	758,300	+ 35.5	9,100	115,600	1,151,900	89.2
Hartz Mountain Products	749,300	50,200	799,500	650,100	+ 23.0	—	—	799,500	100.0
P. Lorillard	—	503,000	503,000	—	+ Inf.	241,200	133,300	877,500	57.3
Lewis Food	—	465,300	465,300	495,500	- 6.1	73,900	—	539,200	86.3
Armour	464,100	—	464,100	706,300	- 34.3	—	34,000	498,100	93.2
Re-Dan Packing	—	363,200	363,200	47,200	+669.5	—	—	363,200	100.0
H. J. Heinz	294,100	9,700	303,800	—	+ Inf.	51,200	55,400	410,400	74.0
Totals:	\$21,026,400	\$17,694,800	\$38,721,200	\$28,823,900	+ 34.3%	\$1,918,200	\$4,197,300	\$44,836,700	86.4%

Sources: Spot TV: TVB/Rorabaugh  
Network TV: TVB/LNA-BAR (net time & program costs)

Magazines: PIB  
Newspapers: Bureau of Advertising





## San Franciscans catch 29 of the top 30 advertisers on KTVU

29 out of the top 30 advertisers bought schedules on KTVU in this past year.\* Why? Because KTVU continues to deliver results in this vast, rich TV market. Sales results keep the important advertisers on KTVU year after year. One more reason why KTVU is the Nation's LEADING Independent Television Station.

**KTVU**  
**2**

SAN FRANCISCO-OAKLAND  
Represented by H-R Television

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

\*Based on  
TVB estimates of top national spot advertisers in 1965

## Closed session looms for packaging bill

The House Commerce Committee concluded its public hearing on the controversial truth-in-packaging bill last week after another appeal for passage by the administration.

Government witnesses at last week's hearing tried to assure the committee the bill would not be used to raise costs or impede development of new products.

Chairman Harley O. Staggers (D-W. Va.) commented that there had been considerable behind-the-scenes opposition to the bill and pressure to ignore the Senate-passed legislation. "We are going to pursue this bill," he said, "until we vote it up or vote it down." The measure would impose packaging-size and labeling standards for most consumer commodities. It will now be debated by the committee in closed session.

## 25 subscribers listed for new BAR service

Broadcast Advertisers Reports last week announced 25 subscribers to an expanded version of its regular commercial activity reports, a new service called BAR Market Profile Edition.

New information in the BAR reports includes charts indicating how individual stations in each market split national/regional, local and total business. The data is broken down by day part according to number of commercials of various lengths.

Also added are charts showing how net and gross dollar estimates are shared

in a given market by day part. Another section indicates which accounts ran exclusively on which stations.

BAR said the following stations are already subscribing to the new reports: KFDA-TV and KGNC-TV Amarillo, Tex.; WHDH-TV and WNAC-TV Boston; KCRG-TV Cedar Rapids, Iowa; WCHS-TV Charleston, W. Va.; WFAA-TV Dallas-Ft. Worth; KWGN-TV Denver; WOI-TV Des Moines, Iowa; CKLW-TV Detroit-Windsor, Ont.; WWJ-TV Detroit; WNEM-TV Bay City-Saginaw, Mich.; KTHV(TV) Little Rock, Ark.; KABC-TV and KHJ-TV Los Angeles; WHBQ-TV Memphis; KSTP-TV St. Paul-Minneapolis; WLAC-TV Nashville; WWL-TV and WDSU-TV New Orleans; WOR-TV New York; WFIL-TV Philadelphia; WWC-TV Pittsburgh; WMTW-TV Poland Spring, Me. and KCRA-TV Sacramento, Calif.

## RAB says no room left at Tarrytown conference

The Radio Advertising Bureau has been forced to stop accepting reservations for the Tarrytown, N. Y., session of the 1966 management conferences because of "an unprecedented number of registrations," according to RAB President Miles David.

The first conference opens today in Atlanta and continues through tomorrow (Sept. 13). The Tarrytown meeting is scheduled for Oct. 6-7. Mr. David said that total registration for the six two-day conferences are split into two simultaneous sessions, one for larger-market stations and a second for smaller-market outlets. Attendance is limited to 60 for each session, representing a ceiling of 120 for each of six locations in which the conferences will be held.

## Agency appointments . . .

▪ Paper Mate Co., Chicago, assigns its new Flair line of porous-point pens to North Advertising there. Foote, Cone & Belding continues to handle Paper Mate ball-point pens.

▪ Camelot Motor Inns, a new national motel referral chain, appoints Ronny Caire & Associates Inc., New Orleans and Tom Gillen & Associates, Baton Rouge. Initial emphasis will be on radio and spot television.

▪ American Machine and Foundry Co., New York, has appointed J. Walter Thompson and Gaynor & Ducas, both that city, to handle its bowling products and corporate accounts, respectively. JWT will also do the public relations for the bowling account. The combined advertising accounts are said to have billed about \$700,000 at their previous agency, Cunningham & Walsh, New York.

## Rep appointments . . .

▪ KCRL(TV) Reno: Avery-Knodel, New York.

▪ KVOY(TV) Yuma, Ariz.: J. A. Lucas Co., Los Angeles.

## Also in advertising . . .

**Spot radio's virtues** ■ A sales presentation released last week by Metro Radio Sales, a division of Metromedia Inc., makes the point that "as good as network radio is, spot radio is better." It bases its conclusions on an evaluation of network radio in major markets, claiming that in the top-50 areas of the country, only 46 network affiliates out of a total of 150 outlets rank one, two or three in share of audience in their markets. The presentation adds that spot radio offers flexibility, selectivity in terms of audiences and local programming geared to local tastes and preferences.

**A big TV sendoff** ■ McCulloch Corp. through McCann-Erickson, both Los Angeles, will introduce what's said to be the world's first push-button, electric-starting chain saw with its biggest advertising campaign, beginning this fall. The machinery and supplies company has increased its advertising budget approximately 40% over last year's estimated \$100,000 to include network television. McCulloch, which has not advertised its chain-saw product on television for the last several years, will run one-minute color commercials on 15 Saturday pregame and postgame programs scheduled around ABC-TV's National Collegiate Athletic Association football telecasts.

## But will it show up in the sales curves?

The much-maligned TV commercial received a new intellectual respectability when the fourth annual New York Film Festival announced last week that a cross-section of TV commercials will be shown during the festival at the Lincoln Center for the Performing Arts.

Under the title, "The One-Minute Movie," the commercials program will be one of 27 special events to be held in the library and museum of the center as additional attractions to the festival's showing of feature films (Sept. 12-22).

Such commercials as those for Alka-Seltzer (Jack Tinker and Part-

ners, New York), Eastern Air Lines (Young & Rubicam, New York) and Cameo Stockings (Doyle Dane Bernbach, New York) will be among the approximately 35 American and foreign clips making a two-hour presentation, Sept. 19 at 6:30 p.m. Over 20 agencies will be represented.

According to John Brockman, the festival's coordinator of special events, the umbrella title for the 27 special events is "The Independent Cinema," which includes commercial films, student films, cinema-verté or documentary films, as well as underground films and avant-garde cinema creations.





## We're tremendous frogs in an AMAZING pond!

SERIOUSLY and no joke — until you've really heard the story of our operations in the Red River Valley . . . well, you *honestly can't imagine* what goes on out here. This area is RICH. Our almost bottomless topsoil is so productive that even the Encyclopedia Britannica *raves* about it.

Farmers drive in to Fargo from as much as

95 miles (often in cars even *you* would envy). They buy in shops and dine in restaurants so elegant as to open even *your* eyes. And when our people are home, they tune to — well, do we need say?

Sincerely — we ask you to let your PGW Colonel tell you our story. It explains some things you OUGHT to know! Will you?

## WDAY-TV • WDAY-AM WDAY-FM / Stereo

The Know-How Stations in  
FARGO, N. D.



PETERS, GRIFFIN, WOODWARD, INC., *Exclusive National Representatives*

# ABC bares more of its financial bosom

To support merger with ITT, it sends charts and graphs showing its share of total revenue

ABC and International Telephone & Telegraph Corp. filed additional exhibits with the FCC last week in support of their contention that their proposed merger would aid ABC without resulting in an undue concentration of economic power in broadcasting or any other field.

ABC, following a lead taken by President Leonard Goldenson in an earlier filing, disclosed some of its financial data to illuminate its argument that it trails CBS and NBC in the pursuit of the advertising dollar.

ITT's exhibits contained a statement by a nationally known economist, Dr. Raymond Saulnier, supporting the applicants' position. Dr. Saulnier, a professor of economics at Columbia University was chairman of the President's Council of Economic Advisers under President Eisenhower.

The exhibits provide additional background for the oral hearing to be held before the commission en banc on the proposed transfer of ABC's 17 AM, FM and TV stations, next Monday (Sept. 19). Mr. Goldenson, Harold Geneen, president and chairman of ITT, and Dr. Saulnier are among those scheduled to participate.

**No Narrative** ■ The exhibits filed by ABC, consisting of tables and charts without any narrative, indicate that its television and radio network and station operations are something less than dominant forces and, indeed, face considerable competition.

In the process ABC reveals more of its financial data than most broadcasters care to make public. One exhibit disclosed that of the annual average total-television revenues of \$1,710,400,000 reported in the 1962-65 period, ABC received \$232.7 million, or 13.6%, while NBC and CBS had revenues of \$649 million, or 37.9%.

The network offered a further breakdown showing that of annual average TV-network revenue of \$680 million during the same period, it took in \$182 million, or 26.8%.

Average annual figures for the network's owned-TV stations during the

same four-year period are also provided: WABC-TV New York, \$14,695,000, or 14.9% of the (seven station) market's total TV revenues; KABC-TV Los Angeles (10 stations), \$10,158,000, 14.9%; WBKB-TV Chicago (six stations), \$11,164,000, 19.3%; KGO-TV San Francisco (four stations), \$7,521,000, 26.4%; WXYZ-TV Detroit (five stations), \$7,081,000, 29.9%.

**Radio Better** ■ The exhibits indicate that ABC has done relatively better in radio. Of an annual-average industry radio revenue total of \$671.9 million over the 1962-64 period, ABC took in \$17.2 million, or 2.6%, while CBS, NBC and MBS took in \$50.9 million, or 7.6%.

But while all radio networks had annual revenues averaging \$34.4 million over the same period, ABC had revenue of \$7.2 million, or 20.9%. The average revenue figures for ABC's owned radio stations ranged over the 1962-64 period from \$2,638,000 in New York (7.2% of the total of \$36,443,000) to \$813,000 in Pittsburgh (11.1% of the total of \$7,293,000).

The exhibits also show that the ABC-

## It's coming—but when?

The first word from an FCC spokesman that domestic communications satellites are a future certainty came last week from FCC Chairman Rosel H. Hyde. The only question, he said, is "when, where and by whom." The commission, which is conducting an inquiry on whether private entities legally can or should be authorized to operate domestic satellites, has not expressed its own views on the merits of the question. The chairman spoke at a meeting of the Washington Chapter of American Women in Radio and Television, during which Mrs. Pat Gates, of WFAX Fairfax, Va., and the Voice of America, was installed as president.

owned stations are in markets with anywhere from 25 stations (Pittsburgh), both AM and FM, to 40 (New York). And most of the competing stations are owned by group owners. The network's TV stations are in markets with as few as four TV outlets (San Francisco) to as many as 10 (Los Angeles).

Mr. Goldenson began revealing the network's financial secrets when, in response to a commission request for information, he noted that ABC's network operations, as distinct from its overall operations, lost \$18.6 million over the last three years. He reported the loss in discussing ABC's need for the financial support ITT would provide in the merger (BROADCASTING, Aug. 11).

**Support** ■ Dr. Saulnier, in his statement, supported the argument made by ABC and ITT that the financial transference that the merger would make possible would strengthen ABC's position with regard to the other networks and thus heighten competition among the three "to the public benefit."

Dr. Saulnier saw no danger of economic concentration resulting from the merger. He noted that ITT is not now engaged in broadcasting and that its primary occupation is manufacturing. He also stressed the wide diversification of ITT's operations, both geographically and by type.

He said the merger would have "no effect on the structure of U. S. broadcasting . . . for the reason that ITT has no broadcasting facilities or activities to bring into ABC. The structure of the broadcasting industry will be precisely the same." He also saw no barrier to the establishment of a new network. The limiting factor in that regard, he said, is "mainly . . . the fewness of unaffiliated television stations, especially in the VHF bands, as well as . . . the cost."

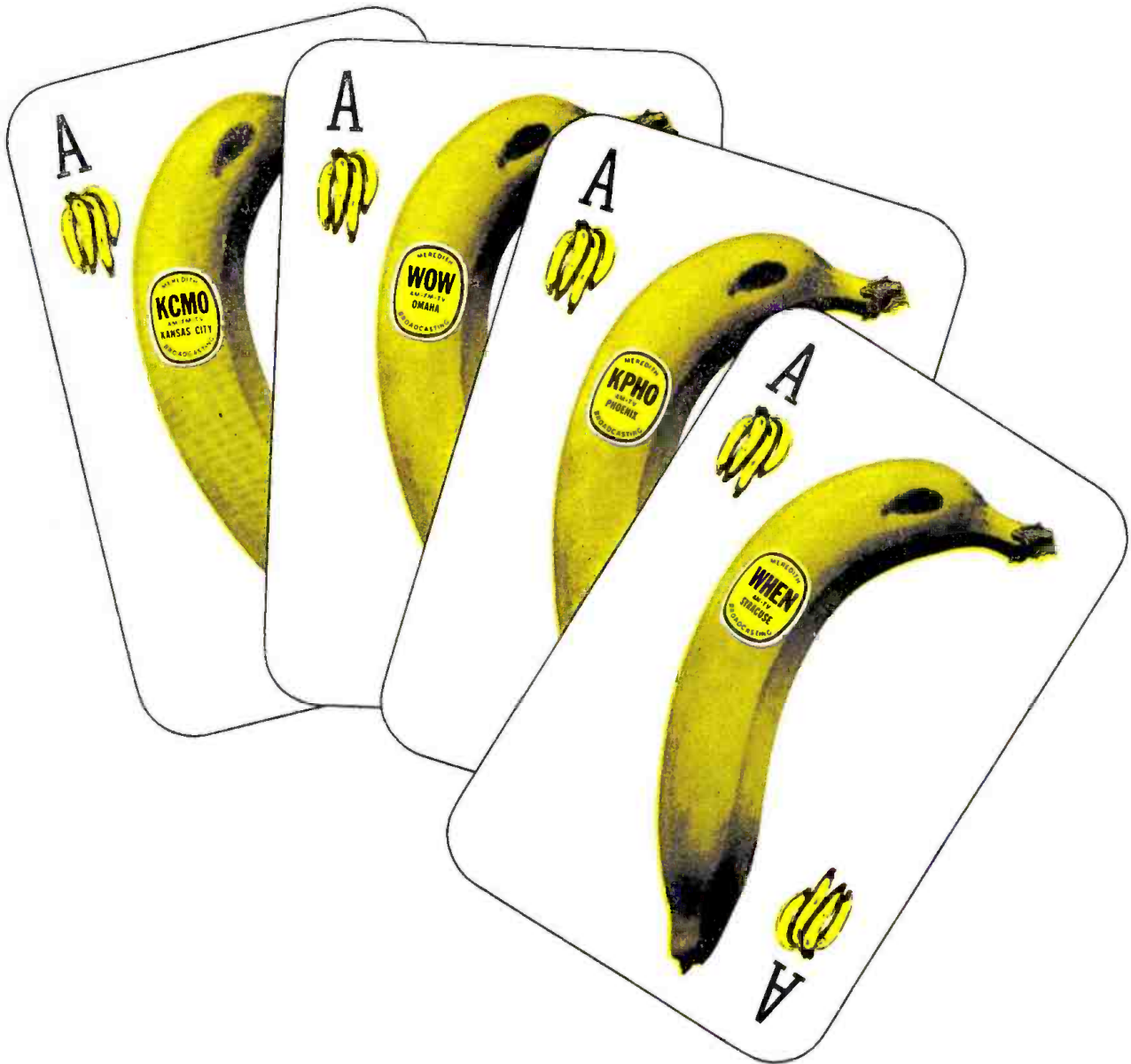
There would be no danger, either, he said, that the merger would have an impact on competition in markets or areas other than broadcasting. He noted that while ABC purchases some equipment and services from ITT and its subsidiaries, the amounts involved are relatively small—not enough to have an impact on competition.

He also supported the applicants' position that ABC would not be subordinated to the nonbroadcasting portion of ITT activities. It seems obvious, he said, that ITT is interested only in having ABC "stand on its own feet [and] succeed in its broadcasting and other activities, and thus contribute to the growth and profitability of the overall company."

Besides Messrs. Goldenson and Geneen and Dr. Saulnier, those scheduled to participate in the oral hearing before



# four of a kind



**the  
Meredith  
bunch**

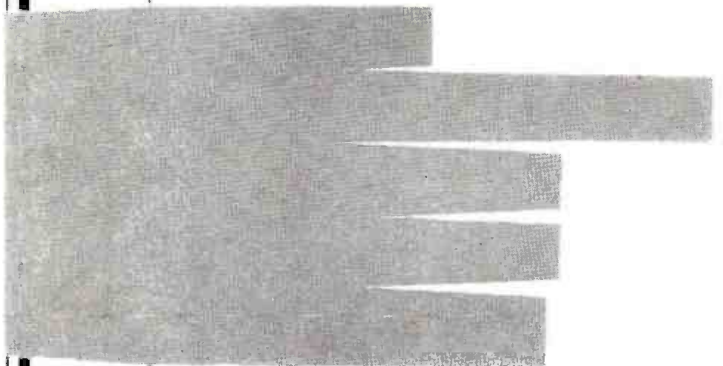
MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV; PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV

"YOU'RE ONTO A **G**OOD THING"



This is the first  
advertisement of a  
new series designed  
to portray accurately the  
foundation for the  
FASCINATING, FAST-MOVING,  
PERCEPTIVE SPIRIT

so predominate today  
in the surging,  
Southwestern States of  
Oklahoma and Arkansas.





THE PIONEER WOMAN · PONCA CITY, OKLAHOMA

Television  
excellence  
reflects this  
land of

# heritage

This imposing statue of "The Pioneer Woman" depicts the valiant spirit of early-day women who, along side their men, fought for and won the untamed West.

That spirit became a heritage. The modern-day women of the area still constantly seek the new. They expect more of themselves . . . and certainly, of others.

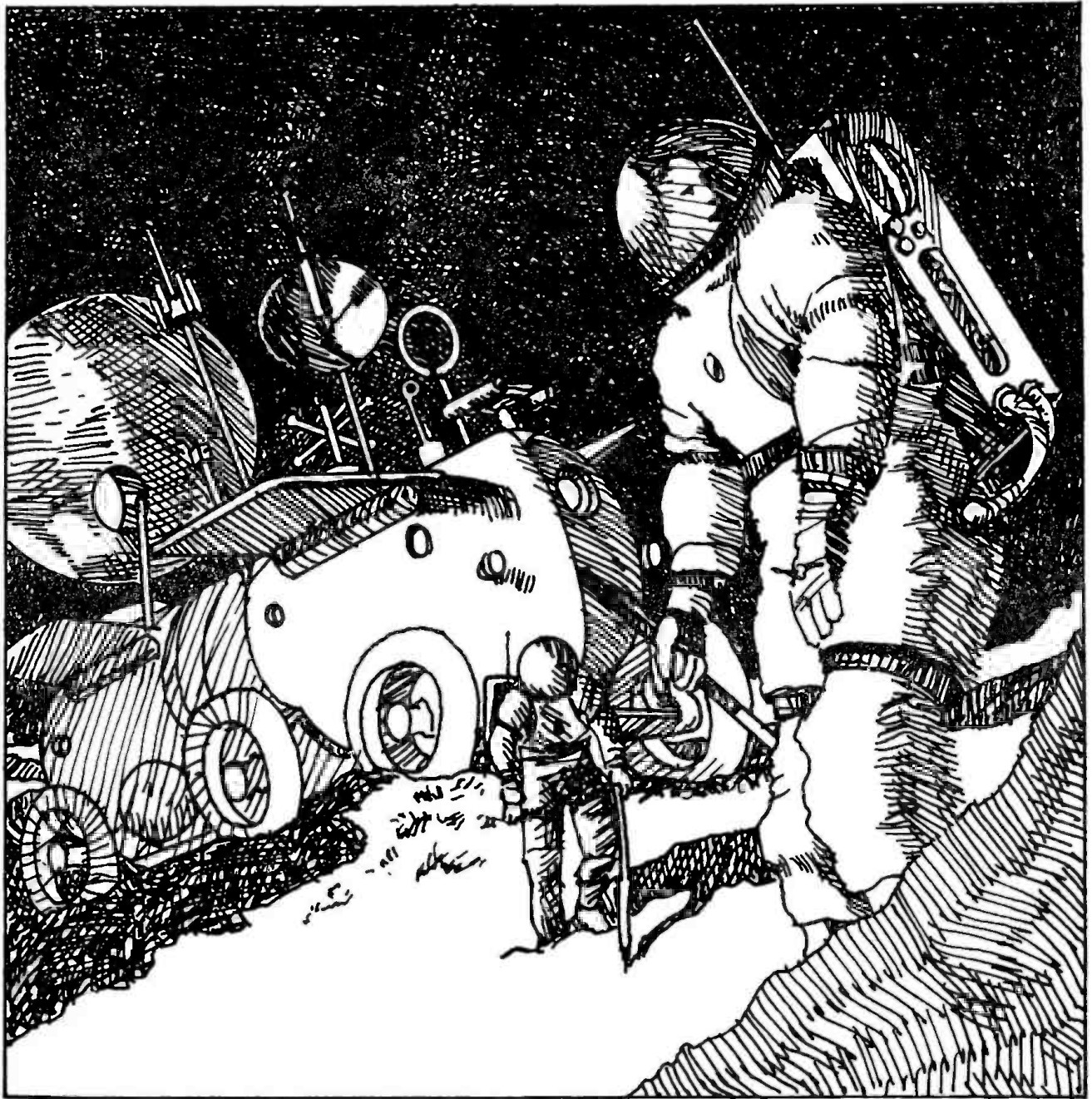
Griffin-Leake Television, Inc., responds to this rewarding attitude with a truly "spirited" women's viewpoint in television.



"YOU'RE ONTO A  GOOD THING"

GRIFFIN -  
LEAKE  
TV, INC.

KATV-7, LITTLE ROCK  
KTUL-TV-8, TULSA  
KWTU-9, OKLAHOMA CITY



## Tomorrow's problem?

It may be many years before we establish a permanent base on the moon. And even longer before we have moonmobiles that can explore remote areas of the lunar surface. But it's not too soon to start solving the problems they will encounter. □ We know that temperatures can swing from 250°F above to 250°F below zero when a moonmobile moves from sunlight into shadow. And that no existing oil could

keep it running under such extremes. But Humble research has already developed wide-range oils that meet our needs on earth—and our present needs in space—so now we're working on one for the moon. □ It's our job to help America get where she wants to go. And if we can help her get there a little easier or a little sooner, it's a job that can't wait for tomorrow.

# HUMBLE

OIL & REFINING COMPANY... THE PEOPLE WHO "PUT A TIGER IN YOUR TANK!"



the commission are (for ABC): Simon B. Siegel, executive vice president, and Thomas W. Moore, president of ABC-TV; (for ITT) Hart Perry, executive vice president-finance and treasurer, and Ted Westfall, executive vice president and director; and Marcus Cohn and Taggart Whipple, counsel. In addition, KOB Albuquerque, which is engaged in a 25-year-old dispute with ABC involving WABC New York, will be represented by its counsel, Frank Fletcher.

## New York counties get 12 translators

The Board of Cooperative Educational Services of the Third Supervisory District of Delaware, Greene and Schoharie counties in New York has received FCC approval of its applications for 12 new TV translator stations. The eight UHF and four VHF translators will carry the programming of noncommercial, educational TV stations WMHT (ch. 17) Schenectady, and WCNY-TV (ch. 24) Syracuse, both New York, and WNDT-TV (ch. 13) Newark, N.J.-New York.

The Board of Cooperative Educational Services received a grant of \$354,850 from the U.S. Department of Health, Education and Welfare to develop an integrated educational system within the state. The translators, the FCC said, will be a primary factor in the board's proposed Rural Supplementary Educational Center.

The UHF translators will operate on channels 71 and 79 to serve Stamford, channels 73 and 83 to serve Andes, channels 75 and 81 to serve Bloomville and South Kortright, and channels 76 and 82 to serve Jefferson.

The VHF translators will operate on channels 3 and 7 to serve Margaretville and Fleischmanns and on channels 4 and 8 to serve Gilboa, Pratts-ville and Roxbury.

The commission also stated that it waived certain rules so that taped programs could be used for delayed broadcast.

## Manhattan Cable begins limited CATV service

Manhattan Cable TV Services started its New York City CATV operation last week, nine months after winning off-the-air cable-service authorization from the city.

The company announced hook-ups to two hotels and an apartment house but does not expect to begin active solicitation of customers until November when, it's anticipated, necessary con-

verter units will be available in quantity.

Manhattan Cable is a division of Sterling Information Services. One of its principal stockholders is Time-Life Broadcast.

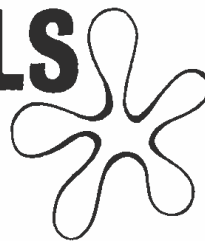
Sterling's Manhattan division exhibited good quality reception over its wires last week at a special demonstration of its service at the Plaza hotel. Sterling showed 12 channels in operation: seven VHF signals available in the area, two UHF channels, channel 6, (Sterling's Teleguide closed-circuit service covering New York happenings) and news and weather channels.

Sterling's authorized area of CATV operation in New York covers the southern half of Manhattan, south of 86th Street on the East Side and 79th Street on the West Side.

Teleprompter Manhattan CATV Corp., which was awarded the CATV franchise for upper Manhattan, demonstrated its first cable installations last summer in a single apartment house.

A third New York cable operation authorized last December, CATV Enterprises, has installed approximately eight-and-a-half miles of cable, according to its head, Theodore Granik, and might hook up customers in two months.

# Award-winning WFTV SERVES the market it SELLS



## \*IN THE PUBLIC INTEREST

Television service to Florida's THIRD-ranking television market includes far more than programming, product selling and news coverage.

At WFTV, service means all-out support of vital community projects.

In addition, 15 WFTV executives have personal knowledge of community interest through their activities as members of over 50 community, civic and professional organizations dedicated to a better Central Florida.

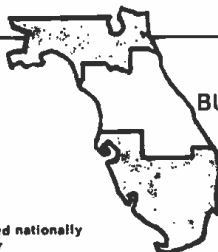


All-day WFTV "Symphethon" supports Florida Symphony Orchestra.



Local citizens and civic leaders participate in a wide variety of WFTV public interest programs.

Joseph L. Brechner, president  
Mid-Florida Television Corp.



Represented nationally  
by Blair TV

BUY DOMINANCE — BUY COVERAGE

# wftv. abc

CHANNEL 9 ORLANDO, FLORIDA

# NAB starts planning for Chicago

Convention committee blueprint notes growing attendance; building panel to be screened at New York meeting Sept. 30

Plans for the annual convention of the National Association of Broadcasters in Chicago next April 2-5 were tentatively approved in that city last week by the NAB's convention committee. In most respects the 1967 format will be a repeat of the record-breaking 1966 convention.

Final convention details will be worked out and NAB board approval is to be obtained in Mexico City at the board's meeting there in January. NAB officials and staff met with the convention committee in Chicago.

The committee's "target topic" for the closing Wednesday afternoon convention session next April is the whole subject of communication satellites, including progress, problems and implications. The Broadcast Pioneers will again have its Tuesday evening banquet.

The opening day Sunday will be devoted to FM, as heretofore subsequent radio sessions hopefully will include major corporate executives whose firms are using the medium. Sunday will also see a meeting of nonnetwork and affiliated TV stations.

The Monday afternoon television session is to be presented in cooperation with the Television Film Exhibitors organization. It is to include panels of outstanding film-industry figures, arranged by the TFE, centering on current films. TFE members again will display their products in the Conrad Hilton hotel.

**A Short-Form Registration** ■ Because of the constantly growing size of the convention attendance and especially the luncheon meeting overflows, the NAB will have two forms of registration for the 1967 meeting. The regular registration of \$30 will include tickets to the luncheon events as well as the other meetings as usual, but a second new short-form registration of \$15 will include meetings only, not the lunches. The month of January will be special advance-registration period for NAB members wishing rooms in the Conrad Hilton.

Also because of the growing attendance at the convention, NAB officials explained, it is expected that some convention meetings will be moved out of the Conrad Hilton and housed at the Sheraton Blackstone across the street and the Pick Congress just up Michigan Avenue.

The convention technical exhibits will be housed within the Conrad Hilton in the same space as previously, the

Lower East and West Exhibit Halls, the North Hall and the main-floor Continental Room. Exhibitors will be limited to the same amount of space they had in 1966. The cost, however, will be higher, increased from the previous \$3.50 per-square-foot to a new rate of \$5-per-square foot. Gayou Management Co. of St. Louis will once again be exhibit consultant to the NAB.

The NAB's executive committee also met in Chicago last week following the convention-committee meeting and reviewed current problems such as the association's progress in dealing with CATV issues, especially long-haul microwave and copyrights. The executive committee is to meet again in New York Sept. 30 at which time it will screen architectural consultants for the panel of three that is to review the NAB's new building plans. The review was ordered by the board at its June meeting.

## Oldtimer withdraws from TV code, 'temporarily'

An old-time broadcaster has withdrawn from the TV code of the National Association of Broadcasters, but the move is only temporary and the station intends to abide by all code provisions.

The station is WRAL-TV Raleigh, N. C. The reason for its withdrawal, according to Fred Fletcher, vice president and general manager, is disagreement with one of the projects of the NAB.

Mr. Fletcher declined to identify the project, but indicated that the activity to which he objected was minor and would be straightened out with NAB officials shortly.

He noted that WRAL-TV had been monitored by a TV code team last March and had received a clean bill of health. "We intend to continue complying with the code," he said.

The Raleigh station was one of two TV stations resigning from the TV code during the period June 15 to July 15. The other withdrawal was by WLOX-TV Biloxi, Miss.

During the same period, the TV code reported one new subscriber: KPDO-TV Sayre, Okla.

And also in this period, the NAB's radio code reported that it had gained 59 subscribers and lost 24.

Additions to the radio code:

KAAA Kingman, Ariz.; KAFE Santa Fe, N. M.;

## DSA panel picked

Five prominent broadcasters were named last week to serve on the National Association of Broadcaster's Distinguished Service Award Committee. The committee selects the person to receive the NAB's highest honor, subject to confirmation by the full convention committee.

Co-chairmen of the award unit are George W. Armstrong, Storz Broadcasting, and John T. Mur-



Mr. Armstrong



Mr. Murphy

phy, Avco Broadcasting. Other members: Otto P. Brandt, King Broadcasting; Richard D. Dudley, Wisconsin Valley TV Stations; Daniel W. Kops, WAVZ New Haven, Conn. All are members of the convention committee; Messrs. Armstrong and Murphy are co-chairmen of that committee too.

KATR Eugene and KBKR Baker, both Oregon; KCCC Carlsbad, N. M.; KCLU-AM-FM Rolla, Mo.; KDOV Medford, Ore.; KERN Bakersfield, Calif.; KGAL Lebanon, Ore.; KGDN Edmonds, Wash.; KGMT Fairbury, Neb.; KHIL Wilcox, Ariz.; KKAN Phillipsburg, Kan.; KKEY Vancouver, Wash.

KLOG Kelso, Wash.; KMOP Tucson, Ariz.; KNND Cottage Grove, KOHU Hermiston and KOOS Coos Bay, all Oregon; KOYN Billings, Mont.; KPLC Lake Charles, La.; KPWB Piedmont, Mo.; KQEN Roseburg, KQIK Lakeview, KRDR Gresham and KRNR Roseburg, all Oregon; KRSC Othello, Wash.; KSPO Spokane.

KTAR Phoenix; KTTT Columbus, Neb.; KUIK Hillsboro, Ore.; KUSH Cushing, Okla.; KVAN Vancouver, Wash.; KWLG Wagoner, Okla.; KYES Roseburg, Ore.; KZUN Opportunity, Wash.; WAVP Avon Park, Fla.; WBCI-AM-FM Williamsburg, Va.; WBGS Slidell, La.; WBLF Bellefonte, Pa.; WBRJ Marietta, Ohio; WCRM Clare, Mich.; WEMP-AM-FM Milwaukee; WFMF(FM) Chicago; WGLI Babylon, N. Y.; WHYZ Greenville, S. C.; WIVY Jacksonville, Fla.; WLOP Jesup, Ga.; WMFD Willington, N. C.; WNEM-FM Bay City and WOAP-AM-FM Owosso, both Michigan; WRKT-AM-FM Cocoa, WUWU Gainesville, WXKL-FM Winter Haven, all Florida.

Withdrawals:

KACL Santa Barbara, Calif.; KALF Mesa, Ariz.; KNDC Hettinger, N. D.; KOWN Escondido, Calif.; KSNB Jamestown, N. D.; KTEO San Angelo, Tex.; WCGR Canandaigua, N. Y.; WCLG Morgantown, W. Va.; WIXY Cleveland; WJLE Smithville, and WKSJ Pulaski, Tenn.; WLBA-AM-FM Gainesville, Ga.; WLFH Little Falls, N. Y.; WMGO Canton, Miss.; WMGR Bainbridge, Ga.; WMTS-AM-FM Murfreesboro, Tenn.; WNSL-AM-FM Laurel, Miss.; WRAL-FM Raleigh, N. C.; WSGC Elberton, Ga.; WSUN St. Petersburg, Fla.; WTLO Somerset, Ky.



# 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

## Bartell Media jumps into CATV field

Bartell Media Corp., New York publisher of magazines and books and owner of three U. S. radio stations and two television stations in the Netherlands Antilles, took a big swing into CATV last week.

It signed a longterm contract with the New England Telephone & Telegraph Co. to provide CATV facilities for eight cities in Maine.

Bartell Media also announced plans to expand into CATV nationally.

CATV service in Maine will go to Waterville, Fairfield, Winslow, Rockland, Camden, Farmington, Welton and Rockport with a total potential of 15,000 homes. These systems will be operated by Bartell Telephone TV Systems, a new subsidiary. The telephone company is expected to complete construction of the 12-channel installation by December, with Bartell beginning service in early 1967.

Subscribers will be offered continuous weather reports, 24-hour national news, FM radio and local-community originations as well as TV programs from New England stations. Subsequently it is planned to bring in outside TV micro-

wave.

Commenting on the contract, Lee B. Bartell, president of Bartell Media, said it marks "an initial stage in the continuing development to bring many U. S. cities high-quality, multichannel television and to provide responsible local, community programing."

Bartell previously had filed an application to provide CATV service in Brooklyn, N. Y. This now awaits approval by the New York City board of estimate.

Bartell's broadcast properties are WADO New York, WOXY Milwaukee and KCBO San Diego, and TeleCuracao and TeleAruba, both in the Dutch West Indies.

## Financial management meeting set for Denver

A record turnout of more than 200 radio-TV financial executives is expected in Denver later this month for the annual convention of the Institute of Broadcasting Financial Management. IBFM President John C. Herklotz, controller of WGN Continental Broadcasting Co., said the Sept. 19-21 meeting at the Brown Palace hotel will include a luncheon talk by A. Bruce Matthews, financial vice president and treasurer

of the Communications Satellite Corp.

Other speakers will include C. A. Kellner of American Research Bureau; James H. Shoemaker of A. C. Nielsen Co.; Henry S. Moss and Anton S. Petran of Touche, Ross, Bailey & Smart; Albin B. Nelson of Television Bureau of Advertising, and Jay E. Butler of Arthur Young & Co.

Conference chairman is Leonard Bridge, business manager of WOOD Grand Rapids.

## Changing hands

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

■ **KFIV Modesto, Calif.:** Sold by A. J. Krisik, Theodore J. Wolf and A. Judson Sturdevant to Kilibro Broadcasting Corp. (F. Robert Fenton, president), for \$475,000. Messrs. Krisik, Wolf and Sturdevant own Key Stations Group, which include **KFAX** San Francisco, **KGMS** Sacramento, Calif., **KAGO** Klamath Falls, Ore. and **KULA** Honolulu. **KFIV**, founded in 1950, operates on 1360 kc, 5 kw day, 1 kw night. Broker: Hogan-Feldmann Inc.

■ **WSER Elkton, Md.:** Sold by Russell H. Morgan and Elwood Baumgartner to a group principally owned by Mitchell Jenkins and Roy Morgan for \$85,000. Mr. Jenkins and Roy Morgan are owners of **WILK** Wilkes-Barre, Pa. Russell Morgan owns **WTR** Westminster and **wctr** Chestertown, both Maryland. The Jenkins-Mitchell group will own 59% of **WSER**. **WSER** operates daytime only on 1550 kc with 1 kw. Broker: Chapman & Co.

## New TV stations

**KTNE-TV** (ch. 13) **Alliance** and **KPNE-TV** (ch. 9) **North Platte**, both Nebraska, both noncommercial, received program-test authority from the FCC Sept. 1. **KTNE-TV** will operate with 288 kw visual and 57.5 kw aural from an antenna 1,550 feet above average terrain, and **KPNE** with 316 kw visual and 31.6 kw aural from an antenna 1,020 feet above average terrain. Nebraska ETV Commission is permittee of both.

**WCHU(TV)** (ch. 15) **Champaign, Ill.**, plans to begin broadcasting on channel 15 some time after first of the year with completion of its new tower in late November. Station, which was on channel 33, recently was granted FCC approval to move to channel 15. New tower will be 1,335 feet above ground when completed. Announcement was coincidental with groundbreaking ceremonies for new tower. **WCHU** is licensed

## Outstanding Values in Radio-TV Properties

Daytimer in single-station market near large market. Presently profitable, but no where near potential. Owns land and building. \$60,000 down with term payout.

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**\$200,000**

FM, only opportunity in market of 500,000. Needs sales effort. Liberal terms available.

**SOUTHWEST**  
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to Plains Television Corp.

**WCES-TV (ch. 20) Wrens, Ga.**, non-commercial, plans to begin regular six-day-a-week programming today (Sept. 12), with 309 kw visual and 30.9 kw aural from an antenna 1,480 feet above average terrain. Georgia State Board of Education is permittee.

**WRLK-TV (ch. 35) Columbia, S. C.**, noncommercial, was granted program test authority from FCC Sept. 1, to operate with 513 kw visual and 102 kw aural from an antenna 1,105 feet above average terrain. South Carolina ETV Commission is permittee.

## United Utilities adding 7 more phone companies

United Utilities Corp., Kansas City, Mo., holding company for a group of independent telephone companies, is acquiring seven independent telephone companies serving 153 communities in Ohio. United also has extensive CATV holdings.

Transaction, which is scheduled to take place Jan. 1, 1967, provided stockholders approve, calls for United Utilities to issue 4,970,567 shares of common stock for the acquisition. This is equivalent to \$108.1 million, based on United Utilities' stock price of \$21.75 on the New York Stock Exchange on the date of the contract signing. United Utilities last Thursday (Sept. 8) closed at \$20.50.

The telephone companies to be acquired are Lima Telephone Co., Eastern Telephone Service Co. and Ohio Central Telephone Co., all subsidiaries of Telephone Service Co. of Ohio; Bucyrus Telephone Co., Northwest Telephone Co., Shelby Telephone Co. and Van Wert Telephone Co. The seven companies serve 245,000 customers.

With the acquisition, United Utilities will own 25 telephone companies with 1,250,000 telephone subscribers, operating in 17 states. It earned \$12,920,000 (\$1.08 a share) on revenues of \$84,300,000 in 1965.

United Utilities' CATV operations are conducted by United Television Inc., group CATV owner.

## Varied groups to attend educational-radio meet

The role of radio, especially educational radio, in a rapidly changing society will be the theme of a national conference sponsored by National Educational Radio, a division of the National Association of Educational Broadcasters, in conjunction with the

Johnson Foundation.

Jerrold Sandler, executive director of NER, hopes that the conference, "Educational Radio as a National Resource," will help to define the job to be done by educational radio and to pinpoint the best ways to do it. "Continuing growth of the noncommercial stations presents a real opportunity to those vitally concerned with the culture, education and well-being of the U.S. and its relationships overseas," Mr. Sandler noted.

The three-day meeting to be held Sept. 26-28 at Wingspread, the conference center for the Johnson Foundation in Racine, Wis., will include 50 participants representing government agencies, foundations, commercial broadcasters, university administrators, journalists, industrial executives and arts leaders. They will meet in a series of small group discussions, aimed at producing specific suggestions. Later, at a general session, action is to be taken on suggestions made during the group discussions.

Among those making major addresses are Charles A. Siepmann, chairman of the Department of Communications in Education at New York University; Robert Lewis Shayon, communications editor of *The Saturday Review*, and William G. Harley of the NAEB. In addition to these, there will be various

speakers at the group discussions.

It is expected that among the topics to be discussed will be the development of a national commission on the future of educational radio; a production center for the development of first-rate radio programs; completion of a live national educational radio network; expansion of federal support to educational radio, and closer working relationship between educational and commercial broadcasters.

## ARB lists some clients for its radio service

American Research Bureau revealed last week some of its clients who have announced they are "supporting" ARB's radio service.

Among the broadcasters who have signed one-year agreements, or who have indicated that they intend to sign agreements, are the following group owners, according to ARB:

Westinghouse Broadcasting Co., CBS, ABC, Star Stations, WGN Continental Broadcasting Co., RKO General Broadcasting Co. and Metromedia Inc.

The first radio surveys will be undertaken in October and November, with the first reports being mailed in the late part of November.

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**MIDWEST**—Daytimer with excellent frequency serving city zone population of 12,000. This profitable operation has potential of doing much better with aggressive staff. Some real estate included. Total price of \$165,000 with \$82,500 down.

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# CATV's have a bad week at FCC

## Commission's rule on distant-signal imports spells trouble for three operating systems

CATV found the going difficult at the FCC last week.

Jackson (Mich.) Cable Co. was ordered to stop importing the distant signals of stations in Detroit, Grand Rapids, Mich., and Toledo, Ohio.

Black Mountain Telecable Inc. was ordered to show cause why it should not be ordered to stop importing distant signals of Philadelphia and New York stations into six Pennsylvania communities.

And Video Service Co. was told that its grant of microwave facilities to serve a CATV in Danville, Ill., had been set aside and the application designated for hearing.

All three cases involve the commission rule requiring CATV's to obtain commission permission in hearings before relaying signals beyond their grade B contours into any of the top-100 markets.

The commission was required to do some measuring of the hair-splitting variety in reaching its decision in the case of Jackson Cable Co., which supplies signals from 12 stations (including two share-time outlets) to subscribers in the adjoining communities of Jackson and Blackman township. The communities are part of the Lansing, Mich., market, which is ranked 47th. But the CATV had some 1,500 subscribers in Jackson as of July 30, and only seven in Blackman township.

**Two Systems** ■ The commission first decided that although the communities are served by Jackson Cable from the same headend, the CATV apparatus serving each is a separate system for the purposes of the rules. Then it found that two stations, WKBD-TV (ch. 50) Detroit and WSPD-TV (ch. 13) Toledo do not put a grade B signal over either community and, therefore, may not be supplied to any of the company's subscribers.

It also found that the system may not carry WTOL-TV (ch. 11) Toledo into Blackman township. But since the station's grade B contour penetrates the southeast corner of Jackson, the signal may be relayed to subscribers in that city. Following the same standards, the commission held that the system may carry the signal of WOOD-TV (ch. 8) Grand Rapids in Blackman township but not in Jackson.

The order, as in past cease-and-desist orders affecting CATV's, provides for an automatic 14-day stay of its effectiveness to permit Jackson Cable to seek

judicial review. The order would then be stayed for another 35 days or until the court action on the request for a stay, whichever comes first.

The commission order, prepared under the direction of Commissioner Robert E. Lee, was adopted on a 3-to-1 vote, with Chairman Rosel H. Hyde and Commissioner Kenneth A. Cox joining in the majority and Commissioner Lee Loevinger dissenting. Commissioners Robert T. Bartley, James J. Wadsworth and Nicholas Johnson were absent.

**Kaiser's Position** ■ In a related development last week, Kaiser Broadcasting Corp., owner of WKBD-TV, urged the commission to grant Jackson's request for waiver of the rules to permit carriage of WKBD-TV on the Jackson company's cable. Jackson requested the waiver after it was ordered to show cause why the stop order shouldn't be issued.

Kaiser said a rigid application of the rules results in discrimination against distant UHF stations in competition with VHF stations without helping a local Jackson UHF. If competition is a threat, Kaiser said, the VHF signals constitute a more serious challenge to local stations than does WKBD-TV.

Black Mountain Telecable is faced with a show-cause order because of its carriage of signals of KYW-TV Philadelphia and WNEW-TV. WOR-TV and WPIX-TV, all New York, into Dallas borough, Dallas township, Kingston township, Lehman township, Lake township and the Harveys Lake area, all Pennsylvania. The system also faces a show-cause order in connection with its alleged refusal to notify stations within whose grade B contours its systems lie that it was beginning operations, as required by the rules.

The areas are within the grade A contours of WBRE-TV, WDAU-TV and WNEP-TV, all Scranton-Wilkes-Barre, Pa., the 70th market.

The May 16 grant of the microwave authorization to Video Service, which is using it to relay the signals of WGN-TV Chicago to Danville Community Antenna System Inc., was set aside after WCIA-TV Champaign, Ill., protested the authorization.

**For Stronger Signal** ■ The Danville CATV had been receiving WGN-TV off the air, but the signal was poor. The microwave service was requested in order to provide a stronger signal. Danville is beyond the station's grade B

contour.

At issue is whether the CATV system began supplying the WGN-TV signal to subscribers via off-the-air pickup prior to Feb. 15, the date on which the distant-signal rule became effective, whether the signal has been viewable during a substantial portion of the day, and whether the signal is, therefore, "grandfathered" on the Danville CATV system.

WCIA maintains that the signal is not generally viewable and therefore that the signal is not "grandfathered" on the system.

Danville is part of the Champaign-Danville-Decatur-Springfield market, which is ranked 73d.

## Contests seen for Hill posts

### Three eye Rogers's job, Commerce unit lead sought by Williams

Indications in Washington last week were that a heated contest may be waged over the chairmanship of the influential House Commerce Committee in the next session of Congress.

If such a struggle does develop, it would be added to the turmoil that is already expected over a successor to Representative Walter Rogers (D-Texas) as head of the key Communications and Power Subcommittee. These conflicts, if they develop, could turn the committee into a veritable battleground after the election and at the opening of 90th Congress.

Expected to make a claim for the chairmanship of the full committee is Representative John Bell Williams (D-Miss.), who would have been next in line of succession in terms of seniority when Representative Oren Harris (D-Ark.) resigned as chairman in 1965. Representative Williams, however, was censured for his support of Barry Goldwater in the last presidential campaign and was stripped of all his seniority. This enabled Representative Harley O. Staggers (D-W. Va.) to be elevated to the committee's top post.

Although Representative Williams's office would not comment on the renewed reports that he would challenge Representative Staggers for the leadership, an aide said that Representative Williams had always entertained such plans. He made a statement to the effect earlier this year.

It is felt that Representative Williams might be in a better position in the next





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You were in a riot. Right in the middle of a mob. Around you a hundred maddened voices screamed their hysteria. And beside you a quiet voice explained how it all started, where it was going, and what it meant.

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as exciting, as full of interest and as wide as the human mind. It will open your eyes, stretch your imagination, broaden your horizon. And often entertain you in the process.

It will take you behind the iron gates of our prisons to see them as they really are and ask some vital questions about our penal system. It will examine the current controversy about bigness in unionism.

And it will also take you into the world of popular contemporary music. Lightheartedly, it will explore the psyche of the woman of today. It will test your wits and your knowledge about sports, current events and science.

In short, what you will see on the CBS News hour is nothing less than the world we live in. Reflected with a perception and that quality of truth that says something significant about each thing the series looks at. Without fear or bias. With clarity and depth.

A Peabody Award citation once described it as, "Clearly television at its best."

It happens every Tuesday night at 10 o'clock.

And it happens big.



Congress to press his claim to the job since it was primarily the influx of liberal Democrats that barred him in the present session. However, a conservative backlash is considered possible in the upcoming congressional elections which could alter the composition of the committee to one more favorable to reinstating Representative Williams's seniority. There has also been some criticism of Representative Staggers's handling of several pieces of legislation—the CATV, airline strike and auto safety bills.

**Moss Next in Line** ■ The contest for the chairmanship of the Communications and Power Subcommittee, to be vacated when Representative Rogers retires from Congress, should be a three-cornered affair among Representative John Moss (D-Calif.), who is next in line of seniority on the subcommittee, and Representatives Torbert H. Macdonald (D-Mass.) and John Jarman (D-Okla.), both of whom rank ahead of Representative Moss on the full committee although they are not on the subcommittee now. All three have expressed interest in the post (BROADCASTING, Aug. 8).

Representative Moss has said he expects to get the post and is anxious to have it, but Representatives Macdonald and Jarman also have said they seek the position. If he chooses to seek the chairmanship by giving up his chairmanship of the Commerce and Finance Subcommittee, Representative Macdonald, as the next senior man on the committee, could get it.

However, Representative Jarman, is known to have active support from oil and gas industry interests for the job. The subcommittee has jurisdiction over oil and gas matters and the industry

would prefer Representative Jarman, a conservative, rather than the other two contenders who are more liberal. Some broadcasting interests would also be more inclined to back Representative Jarman than the other claimants.

The elections and the ultimate composition of the committee should be the determining factor in the outcome of these crucial contests.

## Radio-TV and the GNP

### NAB estimates media's contributions to the U.S. economy

Can the contribution of broadcasting to the gross national product be measured? And if it can, what are the figures?

The National Association of Broadcasters has told J. D. O'Connell, telecommunications adviser to the President, that it cannot be measured, but it essayed an answer to some of the questions submitted to it by Mr. O'Connell last month. They add up to a sizable sum.

Mr. O'Connell, who is also the assistant director for telecommunications, Office of Emergency Planning, had asked NAB to furnish what figures it could, without engaging in any basic research, on broadcasting's share of the GNP. He explained that if he could get an appropriation he would like to hire an outside consultant to determine the share of GNP attributable to users of the electromagnetic spectrum.

The NAB's reply, over the signature of Vincent B. Wasilewski, NAB president, stressed that the value of broadcasting was primarily intangible ("its capacity to serve the American people") and impossible to measure. It did, however, supply some figures, culled principally from the FCC, Department of Commerce, EIA, American Association of Advertising Agencies, Bureau of Advertising of the American Newspaper Publishers Association, Publishers Information and several trade magazines.

**NAB Figures** ■ In the category directly devoted to broadcasting, the NAB presented figures ranging from \$1.348 billion as the total investment in tangible broadcast property in 1964 to \$35.2 million as advertising expenditures by radio and television in newspapers and consumer magazines in 1965.

In the category of industries associated with or dependent upon broad-

casting, the estimates range from the \$280 million paid to agencies and representatives by the broadcasting industry in 1965 to the \$80 million estimated as the favorable balance of U.S. exports over imports in the international distribution of television programs.

Excerpts from the NAB letter follow: Group A (categories directly devoted to broadcasting).

**"Investment."**<sup>1</sup> The total investment in tangible broadcast property of radio, television, and educational television in 1964 was \$1.348 billion.

**"Employment."**<sup>2</sup> The average number of employes of stations and networks was 101,000 in 1964, and they received \$822 million income. In 1965, 105,000 employes received \$871 million. The national income attributed to wages, salaries and profits in broadcasting in 1964 was \$1.259 billion.<sup>3</sup>

**"Advertising."**<sup>4</sup> Total advertiser expenditures on radio and television in 1964 were \$3.135 billion and, in 1965, \$3.412 billion.

**"Repair Services."**<sup>5</sup> Radio and television repair services employed 69,277 people in 1963.

**"Repair expenditures."**<sup>2</sup> Consumer expenditures on repair of radio and television receivers were \$906 million in 1963, \$954 million in 1964 and \$1.032 billion in 1965.

**"Sales of broadcast equipment."**<sup>6</sup> In 1964 total sales of radio and TV broadcast equipment were \$168 million.

**CATV's Share** ■ **"CATV."**<sup>7</sup> Total annual investment in CATV equipment was \$62 million in 1965. CATV revenues in that year were \$126 million.

**"Receiving sets."** In 1964 manufacturers of radio and TV receivers employed 85,632 people with a payroll of \$441 million.<sup>8</sup> Factory sales of receivers in 1964 totalled \$1.750 billion and, in 1965, \$2.309 billion.<sup>8</sup>

**"Hi-fi."**<sup>8</sup> Factory sales of phonographs, Hi-fi components and tape recorders totalled \$550 million in 1964 and \$649 million in 1965. Factory sales of phonograph records and magnetic tape were \$299 million in 1964 and \$325 million in 1965. The latter industry in 1964 employed 9,853 people with a payroll of \$48 million.

**"Retail activity."**<sup>5</sup> Establishments primarily engaged in the sale of radio and television receiving equipment in 1963 totalled 10,365 with a payroll of \$128 million and 40,083 personnel.

**"Tubes."** (Figures pertain to 1964.)<sup>9</sup> The total value of shipments of electron receiving tubes in 1964 was \$280 million, produced by 21,938 employes with a payroll of \$119 million. The total value of shipments of cathode ray picture tubes was \$309 million, which were produced by 11,276 employes with a payroll of \$74 million. Transmitting and special-purpose electron tubes accounted for annual shipments of \$279



Mr. Moss



Mr. Williams



Mr. Jarman



Mr. Macdonald



## **Temporary Employee**

“What other stations have you worked for?”  
Howdy Roberts was once asked.

Howdy, with WMT since 1935, when he traded his brief teaching career for a mike, removed cigar and clarinet—he smokes both—from his mouth and asked in return, “You mean there are other stations?”

Our Mr. Roberts beats alarm clocks—you don’t have to wind him. He separates the men from the beds 7:35 to 10 a.m. daily with the “Musical Clock” program, a Happening that has been cajoling sleepy heads for the last 24 years. Besides playing records and taking Iowa’s temperature, Howdy takes ad liberties across the breakfast table from Eastern Iowa’s most sizable a.m. audience.

His remedy for chigger bites (“You take the juice from a quart of corn . . .”) and his recipe for Beef Stroganoff (“First your beef wins the blue ribbon at the Moscow State Fair . . .”) are almost as famous as his dance band, which averages 200 personal appearances a year throughout WMTland.

Audience, sponsors, and WMT swear by him. He has a 31-year hashmark and a gold clock to prove it.



### **WMT**

*Cedar Rapids  
CBS Radio for Eastern Iowa*

*Affiliated with WMT-TV;  
WMT-FM; K-WMT, Fort Dodge*

*National Representatives:  
The Katz Agency*

million, 17,000 employees and a payroll of \$120 million. The value of shipments of semi-conductors (including transistors) was \$717 million, produced by 55,426 employees with a payroll of \$328 million. (Although data were not available to apportion these production figures, it is known that the part used by broadcasting and receiving is substantial.)

**"Producers.**<sup>5</sup> Producers of live shows for radio and television in 1963 had receipts of \$102 million and employed 3,914 people with a payroll of \$36 million.

**"Entertainers.**<sup>5</sup> Radio and television entertainers (except classical) had receipts of \$81 million in 1963, and employed 8,353 people with a payroll of \$11 million.

**"Transmission facilities.** AT&T facilities used for broadcasting represent, by our estimate, an investment of approximately \$250 million. Networks and stations spent approximately \$65 million in 1965 for use of these facilities.

**"Talent management and agents.**<sup>5</sup> This category accounted for receipts of \$74 million, a payroll of \$23 million and employment of 3,800 persons.

**"Advertising expenditures by radio and television in newspapers and consumer magazines:** \$35.2 million in 1965.<sup>9, 10</sup>

**"Specialized merchandising activity.** We estimate that the total amount of specialized broadcast-generated merchandising activity (such as sales of toys and clothing to emulate characters on children's programs) is at least \$700 million per year at retail.

**"Cumulative public investment in radio and television sets:** We estimate \$25 billion.

**"Research:** We estimate that the annual expenditure for research directly related to broadcasting is in excess of \$20 million.

**"Undetermined categories.** We have not been able to assemble adequate economic data on such essential services to broadcasting as those of professionals (lawyers, engineers, accountants, brokers, etc.), trade associations, music-licensing organizations and trade publications."

Group B (industries associated with or dependent upon broadcasting):

**"Payments to agencies and representatives.**<sup>1</sup> Broadcast-industry payments to advertising agencies and representatives were \$236 million in 1963, \$263 million in 1964 and \$280 million in 1965.

**"Advertising agencies.**<sup>11</sup> In 1965 total advertising-agency receipts were \$6.46 billion, total employees and proprietors numbered 75,000, with a payroll of \$600 million.

**"Motion pictures.**<sup>5</sup> Production, distribution and services of motion pic-

tures (excluding exhibition in theaters) resulted in receipts of \$1.662 billion. Paid employees numbered 50,900 with a payroll of \$482 million.

**"Professional sports.**<sup>5</sup> In 1963 all professional sports generated receipts of \$770 million. Employees numbered 38,000 with a payroll of \$197 million. Although figures are not available for subsequent years, financial growth of this industry has been obviously phenomenal. The very existence of many teams and of some leagues depends upon broadcasting.

**"Balance of Payments.** Industry estimates indicate that there is a substantial favorable balance of U.S. exports

over imports in the international distribution of television programs—probably amounting to as much as \$80 million net per year."

<sup>1</sup>FCC financial reports—1964.  
<sup>2</sup>Department of Commerce—Survey of Current Business—July 1966.  
<sup>3</sup>Department of Commerce—Survey of Current Business—August 1965.  
<sup>4</sup>Printer's Ink—Aug. 12, 1966.  
<sup>5</sup>Department of Commerce—Census of Business, 1963.  
<sup>6</sup>Electronic Industries Association 1966 Yearbook.  
<sup>7</sup>TV and Communications, August 1966.  
<sup>8</sup>Department of Commerce—Annual Survey of Manufacturers, 1964.  
<sup>9</sup>Bureau of Advertising, American Newspaper Publishers' Association.  
<sup>10</sup>Publishers' Information Bureau.  
<sup>11</sup>Estimated by American Association of Advertising Agencies—based on Printer's Ink data.

## FCC hearing-procedure change supported BUT CBS AND BAR GROUP URGE SOME MODIFICATIONS

A proposed FCC rulemaking, which would incorporate into commission rules a modified version of the rules of discovery now employed in all federal courts, received reserved approval last week in comments filed by two interested parties.

CBS and the Federal Communications Bar Association both expressed general agreement with the objectives of the FCC's proposal but also suggested that certain aspects of the rulemaking undergo further consideration and modification before adoption.

The commission issued notice of its rulemaking proposal, which is designed to shorten hearings and prevent opposing sides from springing surprises, in February (BROADCASTING, Feb. 28). If adopted, the rules would permit opposing lawyers in all adjudicatory proceedings to question each other's witnesses and use other means to learn about the other side's case before hearings. The information would not ordinarily be admissible in the hearing, but it would enable the lawyers to prepare their cases and protect themselves against surprise disclosures.

**Formulate Rules** ■ The FCBA urged that the commission appoint a joint committee of FCC and FCBA representatives that would formulate a set of rules best suited to the interests of the commission and the public. The association stated that because the discovery proposals are "radical departures from present FCC rules of practice," they should be clarified and modified to a great extent before adoption.

Specifically the FCBA asked that certain adjudicatory proceedings, such as comparative hearings, be exempted from the discovery procedures. The commission's proposal, according to the association, would make discovery available "in any adjudicatory proceeding which

has been designated for hearing." The FCBA also suggested that the FCC establish general standards regarding the application of the discovery rules that would prevent delay, harassment and abuse of the hearing process.

CBS suggested that an addition of five days to all time limitations in the proposed rules would be helpful. The network, noting that the parties in almost all the adjudicatory cases are located outside Washington, stated that such time extensions "should not create an unreasonable delay and may well reduce technical defaults, remedial motions and protective orders for additional time."

**No Limit** ■ CBS also asked that no limitation be placed on the extent that commission representatives could be questioned by outside parties. The proposed rules, according to the network, provide that "commission personnel may be questioned on oral deposition as to matters within their direct personal knowledge only." This procedure is not within the "spirit" of pretrial actions and "would force an adverse party to rely on written interrogations or to call staff member after staff member to secure the required information or to piece together all aspects of certain facts." CBS said.

The deadline for comments on the discovery rulemaking was last Tuesday (Sept. 6).

## WHAS-FM makes debut with classical music

WHAS-FM, adjunct of the 44-year old WHAS and WHAS-TV Louisville, went on the air last Wednesday (Sept. 7). Owned by the *Louisville Courier-Journal* and *Times*, WHAS-FM programs predomi-



# Who busted the numbers game wide open in the advertising/marketing field?



A top executive you probably know says we did. "We" are The Printers' Ink Network of Magazines. And the top executive's company—a major medium—is currently one of our biggest advertisers.

All we did was to revolutionize the method of reaching the Advertising Market. We melded three advertising/marketing magazines to complete the Printers' Ink Network—the first and only magazine network able to deliver

83,500 **unduplicated** advertising/marketing decision makers.

Put that into your computer . . . or at least your media-data file.

Now, you can reach much more of your market than any single publication in the field can offer you, much more efficiently than any other combination can.

If you're growing a little tired of being on the short

end of the numbers game—or a little dizzy from piling numbers atop numbers with a high incidence of duplication, triplication or whatever—call your account executive at The Printers' Ink Network of Magazines.

He has "a system" to help you win the numbers game. You'll find **his number** in the New York, Chicago, Los Angeles, San Francisco, Miami Beach, London and Tokyo telephone books.

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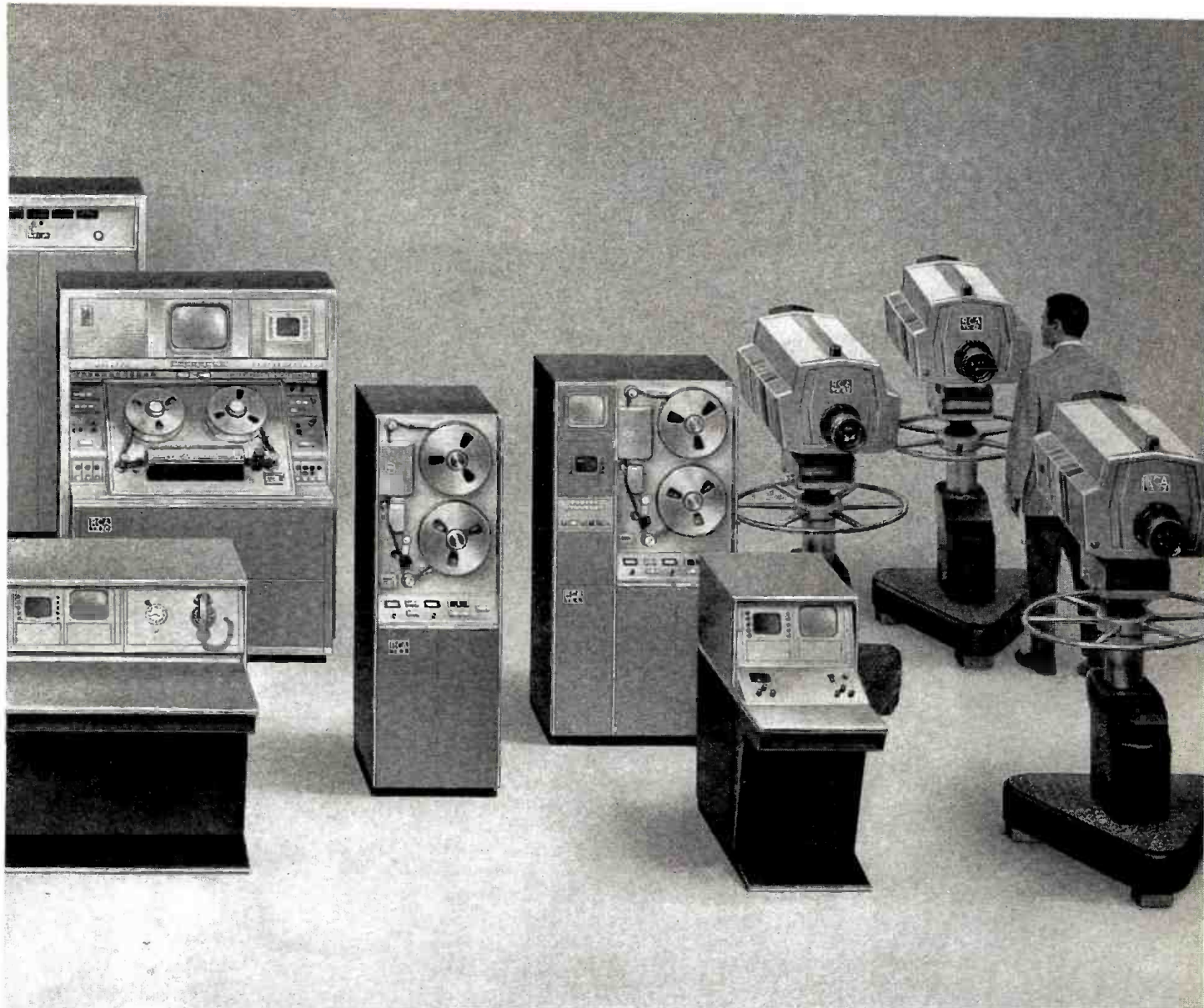
TV TAPE EQUIPMENT

TRANSMITTERS

# RCA...the

*"MATCHING" MEANS A BETTER INVESTMENT*





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# 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  
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Broadcast Television Equipment,  
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**The Most Trusted Name in Television**

nantly classical music in multiplex stereo completely separate from WHAS.

The start of WHAS-FM was heralded by an extensive promotion campaign that included billboards, local AM and FM spots, newspaper ads, posters and special mailings to local and national advertisers and community leaders. A monthly FM program guide is being offered to subscribers for \$2 a year.

Brench Boden is the program director for the new station which operates on 97.5 mc with 100 kw. It is represented nationally by Henry I. Christal Co.

## FCC sends three to the woodshed

The FCC meted out penalties in varying forms to three broadcasters last week.

WCHS Charleston, W. Va., licensed to WCHS-AM-TV Corp., was granted a one-year license renewal for a term expiring on Oct. 1, 1967. In a letter to WCHS last July the commission had reprimanded the station for its handling of the promotion of a "Lucky Bucks" contest last year (BROADCASTING, July 18).

The commission also decided last week to designate for hearing Arthur P. Williams's application for renewal of the license of KLVV Las Vegas. The Broadcast Bureau was directed to serve a bill of particulars on Mr. Williams.

Issues in the case include apparent misrepresentations, unauthorized assignment of license, inaccurate logging, and broadcast of lottery information. The commission said that the hearing would also cover Mr. Williams's answer to a notice of apparent liability for \$1,500, which he eventually paid.

George T. Herrreich, permittee of KAIT-TV Jonesboro, Ark., was ordered by the FCC to pay a \$1,000 fine for rebroadcasting programs from other stations without their authorization and for "numerous" violations of the logging rules. The commission said that coverage of certain news events, such as the 1965 Los Angeles riots and two of last year's Gemini launches, was rebroadcast by KAIT-TV without obtaining permission from the originating stations. On several occasions the station also broadcast unauthorized excerpts from the Huntley-Brinkley program as part of its newscasts, the FCC said.

## Dates extended for satellite comments

Faced with a major policy decision the FCC last week asked for another round of comments on the idea of a domestic, privately owned satellite-communications system.

The commission stated that comments already received in the inquiry have

raised "novel concepts and proposals with respect to domestic common carrier service via satellites." It is therefore practical, the FCC said, to extend the date for reply comments in the proceeding from Oct. 1 to Nov. 30.

Further comments on the material received by Nov. 30 would also be helpful in the inquiry, the commission said. Dec. 30 was therefore set as the date by which all such additional comments are to be submitted.

The first call for help in answering the space-age questions involved in private domestic satellite ownership was uttered by the FCC last March (BROADCASTING, March 7). Since then most of the interested parties have agreed that a domestic space system is feasible and legal. The major disagreements have swirled around the question of who should own the system—carriers, including the Communications Satellite Corp., or other noncarrier entities.

The Ford Foundation suggested that a nonprofit corporation operate a domestic satellite system to serve the TV networks and use the profits to support educational television (BROADCASTING, Aug. 1).

## Rural translators okayed for 3 Salt Lake City TV's

Three Utah broadcasters received FCC approval last week to build 100-w UHF translator stations in their state. The permittees, Screen Gems Broadcasting of Utah, KUTV Inc. and KSL Inc., licensees respectively of KCPX-TV, KUTV (TV) and KSL-TV, all Salt Lake City, will use the new translators to rebroadcast their programs to rural areas in Utah.

Each of the grantees will construct translators at Milford, Levan and Helper. Facilities at Milford will serve rural Beaver county, Hamilton Fort and Newcastle. Translators at Levan will serve rural Sanpete county, Aurora and rural Juab county; and the Helper complex will rebroadcast signals to rural Duchesne county and Spring Glen.

The FCC granted the permittees' requests for rule waivers so that the stations will be able to use multiple output antennas and channels not authorized for translators.

## Joins NBC

WAEQ-TV Rhineland, Wis., will join NBC-TV as a full-time affiliate on Oct. 1. The station operates on channel 12 with 316 kw visual power. It is owned and operated by Northland Television Inc., of which Alvin E. O'Konski is president.



Miss Nebraskaland, Pat Knipplemeyer, concocts a bottle of "Nebraska Champagne" for the dedication of a 1,500-foot tower for KOLN-TV Lincoln and KGIN-TV Grand Island, both Nebraska. Water was collected from 10 lakes in the channel 10 and 11 area and the mixture was dropped against the structure by John Banner (Sergeant Schultz), co-star of 'Hogan's Heroes,' on hand for the ceremony. A. James Ebel, vice president and general manager of the John E. Fetzer stations, presided.





**8** reasons why we call new  
 "Scotch" Video Tape No. 399

**color  
 tape  
 plus!**



**1. Livelier, truer colors:** Colors appear brighter, clearer, life-like. Permits crisp picture definition. People, products have new realism. Foods look more appetizing. Perfect pictures from every station.

**2. Stronger black & whites:** Compatible high fidelity resolution with startling presence. Minimal background interference or blur. It's a picture that's truly *alive!*



**3. Longer life:** Capable of 2,000 machine passes. Proportionate increase in on-the-air replay capability. Almost impossible to wear out. Virtually unlimited shelf life.

**4. Improved sound:** Dynamic range is substantially improved across the sound spectrum. Living sound to match the picture!

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**6. Perfect copies:** Create up to 4th generation duplicates that the television viewer cannot distinguish from the original master tape.

**7. Total versatility:** Completely compatible with all stations' equipment . . . both high-band and low-band recording. Recorders need no special adjustment or set-ups.

**8. Field proven:** Thoroughly tested and proven in actual broadcasting use by networks, local television stations and production studios.



**Scotch Video Tape No. 399**  
 opens a new dimension in video quality. Delivers the believability and presence of live broadcast with the advantage of instant playback. Provides "see it now" control of program content.

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**Magnetic Products Division** 

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## When to cover?

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

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



## New highs in sales, net posted by Teleprompter

Teleprompter Corp., major CATV operator, recorded new highs in earnings and revenues for the first half of 1966.

Teleprompter is currently associated with Hughes Aircraft Co. in a CATV operation in New York City and is also an applicant with Hughes for three CATV franchises in Los Angeles. If the Los Angeles franchises are received, both companies will have a 50% interest in the operation through a third company, Theta Communications of California (BROADCASTING, Aug. 22). Teleprompter also has a 20% interest in Theta Communications Corp. (Theta-Com), another jointly owned company, formed to develop and market electronic communications products and systems. For the six months period ended June 30:

	1966	1965
Earnings per share	\$0.76	\$0.25
Revenues	3,349,877	2,602,356
Net earnings	626,336	182,380
Average shares outstanding	822,618	744,300

## Airmedia files stock issue plan with SEC

Airmedia Inc., Cullman, Ala., has filed with the Securities and Exchange Commission seeking approval of a \$1.5-million stock issue to be used to acquire new radio, television and CATV properties.

The company is offering 300,000 shares of its class A common stock at \$5 a share through Rentz & Co., Birmingham, Ala.

Airmedia, which hopes to become a group broadcast owner, presently owns WKUL Cullman, Ala. Initially, the company will seek AM broadcast facilities in the East, Midwest and South. The firm has already engaged in preliminary negotiations for properties in Nashville; Long Island, N. Y.; Western Pennsylvania, and Birmingham, Ala.

## FCC CATV order blamed for Ameco's smaller net

Bruce Merrill, president of Ameco Inc., Phoenix, commenting on his firm's decline in earnings for fiscal 1966, said that the FCC's Second Report and Order on CATV deferred about \$5 million in Ameco work either

in progress or ready to begin. He said an unprofitable venture in subcontracting on a National Aeronautics and Space Administration contract and high beginning costs for Ameco subsidiary operations also affected profits.

He said, however, that the subsidiaries—a cable manufacturing facility, a pole-line construction company and a financing organization—should show profits in fiscal 1967.

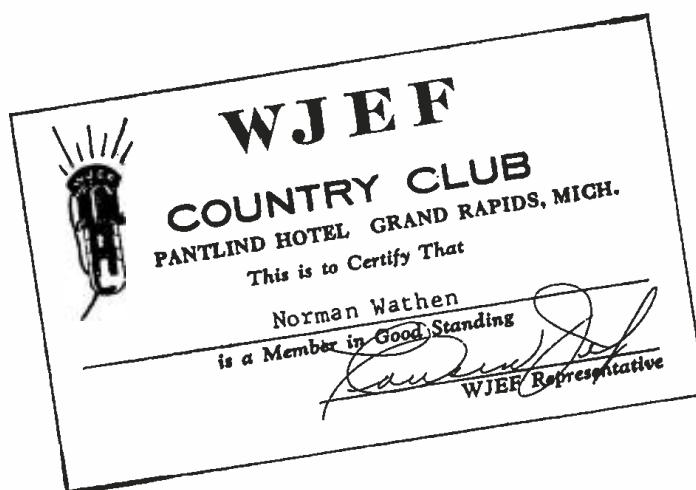
Mr. Merrill pointed out that Ameco's earnings were particularly affected by

losses in the third and fourth quarters.

The firm's backlog of orders and contracts at the end of the fiscal year was at a record high, according to Mr. Merrill. The backlog of regular business exceeded \$8 million, plus the \$5 million of work delayed by the FCC action, he said.

For the fiscal year ended June 30:

	1966	1965
Earnings per share	\$0.23	\$1.04
Net sales	11,904,394	9,945,697
Net income	276,970	1,036,478
Shares outstanding	1,200,000	1,000,000



## Now, over 10,000 Country Clubbers have gotten into the act

Over 10,000 people in Western Michigan have joined the fastest-growing, most inclusive Country Club we know anything about.

The membership card is just the beginning. Listeners take part in WJEF contests and games by the thousands. We keep the ball rolling with valuable prizes, gifts, and all the trimmings.

With all this involvement, small wonder we get loyal listening by these hard-working, hard-earning men and women. Their spending makes Grand Rapids the top market in Western Michigan—and they get lots of their spending ideas from WJEF.

Skeptical? Ask Avery-Knodel — and get into the WJEF selling act yourself.

**The Felzye Station**  
 1930  
 1930-1931: GRAND RAPIDS, MICH.  
 1931-1932: GRAND RAPIDS, MICH.  
 1932-1933: GRAND RAPIDS, MICH.  
 1933-1934: GRAND RAPIDS, MICH.  
 1934-1935: GRAND RAPIDS, MICH.  
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 1975-1976: GRAND RAPIDS, MICH.  
 1976-1977: GRAND RAPIDS, MICH.  
 1977-1978: GRAND RAPIDS, MICH.  
 1978-1979: GRAND RAPIDS, MICH.  
 1979-1980: GRAND RAPIDS, MICH.

# WJEF

CBS RADIO FOR GRAND RAPIDS AND KENT COUNTY  
 Avery-Knodel, Inc., Exclusive National Representatives

## Field dips deeper into programs

Purchases all the syndication properties of Cardinal;

Simmel to handle new distribution operation in Hollywood

The barely one-year-old Field Communications Corp., already established in UHF broadcasting with operation of WFLD-TV Chicago, has moved into the television distribution field in a major way by purchasing for cash all of the syndicated properties of Cardinal Programs Inc., Los Angeles. The acquisition involves eight different color film series, comprised of more than 320 different programs—most of the travel-adventure variety—of varying lengths. Field is setting up a separate syndication department in Hollywood, under the general management of former Cardinal Programs Executive Vice President Edward Simmel, to handle this new distribution operation. In addition, the UHF broadcaster has acquired distribution rights to special spot announcements developed for utility advertisers by the Blu Ja Co., Denver. Formal announcement of these moves is expected by mid-September (CLOSED CIRCUIT, Sept. 5).

In the overall package of syndicated material purchased from Cardinal by Field are 26 half hours of *Adventure Calls*, 26 half hours of *Faces and Places*, 20 half hours and an hour special of *Quest for Adventure*, 13 quarter hours of *Ghost Towns of the West*, 18 quarter hours of *Stories of Yesterday's World*, 65 five-minute programs of *Explore the World*, 130 five-minute programs of *Nature's Window* and a one-hour special, *Philippine Adventure*, starring Andy Devine. Part of the deal also was a one-hour black-and-white special, *Hollywood Without Makeup*, produced by Ken Murray, and 26 half-hour color films of *Hawaii Calls*. The last-named previously was one-third owned by Field Communications.

This is not the first TV syndication venture by Field Communications, a wholly owned subsidiary of Field Enterprises Inc., publisher of the *Chicago Sun-Times*, the *Chicago Daily News* and two suburban Chicago newspapers. The

broadcasting corporation's own syndication library includes a half-hour color travel series called *World Adventure*. *The Bill Veeck Show*, a half-hour, daily discussion program and *Conversations with Alvarez*, a half-hour medical discussion program.

Currently ready for syndication are *A War with Many Faces*, a documentary on the Vietnam conflict; three outdoor cooking shows and *The Near West Side Story*, a 90-minute documentary on teen-age gang problems, produced by the WFLD news department. Now in production for near future distribution are *Time for Children with Miss Frances*, a series for children featuring Dr. Frances Horwich; a series concerning billiard expert "Minnesota Fats" and a series being created by Burr Tillstrom of *Kukla, Fran and Ollie* fame.

According to Sterling C. (Red) Quinlan, president of Field Communications and WFLD, the company's full-bodied jump into TV syndication came a year sooner than anticipated. He indicates that Field intends to become "a major supplier of adventure in color" and hopes to "increase our library many times over."

Mr. Simmel's headquarters will be at 9229 Sunset Boulevard in Hollywood. Armin Furch, named assistant general manager of the new syndication wing, will operate out of Chicago from the executive offices of Field Communications in the Marina City complex.

## Salinger suggests national news clearance plan

Pierre Salinger, White House news secretary under two Presidents, last week proposed a two-pronged attack on the journalistic dilemma of the cold war age: how to reconcile a free press and the needs of national security.

First, Mr. Salinger repeated a proposal first advanced in 1961 by the late President Kennedy: that one man, with access to all information, classified or not, available to the government, be named to represent all news media in Washington. When questions of national security arise, any news editor could query him for advice on whether or not to run a story or how to handle it. His recommendation would not be binding; an editor could accept or reject it.

Second, the former news secretary to President Kennedy and, for several months, to President Johnson, proposed that the President appoint a blue-ribbon commission to look into the problem of news freedom and

security. The commission would be composed of "distinguished representatives" of the news media, government servants who have some experience in news-government relationship, and others representing neither the news media nor the government.

"The central issue involving the press and the government," Mr. Salinger said in a speech to the National Press Club in Washington, "is the relationship between these two great institutions in a rapidly changing world."

The vital question, he added, is: "how the press, with its great freedoms embodied in the American Constitution can operate as freely as possible in a democratic society locked in struggle with some of the greatest secret societies of all time."

Mr. Salinger, who served as interim senator from California until he was defeated by Senator George Murphy (R-Calif.) in the 1964 elections, is author of *With Kennedy*, published last week (see opposite page).

## No hanky panky for Sheppard retrial

"I intend to run a taut ship," an Ohio judge who will preside at the retrial of Dr. Samuel H. Sheppard accused of murdering his first wife, told newsmen last week.

The judge is Roy F. McMahon, Cuyahoga county common pleas judge. He outlined stringent rules for news coverage of the trial that bars TV and broadcast equipment from the courtroom itself as well as two floors of the courthouse. TV cameras and microphones will be permitted, it's understood, outside the courthouse and on the main, street floor.

Under Judge McMahon's rules, entered in the court's records, all of the 35 seats in the 20-by-40-foot courtroom would be distributed on a "first come, first served basis." There will be no special seating arrangements for newsmen, he stressed, no standing room, and no reservations when a newsmen leaves the courtroom to meet his deadlines. Any deviation, he said, would put news-



men in jeopardy of being found in contempt of court.

The 1954 conviction of Dr. Sheppard for the slaying of his first wife was overturned by the U. S. Supreme Court last June (BROADCASTING, June 13). The court held that the Cleveland osteopath failed to receive a fair trial in the light of newspaper and broadcast coverage of his arrest and trial. It ordered that he be given a speedy trial or be set free.

## Goldman eyes bigger movie market on TV

In the belief that there soon will be as many as seven nights of movies on the networks in prime time, Harold Goldman Associates, Los Angeles-based feature filmmaker, has doubled its production schedule for the next year. Starting this month, the production company will film at least one new movie each month. All of the new films will be made, it was revealed, with the focus firmly on future TV network presentation.

The company plans to turn out its motion pictures for less money than major studios are accustomed to spend. They will be released theatrically during the so-called "soft" season, when the competition from major productions will be less evident. After 12 to 18 months of theatrical runs, Goldman Associates hopes to make its pictures available to television.

New movies already being offered to the networks are the recently completed "The Destroyers," starring Richard Egan, and "Run Like a Thief," with Keenan Wynn. Two other films are being readied for production.

## Seminar scheduled for program executives

TV Stations Inc. will hold a management-programming seminar for TV station executives at the New York Hilton hotel, Oct. 10-12.

Herb Jacobs, president of TVSI, a program consultant and market analysis firm for more than 100 stations, said the conference will center around the theme: "What makes a station a success and what it must do to achieve it."

Approximately 175 TV station officials are expected to attend the three-day session, according to Mr. Jacobs. Subjects to be explored include news, agency-client relations, future programming supply and trends, the station image and local origination.

## Salinger's book tells TV tales

Debates won Presidency, JFK believed; but TV put Pierre back in long pants

The dramatic television debates between John F. Kennedy and Richard Nixon in the 1960 presidential campaign have generally been regarded as the turning point in the contest for votes and soon after the election, the President himself credited television with the decisive role, according to the latest in the recent series of books written by members of his staff.

Watching a replay of one of the debates one night after the victory, President Kennedy reflected: "We wouldn't have had a prayer without that gadget." Pierre Salinger, White House news secretary during the Kennedy years, writes in his book, "With Kennedy," published last week by Doubleday.

Mr. Salinger himself says that without television John Kennedy would not have won the election and adds that the debates certainly were the turning point.



Mr. Salinger  
TV elected a President

"He came across on TV as a mature, knowledgeable, attractive man," Mr. Salinger continues. "Nixon came across with all the sincerity of an actor reading a toothpaste commercial."

He also reports that when then-Senator Kennedy received the first offer to debate Vice President Nixon from NBC, he accepted it on the spot. He adds that he feels the American people made up their minds on the basis of the first televised encounter and merely reinforced their views by watching the other three.

**Used Television** ■ With this first success with the electronic medium behind him the President later sought to expand this means of communications and used it even as an instrument of policy during the threat of nuclear war, Mr. Salinger writes. He was also the first President to permit the use of live television during his regular news conferences, on the advice of his news aide.

In one of many references to broadcasting made by Mr. Salinger in the course of his book, which is largely devoted to his role as the President's spokesman, he reveals the vehement opposition by the newspaper and magazine reporters to this suggestion and even the doubts harbored by his staff. The fear of overexposure worried the President, while the strongest argument against the proposal was the possibility of a slip of the tongue leading to a diplomatic disaster.

Mr. Salinger also recounts the steps taken during the Cuban missile crisis to get the assistance of commercial radio stations on the eastern seaboard to turn over their facilities for Spanish broadcasts aimed at Cuba in support of our actions. He reports that former FCC Chairman Newton N. Minow acted as a go-between in this effort and he also tells of the preparations and secrecy that surrounded those fateful events and the President's television appearance to inform the public of the situation. Mr. Salinger praises the 10 stations for their instant cooperation and says that one of the things the President did that night was to send each of the radio station owners a telegram of thanks.

**Debate with K Sought** ■ He also relates his personal efforts in trying to arrange televised exchange of views between President Kennedy and Russian Premier Nikita Khrushchev. The arrangements for the debates, which would have been televised in both countries, had been painstakingly worked out to the point where the scripts were being prepared for the statements during the first of the debates. The project was doomed, however, when the two countries reached a diplomatic crisis over the resumption of nuclear testing.

Included in his recall of his relations as news secretary with many well-known newspaper and TV reporters are run-

ning accounts of his encounters with Bill Lawrence, now White House correspondent for ABC-TV. Mr. Salinger took fiendish delight, he writes, in needing Mr. Lawrence about how he got his job. The two had clashed heatedly and repeatedly over the subject of the televised presidential news conferences, with Mr. Lawrence, then a correspondent for the *New York Times*, criticizing the practice. One day in 1961, Mr. Lawrence came to the White House fuming because his paper was not sending him to report on a presidential trip to Europe, and adding that if he had a good job offer that day he would quit. Mr. Salinger says that he knew ABC-TV's news chief James Hagerty, White House news secretary under President Eisenhower, was anxious to lure Mr. Lawrence to ABC. Mr. Salinger called Mr. Hagerty to tell him the stars were right for such a move that day—and they were. Thereafter, Mr. Salinger applied the needle to Mr. Lawrence of ABC-TV who had once devoutly argued that cameras had no place in a presidential news conference.

Mr. Salinger, in his book, not only tells stories on other persons and recounts inside information behind some of the key decisions of our times, but he tells stories on himself. He tells that he had been accustomed to dressing casually in Bermuda shorts in Florida

when the Kennedy party went there for a rest after the election. However, he says this practice was put to an end by President-elect Kennedy, who after the Nixon debates had learned the value of a good appearance on the TV screen. "Get back into long pants, you haven't got the legs for shorts," he told his robust news secretary one day after seeing him on television wearing shorts.

## Backdoor way to pay TV?

**Broadcasters rise against Dallas plan to microwave programs to CATV systems**

A Dallas company's proposal to use microwave facilities to feed nonbroadcast programming to CATV systems has produced a spate of opposition from broadcasters who raise the spectre of pay television and warn of the development of a "hybrid CATV-pay-TV" monster.

The National Association of Broad-

casters, the Association of Maximum Service Telecasters, the Texas Television Broadcasters Association, and owners of eight Texas television stations urged the FCC to deny the applications filed by Dal-Worth Microwave Inc.—or at least designate them for hearing. Two other Texas stations filed oppositions earlier (BROADCASTING, Sept. 5).

Dal-Worth proposes to provide three channels of nonbroadcast service, from an unidentified source in the Dallas area, to five common carriers for relay to their CATV customers. In addition, three CATV systems are said to have agreed to take the Dal-Worth programming service.

The opponents charge that the proposal constitutes a plan for pay television based on CATV program originations. And they say such a plan should not be authorized before decisions are made on fundamental policy questions concerning pay television.

"The fact that the CATV system in retransmitting . . . material to its subscribers may make a monthly charge rather than a per-program charge does not alter the pay-TV aspects in the least," NAB said.

**Decisions Pending** ■ The commission is currently considering in a rulemaking proceeding whether to establish pay television as a regular service. In addition, Congress is considering FCC-recommended legislation that would prohibit CATV's from originating programming except in categories specified by the commission and for which no extra charges would be made.

TTBA, which represents 23 stations, said that in asserting jurisdiction over all CATV's and adopting rules for regulating them, the commission had in effect imposed a freeze on authorizations for CATV program originations pending the completion of "appropriate proceedings." TTBA said that it's clear the commission didn't consider determinations on individual applications, such as Dal-Worth's, to be "appropriate proceedings."

AMST said the applications should be denied as contrary to the public interest. It said the Dal-Worth proposal would produce the "truly hybrid pay-TV" operation that the commission, in the order adopting its CATV rules, said would constitute unfair competition for TV stations. In its order, the commission said that it would be unfair for a system to use broadcasting signals as the basis for a pay-TV system that could adversely affect, and perhaps supplement, the broadcasting industry.

**Basic Change** ■ AMST also said the proposal would constitute a "radical departure" in principle from the national television policy and "a massive threat to the free broadcast television service of a large geographical area." AMST said the Dal-Worth applications contain



"Styles Are Changing Out Michigan Way!"



"Yeah, I Just Found Out"

**Now Ask Your MEEKER MAN About The BIG CHANGE In Flint, Michigan's NO. 2 Market. He'll Show You Who's NO. 1**



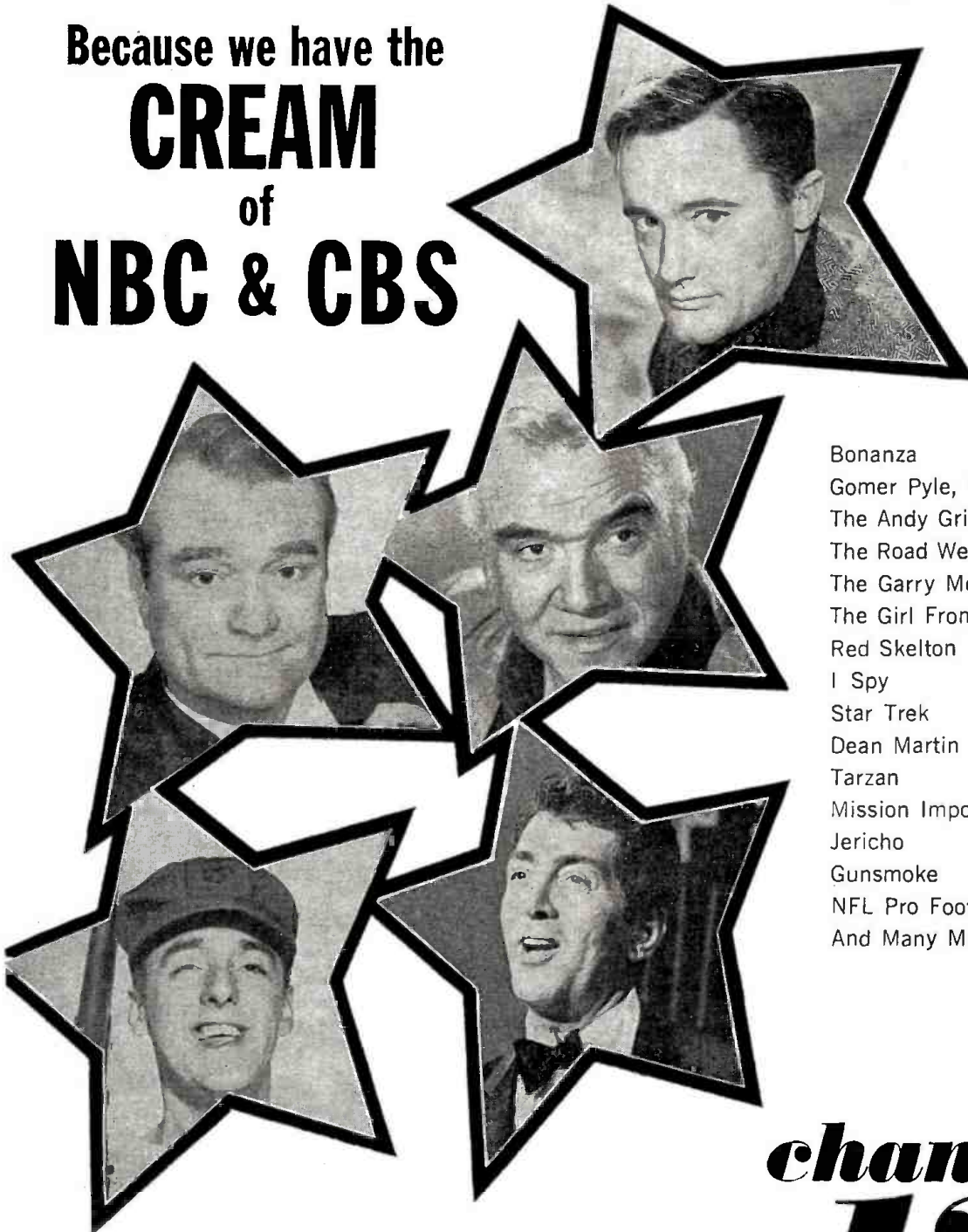
**"Country Music Capital of the North"**

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# WHY DOES ONE STATION HAVE SO MANY GREAT SHOWS?

Because we have the  
**CREAM**  
of  
**NBC & CBS**



Bonanza  
Gomer Pyle, U. S. M. C.  
The Andy Griffith Show  
The Road West  
The Garry Moore Show  
The Girl From U.N.C.L.E.  
Red Skelton  
I Spy  
Star Trek  
Dean Martin  
Tarzan  
Mission Impossible  
Jericho  
Gunsmoke  
NFL Pro Football  
And Many More—

## WHERE THE COLOR IS

NBC Color/CBS Color/Color Film/Color Tape/Color Slides/  
Local Live Color On The Way.



**WAPI-TV BIRMINGHAM, ALABAMA**  
Represented nationally by Harrington, Righter, and  
Parsons, Inc.



*channel*  
**13**  
*wapi-tv*

## WTOP-TV salutes the arts in four-night festival

It wasn't entirely a week of sneak previews and ballyhoo for the new network TV season. In Washington, WTOP-TV cut away from its CBS programming for four consecutive nights of locally produced programs featuring performing arts groups based in the area.

Civic leaders kept the atmosphere for the arts lively. President and Mrs. Lyndon Johnson held a reception Wednesday night (Sept. 7) for 13 American winners of the Tchaikovsky International Music Festival in Moscow. The guest list for the White House event read like a veritable Who's Who of the arts. The WTOP-TV special that evening offered the National Symphony, with Andre Watts as soloist. Among those invited to the White House were Dr. Howard Mitchell, director of the National Symphony; Mr. Watts; WTOP-TV executive Roy Meachum, who was host for intermission interviews on all four WTOP-TV specials; and Post-Newsweek President John Hayes, recently chosen by President Johnson to be U. S. ambassador to Switzerland.

Three of the four members of the WTOP-TV group found themselves at the White House twice. A television set had been placed in the White House library, tuned, for the convenience of guests, to the pretaped WTOP-TV symphony program.

The four-day series, *Pageant of Performing Arts*, opened Tuesday (Sept. 6) with the National Ballet production of "Swan Lake" and "Con Amorc." The next evening's symphony program offered music by Mahler, von Weber and Rachmaninoff. The third night's program was a performance of Mozart's "The Magic Flute" by Washington's Opera Society. The final show explored the jazz scene in the capital city, with Charlie Byrd, classical and jazz guitarist.

**Festival's Cost** ■ Total tab for the station for the effort was put by Mr. Meachum at \$50,000, counting production costs and forfeited advertising revenues. The programs were offered without commercials. But audience reaction was favorable and seemed to reach all segments of the population, he reported. During the ballet on the first night the station

received 60 calls from viewers expressing thanks; the following days' mail brought a volume response.

The station counts not only viewer goodwill and a sense of community accomplishment for its investment, but also a considerable gain in production expertise. Since WTOP-TV is a key network affiliate, station gear and procedures were organized around a heavy standing news operation schedule.

Jim Silman, who supervised the *Pageant*; Michael Hardgrove, producer; and Duke Struck, director, had to borrow equipment and time for what soon became clear was a very ambitious project. An early effort to tape one of Mr. Meachum's intermission inserts resulted in one-and-one-half minutes of material after six hours of effort.

But conquering the problems gave the station staff new confidence, reports Mr. Meachum. The station now hopes to do a subsequent special featuring a complete stage play as performed by a local repertory theater group, and other ideas are now in the talking stage.

the potential for a system extending west to California and northwest to Oregon.

Dal-Worth proposes serving connecting carriers at Chalk Mountain, Aledo, Walnut Springs, College Mound, and Wiggins, all Texas. The three CATV's it says have agreed to take the service are in Brownwood, Killeen and Tyler.

KRLD-TV Dallas-Fort Worth, whose service area includes Brownwood, Killeen and Tyler, said it will suffer serious economic injury if the applications are granted. It noted that the programming Dal-Worth plans to deliver on two of the three channels—movies and news and sports "consistently lead the ratings race." The third channel will be used for educational material.

John B. Walton Jr., licensee of three stations and permittee of a fourth, said the "hybrid parasitic form" of system proposed by Dal-Worth raises "unique" problems that the commission has never considered. He urged the FCC to set the applications aside pending a resolution of policy questions concerning pay-TV and CATV program originations. Mr. Walton is licensee of KVKM-TV Monahans, KVH(TV) Amarillo, KELP-TV El Paso and permittee of KJJJ-TV Lubbock, all Texas.

KFDX-TV Wichita Falls, KPRC-TV Houston, and KABC-TV San Angelo, all Texas, said that in view of the policy

questions with which the commission and Congress are wrestling, the Dal-Worth application is premature. They said the commission shouldn't act until the basic policy questions concerning pay TV and CATV are settled, in any event, not until Congress acts on the pending CATV bill. That measure, although approved by the House Commerce Committee, appears dead for this session of Congress.

## Pro football fumbles on Capitol Hill

When the first leaves tumble from the trees and the summer's heat subsides, men turn to thoughts of football and congressmen proved they were no exception last week.

Most of the attention that the fall pastime got from Congress, however, turned out to be as pleasant as a 15-yard penalty. The sport was rebuked for broadcasting games on Friday night that some legislators thought might interfere with attendance at high-school games and bills were proposed to forbid the practice. Another rebuff came when National Football League Commissioner Pete Rozelle failed to get

support for legislation to give the proposed NFL-American Football League merger immunity from the antitrust laws, thus throwing the entire merger in danger, according to Mr. Rozelle.

Representatives James C. Corman (D-Calif.) and W. J. Bryan Dorn (D-S. C.) both introduced legislation that would ban Friday-night broadcasts of professional football games for fear it would reduce interest in high-school competition and thereby threaten physical-fitness efforts. They joined Representative George W. Grider (D-Tenn.), who earlier had spoken out against the Friday-night broadcasts (BROADCASTING, Sept. 5) and urged Representative Emanuel Celler (D-N. Y.), chairman of the House Judiciary Committee to hold a hearing on legislation that would among other things ban such broadcasts.

**Celler Veto** ■ Representative Celler, who reportedly rejected Mr. Rozelle's appeal for immunity for the merger, said he would not consider the exemption on the pending bills that would give professional sports such exemptions as well as banning the Friday-night telecasts. Representative Celler has long been a critic of the immunity enjoyed by professional baseball. He advised Mr. Rozelle, however, to go ahead with the proposed merger, which would be launched with a champion-



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Save money! Save trouble! Ship C.O.D., Collect, Prepaid, or open a Greyhound Package Express Charge Account. For information on service, rates and routes, call Greyhound, or write: Greyhound Package Express, Dept. 8-J, 140 S. Dearborn St., Chicago: Ill. 60603.

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For Example	Buses Daily	Running Time	20 lbs.	30 lbs.	40 lbs.*
CHICAGO—MILWAUKEE	20	1 hr. 50 mins.	\$1.35	\$1.55	\$1.80
ATLANTA—BIRMINGHAM	11	3 hrs. 30 mins.	1.85	2.10	2.45
CLEVELAND—COLUMBUS	10	2 hrs. 55 mins.	1.80	2.05	2.40
SEATTLE—PORTLAND	19	3 hrs. 35 mins.	1.70	2.00	2.25

\*Other low rates up to 100 lbs. Lot shipments, too.



One of a series of messages depicting another growing service of The Greyhound Corporation.

ship game next January. He said that neither he nor the Justice Department were seeking to block the merger.

But Mr. Rozelle said the leagues would have to re-evaluate the legal ramifications of the merger and indicated the whole plan would be in jeopardy if Congress did not act.

The National Federation of High School Athletic Associations also protested the Friday-night games. It pointed out that although the networks broadcasting the games were limiting their Friday night coverage to the pre-season schedule, interscholastic games were played in 17 states during the first September weekend, thus competing with the professional telecasts. An even greater number, the federation said, would have to compete with an AFL TV game this past weekend. The federation is urging legislation to protect them from Friday games since it feels the leagues will not voluntarily give this protection. It points out that college football already enjoys protection against the televising of Saturday-afternoon games.

## CBS answers Justice charge

### Replies to department's opposition to CATV copyright proposal

CBS, seeking to counter the effect of Justice Department's opposition to application of the copyright laws to CATV, last week filed a statement with the Senate Judiciary Subcommittee studying the subject.

Richard W. Jencks, the network's deputy general counsel, at the subcommittee's last hearing on the matter (BROADCASTING, Aug. 29) was given permission to file a reply to testimony given by Edwin M. Zimmerman, acting assistant attorney general. In his reply, he said the Justice Department statement "reflects certain misapprehensions concerning the ownership and control of the copyrighted material in the broadcasting field, and the application of the copyright law to the broadcasting and CATV industries." He added that since a court had ruled that CATV systems violated the copyright law when they retransmit broadcasts without permission from copyright proprietors, the Justice Department was "urging that the court's decision, if not reversed by a higher court, be overruled by legislation which would make CATV systems

immune to copyright liability."

**Misapprehension Seen** ■ Mr. Jencks said the department misapprehends the facts as to the power and the motive of copyright proprietors to bring about the anticompetitive consequences it fears. He said the principal fear of the CATV industry was not that copyright control is concentrated but rather that it would be burdensome and expensive for them to secure clearance from a great number of copyright owners. He further said that there was no evidence of dominance of program production and that CBS, in a typical week, had 53% of its broadcast time occupied by programs that were not copyrighted. The network, during that week, owned the copyright on less than 10% of the programs, he said.

Challenging the department's statement the networks own a substantial share of the programs available for syndication, Mr. Jencks said an Arthur D. Little Inc. report showed the networks' share had been declining and in 1964 was a combined total of no more than 7%.

He said the suggestion that networks might withhold copyright clearance from CATV systems is inconsistent with the principal objective of networking to maximize the circulation of programs.

The department had also said that if CATV systems were in the future allowed to originate programs they should be allowed to compete with the networks and that the networks should not be able to use their power of copyright control to enter the CATV field or limit the independence of CATV firms. The network official, however, responded that it would not be fair to allow CATV to use its competitors' programs without compensation.

**Department Could Act** ■ He concluded that the free market system which has contributed to the growth of broadcasting should be adaptable to the CATV question. Furthermore he said that there is nothing to suggest that the Department of Justice is or would be helpless to prevent abuses of copyright monopoly in the future since it has acted in the past.

In another brief filed with the subcommittee, the American Society of Composers, Authors and Publishers, seeking to demonstrate the financial power of the CATV industry, presented results of a survey showing 25 group owners of cable systems have ownership in 650 CATV franchises and have applications outstanding for 400 more.

ASCAP general counsel Herman Finkelstein offered the survey as a supplement to his comments before the subcommittee two weeks earlier.

Mr. Finkelstein advised that any concessions to CATV ought to be made under the commerce clause of the Constitution, not under the copyright clause. The commerce clause, he said, enables

the FCC, if necessary, to require television stations "to obtain rights for the CATV operators for their contour 'A' area; it also enables the Department of Justice to insist on rate regulation in cases of collective licensing."

## Bar association ponders CATV

### Protagonists rehash stands taken at copyright hearing, others see blue sky ahead

The future of CATV is blue sky—literally—according to one of the speakers at the panel on cable systems at the Washington convention of the Federal Bar Association last week.

The forecast that CATV's day is coming when broadcasts are directed at earth from communications satellites came from John L. Wilson, antitrust copyright expert of the Department of Justice.

"I think that within a relatively few years, we will see a drastic change in CATV's position," Mr. Wilson declared. This will come, he said, from direct broadcasting from satellites.

Because the reception of these signals will require more technical and complex receiving equipment, he observed, CATV will find itself the purveyor of worldwide programs to TV homes.

In a decade, he said, CATV will be carrying TV programs from Los Angeles, Chicago, New York to its subscribers, all by way of satellites.

And, he added, New York TV stations may very well be happy to pay to have their programs and their advertising carried all over the country.

Mr. Wilson also plumped for local advertising on CATV systems. This would help competition, he said, because at the present time small advertisers can't afford TV. This kind of activity, he said, is an "affirmative" antitrust position.

Mr. Wilson was one of five panelists discussing CATV's copyright, regulatory and antitrust situation at the FBA meeting.

The meeting drew a crowd of more than 300. They heard:

■ Louis Nizer, New York attorney (who represents United Artists in its so-far successful copyright infringement suit against Fortnightly Co.—which formerly owned a CATV system in Clarksburg, W. Va.), charge that "community television is a misnomer; CATV is just a private, profit-making enter-





**Can Sgt. Bonette in Kansas City tell Yvette in Brussels he still loves her before it's too late?  
"Via ITT" it's a cinch!**

A little melodramatic perhaps, but it's our way of telling you that our new Automatic Switching System routes your international telegrams at new ultra-high speeds.

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**ITT**

prise.”

CATV is not an antenna system, he charged; it's a distribution system using sophisticated, highly complicated equipment.

Repeating much of what he had argued before the Senate Judiciary subcommittee (BROADCASTING, Aug. 8), Mr. Nizer claimed that all the CATV industry need do is “give us a call and we'll sit down and strike a bargain. . . .”

▪ Robert D. L'Heureux, general counsel of the National Community Television Association, warned that if the CATV industry loses the copyright case in the Supreme Court and if Congress does not exempt some CATV's from paying a fee, cable systems may have to shut down until negotiations are concluded between cable operators and copyright licensees.

Mr. L'Heureux was referring to the United Artists decision of a New York federal judge that CATV was performing under the copyright law and that

CATV systems are liable for copyright infringement (BROADCASTING, May 30). This decision has been appealed to the circuit court, and the industry has indicated it will take it to the U. S. Supreme Court if necessary.

In Congress, the CATV industry is attempting to have the copyright law revised to exempt those CATV systems that provide subscribers with local TV programs—although its definition of local does not square with broadcasters on all points.

▪ Harry M. Plotkin, Washington lawyer, blamed the FCC for permitting CATV to become established before assuming jurisdiction. “The commission is now just putting out brush fires,” he said, because it established no philosophy on CATV when it was just beginning.

One of Mr. Plotkin's principal objections is the FCC's top-100 market rule (prohibiting a CATV system from carrying an outside TV program if the

CATV is within the grade B contour of a TV station in the first 100 markets unless there are no objections from those stations). “This enables the local TV stations to put their hands into the pockets of the CATV system,” he said.

▪ Ernest W. Jennes, Washington attorney, who stressed the objections of broadcasters to the form CATV is taking—from a “fill-in” service to a multi-channel, big city business bringing in distant signals in competition with local TV stations. “And,” he added, “they don't even pay for their product—a highly immoral undertaking.”

Mr. Jennes also called attention to the Dal-Worth application pending before the FCC (see page 68), castigating it as a sample of the type of programs CATV will originate.

“The CATV industry would have you believe,” he said sarcastically, “that all they want to do is cover the local PTA. But the Dal-Worth application shows their true colors; movies and sports.”

The panel was moderated by Dr. Charles F. Phillips Jr., Washington & Lee University economics professor. Dr. Phillips and Professor Robert E. R. Huntley, law professor at the same university, conclude that CATV might provide a “useful” alternative to present TV broadcasting if its development is not frozen by government regulation. They make this judgment in the second of a two-part article on CATV in the spring edition of the *Alabama Law Review*.

Earlier, the FBA presented awards to Storer Broadcasting Co., NBC, ABC and RCA, as well as the Sears, Roebuck Foundation, for activities in behalf of the FBA-backed law observance program.

## Program notes . . .

**Two for AI-TV** ▪ American International Television reports it has made the second network TV sale of its features with the purchase by CBS-TV of “How to Stuff a Wild Bikini.” CBS-TV earlier had bought the company's “Beach Party” feature, which will be telecast in 1967. “Bikini” will be presented in 1968 it was said.

**Rodgers to score GBS play** ▪ NBC-TV has commissioned composer Richard Rodgers to write music for an adaptation of George Bernard Shaw's *Androcles and the Lion*, to be presented as a 90-minute color musical in the 1967-68 season. Mr. Rodgers, currently working on the music score to NBC's special film presentation *Saturday Night*, now in preparation, is credited with the music for the network's *Victory at Sea* series.

**Expanding** ▪ Golden Arrow Films has moved its New York executive offices into larger quarters at 75 East 55th

## Jerry Lewis bans TV in Boston

Some of television's sharpest criticism these days is coming not from the critics, but from a comedian who once appeared frequently on the tube himself. Jerry Lewis, who says he has no desire to return to the medium, took dead aim at television at a Boston news conference.

“It's dull, it's canned, it's tasteless, it's been swallowed up by Madison Avenue,” said Jerry. “It's lost the pull it once had of giving the viewers something to look forward to. The creativity is gone.”

He explained that he still liked the news and the weather: “They haven't found a way to prerecord these yet.”

“Look at the commercials they stick into the shows right after the dinner hour, regardless of the subject matter or material. We hear all about underarm deodorants, bad breath, dentures, nasal drips, etc. After an hour of viewing, you have to go check the medicine cabinet. I think it's disgusting.”

**Formula** ▪ Mr. Lewis stated what he considered the formula for success: “There's an easy way to make it on TV,” he said. “You may get cut up a little but you can beat the game. All you have to do is ‘go Madison Avenue.’”

“You have to learn their 10 commandments, which start with ‘Thou shalt kill. Thou shalt lie. Thou shalt be deceitful. Thou shalt be a

cutthroat. Thou shalt live by greed. Thou shalt have the capacity to step on anything or anyone that gets in the way.”

Other provocative opinions:

▪ On ratings: “They're a joke. The way to find out what people are really watching is to monitor them where they gather—at banks, toll bridges, etc. If I were a network, I'd send out cards to all 59 million set owners.”

▪ On awards: “Trying to compare the Oscars with the Emmys is like comparing Marlon Brando with Huntz Hall (one of the Dead End Kids).”

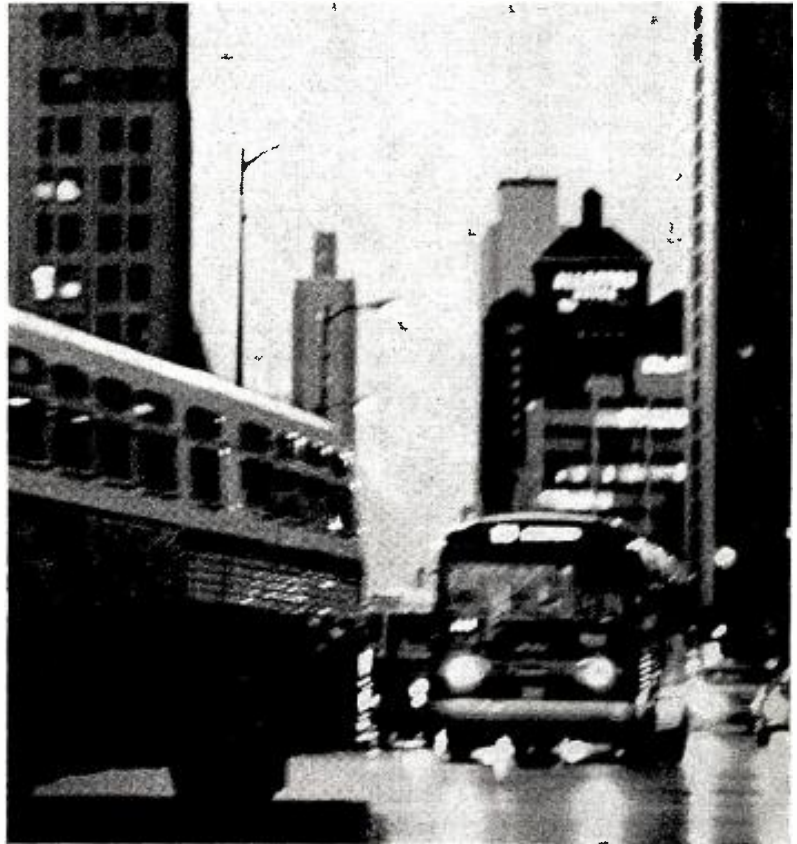
▪ On the American public: “It's been overstuffed with all the diversion at its disposal, including endless television. In the old days it would have been just a movie and a dance for a wonderful evening.”

Mr. Lewis said he did not desire to return to television “until they return it to its creators. To take a regular show I would have to have a manuscript drawn up spelling everything out, it would have to be validated by the Supreme Court, and then I'd check the court out.

“As for myself,” he said, “I'm too emotional a person. I figure and plan, but then I do what my heart tells me to on the spur of the moment. I'm built that way. That's why I get into trouble every hour on the hour.”



# If these buses served your city, too, air pollution would be less of a problem



Because these buses are powered by LP-gas. It's clean burning. Odorless. Reduces objectionable fumes and residue that contaminate the air. Some 1600 Chicago Transit Authority buses run on LP-gas.

This remarkable fuel is found in homes, too, like natural gas. LP-gas is used to cook food, dry clothes, heat water.

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Just what is this gas called LP? A close cousin of natural gas. But compressed

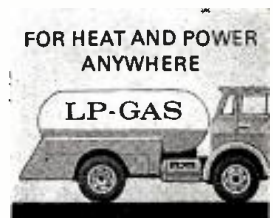
into liquid form for ease of transport and storage.

Its remarkable versatility has made it America's fastest growing fuel. The consumption of LP-gas for home, farm, commercial and industrial use has doubled in 10 years... tripled in 14.

Butane, propane, bottled gas—it has many names. But they're all really LP-gas.

*Of America's great sources of energy, only LP-gas serves you in so many ways.*

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## KDAY plays only requested music

"Good afternoon," said the blonde receptionist speaking into one of the five extensions on her telephone. "This is KDAY, million dollar radio. What is your request?"

"I want to hear 'Desert Pete' by the Kingston Trio," the caller answered.

"Thank you," said the receptionist, "you can listen to that on KDAY, 1580 on your radio dial."

So it goes, over and over, all day long, sun-up to sun-down, seven days a week, repeated, 2,500 to 3,000 times a day, 20,000 times a week. It's part of a proliferating, new-old kind of programming format called all-request radio. Once dismissed as a small-market gimmick, it's now getting a determined play as a major-market staple.

KDAY Santa Monica, Calif., is only the latest of more than a half-dozen major-market stations that have made the switch to request programming in the last year or so. Less than two months ago, the Rollins Inc.-owned station was programming for an almost exclusively Negro audience. When the decision to change was made, it seemed certain that the direction would be towards an all-news format. But the station got an infusion of new blood with new ideas. Larry Buskett, John Thackaberry and Jim Harrison transferred from KFVB Los Angeles as general manager, general sales manager and program director, respectively.

This triumvirate had been nurturing the all-request idea for several months. Jim Harrison had helped formulate the request concept at KWIZ Santa Ana, Calif., a year before and it has been flourishing there ever since.

Requests from listeners is not a new idea. WORC Worcester, Mass., has been using it consistently for about 10 years. But KDAY's new management knew that many variations are possible. They avoided the format that puts the listener on the air, the one that limits requests to a specific play list or another one that

calls for listener dedications before each play.

Instead, KDAY has opened a total of 18 telephone lines to the 9 million people who live in its Los Angeles county and Orange county coverage areas. Five of the lines handle incoming calls from metropolitan Los Angeles. These calls always are answered by a live voice, that of the receptionist on duty. The other 13 lines cover six geographic areas: Whittier, Inglewood, Van Nuys, Long Beach, Glendale and Orange county. These calls are answered and recorded on tape by special toll-free phones that are leased from the Pacific Telephone & Telegraph Co.

At the end of the day the tapes are picked up from the station's showcase office in Hollywood and delivered to KDAY headquarters in Santa Monica. Two decoder girls make a bar chart showing the most requested records.

The bar-chart findings determine the station's daily music-play list. KDAY does not find it economically possible to keep current with record requests. But it does try never to play records that were requested more than 48 hours previously. Overall the station plays about 18 records every hour or about 900 records a week. An average of about 550 records of the weekly total are different, having not been played previously that week. For the most part a record has to receive several requests before it makes the list.

While it's still too early to cite sales successes, station sales manager John Thackaberry is highly enthusiastic about the future. "We're aiming for a broad mass audience, which we feel allows us to approach and sell every advertiser," he points out.

To help pinpoint KDAY's audience size and demographics, the station has installed telephone counters on each of its phones. This entire operation has been set up in a Wilshire Boulevard showroom, where advertisers are invited to see and hear the station's ratings coming in.

Street, and has opened an office at 649 North Bronson, Hollywood. Company, which produces and distributes films to theaters and TV, recently acquired television rights to more than 100 features originally produced in the Soviet Union for international release by Artkino Films and Sovexportfilm of Moscow. The films are being made available in English-language versions.

**Yale annual** ■ WTIC Hartford, Conn. has announced availability of its annual series of 38 radio programs, produced once a week during the academic year. *Yale Reports* provides commentaries on the arts, sciences and public affairs by visitors and members of the Yale faculty.

**Army in color** ■ *The Big Picture*, the

Army's weekly half-hour TV show, will be in full color for the 1966-67 season. The show is produced for the Office of the Chief of Information by The Army Pictorial Center and covers army activities world over.

## Commercial producer expands into programs

Focus Presentations Inc., New York, which began operations 18 months ago as a producer of TV film commercials, is expanding into TV program production and audio-visual filming.

Eli Feldman, president, said that growth of the company in commercials paved the way for diversification. Gross sales from commercial production should exceed \$2.2 million in 1966, as compared with \$1.2 million for 10 months in 1965, he said.

Focus's most ambitious undertaking in TV programming is a coproduction venture with Total Television Inc., New York, on a half-hour animated series called *Noah's Lark*. Mr. Feldman described the program as a "wedding of the space age with pop art." In addition, Focus is preparing to become active in the field of TV specials and has moved into the production of audio-visual films in the educational and media fields, he reported.

Mr. Feldman said Focus's staff has grown from six in March 1965 to 31 and the company has acquired its own studios at 20 West End Avenue. Commercials continue to be the backbone of Focus's business, he noted, adding that he returned recently from a visit to Europe during which he examined possibilities of producing TV commercials there.

## Walter Rogers against TV coverage in House

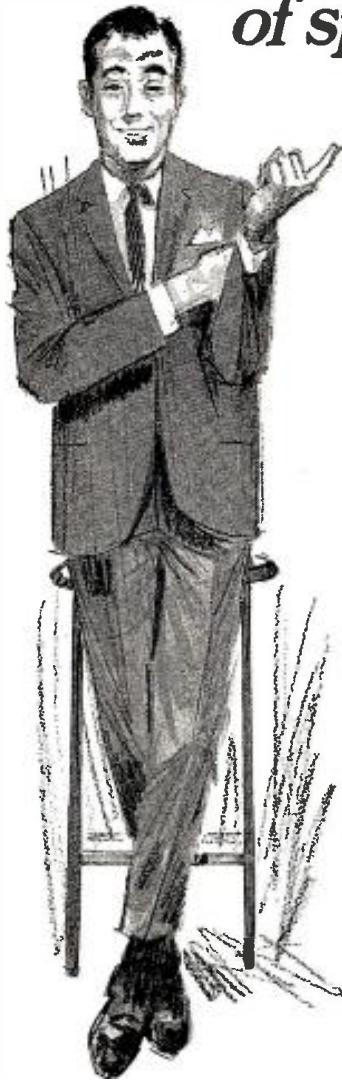
Representative Walter Rogers, chairman of the House Communications Subcommittee, last week opposed television coverage of House of Representatives' activities on the grounds such broadcasts could end up as publicity circuses.

"Legislating should not be permitted to become part of a show rather than the solemn obligation of the people's duly elected representatives," he said in his regular letter to his constituents. The job of members of Congress is to make the best laws possible, he continued, not to become "performers in what could evolve into self-serving broadcast circuses or to outshout others in the pursuit for publicity."

He said that many persons had commented Congress might be suffering



*Of course  
I can sell \$65 worth  
of spots a week!*



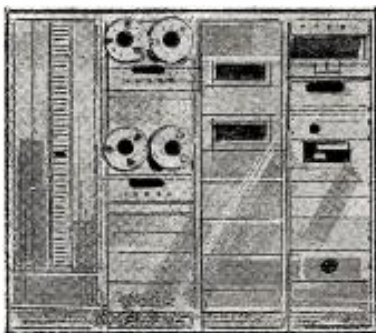
**Then you can afford ATC automation right now!**

It's a fact. ATC can automate your station for as little as \$65.00 per week. In many cases, even less.

You can buy the equipment outright. Or finance it. Or lease it. And simply sell a few more spots a week to pay for it.

Whichever way you choose, one thing is certain. The benefits will completely overshadow the cost.

What benefits? Well, you'll free your announcers from purely mechanical control room work.



Make them available for more productive pursuits. Producing better programs. Better commercials. Better newscasts. More sales.

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The Criterion tape cartridge unit.)  
The ATC-55 multiple tape cartridge handler. Stereo and monaural tape sources. Even a unit that prints the official log automatically as the material is being broadcast.

Plus three different automation control systems: (1) by punch card, (2) by magnetic tape, (3) by a time/sequence device.

Automation needs vary from station to station. Our job is to prescribe the system that will best accomplish what you want and what the budget will allow.

All our people are broadcasters. They speak your language.

To hear them speak it, call 309-829-7006 or write for descriptive literature.

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**GATES**  
Gates Radio Company,  
Quincy, Illinois



from a "public-relations gap" in relation to the White House and executive agencies, but he called this a "mistaken standard."

"The best public relations in which Congress can engage," he said, "is to do its job as well as possible . . . no amount of publicity, in the end, can substitute for good performance."

He concluded: "The presence of live cameras in hearings or in sessions of Congress would bring out in some the very human inclination to pose and posture, to demagogue, to overstate issues. Judged purely as a performance the result might be an interesting spectacle, but it would be bad law-making."

## WARM's quiet alarm helps solve kidnap case

Last Thursday (Sept. 8) WARM Scranton-Wilkes-Barre, Pa., received a call from a kidnapper at 4:30 a.m. From that time on the station remained hot on the trail until a baby was recovered and the kidnapper was captured at 6:50 a.m. that morning.

Credit for the happy ending went to Joey Shaver, who conducted the station's night music show, and who received the initial phone call from the kidnapper. The caller claimed he had kidnapped a baby from the Taylor hospital in Taylor, a small community between Scranton and Wilkes-Barre, Pa., and wanted \$20,000 ransom from the parents. The kidnapper also said that the only intermediary he would talk to would be Harry West (the station's morning man).

Mr. Shaver, the night man, although upset by the call, telephoned the FBI in Philadelphia. Immediately an investigation was begun.

After a few more calls, the kidnapper finally reached Mr. West at 6:15 a.m., and demanded delivery of the ransom at 8 p.m. that evening at a specified location. The station was quiet about

calling in the authorities and did not air the situation. The FBI and Taylor police arrested the suspect at 6:50 a.m., and found the baby in his home.

## CBS/FM service signs more stations

CBS/FM's programming service, "The Young Sound," is scheduled to begin on KXLS-FM Oklahoma City on Thursday (Sept. 15). The seven CBS-owned FM stations are expected to start broadcasts of the service on Oct. 1, a spokesman said, as are WERE-FM Cleveland; WSOY-FM Decatur, Ill.; WCOD-FM Richmond, Va.; WNCT-FM Greenville, N. C., and WDEF-FM Chattanooga.

WJR-FM Detroit and WOW-FM Omaha are expected to begin broadcasting "The Young Sound" on Oct. 3, while KIRO-FM will start the service on Jan. 1, 1967. KBOI-AM-FM Boise, Idaho, were the first outlets to carry the service, starting Sept. 1.

## TV Series Sales . . .

*Films of the 50's and 60's* (Seven Arts): WCPO-TV Cincinnati; WHAS-TV Louisville, Ky.; WDAU-TV Scranton, Pa.; KSL-TV Salt Lake City; KTVH(TV) Wichita, Kan.; WKBN-TV Youngstown, Ohio; WISC-TV Madison, Wis.; KRCC(TV) Jefferson City, and KFEG-TV St. Joseph, both Missouri; WWT(TV) Cadillac, Mich.; KMVT(TV) Twin Falls, Idaho; WLBW-TV Miami; XETV(TV) San Diego; WHTN-TV Huntington, W. Va.; WOI-TV Ames, Iowa; KATV(TV) Little Rock, Ark.; KTBS-TV Shreveport, La.; KJEO(TV) Fresno; WSIL-TV Harrisburg, Ill.; KVII(TV) Amarillo, KERP-TV El Paso, and KVKM-TV Monahans, all Texas, and KHOL-TV Kearney, Neb.

*Bold Journey* (Banner Films): WHAS-TV Louisville, Ky.

*Tarzan Features* (Banner Films): KLAS-TV Las Vegas.

*Gypsy Rose Lee Show* (Seven Arts): KTNT-TV Tacoma-Seattle, Wash.

*Secret Agent* (Independent Television Corp.): WHDH-TV Boston; KING-TV Seattle; WFLA-TV Tampa-St. Petersburg, Fla.; wsoc-TV Charlotte, N. C.; WMTV (TV) Madison, Wis.; WTCC-TV Savannah, Ga., and KHQA-TV Hannibal-Quincy, Mo.

*Fireball* (Independent Television Corp.): WNEW-TV New York; KTTV (TV) Los Angeles; WLKY-TV Louisville, Ky., and CKLW-TV Windsor-Ont.-Detroit.

*Jungle 10, 8 for Action* (Independent Television Corp.): WHS-TV Boston, and KLYD-TV Bakersfield, Calif.

## Psychologist's programs offered on color tape

A series of taped TV programs featuring Dr. Harold J. Mandl, a well-known clinical psychologist, is being produced by Jack Keasler and O. L. (Ted) Taylor. The series, entitled *Your World*, will give Dr. Mandl's answer to a viewer's problem created by space-age living. Dr. Mandl was on the staff of the Menninger Foundation in Topeka, Kan., for six years.

Questions for the program will be selected for their general interest. Planned as five-times-a-week, *Your World* lasting two minutes and 10 seconds will be introduced by a local newsman or announcer. There is also a one-minute commercial and sponsor billboard. Pilot tapes, to be in color, will be produced at WFAA-TV Dallas.

## Radio series sales . . .

*Easter the Beginning, The First Christmas, July 4, 1776, Close-Up, Tips on Tots, Points on Pets and Your Green Garden* (Woroner Productions): WCMP Pine City, and WJON St. Cloud, both Minnesota.

*Americana Library and Thirteen Days* (Woroner Productions): WKAT Miami, Fla., and WJON St. Cloud, Minn.

*The Shadow* (Charles Michelson): WCRB Waltham, Mass.; KSNM Pocatello, Idaho; WTKM Hartford, Wis.; WRNL Richmond, Va.; WLNH Laconia, N. H.; WVBR Ithaca, N. Y.; KTBT Garden Grove, Calif., and KJNO Juneau, Alaska.

*The Green Hornet* (Charles Michelson): WCHS Charleston, W. Va.; WGBB Freeport, N. Y.; WARE Ware and WDEW Westfield, both Massachusetts; WRNL Richmond, Va., and WMEG Melbourne, Fla.

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# How does your community rate in the effort to make Americans physically fit?

**T**HE TECHNOLOGICAL REVOLUTION that has rapidly changed Americans from being a nation of people walking behind the plow to a highly urbanized and very sedentary population pushing buttons and sitting most of the day has brought new health problems along with all the creature comforts. A great many Americans, from childhood through the "golden years," simply do not use their muscles enough to achieve and enjoy good health.

Overweight is a growing health menace among us because too many people want to enjoy the great variety of foods available without balancing the calorie intake against calorie expenditure. Increased physical activity is an excellent way to fight overweight because it also brings other benefits. Even those people who don't have to worry about excess pounds gain from the muscle tone and other body benefits that derive from regular daily exercise—which doesn't have to be any more violent than walking a few miles each day to be helpful.

In some communities across the land excellent physical fitness programs are carried on in the schools, through employee programs in business places, and in other ways. However, there are far too few schools and other youth training agencies which are giving really serious thought to providing for the young sound lifetime physical fitness programs. This isn't a job for schools alone, of course, since parents and others who deal with the children in the pre-school years can do much to help set the kind of living patterns that will help the young understand how to desire and to achieve fitness.

## People need an understanding of what fitness is

In many instances people responsible for developing physical fitness programs have much too narrow a view of what it takes to achieve physical fitness. The objective is not to try to get everyone running the mile in less than four minutes. Muscle development is merely one phase of a good fitness program, and muscle development sometimes is stressed to the point of causing many of the young to lose interest in fitness.

Fitness is the result of a pattern of activities. Eating a well balanced diet is essential to fitness. Adequate rest and regular daily exercise are also part of the pattern. Maintaining regular contacts with medical and dental specialists who can help plan preventive health programs, as well as treat illnesses, is vital to any fitness program. The family physician, knowing each individual well, can be helpful, for example, in guiding the person with respect to the amount and kind of exercise most suitable for that person.

Mass media can play a key role in helping the communities they serve develop better understanding of what a good total physical fitness program is—for the individual, for the schools, for other groups and agencies in the community. Promoting a sound physical fitness program in any community is a highly worthwhile public service goal, one that deserves strong support because the health and the strength and the vitality of the nation are at stake. Americans cannot continue to become more sedentary, more overweight, more under-used people. And people do tend to be under-used when they are not physically fit because mental agility may be lessened by a body that is not as fit as it might be.

The great American complaint of "feeling tired all the time"

is often one of the results of inattention to the need for building and maintaining physical fitness.

## There is no magic potion to produce fitness

In an age when scientists have produced many different "miracle drugs" to eradicate many of the diseases that once were serious problems among us, it is tempting for people to believe the many charlatans who come along and offer fitness or good health in a pill or bottle or device or some special concoction of foods. Yet there is no pill that will replace regular exercise to avoid flabby muscles. No pill can replace adequate rest. A well balanced diet is still the wisest, and most enjoyable, approach to providing the kind of nourishment the body needs.

Dairy farmer members of the American Dairy Association are anxious to help you build more interest in physical fitness in your community, and we have a very selfish reason for this. Physically fit people live longer and remain as our friends and customers more years. Well balanced diets begin with milk and other dairy foods. We've prepared several motion pictures and booklets, in cooperation with the President's Council on Physical Fitness, which we make available to the public to promote interest in fitness, and we'll be happy to supply them to you for use in your community.

Our dairy foods story, of course, ties in with the well balanced diet phase of fitness. Nutritionists recommend selecting foods each day from four basic groups to provide the variety of nutrients required for a balanced diet.

The four groups are: (1) Milk and other dairy foods; (2) Meats, fish, poultry, eggs; (3) Fruits and vegetables; and (4) Cereals and breads. Amounts must be selected to provide a balance between calorie intake and calorie expenditure.

Here's an example of how the milk group fits into the balanced diet. The table shows the approximate percentages of the Recommended Daily Dietary Allowances (suggested by the Food and Nutrition Board, National Academy of Sciences-National Research Council) supplied for each age-sex group by the quantity of milk indicated:

	Protein	Calcium	Vitamin A	Riboflavin	Thiamine	Calories
Adult Woman (2 glasses)	30%	72%	14%	64%	18%	16%
Adult Man (2 glasses)	24%	72%	14%	48%	12%	10%
15-18 Year Old Boy (4 glasses)	42%	100%	28%	84%	23%	19%
15-18 Year Old Girl (4 glasses)	62%	100%	28%	100%	35%	28%

Your help in stimulating and maintaining community interest in physical fitness and in interpreting sound fitness programs to the public is urgently needed.



a message from dairy farmer members of

**american dairy association**

20 North Wacker Drive, Chicago, Illinois 60606

## Pulse names Bernbach as its man of the year

The Pulse Inc. has announced that William Bernbach, president of the Doyle Dane Bernbach advertising agency, will be named Pulse's 25th man of the year.



Mr. Bernbach

Mr. Bernbach will receive the award at Pulse's 25th anniversary luncheon, set for Oct. 9 at the Plaza hotel, New York. The award has been given each year for outstanding single or continuing achievement.

Dr. Sydney Roslow, Pulse's director, said Mr. Bernbach's award was made in recognition of his widely acclaimed leadership in the development of the DDB agency as a creative force in radio and TV, as well as in print media.

In addition to his agency contributions, Mr. Bernbach is on the board of directors of the American Association

of Advertising Agencies and is a member on the Mayor's Task Force on Air Pollution and the Business Council of the City of New York.

He is also a member of the steering committee of the National Library Week and the national book committee of the American Library Association.

## Drumbeats . . .

**Programing prize** ■ Herb Werman, media supervisor for Dancer-Fitzgerald-Sample, won the first-prize color-TV set for coming closest to predicting KCOP-TV's prime-time schedule for 1966-67. Mr. Werman came within 85% of guessing the Los Angeles station's fall line-up. The award ceremony was held at the Regency hotel, New York.

**Serves all** ■ WKBD (TV), Detroit UHF, published and distributed a chart, on heavy stock, 33-by-14 inches, listing its 1966-67 season schedule. Given equal billing in the promotion piece are the schedules of the other video outlets in the market—including the neighboring Windsor, Ont., station, the Detroit ETV facility and the national-network VHF's. Copies went to all agencies, clients and stations in the area.

**Bonanza in pocketbook** ■ NBC-TV's top-rated *Bonanza* series is the basis for a new book to be published this month. A novel, "One Man with Courage," written by TV script writer Thomas Thompson, will be released as a pocketbook in September by Media Books. The book, which reportedly will be made available to history teachers as supplementary reading material for

students, concerns the fight by TV's fictional Cartwright clan against greedy silvermining promoters.

**In the bag** ■ KWTW (TV) Oklahoma City mailed its promotional piece announcing an Animal Agricultural Award for Farm Broadcasters presented for the second time to the station by the American Feed Manufacturers Association, in an ordinary paper bag. Printed on the bag in large type: the station's call letters and the inscription, "we bagged another one."

## ABC, with auto dealers, to expand safety drive

It appeared last week that no sooner had ABC Radio begun the last cycle to its spot saturation drive for highway safety (BROADCASTING, Aug. 15) than the network had a 52-week spinoff.

The network and the National Automobile Dealers Association, it was announced, will begin a traffic safety campaign this month that will be broadcast throughout the year. It will be coordinated and supervised by Eisaman. Johns & Laws Advertising, Los Angeles, NADA's agency. NADA has its offices in Washington. Some 22,000 member-dealers of NADA and ABC's 350 radio affiliates are being asked to expand the campaign locally, with stations expected to support the national campaign with additional local broadcasts.

A series of messages featuring ABC entertainment, news and sports personalities are being co-produced. These will be broadcast as features of many ABC News and entertainment programs.

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## EQUIPMENT & ENGINEERING

### Channel-sharing panel to be symposium feature

A panel on the sharing of FM and TV channels with land-mobile services will be one of the features of the 16th annual Broadcast Symposium in Washington Sept. 22-24.

The symposium is sponsored by the Group on Broadcasting of the Institute of Electrical and Electronics Engineers.

Panelists on the sharing subject will include James E. Bass and Julian Dixon, FCC; Howard Head, Washington consulting engineer; John Mitchell, Motorola; R. T. Duesing, GE, and Jeremiah Courtney, Washington lawyer. Ralph G. Renton, FCC chief engineer, will

moderate. The session will take place Sept. 23.

A second panel session, the "FCC and Industry," will take place Sept. 22, and will be moderated by George Bartlett, NAB. This will be a question-and-answer period.

Panel members: Curtis B. Plummer, MacIvor Parker, Otis I. Hanson, Harold L. Kassens, Edward W. Chapin, and Wallace E. Johnson, all FCC.

Other highlights:

TV switching, Ralph Mlaska, WBAL-TV Baltimore, and W. L. Hurford, RCA; automatic control of radio programs, R. M. Morris, ABC; CATV equipment, K. A. Simons, Jerrold Electronics, and J. R. Palmer, C-Cor; broadcast remote control in the space age, Roger Peterson, Atlantic Research; use of confer-





## New audio console for ABC's Studio 16

A new "workhorse" television studio was put into operation on Sept. 5 at ABC-TV's new Studio 16 in New York. This is the first of

some six production consoles built by McCurdy Radio Industries Ltd., Toronto, under an estimated \$500,000 contract ABC awarded late in 1965 to

Visual Electronics Corp., New York.

The console (at which James R. Baker, ABC's senior audio-video systems engineer is shown standing, alongside the operator) is described as having special flexibility. Designed to ABC's requirements, the gear with a built-in 90-microphone patch bay and a 24-input high-level panel, can mix simultaneously up to 30 program microphones, 16 audience-reaction microphones and six high-level channels.

The panel also connects to a 24-input operator's video preview switcher, it was explained. Included in the equipment are monitoring facilities for the audio and TV production booths, with public address and sound reinforcement available to the floor of the studio.

ence telephone devices in radio talk programs, W. L. Braun, consulting engineer.

Also color TV, A. M. Jackson, WAVY-TV Norfolk, Va.; R. E. Putnam, GE; H. N. Kozanowski, RCA; C. Townsend, RCA Service Co.; peak modulation level recorder, F. H. Maley, wccc Hartford, Conn.; Empire State Building master FM antenna, Alford Manufacturing Co.; CCIR meeting in Oslo, F. M. Remley, University of Michigan.

The banquet on Sept. 23 will hear John Chancellor, Voice of America director. FCC Commissioner Robert E. Lee will be the toastmaster.

## New stereo-mono groove set for radio series

Narwood Productions, New York, said last week that in conjunction with Columbia Records it has developed a new stereo-monaural groove for use on the National Guard radio musical, *Guard Session*. The 15-minute show, which features top recording stars, is now programed on nearly 2,400 stations. The new development, Narwood said, will permit the show to be broadcast also on stations that program in FM stereo.

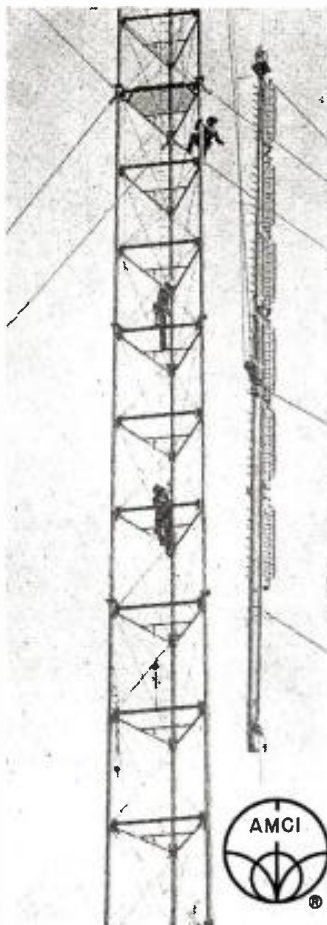
Initial tests were begun two years ago when four of the shows were prepared with the new groove and released to stations then carrying the series. According to Ted Levan, president of Narwood, additional refinements have been made in the record processing to permit quality broadcast on either monaural or stereo equipment. He said that with the separation of AM and FM programing by stations across the country, the National Guard expects additional scheduling of the radio series.

## WOR relocating transmitter nearer NYC

WOR New York is spending about \$1 million to relocate and equip a new 50 kw AM transmitter in New Jersey located within three miles of New York City. The station expects to complete

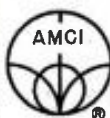
construction in eight months and improve its signal strength to what it claims will be the strongest in the metropolitan area.

Orville J. Sather, wor director of engineering, said last week his station will move from Carteret (17 miles southwest of New York) to a closer site in Lyndhurst. This facility, he indicated, will be equipped with three



## AMCI antennas for TV and FM

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  - Vestigial Sideband Filters
  - Coaxial Switches and Transfer Panels
  - Power Dividers and other Fittings
- Write for information and catalog.

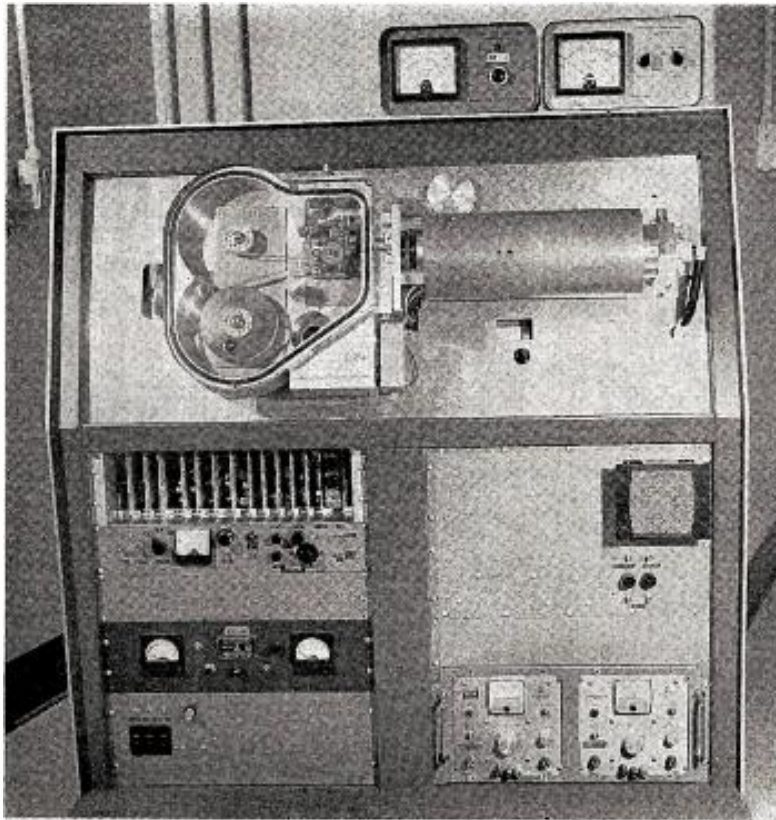


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## A new film system to replace kinescope?

An electron-beam machine billed as a potential replacement for standard kinescope film recording is being offered by the Revere-Mincom Division of 3M Co., Camarillo, Calif. Both ABC-TV and NBC-TV have expressed interest, according to a

spokesman for the company. The recorder is said to transcribe onto 16mm film by means of electron bombardment of the film itself within a vacuum. The process is called Electron Beam Recording (EBR). The 3M division said it has a ma-



chine ready for sale and priced at approximately \$60,000.

Two other firms, General Electric and Ampex, are reportedly testing in this area.

The EBR machine by Revere-Mincom uses fine-grain film (Italian) located within a vacuum, where it is hit by tiny electron beams and when exposed yields a sharp picture fidelity. The process is said to produce motion-picture film with improved resolution and reduced picture noise. EBR's values are said to lie in the entertainment field and in data storage work.

A company spokesman said several color schemes for the EBR process are now being investigated. For now only a black-and-white film model is available.

Rever-Mincom's prototype model (see picture) is a 1,000-pound machine measuring 46 by 65 by 30 inches. It consists of a console assembly, recording mechanism, two film cassettes (1,200 feet), electron beam system and two filament replacement units. The bottom half divides into a video control circuit and a power supply. Above this are two chambers housing film on one side and an electron gun (similar to a TV picture tube) on the other end. Separating them is a gate valve (collecting ring) with a device (faraday cage) serving as a secondary electron beam collector of charges that bounce off the film.

On top the machine are two vacuum gauges for the film and electron gun. A TV monitor can be attached to the machine to adjust pictures and focus for quality.

700-foot towers. In addition, the station will be supplied with a 200-kw emergency power generator and an underground fall-out shelter. (WOR has been selected by New Jersey for emergency broadcast service to the state.)

Details of the move are being worked out by architects Fulmer & Bowers, Princeton, N. J.; consultants Silliman, Moffet and Kowalski, Washington; and the Crane, Hoist and Tower division, Dresser Co., Columbus, Ohio. WOR has both FCC and Federal Aviation Agency approval.

### 2d lunar Surveyor set, but Nimbus has trouble

Surveyor II, the second soft-landing lunar spacecraft equipped with a single-survey television camera, is scheduled to head for the moon Sept. 20.

If all goes well, the flight will provide a rerun of the successful Surveyor I's

TV performance (BROADCASTING, June 6), except with different lunar scenery. Scientists expect the TV pictures to help determine where, or if, the moon's surface is strong enough to support a manned Apollo landing vehicle.

On the less bright side of the space picture, however, the National Aeronautics and Space Administration has announced that a tape recorder for the advanced vidicon camera system of the Nimbus II weather satellite is no longer recording TV pictures. The recorder has frozen, and NASA experts see little chance that it will again record pictures.

Although the tape recorder is not working, the weather satellite's TV cameras still function and continue to transmit cloud-cover pictures when it is within range of a North American receiving station. Also its automatic-picture-transmission camera system and high-resolution infrared-radiation system are still working. Nimbus II went into orbit in May.

### Technical topics . . .

**SMPTE salutes Wright** ■ The Society of Motion Picture and Television Engineers has selected Harold Wright as recipient of its 1965 Journal Award. Mr. Wright, a TV color coordinator for the Canadian Broadcasting Corp., is honored for his paper "Exposure Meters and Measuring Techniques in Telefilm Exposure Control," published in an SMPTE technical journal last year.

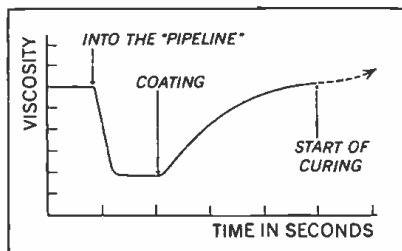
**Tape eraser** ■ Sparta Electronic Corp., Sacramento, Calif., has come up with a new magnetic tape cartridge eraser designed to wipe used tape clean in three seconds. The company claims that its model CE-2, used according to directions, will quickly eliminate all sound carryover from previous recordings. The unit is said to accommodate every size tape cartridge, as well as tape as large as 10½ inches diameter and one-half-inch width.



Some plain talk from Kodak about tape:

## The binder that ties things together... and how to sound in the pink

"La sauce, c'est tout,"—the sauce is everything, say the French. An oversimplification perhaps. Still, as far as sound recording tape goes, the sauce—our "R-type" binder—counts for a lot. First off, there must be a mutual affinity between binder and oxide. It must be a good oxide mixer, while still keeping individual oxide particles at arm's length, you might say. Of course, fast drying, superior chemical stability, and a dozen other mechanical and chemical properties are a must. One very interesting point involves the "R-type" binder's extremely interesting viscosity characteristics . . .



"R-type" Binder Viscosity Graph

**A Sticky Problem.** Familiar with no-drip house paints? They're thick in the can . . . thin when you apply them (for low effort) . . . yet thicken again as soon as applied, so they won't drip. Somewhat the same thing has to happen when one applies the binder-oxide mix to the tape backing. It's got to go on smoothly—low viscosity . . . then it's got to stay put—high viscosity. To thicken the plot, once the coating is on, the tape is passed through a very strong magnetic field to physically align the oxide particles—low viscosity again. Once aligned, the particles have got to stay locked in "at attention!"—high viscosity. That's asking a lot of a binder. And ours delivers.

It's loaded. Our "R-type" binder not only gives you a more disciplined, smoother, more efficient oxide layer . . . but it allows us to incorporate a high oxide density in the magnetic dispersion. High output is the "proof" of this density. That's why KODAK Tapes give you from 1 to 3 db extra output compared to equivalent competitive tapes.

**Pink noise testing** . . . or how hi-fi is your room? Room acoustics certainly color the sound you hear . . . may even produce effects you have ascribed to electronics. Take test tapes, for example. They frequently make use of pure tones, even pure sine waves that easily go through your amplifier yet give a most confusing impression in your sound-level meter or ears. The culprit? Standing waves caused by hard parallel surfaces—like walls, floor and ceiling—which reflect the sound back and forth. At the point of reinforcement, the sound is loud; at the null point, it's low. What to do? Persian wall-hangings, bearskin rugs and soft rounded forms—if you're lucky enough—help keep standing waves down. But to develop the very best in KODAK Sound Recording Tapes, our engineers turn to "pink noise" testing.

**Why pink?** Unlike pure tones that



make for easy instrumentation, musical sounds are complex—very similar to narrow bands of "white noise." But a white noise generator produces a mixture of all possible tones with equal energy-per-unit frequency. By breaking this white noise down into one-third octave bands of equal energy, we can study portions of the sound spectrum separately, yet have sound waves that are sufficiently complex so standing waves no longer confuse the issue. We call this type of white noise "pink." We're working on a practical simplification that will let you do something of this sort for your



own checkout. But meanwhile, relax to the music of KODAK Tape, secure in the knowledge that it is even "Pink Noise Tested!"

KODAK Tapes—on DUROL Base and polyester base—are available at most electronic, camera, and department stores. To get the most out of your tape system, send for free, 24-page "Plain Talk" booklet which covers the major aspects of tape performance. Write: Dept. 940, Eastman Kodak Company, Rochester, N. Y. 14650.

EASTMAN KODAK COMPANY, Rochester, N.Y.

## Canada finally gets color going

Canadians equipped with color sets—for the most part purchased to watch shows broadcast by U. S. border stations—got their first look at a home-grown product Sept. 1 as both Canadian Broadcasting Corp., the government-owned network, and CTV, the pri-

vate-enterprise entry, inaugurated color video transmission.

The audience for the tint signals is not large. Industry officials estimate that, at most, only about 45,000 color sets are in use in Canada—less than 1% of the country's 5 million receivers. Price has been a limiting factor, with color sets ranging upward from \$800 each. For picking up U. S. signals, elaborate home antennas could add another \$200 to the cost.

Now that color is locally available,

observers expect color-set sales to improve. One manufacturer already reports small shipments to points in Western Canada and eastward to Sydney, N. S. July sales, nationally, were reported as better than 4,000 sets, an improvement over prior figures. At least one American firm plans to ride the rising Canadian color tide—RCA is spending \$25 million on a new color-tube plant about 100 miles north of Toronto, at Midland, Ont.

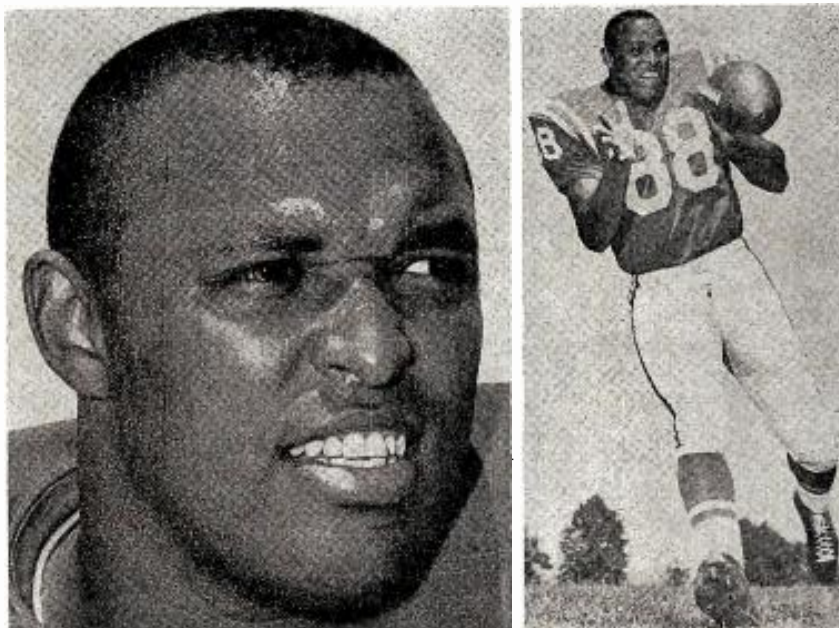
Color-TV set sales in Canada are expected to grow at a more rapid pace than originally anticipated, according to Edward P. Lawless, executive vice president of the Television Bureau of Advertising of Canada.

The latest TVB of Canada estimates are that Canadians will own 85,000 color receivers by the end of 1966, 225,000 by the end of 1967 and 1,350,000 by 1970. Mr. Lawless advised national advertisers and agencies to begin production of color commercials this year so that they may gain necessary experience in this area at a time when experimentation will involve reasonable cost.

A TVB of Canada survey shows that all network affiliates there are able to transmit a color-feed, 37 stations (50%) can transmit color commercials, 23 stations (31%) can transmit color tapes and seven stations (9%) can transmit local color.

The government network was content to start color service with minimum of fanfare, offering a film that had been previously shown in black-and-white. The commercial network, CTV, aired a short inaugural program, including previews of coming color programs, mostly produced in the U. S., followed by the *Dean Martin Summer Show*. Government officials marking the event appeared on the commercial network's program. CTV has considerably more color scheduled than does the CBC.

The color TV debut in Canada was timed to coincide with the new season's programing. Initially, CTV plans to colorcast 42 of its 62 hours of regular weekly programing. Almost all of the network's prime-time shows will be in color with a total of 24 hours weekly. In addition, the *CTV National News* has been designated for color according to the network.



JOHN MACKEY, of the Baltimore Colts. Radio and TV Sportscaster for Coca-Cola. 1962 All-American, Syracuse University. 1963 Runner-Up Rookie of the Year, N.F.L. 1963, 1965 Pro Bowl, N.F.L. 1965 All-Pro.

## NFL STAR JOHN MACKEY WANTS TO WORK FOR YOUR RADIO STATION!

"AGAINST THE ODDS" . . . a dramatic, emotion-packed 5-minute, 5-a-week series, narrated by this outstanding personality, is a radio milestone. Each episode dramatizes the rise of a sports hero who battled and won against the odds. Leading advertising agency men, top national advertisers and network officials unanimously acclaim it: "A winner" "Can't miss" "Great radio." Astute radio management will immediately recognize the importance of programming this exciting new sports-oriented series. The odds are with you when you program "Against The Odds." Write, wire or phone for audition tape.



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• Creators of "The Bird Watching Society" for Happy Radio Stations

### Abroad in brief . . .

French for Windsor ■ A Canadian Broadcasting Corp. official says the Windsor, Ont., area may have a French-language radio station by late 1968.



Charles Schaller-Kelly, research director of the Windsor region, French Radio and Television Association, says he has received a letter from Marcel Ouimet, vice-president of the CBC, recognizing the need for a French-language FM in the area and that "the corporation is studying plans . . . and hopes to present an application to the Board of Broadcast Governors in the next few months."

**NC&K outposts** ■ Norman, Craig & Kummel Inc., New York, reports three account acquisitions at two of its division offices. Additions include two clients assigned to Lindo, Norman, Craig & Kummel (Trinidad) Ltd., Port of Spain, Trinidad: Kraft Foods (sliced cheeses, cheese spreads, Vegemite and Greenseas Salmon) and Labatt's Breweries of Canada (pilsner beer); and a third client, Caravelle Carpets Ltd. of Cornwall, Ont., for nylon and acrylic carpets, to Norman, Craig & Kummel (Canada) Ltd., Toronto.

**Austria buys Nazi study** ■ An NBC documentary probing the possibility of a revival of Nazism in Austria has been sold to Austrian TV by NBC International.

**Galbraith on BBC** ■ Harvard economics professor John Kenneth Galbraith, former U.S. ambassador to India, will present six lectures for broadcast on Sunday evenings, starting Nov. 13, on the British Broadcasting Corp.

**Paraguay buys Gates gear** ■ The government of Paraguay has purchased two 100-kw AM transmitters, built by Gates Radio, subsidiary of Harris-Intertype Corp. The equipment will be installed at a new transmitting building in San Lorenzo del Campo Grande. Gates will also supply an FM broadcast transmitter and other studio and control equipment.

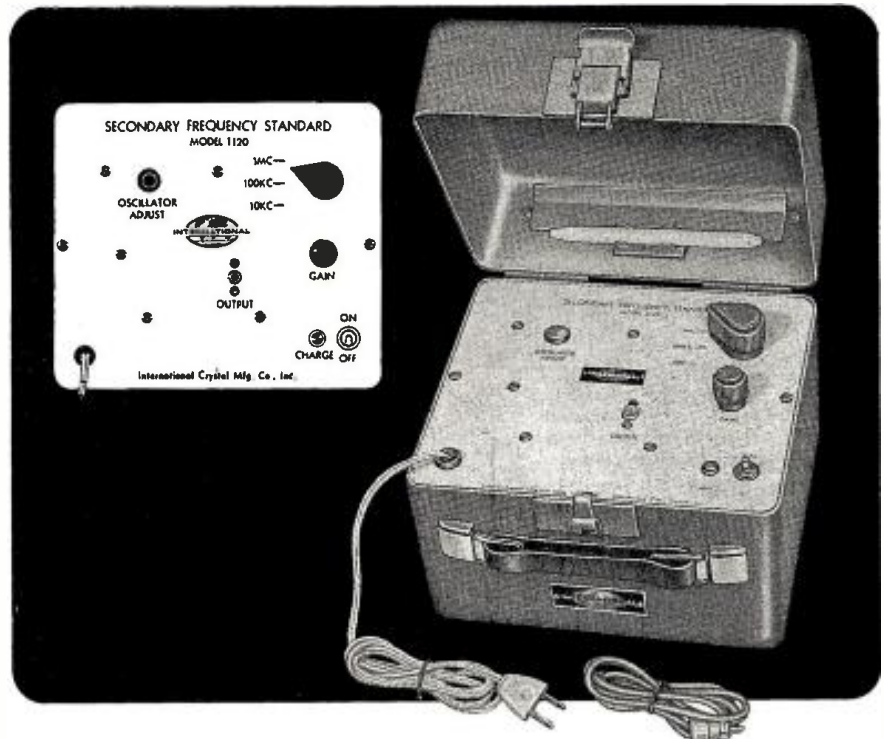
**Investment** ■ Finlay MacDonald of Halifax, N. S. and Spencer Caldwell of Toronto will jointly acquire 27½% of the shares of CJCH Ltd., which owns and operates CJCH-TV and is half owner of CJCH, both Halifax. The shares were previously owned by Maclean-Hunter Ltd.

## USIA to revamp world TV services

The United States Information Agency is planning a change in its television services to gear its TV output more for specific countries or areas of the world.

In its 26th review of operations, which covered the first half of 1966, the agency also said straight talk television programs will give way to more docu-

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## U.S. networks asked to join worldwide telecast

The three U.S. television networks have been asked to participate in the first worldwide live TV broadcast, planned for next June.

The proposal was outlined last Tuesday (Sept. 6) during a meeting in Geneva, Switzerland, of broadcasting representatives from Australia, Canada, Britain, France, Italy and Japan. Attending as observers were officials of ABC and NBC.

The European Broadcasting Union, which initiated the project and arranged the Geneva meeting, suggested that a program be telecast

with pickups from about 200 locales. A title of *Around the World in 80 Minutes* was mentioned, though the length of the program has not been determined.

Live TV transmissions from around the world will be possible this fall after the launching of two new communications satellites, one over the Pacific and the other over the Atlantic.

Executives of ABC, CBS and NBC expressed interest last week in the worldwide telecast, but declined to commit themselves until the program's content is determined.

mentaries and variety-and-talk shows. It gave as an example the new *Candilejas* (limelight) program, with a *Tonight*-type format, which replaces a longtime series on Latin American television.

During the past six months, the agency also reported, it produced 19 new TV programs and two new series, with five more programs and seven more series either planned or in production. It also said in the same period, 2,082 television stations in 94 countries broadcast USIA programs and series.

Agency director Leonard H. Marks also reported the recent merger of its motion-picture and TV services has resulted in savings of over \$1 million annually and 33 positions. It also enabled the pooling of creative talent from both services.

## U.S.-Mexican talks may bring new treaty

Negotiations between the U. S. and Mexico on an agreement governing the two countries' use of the AM radio band were said to be proceeding smoothly in Washington last week.

The talks, which began at the State Department on Tuesday, were said to be concerned initially with technical matters. But officials said the atmosphere gives hope for an "improved agreement." The five-year treaty that expired in June has been extended until the end of 1967.

Key issues in the talks include the question of each country's nighttime use of the other's clear channels and a possible increase in the power limitations on class IV stations along the border. A number of individual cases will also be discussed.

The first round of talks is expected

to be completed early this week. A second round will be held in Mexico City later this year.

The Mexican delegation is headed by Lazaro Barajas Gutierrez, permanent Mexican representative on the administrative council of the International Telecommunication Union. He is being assisted by officials of Mexico's Ministry of Transport and Communications. FCC Commissioner James J. Wadsworth is head of the U. S. delegation, assisted by officials of the State Department and the FCC.

## Fifth Canadian station signs to carry CBS news

CHQM Vancouver, B.C., has become the fifth Canadian station to conclude an agreement to carry CBS Radio service on a limited basis.

Under an arrangement with CBS-owned Stephens & Towndrow Ltd. that was effective Aug. 15, the station carries specified CBS news broadcasts.

CHQM is owned by Vancouver Broadcasting Associates Ltd. and operates at 1320 kilocycles with a power of 10,000 watts 24 hours daily. The outlet's president and managing director is W. E. Bellman. Vancouver Broadcasting also owns CHQM-FM.

The other radio stations represented by Stephens & Towndrow are CHUM Toronto, CKGM Montreal, CJMS Montreal (French language) and CFRA Ottawa.

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## BROADCAST ADVERTISING



Mr. Klatt

**Albert A. Klatt**, senior VP and creative director of Chicago division of Needham, Harper & Steers, named chairman of Chicago plans board. **Donald J. Dickens**, associate creative director, named creative director and elected senior VP. **Jack Friedman**, VP and copy supervisor, succeeds Mr. Dickens as associate creative director in charge of one of agency's three creative groups. **John McKinney**, executive producer, Ted Bates & Co., New York, joins NH&S, same city, as executive producer. **Rayburn S. King**, with Richard K. Manoff Advertising, New York, joins NH&S there as media services supervisor.

**Mel Tashian**, art supervisor, Sullivan, Stauffer, Colwell & Bayles, New York, elected VP. **William Foshay**, with D'Arcy Advertising, New York, joins SSC&B there as account executive.

**Walter L. Thompson**, account supervisor, BBDO, Pittsburgh, joins The Marschalk Co., New York, as VP and account supervisor.

**Richard Bower**, account executive and specialist in radio-TV programing and production for Hixson & Jorgensen, Los Angeles, named VP in charge of station network relations.



Mr. Crump

**Harold Crump**, general sales manager of WLAC-TV Nashville, named VP and director of sales.

**Alan Mooney**, **Donald Tubbs**, **William G. Schmal**, account supervisors, and **W. Theodore Shaw**, creative group head, with Ogilvy & Mather, New York, elected VP's.

**Larry L. Meck** named VP and director of public relations, Waldie & Briggs, Chicago. **Robert A. Presnail** to assistant executive art director at W&B.

**Joan Claussen**, with Cunningham & Walsh, San Francisco, joins Dancer-Fitzgerald-Sample there as business manager.

**Alvin Rosenstein**, associate manager, corporate market research services, General Foods Corp., White Plains, N. Y., joins Kenyon & Eckhardt there as associate director of agency's research department.

**Thomas J. Nathan**, senior copy writer for Sullivan, Stauffer, Colwell & Bayles, New York, appointed senior copy writer for LaRoche, McCaffrey and McCall, that city.

**Andy Potos**, account executive in Chicago office of Storer Television Sales, named to new post of national sales manager of WITI-TV Milwaukee.

**Arthur Holt**, VP and assistant to president of McLendon Corp., joins Robert E. Eastman & Co., New York, as assistant to chairman of board.

**Konrad R. Korsunsky**, assistant to advertising manager of Swissair in Zurich, Switzerland, appointed advertising manager in North America for Swissair, New York. He succeeds **Werner Hermann**, who joins Bruellman & Contini, agency in Biel/Bienne, Switzerland.

**Jim Magnuson** appointed general sales manager of KEZI-TV Eugene, Ore.

**Adam K. Riggs**, account executive with *Greater Philadelphia Magazine*, Philadelphia, appointed sales manager, WRCP-AM-FM, that city.

**Richard Grier Morgan**, account executive, WGHQ-AM-FM Kingston, N. Y., named sales manager, WVOX-AM-FM New Rochelle, N. Y.

**Jerry Fahrenbruch**, with KQXI Arvada, Colo., appointed sales manager.

**Robert Huth**, radio salesman for The Katz Agency, appointed radio manager of San Francisco office.

**William A. Schwartz**, in client service on Pillsbury and Procter & Gamble at Leo Burnett Co., Chicago, joins Bronner & Haas there as media and marketing manager.

**John Cauley**, manager of KGRI Henderson and KGKB Tyler, both Texas, named commercial manager of KMAP (FM) Dallas.

**Warren M. Shapleigh**, VP-grocery products division, Ralston Purina Co., St. Louis, appointed marketing coordinator, consumer products.

**Dave Newkirk**, Leo Burnett Co., and Young & Rubicam, joins Stern, Walters & Simmons, Chicago, as executive art director.

**Mary Ann Mirda**, with media staff of Sander Allen, joins Sander Rodkin Advertising, Chicago, as media-traffic coordinator.

**Diana Davidson**, timebuyer at Minneapolis headquarters of Knox Reeves Advertising, appointed assistant media supervisor.

**Daniel R. Dixon**, associate copy director, Foote, Cone & Belding Inc., San Francisco, joins Carson/Roberts/Inc., Los Angeles, as creative supervisor on Mattel account.

**Ed Binch**, with WCAU-AM-FM Philadelphia, appointed national sales coordinator.

**Faith Popcorn**, with Solow Wexton Co., New York, joins Chirurg & Cairns there as copywriter. **Phillip Weiner**, art director at MacManus, John & Adams, New York, joins C&C, that city, as art director.

**George W. Bland**, with WWVA Wheeling, W. Va., appointed local-regional sales manager. **John Monto**, advertising and sales promotion manager of General Electronics Distributors Inc. of West Virginia and Pennsylvania, named local account executive.

**Jeanne B. Driscoll**, with Doyle Dane Bernbach, New York, appointed product styling coordinator.

**Anthony C. Busa**, with WEZE Boston, named account executive at WBZ, that city.

**Michael Sigelman**, with KDWB St. Paul, Minn., appointed account executive.

**George Wallin**, with John Patrick Starrs Advertising, St. Louis, appointed account executive.

## MEDIA

**Peter C. Newell**, manager of WPRO-AM-FM Providence, R. I., named VP and general manager of WPRO-TV. **James Arcara**, local sales manager at WKBW Buffalo, N. Y., becomes general manager of WPRO-AM-FM. **John J. McCrory**, general sales manager of WPRO-TV, appointed assistant general manager.



Mr. Newell



Mr. Arcara

**Earl Glade Jr.**, station manager of KBOI-AM-FM-TV Boise, Idaho, appointed director of broadcast services at Brigham Young University, Provo, Utah. He will be in charge of noncommercial KBYU-



FM-TV Provo. Mr. Glade replaces T. M. Williams, who leaves to work on doctoral degree at Michigan State University.



Mrs. Talley

**Ruth C. Talley**, assistant to general manager of WLAC-TV Nashville, named VP and executive assistant.

**Ian A. Elliot**, division manager of Community TV Inc., Bozeman, elected president of Montana Cable Television Association, replacing **Glenn Tarbox** of Missoula Cable TV Co. Others elected: **Robert E. Morrison**, Great Falls Community TV Cable Co., VP; **Stanley G. Stephens** of Community TV Association of Havre, secretary-treasurer.



Mr. Amerson

**Henry Amerson**, manager of WCOV Montgomery, Ala., named executive VP and general manager of WCOV-AM-TV.

**Dr. Frederick Breitenfeld Jr.**, associate director of educational television stations with National Association of Educational Broadcaster, Washington, named executive director of Maryland Educational-Cultural Television Commission.

**Donald D. Sullivan** resigns as general manager of KVTU(TV) Sioux City, Iowa, and **William F. Turner**, station manager of KOTA-TV Rapid City, S.D., is appointed as his successor. Mr. Sullivan, manager of station under its former (Peoples Broadcasting Co.) and present (Forward of Iowa) ownership, has not announced future plans. He spent seven years with Cowles stations prior to joining KVTU.

## PROGRAMING

**John Pearson**, Latin America sales director for Desilu Sales Inc., Hollywood, named director of international operations, while retaining his other post. **Ramon Perez**, international operations manager for Desilu Sales, appointed director of sales administration and coordination.

**Dr. Robert Snyder**, broadcaster who is marketing professor at Roosevelt University, Chicago, has formed The New Sounds Inc., Evanston, Ill., specializing

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Mr. Smith

**Roy A. Smith**, operations manager for WLAC-TV Nashville, named VP and director of operations.

**Johnny B. Beasley**, associate producer for Bill Stokes Associates, Dallas, named VP-producer. **Robert P. Boeye** and **Marshall Riggan** appointed art director and writer-director, respectively.

**Harlan P. Croy**, with Filmack Studios, Chicago, named VP in charge of industrial and business film division.

**Sam P. Spivey Jr.**, operations director of WSFA-TV Montgomery, Ala., named program manager of WOAI-TV San Antonio, Tex.

**Rex Murphy**, with KOLO Reno, appointed program director.

**Gerald A. Spinn**, radio programing executive, appointed national program director for Spot Productions Inc., Fort Worth-based radio syndication company.

**J. Fred Rowles**, with W. B. Doner and Co., Baltimore, joins Methodist Television, Radio and Film Commission, Nashville, as associate director of audiovisual resources.

**Barry Glazer**, associate producer and assistant director, WPIX(TV) New York, named producer-director.

**Michael Troderman**, program director at WBCN(FM) Boston, resigns to become music director at noncommercial WBUR(FM), that city.

**Don Earle**, program director for WKOX-FM Framingham, Mass., named sports director of WKOX-AM-FM.

**William R. Marks** named production manager of WTIC-AM-FM Hartford, Conn., succeeding **Frederick L. Wade**, who retires.

## NEWS

**Dr. Irving E. Fang** named national director of News Election Service (NES) at ABC News for 1966 elections. NES consists of ABC News, Associated Press, CBS News, NBC News and United Press International.

**Russ Tornabene**, manager of NBC Radio News, New York, also named to head news department of NBC Radio's owned-and-operated stations.

**Stan Brooks**, news director, WINS New York, appointed assistant chief of Washington news bureau of Westing-

house Broadcasting Co. He is succeeded at WINS by **Jack Smee**, who has been assistant news director.

**John B. Lengel**, associated Press, Los Angeles, assigned to Vietnam. **Alois W. Sandner**, with AP in Lansing, Mich., since 1964, named acting correspondent. He succeeds **Richard L. Barnes**, transferred to Washington.

**Larry D. Miller**, from U. S. Navy, named news director of KCSR Chadron, Neb., replacing **John DeHaes**, who becomes news director of WJAG Norfolk, Neb.

**Prof. Rod Gelatt** of University of Missouri school of journalism elected chairman of radio-television division of Association for Education in Journalism. Others elected: **James K. Buckalew**, University of Iowa, vice chairman; and **Thomas Baldwin**, Michigan State University, secretary-treasurer.

**Dick Turney**, news editor of WEEL Fairfax, Va., joins news staff of KPRO Riverside, Calif.

**Paul Jones**, with WJHL-TV Johnson City-Kingsport, Tenn.-Bristol, Va., joins news staff of WTVD(TV) Durham, N. C.

**Sal Marchiano**, with sports staff of WCBS New York, joins sports staff of CBS Newsfilm. same city.

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## BROADCASTING

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## FANFARE

**John Murray**, manager, special projects, for WCBS-TV New York, named director, public information and advertising for WCBS-AM-FM, replacing **Alfred Greenberg**, whose plans are as yet unannounced.



Mr. Murray

**Richard P. Williams**, promotions and production supervisor at WHN New York, appointed promotion manager at WHS-TV Boston.

## EQUIPMENT & ENGINEERING



Mr. Owen

**Robert R. Owen**, general manager of marketing for Ampex Corp., Redwood City, Calif., elected VP.

**A. E. Kushner** appointed sales manager of Jerrold commercial sound division, Philadelphia, succeeding **William Menezes**, who becomes manager of that division.

**Leonard A. Doughty** named transmitter supervisor of WTIC-AM-FM-TV Hartford, Conn., succeeding **Wilbur G. Clancy**, who retires.

**Ralph L. Hucaby**, chief engineer at WLAC-TV Nashville, named VP and director of engineering.



Mr. Hucaby

**R. Bruce Walters**, president of Remcor, printed circuit board subsidiary of Ameco Inc., Phoenix, also named director of contracting of Ameco. **Ray M. Wood**, director of quality assurance for Ameco, named director of manufacturing. **Douglas B. Campbell** succeeds Mr. Wood.

**Norman A. Lorimer**, assistant division manager-magnet wire division, Anaconda Wire and Cable Co., Des Plaines, Ill., appointed division manager - communications products, for Sycamore, Ill. plant and Northfield, Ohio headquarters. **Richard D. Bender**, assistant product manager, Lindsay Communications sales division, named product manager-CATV, and will report to Mr. Lorimer.

## ALLIED FIELDS

**Harry S. Ratner**, producer-director for noncommercial KCET(TV) Los Angeles, rejoins California State College at Los Angeles as assistant professor of television administration.

## McGrath dies at 62

**J. Howard McGrath**, 62, attorney general in Truman administration and defense attorney in the Lamb hearing before the FCC during 1950's, died at his summer home in Rhode Island, Friday (Sept. 2).

Mr. McGrath who also served as U. S. Senator, governor of Rhode Island and chairman of Democratic National Committee, died of a heart attack.

He became embroiled in two headline-making controversies during his career. He was fired as head of the Justice Department in 1952 immediately after he dismissed a special administration investigator of a charge of corruption in government who was checking into finances of Mr. McGrath and other officials.

Mr. McGrath later became defense counsel for Edward Lamb, broadcaster-publisher, during the long and bitter FCC hearing over renewal of Mr. Lamb's Erie, Pa., TV license. Case ran from 1954 to 1957 and dragged through charges of perjury and bribery until Mr. Lamb was finally cleared and FCC granted him a license renewal.

Mr. McGrath later became involved in other suits as a result of the Lamb case when other lawyers filed for fees they said Mr. McGrath owed them for participation in the case. He also became executive vice president of Lamb Enterprises.

**David D. Matson**, co-manager, WEET Richmond, Va., joins faculty of Oregon State University, Corvallis, Ore., as instructor in broadcasting.

**Arthur Stambler**, legal assistant to FCC Chairman Rosel H. Hyde, resigns to become partner in Washington law firm of Philipson, Lyon & Chase. He had previously been in private practice, as partner in Scharfeld, Bechhoefer, Baron and Stambler and as senior associate attorney with Grove, Paglin, Jaskiewicz, Gillian and Putbrese. He left latter firm in August 1965 to become special assistant to then Chairman E. William Henry.



Mr. Stambler

**Royal D. Colle**, chairman of television-radio department of Ithaca College,

Ithaca, N. Y., appointed assistant professor at N. Y. State College of Agriculture, Cornell University, that city.

## INTERNATIONAL

**Leslie William Hayes**, interim director of International Radio Consultative Committee (CCIR), one of four permanent organs of International Telecommunications Union (ITU), retires after 17 years in service of CCIR and ITU.

**Colm P. O'Shea**, general manager, United Artists TV Inc., Toronto, elected VP.

**Ron Trainer**, with Guild Television Services Ltd., London, appointed managing director.

**Edward Vellanti**, with Doyle-Dane Bernbach (Canada) Ltd., Toronto, appointed creative director.

**Felix Grant**, with WMAL Washington, named by Agency of International Development, Department of State, to head delegation representing District of Columbia on assignment to Brazil. Mission's purpose is to promote private participation in AID's Alliance for Progress.

## DEATHS

**Royall Smith**, 49, VP and associate director of Lennen & Newell Inc., New York, died Aug. 31 in Memorial hospital in New York. Before joining L&N ten years ago, Mr. Smith had been with Young & Rubicam, Kenyon & Eckhardt, Benton & Bowles and J. Walter Thompson Co. Surviving are his wife, Marie, two sons and two daughters.

**Richard Giesel**, 40, former program director of WHK Cleveland, died Sept. 4 in Cleveland after long illness. Mr. Giesel joined WHK in 1958, and served as educational director, religious director and public service director. In January he became assistant to president of Metropolitan Broadcasting Radio, division of Metromedia Inc., and since then had been on leave of absence. Surviving are his wife, Dolores, two sons and daughter.

**Frank W. Wozencraft**, 74, former Washington lawyer and RCA executive, died Sept. 3 in Baylor University hospital in Dallas. In 1931 Mr. Wozencraft became assistant general attorney for RCA in Washington. He frequently represented RCA in hearings before FCC at time when legal foundation was laid for television and FM broadcasting. Mr. Wozencraft also was once mayor of Dallas. He is survived by two sons. One son, Frank M. Wozencraft, was named by President Johnson on Feb. 26 as assistant attorney general in charge of legal counsel of Department of Justice.



# FOR THE RECORD

## STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, Sept. 1 through Sept. 7, and based on filings, authorizations and other FCC actions.

**Abbreviations:** Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles, kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N.—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter. UHF—ultra high frequency. U—unlimited hours. VHF—very high frequency. vis.—visual. w—watts. —educational.

### New TV stations

#### APPLICATIONS

**Washington—Washington Civic Television Inc.** UHF channel 14 (470-476 mc); ERP 245 kw vis., 49 kw aur. Ant. height above terrain 330 ft., above ground 336 ft. P.O. address: c/o Paul C. Aiken, Brawner Bldg., Washington 20036. Estimated construction cost \$1,017,900; first-year operating cost \$400,000; revenue \$300,000. Studio and trans. to be located in Washington. Geographic coordinates 38° 57' 17" north lat., 77° 00' 17" west long. Type trans. G.E. TT-25A; type ant. G.E. TY-25A. Legal counsel Seymour M. Chase, consulting engineer Jules Cohen & Associates, both Washington. Principals: Camilla Aiken, Paul C. Aiken, Lawrence Beckerman, William Calomiris, Michael J. Deutch, George T. Edmonds, Milton L. Elsborg, Walter E. Fauntroy, Aaron Goldman, George E. C. Hayes, W. John Kenney, Milton W. King, David Lloyd Kreger, Richard K. Lyon, Thomas W. Mattingly, Robert G. McGuire Jr., Dale Miller, H. Carl Moultrie, John A. Nevius, Albert Philipson, Robert A. Philipson, James Francis Reilly, Lewis W. Shollenberger, Franc Shor, James S. Simpson, Sterling Tucker (each 3.5%), Monroe Bush (2.3%), Gladys Duncan (1.2%), Patrick Hayes, Barrington D. Parker (each 2.3%), Flaxie M. Pinkett and J. Lawn Thompson (each 1.2%). Mr. Aiken and wife have interests in WERE-AM-FM Cleveland, WLEC-AM-FM Sandusky, Ohio, and KFAC-AM-FM Los Angeles. Mr. Aiken also has interests in applications for new TV's in Topeka, Kan., and Birmingham, Ala. Mr. Shollenberger is owner of Washington Broadcast News Services Inc. Ann. Sept. 2.

**Augusta, Ga.—Augusta Telecasters Inc.** UHF channel 26 (542-548 mc); ERP 190 kw vis., 19 kw aur. Ant. height above average terrain 600 ft., above ground 551 ft. P.O. address: c/o Harold Twisdale, 4421 Central Ave., Charlotte, N. C. 28205. Estimated construction cost \$422,180; first-year operating cost \$340,835; revenue \$200,000. Trans. to be located east of Augusta; studio to be located in Augusta. Geographic coordinates 33° 25' 15" north lat.; 81° 50' 19" west long. Type trans. Townsend TA 15-BT; type ant. G.E. TY-23-C. Legal counsel Sharfeld, Bechoefer and Baron, consulting engineer David L. Steel Sr., both Washington. Principals: Harold Twisdale, David L. Steel Sr. (22.5% each), Ira Goldberg, J. Thomas Jones, W. P. Stevens Sr., Henry D. Scoggins (each 11.25%) and A. David Moore Jr. (10%). Messrs. Twisdale, Steel and Moore have interests in WCUT-TV Charlotte, N. C. Messrs. Twisdale and Steel have interests in WMTU-TV Memphis and applicant for new TV in Richmond, Va. Messrs. Goldberg and Scoggins are both medical doctors. Mr. Jones is certified public accountant. Mr. Stevens is owner of appliance truck company. Ann. Sept. 6.

**Lawrence, Ind.—White River Radio Corp.** UHF channel 40 (626-632 mc); ERP 239 vis., 23.9 kw aur. Ant. height above average terrain 485 ft., above ground 497 ft. P.O. address: c/o Wendell Hansen, Rt. 4, Box 26B, Noblesville, Ind. 46060. Estimated construction cost \$256,300; first-year operating cost \$100,000; revenue \$120,000. Studio location to be determined; trans. to be located in Noblesville, Ind. Geographic coordinates 40° 00' 50" north lat.; 85° 58' 54" west long. Type trans. RCA TTU-12A; type ant. RCA TFU-27DM. Legal counsel Lauren A. Colby, Washington; consulting engineer E. H. Munn Jr.,

Coldwater, Mich. Principals: Wendell Hansen (51.7%), Glenn H. McHatton (5.35%), Evelyn Whitford (9.37%) and 69 others none over 2.14%. Mr. McHatton is preacher and teacher. Evelyn Whitford and Wendell Hansen have interest in WMNE Menomonic, Wis. Ann. Aug. 31.

### New AM stations

#### ACTION BY FCC

**Tioga, N. D.—Tioga Broadcasting Corp.** Granted CP for new AM on 1090 kc, 250 w. D. P.O. address: c/o Pius Hornstein, Tioga 58852. Estimated construction cost \$20,188; first-year operating cost \$20,280; revenue \$29,120. Principals: Pius Hornstein (70%), Olaf M. Thompson and Max R. Campbell (each 15%). Mr. Hornstein is publisher of *Tioga Tribune*. Messrs. Thompson and Campbell are partners in radio receiving and transmitting equipment business. Action Sept. 1.

#### APPLICATION

**Hurricane, W. Va.—Putnam Broadcasting Co.** 1080 kc, 250 w. D. P.O. address: c/o R. V. Allen, Box 208, Hurricane. Estimated construction cost \$29,675; first-year operating cost \$42,500; revenue \$55,000. Principals: Ray V. Allen, Everett Sullivan, Ralph Allen, Ed Guenther, Oshel Craig, Elvin F. Martin and Clarence L. Watt (each 12.5%). Principals have no other broadcast interest. Ann. Sept. 6.

### Existing AM stations

#### NEW CALL LETTERS ASSIGNED

**KEWB** Oakland, Calif.—Metromedia Inc. Assigned KNEW.

#### APPLICATION

**KDOK** Tyler, Tex.—CP to increase daytime power from 250 w to 1 kw. Ann. Sept. 1.

### New FM stations

#### ACTIONS BY FCC

**Le Mars, Iowa—KLEM Inc.** Granted CP for new FM on 99.5 mc, channel 258, ERP 47.46 kw. Ant. height above average terrain 138 ft. P.O. address: c/o Paul W. Olsen, Box 1010, Le Mars 51031. Estimated cost of construction \$25,000; first-year operating cost \$128,443; revenue \$146,076. Principals: Paul W. Olsen (91.4%) and Patricia Ann Olsen (8.6%). Mr. and Mrs. Olsen are owners of KLEM Le Mars. Action Sept. 2.

**Park Rapids, Minn.—De La Hunt Broadcasting.** Granted CP for new FM on 103.7 mc, channel 279, 50 kw. Ant. height above average terrain 318 ft. P.O. address: 202 W. Third St., Park Rapids 56470. Estimated cost of construction \$21,540; first-year operating cost \$8,654; revenue \$10,000. De La Hunt Broadcasting is licensee of KPRM Park Rapids. Action Sept. 2.

#### APPLICATIONS

**Crossett, Ark.—Radio Station KAGH Inc.** 104.9 mc, channel 285, 3 kw. Ant. height above average terrain 274 ft. P.O. address:

900 Main St., Crossett 71635. Estimated construction cost \$12,250; first-year operating cost \$4,000; revenue \$4,000. Principals: Julian F. Haas (98%), Rose Marie Haas and W. P. Switzer (each 1%). Radio Station KAGH is licensee of KAGH Crossett, Ann. Sept. 2.

**Pensacola, Fla.—West Florida Broadcasting Co.** 101.5 mc, channel 268, 50 kw. Ant. height above average terrain 428 ft. P.O. address: c/o Curtis A. Golden, 207 Willings St., Milton, Fla. 32570. Estimated construction cost \$48,155; first-year operating cost \$35,000; revenue \$45,000. Principals: Curtis A. Golden (50.8%), Ira D. Wells, Harry C. Teague and Albert Golden (each 16.4%). Curtis Golden is attorney. Mr. Wells is owner of marina. Mr. Teague is executive of bank. Albert Golden is in oil business. West Florida Broadcasting is applicant for assignment of license of WSRM Milton, Fla. Ann. Sept. 2.

**Faribault, Minn.—Palmer Dragsten and John E. Hyde Jr. db/as KDHL Broadcasting Co.** 95.9 mc, channel 240, 3 kw. Ant. height above average terrain 275 ft. P.O. address: c/o John E. Hyde Jr., 213 Central Ave., Faribault 55021. Estimated construction cost \$30,966; first-year operating cost \$18,600; revenue \$24,000. Messrs. Dragsten and Hyde are owners of KDHL Faribault. Mr. Hyde is majority stockholder in KSUM, Fairmont, Minn. Ann. Sept. 2.

### Existing FM stations

#### NEW CALL LETTERS ASSIGNED

**KGLA(FM)** Los Angeles—The McLendon Pacific Corp. Assigned KADS(FM).

### Ownership changes

#### ACTIONS BY FCC


**WNBH-AM-FM New Bedford, Mass.—** Granted assignment of license from E. Anthony & Sons Inc. to New Bedford Radio Inc., owned by The Hall Syndicate Inc., wholly owned by Robert M. Hall. Hall Syndicate is newspaper syndicator, and licensee of WICH-AM-FM Norwich and WMMW Meriden, both Connecticut. Consideration \$507,500. Action Sept. 1.

**KVOI Cottonwood, Ariz.—** Granted assignment of license from Peter Vittit to Duane Dale Kirby and Violet Lucille Magnusson db/as The KM Broadcasting Co. (50% each). Mr. Kirby is news director with KFVS-AM-TV Cape Girardeau, Mo. Mrs. Magnusson is housewife. Neither have other broadcast interests. Consideration \$48,000. Action Sept. 1.

**KLGR Redwood Falls, Minn.—** Granted assignment of license from Eugene George Randolph to Redwood Broadcasting Co., owned by Eugene Randolph (51%) and Alver Leighton (49%). Consideration \$7,000. Action Sept. 2.

**WLIR(FM) Garden City, N. Y.—** Granted assignment of license from John R. Rieger Jr. db/as High Fidelity Music Co. to Stereo Broadcasters Inc., owned by John Rieger (51%) and Dorothy C. Rieger (49%). Transfer is from individual to corporation. No consideration. Action Sept. 2.

**WVIP-AM-FM Mt. Kisco, N. Y.—** Granted



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## SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, Sept. 8

	Lic.	ON AIR	CP's	NOT ON AIR	TOTAL APPLICATIONS
				CP's	for new stations
AM	4,068		16	77	384
FM	1,494		31	262	212
TV-VHF	473		21	23	189*
TV-UHF	92		31	99	.....

## AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, Sept. 8

	VHF	UHF	Total
Commercial	518*	223	741
Noncommercial	70	81	151

## COMMERCIAL STATION BOXSCORE

Compiled by FCC, July 31, 1966

	AM	FM	TV
Licensed (all on air)	4,059*	1,498	559*
CP's on air (new stations)	22	23	53*
CP's not on air (new stations)	74	261	122
Total authorized stations	4,157	1,782	740
Applications for new stations (not in hearing)	312	135	103
Applications for new stations (in hearing)	70	50	70
Total applications for new stations	382	185	173
Applications for major changes (not in hearing)	189	36	22
Applications for major changes (in hearing)	37	0	9
Total applications for major changes	226	36	31
Licenses deleted	0	0	0
CP's deleted	0	1	0

\* Breakdown on UHF and VHF applications not available.

\* Includes three noncommercial stations operating on commercial channels.

\* In addition, two AM's operate on Special Temporary Authority.

\* In addition, two licensed VHF's and two licensed UHF's are not on the air.

\* In addition, two VHF's operate with Special Temporary Authority.

assignment of license from Suburban Broadcasting Co. to VIP Broadcasting Corp., both owned by Martin Stone and family. No consideration; corporate realignment. Action Sept. 2.

**KBEK** Elk City, Okla.—Granted assignment of license from Gerald H. Sanders, Jim H. Speck and Thomas J. Griffith db/as Radio Station KBEK to James A. Turner and Robert D. Whitehill db/as Turner-Whitehill Broadcasting Co., owned by James Turner (75%) and Robert D. Whitehill (25%). Mr. Whitehill is employee of KZZN Littlefield, Tex. Mr. Turner is farmer. Turner-Whitehill is licensee of KRNY Kearney, Neb. Consideration \$85,000. Action Sept. 2.

**KXLE** Ellensburg, Wash.—Granted involuntary 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. Action Sept. 2.

**KRAE** Cheyenne, Wyo.—Granted assignment of license from Louis C. Erck, Walter E. Nagel and J. B. Shockley db/as Radio Cheyenne to Radio Cheyenne Inc., owned by Louis C. Erck (47%), Walter E. Nagel (33%) and J. B. Shockley (20%). Assignment is for legal reasons; no ownership change or consideration. Action Sept. 2.

### APPLICATIONS

**KGEK** Sterling, Colo.—Seeks assignment of license from KGEK Inc. to Sterling Radio and TV Inc., owned by William C. Whitlock (35%), Donald L. Robson (30%), Keith W. Ragan (20%) and Gaylard G. Illingworth (15%). Mr. Whitlock has interests in KUVR Holdrege and KTTT Columbus, both Nebraska. Mr. Illingworth is partner in real estate firm and also has interest in KUVR Holdrege. Mr. Robson is in insurance and real estate and has interests in KTTT Columbus, and WJIL Jacksonville, Ill. Mr. Ragan is lawyer. Consideration \$100,000 plus \$18,000 noncompete agreement. Ann. Sept. 6.

**WBNO-AM-FM** Bryan, Ohio—Seeks transfer of control of licensee corporation, Williams County Broadcasting System Inc., from George E. Worstell (37.7% before, none after), Harry E. Worstell (23% before, none after), Gladys R. Worstell (5% before, none after), Laurence M. Kimble (19% before,

none after) and Helen H. Kimble (14% before, none after) to George Oleson. Mr. Oleson is owner of research and development company in Arlington, Va. He is also applicant for new AM in Lorain, Ohio. Consideration \$175,000. Ann. Sept. 2.

**WLAF** La Follette, Tenn.—Seeks assignment of license from La Follette Broadcasting Co. to Campbell County Broadcasting Corp., owned by J. P. Mills, Herman G. Dotson, Elmo Mills (each 23 1/3%), Don C. Edwards Jr. (10%) and Henry D. Stratton (20%). Mr. Stratton has interest in WPKB-AM-FM Pikeville, Ky. Messrs. Stratton and Dotson have interest in Lawrence County Broadcasting Co., Louisa, Ky. Messrs. Dotson and Mills have interests in WCPM Cumberland, and WFTG London, both Kentucky. Messrs. Dotson and Elmo Mills have interests in WNRG-AM-FM Grundy, Va. and WWKO Ashland, Ky. Mr. Dotson also has interest in WMNF Richmond, W. Va. Consideration \$100,000. Ann. Aug. 31.

**WANT** Richmond, Va.—Seeks assignment of license from United Broadcasting Co. of Virginia to Old Dominion Broadcasting Co., owned by John L. and Robert M. Sinclair (50% each). Messrs. Sinclair are owners of drive-in restaurants in Georgia and are applicants for new AM in Hurricane, W. Va. John Sinclair is employee of WSAZ Huntington, W. Va. Robert Sinclair is station manager of WCHS Charleston, W. Va. Consideration \$200,000. Ann. Aug. 31.

**WTKM** Hartford, Wis.—Seeks assignment of license from Top Hat Enterprises Inc. to A-B-D Inc., owned by A. R. Ellman. Mr. Ellman is certified public accountant. He also has interests in WOKZ-AM-FM Alton and WGSB St. Charles, both Illinois. Consideration \$75,000. Ann. Sept. 2.

### Hearings cases

#### FINAL ACTIONS

By memorandum opinion and order in proceeding on applications of WTCN Television Inc., Midwest Radio-Television Inc., United Television Inc., all Minneapolis; and Twin City Area Educational Television Corp., St. Paul, review board denied petition by Twin City and Midwest for review of examiner's action of July 20 which denied their petition for reconsideration of

examiner's denial to compel Broadcast Bureau to exchange rebuttal exhibits by Aug. 30. Member Nelson not participating. Action Sept. 6.

Commission gives notice that July 12 initial decision which looked toward (1) granting application of Palmetto Broadcasting System Inc. to increase power of WAGL Lancaster, S. C., from 1 kw to 10 kw, continued operation on 1560 kc, D, 500 w-CH; condition, and (2) denying application of WPEG Inc. to change facilities of WPEG Winston-Salem, N. C., from 1550 kc, 1 kw, D, to 1560 kc, 10 kw, DA-D, became effective Aug. 31 pursuant to sec. 1.276 of rules. Action Sept. 2.

### OTHER ACTIONS

By memorandum opinion and order in proceeding on applications of Trend Radio Inc. and James Broadcasting Co. for new TV's to operate on channel 26 in Jamestown, N. Y., review board granted petition by James to extent of enlarging issues to determine whether staff proposed by Trend is adequate to effectuate its TV broadcast proposal. Action Sept. 6.

By memorandum opinion and order in Southington, Conn.-Lebanon, Pa.-Catonsville, Md.-Sag Harbor, N. Y., limited consolidated proceeding, review board denied (1) petition by Lebanon Valley Radio to enlarge issues and reopen record, and (2) motion by Cedar Broadcasters to strike and alternate relief. Member Nelson not participating. Action Sept. 6.

Review board remanded to hearing examiner initial decision of Aug. 1 which looked toward granting application of Fitzgerald C. Smith, tr/as Southington Broadcasters, for new AM in Southington, Conn., and dismissed as moot petition by Southington for procedural relief. Member Nelson not participating. Action Sept. 6.

Review board granted petition by Erway Television Corp. to extend time to Sept. 30 to file exceptions to initial decision in proceeding on its application and that of Chesapeake Engineering Placement Service Inc. for new TV's in Baltimore. Action Sept. 6.

Review board granted request by Broadcast Bureau for extension of time to Sept. 16 to file responsive pleadings to petition by Mission Cable TV Inc. for enlargement and clarification of issues in proceeding on petition by Midwest Television Inc., San Diego, for relief against extensions of service of CATV systems carrying signals of Los Angeles stations into San Diego area. Action Sept. 6.

Review board granted motion by WEBR Inc. for extension of time to Oct. 21 to file exceptions to initial decision in proceeding on its application and that of Ultravision Broadcasting Co. for new TV to operate on channel 29 in Buffalo, N. Y. Action Sept. 2.

Review board scheduled oral argument for Sept. 27 in proceeding on application of Southern Radio and Television Co. for new AM in Lehigh Acres, Fla. Action Sept. 1.

### Routine Roundup

#### ACTIONS ON MOTIONS BY COMMISSION

Commission on Sept. 2 granted requests by The Christian Voice of Central Ohio and accepted its supplemental comments, and that of Nelson R. Embrey II and Honor Greenawalt, licensees of WNRE (FM) Circleville, Ohio, for extension of time to Sept. 21 to reply in FM rulemaking proceeding involving New Albany, Ohio, et al.

Commission on Sept. 2 granted request by RCA Communications Inc. for extension of time to Sept. 16 to file oppositions to petitions for reconsideration in matter of authorized entities and authorized users under Communications Satellite Act.

#### By Office of Opinions and Review

In Boston TV channel 5 proceeding in Docs. 8739 et al., granted petition by Boston Broadcasters Inc. and Charles River Civic Television Inc. for extension of time to Nov. 21 to file exceptions to initial decision. Action Aug. 31.

#### By Chief Hearing Examiner James D. Cunningham

Designated Examiner James D. Cunningham, in lieu of Examiner Sol Schildhouse, to preside at hearing in proceeding on application of Texan Broadcasting Co. for new FM in Nacogdoches, Tex. Action Sept. 6.

By Hearing Examiner Thomas H. Donahue

Granted petition by American Television Service and continued prehearing conference from Sept. 2 to Sept. 15 in proceeding on its application and that of Holston Valley Broadcasting Corp. for new TV's to

(Continued on page 101)



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## RADIO

### Help Wanted—Management

Require immediate general manager with sales experience for local N. Y. daytimer. Top salary. Box H-247, BROADCASTING.

City in Georgia has opening for aggressive, experienced sales manager with proven record. Excellent opportunity. Replies confidential. Box H-271, BROADCASTING.

Have station, need management! Can you turn \$50,000 a year small-market daytimer into a vital, noticed, important part of community at a profit? If you can, we should get together. No hurry about change. Write all first letter, including checkable references. Box J-7, BROADCASTING.

General manager position open in a major market 50,000 watt station—group operation. Salary and incentive basis. Communicate immediately. Box J-10, BROADCASTING.

New York City station group needs two people—salesman and salesmanager. Young, proven, dynamic salesman with real selling ability, wanted to be primed for A, managerial position with smallest of stations in group and B, Top national salesmanager for complete group. Successful local sales background preferred—eastern seaboard, experience helpful, opportunity and earning power unlimited. Remuneration plan excellent, salary, commission, bonuses, profit-sharing, 5 figures. This is a genuine opportunity and offers a real future. Our employees know of this ad. Must be able to furnish good references, plus proof of past performances. Send complete resume plus recent photo to Box J-70, BROADCASTING.

### Sales

Detroit—Solid salesman—proven track record—management capability—multiple group—good starting salary, plus—Box F-26, BROADCASTING.

City in Georgia has opening for aggressive, experienced sales manager with proven record. Excellent opportunity. Replies confidential. Box H-272, BROADCASTING.

Five figure income for sales pro. Massachusetts. You could be our number one salesman. Good base of active accounts to get you started. Send resume to Box H-299, BROADCASTING.

Take-charge, self-starting sales manager needed to build sales staff in market of 350,000. If you are the man we choose you will receive base, commission, override, stock option plus other fringe benefits. Box J-67, BROADCASTING.

Salesman. Must know business. Be able to sell. Good habits. Capable of moving up to management. Excellent Ohio medium-small market. Box J-86, BROADCASTING.

Sales: The Gulf Coast of Florida is calling to a solid salesman-announcer. Want to make you local sales manager in this single station market with good salary plus sales commission, free insurance and hospitalization, paid vacation. This clear channel station is part of successful group—opportunity unlimited. Act now with resume and photo to Box J-102, BROADCASTING.

Station manager: Southeast Missouri radio. Sales background essential. Are you ready to move up to management level? Box J-126, BROADCASTING.

## Sales—(cont'd)

Earn 3 ways—Salary, plus commission on sale plus commission on billing. Midwest. Box J-143, BROADCASTING.

Immediate opening for salesman with established account list. Must be aggressive, yet honest and sincere. Guaranteed salary, plus commission. Our sound is softened top 40 and saleable. Contact Dewey Wilnot, KXLF Radio in Butte, Montana. Box 3500 or Call (406) 792-9111.

Sales manager—WGNU Granite City, Illinois, C. Norman.

Madison, Wisconsin—Top FM sales management job for young salesman on the way up. Our AM station first in pop, our FM station first in good music. Need creative FM sales director, ability in FM programming valuable. Opportunity for top pay, excellent living conditions, ownership with our Wis/Ill/Mich, 7 station group. WISM Madison, Wisconsin.

Lansing, Michigan is a great place to raise a family while working with a key outlet of a 7 station group. Guaranteed salary with commissions. Start with many producing accounts. Complete fringe benefits. Send photo and resume to WITL.

Salesman-dj combination wanted—middle of the road format—small market station with excellent opportunity for the right man. Contact David Bradsher, The Key Stations, Radio Bldg. Radio Rd., Statesville, North Carolina.

Young aggressive salesman needed that is qualified to take over as assistant manager. Small market station. Excellent opportunity for the right man. Contact David Bradsher, The Key Stations, Radio Bldg., Radio Road, Statesville, North Carolina.

### Announcers

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.

1st phone dj, major midwest market. Box H-141, BROADCASTING.

Top 40 dj, medium market, New England. Immediate opening. Send recent photo, resume and tape. Box H-181, BROADCASTING.

Good music station wants experienced 1st class combo announcer. Must have superior voice, delivery & be able to follow strict format. Station located 60 miles from New York City. Salary starts at \$175 a week. Box H-214, BROADCASTING.

Announcers for new FM operators in New England. Must have rich, mellow voice, and broad range of music knowledge. Send resume, photo, and audition tape. Box H-301, BROADCASTING.

Announcer—first phone required for metro market contemporary music format on all night shift. Good salary and working conditions. Send tape and details to Box H-310, BROADCASTING.

Midwest! Swinger! Market of quarter of million desiring to restaff. Three-state coverage. If you like promotions, excel in production can be yourself and smile on the air, we're looking for you in our young growing chain of stations. Send tape, containing production and air work along with resume/photo to Box H-331, BROADCASTING.

## Announcers—(cont'd)

Expanding midwest fulltimer needs pro midwestern announcer with interest in news, and endorsed third. Will provide thorough news training to accompany basic interest. Salary open—to \$150. Replies to Box H-336, BROADCASTING.

Announcer-Production/writer and newsmen all in one. 3rd endorsed a must. California fulltimer. Good music format. Send resume and tape with plenty of your voice, Box J-32, BROADCASTING.

Wanted—An evening star! Box J-36, BROADCASTING.

Need non-screaming top 40 man. New England daytimer. Non-experienced announcers need not apply. Box J-37, BROADCASTING.

Texas medium market top 40 expanding with TV. Must add new announcer with production experience. Must be experienced. Excellent salary and benefits. Permanence. Box J-48, BROADCASTING.

Midwest daytimer has excellent opportunity for announcer/copywriter. Salary open. Send resume to Box J-63, BROADCASTING.

TV sportscasters for New York City station. Send resume and pictures. Box J-73, BROADCASTING.

We are looking for a bright, ambitious announcer-copywriter for our mid-western small market station, population 15,000. \$85-00 to start with periodic raises, and excellent chance for advancement with a growing organization. Send resume and photo first, tape later. Box J-76, BROADCASTING.

Announcer . . . 3rd class . . . with experience. Midwest. Send resume to Box J-82, BROADCASTING.

Immediate opening for announcer-1st phone. New building, new equipment. Salary open. Excellent living area in east. Box J-88, BROADCASTING.

Good sounding country and western station needs two announcers. First ticket preferred but not necessary. Station just changed hands. Located in beautiful small city in Oklahoma. If you would like to live and work in western Oklahoma, send information along with tape and photo to: Box J-92, BROADCASTING.

First phone announcer needed for Kentucky station in the Lexington market area. First phone short on announcing experience but willing to learn also will be considered. Call 606-885-4186 or write Box J-97, BROADCASTING.

Opportunity in one of nation's fastest growing markets for experienced announcer. Must have third class ticket. No rock or C&W. Top quality middle-of-road good music. Must be good commercial man. We have top news and will train you in news if you have the voice. Opening in top time segment. If meet requirements will start minimum \$125.00 week. Send picture, tape and resume to Box J-98, BROADCASTING.

Experienced announcer. Permanent. Oregon coast. Tape, resume Box J-108, BROADCASTING.

Top salary for ability. 100 miles from NYC. Permanence and advancement. Box J-111, BROADCASTING.

Isn't it about time you left Smallville? If you can do good top 40, look into this young dynamic organization. Great Lakes. Box J-113, BROADCASTING.

Experienced, well-qualified announcer for good listening station in central Virginia area. No problems! Permanent position! Send resume, tape, photo and salary required. Open now. Box J-121, BROADCASTING.



**Announcers—(cont'd)**

Have opening for morning announcer with third class endorsed. If interested please send tape and resume. Located in western South Dakota. Box J-131, BROADCASTING.

Move up! Established mid-Atlantic 5 kw has opening for MOR announcer-dj. First phone, no maintenance. Evening work, 5½ hours airtime, your show. Salary open. Send tape, details to Box J-136, BROADCASTING.

Ladies' man? The gals in this upper mid-west metro area are looking for a good dj to entertain them 10 a.m. to 3 p.m. If you have the lively personality that goes with top 40 music send tape, pix today. Immediate action. Box J-137, BROADCASTING.

Immediate opening for midnight to six top 40 dj. Important midwest station. Opportunity to advance. Rush tape and photo for reply by return mail. Box J-141, BROADCASTING.

Immediate opening for experienced announcer at established station. No top 40. KBU, Athens, Texas.

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.

Immediate opening for announcer who would also like sales. A good small midwest market. Above average pay. Call Manager, KLEX, 816-259-3232.

Want announcer with 1st phone. No maintenance. 10,000 watt NBC affiliate in college town of 25,000. Good salary, good future. Call or write KOAM Radio, Pittsburg, Kansas.

West Texas kilowatt daytimer in single market wants first phone announcer. Light maintenance. Beginners considered. Prefer experienced applicants. Immediate opening. Contact Chuck Martin, Manager, KTFO, Seminole, Texas. PLaza 8-3798 or PLaza 8-2521.

Announcer with 1st phone who can handle contemporary music. Well established AM-FM network affiliate, owned by TV group. Opportunity to become chief engineer. Phone collect 218-233-1522, KVOX Moorhead, Minnesota.

Combo announcer with third class phone license with broadcast endorsement with good news delivery capability. Immediate opening right man. KVWM Showlow, Arizona.

First phone MOR announcer—afternoon drivetime. No. 1 station. fast growing medium market. Salary open. Tape and resume to Bill Chambers, Box 608, WAAM Ann Arbor, Michigan.

Immediate opening for experienced announcer with 3rd endorsed. Send tape and resume to WASA, Havre de Grace, Maryland.

Wanted immediately—experienced announcer for 5,000 watt radio station, Call Greeley N. Hilton, WBUY Radio, Lexington, N. C.

Announcer-copywriter who can service accounts. Good opportunity to break into sales. Established station in a good small market. WBYS Canton, Illinois.

Announcer with 1st phone for middle-road station. Good salary for right person. Contact Dick Lindsay, WCVL Crawfordsville, Indiana.

Immediate opening for morning man capable on news, sports and announcing. Permanent position. Send tape and resume: WDDY Gloucester, Va.

Modern daytime small market station needs announcer yesterday. Announcer school graduates considered. Rush tape and resume, Jack Pullin, WDNT Dayton, Tenn. call 615-775-2331.

WELV, Ellenville, New York, Immediate opening for dj. Call J. Elkin, 914-647-5678.

Afternoon drive personality needed by swinger in the Palm Beaches. Rush aircheck, plus resume to: WHEW, P. O. Box 2905, West Palm Beach, Florida.

WINR Binghamton, N. Y. has opening for bright, experienced production-minded morning personality. Send tape and resume to Program Director, WINR, 70 Henry St., Binghamton, N. Y.

**Announcers—(cont'd)**

First opening in 3 years one of nations highest rated stations needs versatile top 40 personality. Your chance to join the fabulous "JET good guys." Prime radio opening with possibilities on JET-TV. Rush tape to Rick Hanna, WJET Erie, Pennsylvania.

Down-state Illinois kilowatt, in modern, prosperous city has desirable opening for showmanship announcer. Must be familiar with both modern and adult music, be able to keep things moving with tight production, sell on the air for advertisers, help create lively friendly sound for progressive, established fulltime station. Excellent pay, fine fringe benefits for top notch man. Write WKAN Kankakee, Illinois with details of experience, references, tape.

Need beginning announcer with endorsed third phone to replace one returning to college. Ability to read and knowledge of good music essential. Rush tape to John Bowman, WLTV, Littleton, New Hampshire.

Experienced staff announcer with broadcast endorsement for well established CBS affiliate. WMBS Radio, Box 668, Uniontown, Penna.

First phone announcer engineer for middle of the road music and news station. \$105.00—\$115.00 depending upon experience. No maintenance. WMVR Sidney, Ohio. 513-492-4101.

Announcer with endorsed third class license. Experience not necessary—ability to read is necessary. Send tape, resume and salary requirements to WSKI Montpelier, Vermont.

Sportscaster-announcer needed for expanding station moving into FM facility. Need solid reliable experienced announcer with sports play-by-play experience. Send resume, tape. WSWW-AM-FM Platteville, Wis.

Ohio MOR daytimer needs two announcers. Some station experience. Third ticket desired. Salary open. Contact WTNS Coshoc-ton, Ohio.

Immediate opening for experienced announcer at AM-FM station going to 5000 watts. Send 7½ tape, photo and details of experience to WVSC, Box 231, Somerset, Penna.

Experienced announcing staff wanted for new tall tower one hundred thousand watts FM station opening in early October. Extra good salaries with fringe benefits for variety of people who can help out-program AM stations with an AM format on an FM frequency. Especially need a country music announcer with format approach rather than "howdy friends and neighbors." No bluegrass. Also especially need mature MOR announcer with desire to do part news gathering looking toward more development in news. Salaries are open and dependent on experience and ability but will range upward from \$110 per week. This separately programmed and sold FM is part of group ownership with financial ability to operate with best programing regardless of income for next few years. Mostly interested in people from Oklahoma, Kansas, Missouri, Arkansas and Western Tennessee. Will personally interview before final employment. Contact J. A. Shepherd, Box 309, Moberly, Mo. Phone 816-AM 3-1230.

Immediate opening. Sports director with 1st phone. 38 hour board shift, plus play-by-play. Salary open. Manager, 217-446-1312.

Country music personality. Not a character, but a personality needed. Sales opportunity also. Contact David Bradsher, The Key Stations, Radio Bldg., Radio Road, Statesville, N. C.

Bright morning man needed, middle of the road format—three hours air work and the remainder in sales. Excellent opportunity Contact David Bradsher, The Key Stations, Radio Bldg., Radio Road, Statesville, North Carolina.

Midwest openings for announcers, newsman and salesman. AM/FM separation and expansion. Can lead to administration. No phone calls. Resume first, tape later. Box 60, West Bend, Wisconsin.

**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.

Good sounding country and western station needs two announcers. First ticket preferred but not necessary. Station just changed hands. Located in beautiful small city in Oklahoma. If you would like to live and work in western Oklahoma, send information along with tape and photo to Box J-93, BROADCASTING.

Major radio station in metropolitan, mid-west market requires 1st class engineer. Box J-94, BROADCASTING.

First phone. Will train beginners. AM directional and FM. \$110. Box J-105, BROADCASTING.

First phone engineer. Must be good maintenance man. Responsible position. Excellent wages. AM directional and FM stereo. Box J-106, BROADCASTING.

5,000 watt fulltime directional station, located in the deep south, in need of first class engineer-announcer: Light engineering: MOR-top 40 format. Reply to Box J-145, BROADCASTING.

First class engineer needed now. Must have air experience. Country station with fast-paced Nashville sound in major east coast market. Send tape, resume and references. Top salary. Box J-144, BROADCASTING.

Chief engineer—Imaginative, reliable. Assume responsibility getting Honolulu's newest 5kw AM on air soon. Collins equipped.—Prolog automated. Locally owned. References required. \$8500. Contact President, KCCN, 150-B, Puuhale Road, Honolulu 96819.

Stuart Station KMNS 1 kw-directional—needs a first phone engineer, no announcing. Send resume to Harley City, KMNS Radio, P. O. Box 177, Sioux City, Iowa 51102 or call 712-258-0628.

Man with first phone for transmitter. Will train beginner. Station WAMD, Aberdeen, Md.

Operator with 1st class license. No maintenance. Good wages. WATR, Waterbury, Conn. 203-755-1121.

Broadcast technician-engineer for top AM-FM-TV station. FCC first required. Send resume to Technical Director, WBEW, Inc., Buffalo, N. Y. 14207.

Wanted immediately—Chief engineer—Excellent salary. Write WELV, Ellenville, N. Y. or phone: J. Elkin, 914-647-5678.

In need of a first phone combo man. Light engineering. Good top 40 and middle of the road, 5000 watt directional station. Contact Carroll Hines: (601) 684-8140, WHNY.

WHWH Princeton, New Jersey, needs a first ticket engineer to assume day transmitter responsibility of six tower directional. No Saturday or Sunday work. Salary open: Apply Art Silver, Chief Engineer, Box 1350, Princeton, New Jersey or call 609-924-3600.

Group-owned AM-FM operation seeking combo-man for some boardwork and engineering. Must have first class ticket and know how to use it. Attractive, fast-growing mid-New England community. Good salary, excellent insurance program. Send resume, salary desired, availability date to G. R. Bonneau, Radio WTSV, WTSV-FM, 221 Washington St., Claremont, New Hampshire.

Engineers: Immediate opening for two engineers—one combo and one maintenance man. 40 hr week. Call collect 812-265-3322.

Combo engineer-announcer needed for a country music show. Excellent opportunity with many benefits for the right man. Contact David Bradsher, The Key Stations, Radio Bldg., Radio Road, Statesville, North Carolina.

## NEWS

Northern New Jersey station with active and established news department seeks working newsman—gather, write and deliver. Send tape, resume, and salary expected. Box H-226, BROADCASTING.

Major market in midwest . . . 50 kw format station needs newsman with 1st ticket. Strong authoritative delivery, must be able to gather and write. Top salary. Send tape and resume. Box J-81, BROADCASTING.

Major east coast R&B outlet looking for all-around newsmen now. The men we want are equally adept at writing, gathering and getting the news as well as airing it. Send tape, resume, minimum salary expected to Box J-116, BROADCASTING.

Aggressive newsman able to gather, write and air local news. Immediate opening. Large station in capital city. Box J-140, BROADCASTING.

KILT needs top newsman for forty hour week. Must be fast, accurate, colorful and authoritative. Send short tape and complete resume to Brad Messer, News Director, 500 Lovett Blvd., Houston.

WINR Binghamton, N. Y. has opening for experienced, hardworking, aggressive early morning newsman. Send tape and resume to Program Director, WINR, 70 Henry St., Binghamton, N. Y.

Require a career broadcast journalist capable of gathering, writing and delivering news for respected station nationally and locally sited for aggressive and authoritative coverage. Located in growing community of 75,000 on Lake Michigan shores. Ideal for family life and many recreational and educational facilities. Union and company benefits. Forward resume, tape and references to Wm. Lipman, President, WLIP-AM-FM Kenosha, Wis.

WYFE in Rockford, Illinois is looking for a newsman who is action oriented. We want a number one man who can give us actualities or beepers on all newscasts. Station just purchased by Walker Group. Opening immediately.

## Production—Programing, Others

Permanent staff announcer for Cape Kennedy modern town and country station. Desire man strong on production who can do top job of programing the lively Nashville sound. Top 40 background preferred. Tape, resume to Box J-34, BROADCASTING.

Expansion creates need for announcer/copywriter combination. Excellent salary and opportunity for professional growth. Send copy samples and resume to Box J-64, BROADCASTING.

Man with program and sales experience in small market. Must have car. State salary. Box J-80, BROADCASTING.

## RADIO

### Situations Wanted—Management

15 years experience in management. Looking for absentee owner who is looking for man he can trust. Family man, 43, conservative habits. Prudent in every respect, including salary. Box J-69, BROADCASTING.

Experienced general manager. Exceptional strength in personal selling, and in building outstanding sales and programing teams. Require autonomy, contract, \$15,000 plus. Box J-74, BROADCASTING.

Manager that has turned losers to profit—cut costs and hold them. Builds programing and sales development that builds solid foundation. Large family, best industry references. \$15,000.00 minimum. I know radio. Let's talk. Box J-117, BROADCASTING.

## Sales

General manager—medium market station desires to move up to major market sales or sales management. No top 40. Married, dependable with wide experience and excellent references. Salary in five figures. Box J-112, BROADCASTING.

## Sales—(cont'd)

Dedicated radio executive desires sales management with adult-programed station in city 150,000 up. Wide experience best references. Box J-132, BROADCASTING.

### Situations Wanted—Announcers

Top 40 dj, third endorsed, tight board, experience. Box J-29, BROADCASTING

If swing is operation and you're within 150 miles of N.Y.C.—Then get whats happening—young, 3rd. endorsed, trained, experience, news and production. Must swing 40 only? Box J-35, BROADCASTING.

Announcer-dj, 3 yrs experience, family responsible, salesman, not floater, or prima donna. Box J-103, BROADCASTING.

Radio graduate. Negro. 3rd phone, some experience. Eager. Box J-115, BROADCASTING.

Top 40 talent wants skads of money and glorious working conditions (or reasonable facsimile) write, Box J-118, BROADCASTING.

Top 40 personality with seven years experience wants permanent position with well established modern contemporary operation that is located on the west side of the Mississippi. Bright, happy sound that appeals to young adults and teens. Presently employed. Box J-119, BROADCASTING.

Creative airman. PD for three years. 10 years experience all phases, heavy on production, tape editing. 26, married, draft exempt. Looking for a future. Major market. \$10,000 minimum. Box J-120, BROADCASTING.

Thespians turned dj-announcer. Limited radio experience. 3rd phone endorsed. Box J-127, BROADCASTING.

Another cousin Bruce . . . Top 40 talent . . . now . . . good mixer, experienced, responsible . . . Available! Write Box J-128, BROADCASTING.

DJ-announcer, authoritative newscaster—experienced—willing to travel. Box J-129, BROADCASTING.

Just short of two years in top 40. Now 120,000 market. Looking for the big move. Family. College grad. 1st. PD. MD experience. Have done telephone-talk. Box J-130, BROADCASTING.

Boss jock with boss family. Eyeing boss station. Boss 1st. Boss BA. Couple of boss years. Over 200,000 boss population. Need boss salary. Box J-134, BROADCASTING.

Classical music specialist—B.A.—Family—Intelligible news. Reliable. 8 years experience. Box J-135, 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 J-139, BROADCASTING.

Experienced sportscaster-salesman. Third ticket. Relocate anywhere. Andy Denonn, 135 Willow Street, Brooklyn, N. Y. Phone 624-0088.

Why do Bees hum?—Bees have notoriously bad memories and can't remember the words! Contemporary personality, college degree, major market experience. First phone. Majors only. 301-MU 6-1863. 2232 Coralthorn, Baltimore.

Announcer—disc jockey—producer—20 yrs. experience U. S. or abroad. All music, college, award winner—syndicated columnist, age 39, Negro. Mannie Maudin, 4659 Drexel Blvd., KENWOOD 6-7676, Chicago 53.

California: 1st phone, 6 years in top 40 radio including P.D. experience. For interview write Ed Metoyer, 1247 Pico, El Centro, Calif. of Phone EL 2-2549.

Now available—announcer with first phone—some experience. P. O. Box 3537, Savannah, Ga., 912-232-6726 (no collect calls).

Production minded top 40 jock available immediately. Top 50 markets only. 3 years experience, 1st ticket. Bill Elliott, Imperial Avenue, Pittsfield, Massachusetts. Phone 413-442-2183.

## Announcers—(cont'd)

First phone! Extensive beautiful music background. Heavy AM-FM experience. P. O. Box 205, Bloomfield, New Jersey. 201-227-1103.

First phone, good news, top-forty, experience. Here it is 813-982-5471.

Tri-linguist announcer. Single, 27, army reservist, mature voice, intimate style. Prefer good music or classical, late afternoon or night show. Speak German, French and English. Detroit Broadcasting School graduate. Wolfgang Schultz, 776 Seminole, Detroit 48214 (313) 823-0018.

## Technical

Retired signal corps Sergeant. Some experience studio, transmitters, chief. First phone. Prefer Carolinas. Part-time acceptable at first. Box J-104, BROADCASTING.

## NEWS

Experienced newsman wants to join news-conscious operation. College graduate. Box J-58, BROADCASTING.

## Production—Programing, Others

Big voiced program-production man with six years experience looking for big move. Box J-75, BROADCASTING.

Strong C&W first phone combo. Eleven years experience; Program director, news director, copywriter, production manager major market. Married, draft free. Prefer southeast. \$125.00 minimum. Box J-78, BROADCASTING.

Copywriter/announcer. Quality copy. Deep voice best suited to commercials, news, better music. Box J-114, BROADCASTING.

Ten years, announcing through management, currently GM, desires to return to Rocky Mountain region. Will manage, program or sell. Married, family, college, stable. Resume and references; 314-471-1331. Box J-125, BROADCASTING.

Girl with 3rd—news gathering—Woman's—Traffic—family. Box 265, New York City, 10036.

Big ratings—mean big dollars. Are you prepared for the next Pulse/Hooper survey period? Sound needs brightening up? Production sounds ragged? Can't afford a high-priced production man? Let Theme Productions' young, capable, staff—with modern ideas—be your production man. Send for free demonstration tape—indicate present type of programing. Theme Productions, Inc., 13305 Dexter Avenue, Detroit, Michigan 48238. Phone (313) 933-4643. "The Sound of Things to Come."

## 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.

Salesmanager for ABC station. New modern plant, local color, VTR. Great local business, real ground floor opportunity with top fite organization. Contact Pete Coticchia, WJET-TV Erie, Pennsylvania.

#### Announcers

Sports and commercial announcer. Prefer southwester with minimum one year radio experience. Group station will offer fine future to good, stable man. Contact Program Director, KBTX-TV Bryan, Texas.

Announcer—Due to planned live programing expansion, we are seeking a young person with commercial television experience who is capable of handling live commercial announcements and hosting live color programs for one of our major market television stations. Send video tape and confidential resume to J. P. O'Hagan, Employment Manager, Avco Broadcasting Corporation, 140 West Ninth Street, Cincinnati, Ohio 45202. An equal opportunity employer (M/F).



## Technical

Florida VHF has opening for transmitter engineer. Maintenance experience and car necessary. Interested applicants please submit resumes to Box H-166, BROADCASTING.

Chief engineer. Excellent opportunity available for an experienced chief engineer to assume complete technical and administrative responsibilities for engineering dept. of a major group operation, including remote telecast and substantial local live color programming. We will offer an excellent starting salary and fringe benefits program to the person selected. We prefer a graduate engineer with P.E. registration, who is under 45. Send detailed confidential resume to Box J-41, BROADCASTING. An equal opportunity employer.

Immediate opening for engineer with first class license in upper midwest full power VHF station, experience not required. Write Box J-123, BROADCASTING.

University of Hawaii ETV currently has openings for TV Broadcast engineers. Applicants must have TV experience and hold a current first class telephone license. Submit resume to H. Cronin, KHET, University of Hawaii, 1776 University Ave., Honolulu, Hawaii.

Operator with 1st class license. No maintenance. Good wages. WATR, Waterbury, Conn. 203-755-1121.

Tired of snow and bad weather? Central Florida VHF has opening for engineer with first license. 40 hour week. Good fishing. Immediate opening. Send resume and recent snapshot to Dodd Daniel, WFTV, Box 5795, Orlando, Florida 32805.

Needed immediately—Two control room engineers for expanding ETV operation. Minimum 2nd class license. Color experience helpful. Send resume to Mr. Brent, WHRO-TV, 5200 Hampton Blvd., Norfolk, Va. 23508.

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.

WTOC-AM-FM-TV Savannah, Georgia, has opening for first class engineer with experience. Reply by letter to Chief Engineer, WTOC, P. O. Box 858, Savannah, Georgia 31402.

Immediate opening for studio engineer, operation and maintenance. In Aberdeen, South Dakota. Contact Robert Ridgway, North Dakota Broadcasting Co., Inc., Box 1231, Fargo, North Dakota, or call 701-235-4461.

Experienced television engineer to maintain and operate CATV mobile unit and assume responsibility for technical aspects of video tape production. Salary \$10,000 and up depending upon qualifications and experience. Write P. O. Box 174, Northfield, Minnesota.

## NEWS

Newsman wanted for New York state television operation. Good appearance, good interview technique for soft work, good ad-lib ability. Want hard-worker with track record in news. Send photo and job history with audio tape. Box J-122, BROADCASTING.

A new, progressive news department seeks young, hustling newsman with some on-camera experience, a knowledge of equipment, and a nose for news and features. Morning newscasts, film assignments, and some supervisory duties. Well-equipped, local live color operation. Immediate opening. Send resume and video tape to: Dick Kay, News Director, WFRV-TV, Green Bay, Wisconsin.

## Production—Programming, Others

Program director—operations manager to supervise entire program and production area including public affairs, film, continuity, traffic, studio, all on-air activity. Should have operating experience as well as supervisory experience. Excellent salary, benefits. Mid-west group station. Wire or write in confidence. Box J-9, BROADCASTING.

## Production—Programming, Others

### Continued

Director-producer with at least three years commercial television experience to join expanding staff in southeast. Send resume, recent photo and desired salary. Box J-22, BROADCASTING.

Continuity writer—opening for a young college graduate capable of creating original commercial copy and writing scripts for major market live television and radio programs. Send confidential resume and samples of writing to Box J-26, BROADCASTING. An equal opportunity employer (M/F).

Good solid promotion man or woman able to run all phases of continuity. Key person in our station. Send complete resume to Box J-47, BROADCASTING.

News & commercial photographer wanted for small market TV-radio operation pleasantly located mid-Atlantic area. Experienced news sense plus 16mm SOF and silent, stills, processing. Send resume, references, photo to Box J-61, BROADCASTING.

Wanted: Experienced writer or announcer/writer combo for TV and AM. Send copy samples, full resume including picture. Box J-91, BROADCASTING.

## TELEVISION

### Situations Wanted

#### Management

General manager of station or group. Thoroughly experienced in administration, sales, programming, production and promotion. Television—12 years, radio—13 years. Have developed five losers into profitable, prestige properties in southeast and midwest. Now selling VHF for twice investment. Accustomed to much responsibility. Capable of developing profitable, prestige station or group. Box H-30, BROADCASTING.

Well experienced small market radio manager would like medium or major market opportunity in radio and/or television. Will offer fine background in programming, public relations, sales and administration, and will consider openings in any of these fields. Stable family man with college education. Will relocate anywhere for good opportunity. Now earning \$10,000 plus. Resume, references and interview upon request. Present owners aware of this ad and will recommend. Box J-124, BROADCASTING.

#### Announcers

Experienced radio announcer-salesman seeks break into television. Wishes to sell and announce. Mid twenties, family man working in top 100 market, Box J-90, BROADCASTING.

## Technical

Progressive tech school grad with first phone desires position with future as understudy to a thoroughly experienced young engineer. Will consider other positions. Three years experience in TV transmitter, translators, and CATV. Also some experience in microwave, AM and FM. Married. Age 32. Prefer southeast. Box J-72, BROADCASTING.

Experienced television engineer desires position in Rocky Mountain or surrounding states. Box J-83, BROADCASTING.

First class transmitter engineer desires position in northeast area. Box J-84, BROADCASTING.

Chief—3 yrs.—1st phone. Young, presently employed. Married. AM/FM—design, installation and maintenance or combo. Cities preferred. Desire permanent position. Box J-100, BROADCASTING.

Chief engineer experienced planning, construction and operation including transmitter color proof, studio color film-video tape. Prefer south or southwest. For interview write Box J-101, BROADCASTING.

## NEWS

News reporter, former Washington, D. C. correspondent—ten years experience—now with major O&O in San Francisco desires position in Washington, D. C., New York, Boston, Chicago or overseas post. Box J-107, BROADCASTING.

Interested in these qualifications? News—on camera, writing, legislative. 14 years. Program promotion—3 station PD. Married, 2 children. Phone 513-592-9700.

## Production—Programming, Others

Operations—program manager. Sixteen years experience. College graduate looking for challenging position with future. Hard working, responsible person. Box J-3, BROADCASTING.

Producer-director, 39, with background of successful achievements Italy and Latin America; television, motion pictures, theater; accustomed working with prominent artists; works effectively under pressure. Resume. Write Box J-99, BROADCASTING.

## WANTED TO BUY

### Equipment

Equipment Wanted: U.H.F. transmitter 10 or 12 kw. Box E-131, BROADCASTING.

We buy worn-out oscillating tubes, 10 kw and up. We pay freight. Sharon Machinery Company, 49 Gilbert, Quincy, Mass. 02169.

VT 1100 with Amtec. Box J-77, BROADCASTING.

## FOR SALE

### Equipment

Television radio transmitters, monitors tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave., N.Y.C.

Co-axial cable—Heliox, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Electric Co., Willow and 24th Streets, Oakland, Calif. Phone 415-832-3527.

For Sale. 1 RCA TRT-1B monochrome tape recorder. Complete with plock. Will be available Jan. 1967. Call or write John A. Carroll, Chief Engineer, WNYS-TV, Channel 9, Shoppingtown, Syracuse, N. Y. 13214. 446-4780.

General Electric BF-2-A FM transmitter in good condition. Has Moseley direct FM exciter, ready for stereo and MPX. Has 4CX5000A final tube. Calibrated micro-match. Factory tuned to your frequency including harmonic trap \$2,500. Good set of working tubes plus some spares. Box H-296, BROADCASTING.

New QRK turntables, all models available. Cash or will trade for any type of used equipment regardless age or condition. Audiovox, 4310 S.W. 75th Ave., Miami, Florida.

For sale: 170 foot G-16 Stainless tower. Good condition, complete. You take it down. Available immediately. Contact Manager, WPRW, Manassas, Virginia.

For Sale: Collins 10 kw, FM transmitter, Collins 4-bay antenna tuned to 105.9. WXXFM Elmwood Park, Illinois. Phone 312-943-7474.

Check our listings for your equipment requirements . . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

Commercial Crystal and new or replacement crystals for RCA, Gates, W. E. Bliley and J-K holders; regrinding, repair etc. BC-604 crystals; also service on AM monitors and H-P 355 BFM Monitors. Nationwide unsolicited testimonials praise our products and fast service. Eldson Electric Company, Box 96, Temple Texas.

Power generator 35KVA, 230 volt, 3 phase, \$1,000. RCA 86-A-1 limiter, \$100. Johnson SPDT RF contactor, 25 amps, \$75. KSJB Jamestown, North Dakota.

Automation—Complete operating system by Audiomatic Labs. Good condition. Switching circuitry incorporates Zenith timers. Three 10-inch reversing decks. \$4,000. WCOA Radio, P. O. Box 1669, Pensacola, Fla. 32502.

## 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.

Available: Trademark "TELEBRIEFS". Box J-46, BROADCASTING.

Latest "Dee-Jay Digest" just out. Written by a deejay for deejays. Two dollars: Morris, Box 1234, Eureka, Calif.

## INSTRUCTIONS

FCC License preparation through quality training in communications electronics. G.I. Bill approved for home study or resident classes. Free information. Write Dept. 6-W, Grantham School, 818-18th St. N.W., Washington, D. C. or Dept. 6-H, Grantham School, 1505 N. Western Ave., Hollywood, Calif.

Learn Radio-TV announcing, programing, production, newscasting, sportscasting, console operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated for training purposes by a private school—KEIR-FM. Highly qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters, Elkins Radio License School of Minneapolis offers the unmatched success of the Famous Elkins Laboratory and Theory Classes in preparation for the First Class FCC license. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minnesota.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana.

ELKINS has—The Nation's largest—the nation's most respected—the nation's highest success rate of all six-week First Class License courses. (Well over ninety percent of all enrollees receive their licenses). Fully GI approved. Elkins Institute—2603 Inwood Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting October 19, January 4, & March 8. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 5075 Warner Ave., Huntington Beach, Calif. 92647. Formerly of Burbank, Calif.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting. Bond Bldg., 3rd Floor, 1404 New York Ave., N.W., Washington, D. C.

"It's REI and Here's Why!" First phone license in (5) weeks—and we guarantee it. Tuition only \$295. Rooms \$6-\$13 per week. Classes begin every 5 weeks in beautiful Sarasota by the sea, on Oct. 10—Nov. 14. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service. Allied Technical Schools, 207 Madison, Memphis, Tennessee.

## INSTRUCTIONS

### Continued

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. 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.

See our display ad under Instructions. Don Martin School of Radio & TV.

## RADIO

### Help Wanted—Management

#### Management Opening

Group operator needs experienced General Manager for 50 kilowatt station. We are located in one of the top 5 markets. Opening immediately available.

Box J-89, Broadcasting.

### Help Wanted—Sales

#### FM AND TV PRODUCT MANAGER

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 ENGINEER BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast equipment field, located in the Midwest, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires good knowledge of broadcast equipment. Must be sales minded. Self-starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box H-268, Broadcasting.

## Announcers

### ANNOUNCING—PRODUCTION

We're not expanding—We're exploding! FM Radio Group in Top Midwest Markets will pay the price for an experienced, conversational style announcer with a real flair for creative production. Top pay, benefits, security and worthwhile management opportunities. Send resume and tape.

Box J-96, Broadcasting.

### KFYR Radio, Bismarck, North Dakota

24 hours . . . contemporary . . . 550 . . . 5000 watts. A member of the Meyer chain . . . looking for an afternoon or evening personality! First phone desirable . . . pay according to ability. Send air-check picture, and summary to:

Bill Drilling, Program Director, KFYR, Bismarck.  
We have opening now!

### Production—Programing, Others

#### PRODUCTION MANAGER WITH FIRST TICKET

Must be skilled commercial announcer, with ability to create and produce top quality spots. \$8-10,000 PLUS COMPANY PAID INSURANCE, RETIREMENT PROGRAM and other FRINGE BENEFITS.

Box H-303, Broadcasting.

### PROGRAM DIRECTOR-DJ

for #1 rated group station. Applicant must be an experienced Top 40 Program Director at a high-rated major market Top 40 Station. Money, security, and advancement for the right man. Send complete resume and tape to

Box J-109, Broadcasting.

### PERSONNEL DIRECTOR

Expanding operations and upgrading of staff cause an established group broadcaster (radio, TV, CATV) to seek a man qualified to conduct a training and improvement program, including personnel recruitment and evaluation.

Knowledge of broadcast job functions is desirable, but consideration would be given teaching experience in business administration at college level; teaching and administrative experience in educational television; public relations; or personnel experience in a well developed program in other corporate fields.

Hospitalization, insurance and profit sharing plans. Salary open. However, a resume of your qualifications, small photo, your minimum salary requirements should accompany your first letter.

Address Mr. James Yager, Cosmos Broadcasting Corporation, Post Office Box 367, Columbia, South Carolina 29202.

### Situations Wanted

#### Management

#### GENERAL MANAGER or PROGRAM DIRECTOR

AM, FM Radio. 20 years experience. All phases of broadcasting. Resume on request. EXCELLENT REFERENCES.

Box J-95, Broadcasting.



**Situations Wanted**

**Management—(Cont'd)**

**General Manager**  
available for TV/Radio Operations. Thoroughly conversant with every phase of the business. Excellent references and proven track record. Will relocate.  
Box J-71, Broadcasting.

**TELEVISION—Help Wanted**

**Management**

**Top Three Market**  
TV station (UHF) looking for dynamic, experienced manager, and also a sales manager, well versed in all phases of TV selling.  
Write Box H-326, Broadcasting  
Full resume.

**Sales**

**Career Opportunity**  
**VHF TV SALESMAN**

Major Market-Great-Lakes Area

You are proud of your business and personal records. You enjoy your work but would like to make more money and improve your opportunity for future advancement by applying your skills in a larger market with a growing corporation. You may be just the man we are looking for. Salary, commission, profit sharing and other fringe benefits. Send complete business and personal history to

Box J-87, Broadcasting.

**Announcers**

**Large-market TV Station**

Looking for intelligent personalities to handle controversial interview shows.

Write Box H-327, Broadcasting.  
All Details.

**TV SPORTSCASTER**

Personable, to telecast sports report on nightly newscast and play-by-play of basketball and hockey. Well-grounded in all sports. Send detailed resume, picture, or VTR audition and availability date to:

KTVU, Channel 2  
Attn: Budd Wiener  
Jack London Square, Oakland, California.

**Production—Programing, Others**

**TV Station in**

large mid-west market is looking for creative talent—writers, and producers with exciting new ideas and award-winning ambitions.

Write: Box H-328, Broadcasting

**Production—Programing & Others—(Cont'd)**

We are a TV-Radio group with other advertising interests and growth potential.

We are seeking a creative and aggressive individual to head up our existing department of

**PUBLIC RELATIONS  
PROMOTION  
ADVERTISING**

Salary \$15,000 plus.

Send resume to  
Box J-133, Broadcasting.

**TV PROGRAM-PRODUCTION MANAGER**

Creative executive producer to develop documentary and adult ed. type programs; assume Prog.-Prod. Mgr. responsibilities; preferably advanced academic degree; prefer combined experience record in commercial and ETV. Starting salary \$15,000 to \$16,000. Mail resume and clear through Richard P. Doherty, 1735 De Sales St. N.W., Washington, D.C.

**EMPLOYMENT SERVICE**



**PLACEMENTS**

A courteous confidential service for Broadcasters  
1615 California St., (303) 292-3730  
Denver, Colorado 80202

**10  
MOST  
WANTED  
MEN!!!**

**DIAL: 312-337-7075**

**"THE DIRECT LINE  
TO A BETTER  
JOB"!**

**NO PLACEMENT FEE.**

1. **TV GENERAL MANAGER** needed to head up new division of broadcast company. Applicants under 35 preferred and medium market background helpful. Up to \$40,000.00.
2. **TV DIRECTOR OF ENGINEERING** needed for leading top 20 market facility. E. E. degree required. Between \$22,000 to \$30,000 to start depending upon background!
3. **TV PRODUCER-DIRECTOR** for top-five market station. Applicants must be under 34 years of age and have excellent record of performance and stability. \$12,000 to start.
4. **TV NEWS DIRECTOR** for medium market midwest station. Up to \$14,000 to start.
5. **RADIO GENERAL MANAGER** for Midwest station in highly competitive market. Station is presently 6th in a eight-station market. Owner knows he has a problem! \$20,000 to start.
6. **RADIO SALESMAN** under 30 with small market background for major market station. Must be aggressive and able to get the order. Base of \$10,000 plus commission.
7. **RADIO PROGRAM DIRECTOR** for top 20 market "rocker". Station is a bad #2 against the leading top forty station in the market! Air work is a must for the new P.D. \$15,000 to start.
8. **AIR PERSONALITY** with record of building ratings on middle-of-the-road station for drive time slot at top 15 market station. Only original and humorous applicants will be considered! \$22,000 to start.
9. **TOP FORTY JOCK** for NIGHT-TIME on top 20 market station. A real wild child needed to grab this opening. \$18,000.
10. **RADIO PRODUCTION MANAGER** for top 15 market station. Must be able to write and create hard-sell, soft-sell, and funny spots. \$14,000.

**ARE YOU A WANTED MAN?**

**Nationwide Broadcast Personnel Consultants**

645 North Michigan Avenue  
Chicago, Illinois  
Area Code 312-337-7939



**"the professional employment service for broadcasters"**

**BUSINESS OPPORTUNITY**

**It'll Grow On You  
(The Teen Market, That Is)**

Today's new generation spends \$25-billion annually—making it the second ranking national industry—topped only by defense spending. And, the number of teenagers will double in the next four years.

Teen Enterprises of America is developing a series of programs that can mean an excellent dollar return to you (\$2,000 to \$3,000 monthly, depending on market area). Included will be a sophisticated new national teen magazine with a unique local concept designed to take the country by storm.

If you are interested in publishing your own magazine, plus getting in on the ground floor for a series of winning promotion programs in America's hottest economic area, and you live in a population area of 100,000 or over, we'd like to hear from you by return mail . . . as we're ready to roll.

Excellent opportunity to get into your own publication, eventually your own agency if so inclined.

Address inquiries, resume and recent photograph to:  
**Teen Enterprises**  
 Box 13451  
 Kansas City, Mo. 64199

**MISCELLANEOUS**

**20 POWERFUL RADIO SALES LETTERS**

Sell more time, strengthen competitive position, enhance good will. Right on target field tested business getters. Only \$27.50—plus two valuable Bonuses. **GUARANTEE:** if not pleased return in 10 days for refund. Check must accompany order.

**A. W. Lewin, Consultant**  
 60 E. 42nd St., N.Y., N.Y. 10017

**10 TIMES DAILY** your station **CAN OFFER**  
**\$200.00, \$100.00, \$50.00, & other CASH PRIZES!**

**No Risk to Station or Sponsor!** Your Total  
**WE (NOT YOU) PAY ALL WINNERS' Cost only \$49.50**  
 No Matter How Many! Weekly  
**Constant Winners Guaranteed**

*Choice of 3 Exciting, Proven Features*

**LUCKY DOLLARS** | **LUCKY SOCIAL SECURITY CARDS** | **LUCKY INITIALS**

Azrael has paid out over three million dollars Cash to Prize Winners to date, all over U.S.A. and abroad. Proven successful on nearly 1,000 stations. Boosts ratings. Increases time sales. For details telephone collect LE 9-7575, or write:

Azrael Productions, Dept. D.  
 913 N. Charles St., Baltimore, Md. 21201

**FOR SALE—Equipment**

**DRAMATIZE TV WEATHER  
GEMINI 11 STYLE**

**INCREASE TV RATINGS** in your market by being the station to show viewers latest weather—before it happens. You can receive nature's weather maps directly from orbiting satellites, as they pass over your market area, by using the same techniques seen on network TV weather coverage of Gemini flights. Maps are printed out instantly, line-by-line, in color—red with a touch of brown, on a clean white background—clearly showing cloud cover, land masses, hurricanes, etc. Small, compact Alden recorders can be rolled right into studio for on-the-spot use.

**WRITE FOR DETAILS** on Alden Electronic's newest graphic recording equipment—the same type now in use by the U.S. Weather Bureau, Air Force, Navy, Universities, TV stations, government and private meteorologists. You'll receive a prompt reply from: **Irving R. Tatro, Manager of Meteorological TV Systems, Dept. G-11, Alden Electronic & Impulse Recording Equipment Co., Inc., Westboro, Massachusetts 01581, Tel (617) 366-4467.**

**FOR SALE—Equipment**

**Continued**

**COMPLETE OPERATING  
MOBILE UNIT**

**MONOCHROME**

AVAILABLE AFTER CBS  
 FOOTBALL PICKUP, DEC 10th

**CONSISTING OF, IN PART:**

- 1 Converted V-8 Ford Bus, Model 69B
- 4 RCA TK-30 Camera Chains
- 1 Complete RCA Microwave Link
- 1 RCA Field Switcher
- 1 Custom-built 6x5 Lap-dissolve Switcher
- 1 Collins 4-pos. Remote Amp.-complete
- 1 Portable Trailer-type P47 Gasoline Power Generator, 6 kw.
- 2 Carrier Air conditioners

Box J-138, Broadcasting.

TEL. NO. 301-377-2222

**WANTED TO BUY—Stations**

Experienced announcer/writer management & sales background, wishes to purchase interest in AM or FM outlet U.S. or Canada. Brokers' inquiries invited.  
 Box H-288, Broadcasting.

**WISH TO PURCHASE:**

Unprofitable Radio Station in medium or large market. Prefer S.E. All information in strict confidence.  
 Box J-4, Broadcasting.

**WANTED TO BUY—Stations**

**Continued**

**RADIO STATIONS!**

Experienced broadcasters with ample funds are desirous of obtaining additional radio stations. Midwest and North Central area preferred.

Box J-18, Broadcasting.

**STATIONS**

Young aggressive broadcasting group looking for AM-FM operation priced around \$400,000. Cash flow must be at least \$70,000. Preferable east of Mississippi. All replies strictly confidential.

Box J-17, Broadcasting.

**FOR SALE**

**BROADCAST SCHOOL  
FOR SALE**

1965 Gross over \$76,000  
 Cash flow over \$30,000  
 Priced at \$75,000. 29% down—terms  
 Box H-315, Broadcasting

**FOR SALE—Stations**

**FOR SALE  
ALL OR PART**

**CALIFORNIA**

**OPERATING  
UHF TV STATION**

**FULLY EQUIPPED  
STUDIOS, OFFICES AND  
TRANSMITTER**

**COLOR FILM AND SLIDES  
SIX CAMERAS AND VTR**

269,000 watts video ERP  
 53,700 watts audio  
 OVER 200,000 homes  
 brokers invited  
 write

**KCFT-TV CH. 42**

**CONCORD, CALIFORNIA**

**CALIFORNIA AM AND FM**

Daytime AM with 5kw potential and full-time FM in one of the fastest growing and most desirable living areas in the state. Has shown good growth with absentee ownership. Presently grossing \$80,000 and profitable but should do well over \$100,000 with active owner-management. Firm price is \$160,000 but excellent terms with low down payment available.

Box J-110, Broadcasting.



**FOR SALE—Stations**

**Continued**

**MIDWEST**

**AM & FM Small Market  
Good Potential**  
Includes real estate. Priced at only  
**\$57,500 with terms.**  
Box J-142, Broadcasting.

**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.)

**FOR  
SALE**

**A \$40,000 net profit business.  
A business you can run with  
one hand tied behind your  
back. Can be operated in  
conjunction with your station.  
No travel. No gimmicks. Not  
jingles or syndicated pro-  
grams, or any of that. It's  
solid. Documented. And "no  
baloney."**

**It calls for \$15,000 investment  
plus \$5,000 operation capital.  
Principals only.**  
Box: J-85  
Broadcasting Magazine  
1735 De Sales Street, N.W.  
Washington D.C.

**Tix Rue Media Brokers Inc.**

116 CENTRAL PARK, SOUTH  
NEW YORK, N. Y.  
265-3430

(Continued from page 92)

operate on channel 19 in Kingsport, Tenn. Action Sept. 1.

■ In proceeding on applications of Century Broadcasting Co. and RKO General Inc. for new FM's in Memphis, granted in substance their request and cancelled prehearing conference scheduled for Sept. 1 subject to call later by examiner. Action Aug. 31.

By Hearing Examiner Charles J. Frederick

■ On examiner's own motion, continued prehearing conference from Sept. 2 to Sept. 13, and postponed hearing scheduled for Sept. 13 to date to be announced in subsequent order in proceeding on application of Bay Broadcasting Co. for new TV to operate on channel 38 in San Francisco. Action Aug. 31.

By Hearing Examiner Walther W. Guenther

■ In proceeding on applications of HGR Broadcasting Co. and Farmers Broadcasting Service Inc. for new FM's in Kinston, N. C., granted motion by Farmers and corrected in various respects transcript of hearing. Action Sept. 2.

■ Granted request by Columbia Broadcasting System Inc., St. Louis, and corrected in various respects transcript of record in proceeding on AM applications of Emerald Broadcasting Corp., Eugene, Ore., and Hi-Desert Broadcasting Corp., Twenty-Nine Palms, Calif. Action Sept. 1.

By Hearing Examiner Isadore A. Honig

■ On examiner's own motion, reopened record in proceeding on application of Continental Broadcasting Inc. for renewal of license of WNJR Newark, N. J., received in evidence WNJR exhibit 167, and again closed record. Action Sept. 6.

By Hearing Examiner David I. Kraushaar

■ Granted petition by Allen C. Bigham Jr. to extent of extending hearing to Jan. 17, 1967, in Salinas, Calif., and withheld ruling on petition for waiver of publication requirements pending submission of appropriate supplement to petition in proceeding on his application for renewal of license of KCTY Salinas, Calif. Action Sept. 6.

■ Issued order following prehearing conference of Sept. 2 in Homewood-Birmingham, Ala. TV proceeding, scheduled certain procedural dates, and continued hearing from Oct. 4 to Dec. 5. Action Sept. 2.

By Hearing Examiner Jay A. Kyle

■ In proceeding on application for assignment of licenses of WOL-AM-FM Washington, from Washington Broadcasting Co. to WOL Inc. reopened record, received in evidence exhibit no. 13(a) by Atlantic Broadcasting Co., and again closed record. Action Sept. 1.

By Hearing Examiner Sol Schildhause

■ In proceeding on applications of J. C. Stallings and Texan Broadcasting Co. for new FM's in Nacogdoches, Tex. granted petitions by (a) Texan for leave to amend its application to reflect change in channel from 252A to 221A and retained in hearing its application, and by (b) Stallings to specify change from channel 252A to 277, removed from hearing and returned to processing line amended application. Action Sept. 6.

**BROADCAST ACTIONS**

By Broadcast Bureau

Actions of September 6

WPGA Perry, Ga.—Granted increased power on 980 kc, D, from 500 w to 1 kw; condition.

KPRO Riverside, Calif.—Granted CP to change ant.-trans. location and operate trans. by remote control.

WDUX-FM Waupaca, Wis.—Granted mod. of CP to change type trans., delete dual

**FOR SALE—Stations**

**Continued**

Fla.	small	fulltime	106M	Sold
Maine	small	fulltime	120M	29%
Gulf	medium	fulltime	250M	terms
Calif.	metro	FM & Muzak	375M	terms
Midwest	major	daytime	630M	cash

**CHAPMAN ASSOCIATES**

2048 PEACHTREE, ATLANTA, GA. 30308

polarization, change type ant.; make changes in ant. system and decrease ant. height to 240 ft.

KIFG-FM Iowa Falls—Granted CP to change ant.-trans. location, increase ant. height to 170 ft.; remote control permitted.

KUPK-FM Garden City, Kan.—Granted CP to make changes in transmitting equipment.

WSIP-FM Paintsville, Ky.—Granted CP to install new ant.

WFIN-FM Findlay, Ohio—Granted CP to install new trans., dual polarized ant.; ERP 20 kw; remote control permitted; condition.

\*WVSH(FM) Huntington, Ind.—Granted CP to install new trans. and ant.; make changes in ant. system; ERP 940 w.; ant. height 65 ft.

KSTP-FM St. Paul—Granted mod. of license to operate trans. by remote control from 2792 Highway 61, Maplewood, Minn.

**Actions of September 2**

KBLC Lakeport Calif.—Granted license covering new standard broadcast station, specifying studio location and remote control point as 405 N. Main Street.

WAYS Charlotte, N. C.—Granted licenses covering main and alternate main nighttime trans. and main and auxiliary daytime trans.

WEBB Baltimore—Granted CP to replace expired permit for installation of trans. at main trans. location for auxiliary purposes only.

WOKZ Alton, Ill.—Granted CP to replace expired permit to make changes in ant. system.

WVCA-FM Gloucester, Mass.—Granted CP to increase ERP to 2.75 kw. ant. height to 310 ft.; change ant.-trans. location to Morse Hill, Essex, Mass.; remote control permitted.

KLUE-FM Longview, Tex.—Granted CP to install new type trans., increase ERP to 36 kw; decrease ant. height to 265 ft.; condition.

**Actions of September 1**

WNBV Newberry, Mich.—Granted license for AM station and specify type trans.

WKAI-FM Macomb, Ill.—Granted license for FM station.

WITA-FM San Juan, P. R.—Granted license covering installation of new trans. and new ant., change in ant. system, ERP and ant. height.

WMBR Jacksonville, Fla.—Granted license covering change in ant.-trans. location.

WLIR(FM) Garden City, N. Y.—Granted license covering change in ant.-trans., studio and remote control point, installation of new trans., change in ERP and ant. height.

WFKO(FM) Kokomo, Ind.—Granted license covering change in ant.-trans. and studio location, installation of new ant., change in ERP, ant. height and type ant.

KAOK Lake Charles, La.—Granted license covering change in ant.-trans. location, ant. system, and deletion of remote control authority.

WIBC Indianapolis—Granted license covering change in ant.-trans. location and specify type trans.

WJLD Homewood, Ala.—Granted CP to replace expired permit for changes in ant. system.

WBM(FM) Hartford-Meriden, Conn.—Granted CP to change ant.-trans. location to near Meriden, install new trans., ant., ERP 17.6 kw, ant. height 760 ft.; remote control permitted; conditions.

WOR New York—Granted CP to change ant.-trans. location to near Lyndhurst, N. J., and make changes in DA system; conditions.

Following stations were granted extensions of completion dates as shown: WMKC (FM) Oshkosh, Wis., to Nov. 30, and WJRZ Hackensack, N. J., to Feb. 16, 1967.

Granted renewal of licenses for following main stations and copending auxiliaries: WAVY-TV Portsmouth, Va.; WBAL-TV Baltimore; WBOC-TV Salisbury, Md.; WCYB-TV Bristol, Va.; WDBJ-TV Roanoke, Va.; WDTV(TV) Weston, W. Va.; WHIS-TV Bluefield, W. Va.; WHTN-TV Huntington, W. Va.; WBOY-TV Clarksburg, W. Va.; WJZ-TV Baltimore; WLVA-TV Lynchburg, Va.; WMAL-TV Washington; WMAR-TV Baltimore; WOAY-TV Oak Hill, W. Va.; WRC-TV Washington; WRVA-TV Richmond, Va.; WSAZ-TV Huntington, W. Va.; WSLS-TV Roanoke, Va.; WSWA-TV Harrisonburg, Va.; WTAP-TV Parkersburg, W. Va.; WTAR-TV Norfolk, Va.; WTOP-TV Washington; WTRF-TV Wheeling, W. Va.; WTTG(TV) Washington; WVEC-TV Hampton, Va.; WXEX-TV Petersburg, Va.; \*WCVE-TV Richmond, Va.; \*WETA-TV Washington; \*WHRO-TV Hampton-Norfolk, Va.; WAJR-AM-FM Morgantown, W. Va.; WAMD Aberdeen, Md.; WARK-AM-FM Hagerstown, Md.; WAYE Baltimore; WBAL-AM-FM Baltimore; WBBL Richmond, Va.; WBCI-AM-FM Williamsburg, Va.; WBOB-AM-FM Galax, Va.; WBOC-AM-FM Salisbury, Md.; WBOY Clarksburg, W. Va.; WBTH Williamson, W. Va.; WBUC

Buckhannon, W. Va.; WCEF-AM-FM Parkersburg, W. Va.; WCVA Culpeper, Va.; WDEJ-AM-FM Roanoke, Va.; WDDY Gloucester, Va.; WDMS-AM-FM Lynchburg, Va.; WDMV Pocomoke City, Md.; WDNE Elkins, W. Va.; WDVVA Danville, Va.; WEBB Baltimore; WEEL Fairfax, Va.; WEEB Richmond, Va.; WEIR Weirton, W. Va.; WELD Fisher, W. Va.; WELK Charlottesville, Va.; WENZ Highland Springs, Va.; WESR Tasley, Va.; WETT Ocean City, Md.; WFAX Falls Church, Va.; WFBR Baltimore; WFLO-FM Farmville, Va.; WFLS-AM-FM Fredericksburg, Va.; WFMD-AM-FM Frederick, Md.; WFRB-AM-FM Frostburg, Md.; WFR Front Royal, Va.; WFVA-AM-FM Fredericksburg, Va.; WCAT Gate City, Va.; WGH-AM-FM Newport News, Va.; WCMS-AM-FM Bethesda, Md.; WHEO Stuart, Va.; WHHV Hillsville, Va.; WHLL Wheeling, W. Va.; WICO Salisbury, Md.; WINA-AM-FM Charlottesville, Va.; WINC Winchester, Va.; WIVE Ashland, Va.; WJDY Salisbury, Md.; WJJJ Christiansburg, Va.; WJWS South Hill, Va.; WKDE Altavista, Va.; WKCY Covington, Va.; WKIK Leonardtown, Md.; WKLC-AM-FM St. Albans, W. Va.; WKOY Bluefield, W. Va.; WKVK Virginia Beach, Va.; WLOH Princeton, W. Va.; WLVA Lynchburg, Va.; WMAL-AM-FM Washington; WMEV-AM-FM Marion, Va.; WMNA Gretna, Va.; WMON Montgomery, W. Va.; WMOV Ravenswood, W. Va.; WMTD Hinton, W. Va.; WNAV-AM-FM Annapolis, Md.; WNOR-AM-FM Norfolk, Va.; WNRG-AM-FM Grundy, Va.; WODI Brookneal, Va.; WODY Bassett, Va.; WPAR Parkersburg, W. Va.; WPIK Alexandria, Va.; WPRW-AM-FM Manassas, Va.; WPUV Pulaski, Va.; WPVA Colonial Heights-Petersburg, Va.; WRC-AM-FM Washington; WRDS South Charleston, W. Va.; WRGM Richmond, Va.; WRIS Roanoke, Va.; WRON Ronceverte, W. Va.; WROV Roanoke, Va.; WRVA-AM-FM Richmond, Va.; WSIG Mount Jackson, Va.; WSLS-AM-FM Roanoke, Va.; WSSV Petersburg, Va.; WSVA-AM-FM Harrisonburg, Va.; WTAR-AM-FM Norfolk, Va.; WTBO-AM-FM Cumberland, Md.; WTIP Charleston, W. Va.; WVEC-AM-FM Hampton, Va.; WVOB Bel Air, Md.; WWHY Huntington, W. Va.; WWIN Baltimore; WWVA-AM-FM Wheeling, W. Va.; WWYV Pineville, W. Va.; WXVA Charles Town, W. Va.; WYPR Danville, Va.; WYTI Rocky Mount, Va.; WASA-FM Havre de Grace, Md.; WASH(FM) Washington; WBKW(FM) Beckley, W. Va.; WCBM-FM Baltimore; WEPM-FM Martinsburg, W. Va.; WHAG-FM Halfway, Md.; WHFS(FM) Bethesda, Md.; WHIS-FM Bluefield, W. Va.; WKNA(FM) Charleston, W. Va.; WLRJ(FM) Roanoke, Va.; WRBS(FM) Baltimore; WRFL(FM) Winchester, Va.; WRNL-FM Richmond, Va.; WTOIO(FM) Charleston, W. Va.; WTOP-FM Washington; WTRF-FM Wheeling, W. Va.; WVAE-FM Charleston, W. Va.; WVVV(FM) Blacksburg, Va.; WWDC-FM Washington; WXRA(FM) Woodbridge, Va., and WXTC(FM) Annapolis, Md.

#### Action of August 31

WGAY(FM) Washington—Granted mod. of license to operate trans. by remote control.  
KBBI(FM) Los Angeles—Granted CP to install new type trans. and new type ant.;

ant. height 2,780 ft.; remote control permitted.

WDRG-FM Hartford, Conn.—Granted CP to install new trans. and ant.; make changes in ant. system; ERP 17.5 kw, ant. height 760 ft.; remote control permitted; waived sec. 73.210 of rules to permit main studio to be located at Bloomfield.

WBIA Augusta, Ga.—Granted CP to change ant.-trans. location.

Granted renewal of licenses for following main stations and copending auxiliaries: WVNJ Newark, N. J., and WVCA-FM Gloucester, Mass.

#### Action of August 19

WBML Macon, Ga.—Granted change of remote control authority; condition,

### Fines

#### FORFEITURE NOTICES

Commission, by its Broadcast Bureau, on Aug. 30 notified following 28 stations of apparent lability in amounts indicated for late filing of their renewal applications:

\$200: WQTW Latrobe, Pa., and WRTI-FM Philadelphia.

\$100: WBPZ-FM Lock Haven, Pa.; WBRT Bardstown, Ky.; WICK Scranton, Pa.; WJSM Martinsburg, Pa., and WSUX Seaford, Del.

\$25: WBLF Bellefonte, WBUT-FM Butler, WEND Ebensburg, WEND-FM Ebensburg, WFAR Farrell, WFRM Coudersport, WGEI Scranton, WGBI-FM Scranton, WGMR-FM Tyrone, WHRY Elizabethtown, WKBI St. Marys, WKST New Castle, WMLP Milton, WMSH-FM Hershey, WNET Wellsboro, WPEL Montrose, WPEL-FM Montrose, WTRN Tyrone, WTTT Towanda, WTTT, WFM Towanda and WVBU-FM Lewisburg, all Pennsylvania.

Stations have 30 days to pay or contest forfeitures.

### Rulemakings

#### DENIED

■ By memorandum opinion and order, commission denied request of WLFA Lafayette, Ga., for (1) waiver of sec. 73.207 of rules with regard to separation of class A FM station and adjacent class C stations, and (2) assignment of channel 257A to Lafayette. Action Aug. 31.

■ By memorandum opinion and order, commission denied request of Board of Education of San Angelo Independent School District, San Angelo, Tex. for assignment of TV channel 6 as noncommercial channel to replace noncommercial channel 21. Action Aug. 31.

#### PETITIONS FOR RULEMAKINGS FILED

James A. Chase, Angola, Ind., and E. Harold Munn Jr., Coldwater, Mich.—Requests institution of rulemaking proceedings looking toward assignment of channel 15 to Honolulu and channel 17 to Wailuku, Maui. Hawaii. Received Aug. 25.

KHMO Hannibal, Mo.—Requests issuance of notice of proposed rulemaking looking towards amendment of FM table of assignments by giving Hannibal channel 225C instead of its present 254C, and by giving

Fulton, Mo., channel 249A instead of its present 224A. Received Aug. 24.

KASI Ames, Iowa—Requests institution of rulemaking proceedings looking toward allocation of second FM channel in Ames, either by deleting channel 273 from Des Moines and assigning it to Ames, or by deleting channel 252 from Boone, Iowa, and assigning it to Ames. Received Aug. 17.

Jackson TV Cable Co., Jackson, Mich.—Requests institution of rulemaking proceeding looking to amend sec. 74.1107(a) of rules and regulations, carriage of distant signals in top 100 markets. Received Aug. 15.

Lee and Gretna Hopper, Tulsa, Okla.—Requests amendment of rules so as to assign channel 221A to Broken Arrow, Okla. Received Aug. 8 and amended Aug. 26.

Edward Carney Jr., Mount Pleasant, Iowa—Requests amendment of rules so as to add channel 297 to Burlington-Mount Pleasant, Iowa, and delete it from Burlington. Received Aug. 5.

#### CATV REQUESTS FOR WAIVERS

Mid-Hudson Cablevision Inc., Hudson, Catskill and Athens, N. Y., requests waiver to carry WNEW-TV, WOR-TV and WPIX-TV, all New York.

Cypress Valley Cable Television Service Inc., Marshall, Tex., requests waiver to carry KLT(TV) Tyler-Longview, KTVT (TV) Fort Worth-Dallas and KERA-TV Dallas, all Texas.

Greater Television, Emmaus, Salisbury township and Upper Milford township, all Pennsylvania, requests waivers to carry WIBF-TV Philadelphia.

Cablevision of Dunn Inc., Dunn and Erwin, both North Carolina, requests waivers to carry WFMY-TV Greensboro, WGHP-TV High Point, WNCT-TV Greenville, WWAY-TV and WECT-TV, both Wilmington, all North Carolina, and WBTW-TV Florence, S. C.

### New call letters requested

Martinsburg, Ind.—Keister & Keister. Requests WCBK.

Eau Gallie, Fla.—Cape Canaveral Broadcasting Inc. Requests WTAI.

\*Collegeville, Minn.—St. John's University. Requests KSJR-FM.

Grand Forks, N. D.—Valley Broadcasting Co. Requests KVBG(FM).

Winnfield, La.—Winn Broadcasting Co. Requests KVCL-FM.

Tracy, Calif.—Tracy Stereophonic Radio. Requests KSRT(FM).

WSFC-FM Somerset, Ky.—Swartz Media Inc. Requests WSEK(FM).

Austin, Tex.—KVET Broadcasting Co. Requests KVET-FM.

Maquoketa, Iowa—Maquoketa Broadcasting Co. Requests KMAQ-FM.

St. Peter, Minn.—Seehafer & Johnson Broadcasting Corp. Requests KRBI-FM.

Merced, Calif.—Central Valley Broadcasting. Requests KAMB(FM).

WDEE-FM Hamden, Conn.—Kops Communications Inc. Requests WKCI(FM).

Reno—Washoe Empire. Requests KTVN (TV).

Nashville—Mid-Continent TV Corp. Requests WKTO-TV.

## COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through Sept. 7. 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.

Tuolumne, Calif.—Daniel I. Gillespie, CATV engineer of Pacifica, Calif., and Sonora Community Antenna (Robert Cooper, representative) have each applied for a franchise. Mr. Gillespie asked for a non-exclusive franchise. He stated that he would charge a monthly fee of \$5, but no installation charge. Sonora proposes a 12-channel system, \$25 for installation, \$5.50 monthly and 2% of the firm's annual gross receipts payable to the city.

Colorado Springs—Two firms are seeking franchises: Vumore-Video Corp., Colo-

rado (Bernie Trott, representative) and Colorado Cablevision, a subsidiary of Time-Life Broadcasters Inc. Colorado Cablevision has also applied for a franchise in Manitou Springs, Colo.

■ Gilman, Ill.—Clearview Communications Antenna Co. has been awarded a franchise. Two other companies bidding were Iroquois Cable, Watska, and T.A.B. TV, Bloomington, Ind.

■ Bellevue village, Mich.—Triad Stations Inc. (group CATV owner) has been granted a franchise. The firm proposes a 12-channel system, FM, \$5 monthly and 2% of its annual gross receipts payable to the city. Triad also owns systems in Albion, Battle Creek, Battle Creek twp., Bedford twp., Emmett twp., Marshall, Pennfield twp., and Springfield, all Michigan.

Glen Gardner, N. J.—Washington Cable Co. has applied for a franchise which would provide a 12-channel system. The firm proposes a \$10 installation fee and a monthly charge of \$5. The same firm has also applied for a franchise in Hampton borough, N. J.

■ Hampton, N. J.—Washington Cable Co. has been granted a franchise. The firm

proposes a 12-channel system. Washington Cable Co. is also seeking a franchise in Glen Gardner, N. J.

■ Riverside twp., N. J.—General C.A.T.V. Corp. has been granted a franchise.

Spencer village, N. Y.—Shippos Line Construction Co., Ithaca, N. Y., has applied for a franchise. The firm proposes a five-channel service, an installation fee of \$40.00 and a monthly charge of \$4.

■ Fort Shawnee, Ohio—Reynolds Cable Television of Sidney has been awarded a 25-year franchise. The firm proposes a monthly charge of \$5 and an installation fee of \$10. If the house goes on cable the first year, no installation fee will be charged. One percent of the first year's annual gross receipts will be returned to the village, 2% the second year and 3% the third.

St. Clairsville, Ohio—P and W Cable TV Co. (Phil Whitehouse and Jim Perry, owners) has applied for a franchise. The firm proposed an installation fee of \$17.50 and a monthly charge of \$4.95.

■ Peshtigo, Wis.—Marcus Theatres CATV Systems Inc. has been awarded a franchise. The firm has also been granted a franchise in Marinette, Wis.



**J**OHN O. Gilbert, vice president in charge of affiliate relations, ABC-TV, has always aimed at turning out high-grade product, whether he was making candy, sales or telling points in a broadcast editorial.

Mr. Gilbert's energetic good looks are known to millions in metropolitan New York through his on-the-air editorializing for three years when he was general manager of WABC-TV.

Few know that he entered broadcasting after working four years in the lucrative candy-making company founded by his grandfather in the Gilbert hometown, Jackson, Mich. ("We're still making darn good candy there," he says.)

With characteristic style, he shot up through the broadcast ranks in a series of sales and managerial positions.

Another part of the Gilbert personality is reticence about the details of these successes and contributions. However, he is decidedly unreticent about the 15 or so editorial broadcasts he made each week while managing WABC-TV.

A couple of years ago he delivered a well-remembered editorial on a New York neighborhood's apathy to the cries of a young woman murder victim. Asked if the editorial was in reality "preaching," he exploded:

"I violently disagree. The broadcaster has a right to do any editorial he feels is responsible. If he happens to feel that humanity has been disgraceful in a particular action, he can say so.

"Besides, with clever writing the implication that humanity has been disgraceful can be made without 'preaching.'"

Thus disposing of the argument that a strong and responsible editorial policy will alienate the audience, Mr. Gilbert also discounted the dangers of stepping on political toes as a reason for not editorializing:

**Water Issue** ■ "Criticism is the world of politics and it doesn't get in the way of the broadcaster or politician doing their jobs.

"For instance, WABC-TV editorials hit New York officials on their handling of last year's water shortage. Nevertheless former Mayor [Robert F.] Wagner at a formal event presented us with an award for our *Career '65* program encouraging youngsters to finish school.

"As I was going up to the dais to receive the award, the mayor complimented our *Career '65* and went on. 'but this young man is misled in another matter—the water shortage. However, we're going to talk to him.' The audience broke up."

Mr. Gilbert did point up lightheartedly one of the hazards of TV appearances by broadcast executives:

"When I hail cabs, go into restaurants or even my local drugstore in Bronxville, I'm recognized and can get pulled

## View from top: good editorials an 'opportunity'

into a debate.

"However it's gratifying because you know that the audience is watching and listening and is involved. If broadcasters don't have the competent people to do editorials they should hire them, or they are missing a great opportunity in the total operation of a station."

### WEEK'S PROFILE



**John Ottomer Gilbert**—VP in charge of affiliate relations, ABC-TV; b. Jackson, Mich., Jan. 29, 1928; Wesleyan U., Middletown, Conn., 1949; The Babson Business Institute, Babson Park, Mass., 1950; John O. Gilbert Chocolate Co., Jackson, Mich., 1949-53; WKHM-AM-FM Jackson, Mich., sales manager 1953-54, general manager 1953-54; sales manager, WKMH-AM-FM Detroit-Dearborn, Mich. (now WKNR-AM-FM), 1955-59; sales manager, WBZ-AM-FM Boston, 1959-60; VP and general manager, WXYZ-AM-FM Detroit 1960-63; VP and general manager, WABV-TV New York, 1963-66; VP in charge of affiliate relations, ABC-TV, 1966; m. Nancy Bryar of Grosse Pointe, Mich., 1956; children: John III, 14 (by a previous marriage), Kimberly, 9, Robert, 6, Kristen, 2; Christ Church, Bronxville, N. Y.; board of directors, National Association of Broadcasters; member: New York Athletic Club, Birmingham (Mich.) Athletic Club, International Radio and Television Society; hobbies: tennis, skiing and reading.

Walter Patterson, now executive vice president of the Knorr stations, a Michigan group operation, is the man who talked John Gilbert into radio-TV.

In 1953, Mr. Patterson, who lived next to Mr. Gilbert in Jackson, convinced his bright young neighbor that he would be a great success in broadcast sales.

A year as sales manager at Knorr's WKHM-AM-FM Jackson was the only look the brass at Knorr needed. Mr. Gilbert was made the outlet's general manager. His four years (1955-59) as local and national sales manager of Knorr's WKMH-AM-FM Detroit-Dearborn, Mich. (now WKNR-AM-FM), gave Mr. Gilbert his first exposure to the tong wars waged for the business of the New York-Chicago national agencies.

"I found that you could go against the big metropolitan stations and come out competitive; it was a real revelation," he says.

Westinghouse Broadcasting Co. snared Mr. Gilbert for a year as sales manager of its WBZ-AM-FM Boston from 1959-60. But "ABC remembered me from competing against them in Chicago."

Evidently operating on the theory that it's better to have a skillful young fighter on your team than pounding at your "soft underbelly," ABC appointed Mr. Gilbert vice president and general manager of WXYZ-AM-FM Detroit. Under his stewardship the station began utilizing the broadcast editorial.

**Initiated Editorials** ■ In 1963 the young executive was called to New York to manage ABC's key New York station, WABC-TV. With Mr. Gilbert at the helm, WABC-TV initiated editorials when no other New York TV station employed them regularly.

After 13 years as a station executive, Mr. Gilbert found himself in the lofty perch of a network official when he was named ABC's vice president of affiliate relations in March of this year.

"Station relations is where all the problems seem to arrive eventually," observes Mr. Gilbert. "As vice president you've got to sometimes be a bad guy without not being a good guy, and that's tough."

Station relations—characterized by Mr. Gilbert as being network management's voice to the stations and vice versa—has among its problems convincing the affiliates to accept the network programs of limited audience appeal along with the audience grabbers.

"The stations and the network," says Mr. Gilbert, "are mutually dependent; the stations must support the network and vice versa because without them there is no network.

"If I've learned one thing since I took this job, it's that ideally every station executive should hold a network post at least once in his career; the view from the top is very surprising."

A half-Nielsen

THE consent decree signed by the A. C. Nielsen Co. and Rex Sparger (BROADCASTING, Sept. 5) ought to put an end to Mr. Sparger's hopes for a career as an expert on audience measurement. In the settlement of Nielsen's \$1.5 million damage suit against him, Mr. Sparger has retracted all of the principal assertions he had made in criticism of Nielsen's operations and in defense of his own motivations.

Some months ago Mr. Sparger publicly announced that he had access to identifications of Nielsen sample homes and had telephoned some of them in attempts to influence the ratings of *Bewitched*, the *Orange Bowl Parade* and the *Bob Hope Vietnam Christmas Special*. In the consent decree he now admits that at that time he had no accurate information on the Nielsen sample and called no Nielsen homes.

Mr. Sparger had also said that he attempted to inflate the ratings of *An Evening with Carol Channing* early this year to obtain material for a book he was writing. In the settlement he admits that his work on the book had been suspended since 1963 and that he tampered with the Nielsen sample on the Channing show "for the purpose of obtaining financial enrichment."

Mr. Sparger emerges discredited from the squalid affair, and the Nielsen company has resolved a good many doubts that had been raised about the security of its system of taking national television measurements. Still there are nagging questions left unanswered.

How did Mr. Sparger gain possession of the names and addresses of some Nielsen families in advance of the Carol Channing show? What precautions has Nielsen instituted to prevent similar compromises by others in the future? Neither of these questions is answered in the settlement.

Why did Charles F. Lowe, Miss Channing's husband and producer of her television special, pay Mr. Sparger \$4,000? A cancelled check for that amount was publicly revealed by the Nielsen company last July. There is no mention of it in the consent decree.

The Nielsen-Sparger case will not be truly settled until the missing elements are filled in.

The story behind . . .

ADD to the problems of TV owners the license-renewal attack wherein new applicants seek to wrest assignments of existing stations on the paper promise that they will do a better job.

The practice isn't new in radio, although it has not been spectacularly successful. Usually the newcomer goes after what he regards as a particularly vulnerable licensee.

It is novel, however, in TV. The first such effort came last fall when a group of Los Angeles businessmen filed for the ch. 9 assignment of KHJ-TV, the RKO General station. That case has been designated for hearing and is being watched closely as the possible beginning of a trend.

Now two separate groups have filed on top of WOOK-TV Washington, the ch. 14 assignment held by Richard Eaton, also a multiple owner. Eaton stations have been under fire for numerous violations.

One of the two new Washington aspirants has Drew Pearson as its vice president. The other includes several persons with experience in broadcast programming. Both propose to program for Washington's Negro population.

The Pearson application is of more than casual interest. It is the second time around for the viciously anti-broadcasting syndicated columnist. He was a principal in the so-called Blue Book case of nearly two decades ago involving an effort

to separate WBAL Baltimore from its clear channel on grounds of inadequate programing. (Hearst still has the station.)

In the Pearson vernacular, key-hole style, the columnist often sets out to relate the "interesting story behind" whatever vitriol he is prepared to unload.

The "interesting story" behind the Pearson bid and the consistently antibroadcasting tone of his column is a record of frustration in broadcasting. He could never make the grade as a television network commentator.

The new season

A NEW television season is upon us, an observation that will hardly cause surprise in any U. S. home whose set was lighted for as much as 30 minutes during the heat of the past summer. The on-air phases of what used to be called the networks' preseason promotional barrages have become periods of sustained siege from July on.

This is inevitable, because the price of failure and the rewards of success are too great for any network to spare any reasonable effort to get away to a strong start. But the drumbeating is not the only inevitable feature of a new season, and as the race begins in earnest this week it is safe to say—unless all experience is meaningless—that as surely as the new schedules were preceded by promotion, they will be followed by criticism.

We would not venture, as some newspapermen have done, to evaluate the new programs without seeing them. But we should be surprised if it does not hold true, as in the past, that the regular series will for the most part be aimed at the broadest possible audiences, while the glitter for the season will be provided largely by the specials. We hope the critics will be pleased, as we are, that this season's plans call for a substantial increase in the number of special programs of the sort they characteristically yearn for. Perhaps they will remember, too, that the regular series go a long way toward making the specials possible.

Whatever the verdict of the critics, however, history makes clear that people will be watching and in the end they will watch the programs that appeal most to them. When all the drumbeating is over and all the critics have had their say, that is also the inevitability of television.



Drawn for BROADCASTING by Sid Hix

"We're not connected with the car-rental outfit . . . in fact, miss a payment and we take you out of the driver's seat!"





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## Bright & Clear—Texas Style

Harold Taft is a professional member of the American Meteorological Society. He has forecast weather for the United States Air Force, American Airlines, the 8th Army in Korea, the Strategic Air Command, the Air National Guard, turkey raisers, hog killers, and WBAP-TV. His popularity soars when the superintendent says, after watching Weather Telefax, "No school tomorrow".

**WBAP-TV**   
Fort Worth Dallas 

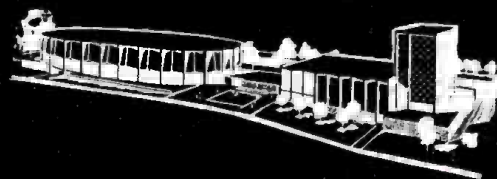
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# LINCOLN CENTER?



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