Who took the wind out of spot television's sails? p27
Do small companies merge to get better TV deals? p32
Have networks written 'Requiem for the 50-50 rule'? p52
Is FCC on threshold of new program regulation? p62

COMPLETE INDEX PAGE 7
Being the most **colorful** station in Tulsa is important, but it's **not** everything.

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

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

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

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

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

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

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

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

What's to be counted

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

Softer talk

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

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

The right people

Wiley T. Buchanan Jr., former State Department chief of protocol and well-known Washington figure, will reportedly be prominently identified in new ownership of Mutual Broadcasting System, though his name has not been announced in that connection. Mr. Buchanan has had some time wanted to get into broadcasting, most recently last year for WGN, Washington which was later sold to Edmont Sondersing, group owner. Option to buy MBS for $3.1 million is held by new Mutual Industries Inc. whose principals have previously been identified as Loren M. Berry, head of nationwide telephone directory advertising company based in Dayton, Ohio, and his son-in-law, John P. Fraim (Broadcasting, May 16).

Lively Arts

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

ARB to be target

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

ARB officials contend that sweep dates were chosen after broadcasters protested original plan to start on Nov. 9, date SRA wants; that World Series dates will be dropped; that Sept. 28 to Oct. 25 measurement will permit delivery of reports before mid-December and avoid another situation like last winter's when lag in January spot buying was widely blamed on reports not being delivered till around year-end holiday season. As to "area of dominant influence," they say it's material agencies want and now prepare for themselves.

Cold shoulders

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

Who's boss?

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

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

Machine age

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

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

Represented Nationally by The Katz Agency, Inc.
WEEK IN BRIEF

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

WHO STEPPED ON BRAKES? ... 27

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

GATEWAY TO REGULATION? ... 62

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

NEXT SEASON ... 58

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

LOWER SCORES FOR FORM ... 55

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

RADIO BEST BARGAIN ... 34

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

COUP D'ETAT? ... 52

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

COMPANIES MERGE TO BUY ... 32

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

HEAVY AGENDA ... 81

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

COX'S VIEWS ... 74

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

CATV EXPERIMENT ... 68

DEPARTMENTS

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

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N.W., Washington, D. C., 20036. On
changes, please include both old and
new addresses plus address label from
front cover of magazine.
BEELINE® COUNTRY...

AWFULLY BIG IN RECREATION

It is full speed ahead for your Western sales when you are in Beeline Country. Hundreds of thousands of visitors come to Reno's Lake Tahoe recreational area every year to go boating, ski and relax. Add to that the $635,344,000 residents have to spend and you have a lot of buying power. Beeline Radio KOH can help you tap this big market. And KOH is one of four Beeline stations — the key to California's rich Inland Valley and Western Nevada.

Data Source: Sales Management's 1965 Copyrighted Survey (Effective Buying Income)
TV discounts foster twin evils is charge

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

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

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

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

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

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

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

Networks, he added, cannot afford to “ignore the desire of the biggest customers to cater to the mass audience when developing the programs which the networks in some 92% of the cases control themselves.”

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

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

NBC cleared of violating Stevens' artistic virtue

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

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

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

Around world by Godfrey

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

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

Bill Putnam signs up for Telemeter pay TV

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

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

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

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

Nippon tuck

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

Gregory T. Lincoln, manager of radio and television operations for Colgate-Palmolive Co., New York, appointed director of advertising services at Liggett & Myers Tobacco Co., New York. Mr. Lincoln was with Colgate for seven years after joining from Crosley Broadcasting Corp. where he was Midwest director of sales. He began his broadcasting career in 1948 with wpxi(tv) New York in film editing, program direction and sales.

H. Peter Lasker, president of Broadcast Communications Group, New York, relinquished his post as VP in charge of sales, Avco Broadcasting Corp., to devote his full time to expanded activities of BCG. Mr. Lasker will continue as VP and member of Avco Broadcasting board of directors.

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

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

Robert R. Tinchcr, president of Cowles Florida Broadcasting Inc., subsidiary company which operates wesh-TV Daytona Beach-Orlando, Fla., elected VP of Cowles Communications Inc., New York. Mr. Tinchcr was formerly VP of Cowles broadcasting division and director of public affairs of WREC-AM-TV Memphis. He has also been general manager of WHHY-TV Huntington, W. Va.; kvtv-(tv) Sioux City, Iowa; and WNAX Yankton, S. D.

Agent for Korean station

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

Vote MGM stock split

Stockholders of Metro-Goldwyn-May
er have authorized management’s proposal for increase in authorized shares for two-for-one stock split, Robert H. O’Brien, president, announced Friday (June 3). He said 51.35% of outstanding shares voted favored management’s proposal to increase authorized shares from 3 million to 8 million and to split stock. Dissident director Philip J. Levin, who had opposed proposal vigorously, filed action in chancery court in Wilmington, Del., Friday to enjoin two-for-one stock split.

Electronics can bridge humanities-science gulf

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

"Scientists, engineers and techni-
cians," said Mr. Sarnoff, "frequently suffer from the absence of values which give meaning to life and direction to work. On the other hand, the creative artist and social commentator or rarely take the time or make the effort to understand the technology which has become so much a part of their life.” Solution, he said, lies in organization and dissemination of knowledge through such means as TV, computers, microwave channels, satellites and laser beams. Only with these means and "man’s own will for truth and understanding" will gap be closed between two cultures and man regain mastery over own knowledge.

Set sales continue up

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

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

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

<table>
<thead>
<tr>
<th>TELEVISION</th>
<th>RADIO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Period</td>
<td>Monochrome</td>
</tr>
<tr>
<td>Jan.-Mar. 1966</td>
<td>2,923,263</td>
</tr>
<tr>
<td>Jan.-Mar. 1965</td>
<td>2,385,309</td>
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</tbody>
</table>

RCA quarterly dividend

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

**FORTUNES**

of District of Columbia.

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

**DBB stock split approved**

Two-for-one split of Doyle Dane Bernbach stock is scheduled June 9 with additional shares to be issued June 23. New York advertising agency’s stockholders have approved issuance of 1.5 million shares of class A stock with par value of $1. Split authorized stock increase to 3 million shares with par value of 50 cents. Stockholders voted on actions June 2.
Starring Roger Smith as Mister Roberts, Steve Harmon as Ensign Pulver, Richard X. Slattery as Captain Morton and George Ives as Doc. 30 half-hours. Available for fall start.

MISTER ROBERTS

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

COLOR

WARNER BROS. TELEVISION DIVISION 666 Fifth Avenue, New York 19, N. Y. Circle 6-1000
Can a Los Angeles radio station that cares train the responsible broadcasters of tomorrow?

KABC believes they can.

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

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

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

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

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

ABC Radio Stations  abc
DATEBOOK

A calendar of important meetings and events in the field of communications, indicating first or revised listing.

JUNE
June 5-8—Annual spring-summer convention of New Mexico Broadcasters Association. Riviera hotel, Las Vegas.
June 7—Annual meeting of stockholders of MCA Inc. to elect directors and to transact other business. Sheraton-Blackstone hotel, Chicago.
June 7-9—Annual convention of the Armed Forces Communications and Electronics Association (AFCEA). Featured speakers will be Dr. Hans K. Ziegler, chief scientist, U.S. Army Electronics Command; Leo Cheme, executive director, Research Institute of America; Dr. Edward C. Welsh, executive secretary, National Aeronautics and Space Council. Sheraton Park hotel, Washington.
June 7-11—Summer promotion workshop sponsored by the Broadcasters Promotion Association in collaboration with the University of North Carolina, University of North Carolina, Chapel Hill. For information write H. Taylor Vaden, Triangle Stations. 4100 City Line Avenue, Philadelphia.
June 9-30—Broadcasters’ European Symposium. Details are available from William J. Ballard, director of television, University Center, Mich.

JUNE 10—Deadline for reply comments on the FCC’s rulemaking proposal looking toward adopting new field strength (propagation) curves for FM and TV broadcast services. The proposal would update the F ($0.50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band.

June 12-14—Annual summer meeting of North Carolina Association of Broadcasters. Speakers include Howard Bell, cede director of National Association of Broadcasters; William Carlisle, NAB vice president for station services. Jack Tar hotel, Durham.
June 12-18—Summer promotion seminar sponsored by Association of National Advertisers. Arden House, Harriman, N. Y.
June 12-15—13th International Advertising Film Festival. Palazzo Del Cinema, Venice, Italy.
June 13-24—TV Drama Workshop sponsored by the religious broadcasts department of CBS. WISH-TV, WFBM-TV, WLW-TV, all Indianapolis; WTTV(TV), Bloomington-Indianapolis, Ind.; and the broadcasting and film commission of the National Council of Churches, Christian Theological Seminary, Indianapolis. For information write Dr. A. R. Eryven, P.O. Box 88287, Indianapolis 46208.
June 14—Annual meeting of stockholders of United Artists Corp. to elect 10 directors, to act upon a proposal to increase the authorized number of common shares, and to transact other business. Astor Theatre, New York.

Emphasis on ‘Emphasis’

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

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

As your editorial notes, technology and the practical demands of spectrum limitation will bring the answer to the surface quickly.—Galen Gilbert, president, KTBN Neosho, Mo.

Golden answers Klein

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

Mr. Klein’s letter takes exception to the statement (relating to “second season” developments) that “… NBC is no longer within striking distance of CBS…” To refute this statement,
"This was one of the most unusual documentaries ever presented here."

—Donald Kirkley

Reprinted from THE SUN
Baltimore, Md.

'Carnival Of Ugly'

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

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

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

There was no need for a spoken editorial: what more could Bob Cochrane, executive producer, have added to the built-in moral? This was one of the most unusual documentaries ever presented here. D.K.
“I’ve been trying to buy ‘Mother’ all year long...”

“...and I won’t sell to anyone but you stations!”
starring
JERRY VAN DYKE...
also starring
MISS ANN SOTHERN as “Mother”.
30 half-hours of comedy fresh off
the NBC-TV network... in COLOR!

already sold in NEW YORK, LOS ANGELES, SAN FRANCISCO,
DALLAS-FT. WORTH, WICHITA FALLS, LAFAYETTE, La.
Nobody in Washington debates about which is the important station: WTOP RADIO

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

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

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

<table>
<thead>
<tr>
<th>Month</th>
<th>CBS</th>
<th>NBC</th>
<th>CBS Advantage</th>
</tr>
</thead>
<tbody>
<tr>
<td>February I</td>
<td>21.4</td>
<td>19.8</td>
<td>1.6</td>
</tr>
<tr>
<td>February II</td>
<td>20.8</td>
<td>19.3</td>
<td>1.5</td>
</tr>
<tr>
<td>March I</td>
<td>20.8</td>
<td>19.6</td>
<td>1.2</td>
</tr>
<tr>
<td>March II</td>
<td>19.7</td>
<td>18.3</td>
<td>1.4</td>
</tr>
<tr>
<td>April I</td>
<td>20.3</td>
<td>18.7</td>
<td>1.6</td>
</tr>
<tr>
<td>April II</td>
<td>18.5</td>
<td>18.3</td>
<td>0.2</td>
</tr>
<tr>
<td>May I</td>
<td>17.8</td>
<td>16.6</td>
<td>1.2</td>
</tr>
<tr>
<td>Average</td>
<td>19.9</td>
<td>18.7</td>
<td>1.2</td>
</tr>
</tbody>
</table>

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

Who's for number three?

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

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

A bit of a dig at TV

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

Literally dozens of McCurdy Solid-State Television Intercom Systems are in use by large and small TV stations. Each McCurdy intercom system is one of a kind — custom-designed for a station's specific applications — yet is turned out with the efficiency and economy of a mass-production item. The secret is in McCurdy's advanced design concepts and the use of standard modular components which can be completely assembled, wired and tested prior to installation . . . saving the high cost and headaches of on-site construction!

Couple this with minimal maintenance requirements, low power consumption and solid-state space savings . . . and you can see why McCurdy is proud to offer this as part of their complete quality line of audio products for the television industry.

Why not let McCurdy mass-produce your one-of-a-kind Television Intercom System?

(Also available from McCurdy is a complete line of audio equipment — turntables, preamps, power supplies, consoles, etc.)

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With WIBW-TV Topeka added, the Kansas Broadcasting System now offers border-to-border coverage, north to south, east to west, in a single buy, total area of 792,500 TV Homes, 94% of the state total, plus a big bonus audience in adjacent state
There has never been a buy like this before. There's nothing to match it now. It's time to take a new hard look at your midwest market list. Make sure you're getting the biggest buy in booming Kansas.
MONDAY MEMO
from JACK CAPLAN, vice president, Kenyon & Eckhardt, New York

TV audience measurement: sets, households or people?

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

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

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

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

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

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

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

Currently, there are two slightly different techniques being used. Nielsen uses, as its base, homes using television. This means that if a home with two sets is tuned to two different stations at the same time, the home is only counted once in the overall homes-using-television figure. However, it is counted twice in the computation of the rating data, once for each station being viewed. In this manner, the sum of the ratings for all of the stations in a market can add up to more than the total homes-using-television figure. ARB, on the other hand, uses, as its base, sets-in-use. Specifically, ARB counts each household according to the number of TV sets tuned to different stations. Thus, if two sets within a household are tuned to two different programs (stations) at the same time, both sets are counted in the ratings and sets-in-use figures. If both sets are tuned to the same program, the home is counted only once. In this manner, the sum of the ratings does add to the total sets-in-use.

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

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

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

In this manner, the complications arising from segmented viewing in multi-set homes can be avoided since no single person can be viewing more than one set at a time. With an individual measurement, ratings could be based on predefined groups of people (men, women, teen-agers, children) and even extended to product users. Currently such information is provided by Brand Rating Index and Simmons, but only once or twice per year and generally too late to aid in planning for the current TV season. Recognizing that advertisers, agencies and broadcasters could probably not support a service based on individuals which covers virtually every week of the year, we do need a service that will provide fast information with some degree of regularity, (perhaps weekly during the first two critical months of the season and monthly for the remainder of the year).

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

- The networks will have to adjust their programing to reach a more specific audience rather than trying to build up large household ratings.
- Local stations, both those now on the air and new UHF outlets, may also become more selective in programing.
- Advertisers and agencies will have to define their target audiences more specifically and will have to create new benchmarks in terms of ratings and cost efficiency. No longer will a cost-per-thousand households of $4 be meaningful. Rather, we will have to adjust to a CPM target audience benchmark which might well be in the $10-$20 range.

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

Jack Caplan, a native New Yorker, has been with Kenyon & Eckhardt, New York, for seven years and has been vice president and associate media director since 1965. At K & E, he is involved with media research, media planning and network and print negotiation. He holds a BBA degree from the College of the City of New York. Mr. Caplan was associated with Young & Rubicam in New York for a three-year period (1956-59) before joining Kenyon & Eckhardt.
TK-42 shows how to get finest color pictures

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

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

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

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

The Most Trusted Name in Television
WBTV has a 53% metro share of audience from 9 am to midnight, Sunday through Saturday.*

WBTV has 23 of the top 25 shows in total homes delivered.*

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

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

**BUY WBTV — THE NUMBER ONE STATION IN THE NATION’S 23rd LARGEST TELEVISION MARKET.**

*Broadcasting, June 6, 1966

**26 CHARLOTTE JEFFERSON STANDARD BROADCASTING COMPANY WBT/WBT-FM/WBTV/WBTV/Jefferson Productions Represented Nationally By Television Advertising Representatives, Inc. Feb-Mar/66 NSI

*1965 Sales Management Survey of Television Markets The audience figures shown are a reflection of the original survey estimates. Their significance is a function of the techniques and procedures used. The figures are subject to the qualifications of the service noted or described in their report.
Who stepped on spot TV’s brakes?

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

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

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

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

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

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

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

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

A year ago almost nine out of 10 stations (88%) said spot business was moving at a brisker pace than at the same time in 1964, while only 4% reported dropoffs.

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

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

Leading sales reps, queried by Broadcasting, generally confirmed that spot TV had encountered a slowdown, but they differed on its extent and on its probable effect on total 1966 volume. For the most part they appeared to expect modest gains for the full year.

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

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

**Big Markets Best? •** One major rep, reporting a 3% gain in 1966 sales...
through April, said the bulk of the increase was in the top 10 markets.

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

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

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

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

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

Similarly optimistic replies came from three-station markets and from markets with four or more stations, but along with them came a heavier lacing of negative comments. Among them: "It appears that spot business will be generally down all year," "an apparent softness in spot activity not only for the first five months but projected for future months," "some leveling off," "less national activity in the market" and "outlook does not seem to be as good as last year."

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

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

Here are some typical rep comments on the current and long-range outlooks: A major firm, reporting its 1966 business to date is off, said that an expected come-back in the April-June period after a soft first quarter just hasn't appeared.

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

This rep also noted that its major sales executives report a general tightening in available spot money. "Basically the money isn't there," he said. "Our radio sales people report spot sales are up, an observation that to our TV people appears to confirm their belief that there's a general belt-tightening by advertisers who now will turn to radio as an inexpensive way to continue their advertising in some manner."

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

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

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

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

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

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

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

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

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

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

---

**Plymouth account switched to Y&R**

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

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

Ayer has handled Plymouth since 1943. Chrysler chose Y&R last week after listening to presentations from both Ayer and Young & Rubicam (Broadcasting, May 30).

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

To the strains of jaunty martial music and counted cadence Rainier's draft beer in bottles marches into view as a voice-over proclaims: 'Today the draft you love on tap is now beneath a bottle cap.'

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

Carson/Roberts maintained tight security controls internally during campaign preparations. Only a handful of necessary people worked on the account. All art was tattooed. Copy was kept in locked files. Key C/R personnel referred to Rainier's draft only with the code name, "the alternate campaign."

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

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

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

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

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

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

A medium-sized rep acknowledged that "some stations" had a rough go in the first quarter of this year, but he said that April and May showed up well: "These are good months and many stations are ahead."

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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<tr>
<th>WHIO</th>
<th>Station A</th>
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<td>192,000</td>
<td>108,000</td>
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These are the people who make meaningful economic statistics. They are the people who have the ability to buy.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Creomulsion's Howell

WEEE and WBIC's Arthur
would have been about $1.25 million, he said, but there were no takers.

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

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

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

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

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

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

Noting the desire to get advertising discounts has caused a lot of mergers in the drug field, James McGavern, counsel for Mentholatum, said the firm gets merger feelers "every two weeks."

The big selling pitch, he said, is that under a large corporate umbrella you can get 25% to 30% advertising discounts.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

On a cost efficiency basis, network and spot radio had favorable figures of 15% and 10%, respectively, with both showing circulation gains of 24%. However, the report notes, that since the medium “has gone through a rather difficult period of getting itself measured,” but that “gains have in fact taken place over the past six years, and cost efficiency has in fact improved.”

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

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

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

Does advertising promote monopoly?

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

That is the thinking of Donald F.

D-F-S enlarges its management team

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

Chester T. Birch, who has been president for five years, becomes vice chairman of the board and chief executive officer and will share operating responsibilities with Mr. Fitzgerald.

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

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

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

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

D-F-S is a successor organization to Blackett-Sample-Hummert Inc., founded in 1923. It has many broadcast-oriented accounts of long standing, including General Mills Inc. (42 years); Glenbrook Laboratories Division of Sterling Drug (38 years); Procter & Gamble Co. (33 years); Falstaff Brewing Co. (25 years); Peter Paul Inc. (12 years); Best Goods (12 years).
You say it's zippier? Zestier? And drop for drop the best pop?

KCBS Radio says talk is cheap.

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

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

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

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

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

THE CBS OWNED RADIO STATIONS
Audience Involvement Radio.
WOR New York, WBBM Chicago, WCAU Philadelphia, WEEI Boston, KMOX St. Louis, KNX Los Angeles, KCBS San Francisco.
Represented by CBS Radio Spot Sales.
what the new George Pie

America's most successful travel-adventur
Communications Corporation. Time buyers know that
ratings and high profits.

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

What will the new series be like? 26 exciting half-hour segments. All in color. All built for prime time, yet the price is surprisingly low.
In each, George Pierrot will have as his guest a famous traveler or explorer from around the world with interesting stories and films of his adventures. Here's a sampling of tentative subjects: "From Zanzibar to Capetown," "Scandinavian Holiday," "Hawaii Beckons," "Touring Ireland," "Istanbul and the Middle East," plus many more.

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

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

Name

Company

Address

City State Phone

Field Communications Corporation

Send to: Armin Furch, Field Television Center, Marina City, Chicago
Area Code 312 527-4833

*ARB
When to cover?

This can be a tough decision for a deskman... but not for Lederle's Emergency Coordinator. Her job is to "cover" each and every request, whether on the job or at home enjoying a leisure hour. Her assignment sheet involves the shipment of urgently needed life-saving drugs to all parts of the nation and the world. It could be antirabies serum, botulism antitoxin or gas gangrene antitoxin, but whatever it is, it has to get there fast. Every such request received at Lederle Laboratories at any hour of day or night sets emergency procedures into motion. Lederle's Emergency Coordinator, who keeps a set of airline schedule books by her kitchen telephone, checks routing possibilities and makes arrangements for the fastest possible shipment to the trouble spot. In the meantime, Lederle physicians and other personnel are carrying out their assigned tasks. This emergency shipment program operates around the clock, day and night seven days a week. Unlike the news media, the question "when to cover?", is never a problem.
Turner, assistant attorney general in charge of the Justice Department's Antitrust Division. Speaking to the Federal Bar Association in Washington Thursday (June 2), Mr. Turner said the government should begin serious consideration of how it may promote and develop methods of informing consumers that "would give the consumer much better and more useful information than he now gets and at lower social cost."

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

The antitrust division chief noted that heavy ad outlays may promote industrial concentration in a number of ways. "Economies of scale" in advertising, he said, give larger firms that can "provide more messages per dollar than their smaller rivals ... a strong competitive advantage, and this will be so even if smaller firms spend proportionately much." The quantity discounts given by TV networks raise "serious questions," he feels, "if the discounts have the effect of accentuating the growth of larger firms and of promoting a tendency toward concentrated market structures." In such circumstances, he went on, "it may well be appropriate public policy to prohibit or at least drastically limit" the discounts even if it means the networks will have a higher profit margin from larger purchasers than from smaller ones.

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

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

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

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

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

He added that the attribute that makes spot so attractive, its flexibility, "creates something of an administrative monster." To buy spot TV in each market involves "the inevitable avalanche of paper work and detail," he pointed out.

Three Phases - The administration of spot TV by an advertiser, he reported, can consist of three separate functions: planning, execution of plans and review of plan implementation. He called planning probably the most important function of spot administration and suggested the creation of a buying strategy that would include such subjects as market selection, frequency, efficiency objectives, duration of sched-
The latest nationwide ratings show that one television network dominates the daytime picture. The CBS Television Network's average daytime audience of 5,380,000 homes now exceeds the combined audience of the other two networks. Among top-rated daytime shows, CBS has every one of the first 13. Indeed, CBS schedules just 15 programs in the "housewife" hours from 10 am to 5 pm—and every one of these shows is first in its time period.

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

Our days have never been brighter.

Based on National Nielsen Television Index average audience estimates for regularly scheduled sponsored programs, 10 am-5 pm, Monday-Friday, first May 1965 and 1966 reports, subject to qualifications available on request.
How ‘the case of the shutter bar’ was solved

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

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

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

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

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

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

ules, commercial lengths and audience objectives.

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

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

Mr. Accas, whose agency spent more than $25 million in nighttime package purchases in the 1965 calendar year, indicated that efficient package buying combines expertise with luck. The expertise, he said, includes knowledge of who is buying, what is being bought, the pricing that prevails and the efficiency level at which packages are being bought and sold.

Ridge Homes starts big radio campaign

Ridge Homes, Conshohocken, Pa., was slated to embark last weekend (June 4-5) on a “woman’s world” promotion for its new homes that includes a schedule of 53 four-hour remotes and 2,100 spots on radio stations in 11 eastern states. Backed by a broadcast budget of $100,000, the campaign calls for additional saturation-spot schedules on selected weekends throughout the year.

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

Mel R. Korn, president of Ridge Homes’ agency, J. M. Korn & Son, Philadelphia, said he advised a campaign built around radio because most home builders use only newspaper advertising and few have discovered regional and local radio.
Senate delays action on truth-in-packaging bill

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

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

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

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

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

TL&K details progress made since merger

Tatham-Laird & Kudner Inc., New York and Chicago, last week marked its first year of operation as a merged advertising agency by reporting that its first-year earnings covered $40,000. The consolidation grew out of Tatham-La

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

He noted that during the past year approximately 54% of the billing resulted from products that the agency helped introduce. Among these were Procter & Gamble's Bold, Head & Shoulders and Mr. Clean; the Kendall Co.'s Fling support stockings; General Telephone's Starlite phone; Sylvania Electric's "Flashcubes", color TV sets, Metallic and Decor lamps; Abbott Laboratories' Sucaryl and Sweetness & Light, and Carter-Wallace Inc.'s Demi imitation margarine.

Business briefly . . .

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

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

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

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

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

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

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

Philip Morris alters its agency lineup

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

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

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

Philip Morris also announced that the American Safety Razor Division's Personna double-edge and injector stainless-steel blades as well as its Burma line of men's toiletries have been assigned to Wells, Riche, Greene Inc. Billing on these brands is estimated at $72 million, of which about $1 million is in broadcast.

Gallo consolidates its wines at Burnett

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

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

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

Rep appointments . . .


* WAFS Amsterdam, WNNY Watertown-Carthage and WFSW White Plains, all New York: Regional Reps, New York state division, Rochester, N.Y.


Philadelphians matter to WCAU-TV

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

Example: “Louder than Guns,” a recent full-hour color special, produced in cooperation with the United States Marine Corps. TV10 flew a crew 30,000 miles for an unforgettable look at Philadelphia men serving in Vietnam, which The Evening Bulletin called: “superior to many network specials on the same subject.” Local audiences agreed, giving the program a solid 15.0 rating against tough network competition. Said one Marine mother: “Thank you for letting us see where the boys are.”

Example: “Our Man in Borneo,” a color, on-location close-up of four young
Philadelphians at work with the Peace Corps and Medico in the jungles of Malaysia. Peace Corps officials were so impressed with what they saw that they requested (and got) a print of the film for showing as a recruiting aid in some 1,000 colleges across the nation.

Example: “Halfback in the Promised Land,” a hard-hitting, close-to-home focus on the causes and conditions which led to the 1964 North Philadelphia riots. Eagles star halfback Timmy Brown, a native-born Philadelphian, talked to teenagers about their lives, their hopes for the future, and what can be done to prevent a recurrence of the tragic riots.

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

Source: ARB Coincidental rating estimate, subject to qualifications on renewal.
To the three B's of music add Blavat! And you have a perfect example of the almost infinite variety that makes TV10's local programming so appealing to so many people ... so many different people.

Each year, for example, WCAU-TV presents a one-hour, prime-time concert by Eugene Ormandy and the world-famed Philadelphia Orchestra, produced especially for television, direct from Philadelphia's historic Academy of Music. An all-star event, this year's gala concert featured violin virtuoso Isaac Stern and Metropolitan Opera soprano Mary Costa. Previous concerts have highlighted such stellar performers as Roberta Peters, William Warfield, Itzhak Perlman and John Browning.

Moving adeptly from the sublime to The Supremes, TV10 makes the teen scene with its weekly presentation of "The Discophonic
Scene,” starring Jerry Blavat. On this hour-long, on-camera dance party, Jerry, the current rage of Philadelphia’s hip set, presides over the latest and greatest in music. Guests are equally “in.” Like Dionne Warwick, Sammy Davis, The Righteous Brothers and The Ronettes.

Significantly, WCAU-TV spices variety with top-notch production. Everything—from Rachmaninoff to rock and Bach—benefits from the same scrupulous care, the same expertise in all departments. As a result, on TV10 opposites attract large audiences and important local sponsors. Banks, utilities, services have found TV10 programs ideal advertising vehicles.

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

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

Case in point: “Design for Danger?”—a two-part TV10 study to determine whether today’s automobiles can be made safer. Divergent viewpoints were aired, as were film clips of staged accidents, pictures and diagrams of proposed safety features, and interviews with such authorities as Ralph Nader, author of the highly controversial “Unsafe at Any Speed” and Senator Abraham Ribicoff, chairman of the Senate subcommittee which has been investigating auto safety.

Or “What Can Medicare Do for You?”—an hour program presented by WCAU-TV as the original cut-off date for application
for Medicare approached. Following a brief visual presentation of facts on the new health plan, a panel of experts from the Social Security Administration stood by on-camera to answer questions phoned in by viewers. Effective? More than 9,000 telephone calls poured in while the program was on the air!

Or "The Water Crisis"—co-produced with CBS Owned WCBS-TV New York, which presented Governors Scranton, Hughes and Rockefeller in an inter-city discussion of the emergency facing the drought-stricken Northeast and plans for dealing with the problem, both now and in the future.

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

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

As in the case of some recent TV10 specials, Pennsylvania-born, miner-turned-actor Jack Palance was especially chosen to narrate “The Miners’ Story,” a candid study of the mines, and the men who work them, in the state’s depressed hard coal region. His powerful narration, based on first-hand experience, added immeasurably to the program’s impact. Another native-born Pennsylvanian, Imogene Coca, brought her inimitable comic flair to a fanciful, color tour of historic Philadelphia, “Incredible Incident at Independence Square.” Eddie Albert was host and narrator on...
“Blood Is the Lifeline,” a TV10 Sunday Special, which documented the fight of Philadelphia's Dr. Isaac D'Jerassi against the deadly disease, leukemia. Hugh O'Brian narrated TV10's Southeast Asia color special, "Louder than Guns." And so on.

As a matter of fact, star quality sparks everything TV10 does. And it is this same exceptional taste and imagination—the same expert writers, directors, cameramen, technicians—which are available to advertisers who want to guarantee a red-carpet reception for goods and services in the nation's 4th market.

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

© WCAU-TV Philadelphia / CBS Owned Represented by CBS Television Stations National Sales
Coup d'etat for 50-50 proposal?

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

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

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

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

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

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

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

The proposed rule would prohibit networks from owning or controlling more than 50% of their prime-time nonnews programing with the remaining 50% presumably to be supplied by advertisers.

The rule would also bar networks from acquiring any financial or proprietary rights in independently produced programing, would exclude them from domestic syndication and permit them to syndicate abroad only those shows they produce themselves.

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

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

WBC Plan - The WBC proposal is aimed at making prime time available to producers—such as WBC—as a means of increasing diversity in program sources. It would prohibit stations in the 50 largest markets having at least three stations from carrying more than three hours of network programs, other than news, between 7 and 11 p.m. It would provide for some exceptions. CBS, NBC and the NBC affiliates group noted that the commission's network study staff, in a report issued in 1957, had rejected a similar proposal, and that the commission turned it down in 1960 and again in 1963 when WBC and others advanced it in the proceedings leading to the abolition of option time.

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

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

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

Clarification for clears

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

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

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

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

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

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

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

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

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

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

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

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

Coverage of the Surveyor landing and its picture-taking came a little more than 12 hours after the networks had been poised to cover another major space venture that, at the last moment, didn't come off. The Gemini 9 manned-spacecraft launching, set for midday on Wednesday (June 1), was cancelled because of a malfunction just before scheduled blastoff and was rescheduled for Friday (June 3).

The first pictures from the Surveyor started coming into JPL, and going out on the networks, at 2:55 a.m. EDT from the area photographed. Bright spots at left are reflections of the sun.

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

Norris's petition on fairness turned down

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

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

The Red Lion suit attacks not only the constitutionality of the FCC's fair-
Thursday. Earlier, the CBS-TV and NBC-TV cameras had been trained on the scene as the JPL scientists followed the surveyor to its successful sit-down on the moon at 2:17 a.m.

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

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

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

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

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

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

Lower score for TV form

Industry committee tells Budget Bureau of its objections

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

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

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

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

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

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

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

One question of major concern to the committee asks the number of employees designated on a full-time or part-time basis to assist local groups in the development of programing. The committee says this could be read as a requirement that stations make advisory personnel available to groups who want assistance regardless of whether they...
Thirteen times to Korea, twice to Viet Nam, dozens of flights to G.I. camps in other areas of this troubled world. The Presidents of three countries have given him their personal congratulations.

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

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

Where does this leave Bob Hope? Bob put it this way:

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

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

KTLA is proud to have at least one of them on its staff.
A friendly man
has a lot of friends.
It happens this way in
Hollywood
just as it does in any
other part of the world.
No one knows the screen’s
stars better. None is better
liked by them.
This makes Johnny a matchless
host for three weekly
programs featuring the best
motion pictures.
And it’s the reason why
Johnny often shares a live
introduction with the
picture’s star.
KTLA charges a reasonable
sum for Johnny’s talents as
television’s most able host.
It’s only fair.
He deserves a good living.
And advertisers deserve a program
that earns them a lot of
friends of their own.

KTLA 5 Los Angeles
Represented by Peters, Griffin, Woodward, Inc.
How K&E says next season will turn out

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

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

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

Mr. Roth explained that K&E calls its prediction program KEY-PACE. It uses Nielsen data to provide ratings for programs that have been on the air; PI-Q, which supplies scores among various population segments for show concepts in advance of the new season; TV-Q, which offers trends in attitudinal data 12 times per year for shows on the air. K&E feeds this data into computers and makes use of various mathematical techniques to compensate for variables.

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

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


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

intend to produce a broadcast.

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

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

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

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

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

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

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

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

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

The members of the advisory committee who worked on the comments for the AM-FM and TV forms are, besides Mr. Baudino, Douglas A. Anello, general counsel of the National Association of Broadcasters; Joseph Cochrane, WMAR-TV Baltimore; George Gray, AVCO Broadcasting Corp.; Howard Monderer, NBC; Joseph DeFranco, CBS; Alfred Beckman, ABC; Daniel Arundel, WMAR-TV Baltimore; George Shields, Steelman Stations; Roger Wollenberg, president of the Federal Communications Bar Association; Arthur Arundel, WAVY Arlington, Va.; Roger Neuhold, Eastern Broadcasting Corp.; Roger B. Read, Taft Broadcasting Co., and Joseph Kittner, McKenna & Wilkinson, Washington counsel for ABC.

WGAW membership approves strike

The Writers Guild of America West voted last week to take strike action, if necessary, against the TV networks and television and motion-picture producers. The union's current negotiations with the three networks and with the Associ-
Fortnightly asks for appeal on CATV case

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

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

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

Other Issues • Still to be tried in the UA-Fortightly case are such issues as whether UA block-books its films to TV stations, thereby losing its right to enforce copyright payments; proper notice of copyright, and assessment of damages.

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

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

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

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

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

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

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

Lindsay smooths way for location filmers

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

Mayor Lindsay's memorandum was directed at what he termed "unnecessarily complicated, vexatious and time-consuming" policies and practices of city government that affect the filmmaking industry. Such machinery, he
said, has discouraged film activity and
caused New York revenues.

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

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

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

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

- Elimination of editorial censorship
of scripts by any municipal official, un-
less the script specifically violates the
law or endangers the public interest.

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

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

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

Mike Nichols’s busy
life sinks TV show

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

ABC announced last week that “The
Many Worlds of Mike Nichols,” a one-
hour film reporting Mr. Nichols’ activ-
ities as a comedian, writer, director
and actor has been postponed indefinte-
ly because of his professional commit-
ments. Another program will be sub-
stituted for the series’ start on Sept. 14
(Wednesday, 10-11 p.m. EDT).

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

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

ABC-TV groups pilots
for Friday summer slot

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

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

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

Color TV for RKO bout

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

White House TV studio falls on lean days

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

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

Since then, it has been used from
time to time for the presidential an-
nouncements, some going out live,
but most being taped by the net-
works for inserts in regular news
programs.

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

According to network records, the
President has used the TV studio 30
times since it was installed. It was
also pointed out that a number of
times in those two years, the White
House TV crew and their cameras
and lights have been used for tele-
vised news conferences in the East
Room of the President’s mansion.
Early this year a fuss erupted when a
TV union charged that mil-
tary personnel attached to the White
House Communications Agency were
performing functions allocated to
union technicians. The union was
mollified when the work was parti-
tioned between TV technicians and
military people.
between champion Emile Griffith and challenger Joey Archer.

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

**No TV for Luci's march down the aisle**

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

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

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

Chet Hagan is the producer and NBC News correspondent Nancy Dickerson will be the on-camera reporter.

**WJXT(TV) series starts probe of city officials**

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

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

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

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

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

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

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

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

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

The stations' replies were said to have been too general and failed to relate what programming developed out of suggestions received in the course of the survey. It was considered possible last week, however, that the commission might ultimately decide to renew some of the licenses involved without querying the stations.

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

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

Guidance, however, wasn't expected. The form is still new—the New York-New Jersey applicants are only the second group to use it, and information on which standards can be based is rather meager. In addition, the commission is still short a chairman. As a result, there is no one to take the lead in charting a new course. And the betting was that, if the commission tried to act, it would deadlock 3 to 3.

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

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

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

Happiness is a warm client-attorney relationship

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

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

Thus the positive thinking yet prudent producer of a pending property should consider and possibly negotiate for dramatic rights, merchandising rights, music rights, motion picture rights, television and radio rights, publication rights, remakes and sequels and the right to use of the title before he signs a contract involving his production.

Still, he has to be careful not to write such high royalty payments into the contract, especially in regard to a possible television series, that will price the property out of the market.

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

Mr. Weissmann's presentation involved a detailed discussion of subsidiary rights in television and other entertainment fields.

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

The entertainment law institute was started 12 years ago by the state bar association of California as a continuing education program.
mission action. They said the proposed letters represent no new policy, since they are in keeping with policy reflected in the AM-FM form. What is the purpose of the questions, they asked, if the commission doesn't require satisfactory answers?

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

DJ's stopped from working for competitor

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

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

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

Newsmen and police at odds in Pennsylvania

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

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

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

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

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

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

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

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

Blaming "lack of cooperation" by the state police as the major factor in the "profound confusion," the PNBA recommended that the state police appoint a public-relations officer to act as liaison between the authorities and media to "prevent a recurrence of the unfortunate and unnecessary incidents..."
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3. For speech or hearing impairments. Special amplifier handsets were designed by a team of Bell Laboratories-Western Electric engineers for people with speech impairments or hearing difficulties. Developed at W.E.'s Indianapolis Works, these unique handsets with a control knob permit adjustments in amplification to meet individual needs.

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

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

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Shell underwrites news on four connected ETV's

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

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

Dortort creates his own production firm

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

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

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

Science-fiction films for TV

Robert & Barry Inc., New York, has acquired for TV distribution nine science-fiction films and sold them in two package series to 16 stations, according to Ben Barry, president. Mr. Barry said last week the new additions boost R&B's film library to 69 features, broken into the following groups: 33 spy-mystery (Europa), 11 action-adventure (Series I), 12 American- angle co-production mysteries (Series II), 4 science-fiction (Series III) and new Series IV and V. Series IV contains "The Brain," "Hercules Against the Moon Men," "Tomorrow at Ten" and "The Black Torment"; and Series V, "Man on the Run," "Operation Mermaid," "No Survivors Please," "Meteor Monster" and "Fog for a Killer."

Man indicted because of television interview

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

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

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

WGAW's TV revenues go up

The Writers Guild of America West reported last week that its revenue from television is going up, while income from motion pictures and radio continues to go down. Dues based on gross earnings in television for the fiscal year ended March 31 rose to $191,139 from $181,575 the previous year. Motion picture gross earnings dues dipped to $125,381 from $135,387. This year's radio income from dues of $76,537 was down from the preceding year's $93,575. Total revenue of the WGAW for the latest fiscal year was $512,377, up $28,339 from last year's $484,038.

ABC Radio West plans spot coverage of sports

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

The spot program coverage will consist of a combination of one- and two-minute reports over the course of a day; geared to keep listeners progressively informed about tournament leaders and other developments. The reports will be spotted at 10, 30 and 50 minutes after each hour from 10:30 a.m. through the end of play each afternoon. ABC Radio sports personalities Tom Harmon, Keith Jackson and Lou Cook will do the reporting. Advertising availabilities during the program spots will be completely reserved for local sales. ABC Radio West will not be involved in the time sales. This is in keeping with the experimental nature of the programming concept. Indications are, however, that if local stations are successful in selling the concept for the U. S. Open coverage ABC Radio West will ask for a percentage of the sales on future occasions.

More stations switch to country & western

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

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

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

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

Film sales

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


Films of the 50's and 60's, Volume
Radio series sales...

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


Program notes...

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

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

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

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

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

Write, wire or call for complete details on these other cartridge tape units (stereo, too) and accessories...from industry's largest, most comprehensive line, already serving more than 1,000 stations on six continents.

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CATV experiment suggested to FCC

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

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

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

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

Suburban noted that the commission has admitted it has reached no final judgment concerning the actual effect of CATV on UHF development. It also said the necessary facts can't be obtained in an evidentiary hearing where conflicting parties would present "self-serving opinion testimony."

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

Suburban suggested that the experiment run three to five years.

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

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

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

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

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

Ch. 9 Syracuse merger proposed

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

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

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

Stormy sessions slow CATV legislation

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

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

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

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

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

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

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

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

The basic bill would give the FCC legislative authority to regulate CATV's. Other bills range from a flat ban on FCC authority in this field by Representative Walter Rogers (D-Tex.), to one prescribing limited FCC authority over CATV by Representative James A. Mackay (D-Ga.).
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two remaining parties to the agreement would drop out and be reimbursed for their expenses in prosecuting their applications. The seven were unable to come to terms with the final applicant in the case, Syracuse Television Inc., according to pleadings filed with the commission last week.

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

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

But the seven applicants are asking the commission to rescind and dismiss the various orders and petitions issued since the grant was made in order to restore the status of the proceedings to what they had been at the time the final decision was announced, and to approve the assignment to the new corporation.

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

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

Under the agreement the commission was asked to approve, a new company would have the following owners: Baker, 48.6%; Onondaga Broadcasting Inc., 19.9%; Six Nations Television Corp., 14.3%; Syracuse Civic Television Corp., 13.6%, and Salt City Broadcasting Corp, 3.4%.

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

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

California pay-TV ruling appealed

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

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

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

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

The ban on pay TV, Mr. Lynch continued, only prohibits a charge to see or hear in homes communications via airways or by means of coaxial cable; it has nothing to do with the content. Free vs. Fee = Pay TV, he added, "seriously threatens impairment of home television and the consequent deprivation of the public's enjoyment of the benefits now freely derivable from free television. The economic effect of pay television upon existing television broadcasters and the consequential detriment to the public interest are appropriate matters for the policy making branch of government to take into account in determining whether to permit that detriment to be suffered."

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

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### Jerrold's Beisswenger surveys CATV growth

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

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

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

In reporting the company's audited annual report for the fiscal year ended Feb. 28 (Broadcasting, May 16), Mr. Beisswenger pointed to new highs in consolidated sales, earnings, total assets and stockholder equities.

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

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

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

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

Each of the 32 CATV systems in which Jerrold has a financial interest gained subscribers, Mr. Beisswenger reported. The company's financial statements do not reflect the income from CATV system investments.
cisco until 1964 when state voters passed a referendum outlawing the service. The state supreme court upheld by a vote of 6 to 1 a lower court ruling declaring the measure unconstitutional (BROADCASTING, March 7).

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

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

FCC advised to let WABC be class 1-A

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

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

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

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

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

Laredo to get second TV station

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

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

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

However, the commission, in ordering the hearing, included KONS-TV's renewal application in the proceeding. The commission said that if it concluded that Laredo could support only one station, it would decide which one it should be (BROADCASTING, Nov. 29, 1965).

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

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

Broadcaster heads '500' festival

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

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

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

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

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

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

The 1,219-foot tower would provide a facility for WTOP-TV, WRC-TV, WTTG(TV), WMAL-TV, WOOX-TV and WETA-TV (noncommercial) in the Silver Spring suburb of Washington. The project must still be approved by the FCC. The structure, planned as the tallest self-supporting tower in the country, is designed to withstand 180-mile-an-hour winds, almost double the strongest gusts ever registered in the Washington area.

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

Licensees to be fined for late applications

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

Applicants who miss their filing date by up to 15 days will be fined $25; those who miss it by up to 60, $100; and those who are more than 60 days late, $200.

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

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

Hearing ordered on KHJ-TV renewal

The FCC last week ordered a hearing in the case in which a group of Los Angeles area businessmen are attempting to wrest channel 9 Los Angeles from RKO General Inc., which operates KHJ-TV on the facility (Broadcasting, Nov. 8, 1965). RKO is seeking a renewal of license for the station, and Fidelity Television Inc. wants an authorization to build a new station on the channel in Norwalk, Calif., a Los Angeles suburb.

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

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

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

Changing hands

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

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

WASHINGTON STATE AM-FM
$255,000
Well established important market operation. Strong economy and growth area. Perfect owner-manager situation. 29% down. Good terms.

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Hub Jackson
Eugene Carr
333 N. Michigan Ave.
346-6490
ATLANTA
BEVERLY HILLS
Clifford B. Marshall
John G. Williams
Many Building
1655 Peachtree Rd.
873-5626
Collin M. Selah
C. Bennett Larson
Bank of America Bldg.
9465 Wilshire Blvd.
774-8151

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

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

**Nielsen amends its Sparger complaint**

The A. C. Nielsen Co. last week amended its complaint against Rex Sparger, former congressional ratings investigator, and the move immediately drew a threat of a libel suit against Nielsen from the defendant. In amending its complaint, which Federal Judge Luther Eubanks accepted, the Nielsen company added as defendants, Mrs. Yvonne Cravens Sparger, wife of Mr. Sparger, and Nelson Brintan, an Oklahoma City business machine salesman and a friend of Mr. Sparger. It also added charges that the motive of the defendants was economic gain, and that Mr. and Mrs. Sparger as early as 1963 attempted to obtain Nielsen trade secrets.

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

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

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

---

**EXCLUSIVE BROADCAST PROPERTIES!**

**WEST**—High powered regional facility in the fringe area of a major market, covering a $3 billion retail market. Equipment both plentiful and in excellent condition. Priced at $160,000 with 29% down.

**SOUTH**—Daytimer serving single station market of 19,000. Grossing $4,000 monthly. Total price of $35,000 on terms.

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

Contact—DeWitt "Judge" Landis in our Dallas office.
Cox's views on TV vs. CATV

DOES NOT WANT POTENTIAL TV GROWTH STIFLED

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

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

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

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

Commissioner Cox writes that he disagrees with certain sentiment in the House Commerce Committee that would completely forbid CATV the right to originate programs. He feels "such a bar would not adequately deal with all aspects of this complex problem" and believes "it would be unduly harsh." Instead he advocates the FCC's avowed proposal, "which would permit us to authorize limited origination, some of which I think would be in the public interests."

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

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

WAGA-TV moves into new studios

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

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

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

WAGA-TV also plans to seek tape recording production business from advertisers, national and regional as well as local, according to Paul Raymond, station manager. Architect for the building was John H. Summers and Associates.
Planned research innovation — a solid program of developing new and better ways to measure the full scope of television's audience — is the force which has created more usable information for television than for any other advertising medium today.

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

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

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

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

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

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

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

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

Media reports...

Color TV seminars - KSTEP-TV St. Paul-Minneapolis has started bi-weekly two-hour color TV seminars for TV dealers and distributors in its area. Four sessions so far have been conducted by Francis Hubbard, the station's director of community relations. Each meeting drew some 70 dealers, repairmen and distributors for conducted tours through the color studios and talks on color problems encountered by engineers.

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

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

WSRA faces license-revocation hearing

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

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

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

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

ETV's still oppose community TV's

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

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

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

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

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

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

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

FINANCIAL REPORTS

Stereo helps boost Audio Devices earnings

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

Mr. Hack said the gain, spurred mainly by Audio's magnetic tape products, was also helped by initial shipments of tape cartridges for automobile stereo players, handled by subsidiary Stereo Devices.

He indicated his company has begun field testing video tapes, which it hopes to market for TV tape recorders late this year, and he predicted that in three to five years complete color TV recording units will be sold for less than $500.

For the three months ended March 31:

<table>
<thead>
<tr>
<th>Item</th>
<th>1968</th>
<th>1967</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.25</td>
<td>$0.24</td>
</tr>
<tr>
<td>Net sales</td>
<td>3,766,115</td>
<td>2,677,567</td>
</tr>
<tr>
<td>Cost of goods sold, research and engineering expenses</td>
<td>3,225,186</td>
<td>2,208,961</td>
</tr>
<tr>
<td>Operating profit</td>
<td>541,929</td>
<td>468,535</td>
</tr>
<tr>
<td>Other deductions-net</td>
<td>2,544</td>
<td>12,933</td>
</tr>
<tr>
<td>Net income before federal taxes</td>
<td>297,000</td>
<td>203,500</td>
</tr>
<tr>
<td>Net income</td>
<td>222,575</td>
<td>222,540</td>
</tr>
</tbody>
</table>
| Depreciation charged to income was $100,764 in 1966, and $76,101 in 1965, Shares outstanding on March 31, 1968 were 626,581.

Richmond Newspapers' stock sells out quickly

A public offering of 350,983 shares of class A stock by Richmond Newspapers Inc. was oversubscribed shortly after the public release of the issue, according to an announcement by the underwriters. The stock was offered at $22 a share through an underwriting team led by Lehman Brothers, Scott & Stringfellow and Wheat & Co.

Fifty thousand of the 350,983 shares were used for the firm's expansion program, while the proceeds from
Columbia Pictures earnings dwindle

Net earnings for Columbia Pictures in the 39 weeks ended March 26 declined sharply from "a number of successful pictures now in more widespread release," and added that he anticipates a marked improvement in the final quarter, based on sales now being generated.

For the 39 weeks ended March 26, 1966 and March 27, 1965:

- Earnings per share: 1966 $0.38, 1965 $0.97
- Net income: 1966 $75,000, 1965 $1,769,000
- Income before taxes: 1966 $2,272,000, 1965 $3,413,000

Movielab hits best quarter in history

Saul Jeffee, president of Movielab Inc., New York, reported that Movielab and its subsidiaries produced the largest amount of net income achieved in any quarter in the company's 36-year history for the quarter ended April 2. Mr. Jeffee said that the "very substantial increase in income, compared to last year's figure, is due in part to the fact that a year ago we were undergoing considerable expense in connection with the sudden and heavy demand for color film processing."

At an annual meeting of stockholders held last month, stockholders approved an increase in the number of authorized shares from 1 million shares of the par value of $1.00 each to 2 million shares of 50 cents each.

For the three months ended April 2:

- Earnings per share: 1966 $0.31, 1965 $0.08
- Net sales: 1966 $4,799,000, 1965 $2,096,426
- Net income before federal income taxes: 1966 $332,281, 1965 $100,762
  - Based on 906,718 shares outstanding on April 2.

H&B American has black ink again

The financial picture has been righted at H&B American Corp., Beverly Hills, Calif., owner and operator of CATV systems. A nine-month report issued by the company last week showed net profits going from red to black ink, while gross revenues rose some $400,000. It also was revealed that H&B has added more than 6,000 subscribers since the sale of two CATV systems last June and now has a total of more than 82,000. The company's recently completed Santa Maria, Calif., system is expected to add from 3,000 to 4,000 subscribers within its first six months of operation.

Nine months ended April 30:

- Earnings per share: 1966 $0.16, 1965 $0.07
- Net profit: 1966 $310,506, 1965 ($335,609)
  - Restated to exclude net profit of $330,823 attributed to the sale of two CATV systems on June 30, 1965.

Financial notes...

- Emerson Radio & Phonograph Corp., Jersey City, N. J., has been renamed Emerson Television & Radio Co., and becomes a division of National Union Electric Corp., upon the final merger approval by stockholders of each firm. NUE said its ownership of 1,919,829 Emerson shares represents 85% of the total outstanding shares. C. Russell Feldmann, NUE chairman and president, indicated last week his company's listing on the American Stock Exchange will be switched to the New York Stock Exchange.
- Trans-Lux Corp., New York, has declared a quarterly dividend of 15 cents a share on common stock, payable June 30 to stockholders of record June 17.
Most oppose FCC's proposed FM, TV curves

The view was almost unanimous: Eight broadcasters and groups last week told the FCC that it should not adopt its proposed new field-strength curves for FM and TV, at least not until time was allowed for further study and comment.

Among those filing in opposition were the National Association of Broadcasters, the Association of Maximum Service Telecasters and Meredith Broadcasting Co. The only comments in support of the proposal came from the Association of Federal Communications Consulting Engineers, a member of a government-industry group which has been studying the problem.

NAB said that the proposed new curves would change the grade A and B contours of virtually every TV station in the U.S. The association said that the proposed curves, because of their far-reaching effect, "may not be justified at this time."

NAB said that it was not taking a stand on the technical validity of the proposed curves.

Five broadcasters, in nearly identical filings, urged the commission to revise and complete the report of the government-industry group that has been studying field-strength curves for the past several months (Broadcasting, Sept. 20, 1965), before taking action on the proposed curves. The broadcasters said that the curves proposed by the government-industry group differ significantly from those originally proposed and that they have had only one month to study what amounts to a new proposal.

The Foundation • Far from being merely a technical tool, the propagation curves form the very basis of much of the commission's regulatory structure with regard to FM and TV broadcast services, the broadcasters said. The commission should allow time for additional study to make sure that the new standards are, in fact, scientifically reliable, they said.

AMST said that it opposes any changes in the VHF TV curves because it does not appear that there would be sufficient improvement to warrant the resulting dislocations to TV stations. The association added, however, that it would support "suitably revised" curves for UHF but that it did not support the changes proposed by the commission.

Earl Cullman Jr. and Associates, consulting engineers, said it believed that much additional data was necessary before suitable curves could be developed. The firm said that its measurements indicated that the proposed VHF curves are actually inferior to the present curves in the rules.

Another engineering firm, Kear & Kennedy, last August proposed that rather than revising the present field strength curves in the rules, the commission should amend its rules to permit steady accumulation of data on FM and TV curves. Under this plan the commission would rely on actual measurements rather than on statistically derived curves.

**Tie vote upholds allocation rule**

The FCC has held the line, but just barely, against efforts of KALF Mesa, Ariz., and WNMP Evanston, Ill., to breach one part of the commission's tough new AM allocations rules.

The commission on a 3 to 3 vote rejected their petitions for reconsideration of a previous decision to reject their applications for nighttime service. The action was taken two weeks ago but has not yet been publicly announced.

The commission had rejected their applications in accordance with the rule prohibiting nighttime grants to AM stations unless 25% of the proposed service area is unserved. Mesa gets service from Phoenix stations, Evanston from stations in Chicago.

KALF and WNMP, in requesting reconsideration, noted that they met the other criterion of the rule that they not cause interference to another station.

The commission staff urged denial of the petitions. It argued that the 25% white-area standard is a substitute for the old 10% rule, under which applications for nighttime service were denied if 10% of the population to be served would have received interference.

Accordingly, the staff said, if the commission began ignoring the new rule it would have nothing, where the aim in adopting new allocations rules was to tighten up standards in an effort to achieve more efficient use of the spectrum.

Although the stations lost in their bid for reconsideration because of the tie vote, the even split was taken by some staff members as indicating the commission might be persuaded to make the rule less stringent.

Acting Chairman Rosel H. Hyde and Commissioners Lee Loewinger and Robert T. Bartley voted to grant the petitions. Commissioners Kenneth A. Cox, Robert E. Lee and James J. Wadsworth voted to deny it.

**Ampex readies its home VTR's for sale**

Ampex Corp.'s Videotape recorders for home use are in production and will be going to market this month. Marketing plans for the electronic company's VR-6000 series recorders were revealed to Ampex technical sys-
Color sales jump brings monochrome dropoff

Total television sales by distributors to dealers for the first two months of the year continued up—by 14%—compared to the same period in 1965, but sales of black-and-white TV sets slumped slightly, by 0.1%. The over-all TV increase was due to color TV sales, which were 69.8% over the comparable period last year, according to a report released by the Electronic Industries Association.

Radio sales also continued up all along the line except for auto radios that can interfere through radio emissions. In the past the FCC was limited to eliminating the cause of such interference only after complaints.

The FCC reported that recently it received 380,000 complaints in one year on interference caused by high-powered heaters, diathermy equipment, welders and faulty radio and television sets.

Technical topics...

Color cargo • General Electric Co., Syracuse, N. Y., has reported a $1.12 million order from three RKO General Broadcasting stations for 16 new PE-250, four-Plumbicon cameras. Distribution of GE's $70,000 camera will be to WOR-TV New York (nine), WNAC-TV Boston (five) and WHQ-TV Memphis (two).

Pick-up help • Ampli-Vision Corp., Los Angeles, newly formed subsidiary of the International Telemeter Corp., has introduced a converter which will increase the channel capacity of existing community antenna television systems to a full 12 channels. The new CATV product accomplishes its purpose of eliminating the "pick-up" problem, a phenomenon which appears as a left-handed ghost on CATV sets when the system is in the presence of strong field intensities produced by local stations.

CATV cable plant • Viking Industries Inc., Hoboken, N. J., has broken ground for a 130,000 square foot plant in Freehold Township, N. J. The facility devoted to manufacturing cable for CATV systems and other related communications industries, is expected to be operating by September.

Program recording aide • KRS Instruments, a division of Datapulse Inc., Passadena, Calif., has introduced a new continuous-loop magnetic tape recorder- reproducer. Referred to as KRS SB1-1STACT Broadcaster, the unit provides high speed forward and editing reversibility in addition to flexible control of cueing and erasing. The SB1 meets or exceeds National Association of Broadcasters' tape recording standards: Frequency response is 30-15,000 Hz at 7½ ips; flutter and wow is 0.18% and signal to noise ratio is 50 db Price: $650.00-$895.00.

WGBG Radio "TOP GUN"
Now Guilford County's only
ALL
COUNTRY/WESTERN STATION
Greensboro, N. C.
Burn-Smith Rep. Fulltime
In the Heart of the Prosperous Piedmont
Tatham-Laird & Kudner

to handle savings bonds

Tatham-Laird & Kudner Inc., Chicago, has been appointed by The Advertising Council to serve as a volunteer task-force agency to handle the local radio portion of the U. S. Savings Bond campaign.

The agency will service approximately 4,100 AM and FM stations each month with kits of live radio commercials and will produce transcriptions of dramatized bond commercials twice a year in the nonprofit council's campaign to promote bond sales. William Stoneberg, vice president of Tatham-Laird & Kudner, will serve as account supervisor on the public-service account. The campaign will be under the general direction of Kenneth Laird, board chairman.

WMCA ramrods radio drive for Peace Corps

Radio has been enlisted in the Peace Corps effort—at home, not abroad. Stations throughout the country have been receiving a set of public service announcements that are designed to instill a new brand of excitement in recruiting young Americans for the Peace Corps.

The current campaign consists of a number of one-minute and some 30-second spots, produced by WMCA New York for the corps and representing an editing down and condensation of more than 20 hours of programming on tape. The material was gathered by disc jockey Dan Daniel of WMCA who was sent to Africa by the station to interview Peace Corps personnel especially on behalf of the corps. WMCA also dispatched Ruth Meyer, program director, to work on the taping.

According to Jack Hood Vaughn, Peace Corps director, the recordings on the theme that "The Peace Corps is a personal thing,"—"capture a flavor and insight into the work of the individual Peace Corps volunteer" and, he said, the new spot placement follows in the path of radio and TV donations of some "millions of dollars worth of time and effort" supporting his agency's recruiting drives.

KDFM(FM) gives bonus FM set

Summer spot packages are normally thought of as intangible sales within the broadcasting industry, but this year KDFM(FM) Walnut Creek, Calif., has decided to inject a spot of realism for prospective clients. The station has created an actual package with a polkadot lined "spot" interior that contains a real Cracker Jack FM bonus. Clients who buy KDFM's 30-second summer package find a $40 FM radio inside, and those purchasing the station's 60-second package discover an $80 model.

KNX uses 'arty' sales show

KNX Los Angeles said last week that it has successfully used its new computer-type sales presentation for the first time and found reception to it quite satisfactory. By using a Uhler Corp. tape device programmed on an inaudible blip and which hooks up with Kodak slide projectors, the station has been able to dovetail or dissolve one slide into another creating an "arty" effect. The resultant cross-fade is comparable to motion picture film dissolves, it was said. Richard Butler, director of information services at KNX designed the computer presentation with Cohen and Dobbins, Los Angeles, and the color-slide promotion was shown at the May meeting of the CBS Radio sales seminar (Broadcasting, May 30).

Drumbeats ...

The Met's latest - KBWB Oakland, has appointed Hoefer, Dieterich & Brown, San Francisco, as advertising and public relations agency. KBWB is the latest addition to the Metromedia family.

Help to clinic - WABC-TV New York has turned over a check for $2,500 to the Mental Retardation Clinic of New York Medical College to help further the work of the clinic and expand its facilities. The $2,500 was an Albert Lesker medical journalism award for the station's documentary on mental retardation, Who Will Tie My Shoe?

NET's Peace Corps role - National Educational Television allows the Peace Corps to use its TV programs as training films for volunteers. Latest transfer is NET's documentary "The Difference Between Us," a comparison of secondary school systems in Great Britain with those in the U. S. The Peace Corps intends to show the program to volunteers being sent to countries with a British tradition in education.
Heavy agenda faces CCIR

Combined NTSC-PAL color system could come out of Oslo meet

Color television, stereophonic broadcasting, direct broadcasting from satellites, and the election of a new director are the principal topics on the agenda of this month’s meeting of world radio technical experts commencing June 22 in Oslo, Norway.

The conference is the annual session of the Consultative Committee on International Radio, an arm of the International Telecommunications Union. CCIR attempts to establish worldwide technical standards for all services using the radio spectrum.

American observers feel that the Oslo conference may well see a dual set of standards for world color television, although the U. S. delegation will plump for the National Television Systems Committee’s standards used in this country. Last year at the CCIR meeting in Vienna three color systems were proposed, with the conference failing to come to any agreement. In addition to the U. S.’s NTSC standards, France is backing its SECAM system (sequential with memory) and West Germany, its PAL system (phase alternation by line).

One apparent possibility is a combination of the NTSC and PAL systems that may be acceptable to a majority of the delegates. This, it’s reported, might take the form of using PAL for the generation and transmission of color TV signals, and NTSC for radiation and reception. This would permit the use of American-built TV receivers throughout the world.

Although France and the USSR since last year have had a working agreement on the SECAM system, the Russians earlier this year announced a variation proposed by that country’s National Institute of Research. This revision of the SECAM standards, however, was withdrawn last March, leaving the latest SECAM variation (known as SECAM III) as the official French proposal.

Three for Stereo * World standards for stereophonic broadcasting also are expected to become a major subject at the CCIR meeting, with two systems already being circulated among the various delegations for comment and information.

One system is the pilot-tone standard, recommended by the U. S.; the other is a system called polar modulation, suggested by the USSR. A compression-expansion standard has recently been proposed by Sweden, which plans to demonstrate its system to the delegates in Oslo.

The pilot-tone system uses a 19-ke tone to synchronize the stereophonic channels, with the 38-ke subcarrier suppressed entirely. The polar modulation system partially suppresses the 32-ke subcarrier used for stereo in Russia and uses this for sync pulse.

There are four candidates for the directorship of CCIR and one of them is Jack Herbstreit, deputy director of the Institute for Telecommunication Sciences and Aeronautics, Environmental Science Service Administration at Boulder, Colo., who is the American candidate for the job.

Other candidates: J. H. Meek, Canada; Miroslav Joachim, Czechoslovakia, and Pierre Bouchier, Belgium.

At last year’s session of the ITU at Geneva, the U. S. lost out on all important elective posts for the first time in a generation. Although CCIR is advisory to the ITU, its directorship could be a stepping stone to ITU officialdom.

Other subjects on the Oslo agenda include an updating of communications satellite standards with some reports possible on direct broadcasting from satellites.

A. Prose Walker, Collins Radio, is chairman of the U. S. Preparatory Commission for Broadcasting, which comprises eight subgroups. Mr. Walker is also international chairman of Study Group 10 (broadcasting). Eric Esping of Sweden is international chairman of Study Group 11 (television).

Arthur D. Hall, Bell Laboratories, and Eric Leyton, RCA, are working on color TV standards; Harold L. Kassens, assistant chief, Broadcast Facilities Division, FCC’s Broadcast Bureau, on stereophonic broadcasting.

Membership of the U. S. delegation has not yet been determined by the State Department.

LBJ OK’s more time for Mexican AM treaty

President Johnson has sent to the Senate a protocol extending the U.S.-Mexico radio treaty to Dec. 31, 1967. The temporary extension was agreed upon in April in order to give repre-
FC&B’s foreign legion views European TV

Politics and general fear have combined to keep commercial television a stranger who knocks instead of a worthy fixture in most European lands. That’s the consensus of Foote, Cone & Belding’s six European managers. The six advertising executives—from Paris, London, Amsterdam, Frankfurt, Stockholm and Copenhagen, together with a colleague from Australia, visited in Los Angeles last month to attend FC&B’s annual stockholders meeting, hold operational meetings with U.S. and Canadian agency managers and to discuss and study advertising trends.

In every country represented, in terms of dollars spent (as well, in almost every case, in terms of impact) newspapers were deemed still the dominant medium. In England and in Australia, where commercial television is well established, its effect on people is greater than that of print, according to Brian F. MacCabe, chairman and managing director of FC&B’s London office and A. John Briggs, chairman of the board of the agency’s Australian operations.

But in the other countries there’s no contest. Commercial television is not allowed in the game. Why? The reason given by E. Helbech Hansen, managing director of FC&B’s Copenhagen office, is not rooted in the peculiarities of any one country. It’s apparently widespread. Says Mr. Hansen:

“It is a political question in Denmark. I think that very honestly the reason is that up until now there have been too many newspapermen in our parliament and in different political parties. They feel that if we get commercial television it will hurt the advertising in the press which anyway is not too healthy.”

The observations of Richard A. Romanelli, manager of Foote, Cone’s Paris office, are not contrary, only more detailed. “As you know,” he says, “we charge a tax for television viewing. Therefore there’s a protest that since we pay a tax why should we have commercial television. Then, too, the great fear is that the big will conquer and buy up all the good time on commercial television. People say the little fellow won’t stand a chance.”

Still, despite the weight of opposition, some of the foreign advertising executives believe that the time for commercial TV is near. Comments Mr. Romanelli: “Within a minimum of two or three years and certainly a maximum of 10 years, I expect to see commercial television in France. Perhaps it may even happen sooner.

Ampex subsidiary plans entry into South Africa

Ampex Corp., Redwood City, Calif., and Gallo of Johannesburg, Johannesburg, South Africa, have negotiated a contract to market Ampex products in the Republic of South Africa.

Ampex is one of the largest manufacturers of radio and TV equipment, but South African officials have refused to say that the Gallo-Ampex agreement forecasts the introduction of TV into South Africa. Officials do confirm, however, that Gallo Electronics, a wholly owned Ampex subsidiary, will be established in the republic. Eventually the subsidiary will manufacture products for Ampex International with an initial emphasis on instrument-recording equipment and computer components.

Ampex Corp. in 1948 began as an audio recording equipment manufacturer, now also produces video and analogue-recording units and supplies memory cores to computer companies.

Gates starts Canadian branch

Gates Radio Co., manufacturer of transmitters and studio equipment, has announced the opening of Gates Radio Co. (Canada) Ltd. in Montreal. The new company will operate as a division of Harris-Intertype Canada Ltd. Gates Radio was formerly represented in Canada by Canadian Marconi Co. The U.S. company is a subsidiary of Harris-Intertype Corp., which produces printing equipment and electronic products. The address is 637 Craig Street, Montreal.
We're hoping, because the big fight really is internal within the government, that after this coming election we will have commercial television.”

Peter F. Witmer, president of FCB’s Amsterdam operation, believes commercial television as a reality in the Netherlands may be in operation by this summer. He points out that a government fact-finding commission already has recommended that a stipulated amount of time be set aside every day on each of the country’s two channels for commercial broadcasts.

Denmark’s E. Helbach Hansen is hardly as optimistic. He sees no prospects for commercial TV “in the very near future.” His near neighbor in Sweden, Folke Beronius, managing director for Foote, Cone in Stockholm, has a little more hope.

“Commercial television is debated and discussed in my country,” he says, “it may come. We believe it eventually will come. When it will come we just don’t know yet.”

But if commercial TV's arrival date is still pending in most European countries, its inevitable acceptance and constructive impact is unquestioned.

Explains France’s Richard Romanelli: “Commercial television undoubtedly will stimulate the advertising industry tremendously. France is underspent in advertising. Its billings are very low relative to the gross national product. It’s a rich country yet it doesn’t spend very much in advertising.” Commercial television should right this paradox, Mr. Romanelli thinks, but he emphasizes that before a big turn in media expenditures comes about, “the industrialists must believe in advertising.” The French government, he points out, is trying to help big French corporations to become more competitive in the operation of the common market.

“Thus,” he says, “we don’t expect any big expenditures in advertising until our industrialists set up better organizations, modernize their plant facilities, adopt modern marketing philosophies, all the better to deal with the competition that’s coming in now that the trade barriers are being lowered.”

Helbach Hansen sees commercial television acting as a boon to advertising volume in Denmark because billings have nowhere to go but up. “The percentage of advertising to the gross national product in our country is not so high,” he observes. “Actually, it has been very stable since the early thirties.”

Even though there’s no Danish commercial television operation, Mr. Hansen has an impressive example of what can happen when television, the salesman, gets into the act.

“The southern part of Denmark can take in the West German commercial television signal,” Mr. Hansen points out. “We can see when we’re comparing market shares of different products, that in southern Denmark there’s a big difference in relation to the rest of the country. We have found out that German television has a great influence on the southern part of Denmark. It gives an unfair advantage to those international advertisers who also market their products in Denmark and advertise on German television.

He sometimes gets the feeling that commercial TV may be laughed out of its birthright.

Mr. Hansen went on to observe: “A lot of illogical things have been said against commercial television in Denmark,” he remarks. “It’s so easy to make fun out of American television if you want to, and believe me, people in this country have made a lot of fun out of it.”

“I can tell you this” he goes on, “The Danish state television authorities had a study group over in the United States and they came back and told what they thought of it. They knew what their bosses wanted to hear so they brought up the most crazy things about television. They said that it interrupted everything to bring in commercials. They said, that from a business standpoint, the big companies will be the dominating factor. They said it will help establish monopolies and that it will ruin the press. They also claimed that it will make us a nation of conformists.”

How can commercial television penetrate such a tangle web of fears and prejudice? Foote, Cone & Belding’s foreign executives seem to feel that the younger generation in Europe will come of age more tolerant of the medium. Convinced that commercial television is a big chance to stimulate their nation’s economy, they’ll pressure for change. The cost of color television developments and common market competition will hasten commercial TV’s day. FCB’s foreign legion seems agreed that three years from now, at least, it will be easier to separate the haves from the have nots in commercial TV’s future.

Abroad in brief...

Tubes for Europe = RCA has entered into licensing agreement granting Standard Electric Corp., a subsidiary of International Telephone & Telegraph Corp., exclusive rights to manufacture and sell RCA-type color television picture tubes. The tubes will be manufactured at its plant in Esslingen, Germany, and will be offered for sale throughout Europe.

Foreign TV distributor = The Film Associates of California, Los Angeles, has named Trans-Lux Television International Corp., New York, to handle its foreign TV distribution of almost 200 films in its motion picture library.

‘Hoppy’ returns in U.K. = After an absence from British television screens for 10 years, the half-hour Hopalong Cassidy series has been sold by Talbot Television Ltd. (subsidiary of Freemantle International Inc.) to six program contractors there. Reruns of series, produced in 1948, will be carried on stations of Granada TV; TWW; Southern TV; Border TV, Grampian and Anglia TV.
David Rosenthal, president of the Radio Advertising Bureau, announced that因为...
at Wells, Rich, Greene Inc., that city. Robert P. Engelke, media director at Tinker, New York, joins WRG there in same capacity. Wesley Hobson, formerly with McCann-Erickson, New York, named business manager of WRG, that city.

Carol G. Tanner, TV cost estimator for Young & Rubicam Inc., New York, joins Carson/Roberts Inc., Los Angeles, as TV production manager.

Terri Hallihan, formerly with Young & Rubicam, joins Doyle Dane Bernbach, Chicago, as assistant time buyer.

Lou Williams, advertising production manager of Maritz Inc., St. Louis, joins Ridgway Advertising Agency there as account service representative.


Cari Meyer, account executive, WNBC-TV New York, joins WPIX-TV, that city, in same capacity, succeeding Don Chapman who left station to become national sales manager for Kaiser Broadcasting Co. (Broadcasting, May 2). Richard C. Fuehrer, account executive, Norman, Craig & Kummel, New York, joins WPX-FM also as account executive.

Lee Riley, time salesman for KOWN Escondido, Calif., and Bill Henry, regional director of polyethylene sales for Bemis Bag Co., Los Angeles, both join sales staff of KEZY Anaheim, Calif.

Sol Goodnoff, practitioner of trick photography and special effects, joins Savage Friedman, New York, TV commercials firm.

Oliver W. Hayden, on staff of CBS Radio Spot Sales, San Francisco, moves to Chicago office. Thomas F. Cosgrove, CBS Radio Spot Sales, Chicago, moves to New York staff position.

Donald G. Dalton and Robert J. McCarthy, formerly with AM Radio Sales, Chicago, join Major Market Radio's new office there.

MEDIA

Arthur Williams, sales manager at KFBK-AM-FM Sacramento, Calif., named manager.

Thomas J. Swafford, director of community services for WCBS-TV, appointed VP of CBS Radio and general manager of WCBS New York. He replaces Ralph Goshen, who has resigned.

Mr. Swafford earlier was VP and general manager of CBS's WCAU Philadelphia and sales manager of WCBS. From 1962 to 1964 he was owner-manager of KDEF Albuquerque, N. M.

Thomas L. Young, executive VP of KWWL-TV Waterloo-Cedar Rapids, elected president of Iowa Broadcasters Association. Elected VP was E. J. Faust, KJAN Atlantic. Lloyd D. Loers, KOLO-TV Mason City, elected treasurer.

Richard L. Bevington, general sales manager of WKRC-AM-FM Cincinnati, appointed general manager, succeeding Jack Remington, who became general manager of WKYT-TV Lexington, Ky. (Broadcasting, May 9).

Len Carl, VP of parent LIN Broadcasting Corp., named VP and general manager of WAND-TV Decatur, Ill.

Thomas N. Waller, station operations manager of WLVA-AM-TV Lynchburg, Va., named manager of WLVA Inc.

Carmine F. Patti, regional manager for north central region at ABC-TV station relations department, New York, appointed regional manager, eastern region.

W. Reid Leath, account executive at KMBC-FM Kansas City, Mo., appointed station director.


Emil Loskot, business manager of KCPX-AM-FM Salt Lake City, appointed business manager of WVUE(TV) New Orleans.

Robert M. Olson, administrative assistant and operations manager of WTVY(TV) Tampa-St. Petersburg, Fla., named assistant to Eugene B. Dodson, VP of Wkx Television System Inc., and manager of WTVY. Robert F. Doty, operations coordinator, becomes operations manager.

W. O. (Bill) Wiseman, assistant general manager of WOW Inc. (WOW-AM-FM-TV Omaha), retires effective July 1.

Charles E. (Bud) Ford Jr., operations manager of WJZ-TV Baltimore, named director of operations for Overmyer Communications Co., New York.


PROGRAMING

James R. Van de Velde, program director for WFBG-AM-FM-TV Altoona, Pa., named program director for .
WNHC-TV New Haven, Conn., succeeding William Ellison, who becomes director of special events for WNHC-TV. Arthur Stober replaces Mr. Van de Veide. All are Triangle stations.

John E. Callaghan, producer at WSOCTV Charlotte, N. C., appointed program director, succeeding Ted W. Austin, who will operate own station at Kigo St. Anthony, Idaho.

Richard A. Cerri, announcer at WJMD(FM) Bethesda, Md.-Washington, appointed program director.

Bennie L. Williams, account executive for KALL Salt Lake City, appointed program director.

Steve Armstrong, with WHW Palm Beach, Fla., appointed program director.

Melvin Harris appointed program director of noncommercial WOUB-AM-FM Athens, Ohio, succeeding Edwin Glick, who becomes director of music at Temple Emanu-El in Dallas. Richard Nudd, formerly producer and director for U. S. government educational television project in American Samoa, and Leland Smith, formerly with WKBK(TV) Detroit, appointed producer-directors at noncommercial WOUB-TV.

Duke Norton, announcer at KGSB Los Angeles, named program director for KGIG Avalon, Calif.

Bill Scott, coordinator of public affairs for Straus Broadcasting stations WTLB Utica, WALL Middletown and WGA Geneva, all New York, named director of public affairs for Straus's WMCA New York. He replaces David C. Horowitz, who will be responsible for editorial and public action campaigns as well as for documentary programming on all four stations.

Grace E. Knecht, formerly with KETO(TV) St. Louis, appointed program coordinator at WCNY-TV Syracuse, N. Y. Both are noncommercial.

Eddie Arcaro, noted jockey, named sportscaster for KKO General Productions, New York.

Donald Kimberling, program director of WCHA Chambersburg, Pa., joins production department of TelRa Productions, Philadelphia.


NEWS

Mike Powell, news director of KFRC-AM-FM San Francisco, appointed news director of KEBW Oakland, Calif.

David Baum, WIND Chicago, elected president of United Press International News Broadcasters of Illinois.

Harry Lopez, WBZ Lock Haven, elected president of Pennsylvania AP Broadcasters Association.

Don Greene, WJWS South Hill, elected president of Virginia AP Broadcasters. Al Charles, WABY Waynesboro, elected VP.


Quentin Newfield, former newsman for WHEN-TV Syracuse, N. Y., joins WCCO-TV Minneapolis-St. Paul, as reporter-news editor.

Al Bell joins news staff of KHOU-TV Houston-Galveston.

Don Kneass joins news department of KEX Portland, Ore.

FANFARE

Michael Roskind, executive VP of A. A. Schechter Associates, New York, joins Irving I. Straus Associates there as executive VP.

Paul A. Lazzaro, formerly press information director and public affairs director of WBAM-AM-FM Chicago, appointed account executive at Aaron D. Cushman and Associates, that city.

Pat Krall McNeela, with KQY Phoenix, appointed promotion/merchandising manager.

Charles A. Hammarsstrom, VP of Keystone Broadcasting System, Chicago, received Columbia University Alumni Federation's Alumni Medal at university's commencement day ceremonies June 1.

Martha Pell Stanville, with KMSP-TV Minneapolis-St. Paul, named promotion assistant for WCCO-TV there.

EQUIPMENT & ENGINEERING

Hugh W. Granberry, district sales manager for broadcast equipment in northwestern states for General Electric Co., Palo Alto, Calif., appointed manager-radio frequency product planning and systems engineering for G-E visual communications products, Syracuse, N. Y. Robert L. Manahan succeeds Mr. Granberry.


Phyllis Abbott, formerly with United Electronics Laboratories, Louisville, Ky., joins Film Recording Services, Chicago, as sales supervisor. FRS is corporate subsidiary of noncommercial WTTW(TV) there and is major converter of video tape into 16 mm film for both commercial and educational TV accounts. She succeeds Lee Edelberg who joins WFLD(TV) Chicago, to handle video tape syndication. FRS is expanding and soon will be able to transfer color tapes to color film, Miss Edelberg said.

Lee Whitehurst, studio supervisor of engineering at WSM-TY Nashville, appointed assistant chief engineer.


E. S. Shortess, regional sales manager, eastern region, for The Hickok Electrical Instrument Co., Cleveland, appointed national sales manager of firm's meter division in Grand Junction, Colo.

ALLIED FIELDS

Lucille A. Stern, with Mutual Broadcasting System, New York, appointed research manager, succeeding Donald Lowstuter, who joins research department of BBDO there.

Thomas J. O'Connor, national sales coordinator at KDKA-AM-FM Pittsburgh, retires from station to become advertising manager of Pittsburgh Catholic publication of Pittsburgh Catholic diocese.

INTERNATIONAL

Jay Brown, account executive with Ciesa-Norman, Craig & Kummel Espinola de Publicidad S.A., Madrid; Richard Seidell, marketing director of Lindo, Norman, Craig & Kummel Ltd., Kingston, Jamaica, and Alan Trei, account supervisor with Leijon & Luning

Broadcasting, June 6, 1966
DEATHS

Uberto T. Neely, 65, general manager of noncommercial WCTE(TV) Cincinnati, died May 28 at his home in Cincinnati. Mr. Neely was head of WCTE for 12 years, and was previously with WLW and WLWT(TV) Cincinnati. He is survived by his wife, Laura, and two sons.

Whitney Hart Shepardson, 75, former president of Free Europe Committee, operator of Radio Free Europe, died May 29 at Lenox Hill hospital in New York following heart attack. He is survived by his son.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, May 26 through June 1, and based on filings, authorizations and other FCC actions.


New TV stations

ACTIONS BY FCC


APPLICATIONS

San Angelo, Tex. — San Angelo Independent School District No. 2, 226-293 VHF channel 8 (83-88 mc); ERP 25.1 kw vis., 5 kw aur. Ant. height above average terrain 509 ft., above ground 253 ft., P. O. address: c/o George H. Reddock, supt. of schools, 444 North Magdalene, San Angelo, Tex. Estimated construction cost $20,930; first-year operating cost $14,776; revenue $14,776, Studio and transmitter to be located in San Angelo. Geographic coordinates 31° 30’ 13" north lat., 100° 31’ 43" west long. Type: RCA TF-6AL; type ant. RCA TF-6ALM. Legal counsel: Reed Miller of Arnold & Porter, Washington, consulting engineer: W. O. Egerton, San Antonio, Tex. Principals are the board of trustees. Action May 27.

Existing TV stations

ACTIONS BY FCC

Monroe, N. Y. — WUTV. Granted CP for new UHF on channel 40 (476-492 mc); ERP 20 kw vis., 2 kw aur. Ant. height above average terrain 34 ft., above ground 34 ft., P. O. address: c/o George H. Reddock, supt. of schools, 444 North Magdalene, San Angelo, Tex. Estimated construction cost $6,790; first-year operating cost $4,790, revenue $4,790. Studio and transmitter to be located in San Angelo. Geographic coordinates 31° 30’ 13" north lat., 100° 31’ 43" west long. Type: RCA TF-6AL; type ant. RCA TF-6ALM. Legal counsel: Reed Miller of Arnold & Porter, Washington, consulting engineer: W. O. Egerton, San Antonio, Tex. Principals are the board of trustees. Action May 27.

New FM stations

ACTIONS BY FCC

Kirkville, Mo. — Community Broadcasters Inc. Granted CP for new FM on 94.5 mc, channel 243, 35.6 kw, Ant. height above average terrain 431 ft. P. O. address: c/o Samuel A. Burks, Box 136, Kirkville, Mo. Estimated construction cost $36,500; first-year operating cost $12,600; revenue $12,600. Principals: Samuel A. Burks (50%), Sam M. Arnold (43.2%), Umatilla M. Arnold (6.8%).


New call letters


New AM stations

Kirkville, Mo. — Community Broadcasters Inc. Granted CP for new FM on 94.5 mc, channel 243, 35.6 kw, Ant. height above average terrain 431 ft. P. O. address: c/o Samuel A. Burks, Box 136, Kirkville, Mo. Estimated construction cost $36,500; first-year operating cost $12,600; revenue $12,600. Principals: Samuel A. Burks (50%), Sam M. Arnold (43.2%), Umatilla M. Arnold (6.8%).

New FM stations
SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, June 2

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<th>ON AIR</th>
<th>NOT ON AIR</th>
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<td>AM</td>
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<td>4,065</td>
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<tr>
<td>FM</td>
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<td>27</td>
<td>1497</td>
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AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, June 2

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<td>Noncommercial</td>
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COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30, 1966

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L. Baker (15%) and Richard A. Moran (10%). Mr. Baker is 80% owner of WESY Salem, Va.; 90% stockholder of WGIC Xenia, Ohio; 45% owner of AM applicant in Smithfield, Va.; 45% owner of AM applicant for Salem, N. J. (see application for CP of WCJ Salem, below). Mr. Moran is general manager of WGIC Xenia. Action May 26.

APPLICATIONS

Boise, Idaho—Treasure Valley Broadcasting Corp., 400 W. Idaho, Boise. Estimated construction cost $24,844; first-year operating cost $13,950; first-year license fee $875. Applicant: Ralph Frazier (100%). Treasure Valley is licensee of KTRAN Boise.

Monmouth, Ill.—Richard P. Lamoreaux $17,696; channel 24; 3. kw. Ant. height above average terrain 110 ft. P. O. address: 304 N. Second St., Monmouth 14622. Estimated construction cost $47,748; first-year operating cost $35,500; revenue $55,000. Mr. Lamoreaux is lawyer and has no other broadcast interests. Ann. May 27.

Maquoketa, Iowa—Dennis W. Votz/(as Maquoketa Broadcasting Co. 68.3 kw. channel 23; 3 kw. Ant. height above average terrain is 110 ft. P. O. address: 1386 S. Main St., Maquoketa 52060. Estimated construction cost $15,876; first-year operating cost $2,600; revenue $3,650. Maquoketa Broadcasting is licensee of KXML Maquoketa. Ann. May 27.


Las Vegas, N. M.—Board of Regents, New Mexico Higher School System, University of Las Vegas channel 216, 70 kw. Ant. height above average terrain 214 ft. P. O. address: c/o Edward Prochniak, Las Vegas 67910. Estimated construction cost $21,900; first-year operating cost $21,900; supported by funds from university. Action June 1.


San Antonio—Waterman Broadcasting Corp. of Texas 101.9 channel 279; 25 kw. Ant. height above average terrain 308 ft. P. O. address: c/o Bernard E. Waterman, 34 Mechanic St., Worcester, Mass. Estimated construction cost $30,000; first-year operating cost $22,000. San Antonio Waterman is licensee of KCSA San Antonio, Tex. Action May 27.

EXISTING FM STATIONS

NEW CALL LETTERS ASSIGNED

WLYT-FM Pittsburgh — The Hearst Corp. Assigned WTAZ-FM.

OWNER ACTIONS

KHFJ-(FM) Montecito, Calif.—Granting assignment of license from Kenneth S. Warren to Johnston Broadcasting Co. owned 100% by Stoddard P. Johnston. Johnston Broadcasting is licensee KBMB Monterey, and also holds CP of Pacific Grove, both Calif., which it must surrender. Consideration $30,000 on 10-year contract to employ Mr. Warren as chief engineer at $1,000 per month. Action May 25.

WMFJ-AM-FM Daytona Beach, Fla. Granted assignment of license from James W. Walter to Dayton Broadcasting Inc. Assignment is purely for legal convenience. No consideration; exchange of stock. Action May 27.

Jacksonville, Fla.—Granting assignment of CP from B. F. Tinlin to WBOM Inc. owned 100% by Mr. Tinlin. WBQM Inc. is 100% owned by Mr. Tinlin. Action May 31.

WOKY Columbus, Ga.—Granted assignment of license from Pam Radio Inc. to WOKY Broadcasting Co. owned by Joseph S. Ray and Milton Hirsch (each 50%). WOKS Broadcasting is parent corporation of Pam Radio. No consideration. Action May 27.

KTOH Lihue, Hawaii—Granting assignment of license from ONO Publications Co. Ltd. to Kualo Broadcasting Co. owned by Santa Maria Publishing Co. Consideration $90,000. Action May 25.

WBOZ Evansville, Ind.—Granted assignment of license of WBOZ to Boyle Inc. owned 100% by J. B. Faqua, to NATCO Communications 100% by NATCO Corp., 25.5% owned by J. B. Faqua. Assignment is to avoid conflict of interest. Stock transfer. No consideration. Action May 27.

WVPY-AM-FM Mount Kisco, N. Y.—Granted transfer of control of permitted corporation, Suburban Broadcasting Inc. from William H. Stone (33.3%) and B. E. Welch (16.6%) to VIP Radio Inc., to Marsha H. Tucker (33.3%) and Carl Tucker Jr. (26.6%) to VIP Broadcasting Corp. Consideration $331,435. Mr. Tucker is owner of investment firm; Mr. Tucker, her son, is banker. Action May 3.

WSBR Krenton, Pa.—Granted transfer of control from WBRE-TV Inc. to Rice Communications Inc. owned by William P. Rice Sr., Charles E. Rice Sr. and Agnes Rice (each 33.3%). William Rice is director of engineering company. Charles Rice is president of engineering company. Agnes Rice is officer of engineering company. Consideration $130,000. Action May 27.

WMBS Uncion, Ohio—Granting transfer of control of licensee corporation Fayette Broadcasting Corp. from Joseph C. Burwell, Jr. (50%) and John Fore, none. Rider and W. Russell Carr (each 16%). John Fore to FB Broadcasting Co. (16%) after, Betty Burwell (none before, 50% after, none before, 16% after). Betty Burwell (none before, 16% after). Robert E. Cochran (25.3%) and Robert L. Cotton (5.5%) keep their respective holdings. Transfer is because of deaths of three original stockholders. No consideration. Action May 27.

WWON-AM-FM Woosneck, R. I.—Granted involuntary transfer of negative control of The Evening Call Publishing Co. (parent corporation of licensee Woosneck Broadcasting Inc.) to a corporation controlled by Esther Pratt Hudson, Carl W. Christiansen and Rhode Island Hospital Trust Co., creditors of the estate of Austral W. Hudson, deceased. Action May 27.

KNEE Brady, Tex.—Granted assignment of license from Brady Radio Inc. to Radio Brady, owned 75% by P. Bert Hansen and 25% by Robert Travis. Radio Brady is owned 93.5% by Gene L. Caple and 7.5% by Jim Phillips, Mr. Hansen has been employed with Fort Worth broadcast interests. Valley Broadcasting is licensee of KNEE Brady. Action May 27, Tex. Consideration $60,000. Action May 27.

KUEN Wenatchee, Wash.—Granted transfer of control of license to KUEN Inc., from Miller C. Robertson and Mathew N. Clapp (50% each), and others, d/b as Vernon Broadcasting Inc. Action May 27.

WKTS Sheboygan, Wis.—Granted assign-
ment of license of Sheboygan Radio Inc. to WNXT Co., owned by R. Kari Baker ($10,000) and, as of May 30, Whitman (34.9%) and James Hlavacek (13.99%), Mr. Whitman is a stockbroker, and his wife is housewife. Mr. Hlavacek is airline pilot. Mr. Baker is 33% owner of KXGI. Fort Madison, Iowa, is 52% owner for agreement not to compete in radio broadcasting for 50 miles west of Sheboygan for 5 years. Action May 27.

WEL Caguas, P. R.—Grant of assignment of license from Atlantic Broadcasting Corp. to Quillax Broadcasting Corp., owned by Sociedad Annonciera ($15.5% before, 50% after). Consideration $268,859. Principal has filed application for license of WPFM-FM, which he owns, to Qullzax Broadcasting Corp. of which he is sole owner. Action April 26.

APPLICATIONS

WITT Amherst, Mass.—Seeks assignment of license of WFAH from Columbus, Ohio, fr./as College Radio to Amherst Broadcasting Corp. owned by James Littick and Robert L. McConnell Jr. (each 50%). Mr. McConnell is executive and stockholder in liquor, and gift shop company and real estate development company. Mr. Peene is president of all Ohio. No consideration. Ann. May 28.

WPED Winston-Salem, N. C.—Seeks assignment of license from WPEG Inc. to Portsmouth CATV Inc., owned by Charles G. Conch Jr. (26%). Central Broadcasting Corp., licensee of WPED, Inc., owns 31% of the stock. Licensee is Stockholder Mac,Fairweather, Burke, Littick and Overlee Hegelein and Gerald M. Swanson, all directors, each with 14.3% of voting membership.
of
computed
review
June
Routine roundup
voting. Action May 31
their
TV
Union Council to
Action
post
to file
Step III proposed findings of fact and
conclusions in Boston, TV channel 5 proceeding.
Time for filing Step IV remains June 30.

BROADCAST ACTIONS
By Broadcast Bureau

WCJU Columbus, Miss.—Granted CP to change anti-trans. location, change anti-

system and install new antennas.

KRZY Albuquerque, N. M.—Granted CP to change anti-trans. location and install

new transmitters.

WHTN Lima, Ohio—Remote control permit.

KGW Portland, Ore.—Granted mod. of license to change studio location; remote

control permitted; condition: Know Your Transmitter.

WVNA-FM Tuscumbia, Ala.—Granted license to use former male lines as

applications for new licenses.

WBBT-FM Dubuque, Iowa—Granted mod. of CP to change anti-trans. location, type

of antenna, and height to 479 ft., and make other changes; remote control permitted.

WPBN-FM Macomb, Mich.—Granted mod. of CP to change type trans. and ant.

WPSF-BD N. V.—Granted license to use former male lines for applications for new

licenses.

WLS Lansing, Mich.—Granted CP to install new transmitters at trans. site and make

changes in ground system.

KEZI Portland, Ore.—Granted CP to install new trans. at main trans. location on

daylight and nighttime; remote control anytime; condition.

WFLA Milwaukee—Granted CP to make changes in nighttime DA pattern.

WTRT Westminster, Md.—Granted CP to make changes in ant. system; condition.

WWOM-FM New Orleans—Granted mod. of license to use specified ant.

Granted licenses for following stations: WGNU-FM Madison, Ill.; KORA-FM Bryan,

control. KHTC-FM could not provide specified type transmitter.

Granted licenses covering changes for following stations: WIBW Centreville, Ala.;

WPAG Miami, Fla.; WNAG Grenada, Miss.; KCLR Ralls, Tex.

Granted licenses to change name of following stations, the ant. system.

Granted extension of completion date to KOTE Fergus Falls, Minn., to July 15.

Granted renewal of licenses for following main stations and ce-pending auxiliaries: WAWZ-AM-FM Zarephath, N. J.; WDLC

FM Port Jervis, N. Y.; WERO Ouessu, N. Y.; WGNU Newburgh, N. Y.; WYHY Hyde

Park, N. Y.; KWINY-FM New York; WSOQ North Syracuse, N. Y.; WDRC

Clarksburg, N. Y.; WGLI Babylon, N. Y.; WLEA Lindenhurst, N. Y.; WUHC

Watertown, N. Y.; WBLY-FM Depew, N. Y.; WCMC-AM-FM Wildwood, N. J.; WDSO

Oneonta, N. Y.; WSHL-SFM Schenectady, N. Y.; WICU Utica, N. Y.; WIPD-AM-FM Pough-

keepsie; WSWF-SFM Hillside, Westville, N. Y.; WSLB Ogdensburg, N. Y.; WCTA-AM-

FM Newark, N. Y.; WKDN Camden, N. J.; *WCWP-FM Brookville, N. Y.; WBUD Trenton, N. J.

Actions of May 27

WPBO Peoria, Ill.—Granted CP to increase power to 25 kw, and to install DA-D

and new trans.; conditions.

Grants of April 15 have been transferred to XPAM and KFPF (FM), Portland.

Grants of May 16 of completion dates as shown: KZYM Cape Girardeau, Mo., to

(Continued on page 99)
**Radio**

**Help Wanted—Management**

New York City station group needs two people—salesperson and sales manager. Young, proven, dynamic salesman with a real selling ability, wants 4 years experience to Managerial position with smallest of stations in group, and B. Top national salesman of complete group. Successful local sales background preferred—eastern seaboard, experience helpful, opportunity and earning power unlimited. Remuneration plan excellent, sales commission bonuses, profit sharing, 5 figures. This is a genuine opportunity and possibility. If you employ know of this ad, Must be able to furnish good references, plus proof of past performance. Send resume, list of active accounts. Advancement opportunities here or sister; station larger market. $100 weekly to start. Salary, draw & commission arrangement. All accounts spread between you and myself. Call Bob Hylie, 717-482-7759, Shenandoah, Penna.

Outstanding single station Texas market. Need young man, strong on sales, who will manage this station as independent operator. Base salary plus incentive means excellent earnings. Man who can produce has an unlimited future. Complete details. Box F-41, BROADCASTING.

Continuous growth of four station group in Western Wisconsin. Good-sized market requires you to look for men with intelligence, initiative and ambition. Our projected expansion will give you unprecedented scope if you desire to get ahead with an aggressive organization. If you are a radio executive, salesmen, engineers, combination,irefeel, your opportunity. Good salary, good working conditions.

**Sales**

Detroit—Solid salesman—proven track record—managing capability—multiple group—starting salary, plus—Box F-58, BROADCASTING.

South Florida, 100 kw FM has sales manager position. Aggressive, healthy, mature man. Good draw. Must be experienced, interested in permanent position & willing to work. Full resume and references, first letter. Will wait for the right man. Box F-46, BROADCASTING.

Seeking person possessing imagination, initiative, drive, desire for success, must live, breathe, dream, understand and appreciate radio. Reasonable compensation and ownership opportunity. Box F-58, BROADCASTING.

A top billing Kansas station in non-metropolitan market has opening for salesman. Right man can expect over $18,000. Excellent guarantee and commission plus better than average fringe benefits. Box F-67, BROADCASTING.

Announcer—sales—3rd class, $425 mo. plus bonus. KRLW Wilcox, Arizona.

Music composed music station needs second salesman, Salary, commission, bonus. Monterey Bay area. Personal interview required. KRSA Salinas, California.

Sales manager opportunity—for proven producer. Top Phila. FM offers unlimited potential and starting salary. WQAL Phila. 19118 or 215-CH 8-4900.

**Sales—(Cont’d)**

Combination salesman/announcer, work morning shift. Must have production ability. Send all information first letter. WTAP- Parkersburg, W. Va.

Announcer—salesman—daytime—morning man & sell remainder of the day. Alone in the immediate market, 3 stations in county. New, modern, air conditioned studios, single service apartment. Complete list of active accounts. Advancement opportunities here or sister; station larger market. $100 weekly to start. Salary, draw & commission arrangement. All accounts spread between you and myself. Call Bob Hylie, 717-482-7759, Shenandoah, Penna.

**Announcers—(Cont’d)***

Located in an important midwest top 40 station for young & lively talent. Good salary, plus some income from hops. All inquiries individually considered and answered regardless of experience. Rush picture and tape. Box F-65, BROADCASTING.

Quality western Mass. station, all new facilities; in very year-round resort area needs talented air man for night program. First-class ticket required. Great place to live, great place to work. Salary $122 per week. Box F-48, BROADCASTING.

Southern regional station needs sign on personality, "Old shoe" type that wears with the people. Must be able to remedy personality in moderate climate. Box F-67, BROADCASTING.

Stable young announcer for station in small college community, over 10,000 population. Send tape, resume, salary requirements to Box F-54, BROADCASTING.

Good AM-FM station in southwest has opening for announcer with 3rd class license with emphasis on salesmanship, hosting shows & working conditions. News delivery prime time. Send resume to Box E-394, BROADCASTING.

Wanted: Top 40 disc jockey for immediate opening. Medium market in New England. Salary commensurate with ability and willingness to cooperate. Send photographs, recent tape to Box E-387, BROADCASTING.

Announcer wanted; I need three hardworking, good-looking, humble folks...--New Box E-415, BROADCASTING.

Announcer for middle road, bright, fast-paced, Midwestern group station. Must have mature delivery. Send tape & resume to Box E-429, BROADCASTING.

Announcer wanted: I need three hardworking, good-looking, humble folks...--New Box E-415, BROADCASTING.

Modern C&W dj desiring major market experience wanted by progressive, midwest station. Must have mature delivery. Send box E-448, BROADCASTING.

Top paying Ohio medium market station needs experienced disc jockey. Box F-6, BROADCASTING.

Progressive Florida east coast, good every-day, and occasionals. Must have mature delivery experience. Send resume to Box E-448, BROADCASTING.

Top paying Ohio medium market station needs experienced disc jockey. Box F-6, BROADCASTING.

**Advertisements**

Classified advertisements. (Payable in advance. Checks and money orders only.) (FINAL DEADLINE—MONDAY preceding publication date.)

- **SITUATIONS WANTED** 23¢ per word—$2.00 minimum; **HELP WANTED** 30¢ per word—$2.00 minimum.
- **DISPLAY ADS** 25¢ per inch—**STATIONS FOR SALE, WANTED TO BUY STATIONS AND EMPLOYMENT AGG.**
- **CLASSIFIED** $1.00 per word, 25 x rates—$20.00 Display only. 5¢ or over Billed R.O.B. rates.
- **All other classifications, 35¢ per word—$4.00 minimum.**
- **No change for blind box number. Send replies c/o BROADCASTING, 1793 DeSales St., N.W., Washington, D. C. 20036**

**Applicants:** If tapes, films or packages submitted, $1.00 charge each for handling (forward remittance separately please). All manuscripts, photos, etc., sent on box numbers are sent at owner's risk. Broadcasting expressly repudiates any liability or responsibility for their custody or return.
Announcers—(Cont’d)

Michigan resort area daytimer needs announcer. Box 263, WOSX Tawas City, Michigan 48768.

Baltimore area station has Immediate opening for announcer with first class license. No. 3 needs first class. Call collect. Manager WISZ, 301-761-7179.

Bright & lively morning man for middle of road format. Orderly. Good on news and 3rd class license. Clean, air-conditioned operation. Send tape, air resume at once to Manager, WMFJ Radio, Shenandoah, Pa.

First phone announcer needed now. 135 wk to best man. MOR. Send tape and resume pronto. WPVL, Painesville, Ohio.

Production oriented, creative personality wanted. WBNL, only 33 miles from the heart of New York City, seeks a talented, enthusiastic man to drive man to boost those ratings. Full salary. Best city. Come with everything! 1st phone required. WRAN Dover, New Jersey, 201-355-1510.


Wanted... Experienced announcer with first class license. WFSN Needed. 80 hour operation. ASC affiliate. Pleasant working conditions. Average salary. Apply to Box Frank T, 603-882-1500.


Need two announcers for New Town n’ Country station going on air soon. No “peascabees” please. We want modern sounding professional career men and are willing to pay. Our format will be fast pace “Nashville’s Sound of Country and Pop.” Box 569, 301-613-3571, Leesburg, Va.

3 announcers: New R&B rock station. Experience desired, but if you’re a beginner with real talent, this is the job for you! Excellent salary, opportunities to M.C. record sessions. You want to work with a real winning station. Send resume, tape to Marvin Paskin, Manager, 1147 Erin, Madison, Wisconsin.

Announcer—will consider 1 year experience if capable of tight production and good voice. Send resume, photo and 18-35 GL-3.0717, ask for Mr. Benwitt, Florida.

Technical—(Cont’d)

Engineers—1st class license for maintenance. Some city, includes major New York station and regional. Top salary Box E-360, BROADCASTING.

Engineer-announcer: Michigan group stations, opportunity for advancement, regular salary increases, paid Blue Cross-Blue Shield insurance. Right tight maintenance. Send resume and salary desired to Box E-385, BROADCASTING.

Wanted: Transmitter engineer. First phone. Capable of keeping five kilowatt transmitter on air. Box E-391, BROADCASTING.

Major Indiana market has opening for first class engineer. Must have experience in present equipment, work on future expansion, pull small board shift, and act as consultant to manager, University city. Need resume and tape. $168 start. Box E-360, BROADCASTING.

Assistant chief engineer for technical supervision and maintenance of expanding mid-eastern 5,000 watt directional AM and 50,000 watt FM. Position includes supervision of the WTHC-FM Mechanical and electrical equipment. Send resume to Bob Olson, WJMS Radio, Rockford, Illinois.

Immediate opening engineering position. Cincinnati, Ohio AM operation. First phone immediate. Send resume with qualifications and salary requirements. Box F-61, BROADCASTING.

Announcer-engineer 1st class... $450 mo. plus bonus... KIHL, Willcox, Arizona.

First phone man for transmitter. No. 111 needs. WAMD Aberdeen, Md.

Immediate opening—chief engineer with experience. $5000 watt non-directional station, up-to-date equipment, fringe benefits. Call or Write WASA-AM/FM, Box 97, Harve De Grace, Maryland, 301-939-0890.

Immediate opening to work FM transmitter board shift. Must have third class license. Announcement opening. Must be nearby for someone interested in education. Contact Chief Engineer, or Manager, WSCC-FM Bay City, Michigan.

Michigan resort area daytimer needs 1st class engineer. Immediately. Call Jerry Schroeder, WOSX Tawas City, Michigan 48768—383-3417.


WANTED—engineer to WAMP Radio, Burlington, Vt. Immediate. 500 watt directional station, 24 hour operation. Some experience required. Send resume to Box Frank T, 603-882-1500.

Chipper, clean, young and ambitious man. $25,000 yearly bonus if you are able to produce records and others with good reviews needed. Give resume with details to Box B-123. BROADCASTING.

NEWS—(Cont’d)

Newman for North Carolina regional stations. Call collect. No agency or writing samples and sample of writing. Box E-424, BROADCASTING.

News director... not just a newsmen who goes through the motions and does the job. We emphasize local interest. Send resume to someone who eats, sleeps and thinks news... an aggressive, conscientious, Knowable, interested in the newsmans’ department, writing, gathering and airing the kind of a fellow who knows everybody in town and has a nose for news. Send tape, resume, enclosing first letter. Box F-20, BROADCASTING.

Immediate opening for authoritative newsmen, Adult music format. Call 301-226-8800. WQAL Cambridge, Maryland.

The job is still open. We thought we had found the man we wanted for our assistant job but changed our minds. There is a good job open for someone who wants to do a first class job. The opportunity for advancement is in the news field. It’s a six day a week job, night hours and an opportunity to do sports with your Master of Broadcasting. Inquire Box E-298, BROADCASTING.

Successful Ohio indie needs program director for new AM station. Must have experience and be able to teach willing DJ’s how to run really tight station. Must have some play-by-play capabilities helpful but not necessary. He must have the kind of personality and production materials for you... we need a good man to pull it all together. Salary starts at $120 weekly plus talent for play-by-play. You’ll be a key man in our operation with a wealth of room for advancement. If you’re a small market PD now or a good production DJ interested in moving up let us hear from you with full particulars on your background, qualifications to Box F-590, BROADCASTING.

The reference librarian for Washington, D. C. office of network radio news commentator. Send pertinent qualifications, background, and qualifications to Box E-424, BROADCASTING.

Copywriter, male or female, wanted for Florida east coast station. Production copy a must. All applications considered, Send resumes to Box E-424, BROADCASTING.

Young aggressive, ambitious program director for deep south station. Are you an idea man? Can you gimmick up a station with audience getting promotion on radio you produce? Selling spots using station talent and sound libraries? Can you increase ratings with one hard hitting promotion after another? If you can, you’re our man. We don’t want a busy shot. We want an ambitious young man seeking to establish himself and get his chance. We are ready to pay a full salary plus a year round bonus if you are able to produce records in quantity. Give resume with particulars to Box F-4, BROADCASTING.

Copywriter. Professional with experience, originality, drive for AM, FM operation in university market. Significant writing and reporting experience with samples to WANN, P.O. Box 851, Morgan- town, W. Va.

500 watt Morris news department needs newsgatherer. Send resume and tape to do news. Will train. Box E-375, BROADCASTING.

Five-man Missouri news department needs newsmen capable of getting local news and assisting. Send resume and samples. Box E-375, BROADCASTING.

NEWS

WANTED: Experienced copy writer/announcer.

Short air-shift, also record production spots. Must be endorsed for $500 year round bonus. Send resume and covering letter to Box E-185, BROADCASTING.

WANTED: Experienced copy writer/announcer.

Short air-shift, also record production spots. Must be endorsed for $500 year round bonus. Send resume and covering letter to Box E-185, BROADCASTING.
**Production—Programming, Others**

**Continued**

Attention Florida AM or FM good music format programmers that would like to move up, Miami 10 kw AM good music station seeks program director. Top salary and profit sharing plan. Must have good references, top talent, and tape and resume to WRIZ, P.O. Box 189, Shenandoah Station, Miami, Florida 33145.

**Radio**

**Situations Wanted—Management**

Young Pennsylvania broadcaster interested in making change. 12 years present employer. Prefer manager-sales manager, Heavy sales and promotion background. Will invest. Background will stand rigid investigation. Box E-371, BROADCASTING.

General manager—15 years experience management, sales, all phases including complete executive ability. Will stimulate local salesmen. Will work national sales, Salary, bonus or override. California medium or metro preferred, other southwest areas considered. Interview desired. Resume on request. Box F-8, BROADCASTING.

General manager successfully running No. 1 station large southwestern market. Produce maximum sales, ratings, personnel quality. Solid by all means. If you want a profitable & respected winner, I'm your man. Stable family. Very high quality operation. Box F-18, BROADCASTING.

General manager available for single or multiple sales packages. Will manage, Program—sales—promotion—community relations, finest industry and personal references. Box F-64, BROADCASTING.

General manager, $50,000 market, Experience: Announcer-engineer, PD, sales, chief engineer, directional daytimer, general manager. 37, married, children, Ohio, Pennsylvania. Box F-69, BROADCASTING.

Owned successful production company, 25 man at three stations (small, medium, metro). Complete knowledge all phases (except sales). Ten years in radio. Box F-13, BROADCASTING. Married. 30, top references. Available July, Box F-58, BROADCASTING.

Broadcaster, 21 years on the air experience, last ten on leading New York city independent, seeks position in management in radio or TV in general New York area. Box F-69, BROADCASTING.

**Sales**

Salesman-announcer . . . eight years experience. Looking for permanent position. Will be available July 1, Box E-376, BROADCASTING.

**Situations Wanted—Announcers**

DJ—wants top 40. Two years experience. Prefers southeast. Single. Box E-339, BROADCASTING.

Mature, relaxed voice for MOR or soft rock. West coast, southwest, south. Third. $500. I'm good. Box E-402, BROADCASTING.

Top 40 announcer/engineer, 22, 4-A, first phone, 5 years experience. Excellent production and newcomer, has ideas, will use. $600. Box F-41, BROADCASTING.

DJ/announcer, authoritative newscaster, experienced Negro, married, will relocate. No roster. Box E-444, BROADCASTING.

DJ-news—4 yrs. in radio. Air experience. 4-B, and 4-C, top 40 announcer/engineer, top 3rd ended. Single—will relocate for right position. Box F-5, BROADCASTING.

1st phone. Married . . . with top southern operation. Prefer PD. Box F-7, BROADCASTING.

Negro dj—graduate beginner. Tight board, 3rd phone. Box F-8, BROADCASTING.

College graduate, 23, married, family, six years experience, two as PD, including Nashville, Birmingham. Personality plus. Desires of BROADCASTING. Box Top 40, $110 minimum. Box F-11, BROADCASTING.

**Announcers—(cont'd)**

Announcer, Negro. Wailing personality. Some experience. Tape available, Box F-17, BROADCASTING.

Announcer—experienced—mature, married. Presently "straight staff"—prefer C&W with a chance for advancement in a progressive stable operation. Box F-19, BROADCASTING.

First phone personable announcer, experienced in all types of music broadcasting, new goodness. Pleasant voice to audience. Doesn't mind much promotion. Write Box F-21, BROADCASTING. Available June 27.

Announcer, young swinging dj seeks position near NY. Will F-31, BROADCASTING.

Nine year contemporary personality seeks winning, stable organization. Box F-30, BROADCASTING.

Great top 40 wants California or southwest. Box F-35, BROADCASTING.

Leaving Trig-Vaugh, with references. Pro announcer-dj-newscaster, any format, first phone, married, available now, Box F-38, BROADCASTING.

1st phone, top 40 sock. Currently working in major market. MOR and R&B experience. Prevented PD. Will consist of music and medium market. West coast or Pacific northwest area only, Box F-40, BROADCASTING.

Good all-around announcer/newscaster, commercials, dj. Capable all phases. Mature, experienced. Box F-45, BROADCASTING.

I am confused . . . paid peanuts like elephant . . . Daughter eats like horse . . . I am unable to pay my rent. This money available after June 18 . . . Have endorsed 3rd time. Box F-43, BROADCASTING.

I love the morning shift . . . Give the people a reason for listening to your station . . . Hire me. Box F-47, BROADCASTING.

Announcer-dj-newscaster. 3rd phone—school trained. Real swinger—rock, top 40, C&W or Gospel. Box F-59, BROADCASTING.

Sportscaster . . . experienced. Radio and TV. First phone. College graduate. Married. Box F-54, BROADCASTING.

Six months announcing third, college. What have you? Box F-55, BROADCASTING.

Female disc jockey—experienced radio and TV background, and interviews. Bright personality. New York metropolitan area only. Box F-43, BROADCASTING.


Announcing the availability of Jim Geno- sese, in July. Top 60, news, 20 Mover, Hicsville, N. Y.

Teen-age girl prefers steady station anywhere. Recent broadcast school graduate, 3rd class with endorsement. P.O. Box 2722, San Diego, Calif.

**Technical**


8½ years, 5 kw DA, 10 kw FM PX, automation, 4F. Want engineer level work, $600, training for increasing responsibility, broadcasts or industrial. Box F-49, BROADCASTING.

**News**

College graduate with political science, journalism background desire job on news staff of a progressive station in good-sized market. Four years experience. $110 minimum. Box F-12, BROADCASTING.

**Announcers—continued**


Attention Tampa and vicinity: Veteran newswriter forced to move out of current market for position to locate in Tampa area. Ten years experience in major city. Please include resume, references, etc. On request. Available July 1. Write Box F-37, Central Broadcasting, 2263-2271, W. Baurn, Wills, Lansing, Michigan 317-322-2971.

**Production—Programming, Others**

There are two of us—we write things! Box E-391, BROADCASTING.

Opportunity to create, plan, program good music ideas. First phone. Box F-23, BROADCASTING.

Alert, energetic advertising production man- ager. Heavy daily business paper experience. Complete follow-through, from space sales thru complete supervision of make-up, traffic or advertising plates, engravings, printing plant procedures, mailing and circulation. Ditto, Annuals and Year Books (many of them sold over 1,500 pages). Seeking a connection with a business or consumer paper publication, ad agency or anyone who can make such ability. Box F-28, BROADCASTING.


Play-by-play sportscaster . . . plus sales or news. Minimum $150. Box F-51, BROADCASTING.

**Television**

Help Wanted

**Sales**

Management position soon to be available in Sales department of Washington, D. C. Tele- vision station. Need go-getter who knows the Washington/Baltimore market, and can turn up business, as well as give service. All replies to Box E-357, BROADCASTING will be given strictest confidence.

**Announcers**

Young, aggressive television sports reporter/photographer to perform on-the-air programs for southeastern TV station. Successful radio sports reporters, ready to adapt to TV. State education, experience, marital status, salary. Enclosed mix. Box E-410, BROADCASTING.

Television sportscaster strong on developing contacts; good on air. Send resume, snapshot and audition to P.O. Box 4146, Atlanta, Georgia 30309.

**Help Wanted—Technical**

Immediate requirement for experienced chief engineer—northeast network VHF, small market TV station. Good salary and many benefits. Box A-310, BROADCASTING.

Expanding south Florida VHF has opening for experienced studio maintenance engi- neer. VTR experience, color preferred. Presently have film color, planning to expand to all colors. Box D-385, BROADCASTING.

Engineer, First class license. Experience not necessary. UHF station, eastern Penn- sylvania. Reply to Box E-496, BROAD- CASTING.

Chief engineer for midwest UHF station now undergoing major expansion. All RCA equipment. Send complete resume and first letter. Box E-410, BROADCASTING.

Studio supervisor capable of full mainten- ance and operations of newly completed plant including lighting and local color film. Basic RCA equipment. Box E-411, BROADCASTING.

**BROADCASTING, June 6, 1966**

94
Transmitter engineer with experience on high band 50 kw G.P.E. equipment, major market station. Box E-418, BROADCASTING.


Studio engineer - Permanent position, top salary, excellent benefits, major market background. Contact Chief Engineer, WJRT-TV, Flint, Michigan, 313-226-8611 (Collect). Resourceful maintenance engineer for new broadcast station, First phone, five years' experience required. Ideal climate, recreation, educational opportunities. Excellent salary, benefits. Reply to: John G. Costello, KIEB, Glendale, California.

Transmitter engineer wanted immediately. Located in southeast Florida, major market station. Excellent salary, benefits. Reply to: John G. Costello, KIEB, Glendale, California.

WANTED TO BUY

Equipment

Television studio transmitters, monitors, tubes, microwave, camera, audio. Electro-Voice, 440 Columbus Ave, 2nd Floor, West Bend, Wisconsin, 53095.

FOR SALE

Television studio and control room equipment. We have been appointed the exclusive selling agent for a major TV and film producing company to dispose of their present operating studio and recording installation. Located on the east coast - this installation includes: RCA 7" Video tape recorder and color, RS-1 camera, Ampex video tape recorders, 6 microphone, film equipment. For sale or trade. Presented at Channel 23, 8 weeks ago. For information and complete equipment list contact: "B," 125th Ave S.W., Seattle, Washington.

Chief Engineer

Man looking for a position as engineer or manager in major market station. Excellent experience in all phases of television, including production engineering.references. Box F-54, BROADCASTING.

News


Production - Prog. Others

Director now employed desires relocate for better opportunity. Box F-49, BROADCASTING.

Director: Seven years of TV production experience. Would like to relocate with TV station that has future for man wanting to get back into the field. Send resume and salary requirements to Box E-395, BROADCASTING.

WANTED TO BUY

Technical

Production - Programing, Others

Bookkeeper with extensive broadcast background needed immediately, for telestation station in major eastern market. Top salary. Send complete background information to Box E-358, BROADCASTING.

Associate producer needed for major market station. Experience working for a weekly series, requires ability and desire to research material, market dog, do a bit of everything. M.A. in communications or previous TV documentary film experience preferred. Send complete resume and salary requirement to Box E-395, BROADCASTING.

Public relations - Promotion assistant for group station in southeast. Experience desirable but will consider journalism graduate with interest in this field. Good starting salary. Send resume to Box F-38, BROADCASTING.

Film editor. July 1 opening for film editor. Must be experienced in all areas of film production. Contact Harry Jones, WCW-TV, Minneapolis, Minnesota. 612-338-0552.


TELEVISION - Situations Wanted

Management

General Manager/general sales manager. In depth experience - national regional sales. Proven professional and executive ability, all phases. Box F-10, BROADCASTING.

Announcers

Excellent television announcer-personality looking for experience. Television station. Write for representative VTR. Box E-201, BROADCASTING.

Announcer. First phone radio and television school. 8 years experience radio combo and WIAB. References. Box F-34, BROADCASTING.

Six year radio man desires starting position in television. Will take personality radio shift if TV is not available. Box F-33, BROADCASTING.

Six year radio man desires starting position in television. Will take personality radio shift if TV is not available. Box F-33, BROADCASTING.

Technical

14 years experience, GE-RCA studio equipment, Ampex-RCA VTR. Desire supervisory position. $175.00 minimum. Box F-16, BROADCASTING.

News

Report who knows how to do it, available for top 15 market stations. With real interest in news. Background includes 7 years all in television. Two graduate schools fellowship, top references. Box E-408, BROADCASTING.

Aggressive young news reporter seeks position in major market opportunity. Currently employed by award-winning California TV station in major market, ready to move up. University graduate with eight years experience. Experience in gathering, writing and on-camera presentation. Box F-35, BROADCASTING.

Production - Programing, Others

10 years in broadcasting. Experience in all phases of TV, film, radio, and public affairs. Resume & references on request. Box E-393, BROADCASTING.

Production - Programing, Others

Director now employed desires relocate for better opportunity. Box F-49, BROADCASTING.

Director: Seven years of TV production experience. Would like to relocate with TV station that has future for man wanting to get back into the field. Send resume and salary requirements to Box E-395, BROADCASTING.
FOR SALE—Equipment continued

MISCELLANEOUS (Cont'd)


Your resume—Make it sell you! Instruction, sales, executive, Box 2448N, Bellevue, N. J., 07109.

PIKE & FISHER Radio & Television Service, First and South Sts. Contact Mr. Lessenceco, 1434 H Street N.W., Washington, D. C. 202-956-0960.

INSTRUCTIONS


Since 1946, Original course for FCC first phone operator license in six weeks, over 340 hours instruction and over 500 hours guided discussion at school. Reservations required. Enrolling now for classes starting June 13, August 1, October 18. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 350 West Olive Ave., Burbank, Calif.

Learn Radio-TV announcing, programing, production, transformations, spot tape, all phases of broadcasting on the country's only commercial station, fully operated for general purposes by a private school—KEN-HEM, High qualified professional teachers. Country's finest practice studios. Elkins Institute, 2603 Inwood Road, Dallas, Texas 75225.


Be prepared. First class FCC license in six weeks Top quality theory and laboratory training, KGWM Radio License School of Atlanta, 1120 Spring St., N.W., Atlanta, Georgia.


RADIO Help Wanted

FOR SALE—Equipment

Broadcast Engineering Services—your "one stop" source for new or used AM-FM-TV equipment—all types, 10038 Southaven Avenue, Garden Grove, California, 92640. Phone: (714) 537-9522.

959 3½°F Teflon rigid transmission line Anderson electronic connector 20 bay TVXH (channel 8) antenna. 469 Fisher tower double mast, ready to ship. Includes outside climbing ladder, complete lighting kit with flasher, guy wires and sufficient 350 dual transmission line hangers for 3½°F Transmission line. $500.00. Contact KVTW, Sioux City, Iowa, 51101.

For sale: Used 4-bay Collins 37 M FM antenna. $1,000.00 F.O.B. WCYA Andusia, Alabama.


A broadcast trailer ideal as a second studio or a new first. Currently in operation. Can be purchased with or without equipment. Box E-463, BROADCASTING.


1954 Twin coach bus for remote unit. 35 ft., 6½ ft. headroom. No repairs needed. $3,000. 841-8870, Springfield, Virginia.

AmpeX VB1960B videotape recorder and accessories. Excellent condition, now in full work use. Affiliated TV, 141 East 38th Street, New York, N. Y. 10016.

UHF television equipment. Enough to put station on air from camera to antenna. $50,000.00 cash. Box F-22, BROADCASTING.

New—Sony-Vidicorder—model PU-120U. Excellent grade, all transistorized video tape recorder. The Videocorder, a compact, rugged unit operates on standard 110 V AC or approved mobile power and is easily handled by 2 persons. Fully transistorized, it will record on tape the video and audio signals off-air, on-cable or locally generated program material. Comes with original "Box" fidelity for immediate or later playback. Best offer accepted—Contact Mr. Ferguson at 1210 Rockville Pike, Rockville, Maryland—Box H-1190.

ATC PC-1, AC-3, series 55 and 55-RF tape cartridge units. G. McLaurin, 8 East Trail, Darien, Conn.

Gates M-5725, ST-181 tape spot recorder, perfect condition, $400.00. Full set UTC, linear standard, transformers (power, filament, audio) capable 2.5 kw broadcast transmitter, all perfect. Write Box F-28, BROADCASTING.

Used Ampex 600 w/1256, Roberts 192-FT $500, new, 192 8339, 830, Custom, Box 15, Ashford, N. C.

Whatever your equipment needs. Check first with Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

1500 feet ¾" solid copper—72 ohm air transmission line available with necessary line termination fittings. Price upon request—Box 626, Dunkirk, New York.

Audio equipment—Whatever your needs, check first with Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

Instant sale for desigualHundreds of One Liners on Weather, Traffic, Radio, Music etc. $5.00. Write for free "Broadcasting" catalog. Show-Us Comedy Service, 1735 B 2nd Street, Brooklyn, N. Y. 11230.

GOLDEN OPPORTUNITY FOR BROADCAST MANAGERS—SALESMEN

Delaware holding company has best effort underwriting, upon SEC approval, for sale of $1,500.00 in quality broad-casting stock issued in Southeastern states, projected to start in July. Radio managers or salesmen are invited to participate with underwriter in stock sale and then be considered for executive position in expanded company in one of Eastern, Mid-Western, Southeastern or Southwestern major cities. Must have NASD license or be willing to study and take test towards license.

WRITE: Hudson Millar, President, Airmedia, Inc.
1212 Bank for Savings Building, Birmingham, Alabama
Phone: 205-734-3171

RADIO Help Wanted

INSTRUCTIONS (Cont’d)

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory. Jenney, 14 East Jackson St., Chicago 4, Illinois.

America's pioneer, 1st in announcing since 1931. National Academy of Broadcasting, 801 E. ST. NW, Washington 1, D. C.

"It's RRI and Here's Why!" First phone license in (6) weeks—and we guarantee it! Tuition only $250. Rooms $5-15 per week. Classes begin every 8 weeks in beautiful Sarasota by the sea, on June 27—Aug. 29, Sept. 5—Oct. 10. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fl.


See our display ad under Instructions. Don Martin School of Radio & TV.

Announcing, programing, commercial production, veteran and associate instruction—Broadcasting Institute, Box 6071, New Orleans.

RADIO Help Wanted

MANAGEMENT

RADIO CHAIN MANAGER

We have radio stations in some of the fastest growing markets in the country. We sell a man with strong sales background to handle the sales and help with the operations of these stations.

Some of our stations are $1 and some are poorly rated but with wonderful potential. We need a man who can sell and show sales departments how to sell with numbers as well as without numbers.

Send complete resume, picture, salary requirements in the first letter.

Box E-420, BROADCASTING.
**Announcers**

**RADIO-TV**

TRIGG-VAUGHN Stations—looking for top good music personalities and alert, mature newsmen. Stations in Texas, Colorado, New Mexico and California. Write full details to:

Hal Davis, KHOW, Denver.

**NEED TESTED TWO-MAN MORNING DRIVE-TIME TEAM**

for over one-million dollar market. Must be bright, able to work with humor, topical items, and informative on community affairs. Six day week, show preparation full responsibility. Tape & resume.

Box F-71, Broadcasting.

**Production—Programing, Others**

We’re looking for a talented, low pressure commercial ANNOUNCER who has the drive and ambition to also handle the key job of RADIO PROD. MGR.

For a Swinging Chicago Ad Agency. Job pays $8,000 to start plus hosp. & life ins., with opportunity to grow with us in stature and income. Send tape and resume to:

Box F-6, BROADCASTING

**TIME SALESMAN**

With management ambition for leading Phila. FM. You’ll be paid what you’re worth... or more. Call or write:

Abe Voron
215-CH 8-4800
WGAL, Phila. 18

**SALES ENGINEER BROADCAST EQUIPMENT**

Profitable, growth-minded company, leader in broadcast equipment field, located in the Midwest, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territories. Requires good knowledge of broadcast equipment. Must be sales minded. Self-starter, BSEE or equivalent and minimum 3 years in field of radio or TV broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box E-254, BROADCASTING

**SALES MANAGER**

Large, fast-growing, diversified company needs a sales manager who can head up the local sales department for several of our stations. We would want this man to take full charge of all our local sales for radio.

We’re interested in sales managers or salesmen with proven records, only, to handle this job. Send complete details to:

Box E-421, Broadcasting.

**EXPERIENCED SALESMEN**

We are looking for experienced salesmen only! Preferably men currently calling on radio station management, or who have proven sales experience in radio or TV syndicated program sales. You must be able to travel a multi-state territory, and have your own car. Our product line is well accepted throughout the United States & Canada, and the excellent commission offers a proven high income opportunity. Send complete resume:

Mr. John P. Fields
Creative Marketing & Communications Corp.
3914 Miami Road, Cincinnati, Ohio.

**ENGINEERING OPPORTUNITY**

New broadcasting company needs Chief Engineers, and both studio and transmitter engineers. Color experience preferred.

Call 312-337-7939
TV PRODUCTION MANAGER
To assume full charge of production for large station located in Southeastern U.S. by firm which also owns other stations. This station produces more than usual number of live shows than stations in similar markets. We are seeking creative individual with 5 to 8 years experience, preferably with a production oriented color station. We offer challenge, good fringe benefits, salary. Our employees know of this ad. Please send resume of experience and salary requirements to:
Box F-25, BROADCASTING

COMMERCIAL PRODUCER
Top TV Station in northeast market creating all new position for all new approach to local sales development. Our man must write, be imaginative, sales oriented & possess a crack-erjack production background. Please send complete resume including anticipated salary level and commercial samples to:
Box E-404, Broadcasting.

OPERATIONS MANAGER
wanted immediately by established southeastern VHF. Must be mature, experienced all phases production, program development, F.G.C. requirements, personnel. Send rush resume with references to:
Box F-66, Broadcasting.

EMPLOYMENT SERVICE continues

THE AMPS AGENCY
BY BROADCASTERS FOR BROADCASTERS
We fill all job classifications for men and women in broadcasting and allied occupations—management, sales, programing, engineering, traffic, secretarial, promotion, publicity, on-air talent, etc. We have immediate job openings listed with us by stations, packagers, Ad agencies, clients, commercial producers and others. Send us your resume or, if close by, come in or phone us.

☆ THE AMPS AGENCY ☆
All Media Placement Service
3979 Wilshire Blvd., Los Angeles, Calif.
Telephone DU 3-3116

BUSINESS OPPORTUNITY

$ DOLLARS $ Put your CASH back in your business. Sell us your land & tower and we will lease it back to you. Long term leases arranged WRITE: TOWERS UNLIMITED 120 Flamingo Rd., Las Vegas, Nevada

INSTRUCTIONS
Your 1st Class Ticket in 6 weeks or less at America's Foremost SCHOOL OF BROADCASTING the DON MARTIN SCHOOL OF RADIO & TV Register now for June 13th or Aug. 1st CLASSES. For additional information call or write DON MARTIN SCHOOL OF RADIO & TV 1653 N. Cherokee, HO 2-3281 Hollywood, Calif. 90028

FOR SALE—Stations

VHF TELEVISION STATION FOR SALE
Now available half-interest in established VHF station in Southeast. Over 350,000 TV homes and network affiliated. Full details available.

Box E-447, Broadcasting.
(Continued from page 94)

July 15: WLUZ Bayamon, P. R., to Nov. 30; WFGP Marathon, Fla., to Sept. 4.

Granted renewal of licenses following main stations and co-pending auxiliaries:

FOR SALE—Stations continued

Pa. small daytime $75M SOLD
East medium AM & FM 150M 29%
Calif. metro MUZAK 375M terms
Gulf medium daytime 65M 15M
South Top 75 daytime 140M 20M

Chapman Associates
2045 Peachtrees, Atlanta, Ga. 30309

La Rue Media Brokers Inc. is pleased to announce the move to new and distinct quarters overlooking Central Park, New York.

For your records, the new address is:
La Rue Media Brokers Inc.
116 Central Park South
New York, N. Y. 10019

Telephone: 965-5980

Would you please note the new address and telephone number

BROADCASTING, June 6, 1966

ETV fund grant

Following grant for educational television instruction is announced by Department of Education, Health and Welfare.

Chapel Hill, N. C.—University of North Carolina, $236,624 to add color equipment; control room, electronic switching equipment, and other equipment; adds to coverage of WUNC Chapel Hill. Total cost of project $1,054.478.


Granted renewal of license following main stations and co-pending auxiliaries:

Actions of May 25

Seno Broadcasting Corp., Skieston, Mo.—Designated for consolidated hearing application for new FM's to operate on channel 249, 3 kw.—Seno with ant. height of 138 ft. at Sikeston with 3 kw. ant.

KRUS-FM Ruston, La.—Granted ECA on subcarrier frequency of 977 kHz.

KACA(FM) Proser, Wash.—Approved data submitted in accordance with report and order, May 22, 1967 to specify operation on channel 269.

KCLE-FM Cleburne, Tex.—Granted CP to increase in subcarrier frequency of existing FM in system, increase ant. height to 730 ft.

KWDF-FM Edmond, Okla.—Granted CP to change studio location and increase ant. height to 220 ft.

KACA(FM) Proser, Wash.—Granted CP to establish new type of operation on channel 259.

Rulemakings

Commission notified Paul Lasobik, licensor of WPAS-Zephyrhills, Fla., he has incurred apparent liability of $2,000 for 11 violations of commission's rules including not having properly licensed operation to monitor in control of transmitter, improper log entry and technical data. Laboratory has 39 days to contest or pay forfeiture.

Action May 22.

WILS-FM Lansing, Mich.—Granted extension of completion date to Dec. 23.

Notice of forfeiture

Commission has notified WPAS Zephyrhills, Fla., he has incurred apparent liability of $2,000 for 11 violations of commission's rules including not having properly licensed operation to monitor in control of transmitter, improper log entry and technical data. Laboratory has 39 days to contest or pay forfeiture.

Action May 22.

Rulemakings

By report and order, commission amended its broadcast rules to increase minimum power for Class IV (local) commercial AM's from 100 to 250 w., daytime. This is pursuant to proposed rulemaking of Dec. 17, 1965. Only nine such stations now operate with 100 w. and they can apply for power increase if they conform to rules. Five applicants for 100 w., including two in heartland, will be excluded from consideration of new rule. Acting Chairman Hyde dissented; Commissioners Cox and Wardsworth concluded in result. The report will be included in the next proposed rules to pending applications. Action May 23.

By report and order, commission amended its broadcast rules to allow FM's to engage in multiplex stereophonic programing or SCA operation to install type-approved frequency and modulated operation permitting monitoring of such subcarrier operation. Effective date is June 1, 1964. Certain installed equipment which meets in part requirements may continue to be used until Jan. 1, 1972. Proposal was made in rulemaking instituted April 2, 1964. Action May 25.

PROPOSED

Commission invited comments to proposed rulemaking looking toward (1) re-
moving educational reservation from channel 10 in Silver City, N. M., and (2) discontinuing availability of channel 8 for maximum facilities in that city but leaving channel in table of assignments with footnote indicating that it is available for 100-watt translator use only. No interest, has been shown in Silver City educational channel reserve, but it is more likely that it, too, can be used for 100-watt translator operation. Recent rule changes permit translators on otherwise unused VHF channels.


- Commission invited comments on proposed rulemaking, based on various petitions, to amend FM table of channel assignments as follows: Assign 28A to Letchfield, Ky.; assign 28A to Rolla, Mo., and substitute 253A for 28A at Columbus, Mo.; add 309 to Bakersfield, Calif.; assign either 244A or 276A to Sandusky, Mich.; add 245 to Enterprise, Ala., and delete that channel from Troy, Ala.; substitute 285 for 28A at Lead- smith, Wis., and 295 for 225 at Ironwood, Mich.; add 231 to Sturgeon Bay, Wis.; substitute 308 for 28A at Morris, Minn.; assign 321 to Jerseyville, Ill., and delete 275 from Augusta, Ga., and add 272A and 270A there.


**PETITIONS FOR RULEMAKING FILED**

**Community Broadcasting Corp., Brazil, Ind.—Requests that notice of proposed rulemaking be issued to notify them of the proposed change in channel assignments for station WNLV-FM, to be used for a translator from WNLV at New Albany, Ind., which calls for a $4.65 monthly service charge and a $5.90 installation fee after beginning of service. Previous applicants: Director Channels Inc., Akron, Ohio, which has amended its previous offer, now would provide free installation and a service charge of $8 per month on 10,000 cus- tomers sign up; the Crawford County Cablevision Inc., which would offer a $4.50 monthly service charge and a $9.90 insta- llation fee but now says that it will reduce its service charge to $9.50; the Viking Industries Inc., Hoboken, N. J., which has indicated that it would have free in- stallation with a monthly service charge of $4.55.

Columbus, Ohio—Multi-Channel TV has applied for a franchise. First reading on an ordinance to grant a franchise to the company has been heard by the city council and referred to committee for further study. Multi-Channel TV also holds a franchise in Whitehall, Ohio.

- Akron, Ohio—Denver and Ephraim Cable TV Inc., Ephraim, Pa., has been granted a franchise.

**East Rochester, Pa.—The borough council has approved in principle an ordinance which grants a franchise to Rego Industries Inc., Hoboken, N. J. (now Viking Industries Inc.). This month the council will meet to discuss the final provisions of the franchise.

- Milwaukie, Ore.—Epto Cable TV (L. Bert- chandler, representative) has applied for a franchise. If approved the company would pay 3% of annual gross receipts to the city. Maximum rates to be charged would be $15 for installation and $5 per month for service.

- Pittsville, Pa.—Pittsville city council has amended the common Com- munications Corp. to 10 years (or until Dec. 31, 1973). The new contract establishes that no more than $30,000 was tagged for installation and no more than $4.50 for the monthly service charge.

**South Greensburg, Pa.—South Greensburg council has tentatively agreed to award a franchise to White’s pending adoption of an ordinance and a fee schedule. The company has proposed a monthly rate of $4.55. The proposed system would pro- vide service for residents of the South Greensburg borough. Eventually hopes to install the service in Greensburg, Pa., to the northwest of the South Greensburg borough, all Pennsylvania.

- West Middlesex, Pa.—Shenango Cable TV Inc., Titus-Tidewater, has applied for a franchise. The West Middlesex borough council has presently tabled action on awarding a franchise.

**COMMUNITY ANTENNA ACTIVITIES**

The following are activities in community antenna television reported to Broadcasting through May 31. Reports include applications for permission to install and operate CATV’s, grants of CATV franchises and sales of existing installations.

- *Indicates franchise has been granted.*

## COMMUNITY ANTENNA ACTIVITIES

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- **Indicates franchise has been granted.**

### WHY DOESN’T KAISER-COX BUILD SOME OF ITS CIRCUITS RIGHT INTO THE CASE?

If you ever climbed a pole you’d know! But we’ll tell you anyhow, if you write, wire or phone collect for more details.

### KAISER-COX CORPORATION

**P. O. Box 9728, Phoenix, Ariz. 85029**

**Phone (602) 944-4411**

When you install Kaiser-Cox equipment, you never wonder what’s new in CATV — you know it!

There's always one in the crowd, a standout, the quality piece, different because it's better. But it doesn't always follow that the standout will stick out. An olive among radishes is largely obscured in a flash of color. Its worth has to be sought out.

Norman Felton is not a flashy talent. Critics don't do cartwheels over his work. He's a quiet, thoughtful man, a respite of dignity in the go-go Hollywood jungle. And though the hooplas and hullerkes make the headlines and usually only an embarrassed who's he follows mention of his name, still Norman Felton, since the beginning, has been deeply involved with much of television's finest hours.

When Chicago television had its day in the sun, he produced and sometimes directed the market's sunniest products: Garroway at Large, Crisis, Vic and Sade and Stud's Place. During the era of live dramatic television, the days that the disenchanted of today recall as golden and the cynical believe was gold-plated, he directed a total of 135 dramas for Robert Montgomery Presents, Studio One, U. S. Steel Hour, Alcoa Hour, Hallmark Hall of Fame and Goodyear Playhouse. Later, in a position comparable to Miller Huggins as manager of the Babe Ruth Yankees, he was executive producer of Playhouse 90. Just don't let anybody play "can you top this?" with Norman Felton.

Actor Vs. Idiot Cards - There's a story that tells something important about the man. He once was the producer of a filmed show that had a veteran actor in its cast. The actor had difficulty remembering his lines but he wouldn't read them from cards. He felt somehow that it would be cheating and could not reconcile doing it with his many years as a professional.

"Do something," the director of the show appealed to Mr. Felton. "He's holding up production." But Mr. Felton did nothing.

"No matter what, I wasn't going to make that fine actor read from those idiot cards," Norman Felton now explains. "He deserved better."

And the people who work with Mr. Felton usually get and in turn produce better. Raymond Massey in Dr. Kildare and Leo G. Carroll in The Man from U.N.C.L.E. are examples. Seasoned, quality performers, they imbue their shows with what the horse breeders refer to as class.

They're not exceptions. For Mr. Felton surrounds himself with people of like tastes. His productions reflect himself. They brim with many things of value.

His entire aim is at the viewer. He doesn't necessarily make shows to please himself or to win a tip of the hat from the super-sophisticate who probably disdains from wearing one. He bakes bread as well as cake, but both are going to be equally well done.

Just a Little More - And then there's something else Norman Felton tries to do. He takes a show and puts just a little more into it—not a lot, just a little.

"I want to stretch the cultural level as much as and a little more than viewers are ready for," he says.

Does Dr. Kildare, with its soap-opera connotation stretch the cultural level? Does The Man from U.N.C.L.E. with its casual attitude about violence, stretch the cultural level? The measurement, remember, is not in yards, but inches and only the impossibly argumentative or hopelessly jaundiced would question Kildare's credentials as a fine dramatic anthology and ignore U.N.C.L.E.'s satirical jabs at a computerized world that threatens individuality.

Norman Felton recognizes the challenge. He's made it big in television, and could retire completely. He's been repeatedly asked to do feature films. Yet he sticks to television. Why? A feature may reach a relatively few people in an art house. In television, Norman Felton communicates with millions of people and can move them. It's exciting. It's a challenge. It has Mr. Felton's unequivocal commitment.

On the Team - The London-born, U. S.-bred producer recently agreed to join the all-star creative team that NBC-TV is assembling. For the next four years his entire output in television will be exclusively NBC's under a contract that gives Mr. Felton free-wheeling development guarantees.

With new-found independence to bolster him, Mr. Felton has three projects for feature films in the works, two books under option, one play for Broadway coming up and another possible one in the making, besides planning several, still untitled, television series in the dramatic vein. His flirtation with other media does not portend a divorce from television. He explains they merely complement his television emphasis.

Norman Felton is not like Mr. Waverly, U.N.C.L.E.'s leader. Sensitive yet sensible, he's in sure control and his direction seems likely to win out in the end.
EDITORIALS

The writing in the sky

POLITICAL pressures are building up for the allocation of more spectrum space to nonbroadcast users. As reported in Broadcasting last week, a House Small Business subcommittee, responding to the pleas of land-mobile radio services, agreed to intercede with the FCC. That will by no means be the last such representation.

A few weeks earlier Lieutenant General James D. O'Connell, telecommunications adviser to the President, called attention to the crowded condition of the spectrum under present circumstances and to the additional congestion that is threatened by the development of new communications techniques (Broadcasting, May 9).

Under government contract, an extensive survey of spectrum usage, now and future, is being conducted by Jansky & Bailey, Washington engineers. The Communications Satellite Corp. will present by Aug. 1 a plan for the distribution of network broadcasts by satellite. The National Aeronautics and Space Administration is studying the feasibility of broadcasting FM direct from satellite to home. Private research expects satellite-to-home transmission on TV.

Nor is that all. In the space age there is growing demand for franchises in space communication. Computers talking with other computers across continents and beyond will need intricate networks of connecting links.

All these activities must soon converge into a massive—and probably bitter—contest for redistribution of spectrum allocations. No existing service can hope to retain the frequencies it now occupies unless it can prove itself more vital to the public good than other services that seek expansion. Among the broadcast services, television—which spreads across much wider portions of the spectrum than AM or FM occupies—will need to be ready with the strongest argument for survival.

On grounds of efficiency alone, contesting services can make a case for the replacement of the present television allocation of 82 channels providing for some 1,756 stations by an allocation a fraction of that size to accommodate, say, a dozen national channels for direct satellite-to-home TV transmission. The only argument that television stations can use against that case will be that they perform distinctly local services that are at least as valuable as those a national network can perform. That will also be their best argument to resist more immediate attempts to chip away smaller pieces of the TV allocations for land-mobile users.

A good many television stations are already laying in supplies for their survival kit by reasonably energetic projects in local programming. But a good many others are riding the network line and reeling out the movies and syndicated film and letting things just about go at that. The service they provide to their communities is exactly what one station in the sky could provide to the whole country.

Penalty of success

THE broadcasters' greatest problem is not government, newspaper critics, CATV, reformers or any of the hagglings that gang up in the unrelenting bombardment of television and radio.

The biggest problem is of the broadcasters' own making—their success. The equation is simple: The majority of the populace likes broadcasting and by patronizing its sponsors has brought prosperity to the broadcast media. Ergo, the intellectual minorities, the politicians (including, of course, those in government) and the socially inclined want to intimidate, subdue or even nationalize broadcasting. They believe, not necessarily for the same reasons, that they could do a better job than the professionals.

Everybody has become an expert. Grammar-school children know the ratings of all the top programs but may no longer memorize the batting averages of today's crop of major-league sluggers. Most of the toys sold these days were inspired by heroes of the airwaves, with Batman now the front-runner. Movie stars are made by television and movies are made primarily for TV. Record manufacturers subsist on radio exposure.

Consider this paradox: Newspapers print news and features but they live by their editorial pages. Their stock in trade is opinion since the public, according to reliable surveys, gets its hard news from the air media. But who criticizes newspapers? Not segments of the public. Rarely the politicians, except on partisan grounds, because most newspapers bear political labels.

We've heard no suggestions out loud that newspapers be nationalized. They are protected by the same First Amendment that is supposed to protect broadcasters, which are part and parcel of today's press.

The difference in some degree lies in the newspapers' long history of defending themselves against government incursions, whereas broadcasting is still a sophomore, entering its second generation. But where newspapers largely are free from attack, they are fighting an uphill battle against economics. Mainly because of labor and production costs, the newspaper population has declined steadily. There is no market in the country where there are more newspapers than television stations and if radio stations are included the comparison becomes ridiculous. What's that about scarcity of channels?

What's the solution? If the complainers were catered to by saturating the air with high-brow programming (assuming enough product exists) the majority would have ample reason to complain. And broadcasters would lose their shirts and their appeal to the electorate, which may be precisely what the bombarding elements—including some newspapers—really want.

A good start toward solution would be for Congress to outlaw this tommyrot involving license renewals, and those 100-page damned-if-you-don't renewal forms, and order broadcasting licenses to be issued permanently but cancelable for proper cause.

\[\text{Drawn for Broadcasting by Sid Hix}\]

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