The clients that would rather switch than sit tight. p27
The Sparger-Nielsen ratings case gets stickier. p50
What the TV networks are showing this summer. p56
Publication of SESAC catalogue to end FTC case. p64

Spot Radio reaches active people on the go.
The biggest selling cigarettes use it year around.
Need more be said?

spot radio
sells for you round the clock

EDWARD PETRY & CO., INC.

THE ORIGINAL STATION REPRESENTATIVE
NEW YORK • CHICAGO • ATLANTA • BOSTON • DALLAS • DETROIT • LOS ANGELES • PHILADELPHIA • SAN FRANCISCO • ST. LOUIS
Latest generation tape maker

This is the most you will ever see of the new top-secret production area at Memorex. However, you will be seeing plenty of what it produces: Precision Magnetic Tape.

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

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Ask your Memorex salesman to give you information about tape for your application.

On the Go!

KTRK-TV abc HOUSTON

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

**WGAL-TV**
Channel 8
Lancaster, Pa.

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

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

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

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

Business as usual

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

Anti-piracy

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

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

Changes due

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

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

Into release

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

Word spreads

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

Who's in charge?

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

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

No news

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

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University of Cincinnati

JOHN W. KELLER
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KEITH K. KLEIN
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GERALD E. RAYBECK
University of Kentucky

LEE W. SHUBERT
Miami University

RICHARD G. ELLIS
Ohio State University

GARY L. RHAMY
Ohio University

EDWARD J. KEENAN, JR.
Xavier University

SUMMER NEWS INTERNSHIPS
at the WLW Television Stations for Outstanding Scholastic Records in Broadcast Journalism

JOHN LEDINGHAM
Ohio State University

JUDITH KRAINES
Northwestern University

ARNOLD PORSCHE
University of Missouri

JOHN CHALFANT
Ohio University

MICHAEL SMITH
Butler University

AVCO Broadcasting Corporation salutes these young people as outstanding examples of today's "Forward Look" . . . tomorrow's Industry leadership!
Grey, Y&R and Compton are big winners in first half of 1966, picking up far more new money than they lost. $146 million in broadcast billings changed agencies in six-month period. See ...

RESTLESS YEAR ... 29

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

SPARGER CASE RAGES ... 50

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

CANADIAN FACELIFTING ... 68

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

CODES HIT ... 32

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

SESAC'S CATALOGUE ... 64

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

SPORTS ANTHOLOGY ... 60

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

SCHISM CLOSED ... 44

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

RUST CRAFT TO VOTE ... 75

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

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KTNT-TV

SEATTLE-TACOMA, WASHINGTON
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EDWARD PETRY & CO., INC.
Cox lashes colleagues on New York renewals
SAYS FCC SHOULD SET MINIMUM PROGRAM STANDARDS

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

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

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

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

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

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

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

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

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

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

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

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

Stations whose licenses were renewed, all in New York state, are WINS, WHN and WNEW-AM-FM, all New York: WBBR-AM-FM and WWSY-AM-FM, both Buffalo; WGSN-AM-FM Huntington; WJZ Baltimore; WMBT-AM-FM Portland; WENN Baldwinsville; WROK and WABY, both Albany; WTRY Troy; WKXO Patchogue; WVOX-AM-FM New Rochelle, and WACK Newark.

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

Hall Syndicate acquires WBNH-AM-FM in Mass.

Hall Syndicate of New York, major newspaper syndication firm, announced Friday (July 8) purchase of WBNH-AM-FM New Bedford, Mass., from E. Anthony & Sons Inc. for $507,500, including real estate, subject to FCC approval.

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

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

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

Propose no election news until end of 24-hour day

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

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

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

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

TV, radio profits up in ’65, NAB estimates

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

TV report for typical station shows revenue of $1,403,000 and expenses of $1,085,500 for pretax profit of $317,000, whereas typical radio operation reported revenue of $531,000 and expenses of $444,000 for pretax profit of $87,000.
900. Typical radio station had revenues of $120,300, expenses of $111,100 for pretax profit of $9,200.

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

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

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

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

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

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

ABA 'Gavels' to TV, radio

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

Broadcast awards went to CBS News for TV special Abortion and the Law, wcau-tv Philadelphia, kmfc Los Angeles and wmal Washington. ABA certificates of merit went to NBC-TV, wcwo Minneapolis, wbsu New Orleans, wkyc Cleveland and wlv Cincinnati.

ACLU tells FCC it now favors fairness rule

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

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

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

MBS has new owners; Fraim heads buyers

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

Transaction was made effective July 1, original date set for take-over of MBS by Mutual Broadcasting Corp. but delayed because of numerous organizational details. Both companies are making their headquarters in New York.

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

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

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

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

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

Ask court to stop tall tower

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

Six area residents filed petition in county circuit court protesting special zoning exception that would allow tower to go up (Broadcasting, June 6). Tower, which has FAA approval, still requires FCC's green light. Stations that would be on facility: wtop-tv, wmal-tv, wrv-tv, wttg(tv), wook-tv and noncommercial weta-tv.

'George', 'Sally' leaving

FCC is losing top two staffers from its office of reports and information. George Gillingham, chief, and Salina Lindo, assistant chief, have informed commissioners they will retire in fall. Mr. Gillingham has been with commission since 1939, Mrs. Lindo, since 1936.
Oompah, oompah. WRYT has changed its name and we think it's worth a blast.

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

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

SO NOW WE'RE PLAYING TAE FOR TWO

WTAE Radio
Represented by Daren F. McGavren Company

WTAE TV
Represented by The Katz Agency, Inc.
The Wolper Award Specials

THE MAKING OF THE PRESIDENT, 1960

THE WAY OUT MEN

THE MAKING OF THE PRESIDENT, 1964

LET MY PEOPLE GO

THE BOLD MEN

IN SEARCH OF MAN

HOLLYWOOD: THE FABULOUS ERA

HOLLYWOOD: THE GREAT STARS
WE TAKE GREAT PRIDE IN PRESENTING FOR LOCAL AND REGIONAL SPONSORSHIP, THE NATIONALLY AND INTERNATIONALLY ACCLAIMED

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Here is a rare opportunity to offer your viewers the most honored and acclaimed One-Hour Specials available. Proven successes with such national advertisers as:

- The Xerox Corporation
- DuPont
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DATEBOOK

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

Who's father is Bigger than who?

WHICH MARKET BUYS IS BIGGER THAN WHICH?

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

ONE OF AMERICA'S GREAT ADVERTISING BUYS IS

CBS ABC

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Represented nationally by H-R

BROADCASTING, July 11, 1966
NEW FROM NSI

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

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

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

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

For details, write, wire or phone your NSI Sales/Service Representative.

A service of A. C. NIELSEN COMPANY

2101 Howard Street • Chicago 60645 • 465-4400
Shane comes back. Every Saturday night.
You knew it as a great western movie. Now it's a compelling new weekly television series—"Shane." And David Carradine, who burst into stardom in Broadway's "The Royal Hunt of the Sun," brings a dynamic new interpretation to the role. The powerful story of a gunfighter who struggles to escape his past and yearns for peace and a new life. As the sensitive boy who worships him, Chris Shea. With Jill Ireland as his mother and Tom Tully as his grandfather. You'll see Shane's return Saturday, September 17, 7:30-8:30. Filmed in color, here is one more of the many ABC Television shows now in preparation for Fall '66.
If your St. Louis prospects are too old for

and too young for

they're listening to

**1380 kwk**

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

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Receives any VHF channel (2 to 13). Delivers a completely processed and controlled output on either the received channel or any other channel, to permit adjacent channel transportation on a single trunk. For details phone (215) 925-5870, or write CATV Systems Division, Jerrold Electronics Corporation, 401 Walnut St., Philadelphia, Pa. 19105.

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

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

Sept. 14-17 - Annual fall meeting and election of officers of Alabama Association of Broadcasters, Hidden Valley, Gadsden.

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

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

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

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


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

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

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**OCTOBER**

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

Oct. 3 - Deadline for comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF's in the top-30 television markets.

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

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


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


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


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


Oct. 15-16 - Western area conference of the American Women In Radio and Television, San Francisco.

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


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


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**NOVEMBER**

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

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

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

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

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**DECEMBER**

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

*Indicates first or revised listing.*

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18 (DATEBOOK)
If you've got media problems, listen to "Dear Abby" on the CBS Radio Network. Maybe you'll feel a little better.
...PUT THROUGH ITS PACES AT NAB
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.
Radio campaign helps a cheesemaker gain identity

How can you take a regional product, give it a brand-name identity, imbue it with local excitement and give it a boost over its big unbranded competition and make it competitive, too, with big-budgeted, nationally advertised brands? Simple. You need a conceptually sound creative approach, an effective media and merchandising campaign wrapped around a saturation radio flight, and all the luck in the world.

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

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

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

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

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

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

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

“This is Alan King of ‘The Impossible Years.’ I want everybody to run out this minute and buy Dorman’s Endeco Cheese. I’ll tell you why. For years, one night a week, I play poker at my neighbor’s house. He runs a nice place! With the cards comes a lovely tray of assorted Dorman’s Cheese. There are different cheeses for different types of players. There’s Swiss cheese for players you can see right through, Muenster for the thinkers. Caraway for the sedgy, Snappy for the sharer. And for the fellow from another parish—Provolone. I’ve been a consistent loser. My host has been a consistent winner. Every time I try to pay up, he says, ‘What are you worried about? We’ll work it out.’ My host happens to be Mr. Dorman of Dormanland. And this is how I’m working it out. All right, Cheesy . . . you want to tear up the 10U’s now?’

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

Why radio?

We strongly believe in radio’s effectiveness with housewives. We are particularly mindful of radio’s ability to reach the lady of the house just before she embarks on a shopping trip, and in the suburbs, while she’s on the way to the supermarket via her car radio.

Radio enables an advertiser to attain the desired frequency, reach a presel ected audience, and do this on a less than unlimited budget.

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

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

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

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

During the initial seven-week phase, approximately 100 spots were bought each week, with a peak of 111 announcements.

The campaign was eminently successful as a media buy.

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

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

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

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

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

Zal Venet is founder, president and the sole owner of the Venet Advertising Co., New York. Mr. Venet’s experience and roots were in retail advertising. He formed the agency some 10 years ago. During that time, Venet Advertising has handled Shop-Rite stores and has continued its retailing orientation to general advertising for such clients as Ehler’s coffee, Prince Macaroni and White Rock Beverages. A native of New Jersey, Mr. Venet has offices in Union, New York and Boston.
Quality by any measurement is on the record at WELI. The station with the adult purchasing power audience in New Haven. The station that makes New Haven a better buy. 5000 Watts; 960 KC.
OPEN MIKE®

A bite of life commercial

Editor: It was very interesting to see the cartoon regarding dog food in the June 20 Broadcasting. WSAI has Thorobred Dog Food using this exact approach with such brands as “Instant Postman” and “Instant Policeman.” The campaign was created for Thorobred by WSAI and the Richard Peck Agency here in Cincinnati. We even went so far as to have the commercials cut by a “talking dog.”

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

A question of longevity

Editor: On June 12 Sam Allen retired as chimesmaster for the Tower Chimes, a program broadcast without interruption on KPPC since December 1924. Mr. Allen began his service in May of 1925. We are wondering if this program might not be the longest continuous program in radio, and Mr. Allen the performer with the longest period of uninterrupted performances. . . . —Edgar C. Pierce, general manager, KPPC-FM Pasadena, Calif.

Who has dirty hands?

Editor: I noticed reference on page 20 of Broadcasting June 20 to a member of the House Commerce Committee who said: “I don’t trust broadcasters.”

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

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

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

THE EXCITING NEW VIEW

KWGN TELEVISION
DENVER

A WGN CONTINENTAL BROADCASTING COMPANY STATION
dedicated to quality, integrity, responsibility, and performance
Radio shouldn’t be everywhere

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

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

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

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

FM data for the asking

Editor: Mr. LaPenna’s letter requesting FM information (Broadcasting, June 27) prompted me to write to you.

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

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

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


Advanced, Solid State

Spotmaster

Super B Series

MEETS OR EXCEEDS ALL NAB SPECIFICATIONS AND REQUIREMENTS

And Here’s the New Economy King

COMPACT 400-A

Introducing the Super B, today’s truly superior cartridge tape equipment.

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

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

Write, wire or call for complete details on these and other cartridge tape units (stereo, too) and accessories ... from industry’s largest, most comprehensive line, already serving more than 1,500 stations on six continents.

BROADCAST ELECTRONICS, INC.

8800 Brookville Rd., Silver Spring, Md.
Area Code 301 - JU B-4283

debate whether broadcasters or congressmen and assorted politicians are equally to be distrusted? — Robert T. Mason, president, WMMR Marion, Ohio.
“Hayride” rolled into Pittsburgh and sold out in 48 hours.

There’s a three-year waiting list in Cincinnati. All over the country they’re climbing aboard.
No wonder.
“Hayride” is Country-Western entertainment at its very best. What’s more, this top-notch series is taped every week in brilliant color.
“Hayride” is rolling into your town. Are you climbing aboard? Your ABC Films representative is taking reservations now.

Already on board...
WAST-Albany
WSOC-Charlotte
KTVT-Dallas, Ft. Worth
KBTV-Denver
WHO-Des Moines
WANE-Ft. Wayne
WZZM-Grand Rapids
WLUK-Green Bay
WSPA-Greenville
KHTV-Houston
WGAL-Lancaster
KTLA-Los Angeles
WLKY-Louisville
WQAD-Moline
WSIX-Nashville
WNBC-New York
WAVY-Norfolk
WIRL-Peoria
WTAE-Pittsburgh
WLVA-Roanoke
KTAL-Shreveport
WSJY-South Bend
WHEN-Syracuse
WTW-Atlanta
KUL-Butler
WSKG-Catskill
WRI-Charleston
WJZ-Cleveland
WHA-Charleston
WJZ-Carlisle
WPMI-Mobile
WBIR-Chattanooga
WWL-New Orleans
WDBJ-Lynchburg
WGN-Chicago
WBBM-Chicago
WNCN-Winston-Salem
WGN-Chicago
WAVS-Washington
WJZ-Cleveland
WPMI-Mobile
WDBJ-Lynchburg
WBN-WBTV
WTOI-Indianapolis
WJZ-Cleveland
WPMI-Mobile
WDBJ-Lynchburg
WBN-WBTV
WTOI-Indianapolis

The AVCO Broadcasting stations:
WLWT-Cincinnati
WLW-Columbus
WLW-Indianapolis
WLWD-Dayton
WOAI-San Antonio

ABC FILMS

1330 Avenue of the Americas, New York, N.Y. 10019, Phone LT 1-7777

A color presentation. Hours and half-hours available.
CG brings home the groceries in Indiana. If you want it to bag more customers for your food products, send your grocery list to ATS.

The Communicana Group Includes:

WSJV-TV  WKJG-TV

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

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP
A restless year for advertisers

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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Agency switch record

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

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

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

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

<table>
<thead>
<tr>
<th>Year</th>
<th>TV-Radio</th>
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<td>1966</td>
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<td>1968</td>
<td>$800</td>
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<td>1969</td>
<td>$800</td>
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BROADCASTING, July 11, 1966
These accounts switched agencies in first six months

<table>
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<tr>
<th>ACCOUNT</th>
<th>TO</th>
<th>FROM</th>
<th>BILLINGS (in millions)</th>
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<td></td>
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<td>TV</td>
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<tr>
<td>American Gas Assn.</td>
<td>JWT</td>
<td>Lennen &amp; Newell</td>
<td>6.5 3.5</td>
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<td>American Sugar Co.</td>
<td>Lewis &amp; Gilman</td>
<td>Bates</td>
<td>2 1.4</td>
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<tr>
<td>Domino</td>
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<tr>
<td>Anheuser-Busch Inc.</td>
<td>D'Arcy</td>
<td>LaRoche</td>
<td>1.1 0.1</td>
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<tr>
<td>Michelob beer</td>
<td>D-F-S</td>
<td>Grey</td>
<td>1.5 1.2</td>
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<tr>
<td>Associated Products</td>
<td>Albert-Frank Guenther Law Y&amp;R</td>
<td>1.45 0.17</td>
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<td>RalPet Foods</td>
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<tr>
<td>Bache &amp; Co.</td>
<td>SSSC&amp;B</td>
<td>Y&amp;R</td>
<td>9 7.5</td>
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<td>P. Ballantine &amp; Sons</td>
<td>Wells, Rich, Greene</td>
<td>Tinker</td>
<td>6 0.5</td>
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<td>Braniff Airways</td>
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<td>Bristol-Myers Co.</td>
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<td>DDB</td>
<td>Needham, Harper &amp; Steers</td>
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<td>Resolve</td>
<td>DDB</td>
<td>Ogilvy &amp; Mather</td>
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<td>West, Weir &amp; Bartel</td>
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<td>America</td>
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<td>Grey</td>
<td>Ayer</td>
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<td>Chrysler Corp</td>
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<td>Plymouth</td>
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<td>Colgate-Palmolive Co.</td>
<td>Esty</td>
<td>D'Arcy</td>
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<td>(Cue, Halo shampoo)</td>
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<td>Duffy-Mott Co.</td>
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<td>SunSweet Prune Juice</td>
<td>Tatham-Laird &amp; Kudner</td>
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<td>Mott's products</td>
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<td>Fairmont Foods</td>
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<td>Dairy products</td>
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<td>Florida Citrus</td>
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<td>Commission</td>
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<td>(corporate)</td>
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<td>FC&amp;B</td>
<td>D-F-S</td>
<td>3.9 3.85</td>
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<td>Gallo</td>
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<td>(specialty wines)</td>
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<td>General Electric</td>
<td>Grey</td>
<td>Y&amp;R</td>
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<td>consumer electronics</td>
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<td>General Foods</td>
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<td>Yulan coffees</td>
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<td>Baker's chocolate</td>
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<td>and coconut</td>
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<td>Kool-Aid, O-Zetta,</td>
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<td>Pecklins and Kool-Pops</td>
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<td>Gaines Meal</td>
<td>Grey</td>
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<td>Dream Whip</td>
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<td>S.O.S., Tuffy and</td>
<td>FC&amp;B</td>
<td>B&amp;B</td>
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<td>LaFrance</td>
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<td>Grove Laboratories</td>
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<td>Gardner</td>
<td>9.0 8.0</td>
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<td>Ammers</td>
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A RESTLESS YEAR FOR ADVERTISERS continued

in television and radio).

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

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

Another winner in mid-year is Young & Rubicam, fortified with the $30 million Plymouth account. Y&R also picked up business from Vitalis and Sperry-Rand while dropping about $12 million from General Foods and General Electric. It winds up the first six months with added billing of approximately $25 million.

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

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

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

The $9 million Ballantine Beer account was handed to Sullivan, Stauffer, Colwell & Bayles last February from Y&R. In the move, Ballantine assigned its entire account to SSC&B, which in 1965 acquired the $2 million ale portion. SSC&B has had no reported account defections this year.

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

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

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

The slide at Wade began in late...
1964 when Miles assigned its $12 million Alka-Seltzer account to Tinker. This move severed a 33-year association between the Wade agency and Alka-Seltzer. A nine-year relationship was terminated this spring when P. Lorillard withdrew its $15 million Kent account from Lennen & Newell and assigned it to Grey. In addition, during the first half of 1966 L&N lost the American Gas Association business ($6.5 million) to J. Walter Thompson. One bright spot in a bleak period was the landing of the Florida Citrus Commission account ($3.5 million) by L&N. The agency still retains more than $15 million of Lorillard expenditures.

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

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

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

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

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

Traditionally, the first half of the year is “moving time” for accounts, with new agencies selected to prepare for the introduction of new models or products during the active fall selling season.

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

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

**Functions centralized**

Hicks & Greist Inc., New York, announced last week that all marketing and creative services at the agency have been centralized into two new departments. Creative functions are grouped under Eli Tulman, creative director, into individual art-copy-production teams with specific account assignments in the various media. All market research, media analysis, merchandising, program evaluation and sales analysis activities have been combined into a new marketing services department under Stanley Newman, vice president.
Codes hit as self-serving

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

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

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

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

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

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

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

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

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

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

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

"I think that right now," he said, "we're in the stage of finding out by experience, sometimes very frustrating experience, what the problems are, identifying them, searching for the principles that underlie them, and through natural processes of evolution arising out of the conflicting viewpoints, the arguments and contra-positions between advertisers and the code authorities in these specific occasions, of hammering out some solutions and of trying to develop some modus vivendi to resolve or live with our incompatibilities."

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

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

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

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

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

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

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

The code, Mr. Anello said, "is of value to advertising because it maintains standards and presents advertising in a most favorable light on subscribers' facilities. It is in the interest of advertising to support and encour-
HAVE YOU LOOKED AT CHARLOTTE LATELY? Cultural and sports center; industrial, distribution and retail sales leader of the Carolinas. Charlotte has highest family income of any metropolitan area in the Southeast—32% above U.S. average. With WSOC-TV you sell not only Charlotte, but its entire market. Nearly 3 million consumers live within the influence of this great area station. Ask us or H-R to tell you about our news, sports, children’s and family-fare programming. For programs, participations, packages, we believe you will see that you’ll do better in the Carolinas with WSOC-TV.
age this process recognizing that advertising is not only subject to criticism but is not immune from the reach of government control."

In other ANA seminar speeches released last week, Charles Barry, executive vice president of Young & Rubicam, dealt with the buying and administration of network-TV program sponsorships as distinguished from network packages; Alvin A. Achenbaum, vice president and reasearch director of Grey Advertising, examined criteria for developing and evaluating commercial testing techniques, and Guy Farmer reviewed the role of the joint policy committee of ANA and the American Association of Advertising Agencies in negotiations with broadcast talent unions.

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

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

Business briefly . . .

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

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

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

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

F & M Schaefer Brewing Co., Brooklyn, N. Y., through BBDO, New York, will sponsor The Dwyer Handicap, a $75,000 race featured on The Schaefer Circle of Sports on July 16. The live telecast (4:30-5 p.m. EDT) is scheduled on WNEW-TV New York, WEN(TV) Albany and WSBV-TV Syracuse, all New York; WHDH-TV Boston; WTIC-TV Hartford, Conn.; WCAU-TV Philadelphia; WBBR-TV Scranton-Wilkes-Barre, and WAGL-TV Lancaster, all Pennsylvania; WMAV-TV Baltimore; WJAR-TV Providence, R. I.; WMAL-TV Washington; WMTW-TV Portland, WABI-TV Bangor, and WAGM-TV Presque Isle, all Maine.

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

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

Xerox explains less use of documentaries

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

Donald L. Clark, vice president-corporate advertising for Xerox, said higher costs of documentaries and the declining quality of those available for sponsorship were partially responsible for diversification in types of programming the company now supports. He also remarked that Xerox advertising objectives have changed somewhat since the company has moved into production of educational equipment and is no longer just a manufacturer of office copier equipment.

Mr. Clark made his observations on
Why WTOL-TV, Toledo bought Volumes 1, 2, 4, 5, and 10 of Seven Arts’ “Films of the 50’s and 60’s”

Says Robert Kriehoff:
WTOL-TV, Toledo, Ohio, Program Director

"When we look at features to add to our film library, our primary consideration is well balanced programming.

WTOL-TV programs 12 movies weekly in four regular feature slots:
1 — Monday Night Movie, 9:30 to 11:00 P.M.
2 — One O’Clock Movie, Mon-Fri, 1:00 to 2:30 P.M.
3 — The Big Show, Mon-Fri, 4:30 to 5:45 P.M.
4 — The Sunday Show, 6:30 to 8:00 P.M.

This range of time periods takes in all kinds of audiences with different interests from early afternoon to late evening. When we buy features we are not buying for any one particular time slot and therefore we must select product that will appeal to our wide spectrum of audience composition.

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

Seven Arts
ASSOCIATED CORP

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue, Yukon 6-1717
CHICAGO: 4630 Este, Lincolnwood, Ill., Orchard 4-5105
DALLAS: 5511 Royal Crest Drive, Emerson 3-7331
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., STate B-8276
TORONTO, ONTARIO: 11 Adelaide St. West, Empire 4-7193
Tie votes on too many spots

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The two noncode stations involved are KFIV Modesto, Calif., and KTOK Tucson, Ariz. The staff said KFIV exceeded its proposed limit of four minutes per quarter hour in 28% of the 15-minute segments checked. KTOK,
If you know a time buyer who still believes there's a larger metro market in North Carolina than the WSJS Golden Triangle...

Give him this.

If you want to see who's out ahead in North Carolina today... count the tally. You'll find the WSJS Television market is the one and only number one. First in population. First in households. First in retail sales. WSJS reaches right into the heart of North Carolina, cuts out a Golden Triangle, and covers it for you—totally. Gives you 3 big metro cities plus surrounding counties. All in the rich, heavily industrialized Piedmont country, the fabulous tobacco-textile-furniture-electronics center. More than a million citizens with a total spendable income in excess of one and one-half billion dollars. You're in, when you buy WSJS Television.
cording to the staff, exceeded its proposed limit of 18 minutes per hour in 38% of the hours studied.

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

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

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

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

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

\text{KENO} Las Vegas, had exceeded its proposed maximum of four-and-a-half minutes per quarter hour in 32.2% of the quarter hours checked. But the staff noted that the station has been under new management (Lotus Broadcasting Corp.) for the past year and that in that time had demonstrated an ability to stay within its proposed 18-minute-per-hour limit.

\text{RAB} plans regional awards for commercials

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

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

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

\text{Live and animated}

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

\text{Alpo dognapping plea rankles 3 broadcasters}

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

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

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

However, two broadcasters compared the request to asking the firm for free dog food or services while purchasing a competitor's product. John Carl Morgan, general manager of \text{WFVA-AM-FM} Frederickburg, Va., replied that "no cause, however worthy, can elicit an uncompromisingly enthusiastic reaction for its espousers who are guilty of such an approach."

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

\text{Commercials in production...}

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

\text{Clef 10 Productions Inc.,} 421 West 54th Street, New York 10019.


\text{Filmfair,} 10320 Ventura Boulevard, Studio City, Calif. 91604.


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

\text{HR Productions Inc.,} 2325 Fourth Avenue, Seattle.

\text{Jack D. Chesterfield Enterprises,} Seattle (real estate); one 60, one 30 for radio, musical. Bill Hurm, production manager. Place directed.

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

\text{Logos Teleproductions,} 3820 South 27th Street, Arlington, Va.

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

\text{Five Day Laboratories,} New York (5-Day Deodorants); five 60's for TV, live on tape. Gerry Mulhens, production manager. Agency: Smith/
FALL AVAILS: 
NO. 1 SHOWS IN 58TH TV MARKET

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

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

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

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

KTBS-TV 
CHANNEL 3 / SHREVEPORT, LOUISIANA

E. Newton Wray, President and General Manager
and Woods, Atlanta, as southern representatives.

Agency appointments...

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

Also in advertising...

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

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

NAB revises its guidelines on alcohol

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

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

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

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

There are virtually no changes in the guidelines for hard liquor, and distillers and distributors of hard liquor.

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

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

In the area of mixer products, the guidelines ban references to specific hard liquor of mixed drinks such as “martini mix,” “vodka mix,” “collins mix.” Also taboo are references to drinks containing hard liquor: "screwdriver" or "bloody mary." Allowable are the words “cocktail” or “cocktail mix” when used as part of the product name. They are unacceptable generically.

NAB TV code adds four radio code drops

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

TV additions were: WVTY Milwaukee; WILX-TV Jackson, Mich.; KBMT Beaumont, Tex.; and KCF-T TV Concord, Calif.

Radio additions: KMSL Ukiah and KPLY Crescent City, both California; WMEL Pensacola, Fla.; WRRR Rockford and WRL Peoria, both Illinois; WCOU Lewiston, Me.; WSDM-AM-FM La Plata, Md.; WCA-FM Gloucester, Mass.; KVOX Moorhead, Minn.; KFBG (FM) Waynesville and KTRR Rolla, both Missouri; WYKN Rockingham and WISP Kinston, both North Carolina; KFLY-AM-FM Corvallis and KSHA Medford, both Oregon; WPA-FM Dallas; KOGT Orange, Tex.; WNRW Narrows, Va., and WHAW Weston, W. Va.

Radio withdrawals: WPSB Syclacaug and WOHOD-AM-FM Jackson, both Alabama; KCAK Phoenix; KRYT Colorado Springs; WWOE Clearfield, Fla.; WPDR (FM) and WDPH (FM), both Chicago; WFM(SFM) Indianapolis; KCHE Cherokee, Iowa; WMLF Pineville, Ky.; WCER-AM-FM Charlotte, Mich.; WROX Clarksdale, Miss.; KXLO Lewiston, Mont.; KCBR Espanola, KRZ Farmington and KZRY Albuquerque, all New Mexico; WAFS Amsterdam and WSNN Schenectady, both New York; WVIN Kingsport and WTRQ Dyersburg, both Tennessee; WPA-FM Port Atkinson and WGEZ Beloit, both Wisconsin.

Code primer released

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


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


Rep appointments...

Top Banana

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

Eastman system tells advertisers how the goods are moving

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

The systems will also be asked to report on whether any of their officers, directors or 5% stockholders has been convicted of a felony within the past 10 years, and on whether they are U. S. citizens.

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

Viking sniffs bid for Hoboken CATV

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

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

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

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

ITT sides with FCC on Comsat question

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

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

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

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

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

The broadcast issue was more directly involved in the nomination of Terry H. Lee, Storer Broadcasting vice president, for the board of directors of the cable association. His candidacy, although recommended by the NCTA's own nominating committee, evoked heated comment because of Storer's position on CATV legislation and FCC regulation.

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

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

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

Schorer, of course, is not only a member of the National Association of Broadcasters, but also of the Association of Maximum Telecasters, a forceful advocate of stringent federal controls over cable operations. CATV operators and broadcasters who are in CATV hastened then, and hasten now, to lighten the import of Mr. Conroy's words and their apparent intent. The NCTA chairman, they say, speaks for himself alone; he does not express association policy. He does not have his report approved by the NCTA board, they emphasize.

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

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

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

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

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

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

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

WSOY fears broad city CATV ordinance

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

An amended suit has been filed by WSOY-AM-FM against that city. Its target is an enabling ordinance passed by the city council last fall that Merrill Lind-
8 reasons why we call new “Scotch” Video Tape No. 399 color tape plus!


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

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

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

5. Cleaner running: Permits the cleanest picture ever produced... stays that way, play after play.

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

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

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

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

FIND OUT HOW Color Tape Plus adds a new dimension to your programming.

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Dial-A-Story

What's your subject? Exotic fuels, food from oil, cleaner air and water, offshore drilling, computerized refineries, the ups and downs of gasoline prices, service station beautification, a wildcat in the Arctic, or a tiger here at home?

If you need background information or specific details on these or any parts of the big Energy story, call, teletype or write the nearest Humble Public Relations staff man.

HUMBLE Oil & Refining Company... America's Leading Energy Company
is no statutory authority for the city to regulate CATV; that there is no authority for the city to impose an occupational tax.

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

**CATV waiver requests cite copyright ruling**

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

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

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

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

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

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

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

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

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

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

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

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

**CATV loan bill termed discriminatory by NAB**

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

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

NAB President Vincent Wasilewski said TV translators and CATV's exist "in response to the same public demand . . . extension of television signals." Allowing only one to borrow from the proposed bank "would be patently discriminatory," he charged.

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

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

**Hoffman lauds TV at UN broadcast meet**

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

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

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

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

**Auction set for WTRA**

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

Gerald N. Ziskind, receiver, says that
the station serves 400,000 people, is grossing $60,000 annually and has a potential of $125,000 yearly.

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

Cooke finds home for L.A. sports teams

Major community antenna television operator and sports tycoon Jack Kent Cooke announced last week that he will spend a total of $11 million to house his professional basketball Los Angeles Lakers and his future National Hockey League team, the Los Angeles Kings. Mr. Cooke has bought 291/4 acres of land in Inglewood, a Los Angeles suburb, for $4,014,340 and will spend about $7 million more to put up a new sports arena to be called The Forum.

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

The sports arena will seat anywhere from 14,000 to 17,000 people for various events. There will be six levels in the 75-foot high building, with two of the levels underground.

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

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

Cowles plans new paper

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

The company is reportedly prepared to make a plant investment of $1 million for the paper and is said to expect a circulation in excess of 50,000 by the end of its first three operating quarters.

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

Florida CATV system sues phone company

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

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

The cable company, which began operating in Crestview, Fla., July 4, and in Niceville, Fla., last February, is seeking $100,000 in alleged actual damages and $1 million in punitive damages. It claims the telephone company originally agreed to permit CATV lines to be attached to its poles, but later reversed its decision and offered only a leased circuit owned by the telephone company.

The telephone company, Northwest Florida said, claimed it had no room on its poles for the CATV lines.

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

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

Changing hands

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


APPROVED - The following transfer of station interests was approved by the
FCC last week (For other commission activities see For The Record, page 81).

- WJRL Rockford, Ill.: Sold by John R. and W. Dale Livingston and Samuel and Rose L. Miller to William R. Walker, John D. Harvey, Joseph D. Mackin, Philip Fisher, Value Radio Corp. and Heart O’Wisconsin Broadcasters Inc. for $123,900. Transfer is of 90% of stock; John R. Livingston will continue to hold 10% of the station. Approval is conditional on Mr. Harvey’s disposal of his interest in WMAJ Madison, Wis. WJRL, founded in 1960, operates daytime only on 1150 kc with 350 w.

COMMUNITY TELEVISION

- Hegins-Valley View, Pa.: Sold by Valley Cable Co. to Sports Network Inc. for undisclosed amount. Hegins-Valley View serves approximately 600 customers. SNI owns CATV systems in Muncie, Ind., York, Pa., and Heart of the Valley Cable's systems in all Pennsylvania. The first two were purchased last April, and the last in June.

Mutual adds two

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

Media reports . . .

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

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

TIO roster – KATV(TV) Little Rock, Ark., WFIL-TV Philadelphia and non-commercial KTCA-TV St. Paul have joined the Television Information Office.

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

Computer Applications acquires Simmons

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

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

Simmons will operate as a subsidiary of Computer Applications with William C. Simmons, its president, remaining chief executive officer. Mr. Simmons said application of the computer systems knowledge of the acquiring company would be a clear advantage in processing the data fathered by his organization.

In recent years Simmons has syndicated national audience reports for network TV programs and magazines. Computer Applications has been involved in market research through another subsidiary, Speedata, which has done research on the movement of grocery products. The parent company also owns Electronic Business Services Corp., a New York computer service bureau.

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

PhD dissertations indexed

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

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SOUTHWEST—Long time owned, fulltime radio station priced so that it could pay its way out from present profits. Total price of $300,000 with $75,000 down and the balance over ten years.

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.

Contact—DeWitt “Judge” Landis in our Dallas office.
The Sparger case gets stickier

Ratings fix case now involves agent-husband of Carol Channing as Nielsen turns up with cancelled $4,000 check from Lowe to Sparger

The running war between former congressional TV ratings investigator Rex Sparger and the A. C. Nielsen Co. erupted into a new battle last week that may become bloodier before it subsides.

The fight enmeshed a new participant, Charles F. Lowe, the producer-manager-husband of actress Carol Channing, through the Nielsen firm's disclosure that Mr. Lowe had paid $4,000 to Mr. Sparger. Mr. Sparger has admitted he attempted to rig the ratings of the Carol Channing special on CBS-TV last Feb. 18 as well as other programs to get information for a book he says he is writing on rating practices and abuses.

Both Mr. Lowe and Mr. Sparger denied that the check had any connection with the rigging attempt. They said it was for other research work about the program and its commercial effectiveness.

The developments in the Nielsen-Sparger affair:

* Over the July 4 weekend there were unsuccessful attempts to settle out of court Nielsen's $1.5 million damage suit against Mr. Sparger for his attempts to rig the Channing ratings. The case is pending trial in the U. S. district court at Oklahoma City, Mr. Sparger's home town (Broadcasting, March 28).

* Nielsen last Wednesday afternoon held a news conference in Chicago at which copies of the $4,000 check Mr. Lowe allegedly gave to Mr. Sparger were produced. The check is now part of the court record. Nielsen representatives reviewed the history of the rigging attempt and noted that Mr. Sparger has told the court he had received no money from anyone.

* The court at Oklahoma City last Wednesday morning made public a deposition by the bank teller, Mrs. Ayleen M. Chilton, who was said to have cashed the Lowe check for Mr. Sparger. Mrs. Chilton testified about efforts by Mr. Sparger to get bank records of the check and by his mother-in-law, Mrs. Delbert Cravens, to influence her testimony in the trial. Mr. Sparger denied these allegations and noted Mrs. Chilton was emotionally upset.

Mrs. Cravens for many years has booked theatrical acts in Oklahoma City including Miss Channing and "Hello Dolly!" at a 6,000-seat theater there early this year. Mr. Lowe hired Mr. Sparger for the special research work after being introduced by Mrs. Cravens at the close of the "Dolly" engagement.

* Mr. Sparger reacted to the Nielsen news conference disclosures with denials and multiple countercharges. He said he had tried to protect Mr. Lowe because he feared that the check would be "misunderstood" and that Mr. Lowe would be subjected to "guilt by association."

Mr. Sparger explained that ever since his work as an investigator for the House Commerce Subcommittee probe of TV ratings in 1963 he has been interested primarily in getting Nielsen to clean up its own house and do a good job in ratings. But after last week's events, he said: "I'm after the company now" and vowed to fight "rough."

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

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

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

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

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

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

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

Mrs. Chilton testified further that Mr. Sparger’s mother-in-law, Mrs. Cravens, called at another time to inquire about what she planned to say in the case and suggested that she could say she “couldn’t remember.”

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

Mr. Rahmel noted that the check was made to the order of “Rex Sparger” and represented Mr. Sparger as legal counsel and now is assistant dean of law at the University of Oklahoma.

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

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

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

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

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

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

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

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

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

In a prepared statement Mr. Lowe said: “I am shocked and appalled” by the story “in which I apparently have been implicated in the alleged rigging of the Nielsen ratings of the Carol Channing show.” The statement continued:

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

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

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

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

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

On Thursday a public relations representative of Mr. Lowe in Los Angeles explained that his client never sent Mr. Sparger the remaining $1,000 because he was so upset over the trouble
A funny thing happened to Blondie on the way to television...

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

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

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

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

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

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

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

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

**Action expected on CATV copyright**

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

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

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

In preparation for such a move, the subcommittee sent letters to interested parties asking for their comments. A source noted that most of the respondents identified with the CATV industry favored holding separate hearings soon on the CATV aspects of the copyright measure while those aligned with the copyright owners were opposed since they felt they might get better treatment from pending court rulings.

**Hallmark series schedules TV drama**

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

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

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

**U.S. TV film set for Monaco festival**

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

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

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

**KCBS reaches accord with AFTRA strikers**

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

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

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

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

**College sports package sells fast for KVI**

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

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

Overmyer Communications Company just ordered 3 of them.

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

You also get these new features:

- Single or dual line feed.
- With dual line feed, antenna can be sectionalized for standby and/or emergency operation at full rated power.
- Rated power input 60-KW black level plus aural power—120-KW for dual line feed.
- Height, depending on channel, 63.5 ft. to 102 ft. less lightning protector.
- Low impedance—no high voltage points.
- Simplified electrical and mechanical design for high reliability and low maintenance.

- Simplified deicing system—deicing current passed through radiator. Plus separate feedpoint deicers.
- All Zig-Zag radiators grounded for lightning protection.
- Factory tested—no field tuning required.

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

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

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

GENERAL ELECTRIC
What the networks are showing this summer

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

**SUNDAY MORNING**
10 a.m.-Noon

ABC-TV No network service.
CBS-TV 10:10-10:30 Beauy & Cecil (C); part.; 10:30-11 Peter Potamus (C); part.; 11:15-11:30 ShillABLE (C); part.; 11:30-12 ABC News, part.

**NBC-TV** No network service.

**SUNDAY AFTERNOON-EVENING**
Noon-1 p.m.

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

**NBC-TV No network service.**

1-2 p.m.

ABC-TV 1-1:30 No network service; 1:30-2 Issues and Answers, sust.
CBS-TV No network service.

**NBC-TV** 1-1:30 Meet the Press (C) part.; 1:30-2 Religious programs and public affairs; part.

2-5 p.m.

ABC-TV 2-4 No network service; 4-4:30 Professional Golf Tour (C); 4-4:30 New American Bandstand '66 part., eff. 9/—.

CBS-TV 4-4:30 No network service.

**NBC-TV** 4-4:30 Sports Spectacular, Colgate, Bristol-Myers; 4-5 No network service; 2-2:30 No network service; 2:30-5 NFL Football, part., eff. 9/11.

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

5-6 p.m.

ABC-TV No network service.
CBS-TV 5-6 Mr. Ed, Pilsbury, Raslon (To Tell the Truth, part., eff. 9/11); 5:30-6 Amateur Hour, J. B. Williams, part.

**NBC-TV** 5-6-5:30 Vietnam Weekly Review (C); 5:30-6 Sportsman's Holiday (C), part. (AFL Football, part. eff. 8/28).

6-7 p.m.

ABC-TV No network service.

**NBC-TV** 6-7-55 The Frank McGee Report (C), part.; NBC News Encore, part. (AFL Football, part. eff. 8/28).

7-8 p.m.

ABC-TV Voyage to the Bottom of the Sea (C), part.
CBS-TV 7-8-1:10 Lassie (C), Campbell, part.; 7:30-8 My Favorite Martian (C), part. (7:30-8 It's About Time (C), part. eff. 9/11).

**NBC-TV** 7-7:30 NBC News Encore, part. (Bell Activites (C), Bell Telephone, part. eff. 9/11); 7:30-8 Walt Disney's Wonder of Color (C), Kodak, Ford and RCA.

8-9 p.m.

**ABC-TV** The FBI (C), Alcoa, Am. Tobacco, Ford.
CBS-TV The Ed Sullivan Show (C), Am. Rome, P. Lorrillard, Lever.

**NBC-TV** 8-8:30 Walt Disney's Wonder of Color (C), part.; 8:30-9 Branded (C), P&G (Hey Lieutenant (C), P&G, eff. 9/11).

9-10 p.m.

**ABC-TV** The Sunday Night Movie (C), part.
CBS-TV Jerry Mason, part. (Garry Moore Show) part. (Garry Moore Show, part. eff. 9/11).

10-11 p.m.

**ABC-TV** Sunday Movie, cont.

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

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

11-11:15 p.m.

**ABC-TV** Bob Young with the News, part. (CBS Team CBS Sunday News with Harry Reasoner.

**NBC-TV** No network service.

**MONDAY-FRIDAY**
7-10 a.m.

**ABC-TV** No network service.

CBS-TV 7:1-8:30 Bob Hope, part.; 8-9 Captain Kangaroo, part.; 9-10 No network service.

**NBC-TV** 7:1-9 Today (C), part.; 9-10 No network service.

**10-11 p.m.

**ABC-TV** No network service.


**NBC-TV** 10-10:25 Eye Guess (C), part.; 10:25-11 Vanocur with the News (C), part.; 10:30-11 Concentration, part.

11-Noon

ABC-TV 11:11-13 Supermarket Sweep, part.; 11:30-12 The Dating Game, part.

CBS-TV 11-1:30 Andy of Mayberry, part.; 11:30-12 The Dick Van Dyke Show, part.

**NBC-TV** 11-11:30 Showdown (C), part.; 11:30-12 Chase Letter (C), part.

Noon-1 p.m.

**ABC-TV** 12-12:30 Donna Reed Show, part.; 12:30-1 Father Knows Best, part.


1-2 p.m.

**ABC-TV** Ben Casey, part.

**CBS-TV** 1-1:30 Summer Semester, part.; 1:30-2 As the World Turns, P&G and part.

**NBC-TV** 1-1:30 No network service; 1:30-1:55 Let's Make a Deal (C), part.; 1:55-2 Floyd Kalber with the News (C), part.

2-3 p.m.

**ABC-TV** 2-3:30 Confidential for Women, part. (The Newylowed Game (C), part. eff. 7/11); 2:30-3:30 A Time for Us, part. 2:30-3: News, P&G.

**CBS-TV** 2-3:30 Password, part.; 2:30-3 House Party (C), part.

**NBC-TV** 2-3:30 Days of Our Lives (C), part.; 2:30-3 The Doctors, Colgate, part.

3-4 p.m.

**ABC-TV** 3-3:30 General Hospital, part.; 3:30-4 The Newspaper, part.

**CBS-TV** 3-3:25 To Tell the Truth, part.; 3:30-4 Afternoon News with Douglas Edwards; 3:30-4 The Edge of Night, P&G.

**NBC-TV** 3-3:30 Another World (C), part.; 3:30-4 You Don't Say (C), part.

4-5 p.m.

**ABC-TV** 4-4:30 Dark Shadows, part.; 4:30-5 Where the Action Is, part.

**CBS-TV** 4-4:30 Afternoon News with Douglas Edwards; 4:30-5 No network service.

**NBC-TV** 4-4:30 The Afternoon Game (C), part.; 4:30-4 Nancy Dickerson with the News (C), part.; 4:30-5 No network service.

5-6 p.m.

**ABC-TV** No network service.

**CBS-TV** 5-5:10 Late afternoon News; 5:10-6 No network service.

**NBC-TV** No network service.

6-7:30 p.m.

**ABC-TV** Peter Jennings with the News.

BROADCASTING, July 11, 1966
It takes a woman to know a woman.

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

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

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

You might say our women are doing a man-sized job.

You can see it's Corinthian.

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

Represented by H-R/Corinthian
MONDAY EVENING
7:30-9 p.m.


NBC-TV 8:30-9:30 "Kraft S music Hall (C), Kraft (The Road West) (C), Kraft. (eff. 9/12).

10-11 p.m.

ABC-TV 9-10 "The Avengers," part. ("The Big Valley") (C), part., eff. 9/12.


NBC-TV 11:00-12 "NBC-TV Run for Your Life" (C), part.

TUESDAY EVENING
7:30-9 p.m.

ABC-TV 7:30-8:30 "Combat" (C), part., 8:30-9:30 "McHale’s Navy," R. J. Reynolds, Kellogg (The Borgias) (C), Beechem, R. J. Reynolds, eff. 9/13.

CBS -TV 7:30-8:30 "Daktari" (C), part., 8:30-9:30 "Hippodrome," part., 8:30-9:30 Red Skelton (C), Am. Home Prod., Philip Morris, Reynolds Metals, Bristol-Myers, eff. 9/12.

NBC-TV 7:30-8:30 "My Mother the Car" (C), part., 8:30-8:30 Please Don’t Eat the Daisies (C), part.; 8:30-9:30 Dr. Kildare II (C), part.

THURSDAY EVENING
7:30-9 p.m.

ABC-TV 7:30-8:30 "Batman II" (C), part., 8:30-8:30 "Gidget," (C) Armstrong, Campbell, Conrad, 8:30-8:30 "The Double Life of Henry Phye." (C), Bristol-Myers, Quaker Oats, 8:30-8:30 "Troop" (C), part., 8:30-9:30 "Tommy Gunne Show" (C), part., eff. 8/15.

CBS -TV 7:30-8:30 "The Munsters," part., 8:30-9:30 "Gilligan’s Island" (C), part.; 8:30-9:30 "The Jerry Lewis Show," part.

NBC-TV 7:30-8:30 "Denis Dwayne (C), part., 8:30-9:30Speed Racer" (C), part.; 8:30-9:30 Star Trek (C), part., eff. 9/15.

SATURDAY
8-10 a.m.

ABC-TV 8-9 "No network service.


NBC-TV 8-9 "No network service. 9-10 "The New Adventures of Lassie," part. (eff. 9/17).

11 a.m.

ABC-TV 11-11:30 "The New Car Show" (C), part., 11:30-12:30 "Mapile Gorilla" (C), part.

CBS -TV 11-11:30 "Tom and Jerry" (C), part., 11:30-12 "Quick Draw McGraw" (C), part., (eff. 9/17).

NBC-TV 11-11:30 " Secret Squirrel" (C), part., 11:30-12 "Underdog" (C), part. (Space Kidde tes) (C), part., (eff. 9/17).

Noon-1 p.m.

ABC-TV 12-12:30 "Bugs Bunny Show" (C), part., 12:30-1 "Lunas the Lionhearted" (C), part., 12:30-1 "Monroe" (C), part.

DANIELS & ASSOCIATES, Inc.

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Beagles (C), part., eff. 9/17).

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

1-2 p.m.


CBS-TV 1-1:30 My Friend Flicka, Gen. Mills, Nestle (Tom and Jerry (C), part. eff. 9/17); 1:30-2 No network service.

NBC-TV No network service.

2-5 p.m.

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

CBS-TV No network service.

NBC-TV No network service.

5-7:30 p.m.

ABC-TV 5-6:30 ABC's Wide World of Sports, part.; 6:30-7:30 No network service.

CBS-TV 5-6:30 No network service; 6:30-7:30 CBS Saturday Evening News with Roger Mudd (C), part.

NBC-TV 5-6:30 No network service; 6:30-6 Golf with Sam Snead; 6-6:30 No network service; 6:30-7 The Scherer-MacNeil Report (C), part.

7:30-8 p.m.

ABC-TV 7:30-8 Ozzie & Harriet (C), part.; 8-8:30 Donna Reed Show, part. (7:30-8:30 Shone (C), part., eff. 9/17); 8:30-9:30 Lawrence Welk Show (C), part.

CBS-TV 7-8:30 Continental Showcase. Philip Morris, part.; 8:30-9:30 Secret Agent, part. (7:30-8:30 Jackie Gleason-Art Carney Show (C), part.; 8:30-9 Patols 'n Petticoats (C), P&G, Am. Tobacco, eff. 9/17).

NBC-TV 7:30-8 Flipper (C), part.; 8-8:30 The Debt of Jeannie, L&M, Miles (8-8:30 Please Don't Eat the Daisies (C), part. eff. 9/17); 8:30-9 Get Smart (C), Lever, Ford.

9-10 p.m.


CBS-TV 9-9:30 Secret Agent, cont.; 9:30-10 Face Is Familiar (C), Philip Morris, part. (9-10 Mission Impossible (C), Philip Morris, Bristol-Meyers, part. eff. 9/17).

NBC-TV 9-11 Saturday Night at the Movies.

10-11 p.m.

(c).


11 p.m.-1 a.m.


CBS-TV No network service.

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

FOL law enactment ends 10-year fight

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

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

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

In signing the bill, Mr. Johnson said: "No one should be able to pull curtains of secrecy around decisions which can be revealed without injury to the public interest." He added, however: "The welfare of the nation or the rights of individuals may require that some documents not be made available. . . . Moreover, this bill in no way impairs the President's powers under our constitution to provide for confidentiality when the national interest so requires."

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

Award-winning WFTV SERVES the market it SELLS

*THE ACTIVE MIND*

Florida's THIRD-ranking market includes high income families, with a higher than average educational level. To serve these viewers, WFTV provides several unique series of discussion programs on controversial issues, including award-winners PRO & CON, MORAL ISSUES OF OUR TIMES, DISCUSSION '66, and frequent VIEWPOINT 9 specials. Participating are Rollins College students, area clergymen, civic, political, educational and intellectual leaders.

WFTV News and Special Events Department produces study-in-depth documentaries of topical and area interest to Central Floridians.

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

BROADCASTING, July 11, 1966

WILLIAM F. BUCKLEY, JR.

NEWS COMMENTARY

A sports anthology that's a best seller

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

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

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

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

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

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

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

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

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

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

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

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

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

In running ABC Sports like a news department, Mr. Arledge carries out his original concept of "sports as happening." If the event cannot be reported live because it occurs outside Wide World's Saturday-afternoon time period, then tape is used.

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

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

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

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

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

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

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

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

Client Participation • Advertisers

Roone Arledge (l), executive producer of ABC's 'Wide World of Sports,' and Bob Trachinger, former ABC sports director of operations, watch an ABC cameraman demonstrate an underwater camera at National AAU Swimming Championships in Los Angeles.
The Brian London bout is understood as a significant event in the landscape of international sporting events, and the FCC publishes letter on program forms, which is a crucial document for understanding the regulatory framework in the broadcasting industry.

Program notes...

Buckley show • Stephen Associates Inc., New York, will distribute to radio stations five-minute transcribed news commentaries by William F. Buckley Jr. The series starts Sept. 5 and is available on a five-days-per-week basis, from SA1, 420 Lexington Avenue.

McGee tapped • NBC News has selected Frank McGee as the reporter on a 3½-hour White Paper telecast project organized under the joint sponsorship of NBC and the United States. The special will be on NBC-TV, Aug. 25 (7:30-11 p.m. EDT).

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

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

Series available • Jonathon Kirby Enterprises, Anaheim, Calif., is making...
available to radio stations a 15-minute daily series called Voice of Truth and Freedom. The program features Dr. Bob Wells, pastor of the Central Baptist Church of Anaheim, a critic of the World and National Council of Churches.

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

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

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

TV show wins in film festival

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


Radio series sales...

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

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

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

Northwestern Reviewing Stand (Northwestern University): KFRC San Francisco; WKNR Dearborn, Mich.; WISB Milwaukee; KMA Shenandoah, Iowa; WFBF Baltimore, and WRRF Rockford, III.


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


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

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


Earl Nightingale (Nightingale-Coonant): WEEB Fairfield and WRIC Richmond, both Virginia; WCKW Garyville and KRUS Ruston, both Louisiana; WXYI Athens and WMRT Morristown, both Tennessee; WIBA Madison, Wis.; KFAP Fairbanks, Alaska; WCRT Scottsboro, Ala.; WSRW Hillsboro, Ohio; KFBU Columbus, Mo.; WTCU Plymouth, Ind.; KCOL Fort Collins, Colo.; KBOW Butte, Mont.; KYNU Logan, Utah, and KSMN Mason City, Iowa.

Hollywood Negroes upset over employment

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

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

Mr. Hill, who acknowledged "full support" from both the Screen Actors Guild and the Screen Writers Guild, was more critical of the craft unions in the film industry. He claimed that most of them had either excluded Negroes altogether or limited Negro membership to a token so as to give tacit observance to the civil-rights law.

He indicated that the NAACP would meet with representatives of TV and movie producer organizations this week in hopes of achieving better employment results for Negro talent and fairer over-all treatment of the Negro image on screen. If the meetings are unsuccessful, Mr. Hill said the NAACP would consider filing complaints with the National Labor Relations Board and under the equal opportunity clause of the Civil Rights Act "in order to get justice."

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

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

The solitary actor appearing in this film won’t win an Academy Award. He’ll be awarded something far greater—a longer, healthier, more active life. He’s a hospital patient. He suffers from fainting spells, chest pains and shortness of breath. Two doctors are in the audience. One, a cardiovascular surgeon. The other, a radiologist—a physician specially trained in the medical use of x-ray. Through the use of x-ray motion pictures (cinefluorography) the radiologist is able to record and study the intricate actions of a patient’s heart; able to accurately diagnose the trouble—in this case, a leaky heart valve. By restudying the x-ray movies and consulting together, the radiologist and surgeon were able to confirm a malfunctioning heart and pave the way for a successful operation. In this instance, it can truly be said that movies—and the “actors” who appear in them—are getting better. Thanks, in part, to General Electric—a Company that cares, and continues to care, by providing the medical profession with the finest and most advanced equipment for use in x-ray diagnosis.
SESAC publishes a catalogue

FTC ends its investigation of music-licensing firm after it agrees to reveal its full song list so stations can decide if they want license

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

The investigation had dealt with a point of long-standing complaint among broadcasters: that without knowing which compositions are licensed by SESAC, they couldn't tell whether they needed a SESAC license or, if they did, which compositions could be aired.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Early last year SESAC officials estimated their repertory at about 150,000 compositions.
titles, “as close as we can approximate.” They said then that they maintained a complete list of SESAC works that was available for inspection but that when users wanted a catalogue it supplied a list of its affiliated publishers and suggested that users get catalogues directly from them.

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

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

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

Steelworkers favor fairness rules

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

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

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

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

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

Broadcasters have contended there is no such distinction and that, therefore, electronic journalism should have the same constitutional guarantees of a free press as are presently afforded to newspapers. The union said, also that the broadcast license is not an ordinary property interest but rather is a "qualified grant of a monopoly subject to government regulation. The industry is claiming an absolute property right which it never had."

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

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

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

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

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

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

Other WBC appearances in new Griffin contract

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

Leslie G. Arries Jr., president of WBC Productions Inc. and WBC Program Sales Inc., noted that the Griffin show, produced in cooperation with Mr. Griffin's Anthony Productions, New York, is syndicated to 55 stations.

Mr. Arries said the show, which began on May 10, 1965, in some 20 major cities, is now seen in 23 of the top-25 markets and 40 of the top-50 markets.

N.C. stations help in emergency test run

An emergency communications test for Rockingham County, N. C., which included all of the county's radio stations and a corps of citizens-band radio operators, took place successfully June 26.

WLOE-AM-FM Leaksville, N. C., was the originating station for the radio network which included WFRC and WREV, both Reidsville, and WMVN Madison, all also in North Carolina. More than 60 citizens band radio licensees participated.

WLOE's mobile radio facilities were established at emergency headquarters and broadcast all citizens band transmission as well as vital public information. The civil defense test was conducted in cooperation with police, fire, military and other organs of the county government. The operations of citizens band network drew praise from Archie Daniels, county manager and civil defense director, and from Douglas L. Craddock, president and general manager of WLOE.

Big problem for actors: movies on television

Movies in theaters may be better than ever but on television they're as big a problem as actors all over the world face. That's what Chester L. Migden, associate national executive secretary of the Screen Actors Guild, thinks. Reporting in the July-August issue of Screen Actor, official publication of the talent union, Mr. Migden cautioned that the number of movies shown on American TV has reached a point beyond which the trend can be taken casually.

SAG surveys, he pointed out, show an average of 273 features telecast each week in Los Angeles, 172 in New York, 135 in San Francisco, 133 in Boston and 122 in Pittsburgh. In addition, foreign movies average 16% of all the features shown in these markets. According to Mr. Migden this all adds up to a serious employment problem.

The economics of movies on TV also have reached new highs, he writes. A feature sold to the networks for $380,000 last year, costs about $525,000 this year. Because foreign features are part of these soaring economics, foreign talent unions have "a substantial stake in American TV," Mr. Migden claims. He says "that payment of additional compensation for features on television, whether shown domestically or internationally, is an essential goal" of talent unions in all countries. Just as important, the union executive states, is "the form and extent of the compensation to be sought."

SAC waged a strike that lasted six weeks in 1960 for a contract provision that pays actors when movies they appeared in are shown on television. The same sort of "full scale struggle" now faces foreign unions, Mr. Migden predicts, before the actor's right to payment is achieved.

Film sales...

Of Land and Seas (Olas Corp.): Koin-TV Portland, Ore.

Films of the 50's and 60's (Seven Arts Associated): WMAL-TV Washington; WSI-L-TV Harrisburg, Ill.; KVT(Y) Amarillo, KELP-TV El Paso and KVMM-TV Monahans-Odessa, all Texas; WMAR-TV Baltimore; KOLO-TV Reno, and Week-"TV Peoria, Ill.
To see some of the advertising written to reach advertising people, you'd think we were a bunch of Magoos.

It's poster advertising, designed for media that are skimmed and scanned. Media too full of clutter and clamor. The result: BIG TYPE and little sell.

How'd you like to sell a little in your advertising? Run it in The Printers' Ink Network of Magazines, the new circulation leader in its field.

The Network has three magazines which blanket the market better than any single publication can. Total circulation: 83,500.

Because they're designed to work together, the Network's magazines also cover the market more efficiently than any other combination of publications in the field. Duplication: less than four per cent.

Along with this wider reach, the Printers' Ink Network offers you higher visibility and deeper readership for your advertising. Good graphics prevail, and editorial and advertising communicate more easily as a result.

You want your advertising to be read, so you don't put clutter into it. Why put it in clutterful media?

Switch to the wider-reaching, better-read pages of The Printers' Ink Network of Magazines.
A radio-TV facelifting in Canada

Government's white paper calls for radical revision of BBG and CBC functions; suggestions follow many of Fowler Report recommendations

A sweeping revision of Canada's broadcasting regulatory bodies was envisioned last week by the government in a 4,850-word white paper.

It calls for:
- A larger and much more powerful Board of Broadcast Governors.
- Splitting the functions of the Canadian Broadcasting Corp. president and creating a new CBC post to handle day-to-day operations.
- Keeping a firm control on the growth of CATV systems.
- Setting up a new public service and educational broadcasting system in Canada.

The government report, which will go before the House of Commons broadcasting committee in the fall, encompasses many ideas of last fall's Fowler Report (BROADCASTING, Sept. 13, 1965). However, it stopped short of one recommendation that the Fowler committee had given top priority: Elimination of the BBG and CBC board of directors and replacing them with a 15-man group to be headed by a broadcasting “czar.”

The government’s white paper went part way toward the Fowler system but it did not buy the idea that the overall regulatory authority (BBG) should also be responsible for CBC management. The white paper also drew a clear line between people who make regulations and people responsible for programming.

New Composition • Under the proposal, the new BBG would be made up of five fulltime members and “up to seven” parttime members. The BBG now has three fulltime and 10 parttime members.

The revised BBG would grant licenses without having to get cabinet approval; it would set program standards based on the size, weight and location of each station; it would suspend or revoke licenses for failure to comply with the conditions of license.

State Secretary Judy LaMarsh said the main reason for wanting to put the final decision on applications in the BBG’s hands was the suspicion that political considerations have been a factor in granting of licenses.

It was also noted that the BBG’s power to interfere with day-to-day programming would be very limited. It would not be empowered to give directions "other than by generally acceptable regulations or in the conditions of a license" to any broadcaster concerning specific programs.

The remake of the CBC hierarchy would see the president remaining as chairman of the board in charge of overall policy. Newly created would be a chief executive officer who would be responsible to the board but not sit on it. He would act as general manager and handle day-to-day operations.

The government paper also proposed to provide long-term financing for the CBC through five-year parliamentary grants instead of annual grants.

Commercial activities of the CBC would continue, but the white paper deemed it important to CBC and private broadcasters that "definite limits be set as to the amount of revenue to be derived from commercial activities. The corporation should not seek to increase its present volume of commercial programming."

Final decision on the function of the CBC board, its size to be determined, will await the Commons' committee study. There is a possibility of dividing it in two with each half watching over the production in centers in Toronto and Montreal.

CBC's headquarters will remain in Ottawa but control of programming and operations will be shifted to Montreal for the French network and Toronto for the English network. Headquarters staff will be cut to "minimum size" needed for effective general direction.

Better Communications • The movement of the production centers to Toronto and Montreal are seen as a means of quickly improving the internal communications within the CBC. The white paper noted "recent difficulties" between management and production staff "forcefully underline the necessity for significant improvements."

CATV's, the white paper said, will be treated as parts of the national broadcasting system and will be subject to licensing regulation and control by the BBG.

The Fowler Report had found more than 350 operating CATV's in Canada, some of them cutting into private TV stations' markets. It felt a distinction should be made between the system serving remote areas and those competing in "thin" markets.

The white paper did not mention this distinction but said study was being given to special problems of jurisdiction involved in the regulation of closed-circuit operations and the reception of U. S. transmissions.

Creation of a national ETV network on UHF was also announced in the government report. The statement automatically shut the door on provinces that had applied for licenses to operate their own stations.

Current thinking now calls for the federal government to set up a new federal agency, separate from the CBC and subject to BBG regulation. This will "work directly" with the provinces in planning the educational-public service system on both radio and TV. These stations would carry school broadcasts determined by provincial education departments entering into agreements with the federal agency.

UHF is not in regular use in Canada at present and tests are being conducted by the Department of Transport on technical aspects. BBG and the department will recommend allocation of the UHF channels between the public and private sectors.

Reaction Favorable • Broadcasters had general praise for the white paper, but there were also some criticisms.

Jean Pouliot, president of the Canadian Association of Broadcasters said the white paper seems excellent overall and felt the strengthened BBG would have a good effect "especially as a way of avoiding involvement in politics."

Gordon Keeble, president of the CTV Television Network, said the industry had been waiting for a firm set of guidelines, such as those spelled out in the white paper. The government's plans, he feels, will aid the development of private network television.

However, he was critical of the report's stand on second-station licenses for CBC. The white paper called for considering such licenses on the recommendation of the BBG, subject to reservation for CBC use at Victoria, B. C.; Saskatoon, Sask.; Sudbury, Ont., and Saint John-Fredericton, N. B.

Mr. Keeble charged the CBC received grants for those areas in 1963 but hasn't done anything about getting them on the air. "The CBC should either act in these key areas soon," he said, "or let someone else do it."

68 BROADCASTING, July 11, 1966
'Romper Room' is now seen in 15 countries

Overseas sales on Romper Room, the TV series for preschoolers that has been on the air in the U.S. for 11 years, should exceed $400,000 during 1966-67 with the program scheduled on 24 stations in 15 countries.

This assessment of Romper Room was provided by Paul Talbot, president of Fremantle Inc., international distributor of the program, during an interview in New York. He reported the program will begin this fall in Barbados, Switzerland, Spain and Italy to round out its prior coverage in Canada, Mexico, Great Britain, Australia and various Latin American countries.

The program, owned by Romper Room Inc., Baltimore, and created by Bert and Nancy Claster, is carried in the U.S. by more than 80 stations. In both the U.S. and abroad, stations are provided with suggested scripts, props and other materials, and "teachers" are given two weeks of instruction.

For example, Miss Celine Gale (seated) of the Barbados, will be the teacher on the program beginning there in the fall. She had several training sessions in New York last week, assisted by "Miss Louise" (standing), who conducts Romper Room telecasts on WNEW-TV New York.

In overseas areas, the program is generally carried live each day on a five-or-six-day-a-week basis in either hour or half-hour versions. A few stations video-tape record the program.

"Our next sales targets are Germany, Africa and the Middle East," Mr. Talbot remarked. "We have had tremendous interest in Romper Room from these areas. Remember, the program is not an American show as it is presented in overseas markets; it's their own local preschool program."

Canadian radio-TV profits up sharply

Revenues and operating profits of the Canadian broadcasting industry showed a substantial increase in 1965, according to the annual report submitted to the House of Commons by the Board of Broadcast Governors this week.

The report showed 51 privately owned television stations had total revenues of $68,900,000 in calendar 1965, an increase of 18.6% over the previous year. Profits totaled $13,100,000. Six TV stations reported operating losses in 1965, the report also showed.

The 186 private radio stations in existence for at least the past three years reported an increase of 6.8% in revenue and 13.9% in operating profits in 1965. No dollar figures were given. Forty radio stations also reported operating losses during the year.

In a related matter, the Canadian Broadcasting Corp., in its annual report to Commons, said it needs more public funds to strengthen its programing and make greater efforts in the color television field. It said that when color TV starts this fall there will be a minimum of 30 hours weekly in English and 15 in French.

Other objectives cited in the report involved increasing Canadian programs in the evening hours and lessening the reliance on American programs. It also advocated more programs "of substance" on both the English and French Canadian networks in the evening hours and increased production of programs from regional points.

The publicly owned corporation's annual report also showed that for the fiscal year ended March 31, 1966, the corporation's operating expenses totalled $133,447,000, and another $713,000 went to repay loans to the federal treasury. Parliament provided an operating grant of $97,044,000, gross advertising revenues totalled $33,563,000 and other revenues amounted to $795,000. After allowing $4,739,000 for depreciation, the CBC returned $1,981,000 to the government in unexpended funds.

IAAB asks revision in national policies

Fourteen executives representing broadcasters in the Western Hemisphere last week urged several Latin American governments to change their policies governing broadcasting.

The executive board of the Inter-American Association of Broadcasters,
meeting in Columbus, Ohio, called on Uruguay to ban commercial advertising on the government owned radio-TV stations. IAAB called this "unfair competition" with private broadcasters.

It also asked the new Argentine government to amend or modify existing legal measures that do not give enough guarantees of freedom of information and expression. Argentina was also asked to return to private ownership the 36 radio stations seized under the Peron regime, and still operated by the government.

IAAB asked Ecuador to drop custom duties on imported radio equipment; suggested El Salvador approve a law guaranteeing open and free expression for all groups there; asked Peru to alter the articles of its military code which could threaten freedom of expression, and requested all Central American governments to regulate frequency and channel distribution to avoid interference with stations in other parts of the continent.

The association, representing 8,000 radio and TV stations in the Americas, also suggested that the National Association of Broadcasters and the Bluefin of Latin America, also suggested that the National Association of Broadcasters and the Canadian Association of Radio and Television Broadcasters have broadcasters visit several Latin American nations during February 1967. Such a trip would coincide with the IAAB's meeting in Buenos Aires, also suggested visiting legal measures that do not give enough guarantees of freedom of information and expression. Argentina was also asked to return to private ownership the 36 radio stations seized under the Peron regime, and still operated by the government.

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U. S. delegates to the board meeting were Herbert Evans, People's Broadcasting Corp., Columbus, vice president of IAAB, and Harold Niven, assistant to the president of NAB.

International film sales...


Felix the Cat (Trans-Lux): Westward Television Ltd., Plymouth, England, and wkax-tv San Juan, P. R.

The Beatles (King Features): CTV Network, Toronto.

Dr. Kildare, Laramie, Michael Shayne (NBC International): Radio-televisione Italiana.

Bonanza (NBC International): Spanish TV, Spain; Yleis-TV Finland, and Lebanese TV, Lebanon.

Hullabaloo (NBC International): Teleuruba, Netherlands Antilles; Channel 2, Managua, Nicaragua, and TV Singapura, Singapore.

Boston Symphony Concerts (Seven Arts TV): Pay-TV Ltd. London and Radio Eireann Dublin.

Abroad in brief...

Grey chosen * Atlantis Venezuela C.A., a subsidiary of Reckitt & Colman Ltd., has named Kittay-Grey Advertising C.A., Caracas, as its agency in Venezuela. For a number of non-food products, Grey and international partners also serve Reckitt & Colman in Great Britain and Australia.

Global report * Fremantle International Inc. has sold TV programs to 12 networks and to 177 stations in 67 countries during the first half of 1966. Fremantle's largest number of sales were made in Australia.

K&E/CPV in Venezuela * Kenyon & Eckhardt/Colman, Pretins, Bailey of London's Latin American partner, CORPA, has been assigned all present and future products manufactured and sold by the Beecham Co. in Venezuela. CORPA has also been appointed, effective Jan. 1, 1967, agency for Uniroyal-Venezuela—tires, footwear, and industrial products.

British sale * Madison Square Garden-RKO General Sports Presentations, New York, has sold Vuesport Ltd. of London the TV rights to the July 13 Emile Griffith-Joey Archer middle-weight title fight in New York. The bout will be carried on closed-circuit TV the following evening to British viewers.

Northern tie * Norman, Craig & Kummel (Canada) Ltd. has been named to handle Arnold bread and Arnold products. Previous agency for the account was James Lovick & Co. Ltd. NC&K, New York, is agency for Arnold Bakers in the U. S.

New cable firm * Boston Insulated Wire & Cable Co., Boston and Societe Geoffroy Delore, Paris and Clichy, France, have formed GEDEBIW, a new European cable firm that will manufacture and market cable for various uses including TV cameras. Boston Insulated operates in El Segundo, Calif., and Hamilton, Ont., in addition to Boston.

Johnson & Johnson in Denmark * Norman, Craig & Kummel Inc., New York, has reported its partner office in Copenhagen, Denmark (Lockey, Norman, Craig & Kummel A/S), has received the account, Johnson & Johnson AB of Stockholm, Sweden, for advertising baby products and Band-Aid in Denmark. NC&K offices in Canada, Sweden and the United States also handle Johnson's products. The Johnson account in Copenhagen was formerly with Wahl Asmussen Reklame-Marketing I/S.


Radio bureau set up by Japanese

Ryoji Matsumoto, chairman of the National Association of Commercial Broadcasters (NAB), Japan, announced the inauguration of NAB Radio Bureau (NRB), which is designed to support sales promotion of radio programs as an advertising medium.

A survey by the research department of Dentsu Advertising, he said, showed a drastic drop in commercial radio revenues analogous to the radio slump in the U. S. when commercial television started.

Mr. Matsumoto estimated that more than 20 million TV sets in Japan are causing radio revenues to dwindle rapidly, and the advent of color TV networks makes the "squeeze" that much tighter. The NRB hopes to curb this trend, he added.
Certainly not Miss Brown. The closest she ever came to broadcasting was a man-on-the-street interview.

But today she's a traffic manager at an ATC-automated radio station. And the little IBM cards she punches out do indeed run the station.

The new ATC punch card programmer works in conjunction with other ATC equipment to give a broadcaster truly efficient automation.

There's also a magnetic tape control system, and a time/sequence control system. They work wonders, too, even though Miss Brown isn't in there punching.

When you consider the benefits of station automation, cost doesn't mean much. But broadcasters live with budgets, so you want to know what it's going to cost.

Can you sell $65.00 worth of extra spots a week? AM and/or FM? That's all it takes to automate your station. In many cases, even less.

You can buy the system outright, or finance it. Or lease it.

Then you can take your creative announcers away from purely mechanical control room work. Give them more time to prepare better programs. Better commercials. Better newscasts. To make more sales.

ATC automation lets you do that. For a few hours a day or around the clock.

And the truly gratifying thing about ATC systems is that you buy only what you need to serve your purpose—and your budget. If you want to expand later, you just add on.

One more important point: ATC came into being because a group of broadcasters saw a need. From the beginning we've looked at automation through a broadcaster's eyes.

Why not find out today how automated broadcasting will work for you? Who knows, you may have a Miss Brown in your station some day.

AUTOMATIC TAPE CONTROL INC.
1107 E. Croxton Street
Bloomington, Illinois
309-829-7006
GE to make home video-tape recorders

General Electric Co. soon expects to step into the home video-tape recorder market. Its plans include model lines for color (estimated price of over $2,000) and black-and-white (suggested at an $850 price).

GE's Consumer Electronics Division, Syracuse, N. Y., in an announcement last week, claimed the home color recorders will be first marketed by a major U. S. company and should be available early in 1967. GE said the first recorders (monochrome) to reach the market this fall will be aimed at educational and industrial fields. They will include professional-quality educational systems priced up to $4,000.

According to GE's announcement, the solid-state video recorders will eventually be used for playing pre-recorded video programming. Their application will first be in manual or automatic off-the-air recording, and second in recording home "instant electronic movies." The color systems will provide 60 minutes of recording on compact, seven-inch tape reels, and the monochrome systems up to 90 minutes of play.

The lineup of GE projected home video recorders includes a color console with a 25-inch TV screen, video-tape deck, AM-FM FM-sound tuner, and storage space for optional camera and microphone for home telecasting; various color components such as video-tape deck with storage area; and a black-and-white recorder deck with storage area, both designed for use with a 19-inch monochrome TV receiver.

Other manufacturers either in the home video-tape market or in the planning stage include, among others, Sony Corp. of Japan, Defense Electronics Inc., Ampex Corp., RCA, Fairchild Camera & Instrument Corp., Par Ltd., 3M and ITT Research Institute.

Minicamera developed for NASA by Teledyne

The dream of TV newsmen since the video medium came on the scene, a small camera, may be on the horizon.

Two miniature television cameras, each about the size of a 95-cent paperback book, have been delivered to the National Aeronautics & Space Administration. It was announced last week. NASA intends to study various uses for the "Microeye" cameras, including the possibility of putting one in a spacecraft to observe the demeanor of an astronaut in flight.

Two of the two minicameras delivered to NASA contains a small, low-powered transmitter that broadcasts about 100 feet. The other is connected to the monitor by wire.

The cameras were built under contract to NASA by Teledyne Systems Co., Los Angeles, for a total of $350,000.

MGM reveals new sound recording system

The Metro-Goldwyn-Mayer lion is roaring about equipment, not pictures, these days. The equipment is a new sound recording device that studio officials claim could be the most significant film sound development since the changeover 16 years ago from optical to magnetic recording.

The new recording device uses standard quarter-inch, 7½-inches-per-second, magnetic tape cartridges in a solid-state mixer-recorder unit. It's said to be considerably more simplified than the 17½-mm wide magnetic-film recorder it replaces. It also costs less, with tape selling for $1.50, compared to $15 for magnetic film.

Other advantages claimed for the new sound system include compactness (it weighs about 100 pounds, some 200 pounds less than the equipment it replaces) and its flexibility to use less
power and almost any power supply and still require less maintenance. The system was designed and developed by Franklin Milton, head of MGM's sound department. F. M. Sprague, a studio sound department transmission engineer, completed the circuitry for the system and developed the breadboard model from Mr. Milton's design. Stancil-Hoffman Corp., Hollywood, will package and manufacture the new recorders for sale to both motion picture and television film industries.

Reportedly, the new recording device now is being used in the production of three MGM-TV series, The Rounders, and both The Girl and The Man from U.N.C.L.E. MGM says it hopes to have 12 machines in use for TV and movie production by the end of July.

GE unveils silicon chips for radios

General Electric Co. this fall plans to sell miniature portable radios that use microelectronic chips in place of the wiring, connections and individual components of present receiver circuits.

The new radios, introduced last week in New York, contain silicon chips 1/32-inch square. Each set measures about as large as a cigarette packet, and comes with a detachable recharger available in either standard ($29.95) or clock ($39.95) bases. Overnight charges are said to give 12 hours of play power.

GE indicated that microcircuit systems (third-generation electronic products preceded by vacuum tubes and transistors) will be introduced in a portable TV set and phonograph late this year, and by 1970 become part of all GE's consumer electronic products.

Monogram gets ownership of Moviola company

Monogram Industries Inc., Culver City, Calif., last week announced the acquisition of Moviola Manufacturing Co., a North Hollywood producer of film-editing equipment for movie and TV studios. The purchase was made for an undisclosed amount of cash and stock.

Moviola will be operated through Magnasync Corp., a Monogram subsidiary that produces sound-recording equipment. According to company projections, Moviola will add about $2 million to Monogram's annual sales in the fiscal year that began July 1. Monogram's estimated sales in the year just ended were about $11.5 million.

TV set sales are one-third color

Distributor sales of color television sets continued to zoom in the first four months of this year, compared to the same period last year, with other categories of TV and radio also up but not to the same degree. Auto-radio sales, however, fell below the figures for last year.

For the January-April period this year, color TV sales increased by 109%. Monochrome sales were only up 1.2% while total TV sales for the period moved up by 22.4%. For April, however, monochrome sales fell by only 10.4%. Of total TV sales in the 1966 period 33.4% were color sets.

Home radio sales for the four-month period were up 20.3% with FM sales up 58.9%. Auto sales were down 6%.

Sales for the four months, as reported by Electric Industries Association last week:

<table>
<thead>
<tr>
<th>Period</th>
<th>Total Monochrome</th>
<th>Color</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.-April 66</td>
<td>3,697,066</td>
<td>2,458,597</td>
</tr>
<tr>
<td>Jan.-April 65</td>
<td>3,021,157</td>
<td>2,428,720</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Period</th>
<th>Home (with FM)</th>
<th>Auto</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.-April 66</td>
<td>4,074,467</td>
<td>3,182,917</td>
</tr>
<tr>
<td>Jan.-April 65</td>
<td>3,386,290</td>
<td>3,386,752</td>
</tr>
</tbody>
</table>

Technical topics . .

CBC color buy - General Electric Co.'s Canadian division has received a $2 million-plus order from the Canadian Broadcasting Co. for live and film color TV cameras. CBC has ordered 10 G-E PE-250 live four-tube and 19 G-E PE-24 four-vidicon film color cameras.

Antenna rotor cable - International Telephone & Telegraph's wire and
Under-$500 home-video-tape recorder developed

Illinois Institute of Technology's Research Institute has shown its color video-tape recorder for the home, which it claims can be marketed for under $500. (Above) John P. Skinner (l), IITRI manager of magnetic recording, checks over the system with its inventor, Marvin Carma, IITRI scientific adviser.

The fixed-head, longitudinal unit takes standard one-quarter inch audio tape on a seven-inch reel. It operates at 120 inches per second with video and audio recorded on three tracks. Weighing only 20 pounds, the portable unit takes 14 circuit connections to any color set or monitor. IITRI has licensed three manufacturers to develop commercial versions.

cable division, Pawtucket, R. I., has a new five-conductor antenna rotor cable of flat parallel construction designed for TV remote control applications. The cable is made of stranded copper with polyethylene insulation and one conductor tinned for polarity.

Quick zoom lens = Zoomar International Inc., Glen Cove, N. Y., U. S. distributor of P. Angenieux lenses, has available a fast zoom lens, model 6 x 12.5B, that covers focal lengths (12.5-75mm) most frequently used with 16mm motion picture cameras.

New videotape = Ampex Corp., Redwood City, Calif., has introduced a new broadcast quality magnetic videotape for use with its VR-660 series and VR-1500 series helical scan videotape recorders. The new tape permits 64 minutes of playing time on a standard eight-inch reel. It's priced at $70.70.

More donations = Movielab Inc., New York, has made a second $25,000 grant to the Rochester (N. Y.) Institute of Technology for use in its motion picture and television sciences building now under construction. A $25,000 gift in 1965 was earmarked for a scholarship program at the institute.

Catalogue out = Sarkes Tarzian Inc.'s semiconductor division, Bloomington, Ind., has a new catalogue, 66-DL-3, available listing ST silicon and selenium rectifiers for replacement applications and tube replacement silicon rectifiers.

It also lists many of the newer replacements designed especially for color television.

TV relay from D.F.

ITT's German affiliate, Standard Elektrik Lorenz A. G., has an $8 million contract to install a two-link TV network in Mexico City for the 1968 Olympic Games.

Order, placed by Telefonos de Mexico S. A., is for black and white and color equipment for broadcast north to the U. S. border and south to Guatemala. System will employ new microwave radio units for simultaneous transmission of 1800 telephone calls. ITT's Belgian firm, Bell Telephone Manufacturing Co., as the subcontractor, will provide service channels for the radio link.

Ionosphere study planned

An intensive study of the "D" and "E" layers of the ionosphere—responsible for the day and night differences in the distances reached by radio stations—is due to commence soon from the Aeronomy Field Station of the University of Illinois. The day-by-day study is under the direction of Professor Sidney A. Bowhill, department of electrical engineering.

How these layers appear and disappear, their height, intensity and movement, their hourly and seasonal changes and their relationship to the 11-year sunspot cycle will be investigated with radio signals. The study is being partly financed with a $122,000 National Science Foundation grant.
RCA can't keep up with color demand

RCA set new sales and earnings records in the second quarter and first half of 1966 as volume exceeded $1 billion at mid-year. Six-month profits rose 27% over last year's first half and sales jumped 18%.

Subsidiary NBC also achieved a profit record during the first six months, up 20%.

The now familiar report that "color television in all its aspects—sets, tubes and components, broadcasting and studio equipment—continues to be a major contributor to the company's record sales and earnings," again led the RCA financial statement.

The company's volume in the second quarter was 14% ahead of the 1965 second period, reaching $567 million.

In the first half RCA's production of color receivers exceeded that of black-and-white sets.

The company said its production of color sets in the last half of 1966 would be more than double that of the same period last year and that demand for color sets by consumers is still running ahead of the set manufacturing industry's capacity to produce them.

Elmer Engstrom, chairman of the executive committee and Robert Sarnoff, president, said, given a favorable economic climate "we anticipate that RCA's record of profit improvement, now in its sixth year, will continue through the balance of 1966 and will be maintained in the promising years ahead."

Six months ended June 30:

<table>
<thead>
<tr>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$0.83</td>
</tr>
<tr>
<td>Gross income</td>
<td>21,334,675</td>
</tr>
<tr>
<td>Net income</td>
<td>1,684,712</td>
</tr>
</tbody>
</table>

Wometco sets new earnings level

New highs in earnings were reached in the fiscal half year by Wometco Enterprises, Miami, the diversified company with radio and TV holdings. Sales and earnings increased in all divisions of the company, according to Mitchell Wolfson, president. Earnings showed a gain of 13.4% while sales were up 25.6% for the period.

Wometco, in addition to broadcasting, has interests in Coca-Cola and other soft-drink bottling, automatic food and refreshment vending and industrial food service companies, a chain of motion picture theaters, film production and processing companies and the Miami Seaquarium.

The firm has declared a regular quarterly cash dividend of 14 cents on its class A stock and 5 cents on its class B stock, payable Sept. 15 to stock of record Sept. 1.

For the 24 weeks ended June 18:

Rust Craft to vote on merger in August

Stockholders of Rust Craft Greeting Cards Inc. will meet Aug. 30 in the home office city of Dedham, Mass., in a special meeting to vote on the proposed merger of Rust Craft with Boise Cascade Corp., Boise, Idaho, diversified forest-products firm. A majority of Rust Craft directors have already approved the merger, which would leave Boise Cascade the surviving corporation.

The merger plan, announced by Rust Craft Chairman Louis Berkman at the company's annual meeting last month, must be approved also by Boise Cascade's stockholders who will meet Aug. 30 in Boise.

Rust Craft, which is a major firm in the greeting-cards business, owns five TV, six AM and five FM stations in nine cities. The merger would require FCC approval. Rust Craft also owns or has interests in eight CATV systems.

For its fiscal year ended Feb. 27, Rust Craft reported net sales of $40,680,000 and net operating income of $1,723,806 ($2.36 a share). It also received nonrecurring income of $1,563,566 from the sale of wvue (TV) New Orleans in which it held a 40% interest to Screen Gems Inc. in 1965 for $8 million. For the first quarter of the 1966 fiscal year, ended May 31, Rust Craft reported net sales of $9,066,000 and net operating earnings after income taxes of $249,000 (33 cents a share). For the same period in 1965, the company had net sales of $8,207,000 and net operating earnings after income taxes of $91,000 (13 cents a share).

Major stockholders in Rust Craft are the Berkman brothers, Louis, Jack N. and Allen H., who entered broadcasting in 1940 with wsvr Steubenville, Ohio. With the acquisition of other stations, the Berkmans built the Friendly Group. In 1959, they acquired United Printing & Publishing Co. (later renamed Rust Craft Greeting Cards Inc.).

The 35-year-old Boise Cascade firm has expanded into diversified fields during recent years, from lumber and lumbering to newsprint, packaging, building products and stationery. In 1965 it had sales of $420,680,000 and earnings of $17,888,000 ($3.25 a share).

R. V. Hansberger is president of Boise Cascade. William D. Eberle is vice president, but is leaving Sept. 1 to assume the presidency of American Radiator & Standard Sanitary Corp.

Preferred for Common • Under the terms of the proposed merger Boise Cascade will issue 1.03 shares of its $1.40 convertible preferred stock for...
The Securities and Exchange Commission has reported the following stock transactions of officers and directors of other stockholders owning more than 10% of broadcasting or allied companies in its Official Summary for May (all common stock unless otherwise indicated):

ABC Inc.—Jerome B. Golden sold 600 shares, leaving 2,250. Jacq. Hausman bought 600 shares, giving total of 2,100. Simon B. Siegel sold 5,000 shares, leaving 12,507.

Avco Corp.—James Bruce, holding 3,000 shares personally, bought 500 shares on beneficially held trust, giving total of 3,500. Edward H. Litchfield bought 1,000 shares, giving total of 4,100, plus 2,500 beneficially held with wife and 500 on beneficially held Litchfield Associates account.

Capital Cities Broadcasting Corp.—J. Fletcher sold 500 shares, leaving 62,582.

CBS Inc.—C. Edwin Drumheller exercised option on 1,000 shares, giving total of 1,016. William C. Flitt Jr. sold 400 shares, leaving 1,108.

Cowles Communications — Gardner Cowles sold 50,000 shares, leaving 278,883 plus 11,892 on beneficially held account with wife, 12,062 on beneficially held account with children, and 203,000 on beneficially held holding companies. Palmer K. Lebermuth bought 88,885 shares, leaving 88,885 plus 12,500 beneficially held as trustee. John L. Webber filing holding 1,005 shares personally, bought 1,700 shares, and sold 700 and also bought 2,265 shares and sold 2,267 shares through underwriting transactions on Goldman Sachs & Co. trading account, giving total of 1,216.

Cox Broadcasting Corp.—Clifford M. Kirtland sold 500 shares, leaving 3,343. Filmways Inc.—Douglas Nolan exercised option on 525 shares, giving total of 5,977.

Gross Telecasting—Raymond W. Moltte, holding 100 shares personally, bought 620 and sold 700 shares on beneficially held Paine Webber Jackson & Curtis trading account, leaving 362.

H & B American Corp.—Dolly Bright sold 12,000 shares, leaving 17,000. Harry N. Wyatt sold 1,160 shares, leaving 8,200.

MCA Inc.—Milton R. Rackmil, holding 12,138 shares personally, sold 400 shares on beneficially held account as trustee, leaving 16,000. Solomon sold 300 shares on beneficially held account, giving total of 4,140, plus 801 on beneficially held account as trustee.

A. C. Nielsen Co.—H. E. Nickelson, holding 6,600 class A shares personally, sold 500 shares beneficially held as custodian, leaving 6,100, plus 2,400 beneficially held with wife and 2,400 beneficially held with child. William A. Yandell sold 240 class A shares, leaving 223. Lerner sold 500 class B shares, leaving 1,000.

Official Filmstrip Inc.—Louis C. Lerner bought 3,500 shares, giving total of 553,500, and bought 4,500 shares on beneficially held Premier Investment Co. account, giving total of 694,500, plus 25,000 on beneficially held Premier & Co. investment account, and 2,000 on beneficially held account with wife. Mr. Lerner also bought 4,000 shares on beneficially held SMTR Corp. account, giving total of 4,000, and bought 4,600 shares and sold 10,700 shares on beneficially held Lerner & Co. trading account, leaving 79,460.

Seven Arts Productions—Alan J. Hirschfield sold 600 shares, leaving 3,000.

Storer Broadcasting—William E. Bine sold 1,000 shares, leaving 25,000. James P. Storer sold 400 shares, leaving 1,300.

Trans Lux Corp.—Harry Brandt, holding 154,779 shares personally, bought 800 shares on beneficially held foundations, giving total of 77,220, plus 16,265 on beneficially held account with wife, 11,012 on beneficially held 50% owned companies account, 22,028 on beneficially held wholly owned companies account.

Walt Disney Productions—William H. Anderson exercised option on 270 shares, giving total of 4,178.

Each share of Rust Craft common. Rust Craft has 749,727 common shares outstanding. Boise Cascade, it was reported, will amend its certificate of incorporation to increase the redemption price of its preferred shares from $40 to $48 to protect one-half vote to each share of the convertible preferred. Each preferred share is convertible into 1.3 shares of common stock. Boise Cascade also will increase the number of its common and preferred shares.

The exchange is valued at about $37.8 million.

Rust Craft stations are WSTV-AM-FM-TV Steubenville; WCRB-TV Chattanooga; WRDW-TV Augusta, Ga.; WROC-AM-FM-TV Rochester, N.Y.; WFMJ-TV Jackson- ville, Fla.; WPTM-AM-FM Pittsburgh; WSOI Tampa, Fla.; WRCP-AM-FM Philadelphia, and WWOL-AM-FM Buffalo, N.Y. Through Neptune Broadcasting Corp., Rust Craft owns CATV's in Martins Ferry and Steubenville, both Ohio, and has interests in Marion, Lima, Lisbon, East Liverpool and Wellsville, all Ohio, and in New Castle, Pa.

Wometco to buy two vending companies

Wometco Enterprises Inc., Florida-based diversified firm with TV and radio holdings, announced last week that it had entered into an agreement to purchase Castell Vending, 15960 N. Biscayne Blvd., Miami, and Fresh Brew Coffee Service Inc. both Alex- andria, Va., and both serving the greater Washington area. Price is said to be in excess of $200,000. Closing is Aug. 1. Wometco acquired Coffee Time Inc., Brentwood, Md., also in the Washington area, last year. The new full line, automatic vending and industrial food service operations of Castell and Fresh Brew will be operated jointly with those of Coffee Time Inc. Wometco's vending division also provides automatic and "manual" food and refreshment services in Florida, Georgia, Tennessee, South Carolina, Panama Canal Zone, the Republic of Panama and the Bahamas.

Wometco's TV and radio properties are in Miami and Jacksonville both Florida; Asheville, N. C., and Bellingham, Wash. It also owns theaters and soft-drink bottling plants in the South-east and Caribbean area.

Sterling registers stock at SEC


Agreement has been made to sell to Federman & Co., for $200, three-year warrants to purchase 20,000 common shares at $7.50 per share, and there is also an agreement to sell for $70 to Martin M. Pollak, as finder, warrants to purchase 7,000 common shares at $7.50 per share.

Of the net proceeds from the sale, $810,000 is to be applied to the purchase of 15% interest in Sterling Information Services Ltd. of Charles F. Dolan and group. Sterling Movies already holds a 15% interest in Sterling Information, which is 25% owned by Time-Life Broadway, 22.5% by J. Elroy McCaw and 22.5% by William Lear.
Sterling Information holds a CATV franchise to serve lower Manhattan and is seeking additional CATV permits in Nassau and Suffolk counties, New York. The balance of the approximately $1.5 million to be raised from the underwriting will be used to retire a $168,500 note and to be added to working funds.

After the proposed sale of the 250,000 shares, Mr. Dolan, who is president of Sterling Movies, will own 39.56% and Sophie C. Hohne, senior vice president, 20%.

The firm is involved in the distribution of sponsored motion pictures to television stations, adult organizations and schools. News Screen Inc. is a wholly owned subsidiary that serves film sponsors in the distribution of releases to television news editors. Creative Programing Services is a division that produces and releases newscast digest programs for television and theaters. Television Presentations Inc. is a wholly owned subsidiary that arranges and produces closed-circuit telecasts for its clients. Sterling Movies also owns Videotronics Inc., a subsidiary organized to procure and market television equipment.

FANFARE

ABC O&O’s ballyhoo new season

TIMEBUYERS SEE PREVIEW OF FALL PROGRAMS

A $250,000 cross-country crime probe was the centerpiece of this year’s swing by ABC owned TV stations and ABC-TV Spot Sales to introduce the ABC-TV network’s new fall program schedule to prospective spot-adjacency buyers in the five cities where ABC owns television stations.

Officials said 4,550 agency and advertiser people saw this year’s show, a 40-minute film featuring Batman and Robin investigating the alleged theft of an ABC program and, in the process, showing highlights of the entire prime-time schedule.

The nine-day safari, which toward the end was being dubbed “The second Bataan death march” by some of the executives along, played to full houses in Los Angeles, where ABC-owned KABC-TV was host at a Hollywood style premiere: San Francisco (with KGO-TV as host), New York (wABC-TV), Detroit (WXYZ-TV) and Chicago (wKB-B-TV).

The fifth annual festivities opened on a zany note June 15 in Los Angeles when KABC-TV engaged Phillis Diller as guest hostess at the Carthay Circle theater. A Hollywood premiere atmosphere was created by hired actors who wildly applauded timebuyers arriving at the Carthay. Attendance there registered 900 persons.

Leonard H. Goldenson, ABC president, and ABC board members joined 2,200 buyers and guests attending the the New York gala at Lincoln Center’s Philharmonic Hall, where, as in the other cities, dinner and dancing followed the presentation. Tom Moore, ABC-TV president, took time from a business trip to drop in at the Los Angeles and San Francisco affairs.

Officials said the showings attracted 700 buyers in Chicago, 350 in San Francisco and 400 in Detroit.

Those making the annual swing included Theodore F. Shaker, president and Symon B. Cowles, director of advertising and publicity, ABC owned TV stations; Richard Beesemyer, vice president and general manager, and Barrett Geoghegan, general sales manager, wABC-TV New York; Richard O’Leary, vice president and general manager, and John McMahon, general sales manager, wKBB-TV Chicago; John E. Campbell, vice president and general manager, and Donald Keck, general sales manager, wXYZ-TV Detroit; Elton Rule, vice president and general manager, and James Osborn, general sales manager, wABC-TV Los Angeles; David Sacks, vice president and general manager, and Russ Coughlan, general sales manager, KGO-TV San Francisco, and James Conley, president, and Fred Netter, vice president and general sales manager, ABC-TV Spot Sales.

CBS-TV expects to get 3,300 interviews

Over 2,400 news interviews with CBS-TV stars and personalities was the prime target for the network’s July star junket which was set for this past
weekend (July 9 and 10) in Chicago and Washington, D. C. The junket is the second phase of CBS-TV’s publicity-promotion campaign for the coming season.

Some 30 radio-TV interviewers from CBS affiliates and 90 newspaper TV editors were set to conduct the interviews. The performers were also scheduled to tape on-air promos boosting their shows for the 75 affiliated stations registered for the weekend.

Together with 876 interviews made in the first phase of the campaign May 23-28 in Hollywood, the junket interviews were expected to top 3,300, a 100% hike over CBS-TV’s record of 1,500 interviews during last year’s promotion.

Drumbeats . . .
Agency switches • WABC-TV New York, has named Degarmo Agency there to handle its account, moved from Doyle Dane Bernbach. ABC Films, also New York, has appointed the Lambert Agency in that city to handle its advertising and sales promotion. Former agency was Arthur, Roberts and Hill, New York.

Caddy contest • WMAQ Chicago is giving away two Cadillacs in audience promotion based on “tell a friend” about the station’s new adult music format. Listeners write the station giving their names plus those of three friends whom they have told about WMAQ.

Canada records history • CKPM Ottawa has published its annual one-hour LP Canadian History Makers Album featuring actual voices and events of the previous year. In 1964, CKPM received the Beaver Award from the Canadian Broadcaster, a radio-TV trade publication. Approximately 5,000 albums are distributed each year to government, civic leaders and libraries.

New grant • ABC Radio has presented $1,000 to the Berkshire Music Center in Tanglewood, Mass., to establish two summer fellowships for development of promising musicians. This move broadens ABC’s previous efforts to develop talent in arts and communications through grants in writing, performing, journalistic and talent areas.

FATES & FORTUNES

BROADCAST ADVERTISING

Mr. Ayers  Mr. Mathieu

Donald C. Ayers, Armand H. Mathieu and Robert H. Westerfield, associate creative supervisors at J. Walter Thompson Co., New York, elected VP’s.

W. Paul Stewart, group VP of Campbell-Ewald Co., Detroit, retires to devote his time to personal activities. Donald A. Wright, account supervisor at C-E, Detroit, named VP. Neil J. Quinn, former VP of Geyer, Morey, Ballard, joins C-E, New York, as broadcast creative supervisor.

Mr. Fairchild  Mr. Friedman

Philip T. Fairchild and Jack Friedman, copy supervisors at Needham, Harper & Steers, Chicago, elected VP’s. Jerry Harwood, VP and associate research director for Kenyon & Eckhardt, New York, joins NH&S, that city, as VP and director of research.

W. Dewees Yeager Jr., formerly with Young & Rubicam, New York, joins The Nestle Co., White Plains, N. Y., as advertising manager for coffee division.

Harry F. Landon, account director for Frye-Sillis & Bridges, Denver, appointed broadcast director.

Joe Golden, formerly with Duluth (Minn.) Herald-News Tribune and WBEZ Duluth, named sales manager of KDAL-TV, that city, effective Aug. 1.

Anders Krall, director of research of Cunningham & Walsh, New York, elected senior VP.

Peter Collins, account supervisor at The Fletcher Richards Co., New York, named VP.

John J. Allen, with Fuller & Smith & Ross, New York, named VP and group head, industrial division.

Edward R. Krauss, former director of research, Radio Advertising Bureau, New York, elected VP-client services, Queen Applied Research, same city.

Frank B. Rice, southern manager, Harrington, Righter & Parsons, Atlanta, elected VP.

John C. McCloy, formerly with KOKY Phoenix and senior account executive at Limber Advertising, Phoenix, appointed national sales manager of KOOL-AM-FM, that city.

Richard Boaz, formerly marketing information director for MacManus, John & Adams, New York, appointed director of marketing and research department.

William B. Moseley, senior VP and associate creative director for TV production, Norman, Craig & Kummel Inc., New York, named associate creative director of one of agency’s three vertical creative groups. Peter A. Von Schmidt, associate director for radio-TV, elected director of TV productions at NC&K.

Jack E. Richter, VP and director of sales development department of Pappert, Koenig, Lois, New York, joins BBDO there as supervisor of sales promotion and merchandising in agency’s communication design center. Robert Cohen, former product marketing manager of American Bakers Co., Chicago, joins BBDO there as account executive.

Frank Billerbeck, radio account executive, NBC Spot Sales, New York, named to new post of manager, local sales, WNBQ New York.

Lisa Lee Ryan, formerly promotion director of KOTV(TV) Tulsa, Okla., appointed research and production manager of White Advertising Agency, that city.

John F. Carlucci, with Sudler & Hennessey, New York, appointed account executive.

Bill M. Howard, account executive at N. W. Ayer & Son, New York, joins Al Paul Letton Co. there as account executive.

Pierre Blommers, former production manager of Bofinger-Kaplan Advertising, Glenside, Pa., appointed account executive.

Hugh G. O’Gara, formerly local sales manager for WJRT-TV Flint, Mich., joins KETV(TV) Omaha, Neb.-Council Bluffs, Iowa, as account executive.

Arthur Thomas Plant, buyer of broadcast media, D’Arcy Advertising
Co., Chicago, named account executive, Stone Representatives Inc., same city.

Forrest N. Morgan Jr., VP of Ad-Media Inc., Augusta, Me., named sales coordinator of WGAN-TV Portland, Me.


Jack Fenster, with WQXR-AM-FM New York, appointed account executive.

William C. Montgomery, senior account executive with BBDO, San Francisco, appointed assistant advertising manager for Mattel Inc., Hawthorne, Calif.

Mel Winters, account executive at HKJ-TV Los Angeles, named assistant sales manager.

Roy Hilligoss, copy supervisor with Klau-Van Pietersun-Dunlap, Milwaukee, named copy chief.

John W. Hevener, director of marketing services for Inter-Continental Trading Corp., New York, joins account executive staff of Chirurg & Cairns Inc., that city.


David W. Grace, with Advertising Time Sales, and Terrance J. Kollman, with Leo Burnett Advertising, join PGW, Chicago. Christopher J. Corr, sales executive with KNVX(TV) Phoenix, joins staff of PGW, San Francisco.

Frederic H. Milman, former assistant account executive, Fuller & Smith & Ross, New York, named assistant product manager, Borden Foods Co., same city.

Harry E. Doyle Jr., account research manager at J. Walter Thompson, Chicago, joins Dancer-Fitzgerald-Sample, San Francisco, as assistant account executive.


Frank Dougherty, formerly manager, Harrington, Righter & Parsons, San Francisco, joins sales staff of Venard, Torbet & McConnell, same city.

Boyd Rippey, with Venard, Torbet & McConnell, San Francisco, for six years, appointed manager of that office. Robert R. Allen, VP formerly in charge of San Francisco office, moves to New York to work in TV.

Joe Archer, with H-R Representatives, Detroit, named president of Detroit chapter of Station Representatives Association. Den Jacobsen, Avery-Knodel, Detroit, named secretary-treasurer.

MEDIA


James A. Joyella, with office of chief of information, U. S. Army, Washington, joins National Association of Broadcasters as assistant to Sherrill Taylor, vice president for radio.

Frank Scarpa, general manager of Garden State TV Cable Corp., elected president of New Jersey Cable Television Association.

J. Milton Lang, VP and consultant on business planning of General Electric Broadcasting Co. (WGY, WGF[M]FM and WGR[TV] Schenectady, N. Y.), retired after 38 years with GE.

Mr. Lang


Fred L. Scott, executive sales director of WABB Mobile, Ala., appointed general manager of WMN St. Paul.


Michelle Danielle, formerly with Subscription Television Inc., New York, named station manager of KTFT(FM) Garden Grove, Calif.

Steve Cook, director of merchandising for KGO San Francisco, named retail coordinator for KCBS, that city.

PROGRAMING

John H. Foley, sales manager of Olas Corp., Cleveland, appointed VP and director of sales.


Charles Tapping, with Filmack Studios, Chicago, named VP in charge of administration.

Reverend D. Williams McClurken, executive secretary, division of radio and TV, executive council of National Episcopal Church, New York, becomes associate executive director and director of broadcast operations of Broadcasting and Film Commission of National Council of Churches, effective Sept. 1.

George Paris, production manager for KNBC(TV) Los Angeles, named unit manager for NBC-TV, Paul Deak, associate director at KNBC, replaces Mr. Paris.

Clay Adams, formerly with Plautus Productions, New York, signed as director of production operations at Henry

William F. Buckley, Jr.

NEWS COMMENTARY

Starts September 12, 1966. Information and Low, Low Rates for Your Radio Market—Contact

Stephen Associates, Inc. 430 Lexington Avenue New York, N. Y. 10017 LE 2-1816 - 7

Broadcasting, July 11, 1966
William Horton Kurtis, news caster at WBW-TV Topeka, Kan., appointed program manager.

Joe Perkins, with WSTAR-TV Norfolk, Va., named program director.

Mort Hock, advertising manager, named assistant for advertising and merchandising; Meyer Hutner, publicity director at United Artists Corp., New York, resigns and becomes assistant for publicity and public relations, and Hy Hollinger, publicity manager, named director of special projects at Paramount Pictures Corp., New York, in realignment of marketing and merchandising functions. All report to Joseph Friedman, VP and director of advertising and public relations.

J. Ross Felton, formerly general sales manager of WMMN Fairmont, W. Va., joins WWVA Wheeling, W. Va., as operations manager.

Kevin Joe Jonson, free-lance TV director, joins Tulchin Productions, New York.

George E. Schneidewind, program supervisor of noncommercial WHA-TV Madison, Wis., appointed assistant director of field services for National Educational Television, New York.

NEWS

Joe Phipps, editorial director at WFIL-AM-TV Philadelphia, named director of news and editorial operations.


Robert Trout, former CBS News correspondent, becomes roving correspondent, WCBS-TV New York.

Rod Williams, news director of WSAI Cincinnati, leaves July 14 for world trip, including 10 days in South Vietnam.

Robert R. Irvine, producer of three-hour daily news block for KNX Los Angeles, named desk editor.

Gary M. Sukow, former news secretary for Representative Albert H. Quie (R-Minn.), named editorial director of WMAQ-AM-FM-TV Washington.

Frank K. Grant joins special projects and documentary film unit of WJZ-TV Baltimore. Ed Harris, with WAVE Baltimore, joins news staff of WJZ-TV.

Helene Rush, with KARK-AM-TV Little Rock, Ark., appointed director of program research in public affairs department.


Bruce Brown, formerly with WCHB Inkster, Mich., joins news staff of WLS Chicago.

Steve Floethe, reporter-editor for WNOR-AM-FM Norfolk, Va., joins WCKT-TV Miami, as reporter-photographer.

Adrian J. Cronauer, former program director of Armed Forces Radio in Vietnam, named newscaster at WIMA-TV Lima, Ohio.

EQUIPMENT & ENGINEERING


Marion B. Paul appointed chief engineer of WFIE-TV Evansville, Ind.

Charles Hallinan, director of engineering for WKOP Binghamton, N. Y., named president of Society of Broadcast Engineers, Annapolis, Md., succeeding John H. Battison.

B. S. Durant, president of RCA Sales Corp., Indianapolis, also named division VP, operations, RCA Victor Home Instruments division, that city. Donald O. Corvey, former purchasing agent for RCA Electronic Components and Devices, Harrison, N. J., appointed to newly created position of director, purchases, RCA Victor Home Instruments and Electronic Components, Camden, N. J. Adrian M. Miller, former manager, broadcast merchandising and West Coast operations, Camden, N. J., will head new institutional and scientific department, same city.


Joseph N. Tawil, with Berkey Technical Corp., Woodside, N. Y., appointed eastern market manager for motion pictures and television.

ALLIED FIELDS

William F. Dennis, former director of merchandising, ABC Merchandising Inc., New York, elected VP.

Stanley McKinley, aide at Bureau of Budget for last six years, moves to FCC as assistant Broadcast Bureau chief for management. In that newly created position he will assist in personnel work, in devising systems and procedures, and in budget planning.

INTERNATIONAL

Peter Reilly, formerly host of Canadian Broadcasting Corp.'s News magazine program, appointed executive producer in charge of news and public affairs operations for CTV Television Network, Toronto.

FANFARE

David McGaney, sales promotion specialist at WFIL Philadelphia, named radio promotion manager in place of Claire McMullen, who takes charge of TV sales promotion at WFIL-TV.

David Bellin, former advertising director for 20th Century-Fox, appointed director, advertising, for advertising department of NBC, New York.
John J. Graham, creative director in NBC's advertising department, appointed director, design. Philip Minoff, coordinator, special projects, public information, NBC, New York, appointed editorial director in advertising department. Noel M. Engler, writer-producer, on-air advertising, appointed manager, on-air advertising. Marv Fleischmann, former president, promotion, NBC West Coast, appointed director, promotion. John Lollis, former coordinator, promotion, New York, appointed manager, promotion. Ralph F. Shawhan, former director, press and publicity. NBC West Coast, appointed director, press relations there. He is replaced by Henry Rieger, former manager, press and publicity. In New York, Owen S. Comora, coordinator, national press, appointed manager, national press; Malcolm S. Barbour, former senior magazine editor, appointed manager, national press; Alan M. Ebert, former special projects writer, appointed coordinator, special press projects.

J. L. Mitchell, member of advertising staff of West Seattle Herald and Rainier District Times, both Seattle, joins KING-TV, that city, as assistant promotion manager.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, June 30 through July 6, and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, BCS—Broadcast Communications System, CH—channel, CP—construction permit, D.—day, DA—directional antenna, ERF—effective radiated power, kw—kilowatts, LA—local station, LCA—local community association, N.—night, SCA—subcommunity communications authorization, SF—specified hours, SSA—special service authorization, T—terrestrial, TV—temporary authorization, trans.—transmitter, UHF—ultra high frequency, VHF—very high frequency, vis.—visual, w—watts, ——educational.

New TV stations

ACTIONS BY FCC

Owensboro, Ky.—Davies All Channel Cable-Vision Inc. Granted CP for new UHF channel 31 (572-578 mHz): ERP 776 kw vis., 155 kw aur. Ant. height above average terrain 590 ft., above ground 548 ft. P.O. address: Masonic Building, Owensboro, Ky. 42301. Estimated construction cost $450,880; first-year operating cost $218,940; revenue $400,000. No objections.

Huntington, W. Va.—Huntington Broadcasting Co. Granted CP for new AM station on 1460 kc, 5 kw D. P.O. address: Route 1, Box 8, Hot Springs. Estimated construction cost $22,000; first-year operating cost $9,500; revenue $33,181; principal: Forrest and Aleene Eddy (each 49%), and L. C. Eddy (2%). Eddy family has interest in Buena Vista Resort Inc. Action June 30.

APPLICATIONS

Jackson, Ky.—Intermountain Broadcasting Co. Granted CP for new station on 1470 kc, 1 kw D. P.O. address: 1128 Main St., Jackson, Ky. Estimated construction cost $21,300; first-year operating cost $11,200; revenue $24,000; principal: Joe D. Russell, (50%), Joe D. Russell, (50%). Matlock Broadcasting Co. Granted CP for new station on 1490 kc, 1 kw D. P.O. address: 825 Martin St., Jackson, Ky. Estimated construction cost $21,300; first-year operating cost $11,200; revenue $24,000; principal: Joe D. Russell, (50%), Joe D. Russell, (50%). Matlock Broadcasting Co. Granted CP for new station on 1530 kc, 1 kw D. P.O. address: 825 Martin St., Jackson, Ky. Estimated construction cost $21,300; first-year operating cost $11,200; revenue $24,000; principal: Joe D. Russell, (50%), Joe D. Russell, (50%). Matlock Broadcasting Co.

DEATHS

Deams Taylor, 80, composer, critic and writer who was formerly radio commentator for Metropolitan Opera and New York Philharmonic broadcast, died July 3 at Medical Arts hospital, New York, after long illness. Mr. Taylor once served as regular panelist on radio's Information Please panel show.

Harold J. Kolb, 56, film screening editor at WTCI-TV Hartford, Conn., and musician on WTCI in 1930's and 1940's, died June 30 at U. S. Veterans' hospital in Newington, Conn., after long illness.

EDWIN TORNBERG & COMPANY, INC.

Negotiators for The Purchase And Sale Of Radio And TV Stations • CATV Appraisers • Financial Advisors

New York—60 East 42nd St., New York 17, N. Y. • MU 7-4242
West Coast—1357 Jewell Ave., Pacific Grove, Calif. • FR 5-3164
Washington—711 14th St., N.W., Washington, D. C. • OH 7-8531
Existing AM stations

APPLICATIONS

WZAM Prichard, Ala.—CP to increase permitted area from 200,000 to 250,000 kw.; increase antenna height, and trans. and operate by remote control from WALT-AM, Mobile, Ala. July 15.

KLEO Wichita, Kan.—CP to change antenna location from 21st St. midway between WALT-AM & KZAM to & WALT-AM & WSSA and make changes in DA system. Ann. July 1.

WOPF Bristol, Tenn.—Modification of license to change call letters from WNZX to WNZX-FM, and from WFQA to WFQA-FM. Filed for consideration. Ann. June 30.

New FM stations

ACTIONS BY FCC

Imlokalee, Fla.—Carl Richard Buckner, Granted CP for new FM on 95.9 mc. channel 233,3 kw. Ant. height above average terrain 134 ft. P.O. address: World Imlokalee Enterprises Inc., 13500 SW 243 St., Miami, Fla. Estimated construction cost $5,760; first-year operating cost $12,000. Mr. Buckner is sole owner of WOCOT-Imlokalee. Action June 29.


Rushford, both Minnesota, and LaCrosse, Wis.—Walt A. Jr., John A. Egle. Granted CP for new FM on 94.3 mc. channel 323,3 kw. Ant. height above average terrain 195 ft. P.O. address: 105 St. Mary St., Golden Meadow 70387. Estimated construction cost $29,586; first-year operating cost $45,000; revenue $50,000. Mr. Egle is owner of service station. Action June 29.

San Antonio, Tex.—Inter-American Radio Laboratories. Granted CP for new FM on 93.3 mc. channel 276.8 kw. Ant. height above average terrain 150 ft. P.O. address: 707 South 10th St., Hurstley 3544, New York. Estimated cost of construction $11,000; first-year operating cost $12,000; revenue $16,000. Action June 29.

New AM stations

APPLICATIONS


WKNY Wytheville, Va.—Granted involuntary transfer of control from Raymond O. Raley to Arthur J. Waterman. Mr. Raley, administratrix of estate of Raymond O. Raley (June 28), in behalf of Raymond O. Raley and others. Mr. Raley continues to own 31%. No consideration. Action June 28.

KROQ Braceville, Calif.—Granted renewal of license from KROQ Inc. to Ronke Inc., owner 100%. Mr. Ronke also owns 10% of KFUS and 3% of KEMP (49%). No consideration. Action June 28.

KGLA (FM) Los Angeles—Granted assignment of license from KDLS Inc. to Angelo Joseph Salvi, owner 100% of KDLS (65%). Mr. Salvi also owns 5% of KLIF and 1% of KVLU (35%). No consideration. Action June 28.

KFWX (FM) Fort Worth, Texas.—Granted renewal of license from Robert A. Jones to Storer Broadcasting Co., primarily owned by George B. Storer. Action June 29.

WYFX (FM) Fort Pierce, Fla.—Seeks transfer of control of franchise from William F. C. Jr. and Alvin W. Koffler, owners 50% and 50%. No consideration. Action June 29.
**SUMMARY OF COMMERCIAL BROADCASTING, July 7**

<table>
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<th>ON AIR</th>
<th>NOT ON AIR</th>
<th>TOTAL APPLICATIONS</th>
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**AUTHORIZED TELEVISION STATIONS**

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<td>726</td>
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**COMMERCIAL STATION BOXSCORE** Compiled by FCC, April 30, 1966

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<th>Licensed</th>
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<th>CP's on air (new stations)</th>
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<th>Applications for new stations (not in hearing)</th>
<th>Applications for new stations (in hearing)</th>
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<th>Applications for major changes (not in hearing)</th>
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**INCORPORATION**


**LICENSE APPLICATIONS**

L. H. E. Thomas, applies for a license to operate WPJX in Detroit, Mich., for AM and FM stations in Detroit.Issued a license.

**PURCHASE/TRANSFER**

By corporate merger of KXGO Fargo, N. D., WDBQ Ewencahu, Mich., and WBDQ with KATE Alberta Lea, Minn. Alberta Lea Broadcasting Co., licensee of KATE, will be surviving corporation whose license will be assigned to Communications Properties Inc., owned by Hart N. Cardozo Jr. (48.5%), Philip T. Kelley (15.3%) and A. E. Dahl (36.2%). No consideration.

**APPLICATIONS**

KOWH-AM-FM Omaha—Seeks assignment of license and CP for increase in power, from July 11, 1966. By memorandum opinion of the Commission.

**APPLICATIONS**

KHP Artex, N. M.—Seeks transfer of control of licensee corporation San Juan Broadcasting Inc., N. M., from Thomas A. Moyer (100% before, none after) to Louis Artex (100% before, none after) for AM station. Mr. Artex is 47% owner of KRAE Cheyenne, Wyo. Consideration $25,000. Ann. July 1.

**APPLICATIONS**

KTHI-TV Fargo, N. D.—Seeks transfer of control of Producers Inc. (60% owner of licensee corporation Pembina Broadcasting Co.) from The Polaris Corp. to Communications, owned 100% by Natco Corp., which would be controlled by J. B. Pungo. Natco Communications and The Polaris are merging. No consideration. Ann. July 1.

**APPLICATIONS**


**APPLICATIONS**


WGLB-AM-FM Port Washington, Wis.—Seeks involuntary transfer of control of licensee corporation Great Lakes Broadcasting Corp., from Harold R. Murphy to Laue Spence Murphy and National Exchange Bank of Milwaukee, co-executors of estate of Harold R. Murphy, deceased. See WJGM above.

Hearing cases

**INITIAL DECISION**

Hearing Examiner Millard F. French issued initial decision looking toward granting of application of Bocas Broadcasters Inc. for new FM to operate on channel 27A in Pompano Beach, Fla. Action July 1.

**OTHER ACTIONS**

By memorandum opinion and order in proceeding on applications of Ocean Broadcasting Corp. and Seashore Broadcasting Co., for new FM's to operate on channel 31 in Pompano Beach, Fla. Action July 1.

By memorandum opinion and order in proceeding on applications of Gordon Sherman and Omircon Television Corp. for new TV's to operate on channel 38 in Orlando. Fla., review board granted in part by reason that station and enlarged issues failure to determine (a) whether $90,000 cash committed by City Index of the United States in furtherance of the station and/or operation of station he proposes to purchase, and if such funds are found to be unavailable, to determine whether applicant possesses financial qualifications to construct, own, and operate proposed station for period of one year; (b) whether Sherman and Omircon failed to establish that applicant possesses the abilities of continuing accuracy and completeness of information furnished in pending applications as required by Sec. 1.106 of rules, and (c) whether facts adduced pursuant to hearing failed to establish qualifications of Sherman. Members Nielsen and Kessler not participating. Action June 30.

By memorandum opinion and order in proceeding on applications of Century Broadcasting Co. and RKD General Inc. for new FM's in the Charlotte area, board granted motion by RKO to enlarge issues failure to determine whether franchise applicant is financially capable and/or financially qualified to construct and operate its proposed station. Action June 30.

By memorandum opinion and order in proceeding on applications of Gordon Sherman and Omicon Television Corp. for new TV's to operate on channel 38 in Orlando. Fla., review board granted in part by reason that station and enlarged issues failure to determine (a) whether $90,000 cash committed by City Index of the United States in furtherance of the station and/or operation of station he proposes to purchase, and if such funds are found to be unavailable, to determine whether applicant possesses financial qualifications to construct, own, and operate proposed station for period of one year; (b) whether Sherman and Omicon failed to establish that applicant possesses the abilities of continuing accuracy and completeness of information furnished in pending applications as required by Sec. 1.106 of rules, and (c) whether facts adduced pursuant to hearing failed to establish qualifications of Sherman. Members Nielsen and Kessler not participating. Action June 30.

By memorandum opinion and order in proceeding on applications of Century Broadcasting Co. and RKD General Inc. for new FM's in the Charlotte area, board granted motion by RKO to enlarge issues failure to determine whether franchise applicant is financially capable and/or financially qualified to construct and operate its proposed station. Action June 30.

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KODA Houston—Granted CP to increase power from 10 kw to 5 kw, and install new trans.; conditions.

KING-FM Los Angeles, Calif.—Granted license covering installation of new ant., change in type trans. and change in ERP.

KJAI-FM Alexandria, La.—Granted license covering installation of new ant., and change in ERP.

KAL, KALY-FM San Francisco, Calif.—Granted license covering installation of new ant., increase in ERP, and change in height.

KOIL-FM San Francisco—Granted license covering installation of new ant., change in ERP, and change in height.

WHOM-FM New York—Granted license covering change in ant.-trans. location, installation of alternate main trans., and redesignate as auxiliary trans., and change ERP.

WBJJ-St. Joseph, Mich.—Granted license covering change in ant.-trans., location, and make changes in ant. system.

WAVY-Denver—Granted license covering change in ant.-trans., location and make changes in ant. system.

WBGN-Cleveland—Granted license covering change in ant.-trans., location, and make changes in ant. system.

WBBF-Montreal, Que.—Granted license covering change in ant.-trans., location, and make changes in ant. system.

WAB-FM Baltimore, Md.—Granted license covering change in ant.-trans., location, and make changes in ant. system.

Wdni-FM Chicago, Ill.—Granted license covering change in ant.-trans., location, and make changes in ant. system.

Wmnc-FM Columbus, Ohio— Granted license covering change in ant.-trans., location, and make changes in ant. system.

WJAM-FM Wilmington, Del.—Granted license covering change in ant.-trans., location, and make changes in ant. system.

KGNA-FM San Diego—Granted license covering change in ant.-trans., location, and make changes in ant. system.

WCM—Kentucky—Granted license covering change in ant.-trans., location, and make changes in ant. system.

WIFL-FM Athens, Ga.—Granted license covering change in ant.-trans., location, and make changes in ant. system.

WUOL-FM Louisville, Ky.—Granted license covering change in ant.-trans., location, and make changes in ant. system.

WCX-Michael— Granted license covering change in ant.-trans., location, and make changes in ant. system.

WJGD-FM West Palm Beach, Fla.—Granted license covering change in ant.-trans., location, and make changes in ant. system.

WOFH-FM St. Louis, Mo.—Granted license covering change in ant.-trans., location, and make changes in ant. system.

KQXI—Texas— Granted license covering change in ant.-trans., location, and make changes in ant. system.

KEDS-FM Palm Springs, Calif.—Granted license covering change in ant.-trans., location, installation of new ant., change in ERP, and ant. height, and deletion of remote control authority.

KWMX—Washington—Granted license covering installation of auxiliary ant. and license covering installation of new ant., change in ERP, and installation of new ERP and ant. height.

WMIL-FM Milwaukee—Granted license covering installation of new ant., change in ERP, and ant. height.

KGX—Albuquerque—Granted license covering installation of new ant., change in ERP, and installation of new ERP and ant. height.

WQRM—Carbondale, Ill.—Granted license covering installation of new ant., and change in ERP.

WRFQ—Faribault, Minn.—Granted license covering change in type trans., change in ERP, and license covering installation of new ant., change in ERP, and installation of new ERP and ant. height.

WPKX—Virginia—Granted license covering change in type trans., and license covering installation of new ant., and change in ERP.

KZQZ-FM Peoria, Ill.—Granted license covering change in type trans., installation of new ERP, and ant. height.

WOKY—Milwaukee—Granted license covering installation of new ant., change in ERP, and license covering installation of new ant., change in ERP, and installation of new ERP and ant. height.

WLLA-FM Fort Washington, Wash.—Granted mod. of CP to change ant.-trans. and change in ERP, and location.

WRIG—Muncie, Ind.—Granted mod. of CP to change ant.-trans. and change in ERP, and location.

WABA—Brea, Calif.—Granted license covering installation of new ant., and change in ERP, and installation of new ERP and ant. height.

WBB—Tampa, Fla.—Granted license covering installation of new ant., change in ERP, and ant. height, and change in type trans. and change in ERP.

WGWU—Hollywood—Granted license covering installation of new ant., and change in ERP, and installation of new ERP and ant. height.

WCHC—Birmingham, Ala.—Granted license covering installation of new ant., and change in ERP, and installation of new ERP and ant. height.

WWM—Denver—Granted license covering installation of new ant., and change in ERP, and installation of new ERP and ant. height.

WLOL—Milwaukee—Granted license covering installation of new ant., change in ERP, and installation of new ERP and ant. height.

WWGR—West Palm Beach, Fla.—Granted license covering installation of new ant., and change in ERP, and change in type trans. and change in ERP.

WRB—Madison, Wis.—Granted license covering installation of new ant., change in ERP, and ant. height, and specify type trans. and change in ERP.

WLTA-FM Atlanta—Granted license cover-
**Announcer with experience. Reading ability important. Excellent salary.**

**Aggressive salesman. Single**

**Station managers. If you invest $15M in a radio station at 29% down, this will buy you No. 1 position in New York City and Philadelphia. Middle of the road, sports, sales.**

**BROADCASTING.**

**Opportunity knob shop and air show maintenance ability desired. Send audition tape, photo, and complete resume to Bob Brewer, KXTA, Frederick, Oklahoma.**

**Announcer—newsmen needed by an outstanding small market radio station. Vacancy caused by death. If you are dependable, trustworthy and not a floater, you may be surprised at the opportunity awaiting you. Send complete details, resume, photo, salary requirements. Ralph Bowen, KVML, Sonora, California.**

**Announcers—Female jocks—are you talented and do you know that you make a bright, sincere, different approach? Do you have the ability to live and breathe MOR? If you live in Southern California? Send tape and resume to Larry Grams, KWIZ, 310 West 5th Street, Santa Ana, California 92703.**

**Top 40 fulltime 5000 watt, number one swinger in market of 200,000 needs first phone swinger immediately. Maintenance ability desired, but not necessary. Rush tape and resume to Jim Kelly, WAAW Radio, P.O. Box 979, Huntsville, Alabama 35804.**

**First phone announcer for 6 pm to midnight shift on central Florida's number one country station. Send tape & resume to Ray Beam, WABR Radio, 522 Hazard Street, Orlando, Florida. Tapes will not be returned.**

**Annucler—First phone for Cincinnati market. Immediate opening, salary open, rush audition tape, letter of resume, include references. Eugene General, 1111 First National Bank Bldg., 4th & Walnut, Cincinnati, Ohio.**

**Good music station wants 1st or 3rd phone announcer. Send tape and resume to Jim Youngblood, WPAD, Puducuc, Kentucky.**

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**CLASSIFIED ADVERTISEMENTS**

**PAYMENT IN ADVANCE. CHECKS AND MONEY ORDERS ONLY.** *(FINAL DEADLINE—MONDAY preceding publication date.)*

- **SITUATIONS WANTED** 25¢ per word—$2.00 minimum
- **HELP WANTED** 30¢ per word—$3.00 minimum
- **BROADCASTING FOR SALE, WANTED TO BUY STATION** 35¢ per word—$4.00 minimum
- **EMPLOYMENT AGENCIES** advertising require display space, (26 x rate—$22.50, 52 x rate—$20.00 Display only). 5° or over billed R.O.B. rate.

**All other classifications, 35¢ per word—$4.00 minimum.**

- **No charge for blank box number.**

**Announcer with experience. Reading ability important. Excellent salary.**

**Aggressive salesman. Single**

**Station managers. If you invest $15M in a radio station at 29% down, this will buy you No. 1 position in New York City and Philadelphia. Middle of the road, sports, sales.**

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**Good music station wants 1st or 3rd phone announcer. Send tape and resume to Jim Youngblood, WPAD, Puducuc, Kentucky.**

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**RADIO**

**Help Wanted—Management**

Want to be in business for yourself? Chapman Company, Inc., works with its associates on an independent contractor basis. This means an established and accepted organization, a tried and proven method of operation, and a steady source of leads. To qualify you must be a man of good character, have a successful sales record, be young and willing to learn a new business. Good opportunities in small market. Call 597-637-2225 evenings.

Station managers. If you invest $15M in a radio station at 29% down, this will buy you No. 1 position in New York City and Philadelphia. Middle of the road, sports, sales. Whereas, the same $15M investment would buy you a year net to you in a Columbia School of Broadcasting franchise for your area. Beautifully documented descriptive booklet forwarded to seriously interested broadcasters. Air Mail: Mr. V. R. Good, Vice President, Columbia School of Broadcasters, 4444 Geary Blvd., San Francisco 11 (Not affiliated with CBS, Inc.).

**Sales**

Detroit—Solid salesman—proven track record—management capability—multiple group—salary, plus—Box F-52, BROADCASTING.

We will pay $10,000 and up to $15,000 to start, for top-notch sales manager for radio station in southern city of over 600,000 population. Must have good selling record & satisfy us on your stability and willingness to write for us. Box G-50, BROADCASTING.

Country and western sales staff . . . Large Gulf Coast market station going country. Needs experienced sales manager and salesmen, experience, background, plus salary and requirements to Box G-9, BROADCASTING.

Aggressive salesman, Single station University. Fulltime, Full salary. Box G-90, BROADCASTING.

Real Opportunity top salesmen Boston area. New 100,000 watt station. Send completed resume, references. Box G-72, BROADCASTING.

If you have perspiration, inspiration, enthusiasm, we have an opportunity. KFRO, Longview, Texas.

Nelson Boswell program "Challenge and Response" is expanding rapidly and needs representatives. This prestige talk program is a sure sale and the company that owns the program is setting up a nationwide organization. This is excellent opportunity for the right man. To see if your area is available write Licata, Inc., Box 2179, Fort Lauderdale, Fla.

Announcers

Announcer with experience. Reading ability important. Excellent salary. Box G-19, BROADCASTING.

Announcer for all-night shift, top 40 format. First phone ticket preferable but not essential. Must be piano player and ready to move up. Send tape and resume. Box G-36, BROADCASTING.

Announced by September 1st—Mature announcer for Minnesota resort city and agricultural community. Opportunity plus. No rockers on weekends and resume is over. Send tape to KDLM Radio, Detroit Lakes, Minnesota. Our announce personality is important to the organization. Openings have resulted from expansion and promotions within the staff.

Phone talk personality for aggressive California station, to follow syndicated Joe Pyne show. Play by play and disk jockey background. First phone swinger. Air mail resume, tape, and picture. Box G-63, BROADCASTING.

Bright airman for middle of road. Possible chance for play-by-play. Send tape and salary requirements to Box G-50, BROADCASTING.

Wanted: Mature-sounding, experienced announcer. Good pay, benefits. Northeastern opportunity, hours from New York City and Philadelphia. Middle of the road, sales, and resume. Box G-55, BROADCASTING.

Program director for new 10,000 watt Boston area must be completely experienced, creative, take charge. Send tape, complete resume. Box G-73, BROADCASTING.

Combo top 40 personality for evening shift need by Skw No. 1 station in its area. Good pay and good conditions. No Rosters, no kids. Send tape and resume. Box G-80, BROADCASTING.

Suburban Cleveland MOR medium needs pro morning man. First phone required. Box G-87, BROADCASTING.

Announcer—alert, top 40 style, also able to handle sound. Needs leadership, leading 5,000 watt NBC affiliate in 20th season has opening, excellent salary. Excellent fringe benefits and working conditions. Send audition, references, experience, marital and draft status, and salary requirements to: Box G-90, BROADCASTING.

Have opening for announcer with third class endorsed, and someone who would be interested in sports play-by-play. Please send tape and resume. Box G-53, BROADCASTING.

Announcer—Production—The number one station in Virginia's number one market is looking for an announcer-production man with plenty of know-how, able to walk in any top-rated period and pull a spinning-tape-splicing session as well. Salary is open to right man. Send tape with sample of production work and air show, picture, and complete background. Box G-100, BROADCASTING.

Fulltime southern California metro modern country station seeking bright morning man. Box G-113, BROADCASTING.

Morning man. We want college and content on the air. Job a major group with stations to coast to coast. Immediate need in New York, dynamic New England market. Opportunity for advancement to flagship and management. Some TV. Earnings approx. $640 a week. Send audio tape (and video tape if available) resume to Box G-117, BROADCASTING.

Major market radio-TV station seeking highest quality personality. Good five figure salary. Top professionals only. Send tape, resume to Box G-133, BROADCASTING.

Announcer—First phone for Cincinnati market. Immediate opening, salary open, rush audition tape, letter of resume, include references. Eugene General, 1111 First National Bank Bldg., 4th & Walnut, Cincinnati, Ohio.

Good music station wants 1st or 3rd phone announcer. Send tape and resume to Jim Youngblood, WPAD, Paducah, Kentucky.

86 BROADCASTING, July 11, 1966
**Announcers—(cont'd)**

September opening for the right man, must be steady and reliable. One station market. 2 p.m. to 4 p.m. Monday through Friday, 3 p.m. to 6 p.m. Saturday. Send resume, tape, photograph to Dan Hollingshead, Box QWQY, Calsia, Maine.

Immediate opening for happy, adult-leading morning man with good production background. Contact Jim Embry, WROZ, Evansville, Indiana. Send resume, tape, photograph.

Wanted by September ... an announcer with 1st phone for adult programed WSPR. P.O. Box WSPR, Boca Raton, Fla. 330-395-4711.


Gulf Coast country and western. . . . Needs experienced country music announcer. Send tape and resume to WYJC, Miami, Florida.

**Technical—(Cont'd)**

First phone man for transmitter. No answering. WAMD, Aberdeen, Md.

First class ticket for solid AM daytimer with all features. Must have license. Tom Taibot, WJLL, Niagara Falls, N.Y.

First phone-announcer-engineer for middle of the road music station. DJ and news experience. Box 899, WMBV, Sidney, Ohio. 513-492-4161.


WRFM, Titusville, Florida has permanent job for an engineer. Five hundred watts, daytime, non-directional. Application in for FM.

Engineer—Must have first class radiotelephone license. Contact WTAC, Radio, Grand Blanc, Michigan. Telephone 894-4146.

Wanted: Chief engineer. Major market station looking for young, aggressive engineer. Prefer man under 30 who can handle AM DA and FM stereo. Send resume to General Manager, KMFA, Minneapolis, Minnesota. Applications kept confidential.

Top engineer for 1,000 watt daytime. 250 watt nighttime. $95.00 plus. Full hour aircheck, plus resume.

Top engineer for 1,000 watt station. Only AM station in the county. Fine pub- lic service. Call Arnold Terry, 703-638-7014 day, 703-647-8693 night.

Florida major market has opening for good, bright, experienced announcer and audio director on new South Radio Network. P.O. Box 5797, Meridian, Mississippi.

There are a number of engineer and management opportunities with the Depend Media Group in newspaper, radio and tele- vision. To operate in six states including Hawaii and Alaska. Write Personnel, Raymond S. Smith, Arkansas. Equal opportunity employer.

Five figure salary to the right men. Major group operation in top market on the look- out for professionals who are ready for jobs. Don't wait until you are a professional to apply. Send full hour air check, plus resume. We want to know what you sound like. Tapes can not be returned. Box 3713, Grand Central Station. New York, 10017.

**Vacation**

Vacation engineer needed immediately for work in their radio station. Must be available for personal interview. Must have first class FCC license. Write Box R-188, BROADCASTING.

Young first class man who likes to con- struct and maintain good equipment. Good width and depth of experience and with opportunity. Strictly engineering. East. Box F-245, BROADCASTING.

Chief engineer, announcing, maintenance. New $10,000 minimum area. Box G-74, BROADCASTING.

Transmitter engineer, experienced, for high powered AM-FM Philadelphia area. No- announcing. Box G-91, BROADCASTING.

Need experienced engineer for maintenance of 5 kw, two tower directional AM station. Will assist in maintenance of full power telecasting station. Contact Chief Engineer, KGVO-TV, Missoula, Montana.

Engineer—Announcer ... needed immedi- ately ... KHL, Willcox, Arizona.

KGGG, Dangefield, Texas soon to go on air is now hiring. Need experienced combo engineer announcer. Engineer, emphasis on engineer- ing, directional experience helpful. Need second 30. Must have Continental from announcing. Some sports and sales if de- sire. New building, new equipment. Excellent area of Northeast Texas. Contact Charlie Monk, c/o KOCA, Box 969, Kilgore, Texas.


**Production—Programing, Others**

Program director for southern radio station in city of over 600,000 population. Oppor- tunity to develop programming department. Must have knowledge of programming and equipment operation. Must have knowledge of and success in previous positions. Liberal pay program. Box F-382, BROADCASTING.

Program director who understands program- ming. Must do a top air show and teach others. Must be able to think, type, take instruc- tion, give instructions, first phone helpful. Station's sound and image your responsi- bility. Florida. Box G-83, BROADCASTING.

Experienced and persuasive copywriter for network station in beautiful Texas resort city. Box G-128, BROADCASTING.

**Situations Wanted—Management**

General manager—Solid broadcast background, over 12 years proven ability all phases. Maturity, Exceptional record: Sales, Promotion, Management. Finest credentials. Call 612-721-1100 or Box G-57, BROADCASTING.

General manager, general salesma- nager. In depth experience, proven professional, ex- ecutive ability. With extensive jobs in national, local, regional sales. Box C-53, BROADCASTING.

I write $30,000 straight FM business on my station. Now need home office FM. Box F-381, BROADCASTING. Now managing FM side of AM-FM opera- tion. Need new owner or GM to handle GM's job in midwest. Let's talk. Reply Box G-89, BROADCASTING.

General manager, metro market. Experi- enced administration, sales, program- ing, personnel, and all phases. 26 years in indus- try, 14 in FM. References available, references. Want responsible, per- manent position. Management background. Box F-111, BROADCASTING.

Need opportunity to put 19 radio ex- perience to work for you. All phases from single station to seven AM-3 TV markets. Available immediately. Replaced after five years by president's son. Ten years suc- cessful management. Strong on sales. First phone immediately. Management background. Box F-83, BROADCASTING.

Creative salesman—3 years experience: new business specialist. Must see management future. Presently employed. Resume on request. Box G-146, BROADCASTING.

**Situations Wanted—Announcers**

Sportscaster ... experienced. Radio and TV. College graduate. Married. Box F-84, BROADCASTING.

First phone—combo top forty ... five years experience, presently employed as chief and MD. Box F-284. Family. Box F-285, BROADCASTING.

Beginner, trained by top professionals, board experience. Want small station experi- ence. Box G-85, BROADCASTING.

Negro. School of broadcasting. Six months experience. Box G-81, BROADCASTING.

DJ with 4 years all-round experience seeks job with established top 40 station in metro area. Must be 18. Must have license in the bordering state only. Box G-82, BROADCASTING.

First phone DJ-announcer, dependable bright personality with over year and one half experience with good future in the middle or road. Desire top 40 format although consider others. Box G-86, BROADCASTING.
**Technical—(Cont'd)**


**NEWS**

**Experienced newscaster. College graduate with radio and television speech degree. Presently living and working in Cleveland. Writing for several newspapers, radio and TV stations, a position for several years. Would like to get back into fulltime electronic journalism. Age 31, Box F-229, BROADCASTING.**

**Ready for top metro station, prefer northeast. Tape and resume available, Box G-89, BROADCASTING.**

**Professional voice, strong on news, write, rewrite, deliver with authority. Pleasant dial personality. Desires large broadcast market. Box G-146, BROADCASTING.**

**Available immediately.—Bright, bouncy college freshman for full time radio work in Boston. Mass. area. Limited experience but willing and ready. Mostly news. Larry Kaye, 55 Wilcox St., New Britain, Conn. Phone 229-8989.**

**College grad., single, speech and journalism background. draft free, 4 years radio/TV experience wants full time news position. Recent graduate, University of Kearney, Nebraska. 68847. tel: 308-237-3569.**

**Photographer experienced in news and commercial photography. Cool color, optical and magnetic SOF and all VTR roll. Prefer news work, Jon Hill, 118 A Palm Ave. Clearwater, Florida. Phone 466-6022.**

**Production—Programming, Others**

**Association Secretaries, Regional Nets, Stations, Advis., and Employment Agencies. Write if you have work for a "Guy Friday" with references, experience, third, samples and a voice. south of major market of states only. Box G-109, BROADCASTING.**

**Professional top 46 programer, ideas, ratings, young McLeod trained talent, hard working producer. first phone. All station needs considered. Currently employed. Top job considered. Box G-127, BROADCASTING.**

**Seeking best country and western opportunity in Florida. Programming, and production man responsible for on air and in market. Serious, happy, military service and education must be satisfied. Box G-146, BROADCASTING.**

**Play-by-play sportscaster... News, sales, first phone... $150. Box G-143, BROADCASTING.**

**I'll make you number 1!!! Combination top 10 personality-program director-music director. Five year grade, current salary employed. Will travel L.R., Box 787, Springfield, Massachusetts, 01101.**

**TELEVISION**

**Help Wanted—Management**

**Business manager/accountant needed immediately for small rock and roll market. Top salary to individual with experience, desire to work and ability to handle entire operation. References necessary. All replies given strictest confidence. Box G-151, BROADCASTING.**

**Sales**

**Management position soon to be available sales department of Washington, D. C. Television station. Need go-getter who knows the Washington market and can turn up business, as well as fine services. All replies to above. BROADCASTING will be given strictest confidence.**

**Immediate opening for an aggressive local salesman in Atlanta market. Please forwarding resume and salary required. Box G-58, BROADCASTING.**

**Account executive experienced in TV sales. Ideal University graduate in major market conditions in California at top CBS station. Contact Burt Darrah, Local Sales Manager, KBAK TV, Bakersfield, Calif.**

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**Situation Wanted**

**Announcers—(Cont'd)**

**Top salary gets top-notch radio-TV announcer with lat phone. Box G-96, BROADCASTING.**

**Negro announcer-dj. Smooth delivery. Pop and Jazz preferred. Box G-98, BROADCASTING.**

**Creative personality—Experienced all phases radio including news and play-by-play sports. Married, have first phone. Desires radio in big city area. Box G-101, BROADCASTING.**

**Experienced sportscaster, strong on sales, negotiates fees. Third. Relocate. Box G-102, BROADCASTING.**

**Personality announcer... six years radio... desires bigger market... more money. Feel announcing ability needs more recognition. Prefer big band and popular tunes... no rock and roll. Family man... Will relocate. Desire television work... too... if available. Tape, picture, resume... upon request. Box G-103, BROADCASTING.**

**Talk radio, 23 years announcing all types: programing, sales, sports, management. Well read, college, 44. Good interviews, restaura-nt, clubhouse opportunities. Adept good voice, maturity this type while earning a living. Competitive market. Employed. Box G-105, BROADCASTING.**

**Woman... 51/4 years experience... all phases... third phone... tight board. 2 years broadcast experience wants to specialize in variety before bide. Box G-106, BROADCASTING.**

**Country disc jockey. First phone. Experience, present employed. Box G-121, BROADCASTING.**

**Country dj. Smooth. 7 yr. Married, college. Now getting top wages as combo. Box G-122, BROADCASTING.**

**Good staff announcer/dj, capable all phases. prefer expand into news, mature, 3rd. Box G-129, BROADCASTING.**

**Attention N. Y. area; DJ-announcer, au-thenticative newscaster, dependable. Professional attitude. Box G-128, BROADCASTING.**

**Attention fun stations: Bright, draft-free, experienced entertainment-minded announcer now available. Leaving summer stock theatre for radio. Third year. Excellent references. Box G-130, BROADCASTING.**

**Tape... draft exempt... follow directions immediately. Box G-131, BROADCASTING.**

**Recent grad of N.Y.S.A.—Holder of 3rd production degree. Desires small town salary negotiable. Box G-134, BROADCASTING.**

**Mild climate wanted. Announcer, pro, stable, mature family, college. Box G-137, BROADCASTING.**

**Are you looking for someone who isn't afraid to work? Female, experienced, good voice. Want Boston. Box G-144, BROADCASTING.**

**Young announcer, top 46, school trained, 3rd phone. Wives Va., or N. C. area. Box G-148, BROADCASTING.**


**First phone student, announcer, full part-time—P.O. Box 285, New York City. 10036.**

**First phone comb man. Experienced; coun-try western or pop. Ohio or nearby. Available immediately. 216-492-8582, Danny Ray.**

**Technical**

**Transmitter operator desires permanent position under chief engineer. Experienced and literate. Available Immediately. Box G-22, BROADCASTING.**

**Announcers**

**Personable, dependable announcer for large Texas station. Box G-112, BROADCASTING.**

**Leading midwestern station needs Mature on-camera and good commercial presentation. Send resume VTR or tape and photo plus salary requirements. Box-123, BROADCASTING.**

**Help Wanted—Technical**

**Studio and transmitter supervisor for VHF fast-growing ETV station in the northeast. Starting salary $7500. Write Box F-267, BROADCASTING.**

**Grow with South Florida VHF. Opening for studio maintenance. VTR experience essential. Salary commensurate with experience. Box F-282, BROADCASTING.**

**Energetic, young first phone engineers wanted for VHF station in major midwest market. TV experience preferred but not required. Box G-28, BROADCASTING.**

**Chief engineer of large eastern television station. Staff of 75 engineers and technicians. Must be engineering graduate, experienced in all phases of TV Engineering, operation and supervision. Excellent working conditions. Send resume, Box G-33, BROADCASTING.**

**Management supervisor, with proven record at WBFF, Baltimore. Major midwest market. Salary open for right man. Prefer confidential resume. Box G-84, BROADCASTING.**

**Technicians. Permanent openings for qualified men in midwest operation. High union wages. Apply now for September vacancies. Send resume to Box G-92, BROADCASTING.**

**Engineer of good character, best technical qualifications for south Texas station. Box G-118, BROADCASTING.**

**Well-qualified engineer trained with first phone for Texas VHF. Box G-120, BROADCASTING.**

**Maintenance chief for Texas station, super, technical qualifications. Box G-129, BROADCASTING.**

**Opportunity for qualified, reliable assistant chief engineer, southwest VHF. Box G-132, BROADCASTING.**

**Engineer with first phone for southwestern VHF. Accent on maintenance. Responsibilities and compensation commensurate with experience. Send resume, references and salary requirements. Box G-152, Television Engineer. WWNY-TV, Augusta, Ga.**

**Immediate opening control room engineer in progressive full color operation. Color is the future! Desirable candidates of Electronic Technology Vocational courses and college. Please contact Chief Engineer, WJWB-TV, Augusta, Ga.**

**Engineer with first class license. Must have car. No announcing. Company pays full cost of hospitalization, major medical and pension plan. Send resume, picture and references to Glenn Hall, WNNY-TV, Water- town, N. Y.**

**Broadcast engineers: Outstanding opportunity with a pioneer, educational radio and television station. Western university with small town air-sphere. Wonderful family community. Salary commensurate with experience. Write George P. Personelle, Washington State University, Pullman, Washington. An equal opportunity employer.**

**Broadcast Technicians—We have immediate openings both for broadcast technicians for Broadcast Technicians at four of our stations located in Texas, Cincinnati and Columbus, Ohio and Indiana. Anyone interested in these temporary positions should write to me. Arco Broadcasting Corporation, 140 W. Ninth Street, Cincinnati, Ohio, 45202. An equal opportunity employer. M.F.
Technical—Cont’d
Engineer—1st class license, experienced or inexperienced. Denver, New York state. Call collect 607-772-1122.

NEWS
Wanted; fully qualified news director for full power VHF-TV and cleared channel radio. In medium-midwest market. Air warmed required. Salary negotiable. Box G-94, BROADCASTING.

Top ten eastern market station desires top drawer motion picture photo addition to its award-winning documentary unit. Must be fully competent in all aspects of double system production. Must be equipped with finest gear available. Only man ready to make complete move needed. Send application and resume, Box G-108, BROADCASTING.

Opportunity for alert newsmen, who can gather, write, and voice news. Texas station. Box G-110, BROADCASTING.

NEWSMAN with good on-camera delivery. Texas VHF, Box G-116, BROADCASTING.

Production—Programming, Others
New station in top eastern market has immediate opening for experienced TV artist. Excellent opportunity for a man from a smaller market. No 2 man ready to move up. You will enjoy the creative challenge offered by this position. Send samples of work and resume to Box F-278, BROADCASTING.

Top eastern independent station with heavy load of vacation type creative potential to experienced producer/director. Send complete details to Box F-287, BROADCASTING.

Station in top eastern market has immediate opening for an experienced switcher. Should be young, aggressive, quick witted, and have the make clean crisp station breaks. Send resume to Box F-295, BROADCASTING.

Producer/director for EDTV station in northwest. Applicants must be current in all phases of television. Box F-304, BROADCASTING.

Creative commercial continuity writer for Texas station. Box G-107, BROADCASTING.

Immediate opening for experienced, creative producer/writer to head continuity department at station in the Northwest. Background must include commercial, institutional, fashion and documentary. Please send resume and sample copy to Box G-111, BROADCASTING.


TELEVISION—Situation Wanted
Management
General manager—Developer of station or group of stations; 13 years experience. Just turned 41. Thoroughly experienced all phases: Administration-development, sales, promotion, programming, production. Have developed five shabby losers into profitable, prestige properties, doubling value three, tripling two in smallest, medium and 23rd market. Interested in southern and midwest station selling TV for twice investment. Aggressive producer of profits and prestige. Box F-15, BROADCASTING.

Sales
Experienced beginner. Twelve years program-production working with sales. Now wants sales alone. Box G-147, BROADCASTING.

Announcers
Top salary gets top-notch radio-TV announcer with 1st phone. Box-97, BROADCASTING.

Good radio announcer, 25, experienced all phases, prefers expand into TV salary. Interested. Box G-124, BROADCASTING.

NEWS
News director—Currently airing, writing, filming 2 evening shows for two station southern market. Nine years radio-TV, college military career. Prefer small to medium station with a budget and belief in news. Box G-77, BROADCASTING.

Production—Programming, Others
Producer-director, B.A., music, M.S. TV, Exp. Closed-circuit, remote, live & film. Reclate Box G-8, BROADCASTING.

Experienced girl personality—TV Radio production, directing, announcing, 3rd class license. Resume, tape available. Box G-118, BROADCASTING.

WANTED TO BUY
Equipment
We need used 250, 500, 1 kw & 10 kw AM transmitters with equipment. Electroni- trons Corp., 3134 Jurbide St., Laredo, Texas 78046.

Equipment Wanted: U.H.F. transmitter 10 or 12 kw. Box E-131, BROADCASTING.

Wanted TV 5 kw equipment, channel 4, price, trademark, Homero Rios D., P. O. Box 1294, Mexico City, Mexico.

Public school system—Building ETV station—seeking good quality, relatively new studio equipment. Requiring; including manu- f acturer, model number, age, condition, etc., to: Mr. John K., Box 2640, West Palm Beach, Florida.

Broadcast Engineering Services—AM-FM-TV: everything from mike to tower to com- plete station. 16052 Stanford Avenue, Garden Grove, California, 92640. Phone: (714) 357-9562.

Wanted: 500 or 1000 watt modulation trans- former for old Gates 500-D transmitter that has 810 modulators. Impedance is 15,000 to 10,000 (1.2:1). Want new or used. Box G-83, Walterboro, S. C. 803-945-3881.

230 or 1,000 watt FM transmitter and mon- itor. WKFO, Kokomo, Indiana.

FOR SALE
Equipment
Television radio transmitters, monitors, tubes, microphone, camera, audio, Electro- end, 446 Columbus Ave., N.Y.C.

Ca-axial cable—Helix, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material. Write for list, Sierra-Western Elec- tronic Co. Willow and 24th Streets, Oakland, Calif. Phone 415-487-3393.

RCA 50 kw BTA-50G now in service will be available in approximately six months due to heavy orders placed at $22,500 complete, write Box F-142, BROADCASTING.

Why buy new cart tapes. We install new tape, pads and clean inside & out—any size 300-8 day service—Lik-Nu Cart Corp., Box 2656, Ft. Wayne, Indiana.

Let us serve your used equipment needs
Broadcast Equipment & Supply Co., Box 3141, BROADCASTING.

Broadcast Engineering Services—your "one- stop shopping center" for new and used AM-FM-TV equipment—call types, 10523 Stanford Avenue, Garden Grove, California, 92640. Phone: (714) 357-3950.

Transcontinental Classifieds. Owner purchased new. One 1 kilowatt FM, One 500 watt FM—both in excellent condition. Two way units. All units ok. Power In- crease do not need. WQMS Radio, Hamil- ton, Ohio 454-6761, 1501 Woodlawn Lane.

FOR SALE
Equipment—(Cont’d)

For sale—RCA lim. MI-11216 (BAE) $3250.00. Collins lim. 25C $175.00, Progar Langenvein $150, 11C, R.C. 65C, audio board $150.00. 2-Spot-Oct-Mate P/B 1-Rec. amp. $50.00. RCA FM 100HF $450, Mike $350.00. Complete stock for Magnecord re- production head. Box G-322, Fort Lauderdale, Fl., 102nd Pl., Hialeah, Florida $3012 phone 368-3051.


For sale: RCA 5 kw AM transmitter type 500B. $1150.00, BFO, 10000. Contact G. Fortune, Radio Park, Farmington, Connecticut.

As is: Seeborg 208 45 player—$300.00. Magnecord 414, 14" reel continuous play- $2000.00, Ampex 450 16" reel con- tinuous play—$500.00 voice operated relay for Magnecord Post-6, just plug in—$25.00. (3) G.E. 2000 Mic 10 watt trans- mitter & receiver—$150.00 each. (2)-Gray Equalizers—$25.00 each. Box G-133, BROADCASTING.

Gates ST-101 spot recorder, good condition, new tape—$250.00. Box G-141, BROADCASTING.

MISCELLANEOUS
7,000 Professional Comedy Lines Topical, organized, copy checked. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

Instant gags for daysies! Hundreds of One Liners on Weather, Traffic, Radio, Music etc. $5.00—Write for free "Broadcast Com-edy" catalog. Showboat Service, 1735 E. 26th Street, Brooklyn, N.Y. 11225.

DEEJAYS! 4,000 classified gag-lines, $4.00! Comedy catalog. 70-143, Hollywood, Calif. $10.00.

Have you got a musical Fungus? Exclusive one-ininers in your market. LYN Publica- tions, 2100 Divisadero, San Francisco, California. Free sample.


Comic Tags—On tape with character voices. Cost, $3.00. A very, very special tag too much fun—"I'm going to tell your wife"—"Oh Brother!" Send for sample tape to: Voices 9633 San Diego, Calif. 92116, plus 50c for handling.

Program syndication facilities, we are pro- fessionally equipped, can duplicate and mail. Write for rates. Audio Productions. P. O. Box 3024, Alexandria, Virginia.

Manufacturers representatives for the west coast, established in broadcast industry. Interested in product lines for TV-AM-FM or CATV, Contact McTae Co., 1420 N. Seward Ave., Hollywood 20, California.

INSTRUCTIONS

Leura Radio-TV announcing, programming. Production, newswriting. Part-time per- sonal operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operated by amateurs. Anywhere in the country. Contact Class FCC license. Elklin Radio License School, 5141 East Lake Street, Minneapolis, Minnesota.
INSTRUCTIONS (Cont’d)

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.


Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 41 East Jackson St., Chicago 4, Illinois.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 400 hours instruction and over 300 hours guided discussion at school. Reservations required. Enrolling now for classes starting August 17, October 15. For information, references and enrollment, write William B. Ogden Radio Operational Engineering School, 5071 Warner Ave., Huntington Beach, Calif. 92649. Formally of Burbank, Calif.

Elkins' Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 41 East Jackson St., Chicago 4, Illinois.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 400 hours instruction and over 300 hours guided discussion at school. Reservations required. Enrolling now for classes starting August 17, October 15. For information, references and enrollment, write William B. Ogden Radio Operational Engineering School, 5073 Warner Ave., Huntington Beach, Calif. 92649. Formerly of Burbank, Calif.

America's pioneer, 1st in announcements since 1934. National Academy of Broadcasting 814 S. W. Washington, 1 D. C.

"Its REI and Here's Why" 1st phone license in 181 weeks—and we guarantee it. Tuition only $258. Rooms 80-812 per week. Classes 5-7 weeks in beautiful Sarasota by the sea, on Aug. 1—Sept. 5—Oct. 30—Nov. 14. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Fla.


See our display ad under instructions. Don Martin School of Radio & TV.

Be sure to write, BROADCASTING INSTITUTE, Box 9071, New Orleans, for radio announcing careers.

Your 1st Class License in six weeks or less at Don Martin School of Broadcasting. Don Martin School of Radio and Television (serving the entire Broadcasting Industry since 1947). Make your reservations now for our Accelerated Theory Course (6 weeks). Most experienced personalized instruction and methods. Lowest cost—finest accommodations available close-by. Call or write: Don Martin School, 1603 McCulley, Hollywood, Calif. (213) 402-2685.

RADIO—Help Wanted

Management

Opportunity with top chain in major market. Send complete resume & recent photo. Responses kept confidential.

Box G-152, Broadcasting.

Sales

It's Time to Think of the Future

Are you managing or selling for a small radio station, a small television station, or a small newspaper? How long have you worked in a small market? How long since your last raise? Have you come as far as you can in your field? Why not make a change?

Outdoor advertising is on the move. In the next 10 years, outdoor advertising will have the largest business increase of any media, why don't you get in on the ground floor? Send your complete resume, salary requirements, and a recent picture to:

Box E-123, BROADCASTING

Announcers

ANNOUNCER WANTED

Smart, experienced Illinois regional fill-in will pay attractive salary, plus bonus and other benefits, for versatile, creative, who can gather, write news. Best working conditions, sparkling, up-to-date programming, permanent future with generous increases, prosperous community. Illinois part of prestige group. Send details, experience, references.

Writer: KVI, Kanekeen, Ill.

ANNOUNCER


Box G-59, BROADCASTING.

Production—Programming, Others

We want a young

PROGRAM DIRECTOR

Are you 28? Contemporary? A swinger with an administrative bent? A music fan who likes people and can handle detail? Would you like to program and operate a top 40 station in a top market? We will pay for a bright, creative and stable top 40 PD who would set a high standard with his own air work. Maybe you're currently employed as a PD or maybe you're on the air but would welcome a switch to management. Apply here. (You'll enjoy the work because you'll enjoy the people you work with.) Send resume, tape and photo to

Box G-79, BROADCASTING.

ANNOUNCERS—(cont'd)

AIR PERSONALITY 100% PRO

Considered one of the top ten funny jocks in the business by most modern format broadcast crews. IMPECCABLE cumulative numbers in a dozen highly-competitive major market stations.

I believe in being creatively entertaining, extremely well prepared, generously informative, and playing lots of the music people want to hear. I'm convinced that to do these things WE WILL require consistent preparation and constant community involvement and awareness. In short: Talent + Hustle = Top Names. (And a SALEABLE Audience, Inc.)

If you want ABSOLUTE listener dominance in your market, in either drives, drop me a confidence inquiry.

Box G-128, Broadcasting.

TELEVISION

Television Sales Management

Television sales and programming background desired for management of TV operation in metropolitan radio market. Sales management experience, knowledge of TV media contacts essential. Creative and administrative ability desirable. Good salary. Send resume including references.

Box G-86, Broadcasting.

Help Wanted—Management

New-Face

BROADCAST FIELD ENGINEERS

RCA

Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.


An Equal Opportunity Employer M/F

RADIO CORPORATION OF AMERICA

***********

BROADCASTING, July 11, 1966

***********
TV ENGINEERS

Are you a thoroughly experienced television engineer in a smaller market who is looking for a chance to move up? If you qualify as a seasoned technician who is strong on maintenance and knows how to operate, we can offer you the opportunity you have been waiting for.

We are located in a major midwestern market and are part of what is soon to become one of the largest group operations in broadcasting. Our technical facilities are the finest solid state equipment including color videotape as well as color film and slide projection equipment. Live color cameras are due later this year. Our company benefits are among the best in the industry. If you are accepted by our company you will be on the ground floor of a rapidly expanding broadcast operation which provides exceptional growth potential to competent, ambitious pros. Send your resume now to Box G-108, Broadcasting.

Production—Programming, Others

TELEVISION PRODUCER

Promotions have created opening for creative, young producer able to handle anything from news and weather thru documentaries. 2 years experience in smaller market operation preferable. Good working knowledge of film, with the ability to shoot and edit as required. College background preferred. Write and tell us why we should hire you.

Allen Wilson, Personnel Dept.

WHAS-TV

Louisville, Kentucky 40202

NO FEE TO APPLICANT

RADIO-TV PERSONNEL CONSULTANTS

645 North Michigan Ave., Chicago, Ill. Phone area code 312-357-7575

RON CURTIS—President

TELEVISION

Situations Wanted—Management

GENERAL MANAGER

AM-FM-TV

Excellent profit record

17 years experience

college graduate $25,000

Box G-139, Broadcasting.

MISCELLANEOUS

*** OFFER $30,000 CASH PRIZES ***

With exciting new “LUCKY INITIALS” pro-

gram, you win if your initials match those of the $30,000 winner. Enter now. We

will pay all prizes to legal residents who

are 21 years of age. Enter on the back of each ticket. Winners Guaranteed. Low Cost. Boston Raffles, Boston Time Sales, Profit Associates. For details write or phone enter.

Dept. B, Arzel Productions, 913 N. Charles

St., Baltimore, Md. 21201

BROADCASTING, July 11, 1966

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 TO:

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 Aug 1st or Oct.

3rd CLASSES. For additional informa-

tion call or write to:

DON MARTIN SCHOOL

OF RADIO & TV

1653 N. Cherokee St.

Hollywood, Calif. 90028

FOR SALE—Equipment

SCHAFER AUTOMATION SYSTEM

Excellent Condition

1 Ampex 351 Schaefer Make-Up Unit

with 25 cycle oscillator

1 Ampex 390 Recorder

5 PB's, 2's, silence sense, photo cells

1 Schaefer Automation Brain with auto-

matic time clock. All rack mounted, assembled and ready to go. Modified for fast-paced operations.

Total package $10,752. Half down.

balance in 12 months. For inspection see at

WOCG RADIO

4635 Tower Road, Greensboro, N.C.

919-299-0346

FREE

Report on dramatizing TV weather coverage

Actual case history of Gemini 9 TV weather reporting, using direct pictures from NIMBUS—the orbiting weather satellite. Read this special report to stockholders by Chairman of the Board, of Alden Electronics & Impulse Recording Equipment Co., Inc., Westboro, Mass. 01581.

Request today from: Irene, of our P.R. Dept., No obligation.

(Also for similar coverage of Gemini 10 over NBC-TV and ABC-TV July 18.)

EMPLOYMENT SERVICE

ANNOUNCERS—1st NEWSMEN—ENGINEERS

DJ’s—SALESMAEN

If you need a job, we have one, too! For C.B.I. PLACEMENTS

1615 California St., Denver, Colo. 80202

Phone 303-292-3780

EMPLOYMENT SERVICE

527 Madison Ave., New York, N.Y. 10022

BROADCAST PERSONNEL AGENCY

Sheree Barish, Director

WANTED TO BUY—Stations

RADIO STATION

$50,000 to $100,000 Cash

Manager, Creative sales and pro-
grammer. Desire part interest in pro-
fitable northeast radio. Want to re-
tire? Or buy another property? Let’s
talk in confidence.

Box G-95, Broadcasting.

FOR SALE—Stations

NORTH CAROLINA

Daytimer, Single Station Market, Pro-
gressive. Heavily populated coverage

area. Excellent reputation. Deal Direct with Owner, $90,000 Firm. Terms,

Qualified Principals only.

Box G-78, Broadcasting.

Puerto Rico AM & FM operating over 15 years

good income and growing area. Principals only.

Box G-146, Broadcasting.

RECEIVER’S SALE

RADIO STATION WTRA, LATROBE, PENNSYLVANIA, serving an area en-
compassing 400,000 population, 1480 kilocycles and 0.5 kilowatts, grossing
$60,000.00 per annum with potential of

$128,000 per annum.

To be sold to the highest bidder, at

sale conducted by Stephen P. Lafeyte,

Referee in Bankruptcy, on Wednesday,

August 3, 1966, at 2:00 pm (D.S.T.)

at Room 1733, New Federal Bldg.,

Pittsburgh, Pennsylvania, 15219.

InRite Media Brokers Inc.

116 CENTRAL PARK, SOUTH

NEW YORK, N. Y.

265-3430

Ind. single daytime $ 60M $15M

N.Y. suburb daytime 500M terms

M.W. metro FM 150M terms

South metro AM & FM 180M 25%

N.E. major daytime 200M assume

CHAPMAN ASSOCIATES

2045 PEACHTREE, ATLANTA, GA. 30309

91
Notice of forfeiture

Commission notified WAEI Inc. that it has incurred apparent forfeiture liability of $100.00 for failure to operate a FM station for entertainment purposes on wavelength 1522.5. Licensee has 30 days to contest or pay forfeiture. Ann. June 30.

Rulemakings

By memorandum opinion and order, commission denied petition for rulemaking filed by Radio Industries. Petition, for constructions of a station to move the station to a new site, was dismissed. Petition filed June 22.

Comm. ACTIVITIES

COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through July 6. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

CATV requests for waiver

WNYC-FM New York—Granted mod. of CP to change type trans. and type ant. changing CP from SH to SHF, increasing ERP to 3.5 kw, and decrease ant. height to 1,220 ft. FR (for WPLJ)'s: WSLM-FM Louisville, Mass., and specify type trans. and type ant.; WPFGA-FM XIAN-FM Atlantic, Iowa; WBAQ-FM Romo, Ga.; KAVI-FM Rocky Ford, Colo., and specify type trans. and type ant.; WAXY-FM Key West, Fla.; and WVVZ-82 TV channel 25, Cleveland, to Dec. 29.

Kentucky

Cablevision Inc. has applied for a franchise in Elizabethtown. The company will transmit seven TV channels, four FM stereo channels and a weather information channel.

Fort Meade, Fla.—Fort Meade Cablevision Inc. has applied for a franchise. Duke McConnell is president of the corporation.

Homestead, Fla.—Redland Cablevision Inc. has applied for a franchise. The company will transmit seven TV channels, four FM stereo channels and a weather information channel.

Fort Meade, Fla.—Fort Meade Cablevision Inc. has applied for a franchise. Duke McConnell is president of the corporation.

Hartwell Cablevision Inc., Hartwell, Ga., requests waiver to carry WRDIV-TV, WXRF (TV) both Augusta; WSPD-TV and WAHA-TV both Athens, Ga., has applied for waiver.

Kirkland, Wash.—A new CATV service has been granted by a franchise holder.

Corporation and is still pending.

Tunkle, La.—A. W. Keller has been granted a 25-year nonexclusive franchise. There will be a $6,250 monthly rate for the first three years and a $4,60 rate thereafter.

Cape Cod Cablevision Inc., Hyannis, Mass., Inc. (W. R. Withers Jr., representative) and Greg Cablevision Inc. (W. R. Withers Jr., representative) have applied for a franchise in an area including the towns of Nantucket, Mattapoisett and Oak Bluffs. Licensee presently holds. Received June 22.

Franklin, N. J.—Jersey Cablevision Inc., Franklin, N. J., has applied for a franchise.

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SUCCESS is like a solid right cross to the jaw. It snaps, can be felt, has authority, can't be mistaken. Jennings Lang, is surrounded by, is part of, enjoys and exudes success. As senior vice president in charge of television production at Universal City Studios, he's in the forefront of a panorama of success.

Outside his big, bright, somewhat austere office, with its bare, black-topped desk, the bustle of success is everywhere in evidence. Tourists by the thousands come to gaze at the sound stages busy with people and machinery and sets. Studio streets buzz with the drone of delivery trucks on the move. Typewriters clatter from scores of offices filled with girls in Hollywood's perpetual summer dresses. There's the trill of music in the air.

And even the trappings are in the proper mode of success. The lawns are as crisp and green as newly printed money. The hills, framing the lot, have the sweet, sure roll of dice destined to come up seven. Winding paths twist and turn throughout but always to a purpose and a quick destination.

It's all controlled, orderly, efficient, nothing spared, yet nothing wasted. That's the why of Universal's primary place in the Hollywood sun these days; the why it's the piper of what used to be Metro-Goldwyn-Mayer's tunes of glory.

The Complementary Components -

For at Universal show business and just plain hard-headed business are what make success ring out so loud and true. And at Universal, never the twain of haste in the air.

They don't clap under Jennings Lang's stewardship. He knows show business better than most broadcasting executives and he knows the broadcasting and advertising businesses better than most show business executives.

"This is show business we're in," he says. "Not enough broadcasters recognize or understand this. They think like businessmen when they should be thinking like showmen."

Thinking both as a showman and programmer of long-standing, Mr. Lang is convinced that as television continues to expand and grow up there's going to be a need for longer entertainment forms.

"Audiences will not allow the so-called TV theater to be controlled only by children," he says. "But in order to attract quality writers, producers, performers we have to provide them with the longer forms of entertainment time, something of substance to get them involved."

These are not preachings with maximum belief and minimum implementation. For besides currently overseeing seven series before the cameras comprising six-and-a-half-hours of weekly motion pictures being made for first showing on NBC-TV, starting in the fall.

The TV movies really are something special for him. Talk to him about them and he smiles wistfully, the way one does when considering a recalcitrant child of great expectations. He believes in the future of two-hour, tailor-made movies for television because they make show-business sense and have the marketing flexibility to make a businessman's sound dollar.

Flexible Formula - "Please give me one night in the week on a network to program," he asks. "It would be the simplest thing in the world."

What would he do? He'd open with the news. Not five minutes, or 10 minutes or 15 minutes worth. He rails against the rigidity of the broadcaster's time schedule. He'd let the length of the news or any of the programs on his network night be dictated only by the time it takes to tell it best.

He'd follow the news with a filmed short and then come in with a modestly-budgeted, modest-quality feature film, the kind that used to be categorized as class B.

The highlight of the evening would be a better-quality movie, the main feature of the double bill.

What he's advocating, in essence, is a complete movie night on a network, the kind of many-splendored bauble that hypnotized millions of families into theaters on their particular, once-a-week, special movie night in those sweet times past made archaic by the coming of television.

Jennings Lang backs such a radical opinion with almost 30 years of winning ways in the film business behind him. It was a career that started in a New York law office, where young Jennings, a lawyer at 21, clerked for a firm specializing in show business law. But hoping to be a movie-maker, he gave up Blackstone for the glittering stones of Hollywood only to become an actor's agent. That's how MCA Inc. found him in 1950. A 16-year member of the MCA corporate family, he helped put Revue Productions in business in 1950. He was the executive in charge of production of The Revlon Theater, starring Joan Crawford, the first major Revue film series for television. Mr. Lang also has been and still is responsible for program development at Revue now called Universal Television.

In the fifth decade of his life, there's a look of a sleek, gray fox about Mr. Lang. He speaks with a deep-throated voice that can growl as well as purr. He's sure and he's quick and he knows how.

Like the MCA parent, like the Universal offspring, he's a winner. There's no mistaking it.

WEEK'S PROFILE

Jennings Lang—senior vice president in charge of television production at Universal City Studios, Hollywood, is a man's sound dollar.

There's no business like good business

prime time. For the 1966-67 season, Jennings Lang also has overall responsibility for 12 new two-hour color

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EDITORIALS

The cost of music

By ROBERT COTTEN

BROADCAST Music Inc. and the all-industry committee representing radio stations have decided to meet each other half-way in their negotiations for new rates for the use of BMI music. BMI wanted a 25% increase, the committee wanted no increase, and after protracted talks they've agreed that a 12.5% increase would be reasonable (BROADCASTING, June 27).

The stations themselves gave BMI the argument that proved decisive. They did it by increasing, over the years, the amount of BMI music they play. By BMI's estimates, its music represented a little more than one-third of all the music on local radio in 1959 but by last year accounted for almost one-half. Since BMI pays its writers and publishers according to how much their music is performed, success on this scale was beginning to pinch. Last year, according to BMI, its royalty payments exceeded its revenues.

The all-industry committee did not have to accept the BMI estimates at face value. It had available figures from BMI's biggest competitor, the American Society of Composers, Authors and Publishers, showing that the amount of non-ASCAP music on local radio—meaning BMI music primarily—had increased by about one-third between 1959 and 1963.

These ASCAP figures are significant not only in support of BMI's claims but in justification of another position taken by the committee—that ASCAP's rates ought to be reduced. In a court case that has dragged on for more than two years now, the committee, headed by Robert T. Mason of WMRN Marion, Ohio, is seeking a 22% cut in radio stations' payments to ASCAP.

BMI's rates have been about one-half as high as ASCAP's. Even with the 12.5% increase they would still be a bargain by comparison. Each station must, of course, decide for itself whether to accept the new contracts. Whatever the outcome, however, one thing seems clear; if use is any determinant of music's value—and it should be in this case, since both ASCAP and BMI base their charges on station revenues, and broadcasters select the music that they think offers the greatest revenue potential—then it seems to us that ASCAP's own figures support a reduction in ASCAP rates no less convincingly than BMI's figures support an increase in BMI rates.

Right direction

The majority of the FCC acted with commendable restraint in its most recent interpretation of its fairness doctrine. In renewing a station license that had been challenged by the Anti-Defamation League of B'nai B'rith, the commission had to resist a skillfully prepared appeal to its emotions. Luckily, in this case reason prevailed.

The ADL had asked the FCC to lift the license of KTVM Inglewood, Calif., on the grounds that the station had carried anti-Semitic broadcasts by Richard Cotten, a conservative commentator who is also heard on other stations. The ADL, which rejected offers by KTVM of time for reply, clearly had one purpose in appealing to the FCC: to prevent the government suppression of Mr. Cotten's broadcasts.

Like the members of the FCC, this publication has nothing but contempt for Mr. Cotten's warped ideas, but the FCC was quite correct in denying the ADL's petition to ban him from the air. In its decision, the commission put the issue squarely (BROADCASTING, June 20): "It is the judgment of the commission, as it has been the judgment of those who drafted our Constitution and of the overwhelming majority of our legislators and judges over the years, that the public interest is best served by permitting the expression of any views that do not involve 'a clear and present danger of serious substantive evil that rises far above public inconvenience, annoyance or unrest.'"

That same language could be used as a compelling argument for elimination of the fairness doctrine, and indeed it has been used, in almost the same form, by a number of broadcasters who have announced their intention to challenge the doctrine in court (BROADCASTING, June 20). In the KTVM case the commission applied its doctrine judiciously, but in more cases than not the doctrine works to discourage an indulgence in controversy and hence to achieve the very suppression of free discussion that the FCC avoided in this instance.

As long as a fairness doctrine is on the books, it will be interpreted according to the prevailing attitudes of the commission. Those attitudes can change with changes in the FCC's membership.

And as long as the fairness doctrine is on the books, it will be repeatedly used, as by the ADL, as justification for special interests for attempts to suppress broadcasts that they find personally objectionable.

If the First Amendment means anything, it is that the fairness doctrine is unconstitutional. The FCC almost said as much in renewing the license of KTVM.

Payola vigilance

The secret hearings into payola that the FCC has been conducting in Los Angeles many not turn up anything at all. But they do constitute a warning that broadcasters throughout the country ought to take seriously.

It has been only seven years since payola was the subject of a widely publicized congressional investigation that harmed the whole image of radio and television. Broadcasting doesn't need another experience like that.

There is no evidence that undercover deals are widespread now, but that should give radio and television management no cause to diminish its surveillance of payola opportunities that may tempt employees.

"I hate to see the medical shows go off. But with Medicare coming in, I guess doctors won't have time to appear on TV."

Drawing by Sid Hix
“Nothing is at last sacred but the INTEGRITY of your own mind,” wrote Emerson. But we believe that integrity of our own minds comes first. And “at last sacred” is the integrity of our actions.

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How to climb aboard the color bandwagon easily, economically, with RCA-4415/S, 4416/S image orthicons...

Color TV is really rolling in high gear... And now, you may be facing the question of creating a color facility—with new studios, lighting, air conditioning and other equipment.

Being old-timers at color, we anticipated some of these facility problems and developed the RCA-4415/S, 4416/S, a matched-set of three image orthicons. They perform well in cameras for color at lighting levels usually available in black-and-white studios and eliminate the need for extra air conditioning equipment as well.

Another good feature of these tubes is that they behave more like the old faithful 5820A or 7293A's that you have been using in black and white during the past years. In the color camera, they can stand more over-exposure and are a little less finicky on the operating controls. For example, when you have a suntanned actress working in a gleaming white kitchen, you can operate with the highlights fairly far above the image orthicon knee without having the color picture going to pot.

We make up carefully matched sets consisting of two 4415/S Image Orthicons for the red and green channels, and one 4416/S Image Orthicon for the blue channel where a lot of "umph" in blue sensitivity is needed. The three mates of the set are matched to track very well and produce a nice uniform color picture. In addition, the sensitivities are balanced so that each tube is just about working at its maximum sensitivity and you are not throwing away extra light in the optical system to favor one low sensitivity channel. The result is good color pick-up at black-and-white studio lighting levels.

For further information about RCA Image Orthicons contact your RCA Broadcast Tube Distributor.

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