Color Television is the medium that really gets maximum attention today. And Petry TV Color-spot has the flexibility to let you score in the markets that have the greatest sales potential for your product. The Stations we represent are leading the way in this new kind of selling.
Years from now, people can still watch Surveyor’s scan of the moon’s surface

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

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

To find out what Memorex can do for you, call at one of our sales and service offices in this country and abroad, or contact us directly. We guarantee your satisfaction.
One more step in Gilmore Broadcastings' over active expansion program:

Four vital market areas:
Assuming increasing leadership responsibilities in the
continuing major investments by Gilmore Broadcastings Group in
color equipment and technical improvements, all recent
expanding local news coverage and programming.

With a channel change from 50 to 251

and sharpening the signal for a local quarter million audience.
Approximately 70,000 more families into WEHT's influence.
Beginning in September doubled tower height will bring

for WEHT-TV, EVANSVILLE

New 988-foot tower and antenna

Rising higher... Reaching farther...
Facing the electorate

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

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

Undercover man

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

New deals

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

Doing their bits

National Collegiate Athletic Association is counting on "ingenuity" of game officials to keep sports writers and fans in stadiums from harping about number of commercials in collegiate football games on ABC-TV this year. Although only 12 (of 18) 60-second spots are allotted to game portion of telecast and NCAA says "no extra time outs will be called for the accommodation of television," NCAA is depending on officials to keep fans in stands from getting "impatient and critical."

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

Early risers

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

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

UHF's own scale

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

Another important potential area for AFTRA growth, based on WFLD pact as described to closed convention by Sterling C. (Red) Quinlan, WFLD manager, is provision for syndication rights without residuals. WFLD deal with AFTRA on taped series for syndication gives performers 25% of series' net profit, if any, thus sharing risk with station and giving it encouragement to venture into outside production. Details of WFLD agreement heretofore were not widely known.

Taking the hints

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

Commission, meanwhile, will be watched closely this week for possible change in policy of imposing sanction of one-year renewal on stations that violate policy on commercial practices. Four cases on which commission split 3 to 2 early this month are on agenda. And there is some speculation that commission may swing away from sanctions, even without vote of new Commissioner Nicholas Johnson, who has yet to participate in commission action.

This is fair?

Rex Howell, owner of KREX-AM-FM TV Grand Junction, Colo., and incumbent Republican member of Colorado legislature, has withdrawn from election this fall because of FCC's fairness doctrine. Current FCC policies, he said, apply fairness doctrine to any air appearances, which would mean he would be precluded from taking his turn before microphone and camera even for public service or editorializing stints without offering his opponents equal time.
NO MAGIC! NO MYSTERY! NO GIMMICKS!

IT'S JUST TALENT

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

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

Charles Hobart
MUSIC

Floyd Ottoway
WSYR DANG

Fred Hillegas
NEWS

Kay Russell
WOMEN

Fred Hillegas
NEWS

Deacon Doubleday
FARM

Ed Murphy
TIMEKEEPER

Jerry Barsha
NEWS

Richard Hoffmann
BUSINESS NEWS

Joel Mareiniss
SPORTS

Alan Milair
MUSIC

John Gray
MUSIC

WSYR

SYRACUSE, N.Y.

5 KW
570 KC

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

BROADCASTING, July 25, 1966
WEEK IN BRIEF

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

DAYTIME SALES... 29

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

RADIO-TV IN HOUSE... 46

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

50-50 PROPOSAL BOOST?... 38

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

28 PGA EVENTS... 42

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

TV NEEDS 2 SEASONS... 43

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

BOOMING YEAR... 32

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

NO HEARING ON MERGER... 56

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

NEW VISTAS FOR UA?... 52

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

OUT OF STARTING GATE... 58

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

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BROADCASTING, July 25, 1966
In January 1966 WMAZ-TV began telecasting from its new, nearly 50% taller tower...a new RCA Traveling Wave Antenna, and increased power...to the maximum 316,000 watts ERP. Our Grade B Contour now reaches...

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

Population 707,000
Incomes $1,174,063,000.
Retail Sales $748,559,000.

Data from Sales Management Survey of Buying Power June 30, 1966

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

Signal Coverage in the Southeast...

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

WBIR-TV  WFBC-TV  WMAZ-TV

Represented Nationally by AVERY KNODEL, INC.
WXUR license renewal hearing being sought

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

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

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

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

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

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

Premieres moving up

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

Exception among new shows is Wednesday night ABC Stage 67 and Iron Horse, Rat Patrol and Felony Squad, last three on Monday night schedule to make first appearance on Sept. 13, same week CBS and NBC premiere their shows.

MBS gets radio rights for Clay-London battle

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

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

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

Renews youth concerts

CBS-TV reported Friday (July 22) that Bell System for next season has renewed New York Philharmonic Young People's Concerts and that American Iron and Steel Institute will sponsor three national test telecasts.

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

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

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

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

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

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

Time has record net;
Time-Life acquires CATV

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

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

Fred Silverman, director of daytime programs for CBS-TV since 1963, named VP, daytime programs, for network. Mr. Silverman, 28 years old, previously was supervisor of live programming and general program assistant at WPIX(TV) New York and with WGN-TV Chicago as director of program development, assistant to VP and manager and staff producer-writer.

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

Michael J. Donovan, VP and manager of media department, BBDO, New York, joins Papert, Koenig, Lois, that city, as VP and media director. Mr. Donovan had been in BBDO post for seven years. Previously he was VP and media manager at Benton & Bowles which he joined in 1954.

For other personnel changes of the week see FATES & FORTUNES

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

Six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$2.58</td>
<td>$2.04</td>
</tr>
<tr>
<td>Revenues</td>
<td>230,312,000</td>
<td>213,713,000</td>
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<tr>
<td>Operating income</td>
<td>30,468,000</td>
<td>24,962,000</td>
</tr>
<tr>
<td>Income</td>
<td>17,750,000</td>
<td>13,833,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>8,898,000</td>
<td>8,898,000</td>
</tr>
</tbody>
</table>

FCC affirmed in tower case

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

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

TV feature licensing seen continuing upward

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

This projection was given by Robert H. O'Brien, MGM president, in talk to Security Analysts of San Francisco. Mr. O'Brien said MGM's earnings will rise over next several years and cited TV production and motion picture TV licensing as among activities supplying underpinning for company.

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

Vietnam escalation brings 'nyet' from USSR

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

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

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

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

Metromedia revenues up 24%

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

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

Twenty-six weeks ended July 3:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earned per share</td>
<td>$1.14</td>
<td>$1.12</td>
</tr>
<tr>
<td>Revenues</td>
<td>62,545,156</td>
<td>50,468,186</td>
</tr>
<tr>
<td>Net income</td>
<td>2,580,899</td>
<td>2,401,894</td>
</tr>
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</table>

Blair half-year up slightly


Six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
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</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$1.05</td>
<td>$1.03</td>
</tr>
<tr>
<td>Gross revenue</td>
<td>5,073,172</td>
<td>5,155,068</td>
</tr>
<tr>
<td>Net earnings</td>
<td>1,111,266</td>
<td>1,088,311</td>
</tr>
</tbody>
</table>

BROADCASTING, July 25, 1966
First-run travel adventure.

“CARAVAN AROUND THE WORLD”

Narrated by Vincent Price


Write or call for reservations and/or sample reel.

WBC Productions,
1900 Beverly Blvd., Los Angeles, Calif. 90057.
Phone Dan Reveles (213) 385-7450

PART ONE — SOUTHEAST ASIA
PART TWO — INDIA I
PART THREE — INDIA II
PART FOUR — MIDDLE EAST
PART FIVE — EUROPE

Unusual...exciting...dynamic! Time: approx. 23 min. each
DATEBOOK

JULY
July 24-Aug. 5—Seminar in marketing management and advertising sponsored by the Advertising Federation of America, Harvard Business School, Boston.

July 25—New deadline for submission by pay-TV companies to FCC of detailed specifications of their present or proposed systems for over-the-air subscription TV. Commission will use information to determine technical standards if it ultimately decides to authorize nationwide over-the-air pay television.


July 29-30—Annual meeting of the Florida AP Broadcasters, Monson Motor Lodge, St. Augustine.

AUGUST
Aug. 1—Deadline for comments to FCC on question of whether private entities should or legally can, be authorized to operate their own private communications satellite systems. Comments were invited as a result of ABC’s request for permission to put its own satellite in sky.

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

Aug. 5-6—Meeting on bar news media relations sponsored by the National Institute on Bar Public Relations, Hotel Queen Elizabeth, Montreal.


Aug. 12—Fifth annual Georgia Association of Broadcasters TV Day, Marriott hotel, Atlanta.

Aug. 18—Annual shareholders meeting of Desilu Production Inc.

Aug. 18—Second annual Communications Clinic sponsored by the U.S. Housing and Urban Development Dept. Speakers include Gordon B. McLendon, president of McLendon Corp.; and Fritz Kuler, KRLD-TV Dallas-Fort Worth. Sheraton-Dallas hotel, Dallas.


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


Aug. 25-26—Annual fall meeting of Arkansas Broadcasters Association. Speakers include Sherill Taylor, vice president, radio, National Association of Broadcasters; Coachman’s Inn, Little Rock.

Aug. 30—Special stockholders meeting,

BEST PUMPKIN IN THE HOUSTON MARKET
Give your client the Cinderella treatment

Buy K·NUZ
THE PRODUCER STATION

THE KATZ AGENCY, INC.
National Representatives
In Houston Call Dave Morris JA 3-2581

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

SEPTEMBER
Sept. 1—New deadline for comments on FCC’s proposed rulemaking aimed at incorporating into the commission rules a modified version of the rules of discovery now employed in all federal courts. The rules are designed to shorten hearings and prevent opposing sides from springing surprises.

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

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

Sept. 7—Fall election meeting, Pacific Northwest Community Television Association, Portland Hilton hotel, Portland, Ore.


Sept. 14-17—Annual fall meeting and election of officers of Michigan Association of Broadcasters, Hidden Valley, Van Buren.

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

Sept. 16-17—Annual meeting and election of officers of Maine Association of Broadcasters. Speakers include Douglas Anello, general counsel, National Association of Broadcasters. Sebasco Lodge, Sebasco Estates.

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

Sept. 18-20—Annual meeting and election of officers of Nebraska Broadcasters Association. Speakers include William Carlisle, new president for station services, National Association of Broadcasters. Holiday Inn, Norfolk.

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


Sept. 20—New deadline for reply comments on FCC’s proposed rulemaking aimed at incorporating into the commission rules a modified version of the rules of discovery now employed in all federal courts. The rules are designed to shorten hearings and
Gene Smith got the radio bug in 1927... today he's an electronics analyzer at GM

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

But more importantly, for Gene, it's his first closeup look at radio, and he is fascinated with the maze of wire and tubes that somehow—miraculously—snatch the announcer's voice from the air. That fascination never cools.

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

And then, in 1953, Gene Smith joined the Cadillac Division of General Motors and set up the Test Instrumentation Application Section. Today he heads up a crack team of technicians responsible for the accuracy of test equipment that helps make Cadillac the leader among luxury cars.

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

General Motors is people making better things for you.
2 proven successful NBC-TV network series

HORSEPOWER!

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

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

INDEPENDENT TELEVISION CORPORATION
now available for local programming...

FIREFALL

XL5

ATOMIC POWER!

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

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

Call today for details.

INDEPENDENT TELEVISION CORPORATION

555 Madison Ave., New York, N.Y. 10022, PL 5-2100
17 St. Cumberland Place, London W1, Ambassador 8040
400 University Ave., Toronto 1, Ontario, Empire 211166
Mexico City, Paris, Rome, Buenos Aires, Sydney, and offices in principal cities in 35 countries around the world.
Somebody's going south with my money

said the worried client.

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

You said WKOWtv? asked the client.

Yes, replied the man from the advertising agency. Great WKOW, said the client.

**WKOW**

**WKOW (interconnected) WAOA-tv**

**Represented nationally by Adam Young in Minneapolis by Wayne Evans**

Tony Moe, Vice-Pres. & Gen. Mgr.
Ben Hovel, Gen. Sales Mgr.
Larry Benson, Pres.
Joe Floyd, Senior Vice-Pres.
All of the Meredith markets are in the top 13 used most frequently for test markets or product introductions*


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

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

the Meredith bunch

MEREDITH BROADCASTING: KANSAS CITY KCMO AM FM TV; OMAHA WOW AM FM TV; PHOENIX KPHO AM TV; SYRACUSE WHEN AM TV
Come September, a happy marriage gets off the ground...on a rooftop.
Say “hello” to newlyweds Julie and David. The bride is impish, impulsive and highly imaginative. The groom is practically practical and entirely nuts about her. Together, these kids are just beginning to learn all about marriage’s happy little problems. Little money. Little furniture. A little top floor apartment that doesn’t even have one little window. But at least they have a view of San Francisco—the Golden Gate, the rolling hills and cable cars, all from their part-time bedroom, the roof. That’s "Love on a Rooftop."

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

ABC Television Network
Increased music rates ‘unfair’

Editor: The so-called All-Industry Radio Station Music License Committee appears a misnomer. In agreeing to a 12 1/2% rate increase for use of Broadcast Music Inc. music (Broadcasting, June 27), the committee certainly has not recognized stations such as ours.

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

No longer Young

Editor: Your July 4 Closed Circuit page contains an error. National Television Sales is the national sales representative for WCIV (TV) Charleston, S. C.—and has been since Aug. 1, 1965.

—Jack Mohler, vice president, National Television Sales, Inc., New York.

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

Agrees on FCC’s prudence

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

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

The memory is still very sharp to me of J. Lawrence Fly, representing the ACLU at the time of our hearings on editorializing (1949), when he fought bitterly for the retention of the ban imposed by the Mayflower decision to thwart the expression of any opinion by broadcasters.

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

They’re framing Hix

Editor: The head of our department, E. Boyd Sengers Jr. is on vacation and I am sure the original of the Broadcasting July 4 Sid Hix cartoon would be a very good way to welcome him back.—Larry A. Rodkin, sales promotion and research, WGN-AM-TV Chicago.

Editor: The June 6 cartoon by Sid Hix is quite appropriate to the industry and we would like a copy suitable for framing to hang in the foyer of the new radio-TV laboratories here.—Jack R. Heather, director of radio-TV, Fort Hays, Kansas State College, Hays, Kan.

(Originals of both cartoons sent)
WLBW-TV IS ON THE MARCH!
(CHECK MARCH 1964-1965-1966)*

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

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

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

MARCH '64
71,300 HOMES

MARCH '65
82,400 HOMES

MARCH '66
107,700 HOMES

WLBW-TV, CHANNEL TEN, MIAMI, FLORIDA
AFFILIATED WITH WCKY, 50 KW, CINCINNATI, OHIO

Represented by  
HR Television, Inc.  
abc
...everything you need for assembling color TV tape

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

**ECONOMY RECORDER-PLAYER**

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

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

**your own facility!**

**PLAYER ONLY**

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

**MOBILE RECORDER**

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

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

The Most Trusted Name in Television
All it takes is the word from WRVA's Alden Aaroe.

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

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

That's covering the farm market.

**WRVA - RADIO**

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

National Representative:
Peters, Griffin, Woodward, Inc.
Gallant Men of Olds very big on motherhood...and radio

In May of this year, when new-car sales appeared heading straight for the cellar, Chicago Oldsmobile dealers linked together in an effort to hypo regional sales just as quickly and respectably as possible. They weren't asking for much. All they set out to do on May 6 was to select an agency that would create a new and exciting image for the Chicago Olds dealers, plan a media and merchandising program that would generate sufficient penetration in Chicago to adequately expose the new image, and, of course, get the program on the air in time. The new Olds group had full intentions of out-Dodgeing the Dodge Boys, out-yessing the local Chevrolet (and also Ford) Yes campaign, and giving the Buick, Mercury, Rambler and other dealer organizations an extremely rough competitive time, even though the campaign would be a good three months late in starting.

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

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

Radio Chosen • In almost every car-dealer advertising organization, dollars are made available through assessments against dealer shipments. As car shipments swing up, so do available advertising funds. Budgets are predicated on periodical shipment projections. But, unlike manufacturers' budgeting, there's little opportunity for "investment spending"—spending against an anticipated sales increase which hopefully occurs after sustained advertising effort.

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

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

The Right Audience • Another reason for using radio to get our Olds heroes' message across is selectivity. Thanks to a plethora of market facts furnished by Oldsmobile and its agency, D. P. Brother & Co., we were able to zero in on our car buyer. He's young, under 35, has a family and very often two cars. The fact that he is automobile-conscious makes him a ripe prospect for any of the 40 models in the Oldsmobile line. So, we concentrated our time buys during periods of heaviest drive time, on stations whose audience automobile ownership was rated highest. Paradoxically, one of the four original stations selected is number one in teen audience; and although its basic audience profile somewhat differs from that of our typical Olds buyer, its sudden rating upsurge in drive-time periods brought it in at a remarkably efficient cost per adult listener on an overall basis. Our time buys were benefited greatly by the cooperation of Oldsmobile and the D. P. Brother Co. who permitted Stern, Walters & Simmons to identify the Chicago portion of their national spots with the Gallant-Men tag. This and other media coordination resulted in what an Oldsmobile executive rightly termed "two-dollar dollars" working for our dealers.

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

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

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

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

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

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

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

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

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

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

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

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

CBS-TV, with $50.5 million in week-

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

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

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

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

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

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

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

Dating Game now reaches 94.2% of

Here's the record for network daytime

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

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

Here's how the three networks shared January-through-May revenues from daytime program sponsors with comparative data for the previous year. The estimates represent net time and program billings as compiled by LNA/BAR.

<table>
<thead>
<tr>
<th></th>
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</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$32,164,600</td>
<td>$39,629,900</td>
</tr>
<tr>
<td>CBS</td>
<td>$59,472,800</td>
<td>$50,574,800</td>
</tr>
<tr>
<td>NBC</td>
<td>$36,697,100</td>
<td>$37,152,700</td>
</tr>
<tr>
<td>Total</td>
<td>$128,334,500</td>
<td>$127,357,400</td>
</tr>
<tr>
<td>Weekend</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ABC</td>
<td>$16,111,200</td>
<td>$14,304,200</td>
</tr>
<tr>
<td>CBS</td>
<td>$17,064,000</td>
<td>$14,842,500</td>
</tr>
<tr>
<td>NBC</td>
<td>$13,679,900</td>
<td>$7,692,100</td>
</tr>
<tr>
<td>Total</td>
<td>$46,855,100</td>
<td>$36,838,800</td>
</tr>
<tr>
<td>Weekday</td>
<td></td>
<td></td>
</tr>
<tr>
<td>ABC</td>
<td>$48,295,800</td>
<td>$33,934,100</td>
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<tr>
<td>CBS</td>
<td>$76,536,800</td>
<td>$65,417,200</td>
</tr>
<tr>
<td>NBC</td>
<td>$53,977,000</td>
<td>$44,944,800</td>
</tr>
<tr>
<td>Total</td>
<td>$178,809,600</td>
<td>$144,316,100</td>
</tr>
</tbody>
</table>
Schlitz, Falstaff lead brewers' TV parade

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

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

Mr. Morton noted, however, that yearly per-capita consumption of gallons of beer rose only from 15.1 to 15.9 between 1960 and 1964, while per-capita consumption of soft drinks went from 12 to 15 gallons in the same period. In addition, soft drink TV billings rose 10% in 1965 as compared to a 4% hike for the beer industry as a whole.

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

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

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

<table>
<thead>
<tr>
<th>BEER</th>
<th>1965-1964 Television Investments</th>
<th>TOP 15 BREWERS (Sales)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1965</td>
<td>Network</td>
<td>Spot</td>
</tr>
<tr>
<td>Anheuser-Busch</td>
<td>$3,436,100</td>
<td>$5,490,600</td>
</tr>
<tr>
<td>Jos. Schlitz Brewing</td>
<td>$2,861,100</td>
<td>$5,797,700</td>
</tr>
<tr>
<td>Pabst Brewing</td>
<td>$1,391,700</td>
<td>$5,211,000</td>
</tr>
<tr>
<td>Falstaff Brewing</td>
<td>$2,911,600</td>
<td>$4,052,900</td>
</tr>
<tr>
<td>Canadian Breweries (Carling)</td>
<td>$467,400</td>
<td>$3,386,200</td>
</tr>
<tr>
<td>F. &amp; M. Schaefer</td>
<td>$106,800</td>
<td>$1,744,400</td>
</tr>
<tr>
<td>P. Ballantine &amp; Sons</td>
<td>$784,100</td>
<td>$2,340,900</td>
</tr>
<tr>
<td>Rheingold Corp.</td>
<td>$1,110,000</td>
<td>$2,446,600</td>
</tr>
<tr>
<td>Associated Brewing</td>
<td>$673,400</td>
<td>$673,400</td>
</tr>
<tr>
<td>Theo. Hamm Brewing</td>
<td>$1,672,400</td>
<td>$2,213,100</td>
</tr>
<tr>
<td>Miller Brewing</td>
<td>$3,241,500</td>
<td>$1,041,800</td>
</tr>
<tr>
<td>Adolph Coors Co.</td>
<td>$737,800</td>
<td>$205,600</td>
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<tr>
<td>Olympia Brewing</td>
<td>$358,800</td>
<td>$2,510,100</td>
</tr>
<tr>
<td>Stroh Brewing</td>
<td>$255,800</td>
<td>$2,052,700</td>
</tr>
<tr>
<td>C. Schmidt &amp; Sons</td>
<td>$398,800</td>
<td>$2,052,700</td>
</tr>
<tr>
<td>Totals</td>
<td>$18,921,700</td>
<td>$42,958,600</td>
</tr>
</tbody>
</table>

Sources: Network TV—(net time & program costs), TVB/N.A.B.; Spot TV—(gross time), TVB/N. C. Ronabaugh, "Sales Rankings—Modern Brewery Age".

BEER & ALE—1965 Television Investments

<table>
<thead>
<tr>
<th>TOP 15 BREWERS Sales*</th>
<th>MAJOR MEDIA ADVERTISING INVESTMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>1965</td>
<td>Total TV</td>
</tr>
<tr>
<td>Anheuser-Busch</td>
<td>$7,927,000</td>
</tr>
<tr>
<td>Jos. Schlitz Brewing</td>
<td>$10,458,300</td>
</tr>
<tr>
<td>Pabst Brewing</td>
<td>$6,602,700</td>
</tr>
<tr>
<td>Falstaff Brewing</td>
<td>$7,312,200</td>
</tr>
<tr>
<td>Canadian Breweries (Carling)</td>
<td>$4,853,700</td>
</tr>
<tr>
<td>F. &amp; M. Schaefer</td>
<td>$1,851,300</td>
</tr>
<tr>
<td>P. Ballantine &amp; Sons</td>
<td>$3,125,000</td>
</tr>
<tr>
<td>Rheingold Corp.</td>
<td>$3,556,600</td>
</tr>
<tr>
<td>Associated Brewing</td>
<td>$1,346,800</td>
</tr>
<tr>
<td>Theo. Hamm Brewing</td>
<td>$3,885,500</td>
</tr>
<tr>
<td>Miller Brewing</td>
<td>$4,283,300</td>
</tr>
<tr>
<td>Adolph Coors Co.</td>
<td>$2,308,500</td>
</tr>
<tr>
<td>Olympia Brewing</td>
<td>$2,869,900</td>
</tr>
<tr>
<td>Stroh Brewing</td>
<td>$2,308,500</td>
</tr>
<tr>
<td>C. Schmidt &amp; Sons</td>
<td>$2,451,500</td>
</tr>
<tr>
<td>Totals</td>
<td>$61,880,300</td>
</tr>
</tbody>
</table>

Sources: Network TV—(net time & program costs), TVB/N.A.B.; Spot TV—(gross time), TVB/N. C. Ronabaugh, "Sales Rankings—Modern Brewery Age".

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

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

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

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

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

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

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

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

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

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

NBC-TV's regular daytime price.
Wall to Wall Awards
(for Atlanta's busy WSBbeavers!)

We don’t claim it, but we may be the most honored station in the nation. Hundreds of awards on our wall. Forty more received since the first of the year, including two Alfred P. Sloan Awards, the U. S. “Mayors’ Award,” the Associated Press “Pacemaker Station of the Year” Award and the George Washington Honor Medal from the Freedoms Foundation. It’s nice to be recognized and WSB Radio is.
structure holds through the fourth quarter, but in January 1967 about half of the shows in its daytime schedule will carry new price tags, moving up five percent or slightly less in most cases.

James Hergen, NBC-TV director of special program, sports and daytime sales says the network is pleased with its clearance situation, with its top daytime programs reaching around 190 stations. NBC-TV opened up the 1:30-2:00 p.m. period last year, feeding Let's Make a Deal to a growing list of stations. Since January this number has grown by 16, bringing Deal's total clearance to 151 stations and giving it a coverage of 86.9% of television homes.

A booming year for network radio

First quarter runs 28% ahead of 1965 pace with advertisers spending nearly $18 million;

General Motors, Florida Citrus lead the buying

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

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

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

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

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

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Estimated Expenditure</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. General Motors Corp.</td>
<td>$1,557,000</td>
</tr>
<tr>
<td>2. Florida Citrus Commission</td>
<td>$1,045,000</td>
</tr>
<tr>
<td>3. Campbell Soup Co.</td>
<td>$991,000</td>
</tr>
<tr>
<td>4. State Farm Mutual Automobile Ins. Co.</td>
<td>$794,000</td>
</tr>
<tr>
<td>5. Liggett &amp; Myers Tobacco Co.</td>
<td>$652,000</td>
</tr>
<tr>
<td>6. The Mennen Co.</td>
<td>$585,000</td>
</tr>
<tr>
<td>7. General Mills</td>
<td>$492,000</td>
</tr>
<tr>
<td>8. R. J. Reynolds Tobacco Co.</td>
<td>$490,000</td>
</tr>
<tr>
<td>9. Sterling Drug</td>
<td>$483,000</td>
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<tr>
<td>10. Campbell Soup Co.</td>
<td>$483,000</td>
</tr>
<tr>
<td>11. Campbell Soup Co.</td>
<td>$483,000</td>
</tr>
<tr>
<td>12. *Eversharp, Inc. (Schick Safety Razor Div.)</td>
<td>$464,000</td>
</tr>
<tr>
<td>13. E. I. duPont de Nemours &amp; Co.</td>
<td>$312,000</td>
</tr>
<tr>
<td>14. National Dairy Products Corp. (Kraft Foods Div.)</td>
<td>$299,000</td>
</tr>
<tr>
<td>15. American Motors Corp.</td>
<td>$286,000</td>
</tr>
<tr>
<td>16. Coca-Cola Co.</td>
<td>$286,000</td>
</tr>
<tr>
<td>17. Standard Brands</td>
<td>$279,000</td>
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<tr>
<td>18. American Tobacco Co.</td>
<td>$254,000</td>
</tr>
<tr>
<td>19. Quality Court Motels, Inc.</td>
<td>$253,000</td>
</tr>
<tr>
<td>20. Ford Motor Co.</td>
<td>$245,000</td>
</tr>
<tr>
<td>21. Capital Radio Ltd.</td>
<td>$245,000</td>
</tr>
<tr>
<td>22. Chas. Pfizer Co.</td>
<td>$231,000</td>
</tr>
<tr>
<td>23. Ludens Inc.</td>
<td>$226,000</td>
</tr>
<tr>
<td>24. A.F. of L. C.I.O.</td>
<td>$220,000</td>
</tr>
<tr>
<td>25. Pharmaco, Inc.</td>
<td>$195,000</td>
</tr>
<tr>
<td>26. Morton Mfg. Corp. (Chap Stick Div.)</td>
<td>$169,000</td>
</tr>
</tbody>
</table>

Radio's big reach

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

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

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

Have You Noticed the New Drift in the West Today

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

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

KRLA/Los Angeles' listened-to radio station.
Sold Nationally by H-R Representatives, Inc.
MIFED is the International Film, TVfilm and Documentary Market whose successful operations extend over a number of years. Its Autumn Cine-Meeting will be held from 15 to 24 October 1966. MIFED is a new-style market dealing in feature and documentary films for the Cinema and TV. It is an active business centre for producers, buyers, renters and distributors of films. MIFED has twenty viewing rooms equipped for all possible technical requirements. Ten are for cinema films and ten for telefilms. Its Club facilities make it one of the most attractive and elegant business rendezvous in Europe. MIFED clients who are unable to attend the whole Autumn Cine-Meeting are invited to make use of its special assistance bureau which undertakes to represent their interests.

THE 5 "CONTINENTS TROPHY" FOR CINEMA FILMS

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WIFE wants affidavit rule

Suggests FCC take same approach to ‘inaccurate’ bills as to double billing

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

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

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

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

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

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

New 60-second spots for Clorox bleach team up the usual woman at the usual washing machine with the usual washday problem. But her co-star in humorous vignettes set in a campers’ laundry area is Bruno, a live bear. The commercial is one of a series that will be used on 279 stations beginning at the end of this month. Agency for the heavy-duty bleach product is Honig-Cooper & Harrington, San Francisco.

frequently erroneous.

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

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

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

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

But one of the remaining three documents—which the station obtained from the advertising agency involved—would have “deflated” the bureau’s case if it had been submitted to the commission, Wire said. It was a proof-of-performance affidavit for the month of February 1965 for Henri’s Food Products which, the station noted, “had no times whatsoever specified on it.”

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

Witnesses Ignored - The station also alleged that, “on information and belief,” the bureau had interviewed witnesses whose testimony would “tend to weaken if not demolish the bureau’s case.” But the bureau did not take statements from the witnesses despite “its responsibility to present all relevant facts to the agency and not confine its evidence to that which is prejudicial to the [licensee],” Wire said.

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

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

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

Business briefly…

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

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

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

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

The Glidden Co., through Meldrum & Fewsmith, both Cleveland, has pur-
Why WFBM-TV, Indianapolis bought Volumes 3, 4, 5, 7 & 10 of Seven Arts’ “Films of the 50’s and 60’s”

Says Eldon Campbell:
Vice President and General Manager of WFBM-TV, Indianapolis, Indiana

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

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

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

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

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

Seven Arts
ASSOCIATED CORP.

A SUBSIDIARY OF SEVEN ARTS PRODUCTIONS, LTD.
NEW YORK: 200 Park Avenue, Yukon 6-1717
CHICAGO: 4630 Estes, Lincolnwood, Ill., Orchard 4-8108
DALLAS: 5511 Royal Crest Drive, EMerion 3-7331
LOS ANGELES: 3562 Royal Woods Drive, Sherman Oaks, Calif., State 8-6276
TORONTO, ONTARIO: 11 Adelaide St. West, EMpire 4-7193
chased sponsorship in NBC Radio's Joe Garagiola Sports Show.

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

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

Singer moves some of its account out of JWT

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

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

Uniform affidavits for radio being tested

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

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

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

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

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

Xerox lines up 100 for drug documentary

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

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

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

Rep appointments . . .


Also in advertising . . .

- Honig-Cooper & Harrington, San Francisco, will resign the Roman Meal Co. account, effective July 29. The agency handled Roman Meal cereals and bread and Western Host Meat Loaf Mix. Most of the company's advertising is in television, with spot radio, newspapers and magazines also used.
- Radio's role as "everyman's media" is now in effect for Washington state residents. With a Seattle First National Bank credit card in hand, anyone can charge time on KAGT Anacortes. On June 1, credit cards were mailed to the almost 500,000 regular customers of the bank, who can now buy time on KAGT simply by saying "charge-it."

WPIX spot presentation starts on 7-city tour

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

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

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

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

Ayer, L.A. Plymouth parting

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

Airlines' spot TV documented

Investments by the airlines in spot TV grew by 600% between 1961 and 1965, according to a study prepared by the television division of Edward Petry & Co. and released last week. During the four-year period, Petry reported, airline spot TV expenditures rose from $2.4 million to $16.5 million, while newspaper investment declined by $900,000 to $39.1 million. Airline magazine spending jumped by $10.8 million to almost $20 million. The study shows spot TV is the fastest growing of airlines advertising, Petry stated.
WHO gives you nearly 10 times as many people

WHO MARKET

<table>
<thead>
<tr>
<th>Metric</th>
<th>Value 1</th>
<th>Value 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>2,744,500</td>
<td>284,000</td>
</tr>
<tr>
<td>Households</td>
<td>847,000</td>
<td>91,760</td>
</tr>
<tr>
<td>Radio Homes</td>
<td>809,780</td>
<td>87,610</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>$4,355,048,000</td>
<td>$485,568,000</td>
</tr>
</tbody>
</table>

SOURCE: SRDS '66, NCS '61

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

50,000 Watts • 1-A Clear Channel • NBC in Des Moines, Iowa

Represented Nationally by Peters, Griffin, Woodward, Inc.
50-50 proposal gets a boost from Justice

Antitrust chief says networks' control of programing raises serious questions

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

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

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

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

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

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

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

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

The commission proposal would, among other things, prohibit networks from owning or controlling more than 50% of their prime-time nonnetwork programing, and bar them from acquiring proprietary interests in independently produced programs. The WBC proposal would limit network control by prohibiting stations in the top-50 markets having at least three outlets from carrying more than three hours of network programing, other than news, between 7 and 11 p.m.

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

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

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

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

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

An introspective look by radio

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

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

Harvey L. Glascock, vice president, general manager of WNEW, said the series would "cast a critical eye on radio's own backyard" and not be a "self-serving vehicle for WNEW." Jerry Graham, WNEW program director who conceived the series, will be executive producer.

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

NBC plans programing for its O&O FM's

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

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

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

No.

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

How can we miss? We can’t.

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

KNEW RADIO 910
A METROMEDIA RADIO STATION/OAKLAND, CALIFORNIA
represented by Metro Broadcast Sales
would provide fresh programing each week from Cleveland.

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

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

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

**CATV copyright hearing set**

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

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

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

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

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

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

**ABC may 'sneak' 12 shows in early**

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

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

Mr. Moore said there are 12 new shows (or 3½ hours) that may get an advance or "sneak" showing. Because Monday (Sept. 5) is Labor Day, that night will not be involved. The new show previews begin on Sept. 6, three that night and three also on two other evenings (Thursday and Friday), two on Wednesday night and one (Shane) on Saturday night.

The programs:

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

- Monday night's new-show schedule (Iron Horse, Rat Patrol and Felony Squad) will not be affected, the first shows going on the air Sept. 12. Also unaffected: ABC Stage 67 (Wednesday, 10-11 p.m.), which will start Sept. 14.

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

**Nielsen calls ratings democracy in action**

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

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

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

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

**NHL hockey rights now open for bids**

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

... AND WJAC-TV DOMINATES THE MIDDLE!

MINE MOUTH GENERATION COMPLEXES PRODUCE BIG NEW SOURCE OF POWER!

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

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

Represented Nationally by
HARRINGTON, RIGTER & PARSONS, INC.
Affiliated with WJAC-AM-FM
The Johnstown Tribune-Democrat Stations

BROADCASTING, July 25, 1966
networks, either national or regional, according to NHL officials.

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

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

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

28 PGA events for $2.2 million

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

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

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

- ABC-TV paid some $800,000 for seven PGA tournaments to be held in 1967 and again in 1968.
- SNI, for approximately $1 million, bought rights to six PGA events in each of those same years, and in addition paid over $200,000 for each year of the PGA Westchester Classic in 1967 and 1968.

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

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

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

He's back in the TV saddle again

President Johnson held his first, formal televised White House news conference in almost a year last week and everyone seemed mighty pleased.

There's speculation that the President is more inclined, after last week's reaction, to do more with this news conference technique.

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

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

The portable aluminum frame (at right in photo) holds the studio lights for presidential appearances. The structure stands 10 feet high and was built about six months ago by Signal Corps technicians assigned to the White House Communications Agency. The placement of the spots, scoops and floods however is under the control of the TV pool director. The ector set-type framing, which also contains a blue, cloth panel in the rear, was built so that lights do not blind the President when he's reading the text of a statement or speech, speaking to the TV cameras or responding to questions from newsmen. It is used only when the President appears before TV or motion-picture cameras.
Does TV need two seasons?

Burnett programers want each network to have two program departments

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

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

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

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

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

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

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

"As a thought starter we propose put-

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

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

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

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

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

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

Radio series sales . . .

Earl Nightingale Program (Nightingale-Conant): WRAB Arab, Ala.; KICO El Centro and KGLE Tulare, both California; KRLN Cano City and KVAX Rockyford, both Colorado; WCTC Cortin, Ky.; WKKX FM Framingham, Mass.; KAGE Winona, Minn.; KGVO Missoula, Mont.; WNNJ Newark, N. J.; WCIL Chapel Hill, N. C.; WBEX Chillicothe and WFKO Waverly, both Ohio, and WMAJ State College, Pa. (Now on 563 stations.)


The Joe Pyne Show (Harwest Productions): WHN Atlanta, WCLS Columbus and WPAX Thomasville, all Georgia; WAVA Arlington and WRGB Richmond, both Virginia; WSCR Scranton and WBBR Wilkes-Barre, both Pennsylvania; WCCS Columbus and WPIO Sutter, both South Carolina; WFLB Syracuse, N. Y.; KGNC Amarillo, Tex.; WLOS-FM Asheville, N. C.; WJHO Opeikia, Ala.; KWMT Fort Dodge, Iowa, and WKMK Blounts-
OR: What to say when everybody’s thinking black and white and you know the campaign is crying for color.

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

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

Only it doesn’t. Color usually cuts costs. Because color increases results.
Two-color ads in the business press score 25% higher than black-and-white in readership ... cost only 16% more.
Four-color ads have noted scores 77% higher than black-and-white ... cost only 60% more. (And since this research was done, ROP four-color costs have been cut substantially.)

Not to mention what color advertising does to and for a sales force ... a company image ... sales.
So next time you’re selling a color campaign, forget the esthetics. Point out that buying it is a sound business decision.

Want more information on “The Case for Color”? Write BROADCASTING for our free pamphlet.
Network image for smaller guys

ABC Radio offers plan in areas ordinarily bypassed in affiliations

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

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

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

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

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

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

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

Fed Quantity • Mr. Mullin estimated that PSP would make approximately 16 hours daily of network programming available, helping the station to provide a service to the community.

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

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

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

Formats swapped by West Coast stations

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

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

Program notes ...

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

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

Movie buy • Screen Gems has licensed a special film package consisting of 281
Hill group calls for radio-TV in House

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

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

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

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

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

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

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

Members of the joint committee are: Senator A. S. Mike Monroney (D-Okl.) and Representative Ray J. Madden (D-Ind.) co-chairmen; Senator Karl Mundt (R-S.D.) and Representative Thomas Curtis (R-Mo.), ranking minority members. Also, Senators Lee Metcalf (D-Mont.), Clifford P. Case (R-N.J.) and J. Caleb Boggs (R-Del.); Representatives: Jack B. Brooks (D-Tex.), Durward G. Hall (R-Mo.) and James C. Cleveland (R-N.H.).

Church sues KWGN TV for dropping services

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

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

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

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

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

Japanese films slated for Bay Area festival

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

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

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

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

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

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

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

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

New 'Divorce Court' • Storer Programs Inc. will produce a new series of Divorce Court programs for syndication. The series, to be produced in color for the first time, will use the facilities of ktlA(tv) Los Angeles.
You get a full 50 KW's of output power on all UHF channels from this General Electric UHF-TV transmitter.

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

The vestigial sideband filter (low power) is inserted between 100 watt visual driver and the 50 KW amplifier. The outputs of the visual and aural amplifiers are connected to the slot diplexer with —3.58 MC trap—and the output is then fed right to the antenna.

G.E.'s full line of UHF transmitters is designed to FCC and EIA specifications for color and monochrome operation—all with remote control capability via external landline and/or microwave terminal equipment. Cubicle combinations are available for 15 and 30 and 50 KW, with visual to aural power ratios of 5-to-1 to 10-to-1.

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

He has the full power story.

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

GE-32

Visual Communications Products

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

AFTRA makes plans for negotiations

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

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

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

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

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

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

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

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

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

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

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

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

Staff announcer contracts at the network-owned-and-operated stations also came up for consideration. There were indications too that AFTRA may seek to work out new formulas for television programs involved in global program situations, including international satellite transmissions as well as foreign originations seen here.

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

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

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

Another CATV's imports halted

Order against Michigan systems is third time

FCC uses new rule to protect UHF growth in top markets

The FCC has ordered another CATV to stop importing the signals of distant stations into one of the country's top 100 markets. The order was issued last week on a 4-0-2 vote against Booth American Co., which operates systems in North Muskegon and Muskegon, both Michigan.

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

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

The action was the third of its kind and will be the second to be appealed to the U. S. court of appeals. Buckeye Cablevision Inc., Toledo, Ohio, which was subject to a cease-and-desist order last month, was the first appeal. The second order was against Mission Cable TV Inc. (owner) and Trans-Video Corp. (operator) of a system in San Diego (Broadcasting, June 27).

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

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

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

This was changed in the actual order, released March 8, to make clear that the rule applied to all systems in the grade A contour of any station in the top markets. But since Muskegon and North Mus-
Save this much space with General Electric's 30 KW VHF-TV transmitter

It's 25% smaller than its closest competitor and gives you 5 KW more power. It measures only 144" x 37" x 83".

The 3 self-contained, modular cubicles are easily accessible and air cooled. They're very simple to install and even more economical to operate and maintain.

The uncompromising quality of General Electric VHF transmitters assures optimum performance and makes it possible to attain maximum ERP at 5 to 1 power ratio.

Available in cubicle combinations for 1, 5, 10, 30 and 60 KW with visual to aural power ratios from 5 to 1 to 10 to 1.

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

For further information, call your G-E representative. He'll give you the details on how to provide a lot more transmitting power in a lot less space. General Electric Company, Visual Communications Products, 7-315 Electronics Park, Syracuse, N. Y. 13201
Disinterest scuttles CBS-TV news offer

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

In response to requests from some affiliates, the network had devised four alternative formats for furnishing three-and-a-half minutes of late news each night for inclusion in affiliates' local news wraps. CBS said it was willing to provide the feeds at out-of-pocket cost, which would range from about $325,000 to $701,000 a year depending on the complexity of the format, and asked the affiliates to indicate their preferences (BROADCASTING, May 9).

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

"Frankly the overall affiliate response was far less enthusiastic than would be anticipated from statements by station managers who had urged us to explore the question," William B. Lodge, vice president for affiliate relations and engineering, said last week in a letter notifying affiliates of the results.

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

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

Justice backs TV on music-cost point

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

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

The station committee had wanted to take depositions from two motion picture producers and three music publishers, but Chief Judge Sylvester J. Ryan of the U. S. Southern District Court in New York, where the rate-making case is pending, had ruled that depositions would "unnecessarily" delay the trial and final decision on rates (BROADCASTING, June 27).

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

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

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

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

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

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

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

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

Hercules is as real as ice cream. He's an integral part of a kid's world. He's the fearless fighting hero every little boy hopes to be—and every little girl adores. When "THE MIGHTY HERCULES" comes striding across the screen, conquering the Minotaur or Cyclops or fiery Hydra, his loyal believers follow every thrilling move with breathless excitement. You can bet your biceps there is a Hercules!

Actually, you don't have to bet. Just look at the remarkable record. Wherever "Herc" is, that's where the kids are. With that kind of proven viewer loyalty, would you try to tell a kid you have no Hercules?

Call, wire or write before millions of kids storm your station!

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Trans-Lux Television International Corporation • Zurich, Switzerland
New vistas for UA via merger?
Expansion possibilities seen in move regarded as offset to traditional Wall Street wariness about film stocks

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

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

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

According to “an agreement reached in principle,” Consolidated Foods would exchange its common shares, valued at $48.875 each for purposes of the transaction, for United Artists common shares valued at $33 each. On that basis each UA share would be exchanged for slightly less than 7/10ths of one Consolidated share. UA has about 4,200,000 shares outstanding, requiring Consolidated to issue about 2,950,000 shares.

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

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

Revised Statute? * Though no reason was given by UA for its willingness to consolidate, it is believed that company officials have felt that its stock has been undervalued in relation to its earning performance in recent years. This was said to stem from Wall Street’s traditional view of film stocks as highly speculative. For this reason, UA has not been able to expand inside the entertainment field.

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

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

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

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

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

“We are convinced that the motion picture industry is on the threshold of a long period of resurgent growth,” Mr. Howlett said, noting that UA “because of its method of operation stands in a unique position to benefit from this opportunity. In addition, we feel their profits will be enhanced substantially in the years ahead by the rising value of feature film for television, since United Artists for several years has been the unquestioned leader in a number of successful features released.”

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

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

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

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

Gross down but net up at Desilu Productions

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

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

The firm will have three series on the networks next fall. In addition to
The Lucy Show, it will have two one-hour series: Mission: Impossible on CBS-TV and Star Trek on NBC-TV.

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

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

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

For the year ended April 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Earnings per share (net)</th>
<th>Pre-tax operating earnings</th>
<th>Operating earnings</th>
<th>Capital and nonrecurring gains, after tax</th>
<th>Net earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1968</td>
<td>$0.75</td>
<td>$0.39</td>
<td>$0.75</td>
<td>$0.39</td>
<td>$0.75</td>
<td>$0.39</td>
</tr>
<tr>
<td>1965</td>
<td>$1.00</td>
<td>$0.66</td>
<td>$1.00</td>
<td>$0.66</td>
<td>$1.00</td>
<td>$0.66</td>
</tr>
</tbody>
</table>

*Includes $96,400 for a nonrecurring reserve to Income.

ABC chocks up record first half

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

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

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

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

Six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share (from operations)</th>
<th>Earnings per share (net)</th>
<th>Pre-tax operating earnings</th>
<th>Operating earnings</th>
<th>Capital and nonrecurring gains, after tax</th>
<th>Net earnings</th>
</tr>
</thead>
<tbody>
<tr>
<td>1966</td>
<td>$1.82</td>
<td>$1.16</td>
<td>$2.14</td>
<td>$2.14</td>
<td>$2.14</td>
<td>$2.14</td>
</tr>
<tr>
<td>1965</td>
<td>$1.50</td>
<td>$0.81</td>
<td>$2.00</td>
<td>$2.00</td>
<td>$2.00</td>
<td>$2.00</td>
</tr>
</tbody>
</table>

CBS gets Creative Playthings

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

The plan to acquire the supplier of educational systems was first announced in March (Broadcasting, March 7). Terms of the deal called for CBS to exchange 0.62 share of its stock for each of the some 451,000 outstanding shares of Creative Playthings.

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

Publishing arm helps swell Cox's earnings

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

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

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

For the six months ended June 30:

<table>
<thead>
<tr>
<th>Year</th>
<th>Earnings per share</th>
<th>Earnings per share (net)</th>
<th>Operating revenues</th>
<th>Net income</th>
</tr>
</thead>
<tbody>
<tr>
<td>1966</td>
<td>$1.12</td>
<td>$0.81</td>
<td>$18,068.424</td>
<td>$2,700,531</td>
</tr>
<tr>
<td>1965</td>
<td>$1.00</td>
<td>$0.81</td>
<td>$14,527.663</td>
<td>$2,140,216</td>
</tr>
</tbody>
</table>

H&B sets third dividend

H&B American Corp., Beverly Hills, Calif., announced its third consecutive dividend last week. Semiannual dividend of 12 1/2 cents a share is payable Sept. 1 to stockholders of record Aug. 10.

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

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

- Directors of Singer Co., New York, last week approved the purchase of the business and net assets of Packard Bell Electronics Corp., Los Angeles, for about $44 million in cash. Packard Bell directors approved the transaction on July 6. Packard Bell stockholders, who would receive $28.125 for their stock, are scheduled to vote on the acquisition at a special meeting in August.
- Taft Broadcasting Co., Cincinnati, has raised its quarterly dividend to 13 cents a share from 12½ cents, payable Sept. 14 to stockholders of record Aug. 15. Hubert Taft Jr., chairman and chief executive officer, said net earnings for the first fiscal quarter ended June 30, were up 17.5% over the same period last year, and that revenues were substantially ahead of the previous fiscal quarter. Lawrence H. Rogers, Taft president, said all its broadcasting divisions had shown operating gains during the quarter.

Memorex net up 131%

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

<table>
<thead>
<tr>
<th>Earnings per share</th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>10,082,000</td>
<td>5,816,000</td>
</tr>
<tr>
<td>Income before federal and foreign income taxes</td>
<td>2,201,000</td>
<td>1,019,000</td>
</tr>
<tr>
<td>Net income</td>
<td>1,216,000</td>
<td>527,000</td>
</tr>
<tr>
<td>Average shares outstanding</td>
<td>1,005,000</td>
<td>983,000</td>
</tr>
</tbody>
</table>

FC&B earnings up 3%

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

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

FC&B declared a regular quarterly dividend of 17% cents a share on common stock payable to stockholders of record Aug. 19 on Sept. 9.

Six months ended June 30:

<table>
<thead>
<tr>
<th>Earnings per share</th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gross billings</td>
<td>125,085,000</td>
<td>107,905,000</td>
</tr>
<tr>
<td>Commissions and fees</td>
<td>18,678,000</td>
<td>16,168,000</td>
</tr>
<tr>
<td>Net income</td>
<td>1,371,000</td>
<td>1,242,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>2,176,100</td>
<td>2,163,925</td>
</tr>
</tbody>
</table>

A flying promotion

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

Drumbeats...

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

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

Art presentation • Outstanding oil reproductions of some of the world's finest works of art will be offered as incentives to advertising agency personnel as part of a Los Angeles TV station's 1966 sales presentation campaign. KJH-TV will offer agency people who attend its new season presentations an opportunity to select paintings from its art collection. "The Innovators," theme of the 1966 presentation, will be given in Chicago on July 25-27, in Minneapolis on July 28, in New York on July 29 and Aug. 1-3, in San Francisco on Aug. 9 and in Los Angeles on Aug. 10.

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

WGH's 'Tiger Platoon' is off to basic

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

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

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

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

At the ceremonies were (1-r): Ambert Dail, general manager, WGH; James C. Rasmussen, first Tiger recruit; Sgt. Robert Bassett, Newport News Army recruiting; Major Robert Gatti, Army recruiting in Virginia.
PUZZLED OVER PORTLAND?
here's the answer to your Oregon TV buy!

KOIN-TV guarantees to reach more viewers during the total day from sign-on to sign-off than on any other Portland TV station.

in Portland, KOIN-TV means business!

*Check any ARB or NSI report, subject to qualifications described in such reports.

KOIN-TV
CHANNEL 6 PORTLAND, OREGON

One of America's Great Influence Stations · Represented Nationally by Harrington, Righter & Parsons, Inc.
No hearing on ABC-ITT merger

FCC votes to ask a few questions in writing;
Bartley, joined by Cox, issues strong dissent.

Does last week's action telegraph final vote?

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Commissioner Johnson, a lawyer who taught law at the University of California, is also reading court decisions on commission actions. He tries to keep up with the mountain of paper—orders, actions, news releases—the commission puts out daily. And he picks the brains of representatives of industry groups and communications companies who call on him. Some have suggested books and other reading material that are on his list.

He even took advantage of a week’s vacation in his home state of Iowa two weeks ago, made in connection with a long-promised visit to the University of Iowa, to fill in the many chinks in his knowledge of the industry he has been appointed to help regulate. He met with representatives of broadcast stations in the Cedar Rapids area and “listened.”

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

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

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

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

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

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

The commission said it agrees with the parties that issues raised by the court of appeals in a decision involving the dispute “can most appropriately be resolved at this juncture through rulemaking rather than adjudication.” It added that a decision on the rulemaking alternatives suggested by the parties will be specified in a later order. Meanwhile, the KOB-WABC applications are being held in abeyance.

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

Buys Milwaukee building

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

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

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

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

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

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

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

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

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

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

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

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

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

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

But the commission acted under a regulation authorizing it to adopt "additional or different requirements" when a broadcaster makes a strong showing of need. KFMB-TV had argued that it and four other San Diego stations had been adversely affected by the CATV operations and that the systems were rapidly expanding their operations.

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

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

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

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

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

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

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

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

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

KPOL buy brings Capital up to limit

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

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

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

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

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


KPOL, founded in 1952, operates full-time on 1540 kw with 50 kw days and 10 kw nights. KPOL-FM, which began operating in 1957, is on 93.9 mc with 100 kw.
Who's not riding the price skyrocket?

The electric company people — the folks at your investor-owned electric light and power companies. While the price of nearly everything else keeps rising, they work hard to keep the unit price of electric service low. The fact is, today the average American family pays about 15% less per kilowatt-hour than it did 10 years ago!  

*Names of sponsoring companies available through this magazine.*
WCLM told Aug. 5 revocation stands

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

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

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

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

Examiner wants 1-year renewal for WPTR

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

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

According to the examiner, the one-year renewal period will enable the commission to act on Schine's application for approval of the sale.

In July 1965, the commission designated Schine's renewal application for hearing to determine whether antitrust violations by the company and its principals reflected adversely on their qualifications as licensees and whether an unauthorized transfer of control of the station had occurred (Broadcasting, July 5, 1965).

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

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

The key factor in the Broadcast Bureau's case for denial of the renewal application, according to the examiner, was the criminal contempt conviction against the applicants. The Schines were convicted in 1957 for violating the terms of a consent decree entered in the movie antitrust cases of the late 1940's. According to Mr. Schildhause, the Broadcast Bureau's view of this conviction as the "critical episode" in the case for denial "seems overdrawn considering that the misconduct was not in the broadcast field, that in the 10 years of station operation since the contempt judgment there has been no sign that there are broadcast risks to be specially concerned about in the inferences to be drawn from the conviction, and that the case for renewal is at least as presentable here as it was in Westinghouse and in General Electric."

In announcing his decision for a one-year renewal of WPTR's license, Mr. Schildhause said that "considering in particular the unbroken record of unblemished broadcast performance over the years since the relevant misconduct, the public risk involved in entrusting Patroon with a regular authorization for continuing station operation is slight."

ETV gets 7 translators

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

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

FCC jumps the gun on FOI compliance

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

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

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

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

Chairman Hyde has noted that the commission began publishing all orders, opinions and documents of significance in July 1965, and that within recent months the FCC has started preparing an index for all reported commission decisions. Such measures are among those that are required by the new law.

In addition, the FCC says, a review of practices and documents will be made to insure that all records are available to the public "except those which are specifically privileged to be withheld."

WGWR faces license revocation threat

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

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

The Broadcast Bureau has been ordered to serve the licensee with a bill of particulars.
CATV long restricted itself to a reception service whose function was to bring improved picture quality and greater channel selection to the television viewing public.

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

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

CATV will meet the American public's demand for increased diversity of television programming. CATV operators will offer programming in local public service and related fields that cannot possibly be offered by TV broadcast stations.

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

Are you thinking about getting into CATV? We'd be glad to help you.
Color urge hits 22% of B&W set owners

The first in a continuing series of studies on color television issued last week by R. H. Bruskin Associates, New Brunswick, N. J., indicates a substantial number of TV households will be prime prospects for color receivers within the next year. A total of 22% of black-and-white set owners replied they would likely to buy a set within the next 12 months, according to results of the study conducted this past spring and based on a national probability sample of 2,400 homes. Replies were obtained through personal interviews.

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

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

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

The initial study shows that color-TV ownership has expanded rapidly in recent years, with 76% having bought their set in 1964 or later while 56% bought within the 12-months ended March 1966. Color-TV set owners tend to keep their monochrome receivers since 60% own more than one set, Bruskin reported. This compares with 26% of black-and-white owners who have more than one set.

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

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

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

APBE study cites radio-TV problems

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

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

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

Almost half of the broadcasters answering listed government regulation as a major problem area as opposed to about one-fifth of those in the academic world. These proportions were reversed when it came to the category of better programing. Nearly one-third of the teachers of broadcasting listed this area, compared with one-sixth of the industry respondents. More than two out of three broadcasting executives worried about government regulation and nearly one in four listed CATV as an important problem.

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

Lukewarm reaction to newest help-UHF plan

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

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

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

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

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

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

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

Mr. Piano, who heads Vic Piano As-

College explosion

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

- 4,036 junior and senior students in 131 schools compared to 3,527 students at 126 schools last year.
- 1,029 students studying for master's degrees at 64 schools compared to 773 students at 60 schools last year.
- 204 students taking doctorates at 17 universities compared with 180 doctoral candidates at same number of schools the previous year.
When to cover?

This can be a tough decision for a deskman... but not for Lederle's Emergency Coordinator. Her job is to "cover" each and every request, whether on the job or at home enjoying a leisure hour. Her assignment sheet involves the shipment of urgently needed life-saving drugs to all parts of the nation and the world. It could be antirabies serum, botulism antitoxin or gas gangrene antitoxin, but whatever it is, it has to get there fast. Every such request received at Lederle Laboratories at any hour of day or night sets emergency procedures into motion. Lederle's Emergency Coordinator, who keeps a set of airline schedule books by her kitchen telephone, checks routing possibilities and makes arrangements for the fastest possible shipment to the trouble spot. In the meantime, Lederle physicians and other personnel are carrying out their assigned tasks. This emergency shipment program operates around the clock, day and night seven days a week. Unlike the news media, the question "when to cover?", is never a problem.
The laser goes to work for Western Electric

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

With short, rapid bursts of high-intensity light, the laser can burn a rough hole through the diamond in just two minutes. The laser technique saves six to eight hours on each new diamond.

Western Electric's Engineering Research Center at Princeton, N.J., is also experimenting with laser tools for microwelding and micromachining jobs where they can save time and money over old methods, or do jobs that no other tool can do.

We are constantly seeking and finding exciting new ways to cut costs. Keeping the cost of telephone service down is as important to Western Electric as it is to the Bell telephone companies. We're on the same Bell System team. We have been since 1882, working together to keep bringing America the world's most modern telephone service at low cost.
Diamonds! Diamonds! Diamond die stones are made into new dies like these. Dies are resized after being worn by wire passing through them at speeds up to 110 miles per hour, and used for larger gauge wire.

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

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

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

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

Extra section — The Pulse Inc. will add a second stage of interviewing (July-September 1967) to its CP 1967 all-state, all-country radio coverage study, originally planned as a January-March 1967 project only. New agency subscribers to CP '67 are West, Weir & Bartell; William Esty Co.; Sullivan, Stauffer, Colwell & Bayles, and Dancer-Fitzgerald-Sample. The adding of a second stage of interviews was prompted by broadcast and agency sentiment, according to Pulse.

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

Paperwork is a big management problem

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

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

prime time in a media transaction begins when you consult Blackburn first

The decision of buyer or seller to call on our experience and vast knowledge of the market well ahead of actual negotiations is time well spent. Not to avail yourself of all the facts, both pro and con, could result in the loss of much more than time. Rely on Blackburn, the reliable broker.

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

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

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

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

WATR-TV joining NBC-TV

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

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

Changing hands

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

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

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

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

*WEND Endicott-Binghamton, N. Y.: Sold by C. A. Bengston to TV personality Merv Griffin and January Enterprises Inc. for $650,000. Mr. Griffin and January Enterprises own WWCO Waterbury, Conn. Herbert Bloomberg, former owner of WWCO is executive
director of that station and will be of WENE. WENE is on 1430 kc with 5 kw fulltime.

- WMNB-AM-FM North Adams, Mass.: Sold by Northern Berkshire Broadcasting to Donald Thurston and William H. Vanderbilt for $219,400. Mr. Vanderbilt is former governor of Rhode Island. Mr. Thurston is presently executive and minority stockholder in Northern Berkshire Broadcasting. WMNB is on 1230 kc with 1 kw day and 250 night. WMNB-FM operates on 100.1 mc with 1 kw.
- WNVY Pensacola, Fla.: Sold by Theodore Kupferman and Robert Price 52% of Atlantic States Industries Inc. (parent corporation of licensee, Pensacola Broadcasting Corp.) to Ralph Guild for $114,500 plus $58,000 for seven-year consulting agreement. Mr. Kupferman is a U. S. congressman; Mr. Price is deputy mayor of New York City. Mr. Guild is executive vice president of McGavern-Guild, New York station-representation firm. Mr. Guild also holds majority interest in WLOB. WNVY is on 1250 kc with 1 kw day and 250 w night.
- WLOB-AM-FM Portland, Me.: Sold by Theodore Kupferman and Robert Price 52% of Atlantic States Industries Inc. (parent corporation of licensee Portland Broadcasting Corp.) to Ralph Guild (see WNVY Pensacola, Fla.). WLOB is 1 kw daytimer on 1310 kc. WLOB-FM, which duplicates WLOB, is on 97.9 mc with 2.8 kw.
- WTSB Brattleboro, Vt.: Sold by Theodore Kupferman and Robert Price 52% of Atlantic States Industries Inc. (parent corporation of licensee Brattleboro Broadcasting Corp.) to Ralph Guild (see WNVY Pensacola, Fla.). WTSB is on 1430 with 1 kw day and 250 w night.

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**EQUIPMENT & ENGINEERING**

**FCC asked to delay presunrise final ruling**

The Association of Broadcasting Standards last week asked for FCC to defer action on its four-year-old rulemaking to amend the rules to permit presunrise operations by radio stations now restricted to daytime-only operations. The association specifically requested that additional technical information be examined by the commission before a decision is reached. ABS also recommended that the FCC establish a joint industry-government research group which would coordinate activities pertinent to the proposed rulemaking.

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

Notice of the FCC's proposed rulemaking was issued in November 1962. If adopted it would provide for a uniform presunrise sign-on time (6 a.m. has been proposed) for certain daytimers, generally class III regional stations. Members of the commission staff have stated that the rule would afford "substantial relief" to the affected daytimers. According to ABS, the FCC's proposed rulemaking is based on the assumption that similarities exist between sunrise and sunset phenomena. The association's consulting engineers, however, have concluded from their studies that "there is considerable evidence available to indicate that the diurnal attenuation factors for sunrise and sunset transitional periods are not symmetrical . . ." ABS also requested that the FCC establish a joint industry-government propagation research committee which would review available data "regarding transmission during the transitional interval prior to local sunrise," produce a means for predicting skywave transmissions as they pertain to particular path lengths, and make other recommendations. "It is believed," ABS says, "that with sufficient time and a cooperative attitude on the part of the commission, much valuable data can be supplied which is not now in the commission's possession."

**NAB asks relief from remote control proviso**

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

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**EXCLUSIVE BROADCAST PROPERTIES!**

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

**WEST**—5 kw, daytimer, located 25 miles from $300,000,000 retail market. Billing in excess of $8,000 monthly with a potential of $15,000. Equipment new and plentiful. Priced at $160,000 with 25% down. Contact—George W. Moore in our Dallas office.
the FCC rules, the NAB stated that the "12-month trial period for high-power stations is outmoded by technological advances in transmitting equipment and imposes an unnecessary burden on licensees by requiring them to hire additional manpower to keep the performance log."

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

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

Land mobile test planned

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

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

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

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

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

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

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

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

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

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

Hill Reacts • The problem has become increasingly acute recently, with pressure being filtered through Capitol Hill. Representative John Dingell (D-Mich.), chairman of a House Small Business Subcommittee, has asked the commission to develop "a specific program" for providing space for business two-way radio users (BROADCASTING, June 13).

Two weeks ago, he forwarded a letter he received from the Detroit police department reciting a need for frequencies to implement a plan to equip foot patrolmen with portable two-way radios.

The letter said the plan would aid in saving many lives and went on to note the variety of other uses the department makes of two-way radio. It added: "However, the lack of frequencies is delaying our installation of the complete system."

Representative Dingell in his covering letter recalled that he had asked the commission to find additional frequencies for business users. "It would appear that additional police frequencies are also urgently needed," he said.

Technical topics...

New system • Round Hill Associates, New York City, has designed a new wireless cuing system for TV and radio studios. The CS-10 has a small, solid-state transmitter costing $400, and a series of pocket-size transistorized receivers which cost $39.95 each.

Consolidation • Five Washington area divisions of Harris-Intertype Corp., including Gates Radio, have been consolidated into one centralized location at 1522 K Street N.W., Washington.

Full color • WAVY-TV Portsmouth-Norfolk, Va., will install a Filmline FE-30 color processor for newfilm, completing the transition from black-and-white to full color.

Camera tubes • Visual Electronics Corp., New York, has been awarded a year's contract by the Dade County Board of Public Instruction, Miami, to supply its educational station WTHS-TV Miami with 14 4½ inch orthicon camera tubes (English Electric valve type 7295B).

Color TV order • RCA reports a $3 million order for color studio and transmitting equipment by Kaiser Broadcasting for KHJK-TV San Francisco and WXHR-TV Cambridge-Boston. Order includes 13 TK-42 and TK-43 live and two TK-127 film cameras, two color mobile TV units, and two each of the TR-70 and TR-22 color TV tape recorders. WXHR-AM-FM-TV, with its TV operations suspended since 1956, is now being acquired by WKBG Inc. (Kaiser Broadcasting-Boston Globe) pending FCC approval. The RCA order will equip WXHR-FM with a 20-kw transmitter, antenna system and monitors for stereo.

High price tag on color TV

ABC-TV shells out $2.5 million for conversion of studio

What price color conversion? At ABC Television Center in Hollywood the price for converting just one studio to color capability has been just paid. The account still is being tabulated but the bill is likely to total about $2.5 million.

The Hollywood Palace, a streamlined, glittering theater at Hollywood and Vine, sometimes known as ABC's Jerry Lewis folly, and Studio E are the two West Coast studios in which ABC-TV has the capability of televising or taping big programs. Each of the studios is capable of handling two programs. During the 1965-66 season both the Hollywood Palace series and the Lawrence Welk Show originated from the Hollywood Palace theater. Since the Palace was built for color, both series were able to televe in color.

ABC-TV's third taped prime-time show from the West Coast last season was The King Family. It came from

68 (EQUIPMENT & ENGINEERING)

BROADCASTING, July 25, 1966
Color boom prompts tariff revision on radio-TV tubes

A move is underway in the House of Representatives to change present tariff regulations on imported radio and television tubes to forestall possible price increases for consumer electronic products.

The action results from swelling demand for radio and television tubes brought about by the color-TV boom in this country. This burgeoning demand is currently straining the capacity of American producers and many manufacturers are now turning to foreign countries, primarily Japan, to help meet the demand.

However, a recent U. S. Customs Court decision, according to one of the backers of the legislation, has raised the threat of a drastic increase in the cost of importing tubes. The court rejected a bid by importing firms to have the tariff value of imported tubes changed from its worth in the foreign country from which they are being purchased to a value closer to their worth in this country.

According to Representative Lee H. Hamilton (D-Ind.), who is sponsoring a bill to change this tariff evaluation system, the appraised value of imported receiving tubes under this evaluation method ranges from 200% to 600% of the actual price to the importer in some instances. The bill, described as an "emergency" measure, would allow the tubes to be evaluated at the lower rate thereby lowering the tariff on them. The legislation would be in force for three years, the predicted peak years of the demand for such products, he said.

Representative Hamilton said the legislation will prevent an "exorbitant" increase in the cost of imported components, that result in price raises to consumers and have no harmful effect on domestic manufacture since the domestic receiving tube business is so strong that manufacturers are selling all the tubes they can make.

"This problem runs out of the nickel-and-dime category when one reflects that the sales of consumer electronic products in the United States will reach $3.7 billion this year," Representative Hamilton commented.

Identical bills have been introduced by Representatives John J. Duncan (R-Tenn.), James Burke (D-Mass.), Cecil R. King (D-Calif.) and James H. Quillen (R-Tenn.). All have been forwarded to the House Ways and Means Committee for consideration.

Studio E, in a facility that has been used for television, and for the filming of movies previously, for the last 50 years. This meant that the musical series, ideally suited for color broadcast, had to be shown in black and white.

This coming season, The Milton Berle Show will replace The King Family and move into the Hollywood Palace to take advantage of the color facility. This left Lawrence Welk as odd show out, the most likely candidate for Studio E, but not likely to retrogress from its color status back to black and white.

Something had to give. Obviously the administration finger pointed at Studio E.

Last April, when the actual work of converting studio E began, the first thing that went out was an old wood stage floor that had been there since 1915. Just about the first thing that went in was a new eight-inch thick, 10,000 square foot, concrete floor. The floor alone cost $40,000. It had to be built extremely strong to hold the additional equipment ABC was putting in.

Working on a critically keyed time schedule, ABC engineers, knowing that color requires as much as two-and-a-half times as much light as black-and-white television, beefed up the studio's lights and fixtures. They built steel structured grids to support the lights and huge pillars to support the grids. They increased the power output for the entire TV studio complex from 500 kw to 1,000 kw and when they ran out of power, a huge transformer vault—the kind used in industrial power plants—was installed. Lighting fixtures of 1 kw and 2 kw capabilities were switched for ones of 5 kw and 10 kw potential.

Also installed were some 300 quartz iodine lamps made by Kleigel, requiring 1,000 kw's of power. This increased the heat load in the studio considerably so 320 tons of air conditioning, at $600 a ton, replaced the 60 tons that previously was used.

And still more renovation was done. Lawrence Welk's dressing-room-to-be was doubled in size. The control booth also was enlarged. A completely transistorized switching system was installed. So, too, were five color monitors manufactured by Conrac. And six dressing rooms were added.

Key to the entire conversion, however (without which nothing else matters), was the color cameras. ABC saw what it liked at the last National Association of Broadcasters convention in Chicago. The network immediately ordered four Norrelco Plumbicon color cameras and had them delivered last month. Each cost $80,000, with another $20,000 apiece tossed in for such auxiliaries as zoom lenses.

On Aug. 9, Studio E will gurgle for the first time with Lawrence Welk music.

Conflict between FM and radar

KJOO(FM) Oklahoma City appeared last week to be losing its battle to stay on the air until the cause of the intermittent interference the station causes ground-control radar at Tinker Air Force Base is found and corrected.

The commission on Monday (July 18) gave the station 72 hours to stop operating in a manner that causes interference when the radar unit operates on 301.5 mc.

Stepped-up activity at the base as a result of the Vietnam war is said to require the use of the frequency. And the commission, which acted at the request of the Federal Aviation Agency, said the interference constitutes a hazard to air navigation at the base.

Steve Bushelman Jr., kjoo general manager, said the order, if implemented, would probably require the station to close down. "I don't know of any way we can stay on without causing interference," he said.

The station, which received its first complaint from the FAA last fall, has ordered a new transmitter filter that Mr. Bushelman hopes will eliminate the difficulty. It is being constructed on special order and won't be installed before next week.

Restrainer Lifted • The commission order was made possible by Judge Luther Eubanks in federal district court in Oklahoma City on Monday morning. He lifted a restraining order that had previously been imposed on the FAA and FCC, barring them from interfering with the station's operations (Broadcasting, July 18).

Commission attorneys said last week that if kjoo continues to cause interference with the base traffic-control unit the government would seek a court order enjoining the station.

The station's difficulties with the FAA and the FCC became acute early this month when the air base, which had not been using 301.5 mc for several weeks, proposed using it again to handle increased traffic.
Prehearing held on Comsat rates

The widely heralded FCC hearing into the reasonableness of the rates the Communications Satellite Corp. charges for its satellites began in preliminary fashion last week. But there are a number of twists and turns already in view before the commission probe gets on the main line.

At the first prehearing conference before FCC Hearing Examiner Charles J. Frederick, 10 interested parties agreed that Comsat's direct case in writing shall be submitted to the examiner and parties by Oct. 17. A further prehearing is scheduled for Oct. 27 when clarification, amplification and other matters connected with the Comsat presentation will be taken up. It is hoped also that at that time a schedule will be established for the beginning of the hearing proper including witnesses for Comsat, cross-examination and other testimony.

One of the twists certain to occur even before the Oct. 17 date is the filing by Comsat of its tariff for TV.

Another is the fact that although Comsat has announced its new rates for voice circuits to Europe and to Asia and South America—(and they're all lower than the previous U.S.-Europe rate) it has not yet filed the official tariff that undoubtedly will include other services and charges.

In announcing its projected new rates, Comsat proposes a monthly rate of $3,800 for half a voice circuit between the U.S. and Europe. This is a reduction from the $4,200 fee that the space communications corporation put into effect for the Early Bird satellite.

Charges are for the link between a U.S. ground station and the orbiting communications satellite, the use of the other half of the circuit, from the satellite to a foreign country, depends on the charges that country imposes.

Other proposed monthly charges for voice circuits: U.S. to Hawaii, $2,700. U.S. to South America and Africa, $3,800; U.S. to the Far East (Japan, Hong Kong, Thailand, Philippines, Australia and New Zealand), $4,900; Hawaii to the Far East, $3,800. No schedule was announced for satellite service to the Caribbean area, where Comsat is seeking authority to build a ground station.

Comsat is expecting to launch a first Pacific satellite and a second Atlantic satellite this fall.

In explaining why it had not proposed charges for TV service, Comsat explained that the satellites to be launched this fall are expected to be used by the National Aeronautics and Space Administration and others, including foreign entities, "to such an extent that it will require surrender of some leased voice channels to provide the needed satellite capacity for television transmission." It said that until charges for voice circuits were determined it could not have "meaningful" discussions with voice-grade channel users regarding potential surrender arrangements "to be reflected in the charges for television service."

With the determination of voice-channel rates, Comsat said, it is now in a position to initiate such discussions and expects to propose TV rates "in the near future."

It was pointed out that the rates proposed are those to be charged by Comsat for the lease of its channels; principally by international common carriers under the FCC's recent ruling requiring only carriers to deal directly with Comsat (see below).

Five of the 10 parties participating in the rate hearing are broadcast en-

FCC sticks to its guns on Comsat

The FCC issued its long-awaited decision on who can deal directly with the Communications Satellite Corp. last week and the order followed in major aspects its announcement last month that, except in "exceptional or unique" circumstances, users of communications satellites will have to deal through regular international common carriers (Broadcasting, June 27).

The commission's memorandum and opinion, which found all the commissioners agreeing (although newest Commissioner Nicholas Johnson did not participate), resulted from its inquiry last year into the question of "authorized users" of Comsat. The inquiry was spurred by requests for permission to deal directly with Comsat by among others ABC, CBS, and the Washington Post.

The commission's finding that Comsat is essentially a "carrier's carrier" is premised on the need for economic underpinnings for the international carriers. If the carriers were to lose a sizable segment of leased-channel business to Comsat, the commission says, they would be hard put to keep their heads above water. This is particularly true, the FCC reports, in the case of government business.

The order contains revenue-and-earnings figures that show that in 1965 government business for the carriers accounted for a substantial portion of their earnings. If the government were to deal directly with Comsat, the commission says, the loss of these revenues and earnings would put the carriers in poor financial straits; they might even, the FCC adds, have to raise their rates to nongovernment users in order to recoup their losses.

Since Comsat is a government-sponsored monopoly, the report finds that in the absence of competition and for the safeguarding of the financial health of the carriers all dealings with Comsat must be undertaken by way of the carriers.

The commission does say, however, that it would authorize a noncarrier to deal directly with Comsat where the carriers cannot or refuse to furnish satellite circuits, or where some extraordinary occasion requires it. This is particularly true, it implies, where the government is concerned.

It is this decision relating to the government's dealing with Comsat that has stirred a backlash among some government agencies. The Department of Defense has already informally requested Comsat to furnish satellite circuits to the Far East. The telecommunications adviser to the President, James D. O'Connell has asked the FCC to reconsider its verdict. The carriers, meanwhile, support the commission's ruling. Network officials, although obviously disappointed by the ruling, declined to comment pending a study of the order.

The order, dated July 20, was issued last Thursday (July 21).
Europeans fail to pick single color system

A divided Europe using two different color-TV systems seemed certain last week after experts from 79 countries failed to agree on a single color-TV standard for European nations.

Delegates to the International Consultative Committee (CCIR), who are meeting in Oslo, could not form a consensus, between the West German PAL system (phase alternating line) and the French SECAM system (sequential with memory), Lief Larsen, president of the conference, said last week.

Observers believe that the PAL system, which is close to the National Television System Committee (NTSC) standards used by the U. S., will be adopted in 18 European countries, including Great Britain, Switzerland, the Netherlands and the Scandinavian countries. The SECAM system, it's thought, will be adopted by France, Monaco, the Soviet Union and East European countries.

Polish agency agrees to exchange with UPI

Another crack in the Iron Curtain has appeared in Warsaw with C.A.F., the official Polish photo agency, agreeing to exchange newspaper services with the United Press International.

Distribution of UPI's worldwide Telephoto service has begun on C.A.F.'s nationwide network and, reciprocally, C.A.F. has provided its national picture coverage to UPI for use outside Poland.

C.A.F.'s headquarters in Warsaw is linked to UPI in Frankfurt, Germany, by permanent Telephoto line. UPI has similar wirephoto agreements with Hungary, Czechoslovakia, Romania, Poland and the U.S.S.R.

3 series to NBC International

NBC International, a division of NBC Enterprises, has acquired the rights to distribute Lassie, The Lone Ranger and Sergeant Preston to TV stations in Spain, Mexico, and Central and South America. Thirty-nine of the 208 Lassie episodes are first-run color productions. A total of 78 Sergeant Preston episodes, and 192 live-action and animated episodes of The Lone Ranger will be distributed. Dubbing has already begun.

What's hot in Liberia

You've been sitting there asking yourself: What programs do Liberians like to watch? The answers are now in. Two of the favorites are shows that ended their network runs in the U.S. several years back. A third is a paid religious program. The "overall comedy favorite" hasn't been seen on U.S. networks for nearly a decade.

A survey conducted by Douglas Grant of Redifusion Liberia Ltd. showed the favorites to be The Untouchables, The Fugitive, McHale's Navy, Topcat, Thriller and the Billy Graham Crusade. The comedy favorite is The Life of Riley.

Mr. Grant said there is an average of 10 viewers for each of the nation's 3,000-plus TV sets. Some of the television homes, he said, are no more than tin huts or grass-roofed shacks.

Abroad in brief...

Compton in Latin America • Compton Advertising, New York, reports that Compton-Latin America/Caribbean will handle the Schick Safety Razor Co. and the Electric Storage Battery (Ray-O-Vac) accounts in Latin America. Compton partner offices have been assigned Schick advertising in Mexico, Panama, Puerto Rico, Trinidad, Jamaica, the Bahamas and the five Central American countries, and the Electric Storage Battery account in Mexico, Puerto Rico, the Dominican Republic, Venezuela, Peru, Trinidad and Jamaica.

In Mexico, the Nescafé account has moved from McCann-Erickson to Publicidad Ferrer. S. A. Compton's partner there.

B&B Jaffa • Benton & Bowles Ltd., wholly owned subsidiary of Benton & Bowles Inc., New York, has been named by the Citrus Marketing Board of Israel to handle Jaffa oranges.

New agency • General Foods Ltd., Toronto, has named Ogilvy & Mather Ltd. (Canada) to handle Whip' n Chill, Sun-Up instant orange drink, Minute Rice products and Gaines dog meal.

International film sales...

Man in Space (Seven Arts TV): CJCH-TV Halifax and CJCB Sydney, both Nova Scotia.

Marine Boy (Seven Arts TV): WKAQ-TV San Juan, P. R.

Big Night Out (Seven Arts TV): CBNT-TV St. John's, Nfld.


Marvel Comics (Krantz Films): Tokyo Broadcasting, Japan; Proventel TV, Venezuela; Proartoel TV, Argentina; Monte Carlo TV, Uruguay, and WAPA-TV San Juan, P. R.

Time Tunnel (20th Century-Fox TV International): CBUT(TV) Vancouver, B. C.; CHXT(TV) Edmonton and CHCT-TV Calgary, both Alberta; CBWT(TV) Winnipeg, Man.; CBLT(TV) Toronto; CBUT(TV) Ottawa; CBMT(TV) Montreal; CBHT(TV) Halifax, N. S.; CBNT(TV) St. John's, and CBYT(TV) Cornerbrook, both Newfoundland; CHCH-TV Hamilton, CFPL-TV London, and CKVR Barrie, all Ontario, and CKCK-TV Regina, Sask.

T.H.E. Cat. 1 Spy. Bonanza. Dick
Van Dyke (NBC International): Channel 2, Caracas, Venezuela.

The Hero (NBC International): Channel 8, Caracas, Venezuela.

I Spy (NBC International): CKSO-TV Sudbury and CHEX-TV Peterborough, both Ontario; Iranian Television, Iran, and Channel 5, Ciudad Juarez, Mexico.

Wrestling, Terrible Ten, Cobb’s Hobbies (Fremantle International): Consorcio Auxiliar de Servicios de Televisao Ltda., Brazil.

Biography (Fremantle International): Continental TV, Argentina, and Promocion y Televisor Ltda., Chile.

Romper Room (Fremantle International): Producciones Argentinas de Televisión, Argentina, and Promocion y Televisor Ltda., Chile.

Run, Buddy, Run (CBS Films): Rediffusion, United Kingdom; Tokyo Broadcasting System, Tokyo; Canadian Broadcasting Corp. and UPP stations, Canada, and AVRO, Holland.

The Eleanor Roosevelt Story (Landau/Unger): BBC-TV England.

Dr. Kildare (NBC International): BBC-TV United Kingdom.


**FATES & FORTUNES**

**BROADCAST ADVERTISING**

Shelton Weeks, senior VP and management supervisor at Cunningham & Walsh, New York, named chairman of board of directors at Kelly, Nason Inc., that city. Gerald Schoenfeld, senior VP and creative director at Norman, Craig & Kummel, New York, named executive VP and director of creative services for KN, that city.


Thomas H. Lane, senior VP and management supervisor at Lennen & Newell, New York, elected VP of J. Walter Thompson Co., that city. Robert L. Edens Jr., VP and creative director, Leo Burnett Co., Chicago, joins JWT there in newly created position of creative director of that office.

Howard A. Heller, broadcast supervisor at J. Walter Thompson Co., Chicago, joins Post-Keyes-Gardner as VP in charge of agency's New York office. He succeeds Jack Balih, who has resigned to take State Department assignment in Far East. Frank Bulzoni, formerly VP of Tatham-Laird & Kudner, New York, named VP and associate creative director of PKG at its Chicago home office.

Lendell A. Layman, president of Loudon Advertising, Boston, joins Chirurg & Cairns there as VP-account supervisor.

Wendell Eastling, VP of Knox Reeves Advertising, Minneapolis, named VP-media and systems. Part of his assignment includes development of new systems using electronic data processing.


Robert M. Prentice, marketing information and services director of Lever Brothers Co., New York, named chairman of advertising management committee of Association of National Advertisers, succeeding M. E. Ziegenhagen.

Leonard Press, VP and senior account supervisor of Doyle Dane Bernbach, New York, appointed VP-international.

I. E. Coleman, treasurer of Winius-Brandon Co., St. Louis, elected VP.

Kenneth C. Johnson, VP of Gardner Advertising Co., New York, and New York manager of Intergard, agency's international division, also named assistant to president of Gardner Advertising.

Edward T. McCann Jr., sales manager of weze Boston, elected VP-sales.


Milton M. Herson named executive head of Music Makers Inc. [music for commercials], New York. Tom Anthony appointed to act as liaison between creative staff and clients.

William Eldridge, executive VP of Norman, Craig & Kummel, New York, joins American Tobacco Co. there as marketing coordinator.

Fred J. Haberle, with WABC-AM-FM New York, appointed director of marketing and sales development. Andrew C. Erish, sales promotion manager with WGGY Minneapolis, joins WABC-AM-FM as advertising-sales promotion manager.

Keith Holden, director of radio-TV at Scott & Scott, Chicago, named director of broadcast activities for Klaude Van Pietersom-Dunlap, Milwaukee.

Tom Shea, VP and account supervisor, Fuller & Smith & Ross, New York, named director of consumer products division.

Thomas E. Singer, assistant general manager, Latin American and Australian division, The Gillette Co., named VP-marketing of newly established Western Hemisphere division.


David W. Buckley and William J. Kissell, product managers in personal products division of Lever Brothers Co., New York, appointed merchan-
End of the Rainbow

Color banding is a thing of the past when you record color television with a Westel* Recorder. Banding is due to phase mismatching between the heads of any multi-head video recorder, and is virtually impossible to eliminate for long—even on specially-tweaked machines. The Westel System sidesteps the issue neatly by recording video signals with a single head so that the problem can never come up. A lot tidier than adding a rackful of compensating electronics, don't you think?

How come everyone else is still doing it the hard way? Because Westel has invented the only method so far that makes possible a broadcast-quality single-head television recorder. It's called the Coniscan* System. Instead of wrapping the tape around a cylindrical scanning drum, it is wrapped around a three-piece conical mandrel. Interesting what this lets you do. You can overlap the edges of the tape slightly without distorting it and achieve three things: minimal head drop-out time; elimination of edge effects; and, room for control and audio tracks without erasing any of the recorded video information. All possible with a single-head recorder for the first time. These and other advances that have made the Westel Recorder the first professional broadcast-quality single-head machine are clearly explained in our brand new 20-page illustrated brochure. Westel Company, 298 Fuller Street, Redwood City, California 94063
disengaging managers in household products and personal products divisions, respectively.

R. George Beck, with All-Canada Radio and Television Limited, Toronto, named director of radio sales in firm’s New York division.

Jack A. Swedish, acting director of advertising for Miller Brewing Co., Milwaukee, appointed director of advertising. Roy W. Johnson, sales promotion manager, named advertising manager.

Richard J. Walker, account executive with Television Advertising Representatives, New York, named sales manager of KDPA-FM Pittsburgh, replacing Edward Adams, who becomes general sales manager.

Donn Duffy, account executive with WCBM-AM-FM Baltimore, named local sales manager.

Dudley B. Keen, with WPGA-TV Jackson- ville, Fla., appointed national sales coordinator.

Phil Daly, research project director for Young & Rubicam, New York, joins Daniel and Charles there as research supervisor.

Don Chapman, national sales manager for Kaiser Broadcasting Corp., New York, appointed assistant general manager in charge of sales at Kaiser’s WKBD-TV Detroit.


Fred Appleton, account executive, BBDO, Boston, named account executive, D’Arcy Advertising, New York.

Barbara Bay, with Advertising and Design Counselors, Los Angeles, joins Scott/Rifkin/Rappaport/Inc. there as art director.

Sam Silberman, with Arthur E. Wilk Advertising, Chicago, joins BBDO there as account supervisor on Alberto-Culver.

Ronald O. Kaiser, marketing manager at Fred Koch Brewery, Dunkirk, N. Y., joins Lando Inc. Pittsburgh, as account supervisor.

Thomas K. Costello Jr., with Klau Van Pietersom-Dunlap, Milwaukee, joins Cooper, Stock & Scannell there as account manager.


Owen Lyon, manager of KDUB-TV Hay Springs, Neb., named account executive of WMTV(TV) Madison, Wis.

Jack F. Munson, with WSBN-TV Traverse City, Mich., appointed account executive for WNEM-TV Bay City-Saginaw, Mich., at station’s Flint, Mich., sales office.

George A. Stapleton, account executive at Frank B. Sawdon Inc., New York, named account executive, WNEW-FM, same city.


Norman L. Posen, general manager of KDAY Santa Monica, Calif., and Victor A. Sabatini appointed account executives at KFWB Los Angeles.

Donald P. Rupert, account executive with Federal Sign and Signal Corp., Milwaukee, joins WISN-AM-FM, that city, as account executive.


Roy E. Clark, with Procter & Gamble, and Clare G. McLnaquid, with Dancer-Fitzgerald-Sample, Dayton, Ohio, join Needham, Harper & Steers, Chicago, as copywriters.

Marian W. Lockett, assistant to research director of Triangle Publications radio and television division, Philadelphia, joins Lewis & Gilman there as assistant time buyer.

Earl W. Welde, general manager of WSun-TV St. Petersburg, Fla., joins sales staff of WFIA-TV Tampa, Fla.

**MEDIA**


William F. O’Shaughnessy, general manager of WWOX-AM-FM New Rochelle, N. Y., also named VP.

Thomas H. Ritter, Northern California regional supervisor. H&B Communications Corp., elected VP; James B. Davis, assistant treasurer, H&B Communications, elected treasurer, succeeding Harold R. Sugarman, who remains president.

R. Thomas Cahill, news director of WOIC-Xenia, Ohio, named general manager of WJIC Salem, N. J.

Frank A. Seltz, with WRRC Spring Valley, N. Y., appointed station manager of noncommercial WFUV(FM) New York.

Jack (Fred) Chapman, with KNOL Mojave, Calif., appointed manager-sales manager.

Charles H. Paul, chief accountant at WREX-TV Rockford, III., named business manager.

Joseph Silverman, general manager of TPT Communications, subsidiary of Teleprompter Corp., elected VP and general manager. Thomas F. Moscarello, secretary-treasurer of Telepro Industries, elected VP operations for TPT Communications. Teleprompter
subsidary operates master antenna systems in New York City area and installs closed-circuit distribution systems.

Noyes Scott, sales manager for KNBC-TV Los Angeles, appointed station manager for WRC-TV Washington, effective Sept. 6.


PROGRAMING

Frank E. Rosenfelt, member of legal department of Metro-Goldwyn-Mayer, New York, elected firm's secretary.

Robert R. Way, program director of WERE Boston, elected VP.

James M. Martinson, program director of WWOK Charlotte, N. C., named VP.

John McLaughlin, international traffic manager for ABC Films, New York, named director of film operations.

Skitch Henderson expected to leave NBC-TV's Tonight Show as musical director and enter related activities including his own jingle-production studio, CifTen and writing of syndicated music column. He's been with NBC for years, starring with radio in 1940's. His contract with NBC ends Sept. 30.

Winston L. Kirby, eastern sales manager, TV department, Venard, Torbert & McConnell, New York, appointed director of radio and TV programming.

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Columbia University, same city.

Jack Reynolds, with WNBC-TV New York, named executive producer.

Larry Johnson named to newly created post of manager, community affairs.

Carol Reed, WCBS New York, resigns as president of New York local of American Federation of Television and Radio Artists due to other commitments. Mel Brandt, first VP of New York local, becomes president for balance of year.

Rob Edwards, with WPAA Dallas, named program director of WPAA-FM.

Albert J. (Bud) Kelley, with KDOT Scottsdale, Ariz., named program director.

Bill Watson, program director for KMEN San Bernardino, Calif., joins Drake-Chenault Inc., Hollywood, as programming executive for broadcast consultant firm.

Maurice W. Stevens, previously TV producer at Leo Burnett Co., Chicago, joins Film-Makers Inc. there as producer-director.

J. B. (Jeff) Davidson, national sales and programming manager of WNYL-TV Syracuse, N. Y., named director of operations of WSTV-TV Steubenville, Ohio-Wheeling, W. Va.

John Reagan (Tex) McCrory, with WOR-AM-FM New York, leaves to pursue other broadcasting and business interests, producing television programs for Seven Arts Television. That city. Joe Franklin replaces Mr. Mcallery at WOR-AM-FM.

Phil Grassia, with WDHA-FM Dover, N. J., appointed community events director.


Joe Holstead, news director of KLVR Beaumont, Tex., appointed news director of KATC-TV Lafayette, La., replacing Bill Elder, who joins news staff of WWL-TV New Orleans.

Chet Ternes, assistant to news director of WUSN Groton, Conn., appointed news director.


Mac Sebree, regional executive for central, eastern and southern Texas at United Press International, Houston, appointed executive assistant of UPI's southwestern division, Dallas.

C. A. Loescher, with WHPR-TV Rock Island, Ill., and Myra Scott, with KXTV(TV) Sacramento, Calif., join WCCTO-TV Minneapolis as reporter-writers.


Mike Henry, newscaster, WEAU-TV Eau Claire, Wis., named newscaster of WMTV(TV) Madison, Wis.

Norman Kenemaur, reporter for Lewiston (Me.) Evening Journal, joins news staff of WMAM Lewiston.

EQUIPMENT & ENGINEERING

Edward H. Stark, field engineer for Meredith-Avco Inc., Cincinnati, appointed chief engineer.

Gordon L. Fullerton, VP-operations of electronic tube division, Sylvania Electric Products, New York, elected senior VP and appointed general manager of entertainment products division. Mr. Fullerton will have overall responsibility for development, manufacture and marketing of Sylvania color and black-and-white TV sets, stereo-
phonics high fidelity phonographs and home radios. He succeeds George C. Connor, who will undertake special corporate assignments as member of staff of Sylvania President Gene K. Beare.


Joe Toher appointed southeastern sales representative for International Good Music, Columbia, S. C. Joseph V. Cucio named northeastern sales representative for IGM, Fords, N. J.

William B. Gaither, manager-sales for General Electric utility sales, Cleveland, appointed manager-marketing for General Electric Visual Communications Products Business Section, Syracuse, N. Y.

FANFARE

Linda Dillman, with WON Chicago, named director of press information at WBBM-AM-FM, that city.

Clifford B. Mandell, with CBS-TV press information department, New York, appointed manager of press relations for WCBS-TV, that city.

Mr. Hoover
Mr. Moore

George F. Hoover, trade press editor, ABC, named director of press information in broadcast division of ABC. Mr. Hoover joined ABC seven years ago and was promoted to trade press editor within year. Ellis O. Moore, with Standard Oil of New Jersey, New York, and with NBC's press and publicity department as VP in 1961-63, will head ABC's press department, effective Aug. 1 and his nomination as VP will be submitted to ABC Inc.'s board (Broadcasting, July 4).

Perry Allen, with KNX Denver, named PR director.

John N. Catlett, president of Ivy Network Corp., sales representative for eight Ivy League college radio stations, appointed assistant promotion and publicity director for KGW-AM-TV Portland, Ore.

James E. Mullins, writer-producer in photo and newsfilm department of Westinghouse Electric Corp., Pittsburgh, joins The American Bankers Association, New York, as assistant director of PR department and head of association's radio-TV section.

John L. Nancevic, former VP and PR director of Kudner Agency, joins PR department at J. M. Mathes, New York, as account executive.

ALLIED FIELDS

Ben Parker, with WTVO(TV) Rockford, Ill., joins Nationwide Broadcast Personnel Consultants, Chicago, as VP of television programming.


Dr. Forest L. Whan, authority in radio and television audience research, resigns from Kansas State University, Manhattan, Kan., to devote more time to his writing and business consulting interests. Dr. Whan and his wife are majority stockholders in KWFT Wichita Falls, and KKNY San Marcos, both Texas.

Arthur Goodkind, legal assistant to former FCC Chairman E. William Henry, joins Washington communications law firm of Koteen and Burt. Mr. Goodkind had been with commission six years.

INTERNATIONAL

John B. Farese, division VP of RCA Electronic Components and Devices, elected president and board chairman of RCA de Puerto Rico Inc., wholly owned subsidiary of RCA.

Johnny Esaw, with CFTO-TV Toronto, joins CTV Television Network, that city, as sports consultant, responsible for all of CTV's sports programming, and as executive producer of CTV's Wide World of Sports and Sports Hot Seat.

DEATHS

S. Bernard Berk, 69, founder and president of WAKR-AM-FM-TV Akron, Ohio, died July 11 following heart attack. Native of Akron and attorney, Mr. Berk put WAKR on air in 1940, and followed with FM and TV adjuncts, and acquisition of WONE-AM-FM Dayton, Ohio. Broadcast properties are 45% owned by Akron Beacon-Journal (Knight). Mr. Berk is survived by his wife, Viola, and two sons: Roger G., VP and general manager of stations, and Dr. James L.

Sy Devore, 57, Hollywood clothier and fashion consultant to such network programs as The Sammy Davis Show and to such TV personalities as Dean Martin, Ben cauliflower and Andy Williams, died July 11 at his Beverly Hills, Calif., home of apparent heart attack. Mr. Devore designed $25,000 television wardrobe, which included 74 suits, for Sammy Davis Jr., when entertainer signed for NBC-TV series earlier this season. Mr. Devore is survived by his wife, former actress Erika Peters.

Reverend James K. Friedrich, 62, president and founder of Cathedral Films, producer of religious films, died July 12 at Good Samaritan hospital in Los Angeles after suffering heart attack. He is survived by his wife, son and two daughters.

Bernard E. Ester, 68, retired publisher of weekly newspapers and part owner of KWN Houlton, Me., died July 18 after suffering heart attack in motel at Waterville, Me. He is survived by his wife, Janice.

Robert Cadle Wilson Jr., 72, who retired as account executive in radio network time sales for ABC in 1957, died July 15 in Harkness Pavilion, Columbia-Presbyterian Medical Center, in New York after brief illness. Surviving is his wife, Dorothea.
FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, July 14 through 20, and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antennas, aus.—aural, CATV—community antenna television, CH.—critical hours, Co.—companion, DA.—directional antenna, ERP—effective radiated power, IC—interconnected, IO—initial operating, ka—kilometers, mc—megacycles, mod.—modification, N.—not, NAA—New Atlantic Associates, O.A.—one hour, O.T.—offset time, PM—proposed method, QM—quadrature modulation, SAA—special authorization, SBA—special temporary authorization, SH—short-term, SSM—special service authorization, TAA—time and area, UHF—ultra high frequency, U.—unlimited hours, VHF—very high frequency, viz.—visual, w.—watts, ed.—educational.

New TV stations

APPLICATIONS


Denver—Harza Broadcasting & World. UHF channel 20 (506-512 mc); ERP 257 kw. Ant. height above average terrain 560 ft. Location: 23 39' 0" P.O. P.O. Denver 80239. Estimated construction cost $753,136; first-year operating cost $400,000; revenue $600,000. Studio location to be determined; trans. to be located on Lookout Mt., Colo. Geographic coordinates 39 45' 0" north lat., 105 15' 35" west long. Type trans. RCA RTU-TJ-6A; type ant. RCA RTU-82D. Legal counsel Cohen & Cohen Associates, Denver. Transmitter engineer: Richard Cohen, Associated, both Washington, Harmonics Outstanding. Cost of construction is owned by 397 stockholders, of which Has торрент owns 0.5%, Kathleen Brear owns 7.8% and Beverly Brear owns 0.7%. Harmonics brand name is printer of text books and other books and transmits the Radio Phoenix and Portland, Ore. Ann. July 14.

Gary, Ind.—General Media Television Inc. UHF channel 39 (671-687 mc); ERP 263 kw. Ant. height above average terrain 311 ft., above ground 381 ft. Location: Gary 46402. Estimated construction cost $225,117; first-year operating cost $322,000; revenue $200,000. Studio and transmitter to be located in Gary. Geographic coordinates 41 20' 0" north lat., 87 29' 0" west long. Type trans. RCA RTU-10A; type ant. RCA RTU-90J. Legal counsel Cohen & Cohen Associates, both Washington. Harmonics Outstanding. Cost of construction is owned by 273 stockholders, of which Hassington has 0.5%, Kathleen Brear owns 7.8% and Beverly Brear owns 0.7%. Harmonics brand name is printer of text books and other books and transmits the Radio Phoenix and Portland, Ore. Ann. July 14.

New AM stations

ACTION BY FCC


Quilton, Miss.—A. C. Elliott Jr. 1500 kw. 1 kw. D. D. P. O. address: McLendon St., Quilt- on 38305. Estimated construction cost $16,995; first-year operating cost $8,100; revenue $24,000. Mr. Elliott is employed as freight agent for Gulf Mobile & Ohio RR, and is also owner of two-way radio service repair service. Ann. July 20.


Galney, Tex.—Olney Broadcasting Inc. 850 kw. 1 kw. D. D. P. O. address: c/o Alfred B. Evans, Thornton Blvd., Olney 76174. Estimated construction cost $35,130; first-year operating cost $27,660; revenue $150,000. Principals: Alfred B. Evans (43.9%), A. E. Speer (51.4%) and Deborah Shelton (7.5%) and Darre C. Evans (4.8%). Albertyn is in effect for joint venture of Fort Worth Star-Telegram. Derro Evans is employe of Austin (Tex.) American-Stirumans. A. E. Speer is in effect for joint venture of Fort Worth Star-Telegram. Deborah Shelton is housewife. Mr. Thornton is lawyer. Ann. July 18.

Existing AM stations

NEW CALL LETTERS ASSIGNED

Anderson—Broadcasting Service Inc. Assigned WAWO. WAWO, Rockford, Ill., country & Western Radio Inc. Assigned WYFE.

New FM stations

APPLICATIONS


Mojave, Calif.—Golden Desert Broadcast- ing Co. Granted CP for new FM on 97.7 mc. channel 248, 3 kw. Ant. height above average terrain 306 ft. P. O. address: c/o Chester C. Fields, Box 154, Mojave 93501. Estimated construction cost $12,000; revenue $20,000. Principals: Chester C. Fields (40%), Joe F. Meany, Forrest W. Grant and John A. Olive (each 10%). Mr. Olive is high school teach- er and principal. Means are newspaper owners. Mr. Ogan is 20% owner of KDOL Mojave. Action July 15.


Sterling, Ill.—Community Inc. Granted CP for new FM on 94.3 mc. channel 322, 25 kw. Ant. height above average terrain 300 ft. P. O. address: c/o John Rohrer, 1501 E. Main St., Sterling 61081. Estimated construction cost $71,894; first-year operating cost $29,792; revenue $78,000. Principals: Louis V. Smith (38.8%), John Roh- wer (26%) and Robert Propheter (16.3%) and others. Mr. Smith is president of WSDR Sterling. Mr. Rohwer is manager of Blackburn Broadcasting Co. Mr. Propheter is owner of construction company. Action July 15.


Broadcasting, July 25, 1966

For the Record
### SUMMARY OF COMMERCIAL BROADCASTING

**Compiled by Broadcasting, July 14**

<table>
<thead>
<tr>
<th>On Air</th>
<th>CP's</th>
<th>Not On Air</th>
<th>Total Applications</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM</td>
<td>4,057</td>
<td>16</td>
<td>4,073</td>
</tr>
<tr>
<td>FM</td>
<td>1,493</td>
<td>18</td>
<td>1,511</td>
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<tr>
<td>TV-UHF</td>
<td>472</td>
<td>22</td>
<td>494</td>
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<tr>
<td>TV-UHF</td>
<td>50</td>
<td>32</td>
<td>82</td>
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### AUTHORIZED TELEVISION STATIONS

**Compiled by Broadcasting, July 14**

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<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td></td>
<td>517</td>
</tr>
<tr>
<td>Noncommercial</td>
<td></td>
<td>70</td>
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</tbody>
</table>

### COMMERCIAL STATION BOXSCORE

**Compiled by FCC, April 30, 1966**

<table>
<thead>
<tr>
<th>AM</th>
<th>FM</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>4,042</td>
<td>1,545</td>
<td>558</td>
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</table>

- Includes three non-commercial stations operating on commercial channels.
- In addition, one AM operates on Special Temporary Authority.
- In addition, two licensed VHF's and two licensed UHF's are not on the air.
- In addition, two VHF's operate with Special Temporary Authority.

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**PROFESSORS**

- Wood Sidell
- John E. H. Lackey
- Martin Yates
- Bernard Dunlea

---

**EXISTING FM STATIONS**

- **BROADCASTING, July 15**
- **Abingdon, Va.-Burley Broadcasting Inc.**
- **Grantsville, Md.-Grantsville Broadcasting Co.**
- **Salt Lake City-Holladay Broadcasting Co.**
- **South Point, Ohio-Smithsonian Institution.**

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**NEW CALL LETTERS**

- **Utica, N.Y.-Carleton H. Freedman, Assigned WOUR (FM).**
- **Shelby, Mo.-Inter-American Radio Inc., Assigned KCOY-FM.**
- **Wayne, Va.-Broadcasting Co. Assigned KVEE-FM.**

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**APPLICATIONS**

- **Miami-Mission East Co.**
- **Miami-Inter-American Radio Inc., Assigned KCOY-FM.**
- **Shelby, Mo.-Inter-American Radio Inc., Assigned KCOY-FM.**
- **Wayne, Va.-Broadcasting Co. Assigned KVEE-FM.**
and Boston. Consideration
assigned will separate

WYRE-FM Greensburg, Pa.—CP to change and

KPOL-AM-FM Los Angeles.—Granted tran
ducer to licensee of license corporation.

KEW-AM-FM Buffalo, both New York;

KAVI-AFM-FM—Jerry’s Broadcasting Inc.,

KTRK-FM Houston.—Grant of control to licensee,

KGNO-AM-FM Kansas City.—Grant of control to

WOSH-AM-FM Nework.—Grant of control to

WKNC-FM Raleigh.—Grant of control to licensee of

WWBQ-AM-FM Rocky Ford, Colo.—Granted assign

KPG-FM Phoenix.—Grant of control to licensee of
corporation.

WMNB-AM-FM North Adams, Mass.—Grant

We would be happy to provide more information or assistance regarding the content of this document. Please let us know if you have any specific questions or if there is anything else we can help with.
Essex Corp. is presently 45% owner of Tele- vision Studios: other four stockhold- ers: N. D. Williams, N. D. Williams, trustee, L. M. D. Williams, and B. J. B. Oneil, IL, will become stockholders in Essex Corp. Makeup Exchange. July 14.

KHCB-FM Houston-Seeks assignment of license from Texas to Houston Christian Broad- casters Inc. of Texas to Houston Christian Broad- casters Inc. to be nonprofit corporation with David S. White, president and its own board of directors. July 14.

WTVR-Charlestown, Va.-Seeks assign- ment of CP from Virginia Broadcasting Co. for new station to become the first Bell TV station in the area. July 15.

Honig issued a final decision looking toward its use; set aside the objections of station WMTI-TV, WITI-TV, WMVS(TV) and WISN-TV Milwaukee, and WMAQ-TV Chi- cago. Action July 15.

APPLICATIONS

By Office of Review and Hearing

Hearing Examiner James D. Cunningham.

By Chief Hearing Examiner

Hearing Examiner Sol Schildhause.

By Hearing Examiner E. H. Booth.

By Hearing Examiner J. D. Cunningham.

By Hearing Examiner Isadore A. Honig.

By Hearing Examiner J. M. Crew.

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Service Directory

BROADCASTING, July 25, 1966 81

In proceedings of WDXI Inc. and Radio Orangeburg Inc. for new FM's in Orangeburg requested by Radio Orangeburg, for continuance of prehearing conference from July 18 to Sept. 20, Action July 14.

By Hearing Examiner Forrest L. McClennan

- Denied request of Storer Broadcasting Co. for prehearing conference on application in Costa Mesa-Newport Beach, Calif. AM consolidated proceeding. Action July 15.
- Granted request by Island Broadcasting System Inc. and continued prehearing conference. Action July 15.
- In proceeding on application for new TV to operate channel 35 in Riverhead, N.Y. Action July 12.

By Hearing Examiner Chester F. Naumowics, Jr.,

- In proceeding on applications of Seven League Productions Inc. for renewal of license of WHTI Homestead, Fla. and South Dade Broadcasting Co. and Redlands Broadcasting Co. for AM's in that city, ordered that permittees file proposed findings of fact and conclusions of law by July 22. Also ordered that permittees file issue designated in hearing in April 5 order and continue hearing on that date. Action July 14.
- In proceeding on revocation of license of Tinker Inc. for WKKY Richmond, Ky., set time for hearing for Aug. 27 for argument and performance by Broadcast Bureau and parties. Action July 12.
- Formalized by order agreements and rulings made at prehearing conference on July 14, in proceeding on applications of Trend Radio Inc. and Advance Broadcasting Co. for new TV's to operate on channel 25 in St. Marys, Pa. In proceeding, ordered continued prehearing conference and continuing hearing from Sept. 12 through July 14.

By Hearing Examiner Sel Schildhabe

- In proceeding on applications of North-west Broadcasters Inc. and Bellevue Broadcasters Inc. for license covering increase in daytime power, cancelled formal hearing scheduled for July 20 and substituted for that date to consider developments attendant upon prospective withdrawal of Sunshine Broadcasting Co. proposed assignee of KBVU, Action July 18.

- After prehearing conference, scheduled proceeding dates and postponed hearing from Sept. 1 to Oct. 17 in proceeding on applications of Tri-State Broadcasters Inc. and Westside Broadcasters Co. for new FM's in Waterloo, Iowa. By separate action, formalized an order granting motion by respondent WMT-TV to clarify issue 3 by requiring applicant to demonstrate that any additional stations or requirements with respect to new areas to be covered do not have a substantial impact on WFMS.
- Dismissed motion by WBMD Baltimore, to extend time to July 15 to respond to Commission's interrogatories in WCQO, PA-Catonville, Md. AM consolidated proceeding. Action July 12.
- In proceeding on applications of J. C. Stallings and Texas Broadcasting Co. for new FM's in Nacogdoches, Tex. granted applicants' request to continue hearing to Sept. 7. Action July 12.
- Set out hearing for Sept. 13 in proceeding on applications of Royal Broadcasters Inc. to grant renewal of license of KHAI Honolulu, and Radio KHAI Inc. for new AM in that city. Action July 12.

By Hearing Examiner Herbert Sharman

- In proceeding on order after prehearing conference on applications of Tri-Star Broadcasters Inc. and Emelt Radio Corp. for AM's in Sioux City and Estherville, Iowa, respectively, granted motion to continue hearing on Aug. 24 with late appearance, and scheduled proceeding dates and continued hearing from Sept. 20 to Oct. 17. Action July 19.
- Continued hearing from July 19 to Oct. 15. Dismissed and denied a number of applications of KXWX Broadcasting Co., Hutchinson, Kan., et al. Action July 12.

By Hearing Examiner Elizabeth C. Smith

- In proceeding on application for new TV's to operate, continued hearing from Sept. 26 to Oct. 1 in proceeding on applications of Kentucky Central Television Inc. and WBLG-TV Inc. for new TV's to operate on channel 62 in Lexington, Ky. Action July 14.

BROADCAST ACTIONS

By Broadcast Bureau

- Actions of July 19.

**WXXW(TV)** Chicago—Granted license covering operation of noncommercial educational TV station.

**WLCW** Dayton, Minn.—Granted license covering operation of noncommercial educational TV station.

**KPOL-TV** Tulare, Calif.—Granted license covering retransmission of trans. location and change of name; ERP 9.1 kw.

**WINS** New York—Remote control permitted; conditions.

**WFL-FM** Delphla—Granted extension of completion date to January 18, 1967.

**KIDW** Tacoma, Fla.—Granted motion of CP to make change in electrical beam tilt of ant. system by alternation of equipment. WNTV-AM St. Petersburg, Fla.—Granted motion of CP to install auxiliary trans. at main trans. and ant. location.

**KFMF** Fort Collins, Colo.—Granted CP to change trans.-location, decrease ERP to 25 kw and weight to 37 ft.; conditions.

BY Hearings

**WIDE-FM** Richmond, Calif.—Granted motion of CP to change type trans. and operate by remote control.

**Actions of July 18.**

- Granted motion of license of KEFS-TV channel 12, Cape Girardeau, Mo., to reduce ERP to 37.5 kw; and motion of CP of WFCU-TV channel 12, Erie, Pa., to reduce ERP to 31.6 kw.
- GRANTED **WTV-AM** Houston, Tex.—Grant motion of CP to make change in electrical beam tilt of ant. system by alternation of equipment.
- **WTVI-AM** Houston, Tex.—Granted motion of CP to install auxiliary trans. at main trans. and ant. location.
- **KFMF** Fort Collins, Colo.—Granted motion of CP to change location, decrease ERP to 25 kw and weight to 37 ft.; conditions.
- **KIDE-FM** San Diego, Calif.—Granted motion of CP to change type trans. and operate by remote control.

**Actions of July 20.**

- Granted motion of license of *WXXW(TV)* channel 12, Cape Girardeau, Mo., to reduce ERP to 37.5 kw; and motion of CP of **WFCU-TV** channel 12, Erie, Pa., to reduce ERP to 31.6 kw.
- **WTVI-AM** Houston, Tex.—Grant motion of CP to make change in electrical beam tilt of ant. system by alternation of equipment.
- **WTVI-AM** Houston, Tex.—Granted motion of CP to install auxiliary trans. at main trans. and ant. location.
- **KFMF** Fort Collins, Colo.—Granted motion of CP to change trans.-location, decrease ERP to 25 kw and weight to 37 ft.; conditions.

**WIDE-FM** Richmond, Calif.—Granted motion of CP to change type trans. and operate by remote control.

**Actions of July 21.**

- Granted motion of license of KEFS-TV station to reduce ERP as shown: **WJSI**-TV channel 17, Winston-Salem, N. C., to 647 kw, DA; **WLVA-TV** channel 33, Lynchburg, Va., to 50 kw; **KTVA**-TV channel 11, Anchorage, Alaska; **KWTV**-TV channel 11, Fairbanks, Alaska, to 2.19 kw; **WSIL**-TV channel 11, IL, to 20 kw; **KXCT**-TV channel 8, St. Louis to 28.8 kw and **KSL**-TV, St. Louis, Mo., to 3.8 kw and change studio location.
- Granted renewal of authority to American Broadcasting Co. of New York. To utilize equipment at 7 West 66th St., New York City, and at other points throughout U. S. under control of ABC, for obtaining and producing programs for transmission to **KFTV** (TV) Atlanta, Mexico, including transmission or delivery by regular broadcast from ABC stations.
- Following stations were granted extensions of completion date as shown: **KENR**-TV, Norfolk, Va., to Dec. 4, 1967, to Jan. 10, 1968, and **WBT**-FM, Decatur, Ga., to Dec. 15; **WKVV** Rockville, Conn., to Jan. 10, 1968, and **WBBR**-FM, New York City, to Nov. 1; **WSW**-FM, Philadelphia, to Oct. 10; **WPEA**-FM Palm Bay, Fla., to Dec. 8; **WCAM**-FM, Newton, Ia., to Jan. 15, 1968; **WFOR**-FM Portland, Me., to Jan. 15, 1968; **WCBB**-FM Michigan City, Ind., to Aug. 30.
- Notified Kans -sas City Broadcasting Corp. that its WRLC(FM) Palmyra, Pa., has incurred apparent forfeiture liability of $100 for violation of rules. Licensee has 30 days to contest or pay forfeiture.
- **KRCR**-TV Redding, Calif.—Granted CP to make changes tofir. to eliminate duplicates and increase ant. height, to 3620 ft.
- **KTCL**-TV Sacramento, Calif.— Granted motion of CP for addition of ten trans. from channel 29 to channel 40 pursuant to appendix C of fifth renewal in order in Doc. 1426.
- **WJSI**-TV Canton, Ohio.—Granted motion of CP to change ERP to 105 kw vs. 20.9 kw as shown; change in ant. structure.
- **WGBK**-TV Boston.—Granted extension of completion date to June 30, 1967.
- **WVUT(TV)** Vincennes, Ind.—Approved engineering changes to first report and order in Doc. 14229 for operation on channel 22 in lieu of channel 34, with ERP of 17.8 kw as shown; type ant. and increase antenna height to 1840 ft.
- **WKFX-FM** Framingham, Mass.—Granted CP to change ant. location; install new ant.; and opera- te trans.-remote control permitted; condi-

**Broadcast Actions (Continued on page 90)**
Help Wanted—Management


Branch studio manager, midwest. Sell, handle some news. If you can't earn $10,000 the second year in the job, forget about our man. Box G-285, BROADCASTING.

Small daytimer—Rocky Mountain state know for good, hard-working, all-around radio conditions ready for management. Salary $100 plus commission, extra for ist phone. Selling a must. Box G-287, BROADCASTING.

Immediate opening for general manager, Welv Elkhorn, New York. Write or call Mr. S. Lubin, (414) 252-0525.

Station managers. If you invest $15M in a radio station @ 29% down, this would buy you your $300 M property. Not your radio station. Wherever the same $15M investment can return $50M a year net to you in a school, are you interested? Write us for franchise for your area. Beautifully documented, complete school ready to expand to the interested broadcasters. Air Mail: Mr. W. J. Good, Vice President, Columbia School of Broadcasting, 20036, Radnor, Florida.

Sales

Detroit—solid salesman—proven track record—management capability—multiple group—good physical, salary, plus—Box F-2, BROADCASTING.

Sharp salesman/manager willing to train for general manager. Must have outstanding track record in local sales. Excellent opportunity. Send complete details 1st letter. Box G-923, BROADCASTING.

Aggressive salesman—25 to 35, leading to management—Oklahoma kwllowatt, terrific deal, $500.00 per month plus commission. Must be experienced. Box G-923, BROADCASTING.

Move up to salesman in Ohio metro market. We're looking for experienced salesman with proven ability. Box G-296, BROADCASTING.

Telephone talk show M.C. with some sales experience to join very successful medium market California station. Must be well informed of programming. Excellent opportunity. Send resume to Box G-292, BROADCASTING.

If you have persuasion, inspiration, enthusiasm, we have an opportunity. KFRO, Longview, Texas.

Sales—(cont'd)


Salesman for top-rated and respected station who loves selling, good base and active conditions. Only station in local, area, C. Country. Send complete resume to manager, Box 2957, Billings, Montana.

Immediate opening for aggressive, successful salesman willing to move into a sales manager's position quickly. Unlimited five figure income. Box G-289, BROADCASTING.

Very active station in this Virgin market located in the "Valley of the Sun." Call, let's talk, then arrange for a personal interview. Box Bennett, KPIN, Casa Grande, Arizona.

Salesman-announcer for a good small market station. Salary and commission. Not baloney, Mike.

Sales manager for only station in 75,000 market. Sole competition is a twice-a-week newspaper. Fabulous opportunity for man who can develop ideas, sell them himself and direct others. Contact Chuck Norman, WGNU Granite City, Illinois. (No collect calls.)

Immediate opening—sales manager with proven market with S.C. station and S.C.A. operation in Baton Rouge. Please forward resume, picture and salary required.

Salesmen for new WJIC Salem, New Jersey needed. Start in August. Fine working conditions. Box 153, Box G-259, BROADCASTING.

For the radio salesman that wants a good deal. Pay and trade rates, good future in expanding company. R. M. Mauzy, Jr., WKRM, Box 71, Columbia, Tennessee.


Announcers

Announcer for all-night shift, top 40 format. First phone ticket preferable but not essential. Metropolitan market, opportunity to move up. Send tape and resume. Box G-19, BROADCASTING.

Wanted—Announcer with 1 year experience. Also a qualified program director for day-time, small station market in Ohio. Good pay and benefits. Include tape, resume and salary requirements in first letter, or phone me "collect" person-to-person at 626-1560, Cincinnton, Ohio—Bruce Wallace, or Box G-184, BROADCASTING.

Northern Ohio station expanding news department needs announcer with desire to break into news. Send full particulars to Box G-115, BROADCASTING.

Two top flight announcers needed—strong on production—no top forty. Box G-189, BROADCASTING.

Excitng opportunity for experienced pop music performer. Ideal opportunity for someone living in beautiful Virginia city. Box G-221, BROADCASTING.

Top playing Ohio MOR medium market needs experienced water-upper with first phone. Box G-289, BROADCASTING.

Announcer with first ticket. Good pay. Box G-331, BROADCASTING.

Major market up-tempo good music station looking for a mature voiced stable announcer. A white on the air, complete resume, photo, resume, references, first letter. Front office experience a must. Box G-236, BROADCASTING.

Announcer—engineer with lst phone for small market station deep south. Box G-237, BROADCASTING.


Opening for good all round announcer, 44 hour week, must have ability, run good music show and deliver effective newscast. Good working conditions in midwest, steady operation. Forward resume and tape to Box G-969, BROADCASTING.


Need FM announcer who can also collect and write a local newscast. Good working conditions, steady operation. Forward resume and tape to Box G-255, BROADCASTING.

Morning man, midwest. Need strong personality for bright format station. Top wages. Box G-255, BROADCASTING.

Announcer with excellent voice for Gulf Coast network station. Box G-381, BROADCASTING.

Early this fall we will need a new afternoon drive time swinger. He must be clever, funny, bright, and a real personality. We are a 24 hour, modern format station in the Midwest. Send us a complete resume and a tape. Box G-273, BROADCASTING.

Wanted. Top-notch, experienced sports announcer. Should be able to double in sales or announce shift. Box G-286, BROADCASTING.

California medium market talk station looking for talk personality. Don't want a disc jockey. Must be well informed, and record of dependability. Some sales experience desirable but not necessary. Send resume to Box G-203, BROADCASTING.

Happy announcer. Work mornings. Start tomorrow. $90.00 week. Box G-299, BROADCASTING.

Morning man—midwest metropolitan market. Opportunity for him to move up, pleasant working and living conditions. Must have executive format, no news, good salary. Send tape and resume to Box G-302, BROADCASTING.

Announced—(cont'd)
Announcers—(Cont’d)

English language announcer-producer-night- time slot for sunny San Juan, Puerto Rico. Rush tape, photo, resume, references, available immediately. Box G-312, BROADCASTING.

Have immediate need for reliable first phone announcer, Good music station at Waterloo-Ottawa. Phone 1-319-386-5467. W. C. Forsow, KCFI.

America’s finest Christian stations need a top-notch full-time announcer. Nationally broadcast- ed facilities, magnificent country and coastal working conditions. Men with long-range view are urged to apply. Send resume, references, audition tape, photo. Mr. Butler, KGDN-KGFM Seattle 289.

Immediate opening for experienced announcer, some top-40 background. Send air check with five minute news to Dick Em- body, KGOF Coffeyville, Kansas.

Good opportunity for announcer who is looking for advancement. PD position open. Also possibility to work in sales. Fine small market radio. KLEX, 816-289-3525, Lexington, Missouri.

Announcer for middle of road station with bright future. Immediate opportunities for ambitious, stable tapes in a successful group operation. Salary based on experience and background. Must be a permanent person instead of a talented individual. Write KMNS, P. O. Box 466, Spokane, Idaho 59702 or call Ted Lauris, at 712-285-6832.


RPUB, Needs an experienced 1st phone ann-ouncer, Immediate opening. Contact Mar- vey Smith, RPUB, Pueblo, Colorado P. O. Box 631, phone 303-643-5871.

Announcers, Female jocks—Are you tal-ented? Do you know how to make it fun? Do you have a bright, sincere, different approach? Do you want to live and work in Southern California? Send tape and resume to Larry Granini, KWIZ, 3106 West 5th Street, Santa Ana, California 92703.

WANTED: Experienced announcer with ability to cover local events. Ideal working condi- tions with old established 5,000 watt. Best of all, no competition. Send complete resume and tape to Gresley N. Hilton, Manager—WBUY Radio—Lexington, N. C.


Opening for bright, ambitious, top 40 dj at top-rated station broadcasting from new show-window studios. Excellent opportunity for person interested in production and/or news. $85.00 to start. Send tape, resume, photo to WEJK Charlotteville, Virginia.

Immediate opening—Announcer. Good pay, for WPWF, Elvencliff, N. Y., call A. Dreisner, 914-361-1260.

WRKO-AM-PF Peughkeepsie, leading mid- dle road between Albany and New York, has top 40 opening for seasoned professional, 1st ticket preferred. Call Mrs. Schay- ing 914-GR 1-1500.

Immediate opening for top 40 announcer with writing and announcing experience. collect 301-742-5191. Norman Glenn, WJYD Salisbury, Maryland.

Announcers and newspaper needed in August for WDFM, Pontiac, Michigan. Excellent working conditions. Call Tom Cahill at 609-352-1510. No collect calls.

Immediate opening for combo-man capable of writing and reading first phone in the nation’s 8th largest market. For Interview contact WKER (301) 938-3460.

Announcers—(Cont’d)

Opening for two announcers, MOR formal daytimer, rock night. All new equipment. Better than average pay. Hospital in- surance. R. M. McKay, Jr., WRRM, Box II, Columbia, Tennessee.

WANTED: Sports director/top 40 dj. Must be able to call football and basketball. Ex- cellent opportunity for advancement with publicly held, growing medium size chain operation. Strong voice, good conditions, good salary. Rush tape to: WJOK, Air Media Stations, P. O. Box 626, Dullass, Alabama.

WANTED: Announcer with first ticket, no engineering. Smooth quality voice for 400,000 market. Bright, modern-pop-middle of road format opening for new 2nd. Call 402- 1844 or write WLIQ Mobile, Ala.

Moderate top 40 dj, first phone preferred. Send tape, photo, resume to WLPM Suffolk, Virginia.

Announcer for middle-of-the-road, very active, AM/FM broadcast facility. Above average salary commensurate with ability. Send tape, photo and resume to General Manager, Radio Station WMNB North Adams, Mass., 508-684-2900.

All-round staff announcer with experience in play-by-play events. Good voice and fringe benefits. Resume and tape to Art Martin, WMNR Muncie, Indiana.

WNBA Warren, Pennsylvania wants experi- enced, mature announcer by September first.

1st phone announcer, 220 watt daytimer, FM applied for. Willing to work, chance to learn and advance. Send tape to Dean Lowery, WNTW Warren, Virginia, 353- 6300.

WROK is searching for talented air men. Send tape, resume and salary requirements to WROK Rockford, Illinois.

If you like to sell, broadcast sports and a bright morning show, earn top money at WWFF Palatka, Fla. First phone helps; not essential.


Florida major market has opening for good, bright morning man. Send audition tape and resume to box 712, Dade Federal Bldg., Miami, Florida.

DJ with first phone. Experience not impor- tant. Good place to start. In a hurry! Phone 317-529-2200.

WANTED: Announcer, first-phone required, immediate position located in Martinsville, Virginia area, one of the fastest growing communities in the state of Vir- ginia. Call Arnold Terry, 703-638-7014 day, 703-647-9495 night.

Need stable top 40 announcer to pull short air shift and can double on production, copy writing, etc. Small market, contemporary format station in South Carolina. Good pay, great atmosphere. Call Dan Lynch, at 803-363-1562 immediately.

Combo men, group operation, bright bouncy format. Mature voices, top wages to dependable men. GM. Radio stations. Winona-Minnesota:... Lincoln, Nebraska: Pontiac, Illinois:

There are a number of employment and ad- vancement opportunities with the Donrey Media Group in newspaper, radio and tele- vision. Desired States: including Hawaii and Alaska. Write Personnel, F. O. Box 1339, Ft. Smith, Arkansas, Equal opportunity employers.


Need an announcer—Evening show. Ist phone. Salary open, good growth, excellent facility in east. Phone 703-525-7506.

Young first class man who likes to con- struct and maintain good equipment. Good work environment with benefits and growth opportunity. Strong BROADCASTING. East. Box F-945, BROADCASTING.

Engineer trainee for first phone for net- work station. Box G-241, BROADCASTING.

Engineer with Ist, for Chief, Could continue education at Kansas State University. Nice country salary of $5,000. Good working conditions. Lowell Jack, KMAN Manhattan, Kansas.

Arkansas group wants a capable engineer who can also work a board shift. Must have a minimum of three years experience in programming and engineering. Send complete resume and air check to: Michael Horne, General Manager, KCBX, Box 95, Seavey, Arkansas.

Man with first phone for transmitter. Will train beginner. Station WAMD Aberdeen, Md.

WWWH, 5 kw DA-5. 6 twr array needs a fulltime first ticket engineer starting around Labor Day for transmitter watch. No week- ends. Chance to live in New York. Please contact Art Silver, Chief Engineer, Box 1350, Princeton, N. J. or good equipment.

Chief engineer for 1,000 watt AM and 50,000 watt stereo FM. Salary commensurate with experience. Send resume including refer- ences or call Lee Sharp, WJBC, 269 E. Washington St., Bloomington, Illinois 309- 828-0801.

Chief for maintenance. Permanently growing AM-FM. Tom Talbot, WJJL Niagara Falls, N. Y.


Northeastern Pennsylvania full timer needs at first AM first ticket engineer for evening shift. Working conditions excellent, salary competitive. Also, call— WSCR, 1520 N. Keyser Avenue, Scranton, Pennsylvania—347-3268.

Immediate opening. First phone working en- gineer, with some experience only. Phone Manager—217-446-1313.

Chief with Ist class to build and maintain new AM directions. Limited or no an- nouncing. Exceptional benefits and salary. Resume to Bob Smith,ilton Publications, Rochelle, Ill. 811-522-4111.

NEWS

Help us win some more awards. Well-rated pop-standard network fulfills in prosperous midwestern city. Mississippi wants young, healthy, intelligent newsmen and women to broadcast and cover for second spot in aggressive 3-man news de- partment. Some board. Air check, resume, sample stories to Box G-228, BROADCAST- ING.

Newsmen-announcer for Texas station. Must be experienced. Send resume and deliver news. Box G-347, BROADCASTING.

Newsmen for top ethnic mid-south radio. Must have good background. Send tape and references to: Mr. Doe, WXYZ, 420 right man. Box G-316, BROADCASTING.

Medium market near Philadelphia wants newsman. Present staff expanding—part- time openings also. Box G-332, BROAD- CASTING.
Situations Wanted—Management continued

$18,000 and opportunity for advancement with right organization gets 13 years experience. Now 44/12 in major market. Experienced all media, including radio, television and all aspects of print. Excellent in all areas. Box G-266, BROADCASTING.

Immediate opening for newsman in ideal community. Top salary, benefits and position in New England. Box G-255, BROADCASTING.

Immediate opening for newsman-announcer. Expanding station in 1st half West. Top facilities. Available immediately. Box G-256, BROADCASTING.

Immediate opening here for newsman. Expanding station in southwest medium market. Available immediately. Box G-257, BROADCASTING.


Immediate opening for newsman-announcer. Expanding station in 1st half West. Top facilities. Available immediately. Box G-259, BROADCASTING.

Immediate opening here for newsman. Expanding station in southwest medium market. Available immediately. Box G-260, BROADCASTING.

Immediate opening for newsman-announcer. Expanding station in 1st half West. Top facilities. Available immediately. Box G-261, BROADCASTING.

Immediate opening here for newsman. Expanding station in southwest medium market. Available immediately. Box G-262, BROADCASTING.

Situations Wanted—Announcers

Young-aggressive-experienced-presently employed at WGOO for top forty station (with #1 rating) in university-market. Have experience in "midday" position and swinging "top-40" leader operations—looking for equal or better job. My objective is a move up toward success. Have 3rd phone, completed the Broadcast- ing Institute of America, New Orleans, in 1965. Presently, working my way through law school. I have been a member of the College of Commerce and Business Administra- tion for 3 years. Qualifications—If you need position with a future, college-market will relocate with two weeks notice any- where, I am right in with my education and stay in radio and/or TV. Phone check: College, major music major available upon request. Box G-253, BROADCASTING.

Experienced combo man with excellent sales record desires position in east or mid-West. 23, draft exempt. MOR or rock. Minimum salary and commission $10,000. Write Box G-254, BROADCASTING.

DeeJay—full of puns—real wit—(would you believe half a wit?). New England. Box G-255, BROADCASTING.

Telephone talk star available. Top radio-TV personality. Well known in most of U.S.—highly commercial. Send photos. Box G-256, BROADCASTING...

Five years experience as d.j., news and PD. Friendly, sincere sound—no screamer. Fre- quently booked for appearance or voice work. Can take your station number 1. Write Box G-271, BROADCASTING.

Sportscaster, 1st phone experienced. Newsman preferred. Box G-274, BROADCASTING.

Bright sounding top forty personality wants permanent position with well established company. Prefer arrival in mid-west. Very familiar with modern top forty music. Eight years experience. Presently em- ployed. Box G-276, BROADCASTING.

First phone—16 years—top 25 markets—all phases & formats. Box G-282, BROADCASTING.

Leaving Trigg—Vaughn with references. Pro- ducer, d.j., newscaster, first phone, married. Interested in breaking into news or TV. Box G-283, BROADCASTING.

One year experience as d.j., news and PD. Fre- quently booked for appearance or voice work. Can take your station number 1. Write Box G-284, BROADCASTING.


Announcer—20 years experience, 3rd class P.C.C. On network. Good music only. Box G-292, BROADCASTING.

Announcer—20 years experience, 3rd class P.C.C. On network. Good music only. Box G-293, BROADCASTING.

Leaving Army mid-October. Single, 33, and P.C.C. 3rd endorsed. Have Junior College degree; will finish on new G.I. Bill. Can adapt to any format. Can also do news. Experience includes two years commercial and major market— The Armed Forces Radio-TV overseas. Further in- formation is available. Please contact Box G-295, BROADCASTING.

Combo man—Give a beginner a break. Re- cent graduate N.Y.S.A.S. Draft exempt. Will work hard. 3rd class endorsed. Box G-296, BROADCASTING.

Announcer—15 years all phases, mature, married. Don't drink, don't drift. Best references. Box G-310, BROADCASTING.
Announcers—(Cont'd)

Negro de— Recent graduate. Singing or gospel. Want to settle, 3rd class license. Box G-330, BROADCASTING.

First phone student, announcer, full participation. New York. Box G-93, BROADCASTING.

Dynamic talk personality. Controversial, versatile, distinctive style & voice. New star on the horizon. 15 years experience. Pete Francuse, 2631 Canadian St., Bakersfield, Calif. 93322-3746.

Top shows in doing re- wiring. BROADCASTING.

Chief engineer seeks permanent position midwest. AM/FM strong on maintenance, direction of broadcast. Box G-191, BROADCASTING.


Chief engineer. AM-FM DA-mobile radio. 17 years broadcast. Experienced installation or rewiring. Box G-279, BROADCASTING.

Production—Programming, Others

Production specialist/announcer... with experience also in copywriting... 1st phone—married... prefer Chicago or within 75 miles. Salary no problem. Draft exempt. Midwest—south-west. 7128 Troulon, Houston, Texas 77039.

Play-by-play sportscaster... plus—news writer... 1st phone... $150. Box G-289, BROADCASTING.

Zap! Crunch! Pow! Wham! High camp top 40 personality! Program—music director! 1st phone! College graduate! Prefer northeast—however, will relocate! Contact Bruce Wayne, Box G-301, BROADCASTING.

Do the new "talk" shows excite and intrigue you? Would you like a "talk" expert to add to or change your programming? Am presently doing four times of controversial talk shows in a large market. Would like to move to a better position at a professional salary. Write Box G-317, BROADCASTING.

Top program executive, sports director 18 years in major market year-round radio or TV sports position. Present baseball contract expires September 5. Best references. Box G-319, BROADCASTING.

TELEVISION

Help Wanted—Management

Business manager/accountant needed immediately by TV station in major eastern market. This station is individual with experience, desire to work and ability to handle entire department. Accounting experience necessary. All replies given strictest confidence. Box G-151, BROADCASTING.

Sales

Management position soon to be available sales department of Washington, D. C. Television station. Need go-getter who knows the TV business and can turn up business, as well as fine service. All replies to Box F-340, BROADCASTING will be given strictest confidence.

Immediate opening for an aggressive local salesman in Atlanta market. Please forward resume and samples to Box G-56, BROADCASTING.

Announcers

Personable, dependable announcer for large Texas station. Box G-112, BROADCASTING.

Announcer—Chief announcer for midwest market must have experience and send tape & resume to Box G-251, BROADCASTING.

Commercial announcer for midwest full-color group-owned station. Affiliated in medium market. Excellent opportunity for radio man moving up to TV. Send picture, resume and details. Box G-275, BROADCASTING.

TV announcer with convincing commercial delivery wanted as sportscaster. No play-by-play. Midwest top 100 market. TV experience necessary. $140. Rush details with picture and audiotape. Box G-276, BROADCASTING.

Help Wanted—Technical

Grow with south Florida VHF. Opening for studio maintenance. VTR experience essential. Send details and resume. Box F-583, BROADCASTING.

Chief engineer of large eastern television station. Staff of 75 engineers and technicians. Must be engineering graduate, experienced in all phases of TV engineering, operation and management. Good working conditions. Send resume, Box G-33, BROADCASTING.

Management supervisor, with proven record of competence and dependability, for midwest market. Salary open for right person. Rush confidential resume. Box G-84, BROADCASTING.

Technicians. Permanent openings for qualified men in midwest operation. High union wages. Apply now! December vacancies. Send resume to Box G-92, BROADCASTING.

Engineer of good character, best technical qualifications. Texas station. Box G-115, BROADCASTING.

Well-qualified engineer trainable with first phone for Texas VHF. Box G-150, BROADCASTING.

Maintenance chief for Texas station, superior technical qualifications. Box G-125, BROADCASTING.

Opportunity for qualified, reliable assistant chief engineer, southwest VHF. Box G-129, BROADCASTING.

Chief engineer with administrative and planning talent wanted for VHF and radio station in top 100 markets eastern half of U.S. Send letter of qualification including references and salary range to Box G-184, BROADCASTING.

Needed immediately—Two control room engineers for expanding, all-color operation. First class experience required. Experience very helpful but not essential. Send all information, including resumes to Chief Engineer, Box G-234, BROADCASTING.

Immediate opening for TV transmitter engineer with concern in Texas. Write Box G-286, BROADCASTING.

Technicians—Permanent openings for qualified men in New England major market VHF facility. Excellent working conditions. Send resume Box G-311, BROADCASTING—an equal opportunity employer.

Chief engineer—full responsibility for supervising and direction of technical department. Full resume: Wes Haugen, KMOT-TV, Minot, North Dakota.

Technical—(Cont'd)

Engineer with Ist class license for permanent position at TV transmitter using RCA T76AH. Previous transmitter experience desirable but not essential. E. M. Tink, Vice President of Engineering, KWWL-TV, Waterloo, lowa.


Immediate openings, experienced engineer: transmitter, VT8, remotes, micro-wave. Excellent working conditions, pay commensurate with past experience and benefits. Call collect Charles Perkins, Chief Engineer, WJTV, Jackson, Mississippi—area code 601-712-6311.

NEWS

Opportunity for alert newswoman who can gather, write and cover news. Texas station. Box G-116, BROADCASTING.

NEWSMAN with good on-camera delivery. Texas VHF. Box G-116, BROADCASTING.

Production—Programming, Others

Creative commercial continuity writer for Texas station. Box G-197, BROADCASTING.

Wanted: By major television film syndicator a director experienced. Creative cameraman/editor. Background must include all phases of camera and editing. Many immediate openings in challenging positions for right people. Send complete details with first reply. Box G-206, BROADCASTING.

Wanted: Immediately by major television syndicator, film writer/producer to fill challenging position requiring professional film background. Varied film assignments need take-charge, creative filmmaker not afraid of tight schedules. Send complete details, sample scripts and films with first reply. Box G-206, BROADCASTING.

Tired of the same old drag? Want to produce a direct variety of program formats with emphasis on remotes? Our midwest station is moving up fast. Write Box G-222, BROADCASTING.

TELEVISION—Situations Wanted

Sales

Salesman—experienced radio-TV desires relocate west coast. Management potential. Box G-77, BROADCASTING.

Announcers

Top salary gets top-notch radio-TV announcer with 1st phone. Box G-97, BROADCASTING.


TV stations: Program the No. 1 stations in Washington, D. C. and Baltimore. The experience of this announcer was formed. After 5 years in commercial radio and 4 years in college radio a sincere attempt to move into TV broadcasting made. Box G-321, BROADCASTING.

Technical

Looking for a qualified chief engineer for your TV station? Drop me a line; we might both be happy. Box G-218, BROADCASTING.

Broadcast engineer—Experience includes installation supervision, planning, problems of performance, etc., for five television stations—engineering, supervision others. College Family. No challenge too great to recharge batteries. Any location. Box G-354, BROADCASTING.

Note west coast: I want to be your next director! 7 years major market studio & control room engineering experience. Some directing. Enthusiastic, ambitious, Vague- getter, your area mid-September. Box G-306, BROADCASTING.

BROADCASTING, July 25, 1966
BROADCASTING, July 25, 1966

**NEWS**

Bureau editor and opinion writer for large N.Y. paper seeks responsible position in newsroom. Citizenship, B.S. and college honors in TV-film. Family man, Creative writer, director. Box G-217, BROADCASTING.

Presently employed TV and radio newsmen, college, 37. Exp.-gather, write, edit, deliver on camera and edit on 4-camera unit. Good desire relocation. Minimum $120 week. Box G-283, BROADCASTING.


Award-winning documentary writer-producer now in top network. Seeks aggressive station with commitment to documentary production on regular basis. Also willing to work as newscaster, if guaranteed six months per year. Box G-314, BROADCASTING.

**Production—Programming, Others**

Producer-director—with five years experience in major market wanting to relocate. Strong in creative areas. Box G-148, BROADCASTING.

Rare combination, artist-producer-director. Six years experience as college grad., film exp., desires relocation in California. Box G-276, BROADCASTING.

Much admired working sports director, with major league experience, strong in play-by-play, voice-over and play-by-play experience of wide and major range. Intuitive commentaries and sports shows, seeks dynamic radio/TV association also interested in human relations. Nationally heard, with Longest reference. Seeks satisfaction guaranteed to quality organization. Write Box G-290, BROADCASTING.


Looking for top talent to produce your film documentaries and specials? Want a man experienced in all photographic aspects? Write Box G-303, BROADCASTING.


**WANTED TO BUY**

Equipment

We need used 250, 500, 1 kw & 10 kw AM transmitters, no Junk. Broadcast Electronics Corp., 1314 Hurricue St., Laredo, Texas 78040.

Equipment Wanted: U.H.F. transmitter 10 or 12 kw. Box E-131, BROADCASTING.

Broadcast Engineering Services—AM-FM-TV, everything from mike to tower to complete station. 10532 Stanford Avenue, Garden Grove, California, 92640, Phone: (714) 637-9502.

Wanted: 10 kw F.M. transmitter with direct FM exciter. Box G-204, BROADCASTING.

**FOR SALE**

Equipment

Television radio transmitters, monitors, tubes, microwave, cameras, audio, Electro - 445 Columbus Ave., N.Y.C.

Coaxial cable—BelMax, Syntoflex, Spirolone, etc. Also rigid and RG types in stock. New material. Write for list. Sierra-Western Electric Co., boxes 46ths Streets. Oakland, Calif. Phone 415-532-3087.

RCA 50 kw BTA-50G now in service will be available in approximately 6 months. Due to high interest at $122, 500 complete, write Box F-142, BROADCASTING.

Let us serve your used equipment needs . . . Broadcast Equipment & Supply Co., Box 3141, Bristol, Tennessee.

FOR SALE—Equipment

Broadcast Engineering Services—your “one-stop” shopping stop for all AM-FM-TV equipment—all types. 10532 Stanford Avenue, Garden Grove, California, 92640. Phone: (714) 637-9502.


Gates lev level amplifier model M546M in complete for sale and condition. $250. Don Hen JWRK, 3700 Hazel, Lincoln Park, Michigan 48146.

DU 2-K Transmitter with exciter, for sale. Excellent condition. $8,500.00. Box 221, Lebanon, Tennessee.

New QRB turntables, all models available. Cash or will trade for any type of used equipment—regardless of age or condition. Audiovox, 4230 Sw. 75th Ave., Miami, Florida.

280 watt Motorola 150 MC base station FMTRU 526 BBL. Older model in good condition. Priced to move. WRNB, New Bern, N.C.

Transmitter and complete studio equipment for UHF station. Box G-286, BROADCASTING.

IFTA 7,500 watt FM transmitter, type FM-7500B, with ion center for sale. Excellent condition. $6,500.00. Box 221, Lebanon, Tennessee.

**MISCELLANEOUS**

9,400 Professional Comedy Lines—Topical laugh services, deejay comedy commentary, intros. Free catalog. Orben Comedy Books. Atlantic Beach, N.Y.

Instant gags for deejays! Hundreds of Lines on Weather, Traffic, Radio & Music, etc. $5.00—Write for free "Broadcast Comedy” catalog. Orben Comedy Books, 1735 E. 28th Street, Brooklyn, N.Y. 11229.

DEJAYS! 4,000 classified gag-lines, $4.00! Comedy catalogue free. OX 3-0341, Hollywood, Calif. $10.00.

Have you got a musical Fungus? Exclusive one-liners in your market. LYN Publications, 2100 Divisadero St., San Francisco, California. Free sample.

Coverage maps, station brochures, Broadcast Sales aids of all types custom-designed. Noyes, Moran & Ward Ave., Downers Grove, Illinois 60515.


Wanted to Buy—The complete 304 set of transcribed Johnny Lee Wills Radio Shows. Glen White, 1218 Sw. 24, Oklahoma City, Okla.

“DEJAY GAGS!” 127 modern funny jokes, air ready. Guaranteed. $2.00 prepaid. Professional Programming. 8701 Southwest 77th Terrace, Miami, Florida 33143.

**INSTRUCTIONS**—(Conf’d)

Be prepared. First class FCC license in six weeks. Top quality theory and laboratory training. Eikins Institute School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 8 weeks Eikins training has been an FCC First Class General license with outstanding theory and laboratory instructions. Eikins Institute School of Atlanta, 335 Saint Charles, New Orleans, Louisiana.

ELKINS has—The Nation’s largest—the nation’s most respected—the nation’s highest rate of all six week Class C License courses. (Well over ninety percent of all enrollments receive a Fully GI approved. Eikins Institute—2603 Inwood Road—Dallas, Texas 75235.

Eikins Radio License School of Chicago—Six week quality instruction, laboratory methods and theory leading to the FCC Class in 10 days. 14 East Jackson St. Chicago 4, Illinois.


“It’s RKO and Here’s Why!” First phone license in (5) weeks—and we guarantee it. Tuition only $250, Rooms $5-$121 per week. Classes begin every 5 weeks in beautiful Sarasota, Fla. Oct 16-Nov. 14. Call or write Radio Engineering Institute, 1336 Main St., Sarasota, Florida.

Announcing, programming, first phone, all phases electronics, thorough, intensive practical training. Methods and results—many times higher than other schools. Allied Technical Schools. 207 Madison Ave., New York, N.Y.


See our display ad under Instructions. Don Martin School of Radio & TV. Be sure to write, BROADCASTING INSTITUTE, Box 6971, New Orleans, for radio announcing courses.


**SALES ENGINEER**

BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast equipment field, located in the midwest, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM, and TV stations. Has territories that can offer sales engineer good knowledge of broadcast equipment. Must be sales minded. Self-starter. BSEE or equivalent and minimum of three years in field desired. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume to:

Box C-249, BROADCASTING.
Help Wanted—Sales continued

It's Time to Think of the Future

Are you managing or selling for a small radio station, a small television station, or a small newspaper? How long have you worked in a small market? How long since your last raise? Have you come as far as you can in your field? Why not make a change?

Outdoor advertising is on the move. In the next 10 years, outdoor advertising will have the largest business increase of any media. Is there something or someone you'd like to sell to an outdoor magazine?

Send your complete resume, salary requirements, and a recent picture to:

Box E-123, BROADCASTING

MILWAUKEE—Radio Sales
Potential $20,000 plus on unusually high commission with healthy guarantees. Prefer experienced man who likes direct-to-smaller-advertiser action. Fine chance for sales management within first year. Send full details.

Box G-288, Broadcasting.

Announcers

NEW YORK CITY

Leading New York City radio station is seeking air personalities and newsmen with fresh ideas. All applicants with ability will be considered regardless of present market size. Send tape and resume to

Box G-315, Broadcasting.

TOP 5 MARKET FORMAT JOCK

Immediate opening for top forty jock ready for that big break. $400.00 per week plus hops. Call Byron Bolton at area code 312-337-7939.

CHIEF ENGINEER


WRITE OR CALL: PAUL DUNN WSVG, GENEVA, NEW YORK (315) 789-1200

An Equal Opportunity Employer.

Help Wanted News—(Cont'd)

RADIO NEWSMAN

50,000 Watt Radio Miami, WGBS, now broadcasting from America's newest and finest radio facility has an empty desk in its News Room. It could be yours if . . . you are an experienced newsmen, if you can research, write and report responsibly, if you would like to join this award-winning, best multi-man news team in Florida radio, if you think you can survive in the sun with a starting salary of $110-$135 per week. Send resume and tape to

Program Manager—Spencer Danes
Radio Miami WGBS
Miami, Florida 33131

$13,000-PLUS!

NEWSMEN for all-news W-NUS

QUALIFICATIONS: A strong interest and background in news and world events. Think in an "A" market. Authoritative, effective reading ability, timing and delivery for both news and commercials.

SALARY: In excess of $13,250 annually based on 6 day, 48 hour week/ Substantial increase following first year/Other benefits, naturally.

NEEDED: A complete resume, picture and references/ 15 minute news audition tape (your voice throughout)/ Rush all to:

Richard Thorne—Managing Editor
W-NUS—8601 South Kedzie
Chicago, Illinois

Situations Wanted—Announcers

NEED: ANNOUNCERS for station in New England. Must have Marconi Transistor transmitter, knowledge of studio equipment, ability to think and produce commercials.

Send resume, references, and recent tape to:

Announcers Wanted

TV ENGINEER

Unusual opportunity for middle east assignment. Good salary, housing plus other benefits. Studio, transmitter experience required, desirable with Marconi equipment.

Box G-243, Broadcasting.

COLOR TV ENGINEER

Armchair or rocking chair engineers would not want any of our open positions in color camera design and development. The man who likes to meet problems head on and thrash them out will like our environment. He will be interested in our growth history, rate, and potential. He will see what this can mean to him in terms of personal challenge and growth. He will respect our excellence image in the market. Midwest location readily accessible to culture, graduate schools, boating, fishing and hunting. Excellent benefits include relocation, tuition refund, etc.

Equal opportunity employer—M/F

Box G-235, Broadcasting.

Television Help Wanted Management (Cont'd.)

STATION MANAGER WANTED FOR TEXAS

Must have complete knowledge of all phases of Television—Sales, Programming, Engineering, etc.

Beginning salary $25,000 per year minimum. Give complete details and photo in first letter. All communications kept in strict confidence.

Box G-207, Broadcasting.

TELEVISION—Help Wanted

Management—(Cont'd)

RADIO NEWSMAN

50,000 Watt Radio Miami, WGBS, now broadcasting from America's newest and finest radio facility has an empty desk in its News Room. It could be yours if . . . you are an experienced newsmen, if you can research, write and report responsibly, if you would like to join this award-winning, best multi-man news team in Florida radio, if you think you can survive in the sun with a starting salary of $110-$135 per week. Send resume and tape to

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Equal opportunity employer—M/F

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Beginning salary $25,000 per year minimum. Give complete details and photo in first letter. All communications kept in strict confidence.

Box G-207, Broadcasting.

BROADCASTING, July 25, 1966
EMPLOYMENT SERVICE—(Cont'd)

BROADCAST PERSONNEL AGENCY
Sherrie Barish, Director

FOR SALE—Stations

LOS ANGELES AREA
AM 5kw daytimer Excellent growth area Showing good profit $235,000 with 29% down Box G-318, Broadcasting.

RECEIVER’S SALE
RADIO STATION WTRA, LATROBE, PENNSYLVANIA, serving an area encompassing 400,000 population. 1480 kilocycles and 0.5 kilowatts, grossing $60,000.00 per annum with potential of $125,000 per annum.

WANTED TO BUY—Stations

RADIO STATION $50,000 to $100,000 Cash Manager. Creative sales and program. Desire part interest in profitable network radio. Want to retire? Or buy another property? Let’s talk in confidence.

WANTED—Equipment

DRAMATIZE TV WEATHER GEMINI 10 STYLE

Use nature weather map direct from orbiting satellites such as NIMBUS & ESSA to give viewers the same dramatic, live presentations they see on network Gemini TV coverage. Pick up signals directly on simple antenna systems as satellites photograph your own TV area. Then record pictures instantly on Alden APT Equipment, and show viewers the weather before it happens! Same equipment now being made for U.S. Weather Bureau, Air Force & Navy.

Complete details available from the world’s leading manufacturer of facsimile recording equipment. Write or call Irving Tatro, Manager of Meteorological TV Systems, Alden Electronic & Impulse Recording Equipment Company, Inc., Westboro, Mass. Tel: (617) 366-4467.

FOR SALE—Stations

MOTION PICTURE CO. TV Commercials—Industrial & Sales Films A well established, completely equipped facility. Equipment inventory $105,000. Gross sales $200,000. Price $190,000.

Box G-258, Broadcasting.

La Rue Media Brokers Inc. 116 CENTRAL PARK SOUTH NEW YORK, N.Y. 265-5430

VT single daytime $145M SELL
Me. small fulltime 120M terms
Calif. metro FM&MUZAK 375M terms
N.E. suburb daytime 650M 28%
South TOP 75 daytime 140M 20M

NEED HELP? LOOKING FOR A JOB? SOMETHING TO BUY OR SELL?
For Best Results You Can’t Top A Classified AD in

Broadcasting THE BROADCASTING THE BUSINESSWEEKLY OF TELEVISION AND RADIO
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting, through July 20. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

**Indicates franchise has been granted.**

Casa Grande, Ariz. — Dick Watts of Mesa, Ariz., has applied for a CATV franchise in the Mohave County, Ariz. — Western Electrons and Communications (Ralph Antles and Wilson J. Trahan, representatives) have applied for a franchise.

Atascadero, Calif. — L. Davis and Clay C. Fry jointly have applied for a franchise.

Baywards, N. Y. — Arthur Swanson has applied for a franchise.

Foster City, Calif. — Car-Vent Cable TV Inc. of San Mateo, Calif., has applied for a franchise.

Fresno, Calif. — Award will be made Sept. 8 by city council from among three applicants — Fresno Cable TV a franchise; Time-Life Broadcast Inc. and Triangle Publications Inc., owners of KFRE-AM-FM-TV Fresno; General Electric Cablevision Co. and TV Services Inc. (Werner Bros.). (Note: disregard capsule published July 1 issue).

Manitou Springs, Colo. — Western Cable Co. has applied for a franchise. If granted, each subscriber will pay an installation fee of $25 plus a monthly charge of $6.

Amberland, Fla. — An application from Universal Cablevision has been denied on the basis that "the franchise holder the city responsible for personal and property damages that the firm's lines might cause."

Homestead, Fla. — Redland Community Vision Inc. has been granted a franchise. The firm will pay the city $2.50 per pole, $2.50 to inspect each installation and $200 annually thereafter. The city will also receive 2% of the gross receipts the first year and 5% thereafter.

Gary, Ind. — Gary Cable TV Inc., wholly owned subsidiary of H & B American Corp., has withdrawn its petition for a franchise after having been denied same. George Metrovian of Mobile Radio Communications, who planned to contest the franchise based on an attorney general's ruling that no city could grant an exclusive franchise, intends to rebuild the franchise application.

Howard County, Ind. — Booth American Inc., Detroit group CATV owner, has been granted a noneclusive franchise (see also Kokomo, Ind.).

Kake, Alaska — Booth American Inc., Detroit group CATV owner, has been granted a franchise.

Hastings, Neb. — Multi-Vue TV Corp. of Grand Island, Neb. (group representative) has applied for a franchise. The firm is now operating CATV's in Garnett and Grand Island, both Nebraska. Exterior Broadcasting, N. J. — Middlesex Cable Vision Inc. (Abram J. Bennett, president) has applied for a franchise.

Franklin, Pa. — Franklin Slate CATV Inc. of Sparta, N. J., has been granted a franchise. The firm proposes to pay a $3 franchise tax, charge an installation fee of $35, and a monthly charge of $3.65. It will provide 12 TV channels plus 20 FM stations. At present, Garden Slate serves Sparta, Ogensburg and Byram, all New Jersey.

Hoboken, N. J. — Sterling Communications of New Jersey, a subsidiary of Sterling Information Services Limited, has applied for a CATV franchise. The system would roll in Point Pleasant, for which the city will receive 5% of gross receipts, with a minimum guaranteed of $180 annually. The firm additionally pledged 15% of receipts to local school systems to help establish educational systems.

Concord, N. C. — Jefferson-Carolina Corp. has applied for a franchise. The system would bring in High Point, Greensboro and Winston-Salem, all North Carolina. The firm tentatively plans to charge $17 for installation and $5 monthly. Cox Broadcasting Co., which owns WSOG-TV in Charleston, N. C., has also applied for a franchise in Concord.

Delphos, Ohio — Shadecove Cablevision Inc. (Don Shurtle, Troy, N. Y., president) has acquired the franchise from Delphos Herald. The firm will offer a minimum of nine channels, paying 3% of gross revenues to the city. Mr. Shurtle announced acquisition of franchises in Wapakoneta and St. Marys and plans to seek franchises in Troy and nearby communities.

Weilston, Ohio — Jackson County Cable Service Inc. (Charles N. Gaskill, vice president) has applied for a franchise.

Ponca City, Okla. — KVOC-TV, KTUL-TV, and KGW-TV all have applied for a franchise. Ponca City Cable Co., a previous applicant.

Delaware Park (Lapakton Twp.), Pa. — Clear-Fic Cable TV Co., Easton, Pa., has been granted a franchise.

Meoannette, Pa. — WHJB Cablevision (Mel Goldberg, president), Greensburg, Pa., (WHJB), has been granted a 20-year exclusive franchise. The firm will provide 12-14 channels, one to be set aside for weather, news and community service programs; monthly service charge is $4.75. WHJB will pay the city 3% of gross revenues paid up to $2,999; 7% up to $4,500; 10% up to $5,000 and 13% thereafter. Council rejected a bid from Channel Video Inc. State College, Pa., which offered a flat 3% of annual gross receipts.

Lapakton Twp., Pa. — Lapakton Cable TV Inc., Phillipsburg, Pa., has been awarded a franchise except for the Delaware Park area (see above).

Menango Twp., Pa. — Lawrence Cablevision Inc. (Robert Brown), no address, has been granted a franchise to install a 12-channel system; the franchise holder will do free home installation during the construction period.

Bremerton, Wash. — Telecable Inc. (Richard Rokes, manager), has applied for a franchise.

Cedar, Wash. — WJFT-AM/FM, FCC call for a second station to operate a facility of The Tribune Publishing Co. has been granted a franchise. The firm will pay 4% of its annual gross receipts to the municipality.
WHEN Art Watson was handed his bachelor-of-science degree in accounting at the 1952 graduation of the school of business at Fordham University, one of the last places he could envision working was in the broadcasting field. It just never entered his mind.

Instead, broadcasting entered his life. "Just the twist of circumstances," he recalls. Now after a decade in radio and television he wouldn't trade with anyone.

Mr. Watson is a vice president of NBC and general manager of its Cleveland properties, WKYC-AM-FM-TV. Noting he now is only 36, Mr. Watson's associates claim him to be the youngest member in the fraternity of general managers for any network-owned station operation.

The New Breed • To many also he is representative of the more alert of the new young breed of fiscal-oriented executives fast emerging on the broadcast administrative scene, one who has made a happy marriage of the decimals and decibels rather than a battle. His previous business experience had been with Montgomery Ward & Co.

Is it hard for one trained in the financial disciplines to adjust to the often fluid intangibles of the broadcasting arts? "After the shock of the initial encounter the adjustment really isn't that difficult," Mr. Watson admits. "But you do have to learn how to be flexible," he explains, "because broadcasting and the creative nature of its business can't be strapped down with the rigid controls like the manufacturing or retailing fields."

Mr. Watson points out that "many times we invest large sums of dollars in public service projects having no obvious return and often having no recognizable response. Take coverage of the political conventions or our many local documentaries. One a three-hour special. There is no comparison, say in retailing, where you would dare spend only for two purposes, one being product and the other profit."

Profit Plus • Yet there is a great return to the broadcaster that can't be measured in traditional accounting terms, Mr. Watson says, and this is the reward of broad community recognition of the stations' "corporate citizenship." Once this end result is experienced, he feels, the financial man can't help but be fully converted to radio-TV's ways. Should any doubts still linger, he suggests, the clincher always will be the growing flow of new business that accures to the operation that has earned its high place in service and local esteem.

Since assuming the stewardship of the WKYC stations in June 1965, Mr. Watson has involved himself in Cleveland civic affairs and organizations. It is a policy carried out with equal fervor by all station personnel there and it had been similarly practiced in the equal industry by Mr. Watson and his staff when he previously was the operating executive at the former NBC stations in Philadelphia, WRCV-AM-TV.

During the past year Mr. Watson has expanded the Cleveland news staff by about one-third, to a total of 38 for around-the-clock operation. A weekly documentary is among several new local shows added, in addition to expanded news programming. Technical facilities also have been improved.

A union of flexibility and youth

In just 45 days last summer Mr. Watson and his staff completely colorized WKYC-TV, which he considers something of a record, and the station now has several live color cameras plus film and tape color gear. Last week a color film processor was installed for news film.

Total Absorption • But "involvement" and his aggressive zeal to solve the problem before it becomes a problem were active parts of his personal philosophy long before Mr. Watson entered radio and television. He had opportunity to develop these qualities first as a lieutenant in the Navy right after his graduation from Fordham. He served as executive officer aboard a landing ship along the Atlantic Coast.

A car radio was his companion in 1954-55 while a traveling auditor for Montgomery Ward but he wasn't much impressed. Now he recalls how little in-depth news there was then. "Just barely more than headlines," he remembers, "compared to the extensive coverage today."

WKYC controller of a large suburban Ward store in Albany, N.Y., in 1956, Mr. Watson did notice how totally dependent retailers were upon the print media for their advertising. But he's helping to change that attitude now. One large Cleveland supermarket chain will undertake a test campaign on television and two department stores are planning to use radio and TV.

It's only the beginning, Mr. Watson feels, and with the growth of new radio and TV stations, especially UHF, a much more concerted effort to woo and win the retail dollar will have to be made by broadcasters.

The year 1956 also was a critical one in the life of Mr. Watson. With a growing family he was faced with the choice of going higher in retail work or seeking greener pastures elsewhere. He chose to look over the horizon and by chance learned of an NBC financial opening in New York. He was interviewed for the job but turned it down. While riding down the elevator an acquaintance told him of still another opening there, so he delayed his exit long enough to investigate.

In, Not Out • The exit was an entrance. Within days he reported for work as an operations analyst on the NBC staff, studying all facets of the entire organization, including both radio and TV networks and the owned stations. In 1958 he became a senior analyst and the next year was made business manager of the WRCV outlets. The management came soon thereafter.

The manager's key to success? "A good team of associates," Mr. Watson believes. "I have a great deal of faith in people," he says, "and you must allow them freedom of expression rather than limit them."

WEEK'S PROFILE

Inside NAB

As was to be expected, dissension has arisen among board members of the National Association of Broadcasters over the design of a new NAB headquarters building in Washington.

This publication intends to take no part in the dispute. The sketches presented to the NAB boards promise no landmark in the nation's capital, but neither do they threaten to deface the neighborhood. At worst the design is inoffensive in its present form, and perhaps that is the best to be hoped for. It is not in the nature of committees or boards to create or endorse works so daring as to guarantee controversial reception.

However the NAB building turns out to look from the outside, there ought to be less disagreement over the use of space within it. Certainly room ought to be made for a library and archives where current and historical information about radio and television would be readily available to serious students.

This is not to suggest that some kind of museum be housed at the NAB. The physical bric-a-brac of broadcasting history is of too little general interest to justify display in expensive square footage in Washington. But within reason, space it would be possible to file, on film, tape and disks, a good deal of significant material, including radio and television programs that are worth saving.

For some years the Broadcast Pioneers has had under way a history project that is now under direction of William S. Hedge, retired vice president of NBC. The Pioneers has gathered much material but has neither the administrative nor the physical facilities to put the collection into usable form.

The construction of a new NAB headquarters could readily include space for the more important pieces in the Pioneers' collection. Perhaps the NAB could also provide the staff assistance to collate what the Pioneers has already gathered and add new material as it becomes available.

Before the NAB gets around to settling on interior plans it ought to get together with the Pioneers to explore the possibilities of creating, equipping and maintaining a central archives that could be important to all of broadcasting.

Trail blazer

Among the innovations of the new season will be a programing venture likely to generate more interest among broadcasters than the new fare on TV networks.

Focal point is the impending debut of the nation's first want-ad station under the ownership-auspices of Gordon McLendon, the volatile broadcaster who specializes in innovation and excitement. Mr. McLendon will operate KGLA (FM) as 100% commercial with nothing but classified advertising of the character heretofore restricted to newspaper columns. Mr. McLendon, with typical showmanship, has asked the FCC to assign him the call KADS-FM.

Why the interest among broadcasters? Obviously, if the Los Angeles experiment works, every major market in the country will be ripe for want-ad formatted stations.

There's added incentive because of the FCC's AM-FM nonduplication regulation that ultimately will affect every market with more than 100,000 population. The want-ad format, for some segment of the broadcast day, could provide a sought-after answer for nonduplicated programing as FM penetration increases.

The FCC, we believe, imposed unnecessarily harsh and probably illegal restrictions upon the McLendon innovation. There's nothing in the law that relates to advertising content, and there is no reason why a 100% commercial station cannot serve the public interest. If it doesn't do the job to the satisfaction of its public, it will go under through lack of audience and resultant loss of advertising.

There are fascinating projections of the want-ad format. For example, perishable products: a couple of carloads of peaches that might have to be sold quickly. The public could get the message instantly through a want-ad station. Or quick sale of inventories of nonperishables to make way for new shipments.

There's a big untapped new world of service for the public and business for the broadcaster ahead if the broadcasters play their "programing" and their rate cards right.

It's news

When a newspaper goes out of its way to commend investigative reports broadcast by a television station, it is, to say the least, news. When the same newspaper asserts that such television enterprise justifies the protection of broadcasting under the First Amendment, it is news on page one in 72-point type or in prime time in color.

As reported here last week, the Tampa (Fla.) Tribune has done just that in commenting on the results of the on-air campaign produced by WJXT(TV) Jacksonville, Fla. The target of the station's editorializing was a city commission's squandering of insurance money. As a result a grand jury turned in a strong report that led to the hiring of an insurance expert and a correction of the Jacksonville city government's method of placing its business.

Here's part of what the Tampa Tribune said:

"First Amendment guarantees are little needed by the news media who campaign in favor of nothing more controversial than the flag, motherhood and the sanctity of the home. They are essential to those who, in the highest traditions of American journalism, seek to expose public waste—and worse—without fear or favor."

"WJXT in its inquiry into Jacksonville's insurance practices acted in accord with those traditions, and in so doing added another case to the argument for First Amendment application to television and radio."

"He said his first words today: 'When do my residuals start?'"
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