Petry

Color Spot

THE TV MEDIUM FOR '66

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

Colorspot—For Four Dimensional Selling

Edward Petry & Co., Inc.

The Original Station Representative

New York • Chicago • Atlanta • Boston
Dallas • Detroit • Los Angeles
Philadelphia • San Francisco • St. Louis

Anscochrome—courtesy of General Aniline and Film Corporation.

Programers get global fever as imports hit new high. p27
Can broadcasters hold the line against split spots? p30
Carriers close ranks in face of Ford-plan controversy. p46
Revamping at FCC: Smith, Sheridan in new posts. p54
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.
'Gidget Goes Hawaiian' and 'Mysterious Island' rated No.1 & No. 2 over all other features on all networks.

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

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

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

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

Ford friction

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

Job in search of man

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

Overmyer onward

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

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

Color speedup

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

Eaton block

Richard Eaton's application to acquire ch. 13 KTRG-TV Honolulu from Hawaiian Paradise Park Corp. is in trouble. FCC has notified Mr. Eaton, owner of 14 stations, it won't grant assignment without hearing. Commission, apparently concerned about long list of technical-rules violations in which Eaton stations have been involved, said it wants assurance in hearing of future performance. Moreover, commission wants more information on survey submitted to support plan for converting station into Japanese-language outlet.

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

Three-way deal

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

Search for PR head

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

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

Job switch?

Look for Alan Silverbach, vice president in charge of syndicated sales at Twentieth-Century Fox television, to resign. Word is he will join Screen Gems international in executive capacity.
11-11:30 P.M. NEWS, MONDAY THRU FRIDAY

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

*79% More Than Station No. 2
*190% More Than Station No. 3


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

WSYR-TV | Channel 3 - NBC Affiliate - 100 KW
SYRACUSE, N.Y.

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

Get the Full Story from HARRINGTON, RIGHTER & PARSONS
WEEK IN BRIEF

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

OVERSEAS PROGRAMS...27

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

NEW LOOK FOR FCC...54

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

ABC-ITT MERGER...58

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

FM: DUE TO BLOSSOM...40

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

WHDH WINS ROUND...48

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

ANOTHER CHISEL ON SPOTS?...30

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

PROS AND CONS...46

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

THETA WINS 3 OF 4...52

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

TASK FORCE FOR CATV...60

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

INSTANT BARREL OF LAUGHS...64

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KNOXVILLE RANKS 61ST* IN AREA OF "DOMINANT INFLUENCE"
WBIR-TV delivers the only full CBS service to East Tennessee and Southeastern Kentucky.

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

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

Signal Coverage in the Southeast...
Offering advertisers coverage of approximately 1-million homes in six southeastern states.

WBIR-TV  WFBC-TV  WMAZ-TV
Represented Nationally by AVERY KNODEL, INC.
Dodge star, theme continuing in 1967

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

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

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

Wolper gets 'truth'

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

Any movie code changes means look at TV code

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

MPPA seal of approval has become much easier to receive than it once was under Hays and Johnston eras and filmmakers say TV competition has forced cinema industry to use bolder approaches on subjects that used to be taboo or handled with kid gloves.

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

Program reporting form for TV is being polished

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

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

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

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

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

'Best' first quarter

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

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

Three months ended July 30:

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<th>1966</th>
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<tr>
<td>Earnings per share</td>
<td>$0.29</td>
<td>$0.15</td>
</tr>
<tr>
<td>Gross sales</td>
<td>46,061,000</td>
<td>35,273,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>1,897,000</td>
<td>1,408,000</td>
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</tbody>
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Bundy disputes AT&T financial criticism

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

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

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

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

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

'Annie' owners shoot down TV showing

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

Spokesman for Lincoln Center said there was no contract and premature publicity was embarrassing because "Annie" is scheduled for showings in theaters until December and announcement of TV show at this time could hurt theater attendance. He said theater has "lost interest" in TV production. Checks at NBC, AGA and J. Walter Thompson, its agency, were of no help.
WILLIAM D. GREENE, director, administrative operations, CBS Radio, New York, named director of CBS/FM Broadcasting, newly created CBS Radio department that includes operation of CBS-owned FM stations, CBS/FM national sales and CBS/FM program syndication service (see page 62). Mr. Greene was assistant general attorney for CBS Inc. for four years before being appointed in 1964 as director of CBS Radio administrative operations. His background includes work as attorney (with ABC and also with law firm), broadcaster, writer and radio-TV program packager.

EUGENE B. DODSON, with WKY Television System Inc. since 1949, placed in charge of three independent TV stations of parent company. He remains vice president of WKY TV System and general manager of its WKTV(TV) Tampa-St. Petersburg, Fla., CBS-TV affiliate. Mr. Dodson joined WKY TV Systems as promotion manager of WKY-AM-TV Oklahoma City, later becoming assistant and acting manager. He went to WKTV in 1958. He will be in charge of KTVT(TV) Fort Worth-Dallas, and KMFT(TV) Milwaukee and KHTV(TV) Houston, which is to go on air later this year.

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

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

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

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

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

For other personnel changes of the week see FATES & FORTUNES

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

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


MCA net slides

Consolidated net income of MCA Inc. for first half of 1966 declined slightly from corresponding 1965 levels, according to unaudited figures released by company Friday (Aug. 29).

For six months ended June 30:

Income per share 1966 1965
$1.62 $1.50

Net income 7,951,000 8,322,000

All-ad station ready

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

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

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

Salada to U.S. agency

Salada Food Corp., Woburn, Mass., whose account in U.S. has been handled by Canadian agency—Goodis, Goldberg, Soren Ltd.—will shift to Norman Craig & Kummel, New York, effective Oct. 3. Products include instant tea, tea bags, Junket line and several citrus fruit products. Account is expected to bill $2 million.
Nothing’s beyond your reach on Mutual Radio

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

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

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

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

The DeLuxe Twenty

INDEPENDENT TELEVISION
Modern, Fresh Productions...

In Magnificent Color...
Capturing the full flavor of the on-location sites and stunning sets.

Co-Productions...
with the most creative moviemakers in Europe and ITC exercising the approval of script, cast and director.

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

---

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

#Indicates first or revised listing.

##AUGUST

**Aug. 23—** Annual meeting, Montana Cable Television Ass'n, Main motel, Helena.

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

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


**Aug. 30—** Special stockholders meeting, Rust Craft Greeting Cards Inc., and Boise Cascade Corp., to vote on merger. Rust Craft meeting is in Dedham, Mass.; Boise Cascade in Boise, Idaho.

##SEPTEMBER

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

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

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

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

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

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

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

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

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

**Sept. 17-19—** National executive committee meeting of the National Association of Educational Broadcasters. Georgetown Inn, Washington.

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


**Sept. 20—** New deadline for reply comments on FCC's proposed rulemaking aimed at incorporating into the commission rules a modified version of the rules of discovery now employed in all federal courts.


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

**Sept. 23—** "Newsmaker" luncheon of International Radio & Television Society. Speaker will be FCC Chairman Rosel Hyde. Waldorf-Astoria hotel, New York.


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

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

**Sept. 30-Oct. 1—** Meeting of the Kentucky
... you would be aware of a new supermarket study recently conducted for WSFA Television by Auburn University, under the direction of Dr. Warren K. Trotter, Professor of Marketing. This study was undertaken to develop data relative to the market position, in terms of shelf showings in 127 supermarkets, of various brands of health and beauty aid products in the Central and Southern Alabama market area served by WSFA Television. Because of the complexities of distribution in this marketing area, a brand audit census such as this enables advertisers to check on their product movement from warehouse to cash register. Continuing research such as this is just one more reason Cosmos stations are respected, influential leaders in the communities they serve.
Everyone here
thanks everyone here.

(Your support helped make the 29th All-American Soap Box Derby the most successful ever.)

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

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

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

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

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

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

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

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

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

Community TV Assn. Continental Inn, Lexington.

OCTOBER

Oct. 2-7—100th Semiannual Technical Conference and Equipment Exhibit sponsored by the Society of Motion Picture and Television Engineers, Ambassador hotel, Los Angeles.
Oct. 3—Deadline for comments on FCC's proposed rulemaking that would prohibit group owners from acquiring more than three television stations, not more than two of them VHF's in the top-30 television markets.
Oct. 3-5—Annual fall convention and election of officers of Illinois Broadcasters Association, Sheraton-Blackstone hotel, Chicago.
Oct. 6-8—Annual fall meeting and election of officers of Alabama Broadcasters Association, Stafford motor hotel, Tuscaloosa.
Oct. 8-9—Annual meeting of the Missouri AP Radio TV Association, Ramada Inn, Jefferson City, Mo.
Oct. 11-13—Annual fall meeting of Ohio Association of Broadcasters, Speakers include George W. Bartlett, vice president for engineering, National Association of Broadcasters; John Elliott, board chairman, Ogilvy & Mather. Christopher Inn, Columbus.

NATIONAL COMMUNITY TELEVISION ASSOCIATION FALL REGIONAL MEETINGS

Oct. 10—Plaza Hotel, New York (Region 1).
Oct. 14—Marriott hotel, Dallas (Region 4).
Oct. 21—Davenport hotel, Spokane, Wash. (Region 7).
Oct. 24—Pamplona hotel, Las Vegas (Region 8).
Oct. 26—Raddison hotel, Minneapolis, (Region 6).
Oct. 31—Sheraton-Gibson hotel, Cincinnati (Region 2).
Nov. 2—Dinkler Plaza hotel, Atlanta, (Region 3).
Nov. 4—Skirvin hotel, Oklahoma City (Region 5).

One for the money

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

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

OPEN MIKE*

Stations with appeal to the younger audience, appeal to a spendable income of 7.6%. Those who successfully ap-
You can sleep more safely because your telephone service never does. Bell System men and women are round-the-clock people with just one aim—good service at low cost. At night, anytime, in an emergency, you can dial “O” for “Operator” and get help.
Dear Abby,

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

Devious subsidy

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

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

For the record

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

K'MON in, the format's fine

Editor: Enclosed is our check for 100 reprints of your C&W radio report in the Aug. 1 issue. We find these reprints most valuable for showing to our regular accounts and in helping to convince prospective advertisers to become regular advertisers.

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

(Reprints are available for 3¢ each, 25¢ each in quantities from 100 to 1,000 or 25¢ each for orders for more than 500, plus shipping charges. Address requests to BROADCASTING, 1325 DeSales St., N.W. Washington. 20036.)

Another station heard from

Editor: IT IS INTERESTING TO NOTE THAT MOST OF THE STATIONS THAT HAVE BANNED THE BEATLES NEVER PLAYED THEM IN THE FIRST PLACE.—George Weiss, president WBBQ-AM-FM Augusta, Ga.
What is the new ocean in Miami?

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

It's W-O-C-N

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

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

McGavren-Guild company inc.
The long shadows of the future of television

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

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

Participation plans are in.

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

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

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

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

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

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

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

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

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

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

Fragmented Audiences * Television is rapidly assuming the personal characteristics of radio. As a color set comes into the home a secondary set is created. By 1970, about 75% of all homes will have one or more sets. This means split audiences to programs from now on, especially during the hours when children and adults used to battle for control of the set. Also, men and women will be segregated where they used to be flung together.

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

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

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

Nobody’s ponderous steps to the office are going to get lighter. Pioneering there will be.

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

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

Rodney Erickson is director of TV-radio at Kenyon & Eckhardt, New York, a job he started with this year after having served for nearly a year and a half as executive vice president and director of marketing and board member of American Research Bureau in New York. His diverse background spans radio's peak network years and association with Foote, Cone & Belding's radio and Procter & Gamble's advertising departments. For 10 years, ending in 1958, he was general manager of Young & Rubicam's TV department, member of its plans board and a stockholder. He later held executive posts with Warner Bros. and Filmways Inc. (president). acted as consultant to NBC and Samuel Goldwyn Productions among others, owned and then disposed of interests in three radio stations and, in 1963-65, was senior vice president in charge of marketing services in New York for the Maxon agency.
When WRVA-RADIO rings the dinner bell, Richmond starts ringing WRVA (644-5441)

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

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

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

That’s catering to listeners’ interests.

WRVA-RADIO

Richmond, Virginia
50,000 Watts AM, 1140 KC
200,000 Watts FM, 94.5 MC
National Representative:
Peters, Griffin, Woodward, Inc.
In the past ten years, Warner Brothers and RKO features from UAA have been doing business for hundreds of domestic stations. This includes 113 members of the great “station groups”. Groups—the bellwethers of local and regional programming—provide a dependable gauge of “what’s best” for business. That’s why we’re calling your attention to the Groups and their stations which have been logging Warner and/or RKO films from our huge inventory of action-adventures, Westerns, spy-intrigues, mysteries and dramas. (Some Group stations have more than 1,000 of them!)

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

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Overseas programs for U.S. TV

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

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

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

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

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

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

One leading producer-director capitalized the current state of affairs this way: "We know very well that overseas programs are not going to replace on any substantial basis such series as Bonanza, The Fugitive and other popular shows. But at the same time, more than ever before, we know there is a place on TV for the best of programs and specials produced in foreign countries. "Just as the movie industry of Europe started to make strides here after World War II so that they now supply a steady portion of our motion-picture fare, the overseas TV producers are coming to the fore. They have learned a lot about television, and, with the guidance of our programing people here, can bring in TV shows that can be mutually beneficial." On the Shuttle • U. S. programers have been shuttling to Europe and the Far East this summer and have negotiated coproduction or product acquisition agreements with TV-motion picture companies in Britain, France, Germany, Australia and Japan.

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

Here are some of the reasons suggested for the outward thrust by U. S.

Underwater series for Wolper, ABC-TV Ltd.

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

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

The series will be titled The Undersea World of Jacques-Yves Cousteau, the French oceanographer, who heads the French production company. The series will reportedly have a story line and the underwater filming will be in the Atlantic, Pacific and Indian oceans. M. J. (Bud) Rifkin, executive vice president of Wolper Productions, said Mr. Cousteau will be in New York next week for a news conference at which time he will disclose details of underwater photographic techniques to be used during filming of the series.

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

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

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

- Foreign production centers have become increasingly sophisticated in TV and have learned to produce for the world market, including the U. S. They are anxious to be represented in the lucrative U. S. TV sector and to work along with their American counterparts.
- American producers are interested in escaping the so-called “Hollywood sameness,” and bring a change of pace. Though they are reluctant to admit it, costs are lower, ranging from 30% to 60% under U. S. figures in Britain, and below that in other parts of the world.
- The success of British TV programs in the U. S., particularly those of the Associated Television-Independent Television Corp. combine, during the past year has spurred other organizations abroad to reach for “the big apple.”
- The high fatality rate of network programs has persuaded both broadcasters here and programmers abroad that outstanding overseas series can be logical replacement programs. There is an ample supply already produced which can be commandeered at reasonable prices for mid-season scheduling.
- The dwindling supply of first-run syndication series in the U. S. can be bolstered by series and specials that have been produced for the worldwide market by foreign producers.
- The types of programming in international coproduction range widely from serious drama to game shows, musical variety, action-adventure, documentaries, science-fiction and cartoon series.
- Network programing officials voiced optimism over the expanded coproduction agreements overseas. A CBS-TV executive said that there is growing sophistication abroad and producers there are more aware today of U. S. program requirements. An official of NBC-TV cited the large number of British exports that have cropped up on all three network schedules this past season and added that he is “actively seeking talent all over the world.” Programing executives at ABC-TV could not be reached for comment but other network officials pointed to the growing number of overseas series and specials slated to be carried on ABC-TV as a barometer of heightened interest.
- Feedback: A roundup of activity and comment by representative U. S. program producers-distributors follows:
  Hal Golden, president of ABC Films, said his company is turning increasingly to the international program market, asserting that “the rest of the world is catching up to us in TV.” ABC Films’ first “off-shore” program is a one-hour, live color game series, Golden Shot, obtained from Schmid Productions, Zurich, Switzerland (story, page 29). In addition, ABC Films is discussing coproduction deals in England and Australia, and has signed to represent Telepool, a consortium of German and Austrian production companies, outside of Europe.
- A spokesman for AIP-TV reported that Stanley Dudelson, vice president and general sales manager, was in London last week on production conferences with ABC-TV Ltd. of England on a half-hour space fiction series in which they are associated. In addition, AIP-TV has obtained from ABC-TV Ltd. the syndication rights to The Avengers, and is coproducing in Japan a half-hour cartoon series, Prince Planet, centering around a “boy super-hero.”
- Manny Reiner, executive vice president of Four Star International, returned a few weeks ago from a business trip to Europe and voiced enthusiasm over prospects for coproduction on a selective basis. At the present time, Four Star is concentrating in the areas of specials, he said, and in association with Tele-Hachette of Paris has completed a one-hour presentation, Encore Paris, and is in preproduction with a one-hour documentary, Fall of Berlin and a 90-minute program, The Russian Revolution. Mr. Reiner said Four Star is investigating the possibilities for other specials in other parts of Europe.
- George Graham, president of NBC Enterprises, said the company’s film unit, NBC Films, has been involved in two Japanese projects over the past year. Astro Boy and Kimba, both animated series (Kimba is scheduled to go on the air this fall). Though not currently involved in additional new projects. NBC Films is “actively looking,” according to Mr. Graham. Overseas producers are “catching up with us” in the techniques of producing and casting TV series, he said.

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

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

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

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

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

India, Too: Joseph Kotler, vice president of Warner Brothers Television, believes overseas production will become...
**Good Group!**

**WARNER BROS. & RKO features from**

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WKRG-TV
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COLOR FILM
COLOR SLIDES
COLOR PLUMBICON CAMERAS
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CBS NETWORK COLOR

Represented by H-R Television, Inc.
or call
C.P. PERSONS, Jr., General Manager
European one-hour game show may get network tryout

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

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

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

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

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

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

Another feature that would be retained in the U. S. version is the participation of selected members of the home audience who by phone direct the blindfolded cameraman when to shoot the electronically controlled arrow. The shooting sight appears on the screen for the benefit of the home participant.

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

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

M. J. (Bud) Rifkin, executive vice president of Wolper Productions, explained his company’s interest in overseas programming by stating that "we simply are going where the talent and/or the program is." He cited as an example the report last week that Wolper, in association with Les Requins Associates of Paris, will produce 12 one-hour color programs on underwater expeditions, which have been sold to ABC-TV for an estimated $3.5 million (see page 27).

Mr. Rifkin noted that in this case the talent was Jacques-Yves Cousteau, the famed French oceanographer. He added that Wolper is close to signing an agreement with an Italian producer for two one-hour specials and is negotiating others in France, England and other parts of the world.

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

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

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

Sandburg tribute

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

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

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

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

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

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

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

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

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

An attempt by the Ogilvy & Mather agency to find minute positions for back-to-back placement of unrelated 30-sec-ond commercials for KLM Royal Dutch Airlines and Mars Candies, both Ogilvy clients (Closed Circuit, Aug. 15). Ogilvy is one of the agencies responsible for the integrated Tab-Metrecal commercial that is now in search of spot positions.

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

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

Single companies, they note, may have trouble matching up products that they want to present to the same audience at the same time, either because products are unrelated or because they're not equipped to handle two promotions at the same time.

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

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

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

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

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

The C&W letter, signed by Senior Vice President and Director of Media William White, noted reports of "strenuous efforts" by certain advertisers to permit the piggybacking of products of different companies. It went on to say: "It is our understanding that your
On July 25, WIIC-TV became Pittsburgh's FIRST and ONLY full-color TV station. Time is going fast! Contact General Sales Manager Roger Rice or your Petry man!

BROADCASTING, August 22, 1966
UHF is in business now and in the future. A new customer we value now and for the years ahead. As markets increase and the audience grows, MGM-Television will continue its role as a supplier of a wide range of quality programming designed to reach many specific segments of the audience. If U* haven't checked the full availability of first-run and re-run programs from MGM, check this list—then check our man from MGM-TV.

*VHF's, too.*
## Target Programs for Specific Times and Audiences

<table>
<thead>
<tr>
<th>Half-Hours</th>
<th>Women</th>
<th>Men</th>
<th>Children</th>
<th>1st Run</th>
<th>Re-Run</th>
<th>Eps.</th>
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<th>Night</th>
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<td>Zero One</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
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<tr>
<td>Bonnie Prudden</td>
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<td></td>
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<td></td>
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<td>Dr. Kildare</td>
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<td>The Lieutenant</td>
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<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

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

Keep him in the dark!

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

WINSTON-SALEM, GREENSBORO, HIGH POINT

WSJS Television

Represented by Peters, Griffin, Woodward
A new twist to borrowing a cup of sugar

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

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

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

Something... sweet for the tea.

Lady, could you spare... a few drops?

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

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

Information Asked - Further on the letter asked reps to "advise us as to whether any of the stations you represent have offered or do offer to accept 30-30's from nonrelated companies at any rate less than twice the 30-second rate published in their current rate cards, and also if any stations reduce their current published rate for 30-second units on any basis."

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

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

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

The National Association of Broadcasters television code holds little solace
FILM CAMERAS AND PROJECTORS  TV TAPE EQUIPMENT  TRANSMITTERS

RCA...the

"MATCHING" MEANS A BETTER INVESTMENT
matched line

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

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

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

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

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

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

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

The Katz letter, signed by Scott Donahue, vice president of the company's television division, suggested that twin-company minute announcements be billed at 125% of the appropriate minute rate and that they not be accepted at all unless they are fully integrated and the products are logically related.

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

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

Nevertheless all networks have reportedly turned down the fully integrated Tab-Metrecal spot, while some stations, according to several rep firms, have taken them.

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

**Agency appointments . . .**
- Adolph's Ltd., Burbank, Calif., has appointed Foote, Cone & Belding, Los Angeles to handle four products: seasoned salt substitute, sugar substitute, salt substitute and instant meat tenderizer. The products were moved from Carson/Roberts/Inc., thus consolidating the entire Adolph's account at FC&B. Adolph's bills about $1.5 million annually, about one-third of this total in network TV.
- American Potash & Chemical Corp., Los Angeles, has appointed John Ramsey Co., same city. The company's advertising budget calls for use of spot radio on a selected basis.

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

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

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

Ranking in the top 10 in total TV use, any product classification, were these grocery product manufacturers: Procter & Gamble, General Foods, Colgate-Palmolive, American Home Products, Lever Bros. and General Mills.

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

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### Top 50 largest national advertisers of items sold in supermarkets

<table>
<thead>
<tr>
<th>Company</th>
<th>1965 TV investment</th>
<th>TV share of total budget</th>
<th>Company</th>
<th>1965 TV investment</th>
<th>TV share of total budget</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble</td>
<td>$160,881,000</td>
<td>90.6%</td>
<td>29. Carnation</td>
<td>$16,239,000</td>
<td>75.5%</td>
</tr>
<tr>
<td>2. Bristol-Myers</td>
<td>76,531,000</td>
<td>76.4%</td>
<td>30. National Biscuit</td>
<td>$18,364,000</td>
<td>76.6%</td>
</tr>
<tr>
<td>3. General Foods</td>
<td>76,475,000</td>
<td>86.1%</td>
<td>31. S. C. Johnson &amp; Son</td>
<td>$18,740,000</td>
<td>97.5%</td>
</tr>
<tr>
<td>4. Colgate-Palmolive</td>
<td>71,189,000</td>
<td>86.8%</td>
<td>32. Armour &amp; Co.</td>
<td>$10,680,000</td>
<td>56.7%</td>
</tr>
<tr>
<td>5. R. J. Reynolds</td>
<td>46,801,000</td>
<td>67.0%</td>
<td>33. Johnson &amp; Johnson</td>
<td>$10,929,000</td>
<td>63.3%</td>
</tr>
<tr>
<td>6. American Home Products</td>
<td>56,629,000</td>
<td>81.5%</td>
<td>34. J. B. Williams</td>
<td>$15,025,000</td>
<td>92.7%</td>
</tr>
<tr>
<td>7. Lever Bros.</td>
<td>58,292,000</td>
<td>87.5%</td>
<td>35. Borden</td>
<td>$9,089,000</td>
<td>60.3%</td>
</tr>
<tr>
<td>8. American Tobacco</td>
<td>37,608,000</td>
<td>64.8%</td>
<td>36. Nestle</td>
<td>$11,547,000</td>
<td>78.1%</td>
</tr>
<tr>
<td>9. Coca-Cola</td>
<td>31,136,000</td>
<td>57.7%</td>
<td>37. Pillsbury</td>
<td>$10,806,000</td>
<td>73.5%</td>
</tr>
<tr>
<td>10. General Mills</td>
<td>36,077,000</td>
<td>80.9%</td>
<td>38. Block Drug</td>
<td>$12,899,000</td>
<td>88.4%</td>
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<tr>
<td>11. Gillette</td>
<td>39,898,000</td>
<td>94.9%</td>
<td>39. Chesbrough-Pond's</td>
<td>$10,260,000</td>
<td>70.5%</td>
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<tr>
<td>12. Warner Lambert Pharmaceutical</td>
<td>30,473,000</td>
<td>75.0%</td>
<td>40. Continental Baking</td>
<td>$12,477,000</td>
<td>86.6%</td>
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<tr>
<td>13. National Dairy Products</td>
<td>25,556,000</td>
<td>45.0%</td>
<td>41. Pet Milk</td>
<td>$9,437,000</td>
<td>67.8%</td>
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<tr>
<td>14. Kellogg</td>
<td>30,712,000</td>
<td>79.0%</td>
<td>42. Mars</td>
<td>$11,027,000</td>
<td>82.0%</td>
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<tr>
<td>15. Philip Morris</td>
<td>32,832,000</td>
<td>87.1%</td>
<td>43. Hunt Foods &amp; Industries</td>
<td>$7,778,000</td>
<td>60.9%</td>
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<tr>
<td>16. Liggett &amp; Myers</td>
<td>22,734,000</td>
<td>62.7%</td>
<td>44. Seven-Up</td>
<td>$9,211,000</td>
<td>47.0%</td>
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<td>17. P. Lorillard</td>
<td>21,794,000</td>
<td>62.8%</td>
<td>45. Richardson-Merrill</td>
<td>$10,141,000</td>
<td>83.0%</td>
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<td>18. Campbell Soup</td>
<td>15,826,000</td>
<td>45.8%</td>
<td>46. Canada Dry</td>
<td>$3,472,000</td>
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<td>19. Pepsi Co.</td>
<td>24,828,000</td>
<td>73.2%</td>
<td>47. Scott Paper</td>
<td>$6,191,000</td>
<td>53.8%</td>
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<td>20. Brown &amp; Williamson</td>
<td>29,773,000</td>
<td>90.5%</td>
<td>48. Royal Crown</td>
<td>$8,440,000</td>
<td>56.5%</td>
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<tr>
<td>21. Sterling Drug</td>
<td>23,567,000</td>
<td>73.3%</td>
<td>49. Purex Corporation</td>
<td>$5,187,000</td>
<td>47.9%</td>
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<td>22. Alberto-Culver</td>
<td>30,998,000</td>
<td>97.1%</td>
<td>50. Carter-Wallace</td>
<td>$10,144,000</td>
<td>94.8%</td>
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<td>23. Miles Laboratories</td>
<td>26,976,000</td>
<td>90.3%</td>
<td><strong>Totals:</strong></td>
<td><strong>$1,314,983,000</strong></td>
<td><strong>76.7%</strong></td>
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</tbody>
</table>

*Ranking based on total media investment in 1965. Sources: Bureau of Advertising, ANPA; Publishers Information Bureau; Farm Publications Reports; Associated Business Publications; Television Bureau of Advertising (LNA-BAR for network TV; N. C. Rorabaugh for spot TV); Radio Advertising Bureau.*
The little girl who lost herself in books...

now finds answers to thousands of research questions.

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

All this background paid off... both for Miss Maximena and for General Motors. As Reference Librarian at the Research Laboratories Library at the General Motors Technical Center, she's the daily target for such questions as: What is Poisson's ratio of tetrafluoroethylene? What is the daily gasoline consumption in Los Angeles County? What is the thermal conductivity of a certain steel alloy? Miss Maximena is expected to and invariably does come up with right answers. Her long experience, perception and skill enable her to put her finger on difficult answers quickly and accurately.

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

General Motors is people making better things for you.
FM: due to blossom, or overdue?

NAFMB ponders future as experts say smart selling can make buyers regard FM as 'the icing on the cake.'

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

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

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

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

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

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

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

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

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

According to John McLaughlin, media manager, Carl Ally., New York, FM radio must develop research to support its presentations with reliable demographic and reach-frequency statistics. For the present, FM stations, hemmed in by limited resources, should ride with the research commissioned by the larger AM "quality" stations, the media executive said.

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

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

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

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

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

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

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

Borrowed Ideas • Mr. Hobler conceded that he borrowed other stations' ideas in climbing into the black. He said the station scheduled rotating commercials, "no matter what the advertiser paid." He also began a familiar practice of sending out listener's guides, calling his, "restaurant guide of the air." Later he attached a two-page questionnaire along with the guide to ascertain radio listeners' habits. The questions were coded for the AM and FM audiences and pulled 21,343 responses. In a few months, he said, restaurant sponsors have jumped from two to 20 in number. WTOA is now enjoying revenues of $40,000 to $50,000 per year.

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

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

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

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

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

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

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

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

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

MORNING 9 am-12 noon — VIEWING UP 100%
AFTERNOON 12 noon-5 pm — VIEWING UP 82%
EARLY EVENING 5-7:30 p.m. — VIEWING UP 49%

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SUNDAY THRU SATURDAY

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*Weekly CUM Audience Additional Thousands

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

Broadcasting, August 22, 1966
revival last May, 20 years after it was a hit on Broadway. The current show had a six-week run on Broadway, is now in Washington, will open in Philadelphia—for a limited run starting Aug. 30 and be back for a 10-week stay in New York, starting Sept. 30. The show will be produced this fall at NBC's color studios in Brooklyn.

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

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

agencies receive CBS's radio buyers' check list

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

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

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

rep appointments . . .


LBJ asks Ad Council to spur bond sales

A group of advertising and broadcast executives were urged last week by President Johnson to intensify their efforts to sell U. S. Savings Bonds. The President dropped into a White House meeting of members of the Advertising Council engaged in the savings bond program to thank them for their cooperation and to emphasize the urgency of the bond campaign in the light of the war in Vietnam and the anti-inflation effort.

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

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

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

also in advertising . . .

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

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

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

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

from: The American Bar Association

to: WMAL-Radio


wmal-radio 63
c
THE EVENING STAR BROADCASTING COMPANY

Represented by McGavren-Guild Company
A name for the White Knight

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

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

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

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

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

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

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

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

Business briefly . . .

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

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

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


Commercials in production . . .

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


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

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


K-Mart Discount Stores, Detroit (discount house); one 60 for radio, jingle. Bud Smalley, production manager. Agency: Rosegarten & Stenke, Memphis.

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

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

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


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

BROADCASTING, August 22, 1966
Color didn't pull the rug out from under us.

Is this the Year of Color Television? Did color just jump right up and surprise everybody? Other stations, maybe. but not WFGA-TV. We've been on the air in color for 9 years. Not merely passing on the color shows from the network, but producing our own color shows, and airing everything possible in color. We've probably put on more Sunday morning religious programs in color than most stations have broadcast color movies. And our audience loves us for it. Our advertisers love us, too, because we air their commercials in color at no extra charge. Ask your PGW "Colonel" about WFGA-TV.
Pros and cons on Ford's ETV plan

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

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

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

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

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

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

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

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

The hearing was televised in its entirety by an eastern network of four ETV stations. The stations are WETA, Washington, WNDT, New York, WHYY, Wilmington, Del. and WGBH, Boston.

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

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

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

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

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

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

In an emotional presentation, Mr. Friendly told of the irony in the fact that commercial television, "with the financial and professional resources to teach, illuminate and inspire, has not enough available air time to do its best" because of economic pressures upon it, while ETV, "which has the time and impetus to pursue excellence, does not have the resources—technical, economic, professional—to provide it."

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

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

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

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

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

While Senator Pastore sought to relieve the fears of Comsat stockholders that authorizing another carrier to handle the traffic at issue might seriously impair Comsat's future, Mr. McCormack pointed out the company considers the domestic area an important one.

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

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

Richard R. Hough, vice president-engineering, for AT&T, said he doubted if a nonprofit system can match the incentives to service and cost improvements associated with private enterprise. He said that the $65 million in carrier
services the Ford Foundation projected it would replace could not materialize because about $30 million of those services involve some that could not be replaced by such a satellite. He also questioned what he called seriously understated foundation estimates of costs of launching and operating such a system. He, like the other carriers, questioned the nature of a specialized satellite system for broadcasting rather than an all-purpose one.

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

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

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

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

Bell restrained from building Coast CATV

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

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

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

**WHDH wins a round**

**Operation record is basis of examiner recommendation for continuing license**

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

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

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

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

WHDH originally won its case before the commission in 1957, but a series of commission actions and court appeals involving among other things, ex-parte allegations on the part of WHDH has kept the case open. WHDH has been operating under temporary authority.

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

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

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

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

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

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

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

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

THIS IS MONEY IN THE BANK!

guarantee

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 current 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.
All Right, What's So Funny?

Plenty.

For the NBC Television Network's new season will be introducing four bright comedy shows that have absolutely nothing in common but originality, wit, brightness and everloving appeal.

There is, for example, "The Monkees"—the screwball adventures of a contemporary quartet of notably unsuccessful singer-musicians—whose zestful antics are filmed in a fast, fresh style that's as unconventional as the lads themselves.

There is, too, "Hey, Landlord!", in which a young Midwesterner—aided by a Manhattan-bred buddy—tries to cope with a converted (and highly unprofitable) New York brownstone inherited from a thoughtless uncle.
Next, we have “The Hero,” which asks the nettling question: Is it possible for an apparently rugged, two-fisted TV cowboy star to be a bumbling, timid, ineffectual mortal in his off-screen life? The answer is not merely “yes,” but “and how!”

Finally, there’s “Occasional Wife,” wherein a young bachelor decides to fake being married in order to advance his career as a business executive. Our young friend soon discovers that the ruse can generate a flock of very real complications and, for viewers, torrents of very real laughter.

So there they are—as funny a foursome of new shows as television has ever presented at the start of any single season.

And—seriously, folks—you’ll find them all on NBC.

THE FULL COLOR NETWORK
hands in the course of normal trading.

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

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

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

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

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

Choate's Role • WHDH's difficulties in holding onto commission grants of the channel 5 facility revolve around the late Robert B. Choate, who had been president of the company and its dominant personality. His off-the-record efforts to influence the vote of then FCC chairman George McConnaughey prior to the 1957 decision led to one remand of the case by the U.S. court of appeals. Mr. Choate's death in 1963 led to another.

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

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

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

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

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

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

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

Theta wins 3 of 4 L.A. CATV bids

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

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

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

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

City accepts the principle but not the interest

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

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

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

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.broadcasting, August 22, 1966
Raymond W. Welpott, president, NBC-owned Stations and NBC Spot Sales, American Cablevision Co., a division of Jack Kent Cooke Inc., Beverly Hills, went as high as $210,000. Other companies making offers dropping out earlier were Pacific Pipeline Construction Corp., Montebello, Calif., and Malibu Cable Television Inc., an operation owned by Bruce Merrill, Phoenix.

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

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

The Santa Monica Mountains area, according to estimates based on 1962 population figures, has 42,000 dwelling units and a potential of 20,000 CATV subscribers. Pacific Palisades has 7,500 dwelling units and an estimated potential of 3,400 customers. The other two franchise areas have isolated pockets of poor television reception. The Sun Valley area already is being served by National Trans-Video Inc., with some 800 households subscribing.

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

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

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

NAB: Mexico, si; Palm Springs, no

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

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

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

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

Also being planned is a meeting of

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

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

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

A new look for FCC

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

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

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

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

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

He will replace James B. Sheridan, a man from whom he differs on policy matters about to the same degree that Chairman Hyde, a conservative, differs from his predecessors, Newton N. Minow, who gained national attention for his criticisms of broadcasters, and E. William Henry, who advocated a tough regulatory line.

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

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

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

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

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

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

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

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

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

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

A change in the Broadcast Bureau post had been anticipated since the date of Mr. Hyde’s appointment as chair-
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man. It's customary for the appointment of a new chairman to be followed by the naming of new occupants for key positions. And Mr. Sheridan's views seldom coincide with those of Chairman Hyde.

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

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

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

In making the announcement, Chairman Hyde said that Mr. Smith "brings to this new position of great responsibility a background of experience that is second to none. I am confident that his ability will enable him to serve the commission with distinction."

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

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

**Changing hands**

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

- **KAIL-TV** Fresno, Calif.: Sold by B. L. Golden and Dr. L. W. Fawns to Tele-America Inc. for in excess of $230,000 plus other considerations. Tele-America is owned by Trans-American Corp., which owns KTVM Inglewood, Calif.
- **WIXO Normal, Ill.:** Sold by Robert W. Sudbrink and associates to Illinois Broadcasting Co. for $200,000 and assumption of obligations. Illinois Broadcasting is principally owned by Lindsay-Schaub newspapers (Merrill Lindsay, president) and owns WSOY-AM-FM Decatur and WVLN and WSEI(FM) Olney, both Illinois. Lindsay-Schaub Newspapers also hold a 20% interest in Midwest Television Inc., owner of WCAI(TV) Champaign, WMDO-AM-FM-TV Peoria, both Illinois, and KXEL-AM-FM in San Diego. WIXO operates fulltime on 1440 kc with 1 kw day. 500 w night. Broker: John D. Stebbins.
- **APPROVED • The following transfers of station interests were approved by the FCC last week (For other commission activities see For The Record, page 74):**

- **WDXI-TV** Jackson, Tenn.: Sold by estate of Aaron B. Robinson and others to Cy Bahakel for $900,000. Mr. Bahakel is group broadcast owner, with following stations in his group: WCBB-TV Charlotte, N. C.; WKAR-TV Montgomery, Ala.; WLO-TV Columbia, S. C.; WABG-AM-TV Greenwood, Miss.; WKIN Kinston and WDDO-AM-FM Chattanooga, both Tennessee; WWDQ-AM-FM Lynchburg, Va.; WLBJ-AM-FM Bowling Green, Ky., and KEKL-AM-FM Waterloo, Iowa. Robinson group is retaining ownership of WDXI Jackson, and also owns WDXE-AM-FM Lawrenceburg, WDXN Clarkesville, WTPR Paris and WENK Union City, all Tennessee, and WCMC Corinth, Miss. WDXI-TV is on channel 7 with CBS and ABC affiliations. Commissioners Robert T. Bartley and Kenneth A. Cox dis桑ent; Commissioner Nicholas Johnson concurred in result.
- **WBJA-TV** Binghamton, N. Y. and WENA-TV Erie, Pa.: Sold by Alfred E. Ansonbee and James E. Greely to Oliver Lazere, Gerald Arthur and J. J. L. Hessen for $35,000 and $656,000 in obligations including $84,000 promissory note. Mr. Lazere is in textile business; Mr. Hessen is attorney; Mr. Arthur publishes group of weekly newspapers on Long Island, N. Y. All three owning WEEB-Rensselaer, N. Y. WBJA-TV is on channel 34 with ABC affiliation. WENA-TV, not on air, holds permit for channel 66.
- **WDTM(FM)** Detroit: Sold by Merle H. and Ophelia L. Miller to Sunshine

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BROADCASTING, August 22, 1966

- Kansas Bismark-Mandan, N. D.: Sold by Frank Fitzsimonds and Cal Culver to Richard Power and associates for $235,000. Mr. Power has interests in WAVN Stillwater and WJON St. Cloud, both Minnesota. KBOM, founded in 1925, operates fulltime on 1270 kc with 1 kw daytime and 250 w night.
- WDSR Lake City, Fla.: Sold by Alfred H. and Alma Horn Temple to Joe L. Duckett, Miles H. Ferguson and W. C. Woodall Jr. for $140,000 plus agreement not to compete in Columbia county, Fla., for 10 years. Mr. Duckett is sales manager of WRDL West Point, Ga. Mr. Ferguson has interests in WRLD and WHJO Opelika, Ala. Mr. Woodall controls WGRA Cairo, WFPM Fort Valley, WDWD Dawson. WBKR Blakely, all Georgia, and WSSW Greenwood, S. C. WDSR, founded in 1946, operates fulltime on 1340 kc with 1 kw daytime and 250 w night.

COMMUNITY TELEVISION

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

CATV charges rival with blocking lines

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

The telephone company's actions, Warrensburg Cable says, is in behalf of United Transmission Inc., the second CATV franchise holder in that city. Both the telephone company and United Transmission, are subsidiaries of United Utilities Inc., a telephone holding company. United Transmission is a group CATV owner.

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

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

CATV urges rule change to import distant UHF's

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

Jackson TV Cable Co. of Jackson, Mich., made the comment in petitioning for a revision of the so-called top-100 market rule. The rule requires CATV's to obtain commission permission in a hearing before relaying signals beyond a station's grade B contour into any of the top 100 markets.

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

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

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

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BROADCASTING, August 22, 1966
ABC-ITT merger set for oral hearing

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

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

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

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

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

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

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

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

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

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

But it also said that the "pending proposals do raise legal and policy issues of substance and significance which require the commission's further consideration in an oral hearing before it en banc."

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

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

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

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

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

Thus far, the only word the commission has received from Justice is that it is still studying what it considers a very complex case. The word was received three weeks ago.

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

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

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

FCC's Johnson breaks a tie vote

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

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

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

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

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

UTI proposed to bring in WMAL-TV

Hurleigh to resume duties

Robert F. Hurleigh is expected to return to duties as president of Mutual the week after Labor Day, according to a network spokesman. Mr. Hurleigh, who suffered a coronary attack on July 16 (Broadcasting, July 25), was reported last week to have made "a fine recovery" and is now convalescing at the Harbor House hotel-motel in Ocean City, N.J. Mr. Hurleigh will work half-days at the outset and gradually move into full-time responsibility, the spokesman said.
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and WTTG-TV), both Washington, WVEC-TV, KDKA-TV and WTAE-TV, all Pittsburgh, WAGL-TV Lancaster and WSTV-TV Steubenville, Ohio-Wheeling, W. Va., to systems in Roaring Spring, Martinsburg, Greenfield township and Freedom township.

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

'Trib' staffers find radio-TV homes

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

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

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

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

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

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

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

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

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

Whitney Communications also has a 55% ownership in the Paris edition of the New York Herald Tribune. Earlier it sold off 45% to the Washington Post. Financier Whitney's company also is the parent of Corinthian Broadcasting Corp., a wholly owned station group that has WISH-TV Indianapolis, WANE-TV Fort Wayne, Ind.; KXTV-TV Sacramento, Calif.; KOTV (TV) Tulsa, Okla., and Khou-TV Houston. Other holdings include the Parade magazine Sunday supplement, the New York Herald Tribune Radio Network (now comprising WVOX New Rochelle and WGBH Kingston, both in New York) and Interiors magazine.

A task force for CATV

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

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

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

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

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

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

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

Creation of the new unit could lead to a jockeying for authority within the commission staff. Although its primary function is in getting the backlog of work under control, there is some ques-
tion as to whether it will involve itself in a variety of related functions.

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

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

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

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

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

Examiner concurs in Elyria transfer

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

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

But the commission set the grant aside and designated the application for hearing as a result of a petition filed by the Lorain County Journal, a competitor both of the stations and of Lorain County Printing’s Elyria Chronicle-Telegram.

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

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

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

Examiner Kyle said that the record reflects that “the transferee never acquired or exercised” legal or actual control over Elyria-Lorain. And in view of the Journal’s withdrawal from the case, he said, the unauthorized transfer issue must be resolved in favor of the applicants.

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

Massachusetts studies municipal CATV bills

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

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

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

CBS/FM Broadcasting to implement ‘Young Sound’ music programing service

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

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

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

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

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

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

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

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

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

Radio series sales . . .

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

Easter: the Beginning (Woroner Productions): KVFD Fort Dodge, Iowa, and KIMA Yakima, Wash.

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

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

Tips on Tails (Woroner Productions): KOWA Hastings and KSMM Shakopee, both Minnesota, and WDLR Traverse City, Mich.


Doctor’s House Call (Signal Productions): WCRO Providence, R. I., and WMBI Uniontown, Pa.


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

Dream World (Triangle): WNRC New York; KLAB Los Angeles; WCOP Boston; KTLN Denver; WFLA Tampa, Fla.; WJAR Providence, R. I.; KROC Rochester, Minn.; KBOY Olympia, Wash.; KBSM New Bedford, Mass.; KWIP Redding, KSHL Chico and KSCO Santa Cruz, all California; WVMF Burlington, Vt.; WBH LaCrosse, Wis., and KREX Grand Junction, Colo.

Hubbell Robinson signed to new ABC-TV contract

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

The new signing was announced last week by Leonard Goldberg, ABC vice president in charge of TV network programing, during a closed-circuit telecast originating in New York to affiliated stations. The telecast previewed ABC Stage 67 which goes on the air next month. With Mr. Goldberg was Thomas W. Moore, president of ABC-TV and Mr. Robinson. Mr. Goldberg explained that the contract ties Mr. Robinson and his produc-
tion company to ABC-TV for the next few years. It provides for his personal services and exclusive use of all projects and ideas for TV programs. Mr. Robinson’s *Hawk*, a filmed series, starts on ABC-TV on Sept. 8, 10-11 p.m.

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

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

**WFAA-TV’s primer explains manager’s show**

Seeking to extend use of its *Let Me Speak to the Manager* format, WFAA-TV Dallas-Fort Worth has published a primer distilling five years’ experience with the show that features viewer mail. Mike Shapiro, general manager of WFAA-TV and motorman of the half-hour, prime-time program, also plans a weekly news-and-suggestions letter pooling experiences of other station managers who adopt the copyrighted WFAA format.

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

**The Big Ten will get even bigger**

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

By the time of the first broadcast, Sept. 17 (North Carolina State at Michigan State) the lineup will include some 175 stations in more than two dozen states, Mr. Dickson said. Over 160 outlets already are signed, including Hawaii, Guam and Armed Forces Radio. By 1967 season, he predicted, the lineup should include over 250 stations.

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

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

**Film sales ...**

*Marvel Cartoons* (Krantz Films Ltd.): WCDO-TV Minneapolis-St. Paul; WPRT (TV) Miami and WFGA-TV Jacksonville, all Florida; WTVR-TV Richmond Va.; KENS-TV San Antonio, Tex., and WSB-TV Atlanta.

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

*The Gypsy Rose Lee Show* (Seven Arts TV): WLW-C (TV) Columbus, Ohio. and KGOM-TV Albuquerque, N. M.


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


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

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


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

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

An instant barrel of laughs for radio

THAT'S SERVICE PLANNED BY MEL BLANC ASSOCIATES

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

The humor package, to be called Superfun, initially will be offered on a 13-week basis for subsequent renewal only for 26 or 39 weeks. The Blanc organization claims to have been planning and developing the new service for the last two years and at a cost of $250,000. It's said to be the result of a 25-station survey that showed a widespread need for a "total humor additive," a desire for a service analogous to "cartoons in the Saturday Evening Post." Superfun can be interspersed continuously throughout the broadcast day and will be promoted as being adaptable by 98% of all radio stations in the country.

It consists of one major serialized feature running about two-and-a-half minutes in length; 65 one-minute featurettes; another 65 under one-minute featurettes of running comic characters, and 150 five-second to 45-second audio blackouts. The serialized feature, supposedly the pivot of the package, will depict the serialized adventures of such characters as "Meyer, the spy." Each episode will be geared to run six to eight times a day on a station, with each story lasting a week. The 65 featurettes will encompass 13 different episodes each of five different spoofs, including "Khrisna, the worldly wierdo" and "Sweatshop," about an exercise show. The inserts with the running characters will attempt to integrate skits about fictional station personnel, like the maintenance man or studio cleaning woman, into the total station sound as a running gag. The so-called "guts of the package," is a sort of miscellaneous cornucopia of vaudevillian-type fast routines.

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

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

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

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

MBA expects to have between 20-25 stations signed up for its new service by the Nov. 1 starting date. Projections call for a potential of 50-75 subscribers by the end of the first year and revenues of $400,000 and $600,000. By the end of the second year, MBA hopes to have Superfun going into as many as 150 stations. Only one station to a market will be signed for the service.

More signed for 'CBS Playhouse'

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

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

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

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

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

Arnaz returns to TV for Channing show

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

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

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

Dick John, news director of kwtv-(tv) Oklahoma City, placed the call. He spoke to Mr. Nielsen who referred him to Robert Foote, a Nielsen attorney. Mr. Foote told Mr. John that the proposed order was not satisfactory, since it failed to name Mrs. Sparger and Nelson Brittan as parties to its provisions. It also did not, Mr. Foote was reported saying, acknowledge that Mr. Sparger illegally attempted to influence ratings by fixing them.

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

Because lawyers for both sides of the controversy have been unable to settle the case. Mr. Sparger, it is reported, took this means of bringing the negotiations to a close. The next day Mr. Sparger announced that he had retained Thomas J. Kenan, an Oklahoma City lawyer and former legislative assistant to Representative Carl Albert (D-Okla.), as his counsel. J. Howard Edmondson, former governor of Oklahoma who had been representing Mr. Sparger, had to withdraw from the case, Mr. Sparger is reported saying, because of "prior commitments." Five parts • In his proposed consent order, Mr. Sparger agreed 1) to admit that he used some Nielsen sample homes to attempt to rig the Channing program; 2) that his acts interfered with and damaged the commercial value of the Nielsen business; 3) to accept a permanent federal injunction restraining him (Sparger) from disclosing the names and addresses of Nielsen sample homes, the firm's supervisors or field men, from attempting to influence the ratings or interfering with the Nielsen firm in any way, or making false or slanderous statements concerning the Nielsen firm; 4) to turn over to Nielsen within 10 days of the order information on rating homes or supervisors or field men. In return, Nielsen would drop its claim for actual and punitive damages.

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

Program notes...

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

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

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

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

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

Ohio Governor James A. Rhodes (center) discusses plans for Avco Broadcasting's extensive participation in the 1966 Ohio State Fair at Columbus, with John T. Murphy (right), Avco Broadcasting president, and Walter E. Bartlett, vice president-television. Avco Broadcast-
ing. Between Aug. 25 and Sept. 5 more than 55 colorcasts will be originated for area Avco TV stations (WLWT-TV) Cincinnati; WWHO-TV Dayton; WLWC-TV Columbus, all Ohio, and WLWF-TV Indianapolis Ind., and other television outlets in Ohio.

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

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

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

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

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

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

Runaway reaction • California Governor Edmund G. (Pat) Brown stepped into the runaway production controversy in Hollywood last week by issuing a statement expressing his concern "that American productions are declining while foreign productions are increas-
ing." He called upon the television and movie industries "to resist the temptation to achieve short-range savings by filming overseas."

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

Ted Kennedy hits TV programing

Senator Edward M. Kennedy (D-Mass.) last week criticized what he called the glorification of violence on the mass media, particularly television. Addressing the annual convention of Hadassah in Boston, Senator Kennedy made the observation as part of a proposal to control the spread of violence in this country.

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

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

Florida Mission maps religious show idea

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

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

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

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

66 (PROGRAMING)

BROADCASTING, August 22, 1966.
Stockholders get on the Ball

Pay to president, dividend procedure questioned

at Desilu annual meeting

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

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

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

On CBS-TV Again * Thanks to Lucille Ball and CBS-TV's need for her to star in a fifth year of The Lucy Show program in the 1966-67 season, Desilu was able to get the network to put up a $600,000 fund for the financing of its pilots. Miss Ball's importance as a performer also helped Desilu swing a $6.6 million minimum contract with CBS-TV for reruns of 132 Lucy Show segments over four years of domestic daytime reruns. This last is part of an exclusive so-called "put" option deal, which allows Desilu to take the four-year package of Lucy shows from other buyers for higher bids and provides for CBS to rebid for the product at a price no less than 10% higher than the highest outside offer. By coming back to The Lucy Show, after first announcing her withdrawal, Miss Ball, it was revealed, gave Desilu the lever to execute the "highest price ever paid to a company for a half-hour TV show."

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

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

Gilbert Resolution Squashed * At the conclusion of Mr. Rudin's talk, questions from a few persistent shareholders came pouring out. Most pointed away at the necessity for Miss Ball's salary of $75,000 as president and $156,123 as an actress in fiscal 1966. Management, in the person of Mr. Rudin, insisted that Miss Ball, who owns 60% of Desilu, actually is underpaid and that she could earn a great deal more working for other production companies. A resolution to limit Miss Ball's salary to $90,000 in any year in which the company pays no cash dividend was defeated. It was sponsored by perennial management-heckler John Gilbert and was proposed after last year's meeting (Mr. Gilbert was not present last week, but was nonetheless vociferously repres-
50% over last year's 61 cents a share. Sales for the half-year level should reach the $22 million level, he added, compared with the $15.4 million at the same period last year. Pretax earnings will exceed $4 million, he noted, compared with $1.4 million a year ago.

During the last six months, more than $7 million in orders was written during three trade shows, Mr. Beisswenger said. He reported further that Jerrold's backlog is currently at an all-time high of $17 million, compared with $9.5 million level at the same time last year.

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

**Electrographic acquires VPI**

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

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

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

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

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

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

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

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

**Wrather net improved in six-month figures**

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

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

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

For six months ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share (before Gilbert loss)</td>
<td>$0.27</td>
<td>$0.26</td>
</tr>
<tr>
<td>Earnings (loss) per share (after Gilbert loss)</td>
<td>(0.11)</td>
<td>(0.41)</td>
</tr>
<tr>
<td>Gross income</td>
<td>6,140,645</td>
<td>5,642,097</td>
</tr>
<tr>
<td>Income (before company's share of loss of the A. C. Gilbert Co.)</td>
<td>480,051</td>
<td>458,893</td>
</tr>
<tr>
<td>Net income (loss) after company's share of loss of the A. C. Gilbert Co.</td>
<td>200,051</td>
<td>(716,000)</td>
</tr>
</tbody>
</table>

**Fotochrome-Bristol talks reported off**

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

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

Fotochrome, a photo processing firm, this year started marketing a color camera in cooperation with Petri Camera Co. of Japan. It also has announced plans for flat-tube color-TV sets (BROADCASTING, Apr. 4), an arrangement which was to include Interitel Inc., Los Angeles (being acquired by Fotochrome but still subject to stockholder approval) and Bristol Dynamics, an electronics manufacturer. Subsequently, Bristol filed suit against Fotochrome and Interitel, charging conspiracy to defraud, then dropped the charges under an acquisition agreement with Fotochrome. These terms involve an exchange of Fotochrome stock valued at close to $2.5 million. The transaction now awaits legal review of contractual obligations.

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

**Harris-Intertype posts fiscal-year records**

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

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

Year ended June 30:

<table>
<thead>
<tr>
<th></th>
<th>1966</th>
<th>1965</th>
</tr>
</thead>
<tbody>
<tr>
<td>Earnings per share</td>
<td>$2.51</td>
<td>$2.03</td>
</tr>
<tr>
<td>Shipments</td>
<td>170,038,000</td>
<td>128,176,000</td>
</tr>
<tr>
<td>Net before income taxes</td>
<td>21,382,000</td>
<td>17,176,000</td>
</tr>
<tr>
<td>Provisions for income taxes</td>
<td>9,770,000</td>
<td>8,171,000</td>
</tr>
<tr>
<td>Net earnings</td>
<td>11,612,000</td>
<td>9,005,000</td>
</tr>
<tr>
<td>Shares outstanding</td>
<td>4,531,221</td>
<td>4,367,534</td>
</tr>
</tbody>
</table>

**NTA red ink flow slows to a trickle**

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

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

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

**Financial notes . . .**

- Grey Advertising Inc., New York, has declared a 12 1/2-cent quarterly dividend, payable Sept. 15 to shareholders of record Sept. 1.
- Memorex Corp., Santa Clara, Calif., manufacturer of precision magnetic
Rise in color sales highlights EIA report

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

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

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

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

<table>
<thead>
<tr>
<th>Period</th>
<th>TELEVISION</th>
<th>RADIO</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.-June 1966</td>
<td>Total Monochrome: 5,247,983, 3,426,789, 1,821,194</td>
<td>Home (With FM): 5,976,502, 1,619,169</td>
</tr>
<tr>
<td>Jan.-June 1965</td>
<td>Total Monochrome: 4,225,474, 3,369,935, 838,539</td>
<td>Auto: 4,741,986</td>
</tr>
<tr>
<td>Jan.-June 1966</td>
<td>Color: 13.8, 16.9, 11.4</td>
<td></td>
</tr>
<tr>
<td>Jan.-June 1965</td>
<td>Color: 12.6, 15.8, 11.1</td>
<td></td>
</tr>
</tbody>
</table>

Enoch Light-Singer pact for record firm set

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

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

EQUIMENT & ENGINEERING

FCC urged to look into land mobile use of UHF

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

The commission, under increasing pressure from Capitol Hill to find spectrum space for land-mobile users, announced plans for a test last month (BROADCASTING, July 25). Only VHF figured in the FCC's plans, FCC Chairman Rosel Hyde told Congress, because channel sharing in UHF could lead to disruption or defeat of the FCC's policy of fostering local UHF growth (BROADCASTING, Aug. 8).

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

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

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

Technical topics...

Big order: WKAQ-TV San Juan, P. R., has ordered $1.1 million of RCA color TV studio equipment. It includes advanced-type color cameras and high-band TV tape recorders.

Quartz floodlight: Lighting Services Inc., New York, has available an adjustable (indoor) Q-flood fixture said to be 33% more efficient than standard reflector floodlamp bulbs. It's operated with a 250 w single-ended quartziodine lamp with anodized high-purity aluminum reflector. The lightweight, convection-cooled unit, which produces
white light, can be fitted with color filters and glare-control louvers. Units come with a variety of finishes and mounting devices.

**New CATV cable** - The Wire and Cable division of International Telephone & Telegraph Co., Clinton, Mass., is marketing a line of 75-ohm, aluminum-sheathed coaxial cable for CATV. ITT is able to supply cable lengths up to a mile.

**ETV on campus** - RCA is supplying WCMU-TV Mount Pleasant, Mich., with $240,000 worth of studio and transmitting equipment. The new UHF educational outlet, scheduled to begin broadcasting in January 1967, is located at Central Michigan University. Its equipment order includes RCA's 24 gain antenna, a 2-kw remote-control transmitter, two PK-330 vidicons, one TK-22 film camera, and various projectors, audio tape-cartridge units, switching and control systems.

**For remote TV** - An antenna positioner (Type 30802) for remote television broadcast is available from the Andrew Corp., P. O. Box 807, Chicago 60642. It is electro-manually operated to pick up microwave relay signals by using the remote-control unit in the studio or mounted on a tower or rooftop. Cable assemblies up to 1,000 feet, mounting brackets and counterweights are provided.

**One-man studio** - Packard Bell Space & Systems Divisions, Newbury Park, Calif., has available in one package an "Automatic TV Studio" designed for educational television. The system can be operated by a single person. The $22,000 system includes: six Packard Bell 920 TV cameras, 16mm film chain, 35mm slide chain, motorized writing scroll, video kart, on-air and preview monitors, automated lectern, auxiliary control console, and other related equipment.

**11 N.Y. colleges to get TV gear**

New York state is equipping 12 TV centers in 11 colleges in the state. Visual Electronics Corp., New York, has a contract with the state for nearly $1 million worth of gear. Visual Electronics said last week that the contract terms call for it to provide each college a turnkey installation including audio, video, and lighting equipment for live-production studios. Each installation includes also two Mark 10 image orthicon cameras.

The equipment firm also will provide a training course for operating personnel from the colleges. They are located at Cortland, Potsdam, Morrisville, New Paltz, Plattsburgh, Oneonta, Brockport, Oswego, Buffalo, Geneseo and Albany.

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**FANFARE**

**Drumbeats...**

For Free Europe • Foote, Cone & Belding, New York, has volunteered a "task force" to create next year's public service campaign for the Free Europe Fund. The campaign is being conducted by the Advertising Council. Contributions to the fund are used for support of Radio Free Europe that broadcasts to Eastern European countries. Ronald McCoulloch, vice president, will supervise the FC&B unit, and William R. Farrell, director of marketing services, the Monsanto Co., St. Louis, continues as volunteer coordinator.

**Sightsavers** • The National Society for the Prevention of Blindness has released radio-TV public-service kits to over 4,000 radio stations and all local and network TV stations, to promote September as Sight-Saving Month. The kit consists of three full-color sound TV films (one 60, and two 30-second spots) and two color slides with live copy. Recorded spots sent to radio stations feature sight-conservation messages ranging from 20 to 90 seconds, with top stars such as Lorne Greene, chairman of the 1966 Sight-Saving campaign.

**Incubator on the way** • A sterilizer and an incubator were key items of equipment shipped by WTCJ-AM-FM-TV Hartford, Conn., to a hospital the station has adopted in a Vietnamese village. Without an incubator, premature infants had no chance of survival, and without a sterilizer, instruments had to be taken to a military hospital before they could be reused. When discovered by Paul Kuntz and Bob Dwyer, WTCJ staffers in Vietnam last fall, the village medical facility was a small cottage with three beds. The equipment was purchased with funds remaining after WTCJ completed a drive to construct a 60-bed building. An earlier drive garnered 1,500 "baby bundles" of soap, diapers, baby oil and other maternity items for the village.

**46 candles on the cake**

WFWJ Detroit, one of the nation's pioneer radio stations, celebrated its 46th anniversary last Saturday (Aug. 20). Now on 950 kc with 5 kw fulltime, the station's first broadcast went out over a 20-w transmitter to a few hundred listeners with homemade receivers. WFWJ has been an NBC affiliate since the network was founded in 1926.

“I’LL SEE YOU IN COURT!”

Some suits are 'deadly earnest'. Others are nuisance suits, in hope of a settlement. Why be victimized by either kind? Decide on the amount you'll carry yourself. Cover the excess through Employers Reinsurance Corporation. Then you'll know in advance what the maximum possible loss can be. For rates, details without obligation, write or call:

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21 West 10th, Kansas City, Mo. 64105
New York, 111 John • San Francisco, 520 Montgomery
Chicago, 78 New, W. Jackson • Atlanta, 14 Peachtree, N. L.
BROADCASTING ADVERTISING

C. Harry Bleich, former VP and director of marketing, Dole Co., San Jose, Calif., appointed marketing VP, Sunshine Biscuits, New York, subsidiary of American Tobacco Co.

Walter Mead, VP, copy chief, and creative review board chairman at Dancer-Fitzgerald-Sample, New York, joins Sullivan, Stauffer, Colwell & Bayles, New York, as VP and creative director.

Steve Milgrim, management consultant, Vinti Advertising, New York, appointed senior VP in charge of new accounts.

Jim Foley promoted to associate media director at Kenyon & Eckhardt, Chicago, responsible for timebuying on all of agency's Chicago accounts.

Willis E. Adams, Joe H. Serkowich and Donald B. Weber, account supervisors at Foote, Cone & Belding, Chicago, each elected VP.

Dick Weis promoted to local sales manager at wvtv(TV) Milwaukee.

Charles W. Curran, account supervisor with Sullivan, Stauffer, Colwell & Bayles, New York, named account executive at LaRoche, McCaffrey & McCull, also New York.

John McKennon and Harry Nye elected VPs at Ted Bates, New York. Mr. McKennon was commercial broadcast production supervisor. Mr. Nye, copy department group head, also named creative supervisor.

Thom P. Rhodes and Carol Levi with J. Walter Thompson, San Francisco, named associate media directors in that office. Edward B. Lockwood, director of media and research in San Francisco, named to media departmentJWT, New York. Frederick B. Wilmar, advertising account representative, named administrative supervisor—media and research at JWT, San Francisco.


Gene Swank, from Metro TV Sales, joins sales staff of wmac-TV Chicago.

Frank Cercone, from Bobbie Brooks Inc., joins sales staff of wkrk-TV Cleveland.

Jerry Shore, editor for such accounts as Westinghouse Broadcasting Co. and Procter & Gamble, joins Libra Productions Inc., New York, as director. Libra produces commercials.

Leonard A. Cohen, sales manager with Wild Boston, appointed director of sales for wbcn(FM) Boston, and wncn (FM) Hartford, Conn.


John R. Anderson promoted to research supervisor for Los Angeles division of Needham, Harper & Steers.

Samuel N. Schell, from Toni Co., joins NH&S Chicago as account executive.

George Klusmeier, broadcast media supervisor at Wm. Esty Co., New York, named media director at Bliss/Grunewald, that city. Mel Barlin, copywriter at Muller, Jordan & Herrick, New York, also joins Bliss/Grunewald.

Noreen Taylor, broadcast director at Lilenfeld Co., Chicago, joins Stern, Walters & Simmons there as timebuyer.

Bill Focht, from Miles Labs., joins SW&S as merchandising director and account executive.

Thomas Myers, from General Foods and Colgate-Palmolive International in product and marketing management positions, joins Norman, Craig & Kummel, New York, as associate marketing director.

Dennis K. Boyle, director of research and sales, wxyz-TV Detroit, named account executive.

Patrick Carrick, formerly vice president for sales, Creative Advertising Productions, Honolulu, joins Judith Lawton Advertising/Public Relations there as account executive.

David Laughon, with wade Tampa, Fla., named account executive at wlyc-TV Largo-Tampa.

Thomas J. Brown, account executive, wnnj Newark, N. J.; Carl Getchell, general manager, wbok-AM New Orleans, and Robert J. Rossov, account executive, wabc-FM New York, join wor-FM Sales, New York, as account executives.

Richard Cox, former VP, radio-TV, Young & Rubicam, New York, named VP-management supervisor, TV-Radio Programming, Doyle Dane Bernbach, same city.

William F. Miller, national brand manager for E. & J. Gallo Winery, Mo-
desto, Calif., appointed manager of Geyer, Morey, Ballard’s, Portland, Ore., office.

Frank M. Young, with WKNT Kent, Ohio, named national sales coordinator for WQAR Cleveland.

John Nazzaro, VP of Chirurg & Cairus, Boston, appointed director of agency’s Boston office.

James A. Roberts, account supervisor, and Raymond Ponderotto, director of print production and traffic department, both Ted Bates, New York, have been elected VP’s that firm.

H. Thomas Tausig, director of programming, and Charles F. Adams, director of commercial sales, Videotape Productions, New York, elected VP’s.

Jordan Caldwell, Elektra Films, New York, producer, promoted to executive producer.

David Laughon, with WDAE Tampa, Fla., named account executive at WLGY-TV Tampa-St. Petersburg.

John B. Hoag, account executive at KEZY Anaheim, Calif., appointed regional sales manager.

Donald Spector, with Cunningham & Walsh, New York, appointed to creative department at Needham, Harper & Steers there.

John T. Lorick Jr., VP and account supervisor for Sullivan, Staufer, Colwell & Bayles, New York, joins Los Angeles office of Erwin Wasey, as VP and marketing director.

Carl S. Harold, advertising director of Miami News, appointed local sales manager for WTVJ(TV) Miami.


Harry A. McNichol, joins sales staff at WPBS(FM) Philadelphia.

Peter A. Lund, account executive at WWTC Minneapolis, named general sales manager there.

James Infantino, with Erwin Wasey, New York, named executive art director at Harvey and Carlson there.

Tony DeThomas, assistant business manager with AM Radio Sales, New York, named business manager.

Warren R. Maus, director of radio and TV advertising, National General Corp., Los Angeles, joins Edward Petry & Co., same city, as radio salesman.

Hank Malfa, account executive with Cunningham & Walsh, New York, named account supervisor.

MEDIA


Charlie Keys, southwestern division manager of Four Star Television, named general manager of KVII(TV) Amarillo, Tex., post he had previously held from 1960-64.

H. R. Gillespie, owner and president of Robinson Electronic Components Inc., Temple City, Calif., and major stockholder in station, named president and general manager of KBMS(FM) Los Angeles.

Frank Scarpa, Garden State TV Cable Corp., Bridgeton, elected president of New Jersey Cable Television Association. Other new officers: Pete Luccin, Alpine Cable TV Corp., Pleasantville, VP; and George Sisko Jr., Washington Cable Co., Washington, secretary-treasurer.

Robert Powers, sports director of WAPR Chattanooga, named general manager of WDDO-AM-FM there.

Carlo Anneke, interim manager, KTIL (TV) Los Angeles since May, named general manager.

Robert Merrill promoted to assistant general manager of KFBF-AM-TV Great Falls, Mont. He is succeeded as manager of KFBF by Donald M. Moe, program manager.

William H. Baker, general manager of WJAX-AM-FM Jacksonville, Fla., joins Tennessee Technological University, Cookeville, in administration.

PROGRAMING

Bernard Donnenfeld, associate head of studio activities, Paramount Pictures, New York, elected VP in charge of studio and production administration.

Hal Greene, with WRGB(TV) Schenectady, N. Y., appointed supervisor of programs for WRGB and AM adjunct WGY.

Ethel Winant, named director of casting for CBS Hollywood in addition to present function as supervisor of CBS Television Network Actors Workshop project.

Ellis Marcus, free-lance writer and producer, named executive producer on program staff of CBS-TV Hollywood. He will report to Boris D. Kaplan, director of nighttime programs.

Jim Brand, program director of WAKY Louisville, Ky., appointed national director of programing for parent LIN Broadcasting Corp., Nashville.

John Hrubesky, production manager of WBAY-TV Green Bay, Wis., also appointed program director.

Carl J. Eilenberg, operations manager of WNYSS-TVS Syracuse, N. Y., appointed program manager.

Jack Hurley, news director of WACE Chicopee, Mass., named program director.

John D. Wydra, program director of WJZJ Niagara Falls, N. Y., joins WAZY-AM-FM Lafayette, Ind., in same position.

Clyde Payne promoted to operations manager, KTHI-TV Fargo, N. D.

Martin Wayne, with WRAN Dover, N. J., appointed program director.

Larry Dean Bennett, assistant production manager, named production supervisor at WJBF(TV) Augusta, Ga. Jerry R. Frazer, cameraman and director, named production manager.

Dale Lewis, with WEXT Royal Oak, Mich., appointed program director.

Dwayne Friedel, with KHOU-TV Houston, appointed producer-director.

Raymond Fink, production manager at National Educational Television, New York, named director of production services there. Stanford Levy, traffic manager, named assistant director of production services.

Broadcasting, August 22, 1966
Arthur Scharfeld, pioneer in communications law dies

Arthur William Scharfeld, 63, pioneer communications lawyer, died last Monday (Aug. 15) in Washington (D.C.) Hospital Center. He had suffered a cerebral thrombosis the preceding Friday.

He was buried at Arlington National Cemetery last Thursday (Aug. 18).

Mr. Scharfeld was the senior member of the Washington law firm of Scharfeld, Bechhoefer and Baron. He had been identified with communications law virtually since the beginning of radio regulation in 1928.

Mr. Scharfeld was a native of Cleveland, and was graduated from Harvard University in 1924 and of its law school in 1928. He joined the Federal Radio Commission in that year, serving under the late Louis G. Caldwell, the FRC’s first general counsel. In 1931, Mr. Scharfeld joined Mr. Caldwell’s law firm in Washington and participated in the handling of some of the earliest benchmark cases in communications law.

In 1936, Mr. Scharfeld joined with the late Philip G. Loucks in forming Loucks and Scharfeld. In 1943, he volunteered for Army service and, as a captain, was attached to General Montgomery’s 21st Army Group in England as public safety officer. After the Normandy invasion, he transferred to Allied Military Government and following VE-Day, he was a member of the Bavaria military government staff, headquarters in Munich. Mr. Scharfeld returned to civilian life as a major.

He returned to law practice with Mr. Loucks in 1945. In 1948, he opened his own office for the practice of administrative law, specializing in radio and television.

He was president of the Federal Communications Bar Association in 1952-53. From 1952 to 1956, he was chairman of the committee on communications, Administrative Law Section, American Bar Association. From 1953 to 1955, he was a member of the House of Delegates of the ABA. He was also a member of the Federal Bar Association, the District of Columbia Bar Association and the American Judicature Society. He was also a member of the American Fox Terrier Club, having bred fox terriers and shown them at dog shows, and of the Military Government Association.

In 1953, he married Lucille Hadley Speer (now Mrs. Lucille Hadley Smith). They were divorced in 1946. Mr. Scharfeld is survived by his daughter, Mrs. Diane Isaacs, Washington, wife of Stephen D. Isaacs, city editor of The Washington (D.C.) Post, two grandchildren, and a sister, Mrs. Bernhard Bechhoefer, also of Washington.

Lawrence C. Einhorn promoted to executive producer at WBKB-TV Chicago.

Bob Elson, play-by-play announcer of Chicago White Sox for many years on WCFL Chicago, signs with WMAQ Chicago for 1967-68 Sox games coverage.

NEWS


Stanley Zieve, film supervisor, WCCO Minneapolis-St. Paul, named to manage film operation for NBC-TV news in Burbank, Calif. Also in Burbank; George (Lew) Allison, national news editor of Los Angeles Times, becomes manager of TV news. Ed Adler, staff writer for NBC News, promoted to manager of news operations. All three positions are newly created.

William Eames, director of the CBS News election unit, New York, joins KNXT(Tv) Los Angeles, as political editor.

George N. Allen, information officer for U. S. Information Agency and attache at U. S. Embassy in Tripoli, Libya, named assistant director of Washington (D.C.) Journalism Center. Mr. Allen also had been with NBC News in New York and Washington.

Mort Beach, station manager of WFIN-FM Findlay, Ohio, joins WWHO-TV Toledo, Ohio, as newsman.

John Lindsey, newscaster with WSPD-TV Toledo, joins WLW(DV) Dayton, both Ohio, as newscaster.

Ed Edwards appointed director of sports for WDCATV Washington.


William Harris promoted to news director at WJR Detroit succeeding Frank Tomlinson who joins WXYZ there.

FANFARE

Fred Nebot, with public relations department of Westinghouse Electric Corp., New York, appointed representative for radio and TV of American Airlines there, responsible for public relations in broadcasting.

Jo Ann Watson, promotion assistant at
KCOP(TV) Los Angeles, named to promotion coordinator.


Ed Aiken, program director of WBAY-TV Green Bay, Wis., appointed promotion director of WBAY-AM-FM-TV.

Dr. Sidney Kraus, with State University of Iowa and other colleges in communications research, joins Harsh-rotman & Druck, Chicago, as VP in charge of research.

ALLIED FIELDS


Robert D. Holland resigns as president of C-E-I-R, Arlington, Va., duties taken over by Herbert W. Robinson, company founder and board chairman. Changes will not affect subsidiary American Research Bureau, Beltville, Md.


Donald M. Hine, director of international sales, Screen Gems, New York, named VP, Bonded Services, New York, where he will be responsible for sales and marketing of branch offices.

INTERNATIONAL

Wes McKnight resigns as VP and PR director, CCRB Toronto, after 38 years with station.

Larry M. Ray, newsman for KZTV (TV) Corpus Christi, Tex., assigned to duty for one year as Red Cross public information officer in South Vietnam.

DEATHS

Ted Anthony, 48, publicity director, WJW-TV Cleveland, died Aug. 12 of heart attack in Columbus Hills, Ohio. He is survived by his wife, Margaret, and three children.

William F. Galgay, 60, Newfoundland regional director of Canadian Broadcasting Corp., died Aug. 15.

Frederick H. Harrington, 42, chief engineer at WBYM Utica, N. Y. died of heart attack on Aug. 9. He is survived by his wife, Eleanor, and three children.

Michael Garrison, 43, executive producer of The Wild Wild West television series, died Aug. 17 at UCLA Medical Center, Los Angeles, following injuries received in fall at his Bel Air home.

FOR THE RECORD

STATION AUTHORIZATIONS, APPLICATIONS

As compiled by Broadcasting, Aug. 11 through Aug. 17, and based on filings, authorizations and other FCC actions.

Abbreviations: Ann.—announced, ant.—antenna, aur.—aural, CATV—community antenna television, CR—critical hours, CP—construction permit, D—day, DA—directional antenna, ERP—effective radiated power, kc—kilocycles, kw—kilowatts, LS—local station, M—megacycles, mod.—modification, N NIGHT, SCA—subsidary communications authorization, SH—specified hours, SSA—special service authorization, STA—special temporary authorization, tran.—transmitter, UHF—ultra high frequency, VHF—very high frequency, vis.—visual, w.—watts, *educational.

New TV stations

ACTION BY FCC

*Morgantown, W. Va.—Board of Governors of West Virginia University. Granted CP for new UHF on channel 29 (530-536 mc); ERP 400 kw vis, 90 kw aur. Ant. height above average terrain 1,302 ft., above ground 518 ft. P. O. address: c/o C. Gregory Van Camp, West Virginia University, Morgantown. Estimated construction cost $1,586,144; first-year operating cost $290,320. Studio located in Morgantown; trans. in Grant downtown, both West Virginia. Geographic coordinates 39° 41' 43" north lat., 79° 45' 46" west long. Type ant. RCA Zig-zag; type trans. RCA PTV-1560. Legal counsel Walter & Morgan, consulting engineers Stillman, Morgan & Kowalski, both Washington. Revenue (appropriations) will be administered by legislature of state of West Virginia through direction of Board of Governors. Action Aug. 10.

APPLICATIONS

Ventura, Calif.—Julian F. Myers. UHF channel 16 (482-488 mc); ERP 36.9 kw vis., 8 kw aur. Ant. height above average terrain 1,652 ft., above ground 201 ft. P. O. address: 202 N. Canon Dr., Beverly Hills, Calif. Cost $241,000. Estimated construction cost $589,400; first-year operating cost $200,000; revenue $757,184. Studio to be located in Ventura: trans. to be located on Red Mountain, near Ventura. Estimated geographic coordinates 34° 21' 00" north lat.; 119° 19' 46" west long. Type trans. RCA TFU-5A; type ant. RCA TFU-24DL. Legal counsel Arnold and Porter, Washington; consulting engineer Robert E. Bullock, San Francisco; Mr. Myers in public relations and advertising and is also owner of Myers Studios Inc., motion picture production company. He has no other broadcast interests. Ann. Aug. 9.

*Jackson, Miss.—Mississippi Authority for Educational Television. UHF channel 20 (560-566 mc); ERP 307 kw vis., 61.4 kw aur. Ant. height above average terrain 1,038 ft., above ground 1,583 ft. P. O. address: c/o William B. Smith Jr. P. O. Drawer 2470, Jackson. Estimated construction cost $465,876; first-year operating cost $581,696. To be supported from state appropriation. Studio location to be determined; trans. to be located in Jackson. Geographic coordinates 32° 12' 46" north lat., 90° 35' 22" west long. Type trans. RCA TFU-36A; type ant. RCA Vee Zee. Legal counsel—same as applicant; consulting engineer Jansky & Bailey, Washington. To be administered by ETV Authority. Ann. Aug. 11.

*Cassett, Neb.—Nebraska Educational Television Commission, VHF channel 7 (174-
JANSKY & BAILEY
Consulting Engineers
2411 - 2419 M St., N.W.
Washington 37, D. C. 292-6400

COMMERCIAL RADIO EQUIPMENT CO.
Everett L. Dillard, Gen. Mgr.
Edward F. Lentz, Chief Engr.
PRUDENTIAL BLDG.
D 7-1311
WASHINGTON, D. C. 20005

KEAR & KENNEDY
1302 15th St., N.W. Hudson 3-9000
WASHINGTON 6, D. C.
Member AFCCCE

COMMERCIAL RADIO MONITORING CO.
Precision Frequency Measurements
AM-FM-TV
103 S. Market St.,
Lex's Summit, Mo.
Phone Kansas City, Laclede 4-3777

GEO. P. ADAIR ENG. CO.
CONSULTING ENGINEERS
Radio-Television
Communication Electronics
901 20th St., N.W.
Washington, D. C.
Federal 3-1116
Member AFCCCE

F. M. HORN
CONSULTING ENGINEERS
Waltz Studio, 2221 14th St., N. W.
Washington, D. C. 20009
Member AFCCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg.
Wash., D. C.
Telephone District 7-1205
Member AFCCCE

A. D. Ring & Associates
42 Years' Experience in Radio Engineering
1710 H St., N. W. 298-6850
WASHINGTON 6, D. C.
Member AFCCCE

CONSULTING RADIO ENGINEERS
Box 798, Upper Montclair, N.J. 07043
Phone: (201) 746-3000
Member AFCCCE

GAUTNEY & JONES
CONSULTING RADIO ENGINEERS
930 Warner Bldg., National B-7757
Washington 4, D. C.
Member AFCCCE

JAMES E. KIRK,
CONSULTING ENGINEER
National Press Publishing Co.
1710 H St., N.W.
Washington, D. C.
Member AFCCCE

GEORGE C. DAVIS
CONSULTING ENGINEERS
RADIO & TELEVISION
527 Munsey Bldg.
St. Louis 3-9111
Washington 4, D. C.
Member AFCCCE

CONSULTING RADIO ENGINEERS
930 Warner Bldg., National B-7757
Washington 4, D. C.
Member AFCCCE

SILLIMAN, MOFFET & KOWALSKI
1405 G St., N.W.
Washington 4-6646
Washington 5, D. C.
Member AFCCCE

A. E. Towne Assoc., Inc.
TELEVISION AND RADIO ENGINEERING CONSULTANTS
420 Taylor St.
San Francisco 2, Calif.
PR 5-3100

JOHN B. HEFFELFINGER
9206 Wyoming Pl., Hilland 4-7016
KANSAS CITY 14, MISSOURI

E. HAROLD MUNN, JR.
BROADCAST ENGINEERING CONSULTANT
Box 220
Coldwater, Michigan—49036
Phone: 517-278-5733

MERL SAXON
CONSULTING RADIO ENGINEER
622 Hopkins Street
Lufkin, Texas
N. E. P. 4-2422
N. E. P. 4-9558

R. L. SHERMAN & ASSOCIATES
CONSULTING ENGINEERS
700 Pennsylvania Ave., N. W.
Washington, D. C.
Member AFCCCE

PETE JOHNSON
& Associates
CONSULTING AM-FM-TV ENGINEERS
P.O. Box 4318 304-342-6281
Charleston, West Virginia

WALTER F. KEAN
CONSULTING RADIO ENGINEERS
Associate George M. Sklom
119 E. Quincy St. Hickory 7-2401
Riverside, Ill. (A Chicago suburb)
Member AFCCCE

HAMMETT & EDISON
CONSULTING RADIO ENGINEERS
Box 68, International Airport
San Francisco 28, California
Diamond 2-5208
Member AFCCCE

JOHN H. MULLANEY
and ASSOCIATES
A Division of Multronics, Inc.
Multitronics Building
5712 Frederick Ave., Rockville, Md.
(a suburb of Washington)
Phone: 301-427-6666
Member AFCCCE

VIR N. JAMES
CONSULTING RADIO ENGINEERS
Applications and Field Engineering
345 Colorado Blvd.—80206
Phone: (Area Code 303) 333-3562
DENVER, COLORADO
Member AFCCCE

WILLIAM B. CARR
CONSULTING ENGINEERS
Walker Bldg., 4028 Daley
Fort Worth, Texas
AT 4-9311
Member AFCCCE

TELETRONIX
Division of Babcock Electronics
FM and TV applications and construction—Precision Frequency Measurements
2982 Randolph Street
Costa Mesa, Calif. 92626

ROSNER TELEVISION SYSTEMS
ENGINEERS-CONTRACTORS
120 East 56th St.
New York, N. Y. 10022
(212) 752-4922

OSCAR LEON CUELLAR
CONSULTING ENGINEER
2844 East Edison
Phone (Area Code 602) 326-7805
TUCSON, ARIZONA
Member APOOB

CHARLES NEENAN ASSOCIATES
Television Lighting and Audio-Visual Consultants
Bridgewater, Connecticut 06752
(203) 354-9055

TERRELL W. KIRKSEY
CONSULTING ENGINEER
525 E. Park Valley Drive
Hopkins, Minnesota 55349
Phone (Area code 612) 935-7131

PAUL DEAN FORD
Broadcast Engineering Consultant
R. R. 2, Box 50
West Terre Haute, Indiana 47885
Drexel 8903

BROADCASTING, August 22, 1966

PROFESSIONAL CARDS
New AM stations

ACTION BY FCC

Sparta, N. C.--Sid Comer. Granted CP for new AM on 1060 kc, 250 w. D. P. O. address: Box 213, Dodson, N. C. Estimated construction cost $14,364; first-year operating cost $30,000; second-year operating cost $35,000. Mr. Comer owns used car dealership, etc.

Existing TV stations

NEW CALL LETTERS ASSIGNED

KPOL-TV, Los Angeles—California Television Broadcasting Corp. Assigned KWHY-TV.

New AM stations

NEW CALL LETTERS ASSIGNED

KDIQ, Coalinga, Calif.—Television Broadcasting Corp. Assigned KMYR(FM).

Existing TV stations

NEW CALL LETTERS ASSIGNED

KBBM, Coamo, P. R.—New owner granted CP for new FM on 91.3 mc, channel 29, 10 kw, W. F. O. address: c/o Robert Horner, Southfield Station or Stationery, Southfield, Mich. Estimated construction cost $8,150; first-year operating cost, $5,000. To be administered by Board of Education. Action Aug. 9.

Existing FM stations

NEW CALL LETTERS ASSIGNED

KNNW, Flagstaff, Ariz.—Television Broadcasting Corp. Assigned KMYR(FM).

Ownership changes

KBBM, Coamo, P. R.—Assigned license of WYUL to KBBM for new FM on 96.9 mc, channel 227, 100 kw, W. F. O. address: c/o Robert Horner, Southfield Station or Stationery, Southfield, Mich. Estimated construction cost $2,787; revenue $20,495. Action Aug. 9.

New AM stations

NEW CALL LETTERS ASSIGNED

KBBM, Coamo, P. R.—New owner granted CP for new FM on 91.3 mc, channel 29, 10 kw, W. F. O. address: c/o Robert Horner, Southfield Station or Stationery, Southfield, Mich. Estimated construction cost $8,150; first-year operating cost, $5,000. To be administered by Board of Education. Action Aug. 9.

Existing FM stations

NEW CALL LETTERS ASSIGNED

KTVK, Phoenix, Ariz.—Television Broadcasting Corp. Assigned KMYR(FM).

Ownership changes

KBBM, Coamo, P. R.—Assigned license of WYUL to KBBM for new FM on 96.9 mc, channel 227, 100 kw, W. F. O. address: c/o Robert Horner, Southfield Station or Stationery, Southfield, Mich. Estimated construction cost $2,787; revenue $20,495. Action Aug. 9.

New AM stations

NEW CALL LETTERS ASSIGNED

KBBX, California—Television Broadcasting Corp. Assigned KMYR(FM).

Existing TV stations

NEW CALL LETTERS ASSIGNED

KBBB, Coamo, P. R.—New owner granted CP for new FM on 91.3 mc, channel 29, 10 kw, W. F. O. address: c/o Robert Horner, Southfield Station or Stationery, Southfield, Mich. Estimated construction cost $8,150; first-year operating cost, $5,000. To be administered by Board of Education. Action Aug. 9.

Existing FM stations

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KXLE Ebellensburg, Wash.—Seeks transfer of control, license corporation. Western Broadcasting System, Morgan McBride (100% before, none after) to Stella King McBride 100% before, 100% after. Ex-citrix of G. Morgan McBride, deceased. No consideration.

Hearing cases

INITIAL DECISION

■ Hearing Examiner Jay A. Kyle issued initial decision in proceeding to grant applications by Elyria-Lorain Broadcasting Co. for renewal of licenses of its WEDO, engineering condition, and WBEE-FM Elyria, Ohio; and (2) transfer of control of that company from Loren M. Berry Foundation to The Lorain County Printing and Publishing Co. 100% before, none after. Action July 17.

■ Hearing Examiner Herbert Shafman issued initial decision in court-remanded Boston hearing proceeding looking toward granting (1) affirming commission's decision of December 29, 1961, on channel 5 and 6; (2) granting renewal of license of that station for period, and (3) denying competitive appeal. Charles River Television Inc., Boston Broadcasters Inc. and Greater Boston TV Co. on July 24, 1961, at which time court vacated 1957 grant to WBCR and remanded. Subsequent Court denied WBDH petition for writ of certiorari. Action Aug. 5.

On May 8, 1964, commission reopened proceeding and remanded it to Hearing Examiner for hearing and initial decision on changes made by WBDH Inc. as requested by Mr. B. Chase and whether commission's 1962 decision should be modified. Action Aug. 15.

FINAL ACTIONS

■ By memorandum opinion and order in proceeding on applications of KAKE-TV and Radio Inc. to change facilities of KAKE Wichita, Kan., from 1420 kc, 250 w-N, 1 kw-LS to 1510 kc, 50 kw, DA-2, U; Columbia Broadcasting System Inc. to change operation of WCAU Philadelphia, from nondirectional DA-1, and KWHK Broadcasting Co. to change operation of WKKH Hutchinson, Kan., from 1420 kc, 600 w-N, 1 kw-LS, DA-2 to 1550 kc, 50 kw, LS, DA-3. Commission denied petition by Columbia Broadcasting for renewal of WCAU license without changing its WCAU application and for dismissal of WKKH application. Commissioner Lee dissented; Commissioner John- son not participating. Action Aug. 17.

■ By order commission denied request by Broadcast Bureau for review of review board action of April 29 approving agreement in Maine. Xy. FM proceeding whereby Clay County Broadcasting Co. was reimbursed by School District to expense of its return in return for its re-imbursement for a FM station in Penobscot and for assignment of license for new FM on channel 36. Grant Parnes and others for new FM on channel 36. Granted. Commissioners Bartley and Cox dissented. Action Aug. 17.

■ By memorandum opinion and order in proceeding on applications of Seven (7) League Productions Inc. for renewal of license of WII Homestead, Fla.; South Dade Broadcasting Co. and Redlands Broadcast- ing Co., for new AM’s in that city. Review board certified for commission its consideration joint motion by Seven League and Redlands for approval of agreement and dismissal of application of Redlands, join request by Seven League and South Dade for approval of agreements, and related pleadings. Action Aug. 5.

■ By review board denial by Impart Systems Inc. from examiner’s June 7 ad- mission of petition for leave to intervene in proceeding on application for new UHF channel in New Haven, Conn., from Connecticut Radio Foundation Inc. to Connecticut Television Inc. Action Aug. 17.

■ By memorandum opinion and order, commission granted operation of Charles J. And George Garber and William J. Mullen for waiver of cut-off rules and returned their application for new AM on 1400 kc, 250 w, N, 1 kw-LS, in North Las Vegas, Nev., and (2) dismissed as moot petition by KBMI Henderson, Nev., to dismiss Maranello and applications for new AM in Henderson to operate on 1400 kc, 250 w-N, 1 kw-LS. Action Aug. 10.

DECEPTED FOR HEARING

■ By memorandum opinion and order, commission designated for hearing applications of 1400 Corporation for re- newal of license of KBMI Henderson and for assignment of license of KBMI to Thomas L. Bremer, and of Joseph Julian Maranello and for new AM in Henderson to operate on 1400 kc, 250 w-N, 1 kw-LS. Action Aug. 10.

OTHER ACTIONS

■ In the Costa Mesa-Newport Beach, Calif., AM proceeding, review board granted motion by California Regional Broadcasting Corp. for extension of time of petition on Aug. 14 to respond to appeal by Robert Burdette from examiner’s ruling. Member Nelson not par- ticipating. Action Aug. 17.

■ By memorandum opinion and order in proceeding on applications of Lafayette Broadcasting Co. and State Line Broadcasting Co. for new FM’s in Lafayette, Tenn., (Continued on page 83)
CLASSIFIED ADVERTISEMENTS

(Payable in advance. Checks and money orders only.)  (FINAL DEADLINE—MONDAY preceding publication date.)

- SITUATIONS WANTED 25¢ per word—$2.00 minimum  
- HELP WANTED 30¢ per word—$2.50 minimum.

- DISPLAY ads $25.00 per inch, $22.50 per inch, $20.00 per inch.
  35¢ per word, $22.50 per inch, $20.00 per inch.

- All other classifications, 5¢ per word—$4.00 minimum.

- No charge for blind box number. Send replies: c/o BROADCASTING, 1735 DeSales St., N.W., Washington, D. C. 20036.

APPLICANTS: If tapes, films or packages submitted, $1.00 charge each for handling. (Forward remittance separately please). A. transcriptions, photos, etc., sent on box numbers are sent at owner's risk. Broadcasters expressly repudiate any liability or responsibility for their custody or return.

RADIO

Help Wanted—Management

Require immediate general manager with sales experience for local N.Y. daytimer.

Top salary. Box H-247, BROADCASTING.

City in Georgia has opening for aggressive, experienced sales manager with proven record. Excellent opportunity. Replies confidential. Box H-271, BROADCASTING.

Director of radio at station for 1,000 watt FM educational station, 12-month position. Master's required. Excellent salary schedule. Write, WPR, Room 303, Regional Services, Northern Illinois University, DeKalb, 61018.

Manager wanted: "Loin," Adirondack mines toward attracting 200,000 visitors. Must be promotion-minded. Box 56, Crown Point, N.Y.

Station managers. If you invest $15M in a radio station @ 25% down, this would buy you a $55,000 property. Not much of a strain. Whereas, this same $15M investment can return $25M a year net to you in a CA, Texas, Idaho, etc., station in your area. Attractively documented descriptive booklet forwarded to seriously interested broadcasters. Air Mail: Mr. V. R. Good, Vice President, Columbus School of Broadcasting, 915 West Geary Blvd., San Francisco 94118 (Not affiliated with CBS, Inc.)

Sales

Detroit—Solid salesman—proven track record—management capability—multiple group experience. Salary, plus—Box F-2, BROADCASTING.

Earn three ways—Salary, plus commission on sales, plus commission on billing of new accounts. Reply confidential. Box H-129, BROADCASTING.

$7,500.00 salary plus commission. If you have successfully sold C & W radio here is a secure, permanent, long-term position in the middle market. Send resume. Box H-241, BROADCASTING.

Local sales manager for mid-west, fulltime, adult station in attractive, booming market. Stable and successful operation. Excellent opportunity for proven salesman to move up. Good salary plus. Send resume and earnings record. Box H-268, BROADCASTING.

City in Georgia has opening for aggressive, experienced sales manager with proven record. Excellent opportunity. Replies confidential. Box H-272, BROADCASTING.

Experienced salesman for top station in growing N.Y. market. Excellent earnings plus benefits. Mail resume immediately. Box H-273, BROADCASTING.

Aggressive salesman. Original C & W station in nation offers top commission for top man. Draw, paid vacations, incentive bonuses, good growth—send resume and photo to Bob Clark, KDAV, Box 270, Lubbock, Texas.

Are you a radio salesman who believes in himself so strongly that he will accept a strictly commission job? A born salesman with executive ability? If you are, contact Dick Lariscy, WCLV, Cleveland, Ohio.


Sales—(cont'd)

Top FM sales management job Madison, Wis. Our AM station first in pop, our FM first in good music. Need creative FM sales director, ability in FM programing valuable. Opportunity for top pay, excellent living conditions, advancement with our WISR/Mich 7 station group. WISM, Madison, Wis.

Announcers—(cont'd)

Top 40 dj wanted for modern Nashville sound C & W station in Florida. Must do tight, tight show work with congenial staff in year round resort area. Send resume to Box H-280, BROADCASTING.

Bright experienced dj with strong production ability for east coast outlet serving the Baltimore, Washington markets from beautiful Chesapeake Bay location. Send tape, resume and salary to B. Long, Box H-282, BROADCASTING.

KRUD Athens, Texas has immediate opening for mature, experienced announcer. No top talker. Will work with casting staff.

Present member of staff leaving for college. Need announcer with 3rd phone. Send tape and resume to Herb Withhaufer—KDAK—Carthage, North Dakota.

Announcer-newsm an. First phone required. Experience only. Top salary, paid vacations, incentive bonuses, good sales, resume, photo and salary requirements to Box 756, Gene Loftier, KOLY, Lubbock, Texas.

Announcer-first phone—immediate opening—some selling if you desire—KDNA, Montevideo, Minnesota.

Resume for last phone MOR announcers with flair for news, programming, and/or production. Send complete details or phone Gene Lancaster, KREG, Montana 408-750-4331. (No collect calls.)

Announcer—sales—3rd class—or first, $425 mo. plus incentive, Phoenix, Arizona.

Top-talkie station looking for man interested in conventional two-way radio format. Best climate in world, opportunity for self-expression. Send tape to KIZZ, P. O. Box 10335, El Paso, Texas 79911.

Top talkie top 40 morning man with last phone. Salary plus $350 to $600 beyond that you bring. Contact John E. Johnson, KUJO, St. Joseph, Mo.

Announcer with first phone: Three stations, Colorado—New Mexico group needs a good voice, experience, balance, CA. Contact C. A. Denny, KLMR, Inc., 300-335-2206, Lamar, Colorado.

Announcer for middle of road station with bright sound. Immediate opportunity for ambitious, stable man in successful group operation. Salary based on experience and ability. We have a permanent position for a talented individual. Write KWXNS, P. O. Box 177, Sioux City, Iowa 51102 or Call Ted Lauris, at 712-258-0628.

Earn $90 to $150 per week, staff announcing. Good future. Contact: G. P. Coleman, KOLY-KEYD, Moberg, South Dakota.

Morning man wanted immediately at middle west single station. It backs up the sunny southwest. Call or send resume, air check and customary requirements to Dave Bennett, KPNX, Phoenix, Arizona.

Southwest's leading 24 hour C & W announcer—production duties—1st phone. Experience, play-by-play and sports. Reply to Box H-224, BROADCASTING.

Southwestern music, good music station. Growing organization. License for second station in same city. Qualifications in order of importance: Announcer, first phone, news, sports man. Tapes and resume to Box H-284, BROADCASTING.

Immediate opening for young man short on experience but long on ambition. Rush tape and references. Box H-289, BROADCASTING.


Mature air personality—time salesman. Do 24 hours a day. A reminder of time to sell and service very active account list. Average so far this year has been over $150.00 a week in hourly wage and commissions. Immediate open. Also need full-time announcer for 40 hour week. MOR programing for highly respected station in southern. Send resumes, auditions. Rush tape, resume, salary requirements. Box H-281, BROADCASTING.

BROADCASTING, August 22, 1966
Immediate opportunity, 1st phone announcer/ dj. We offer a respected AM-FM operation. Middle-road, adult oriented. Good salary for mature sounding responsible, all-around announcer. Send tape and resume to CBM, Box 3438, Harrisburg, Pa. 17105.

For regional network operation 50 kw FM, 5 kw AM. CRAFTSMAN operator. Send photo, resume and $50 with family, seeking permanency. Send full resume, references, photo and tape to Don Knowles, WDEA, 88 State Street, Ellsworth, Maine.

Immediate opening for play-by-play announcer. We are still looking for the right man to work afternoon shift and do play-by-play sports. Good pay and good hours. Send tape, references, and salary expected to Williams Media, Program Director, WEBS, Bradford, Pa.


Announcer/engineer. First class. Family runs AM/FM. Send resume, bio, and photos. No hourly rates. Send to: Myron Knowles, WDEA, Sofia, West Virginia.

Want experienced announcers for WBXJ, Buffalo, N.Y. $55.00 plus benefits. Good opportunity. Good people. Contact Box 2250, Buffalo, N.Y.

Berkeley Professional Radio. Great opportunity for AM/FM announcer and engineer. Good pay and good hours. Send resume and references to: Stan Scott, 502 Summerfield, Berkeley, Calif. 94707.

Immediate opening for engineer and announcer in Martinsville, Va. Send tape to: WMJO, Martinsville, Va.

Direct and supervisory position in radio news operation. First class license desirable. Excellent benefits and salary. Send resume to: Tom Herold, Director of News and Public Affairs, WQAM, Miami, Fla. 33133.

Top pay and benefits available. Good opportunity. Send resume to: George Jenkins, WQAM, Miami, Fla. 33133.

Immediate opening for AM and FM engineer. Must have technical experience. Send resume and references to: Bob Brown, WMCI, Chicago, Ill. 60610.

Immediate opening for AM/FM engineer. Good salary. Send resume, references, and photo to: Bob Brown, WMCI, Chicago, Ill. 60610.


Immediate opening for ANNOUNCER/ENGINEER in AM/FM. Good opportunity. Good pay. Send resume, references, and photo to: WQAM, Miami, Fla. 33133.

Top pay and benefits available. Good opportunity. Send resume to: George Jenkins, WQAM, Miami, Fla. 33133.

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Top pay and benefits available. Good opportunity. Send resume to: George Jenkins, WQAM, Miami, Fla. 33133.

Immediate opening for AM and FM engineer. Must have technical experience. Send resume and references to: Bob Brown, WMCI, Chicago, Ill. 60610.

RADIO

Situations Wanted—Management

General manager successfully running No. 1 station. Large southwestern market. Produce maximum sales, ratings, personnel quality and top location background. If you want a profitable and respected winner, E.N. is your man. Married, family. Want quality ownership. Box H-94, BROADCASTING.

Over 20 years of successful management ability now available for broadcasting and allied fields. West coast preferred. Will furnish references. Contact Box H-221 BROADCASTING.

Ready for manager-professional, college background. The time to move up is now. Box H-257, BROADCASTING.

Sales

Radio sales and management twenty years. Family, dependable, college, references. Box H-263, BROADCASTING.

Situations Wanted—Announcers


Seeking college or professional sports position. Five years play-by-play, TV, University stations. 47 family. Box H-170, BROADCASTING.

College, 5 years news experience. N.Y.S.A. graduate. Wants announcing job. Will relocate. Box H-525, BROADCASTING.


First phone announcer looking for position with MOR station upon completion of military service. Young and very interested in commercial experience. Prefer Seattle, Portland or San Diego. Box H-230, BROADCASTING.

Negro man, 20 years experience, draft exempt, married, 26 years old, middle of road and top 20, available immediately. Meets. Box H-524, BROADCASTING.

Sitting up with WBZ Boston. Desire large market. Eight years experience. Family, excellent references. Box H-245, BROADCASTING.

Technical

Consulting engineer wants permanent position as working chief. Box H-5, BROADCASTING.

Chief engineer. Extensive experience. High power directional, installation and operation, Administrative ability. Desire change with growth potential. Box H-152, BROADCASTING.

Experienced chief engineer seeks position with growing organization. Twenty yrs.—no draft problems. B.S. in electronics; A.A. in liberal arts. Box H-521, BROADCASTING. Will relocate to east coast. Available 10/1/66, require $1,000/yr. plus relocation costs from San Francisco. Box H-179, BROADCASTING.

Desire position as chief engineer. Indiana or surrounding states only. Prefer AM-FM operation, but will consider others. Box H-139, BROADCASTING.

First phone, 13 years experience, director, maintenance, employed with 50 kw station. Prefer Texas, Okla., Ark. Box H-231, BROADCASTING.

TV engineer, 1st phone. Military experience, RCA VTR's, Marconi 4 1/2 cameras. Lightening, installation, maintenance. Technical school grad. Box H-270, BROADCASTING.

First phone—experienced in transmitter watch and production. Single, will relocate. Box H-376, BROADCASTING.

NEWS

Experienced newscaster/reporter wishes to join station in metro market. Aggressive. College grad. Box H-322, BROADCASTING.

Intelligent, imaginative, articulate, stable newsmen, now in prime time slot with top AM-Talk station. Married, Master's degree. Seeking challenging on-air newswires with aggressive metropolitan stations. Reply on request. Box H-234, BROADCASTING.

Young aggressive newsmen/dj with network newscast experience looking for right spot to raise a family. Writing on request. Will give full days work and more for full days pay. Box H-249, BROADCASTING.

"Talk" star. Well known personality available—Top record in news-sports-civic affairs-theater: Highest achievements in radio and TV. Worked on city Crime Commissions. This man has top national celebrity. Dynamic, with major league sound and image to station. World traveled: Dynamic, well liked, and more important, expensively commercial. Willing also to head up news department. Call 312-3-3488 . . . . Write: Box H-287, BROADCASTING.

Announcer—(cont'd)


Negro DJ/announcer. Married, 3rd phone, wins. Will travel. Box H-974, BROADCASTING.

Announcer—warm, low-key delivery. Either Negro or White. Box H-287, BROADCASTING.

Announce local events. Box H-287, BROADCASTING.

Radio announcer. Box H-287, BROADCASTING.

Sales

Major market FM sales manager available soon. Strong small market background. Experienced in production, continuity, talk shows etc. Married, age 33, college phone, endorsed will relocate. Small and major markets please reply to Box H-252, BROADCASTING.

TELEVISION

HELP WANTED

Sales

Management position soon to be available sales department. Washington, D.C. Television or radio. Need go-getter who knows the Washington-Baltimore market and can immediately start. All replies to Box F-300, BROADCASTING will be given strictest confidence.

Announcers


Electronic equipment technician, Operation, service, repair to closed TV Circuit television installation at College. Test and service all types of electronic equipment. Analyze and operate electronic equipment and operate equipment in performance of operation and repair work. Salary $212.00 bi-weekly. Excellent work and very liberal retirement benefits. Write Business Manager, West Chester State College, West Chester, Pennsylvania.

Television engineer—First phone, 2 years experience, Ampex VTR 1100 and Marconi Master. TV experience. Needs strong resume to George Shearer, Educational Television Dept., Texas A&M University, College Station, Texas 77843, or phone 469-8831 area code 713.

NEWS

Need young, aggressive newsmen looking for a future. Some on the air work and much "beating the street." Sixteen month plans experience not essential. Please send resume and salary requirements to WALT-TV Albany, Georgia. No phone calls please.

Production—Programming, Others

Program executive and outstanding sports specialist wishes local change from New England to West. Excellent marketable talent. Available to quality operation in September. Box H-507, BROADCASTING.

Progressive program director/assistant—production, personality. bachelor’s degree. Will relocate. $150.00. Box H-295, BROADCASTING.

Interested in production. Seven years technical experience all phases studio & control room. Supervision capable. Ambitious. Interviews west coast mid September. Box H-236, BROADCASTING.

Where are the stations that want good reliable personnel and can pay a living salary? Excellent background. Professional ready for program director. Want Florida or southeast. Box III, BROADCASTING.


Larger market serious music and talk FM. Need the best in announcers, PD, publicity, copy, management assistance? All this and first ticket too! And one man yet! Write Box H-274, BROADCASTING.

Florida VHF has opening for transmitter engineer. Maintenance experience and car operation experience preferred. No experience will be considered. All applications to Box F-300, BROADCASTING.
Announcers

Radio announcer, 8 years experience now desires position as TV announcer. Experienced in all sales promotion and promotion with network station in South. Will relocate if required. Box H-184, BROADCASTING.

Technical

Consulting engineer wants permanent position as working chief. Box H-6, BROADCASTING.

NEWS

Intelligent, imaginative, articulate, stable newsman, now in prime time slot, with top AM-TV station in 4th market. Married, experienced in on-air daily news work with aggressive metropolitan station. Remuneration based on experience. Box H-238, BROADCASTING.

Authoritative, literate newsmen; 41. Top copy, editing. thorough background every radio and TV station. Send resume, photo, resume for full details. Box H-264, BROADCASTING.

Experience from war correspondent in Pacific to news consultant international broad- casting. Strong working knowledge of all aspects of news and current events. Well known in Midwest. Box H-279, BROADCASTING.

Production—Programing, Others

Creative position for imaginative art assist- ant/photographer. Production background. Box H-213, BROADCASTING.

WANTED TO BUY

Equipment

Equipment Wanted: U.H.F. transmitter 10 or 12 kw. Box E-131, BROADCASTING.

Wanted to buy—Immediately... Air-cooled 50 kw AM broadcast transmitter. Must have complete准备好, audio equipment, and control panel. Box M-194, BROADCASTING.

Wanted: 12 kw UHF transmitter. Send full details. Box H-227, BROADCASTING.

Wanted: Used guyed towers from 300' to 600'. Box H-240, BROADCASTING.

We buy worn-out oscillating tubes, 10 kw tube, UHF transmitters, and other associated equipment, as well as automation equipment. Send to Herb Guthrie, WRBC Jackson, Miss. 355-1562.

Wanted to buy: One 5kw FM transmitter. Send orders to United Broadcasting Co., 8 Baltimore Road, Hartford, Connecticut.

Wanted to buy 357A or 357B transmitting tubes. Write WHIN, Gallatin, Tennessee.

FOR SALE

Television radio transmitters, monitors and associated equipment. Write WHIN, Box 41, Chattanooga, Tennessee.

FOR SALE—Equipment

continued

Gates remote control—model M-4598 for any non-directional AM or FM transmitter. All essential functioning parts in very good condition. First $300.00. P. O. Box 231, Peters- burg, Va. 23803.

FM, 1,500 Watt FM transmitter, type FM-750BS, with latest exciters for stereo. Excellent condition and complete set of tubes. W. W. Berry, WLAC-FM Nashville, Ten- nessee.


Instant gags for deejays! Hundreds of One Liners on Weather, Traffic, Radio, Music etc. $3.00. Write for complete list. Box B-222, BROADCASTING.

MISCELLANEOUS

20,000 Professional Comedy Lines! Topical laugh service and complete comedy introductions. Free catalog. Orben Comedy Books. Atlantic Beach, N. Y.

INSTRUCTIONS


Learn Radio-TV announcing, programing, production, newscasting, sportscasting, con- sole operation, disc-jockeying, and all phases of broadcasting on the nation's only commercial station, fully operate, for training purposes by a private school—KEIR-FM. Highly qualified professional instructors. County's largest broadcast facility—Elkins Institute, 2603 Inwood Road, Dallas, Texas 75235.

The masters, Elkins Radio License School of Minneapolis offers the unmatched suc- cess rate in the radio field. 99.8% of all students, who pass The Nation's most respected—Elkins Radio License School of Minneapolis, 333 Saint Charles, New Orleans, Louisiana.

ELKINS has—The Nation's largest—the na- tion's most respected—Elkins Radio License School of New Orleans, 333 Saint Charles, New Orleans, Louisiana. These are the masters, Elkins Radio License School of Minneapolis, 333 Saint Charles, New Orleans, Louisiana. Elkins Radio License School of Minneapolis, 333 Saint Charles, New Orleans, Louisiana.

The nationally known 6 weeks Elkins train- ing for an FCC First Class License. Outstanding theory and laboratory instruction. Elkins Radio License School of Minneapolis, 333 Saint Charles, New Orleans, Louisiana.

ELKINS has—the Nation's largest—the na- tion's best nationwide—the nation's success rate of all six-week First Class Li- cense classes. We guarantee ninety percent of all enrollees receive their licenses), Fully accepted. Write today—2000 Inwood Road—Dallas, Texas 75235.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory procedures and theories; FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

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INSTRUCTIONS

Sales

SALESMAN


"It's RMII and Here's Why!" First phone license in (5) weeks—and we guarantee it. Top salaries. Monthly $88-$131 per week. Classes begin every 5 weeks in beautiful Saratoga by the sea, on Sept. 5-Oct. 10-Nov. 14. Call or write Radio Engineering Institute, 1335 Main St., Saratoga, Fla.

SALES ENGINEER BROADCAST EQUIPMENT

Profitable, growth-minded company, leader in broadcast field, located in the Midwest, has immediate opening for sales engineer to travel and sell technical equipment primarily to AM, FM and TV stations in exclusive territory. Requires broad knowledge of broadcast equipment. Must be sales minded. Self-starter. BSEE or equivalent and minimum three years in field of radio broadcasting. Excellent salary plus commission. Travel expenses paid. Complete company benefits. An equal opportunity employer. Send resume & salary requirements to:

Box H-268, Broadcasting.

SALES OPPORTUNITY

Pepper Sound Studios
National Headquarters: 51 S. Florence
Memphis 4, Tennessee

is expanding their national field force and is interested in attracting executive caliber salesmen. Only applicants with a record of $5 figure income (or over) need apply.

If interested, send resume and picture. Our employees are aware of this ad.

SYNDICATION SALESMEN

New product, new expansion means more top field men needed. If you know radio, know syndication, and are a real producer, let's talk. Call or write:

Murray Woroner
WORONER PRODUCTIONS INC.
Box 550 Ferrier Branch
Miami, Florida
505-238-7722

TOP FORTY WILD CHILD

Top market station needs early evening jock who is funny and original in the 'Dick Bondii' style. Qualified applicants please call:

Byron Holton, 312-337-7075
Nationwide Broadcast Personnel Consultants
No Placement Fee

SITUATIONS WANTED

NEWS

FM AND TV PRODUCT MANAGER

Excellent opportunity for a sales-minded and customer-oriented individual who will be responsible for administration and coordination of all activities for the sale of FM and TV transmitters and accessories equipment. Large broadcast equipment manufacturer who operates on a planned growth program.

Age 28 to 40, BS degree or comparable experience required. Excellent opportunity for advancement. Complete company benefits. Equal opportunity employer.

Box H-269, Broadcasting.

STAN MAJOR

is available immediately

Just back from 2nd news tour

VIET NAM

TV or Radio News and/or talk show

Call 815-645-2762

P. O. Box 147
Mt. Prospect, Ill.

Help Wanted—Technical

BROADCAST FIELD ENGINEERS

RCA

Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

Write: Mr. E. C. Falwell, RCA Service Company, 810g, 201-1, Cherry Hill, Camden, N. J. 08101.

An Equal Opportunity Employer MDF

RADIO CORPORATION OF AMERICA

Wanted: CHIEF ENGINEER

for TV station. Fine future. Must know all facets of TV equipment including mobile unit.

Call 469-7491

-area code (301) (evenings)

TELEVISION—Help Wanted

SALES

TV NETWORK CONTACT

New York Network Representative is dealing with agencies & stations in clearing programs on affiliated stations and servicing of sales orders related to network programs. Requires 3 years experience in network advertising. Liberal arrangement. All replies confidential.

Box H-253, Broadcasting.

TV FILM PROGRAMS

Well known TV film distributor has openings for top experienced film syndication salesmen. Liberal arrangement. All replies confidential.

Box H-253, Broadcasting.

Help Wanted—Technical

BROADCAST FIELD ENGINEERS

RCA

Career opportunities for field engineers experienced in the maintenance of tape and camera color studio equipment. Positions are in the East, South and Midwest.

RCA offers outstanding benefits, including liberal vacation, 8 paid holidays, life insurance, retirement plan. Plus free medical insurance for you and your family.

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Wanted: CHIEF ENGINEER

for TV station. Fine future. Must know all facets of TV equipment including mobile unit.

Call 469-7491

-area code (301) (evenings)

NEWS

Major Eastern Television Station desires experienced newsman/reporter who can be understudy for top man on growing news staff.

Box H-142, Broadcasting.

An Equal Opportunity Employer.
TV Los Angeles, and Fidelity Television, Inc. for new station on channel 9 in Norwalk, Calif., accepted stipulations and ordered that its terms be held in abeyance on parties, and continued hearing from Sept. 15 to Nov. 14, Action Aug. 16.

By Hearing Examiner Walther W. Guenther.

In proceeding on applications of Brown Broadcasting Co., for new AM's in Jacksonvile and Aurora, North Carolina, requested, upon request by Brown ordered that not later than Aug. 19 each of petitioners submit to examiner and to other parties written objections to exhibits comprising parties' written confirmatory affidavits which were exchanged on July 26, and scheduled hearing for Aug. 24, Action Aug. 16.


By Hearing Examiner H. Gifford Irees.

In proceeding on applications of Kwen Broadcasting Co. and broadcasting Co., for new AM's in Fort Arthur and Vidor, Texas, respectively, granted petition by Goodfellow to extend time for filing of applications regarding present address of its president, Gerald R. Proctor.

By Hearing Examiner Forest L. McClennan.


Corrected in various respects transcript of record in matter of cease and desist order to be directed against Jackson TV Cable Co., owner and operator of CATV systems in Midland and Big Rapids, respectively, in Michigan, and certified record to commission for final decision in Action Aug. 11.

In proceeding on AM applications of Woodward Broadcasting Co., Wyandotte, Mich., and Brookside Broadcasting Co., Cleveland, set aside Aug. 5 order and again granted petitions by Woodward for extension of time to Sept. 9 to comply with local notice requirements. Action Aug. 11.

In proceeding on applications of Kansas State Network, Inc. and Highwood Service Inc. for new TV's to operate on channel 29 in Topeka, Kan., granted petitions by Kansas State Network, Inc. to issue its construction permit for extension of time, to exchange its certificate for that of another party, and to operate temporarily on channel 29. Action Aug. 11.

In proceeding on applications of Denver, Col. and Decatur, Ill., granted petitions for new AM's in Mesa, Ariz., and Peoria, Ill., respectively to exchange their construction permits for new licenses to operate in those cities. Action Aug. 11.

By Hearing Examiner Chester V. Naumowicz.

Continued certain procedural dates and hearing from Sept. 5 to Oct. 11 in proceeding on application for assignment of CP of WTVU(TV), New Haven, Conn., from Connecticut Radio Foundation Inc. to Connecticut Television Inc. Action Aug. 15.

By Hearing Examiner Sol Schildhause.

In proceeding on applications of Northeast Broadcasting Inc. for reassignment of license of KKVU Bellevue, Wash., and for assignment of license of TV station to Sun- shine Broadcasting Co. in Topeka, hearing was continued. By Sunshine Broadcasting Co. to change operation of KPKF Bellevue, Wash., and to dismiss its application for assignment of KKVU. By separate petition, Sunshine requested to commission to reconsider terms of rerunning in proceeding of its dismissal of Sunshine. Action Aug. 5.

BROADCAST ACTIONS by Broadcast Bureau

Applications of Aug. 16

Notified Mountain Broadcasting Service Inc., licensee of KXIC Hazard, Ky., that it has incurred apparent forfeiture liability of $250 for various violations of technical rules.

FOR THE RECORD 83
COMMUNITY ANTENNA ACTIVITIES

The following are activities in community antenna television reported to Broadcasting, through Aug. 17. Reports include applications for permission to install and operate CATV's, grants of CATV franchises and sales of existing installations.

*Indicates franchise has been granted.

**Tucson, Ariz.-Time-Life Broadcast Inc. (group CATV owner), has joined with Arizona Television Inc. (group CATV owner), in an application for a franchise for Southern Arizona Co. Cable TV: Tucson Cable TV: Pima Pictures Inc.: First Illinois Cable TV: Arizona TV Stations Inc. and Eastern Cable Inc.

Gilman, Ill.-CAB-TV of Illinois (Roy Bliss, representative) has applied for a franchise. The franchise fee is $187 Cable Co. and Clear View Community Antenna TV.

* Kokomo, Ind.-Booth American Inc. (group CATV owner) has been granted a franchise. The franchise fee is $187 Cable Co. and Clear View Community Antenna TV.

**Tuscon, Ariz.-Time-Life Broadcast Inc. (group CATV owner), has joined with Arizona Television Inc. (group CATV owner), in an application for a franchise for Southern Arizona Co. Cable TV: Tucson Cable TV: Pima Pictures Inc.: First Illinois Cable TV: Arizona TV Stations Inc. and Eastern Cable Inc.

Gilmont, Ill.-CAB-TV of Illinois (Roy Bliss, representative) has applied for a franchise. The franchise fee is $187 Cable Co. and Clear View Community Antenna TV.

**Tuscon, Ariz.-Time-Life Broadcast Inc. (group CATV owner), has joined with Arizona Television Inc. (group CATV owner), in an application for a franchise for Southern Arizona Co. Cable TV: Tucson Cable TV: Pima Pictures Inc.: First Illinois Cable TV: Arizona TV Stations Inc. and Eastern Cable Inc.
J OEL Chaseman, general manager of WINS New York, contends the essence of any first-rank organization can be reduced to four simple parts: "imagination, guts, resources and a top staff."

To Mr. Chaseman these elements in a company foster innovation, success and leadership. "And I enjoy leading a successful team, pulling it together, feeling that moment when the team clicks into a life of its own," says the tall, youthful (40) man, captain of the Westinghouse Broadcasting Co. all-news station.

With the determined accuracy of an intercontinental missile, Mr. Chaseman has thus far attained his major goals: "I've always worked toward what I wanted to be and I've always wanted to be a broadcaster."

After college and the navy he got what he wanted in June 1948 when he became an announcer at WENY-AM-FM and WELM both Elmira, N.Y. He went to WAM(TV) Baltimore in October.

In the Beginning * Television was in its catch-as-catch-can pioneer period and young Mr. Chaseman plunged in exuberantly:

"I found myself splicing cable, doing art work, running logs and just plain learning," recalls Mr. Chaseman. "In breaks between the network program, I learned a lot from Herb Cahen, who was then WAM's operations director and now Baltimore area vice president for Westinghouse."

In his first seven years with WAM, Mr. Chaseman not only helped "hold things together with chewing gum and Scotch tape," but began to climb the management ladder: first director, then public affairs director, promotion-director and assistant program manager.

Despite limited economic resources, the station produced such award-winning programs as a weekly science show, The Johns Hopkins Review, and a political commentary program with essayist Gerald W. Johnson.

In originating the idea for the Johnson series, Mr. Chaseman showed some of the courage and innovation he prizes. "The program broke every rule," he says. "We had before the cameras in Mr. Johnson, a little, slight man with a hearing aid. He read his commentary, turning pages at an iron-frame lectern." But the program went on to claim a Peabody and an Alfred I. duPont award.

Spare Time * In addition to narrating the Johns Hopkins show, Mr. Chaseman freelanced as a sportscaster and announcer. As "Joe Chase," he covered the Bullets and the Philadelphia Warriors of the National Basketball Association.

Other "leisure time" activities in 1952 included a telephone-audience participation talk show, one of the first in the nation. He broadcast nightly on

The watchword at his station is innovation

WWIN and WBRR, both Baltimore, from a local restaurant.

He is not quite sure if his next move came because of his sports reporting, or because he originated a national controversy when he programmed on WAM a chimpanzee and a baboon doing finger painting. In any event the salesmen at WAM with Baltimore in 1955 voted him their favorite candidate to act as host on the station's afternoon pop music show.

Up Anchor * By 1957, after two

WEEK'S PROFILE


years as a radio personality, Mr. Chaseman bluntly concluded: "I'd had it. I felt my job was no way for this grown man to make a living."

Self-assured, Mr. Chaseman detailed his reasons for quitting and his ambitions in an open letter addressed to his boss, Jack Embry. This was Joel Chaseman's self-declaration to the industry; he published the letter in a full-column display ad in Broadcasting magazine.

"It's a funny thing but I ended back at WAAM as assistant general manager and lucked out soon after when Westinghouse bought the station." The call was changed to WJZ-TV.

Then the program manager, Mr. Chaseman, and general manager Larry Israel (currently executive vice president, Westinghouse Broadcasting) were confronted with a station that was, says Mr. Chaseman, "a deep third in a three-station market."

Within 90 days the new team moved the station to a strong first, Mr. Chaseman said. Among his innovations were a dinner-time feature film as a news lead-in, a feature film beginning at 10:40 p.m. enabling viewers to stay through the movie and leave the night to the night owls, and a teen-age studio dancing show. This show began about the same time as The Dick Clark Show and received extremely high ratings.

To Front Office * Mr. Chaseman in three years moved up to the corporate front office in New York. From 1960-61 he scoured the nation for new radio personalities as WBC's national radio program manager.

In 1961 he was put in charge of the tangled logistics needed to nationally distribute WBC's PM, starring Mike Wallace and Terrence O'Flaherty.

The program didn't survive long against Jack Paar on NBC-TV but Westinghouse learned a good deal about the national video-tape syndication of live TV shows. It's next entry was The Steve Allen Show with Mr. Chaseman as executive producer.

In 1963 he joined WINS as assistant general manager, and became manager the next year.

When WINS and KYW Philadelphia (Westinghouse's other all-news station) encountered some initial coolness from advertisers impressed with the traditional cost-per-thousand profiles of other stations, Mr. Chaseman and others in Westinghouse decided some market research was needed.

Westinghouse commissioned a Politz study of New York radio (Broadcasting, Aug. 8) in which WINS was shown to have a hold on New Yorkers.

In a statement that reflects a philosopher's attitudes and field general's instincts, Mr. Chaseman comments: "I no longer have to say our audience appeal 'stands to reason'; with the Politz report, I now say: 'Here it is.'"
**EDITORIALS**

In all candor

I. F., in the eyes of the parties involved, the FCC seems to be taking its time in finalizing approval of the merger of ABC and ITT, it is for sufficient reason. Transactions involving values of nearly $400 million do not cross the FCC threshold too often.

Even though the voluminous filing of the merger applications last March seemed to be responsive to a fault, it is easy to understand why the FCC wants to conclude with the limited hearing it scheduled last week for next month. The proceeding will not be an oral argument in the usual sense, since it won’t be confined necessarily to presentations by lawyers only. Executives of the companies involved, the Department of Justice or others who might feel that they have a relevant interest are free to appear.

Since the merger promises more effective competition among the major networks it should pass muster of those concerned with antitrust aspects.

The ABC-ITT merger really establishes no precedent since the relationship will be almost identical with that of RCA to NBC, which RCA had created in 1926 as its broadcasting subsidiary. Normally an individual transfer case takes about six weeks to two months to complete the regulatory hurdle. The ITT-ABC merger, as distinguished from a transfer, has been under consideration about five months.

Only in the unlikely event that the novel “oral hearing” exposes new facts warranting further study would there be any reason to delay approval of the merger.

Getting on with the job

When the FCC begins its own new season after Labor Day, a new chief will be running its Broadcast Bureau which is supposed to expedite handling of broadcast matters but which for several years has been its worst bottleneck.

George S. Smith, a lawyer with 30 years in private communications practice before he rejoined the FCC in 1962, last week was named chief of the bureau. His assignment is to clean up backlogs and get the processing lines current. Chances are he will do it because he knows the problems from both sides of the regulatory street and he knows make-work when he sees it.

Mr. Smith succeeds James Sheridan, an economist, who found himself embroiled in controversy from the day he became bureau chief in March 1963. He relished lowering the boom on stations for even the slightest of infractions and he was a leading exponent of spot-counting and of close scrutiny of programs.

Although 65, Mr. Smith, like his chief, Chairman Rosel H. Hyde (who is 66) is young for his years. He was the first chief of the license division of the old Federal Radio Commission in 1928, the year in which he obtained his law degree. That was the year Mr. Hyde joined the FCC as a junior lawyer.

Mr. Smith’s expertise and wisdom and his quiet ability to get things done should serve the FCC at a time when the agency is overburdened with problems in areas other than broadcasting, not to mention those associated with radio and television in satellite communications.

Death, unions and technology

Demise of the New York Herald Tribune was the latest in a seemingly enduing string of closures or mergers of metropolitan dailies in the fight for economic survival.

Television, radio, newsmagazines, flight of population to the suburbs where new local dailies are started are among the reasons cited for the hard times suffered by newspapers. Yet many, notably in monopoly markets, are thriving.

The Tribune might not have survived even if the planned merger of three suffering New York newspapers had been effected. The four-month printers’ strike was the coup de grace for the HT.

The plight of newspapers would be infinitely worse if many of them had not pioneered in radio and television ownership. There are case histories where the radio (and latterly the TV) tail has wagged the newspaper dog. Most newspaper owners have separated broadcasting and publishing so as to compete vigorously for advertising.

Even prosperous newspapers recognize there’s an uneasy future and that advances in technology one day will make it possible to deliver an electronic newspaper in the subscriber’s home. The cumbersome publishing methods of today, coupled with the problems of delivery in expanding markets, must give way eventually to exotic advances.

Radio and television today—without the benefit of a permanent record (such as facsimile) to some degree are filling the news gap. Their journalistic responsibility becomes greater, however, as newspaper population decreases and the need to keep their publics informed intensifies.

Canada’s secret

Ever hear of “EXPO ’67”? Well, it’s the Canadian International Exposition that begins in Montreal next April and runs until October. They expect 30 million people to help observe Canada’s centennial—mostly from neighboring U.S.A.

There’s a promotion budget, we’re told by a reliable Canadian source, of something between $5 and $12 million. But not one cent, says our informant, has been allocated or is planned for any form of broadcast advertising in the United States.

We imagine U. S. stations will be besieged with tapes, films, spots and whatnot—all for free—while the exposition’s PR folks spend the bulk of the budget for paid newspaper and magazine space. We’re advised there’s not a single broadcast-oriented person on the exposition’s publicity-promotion-advertising staff.

If the plan is to keep EXPO ’67 a secret in the U. S. the best way to achieve it is to pass up our broadcast media.
WJR is a nonconformat station.

That's right. Nonconformat.
To help explain what we mean, we made a 22-minute full-color film about ourselves.
In it, we show ourselves doing our kind of programming. Interview shows, fine music, play-by-play coverage of major sports, live entertainment, and the most complete news coverage of any station in this area. Plus daily shows for homemakers, businessmen and farmers. Our film makes the point—WJR has something for everyone. We call it "One of a Kind."

It's easy for you to see why we call ourselves a nonconformat station. In your office or conference room, to boot. Just call your Henry I. Christal Co. representative for a showing of "One of a Kind."

WJR
Detroit

Division of Capital Cities Broadcasting Corporation
If you lived in San Francisco...

...you'd be sold on KRON-TV