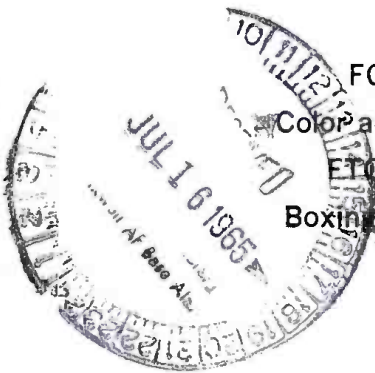




Broadcasting

THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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US AIR UNIT
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FCC revives get-tough attitude toward commercials. p33
Color ad business expected to reach \$75 million in 1965. p35
ETC says broadcasters responsible for ratings claims. p42
Boxing regulation may come through broadcast of bouts. p62

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NEWSPAPER

THE PRUDENTIAL FEDERAL SAVINGS BUILDING.
SALT LAKE CITY, UTAH

MODERN SELLING IN MODERN MARKETS

TELEVISION DIVISION

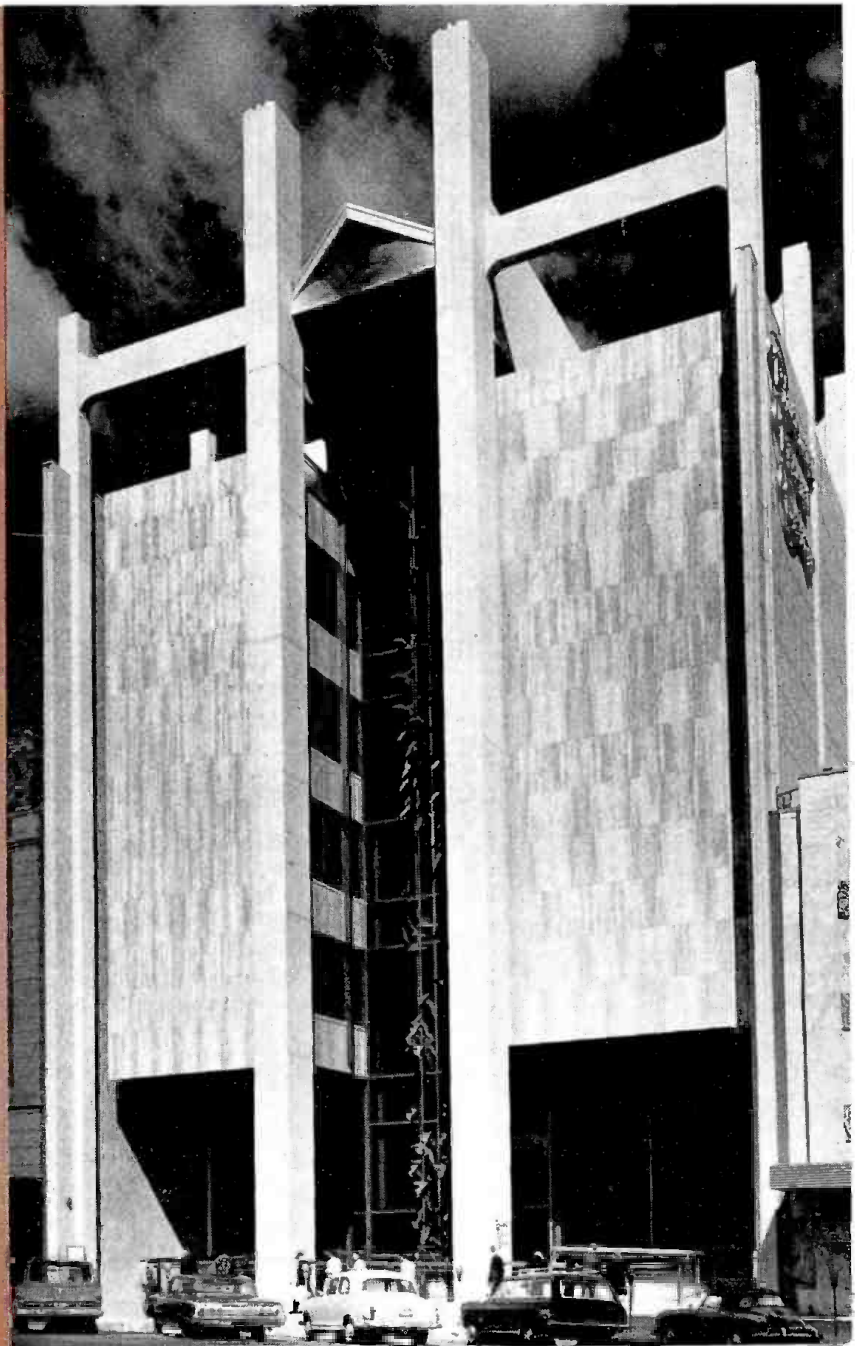
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SPOT TV

Successful national advertisers know it takes the up-to-date medium to sell modern markets like this. They use spot Television—on the outstanding stations we represent.

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DALLAS · DETROIT · LOS ANGELES
PHILADELPHIA · SAN FRANCISCO · ST. LOUIS





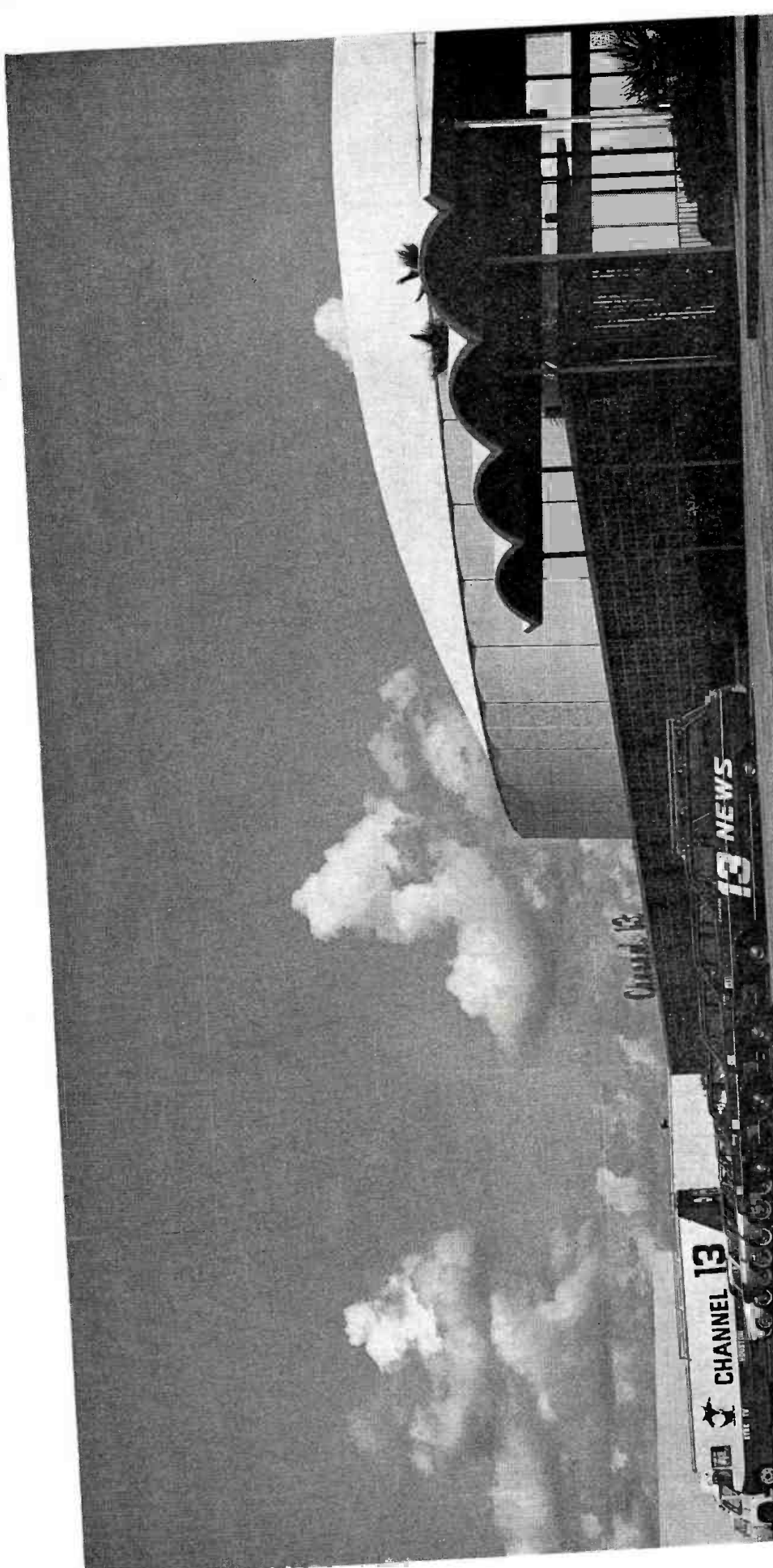
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and get automatic programming, logging and authenticating (only PROLOG can do it)

PROLOG uses your station log to give you any degree or combination of unattended, automatic, or manual-live operation you desire. PROLOG simply adds 3 squares (■) to the information you normally enter on the log. The entire log can be prepared on any standard typewriter, or you can use any of the auto-typing, Traffaccounting, IBM punch-card, and similar equipment in use today. PROLOG uses your established programming format; nothing changes unless you want to change it. That's PROLOG: simple and flexible!

For a 12-page brochure on PROLOG Systems, write to Commercial Sales Dept., Continental Electronics Mfg. Co./box 17040/Dallas, Texas 75217.

LTV *Continental Electronics*
A DIVISION OF LING-TEMCO-VOUGHT, INC.



THE FLEET IS IN!

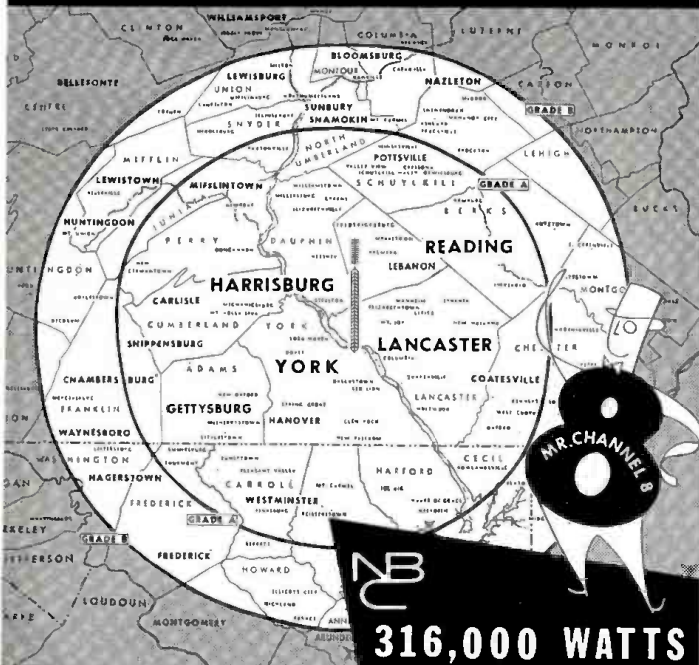
This is a posed picture—one that Houstonian's never see—because the fleet is never in at KTRK-TV. We operate this 15 vehicle fleet—2 remote trucks, one general service truck, 3 service station wagons, 5 salesmen's Impalas, and 4 mobile communication centers for news—more than 400 thousand miles yearly to cover our area in all respects. The people wave to us as we go by . . . KTRK is their station!



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316,000 WATTS

Buy Channel 8 and you get all three of these metro areas *plus* many other communities. WGAL-TV gives you overall-area reach in a deluxe market with effective buying income of \$6,005,173,000.

WGAL-TV

Channel 8

Lancaster, Pa.

Representative: The MEEKER Company, Inc.
New York • Chicago • Los Angeles • San Francisco

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

Robes for Harris

It's considered as sure as any presidential appointment can be before actually announced by Mr. Johnson himself that Representative Oren Harris (D-Ark.), chairman of House Commerce Committee, will be named to federal judgeship within next month or so. Mr. Harris, House's foremost expert on broadcast-communications matters, is said to be ticketed for Sixth Circuit Court of Appeals whose jurisdiction includes his native Arkansas.

If appointed, Mr. Harris is sure bet for confirmation by Democrat-controlled Senate. He's served in House since 1941 and been chairman of Commerce Committee nearly decade. If he leaves Congress, there'll be significant change in leadership on broadcast affairs (see page 54).

Big leap into wire

In final stages of negotiation is \$12 million acquisition by ABC of large group of CATV systems owned by Tele-Systems Inc. Purchase, if it jells, will be first made by new ABC subsidiary in which Martin Malarkey, pioneer CATV operator, will hold minority interest (CLOSED CIRCUIT, May 31).

Tele-Systems, with headquarters in Glenside, Pa., owns nearly 30 CATV's with some 40,000 subscribers in Georgia, Indiana, Massachusetts, Michigan, New York, Texas and Vermont. It's headed by Fred Lieberman, former sales executive of Jerrold Corp., CATV manufacturer and systems operator, and Jack Crosby, Del Rio, Tex., CATV owner and operator.

Late but sure

Most relaxed person around FCC these days is Commissioner Robert T. Bartley, whose term expired June 30 but who serves until his "successor" is qualified. Mr. Bartley is satisfied that he will be named to succeed himself and that formality of FBI check and subsequent nomination by President Johnson for new seven-year term is all that remains. Why administration delayed in nominating him for third term isn't and probably won't be explained.

While reappointment is regarded as routine, FBI check hasn't been. These checks usually go to such matters as character, personal habits and associations. In Bartley check, one unorthodox question asked was how commis-

CLOSED CIRCUIT®

sioner gets along with licensees, this presumably based on his anti-bigness thesis and his consistent votes against transfers of stations in large markets to multiple owners.

Now it can be told

Why did Frederick W. Ford decide to accept presidency of National Community Television Association last December after quarter-century of service in government? Answer came last week in word that Mr. Ford will acquire CATV system in Blythe, Calif., from Bruce Merrill, owner of Ameco, Phoenix CATV manufacturer and systems operator, for undisclosed amount. Blythe system has 870 connections and potential of 2,200. System, when it reaches its potential, according to expert appraisers, would be worth about \$500,000.

NCTA has no restrictions on ownership participation of its executives whereas National Association of Broadcasters precludes station or even stock ownership in licensed entities. Mr. Ford draws \$50,000 salary at NCTA, same as that paid Vincent T. Wasilewski, NAB president.

Ownership restraints

FCC staff is recommending proposal that would limit cross-ownership of community antenna television systems and television stations in same market largely to situations where station needs CATV to survive. Basically, proposal would bar cross-ownership in top-100 markets. However, it would be allowed in these markets if case could be made that station needed CATV to stay in business. Conversely, cross-ownership would be prohibited in market below top 100 if it were decided station didn't need help. Proposal is due for consideration by commission this week.

In another CATV matter, proposed rule creating new berth in 12,700-12,950 mc band for noncommon-carrier microwave relay operators serving CATV's is ripe for FCC action. New service is to be known as community antenna relay service (CAR) and will be administered by Broadcast Bureau.

Benchmark

Dissenting opinion of Circuit Court Judge J. Skelly Wright in celebrated Miami channel-10 case, wherein majority last week affirmed FCC's grant

to WLBW-TV, is causing consternation in both legal and broadcast circles. Judge Wright held FCC practice of giving licensee preference has effect of making renewals "almost automatic" which he held contrary to congressional intent. Notion was that even though he was in minority, Judge Wright's observations would stimulate applications to wrest assignments from existing licensees and that eager-beaver FCC staff would goad commission in that direction (see page 58).

Idea sheet

National Association of Broadcasters is expected to announce inauguration of radio program-idea newsletter within few weeks. Plans call for quarterly publication at start, with bi-monthly or monthly issues if interest is shown by member stations. Move, which gained support during spring program clinics, will be only entry in field, since Broadcast Music Inc. stopped its monthly newsletter earlier this year.

Up and comer

New "sleeper" advertiser in television is National Plastics Products Corp., Odenton, Md., maker of Vectra hosiery fibers and Ozite carpet fibers. Moving slowly into TV, company invested about \$300,000 in medium in 1964. Its TV expenditures should jump to approximately \$1.5 million this year, sparked by extensive participation buy in 15 ABC-TV daytime and nighttime shows this fall. Company also is enlarging its activities in spot radio. Agency: W. B. Doner Co., Baltimore.

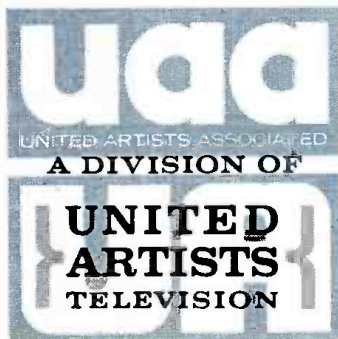
How exclusive?

Can broadcast station, on public interest grounds, demand major league baseball games rebroadcast privileges from station holding exclusive rights? Question is raised in complaint on FCC docket this week from KWOA-FM Worthington, Minn., which was refused rebroadcasts of night games of Minnesota Twins by picking up play-by-play of wcco Minneapolis. WCCO-AM-FM acquired exclusive rights for \$200,000. FCC staff recommends wcco be required to grant rebroadcast rights. It's doubted, however, whether FCC majority will or can legally order it.

THE TRULY GREATS are yours in Showcase



Hollywood's most brilliant stars in important feature movies...



YUL BRYNNER
"THE MAGNIFICENT SEVEN"

ELI **WALLACH** STEVE **McQUEEN**

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RUNNING TIME: 126 MINUTES
COLOR by DeLuxe

WEEK IN BRIEF

Color commercials are blooming into big business. Spot makers see \$75 million year, about 8% above 1964. Say color spots will be responsible for at least one-third of total gross. See . . .

COMMERCIALS BLOSSOM . . . 35

Congress, copyright and FCC regulation will play second-fiddle as CATV operators plan to attend annual NCTA convention. Topic of concern is pole-line contracts with telephone companies. See . . .

CATV'S BIG ISSUE . . . 54

FCC takes renewed, hard line on commercials. Says it will go back to case-by-case study of overcommercialization. Prepares to issue tough policy statement on 'loud' commercials. See . . .

A TOUGHER POLICY . . . 33

Broadcasters get new informal guidelines on ratings claims from trade commission. However, FTC says it will interpret them as formal, if violation occurs. FTC seeks restraint in hypoing. See . . .

FTC ISSUES GUIDES . . . 42

Teleglobe tells FCC that permitting only tests of pay TV is not fair and that backers don't want to get involved in temporary operations. Supports Zenith, Teco bid for nationwide pay-TV system. See . . .

'TEST' STAMP HIT . . . 55

RAB will depart from past practices in fall regional management conferences by putting emphasis on sales. Plans separate sessions for large and small-market stations. Follows separation of divisions. See . . .

REORGANIZED RAB . . . 44

Three master antenna systems in New York, New Jersey and Connecticut are sold to Teleprompter for price said to be about \$1 million. Additions will add 30,000 subscribers to 60,000 now served by 16 CATV systems. See . . .

TELEPROMPTER BUYS SYSTEMS . . . 50

Henry likens 'rigged' fights to 'rigged' quiz shows. Says public is loser in both instances. Backs proposed boxing commission. Rep. Springer says TV effect on other sports should be looked into. See . . .

BACK-DOOR APPROACH . . . 62

Common carriers, NCTA take FCC plan to restrict CATV microwave bands to task. Charge that CARS plan is not needed or desired. Call it 'highly discriminatory' to CATV interests. See . . .

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National Association of Educational Broadcasters study of ETV stations shows 565 commercial stations had operating budget of over \$700 million compared to \$35 million received by 95 ETV stations. See . . .

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Broadcasting

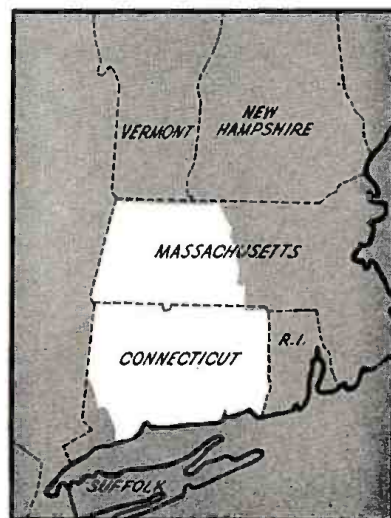
THE BUSINESSWEEKLY OF TELEVISION AND RADIO

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IN RICH, RICH
SOUTHERN
NEW ENGLAND**



WTIC  **50,000 watts**

HARTFORD, CONNECTICUT
REPRESENTED BY THE HENRY I. CRISTAL COMPANY

Package rates for Early Bird in offing

New through charge for TV use of Early Bird communications satellite has been established and resulting rate—\$4,250 for first 10 minutes and \$75 for each additional minute—may help bring live trans-Atlantic TV costs within reason but broadcasters are not too sanguine.

New, direct route charge—not yet officially announced—is considered improvement over estimated \$8,350 an hour based on Comsat tariff filed last month which was for half-leg of circuit (from Early Bird to U. S.), plus reports of what European entities planned to charge for other half of circuit (BROADCASTING, June 7, May 31).

New through rate was worked out by Comsat and European opposite numbers and is based on so-called nonpeak telephone traffic hours—before 7 a.m. and after 4 p.m., New York time.

Information that full rate had been developed came in Comsat's request to FCC asking permission to continue giving TV networks free service until July 18. Letter, signed by Dr. Joseph V. Charyk, Comsat president, was dated July 8 but released Friday (July 9).

Comsat said it would like to continue giving TV networks free ride for another week because it understood commission was near making determination on which carrier, or whether all of them, should be authorized to furnish television circuits. Comsat is supposed to deal only with international communications carriers, or other "authorized" entities.

Pending decision of this question, FCC last month told Comsat to deal with TV networks directly and to file special tariff. Carriers objected to this. Comsat has not filed special tariff.

Coming Up ■ Commission is understood to have TV question on agenda at Wednesday meeting this week.

Package rate for telephone peak hours (7 a.m.-4 p.m.) is understood to run \$8,400 for first 10 minutes with \$179 for each additional minute.

There was no agreement for weekends; TV orders will be treated on case-by-case basis with Comsat setting its own rates and Europeans due to set fees for their half of space circuit. Difference of attitude regarding weekends was illustrated by Comsat desire to count weekend as nonpeak telephone time; Europeans vice versa.

Comsat rate for weekends would be \$2,000 for first 10 minutes, and \$35 for each additional minute.

Network reaction to new package rate was equivocal. NBC spokesman said: "We still think they're too high . . . We're still not going to use the satellite except for exceptionally important events." ABC official: "I don't think the package rate will solve the problem for us as far as news reports are concerned . . ." CBS: "We are studying the rates . . ."

IBM enters TV with \$5 million CBS buy

International Business Machines Corp., Armonk, N. Y., has signed with CBS-TV for estimated \$5 million sponsorship next season in *CBS Reports* for first-time use of television by company. IBM business was handled through Ogilvy, Benson & Mather, New York.

IBM will be sole sponsor on alternate-week basis of 15 one-hour programs produced by CBS News. Shows will be on Tuesdays in 10-11 p.m. period, starting Oct. 26. Contract calls for "Town Meeting of the World" telecasts to be included as well as one "current events, audience involvement special." On every other week during that period, CBS will program news specials.

Neither IBM nor CBS would confirm informed estimate that IBM's TV sponsorship represents \$5 million expenditure, or about one-third of company's advertising budget. IBM agency officials said plans haven't been set on extent color would be used in programing or commercials but that "modest" employment of the color medium may be attempted.

IBM spokesman said decision to use TV stemmed from belief that TV was good vehicle for current IBM advertising. On TV firm will concentrate on corporate message emphasizing IBM's "capabilities" in such areas as computer application and data processing technology.

Land leaving WBC

Herman Land, director of corporate projects for Westinghouse Broadcasting Co., New York, shortly will resign to establish image-building and research service, terminating four years with Westinghouse. His first client: Westinghouse Broadcasting Co.

New audits may bring Sept. 1 accreditation

First accreditations of radio and TV audience-measurement services by Broadcast Rating Council now appear likely by about Sept. 1—if applicants achieve clean bill in second round of audits.

That was outlook after council meeting Friday (July 9). Donald H. McGannon of Westinghouse Broadcasting, council chairman, noted that results of first of continuing series of audits of all four pending applicants have been received by council and second audit is being started to make sure services have made corrections and modifications indicated as result of initial audit.

Current applicants are A. C. Nielsen Co., The Pulse Inc., American Research Bureau and C. E. Hooper Inc. Only major syndicated rating services that have not applied are Sindlinger & Co. and recently formed Media Statistics Inc.

Efforts in Cash ■ Mr. McGannon said BRC's work to date represented "many thousands of man-hours on the part of all elements of the industry" plus expenditure of over quarter-million dollars. These, he said, reflect efforts thus far to achieve objective of Representative Oren Harris (D-Ark.), chairman of House Commerce Committee, whose ratings investigation was responsible for council's formation, that "the rating services say what they are doing and in turn do what they say the are

Citations for law shows

American Bar Association today (July 12) announces Gavel awards to four in broadcast field for contributions to public understanding of law.

Winners: CBS News (third consecutive year) for TV documentary, *Gideon's Trumpet: The Poor Man and the Law*; NBC-TV for *The Magnificent Yankee*, special on Oliver Wendell Holmes; Robert Saudek Associates for *Profiles in Courage*, show on Charles Evans Hughes, and WBG Philadelphia for broad public service effort, *Government of Man by Law*.

WEEK'S HEADLINERS



Mr. Sugerman

Harold R. Suger-man, VP - finance, treasurer and director and member of executive committee of H & B American Corp., Beverly Hills, Calif., elected executive VP in charge of all H & B American operations while

retaining latter three posts. **Charles Trimble**, manager and chief electronics engineer of H & B American's Lompoc and Vandenberg Air Force Base, both Florida, community antenna TV systems, and **Robert Beaman**, manager of Palm Springs, Fla., CATV system, named VP's at Beverly Hills. **Edgar M. Masinter**, member of law firm of Simpson, Thacher & Bartlett, New York, H & B American's legal counsel, elected to board of directors replacing Leon N. Papernow.

Robert Lemon, manager of WMAQ-TV Chicago, promoted to general manager of WMAQ-AM-FM-TV effective Sept. 1 upon retirement of **Lloyd E. Yoder**, NBC VP and general manager of its owned and operated stations in Chicago. Mr. Yoder, 63, takes early retirement to attend to family business interests. With NBC 38 years, Mr. Yoder for 28 of these years managed NBC-owned sta-

tions. He served variously in San Francisco, Denver, Cleveland and Philadelphia before moving to Chicago in 1958.



Mr. Lemon



Mr. Yoder



Mr. Flanagan

Alvin G. Flanagan, VP, Mullins Broadcasting Co. (KBTV[TV] and KBTR Denver), promoted to executive VP and general manager. Before joining MBC in 1962, he had been president of NAFI Broadcasting

Corp. (now broadcast division of Chris Craft Industries: KCOP[TV] Los Angeles, KPTV[TV] Portland, Ore., WTCN-TV Minneapolis). He was general manager of KFMB-TV San Diego and program director of ABC-TV's western division prior to his post with NAFI.

Paul Schlesinger, VP-deputy director of Chicago division, Needham, Harper & Steers, promoted to senior VP in charge of business affairs for both that division and New York, and **Bradley H. Roberts**, VP-director of Chicago division account executive department, named to succeed Mr. Schlesinger as Chicago deputy director. **Frederick D. Sulcer**, VP-account supervisor, promoted to VP-senior account director and assistant to Paul C. Harper Jr., president-chief executive officer.

William J. Hoffmann Jr., radio director at BBDO, New York, joins Westinghouse Broadcasting Co., that city, as director of radio development. Mr. Hoffmann, with BBDO for eight years, was news editor with McGraw-Hill Publishing Co. for short time before that and was with NBC from 1938 to 1948 in various sales, production and radio promotion posts. His position at WBC is newly created to give impetus to company's commitment in areas of marketing, research, advertising, promotion and agency-client services and relationships.



Mr. Hoffmann

For other personnel changes of the week see FATES & FORTUNES

doing."

Mr. McGannon's dollar estimates, totaling \$290,000, included \$150,000 in two-year operation of BRC, \$15,000 BRC investment in pilot audit and \$125,000 for actual audits (paid for by services involved).

Council discussed Federal Trade Commission's new guidelines on use of ratings (see page 42) but took no position because of "limited time for study and consideration" and because council's own minimum standards and general activities "are already involved in many of the areas" covered by FTC statement.

Individual council members reportedly had varying attitudes, however, ranging from broad approval to skepticism and open belief that guidelines are largely unrealistic. But there appeared to be considerable belief that government's official entry into this area would be helpful to council's own efforts to solve hypoing problem in particular.

New ex parte rules in effect Aug. 16

FCC has tightened up rules governing ex parte, or off-record, contacts in adjudicatory and record rulemaking proceedings.

Principal feature of new restrictions is that, in cases involving applications for all broadcast and nonbroadcast licenses, they are brought into play sooner than at present.

Restrictions will apply before, rather than after, case has been set for hearing if (1) petition to deny application has been filed, (2) public notice of filing of mutually exclusive application has been given or (3) person making ex parte contact knows competing application has been filed.

Rulemaking proceedings that commission designates as restricted to on-record presentations will be subject to new rules, adopted by commission Wednesday and announced Friday (July

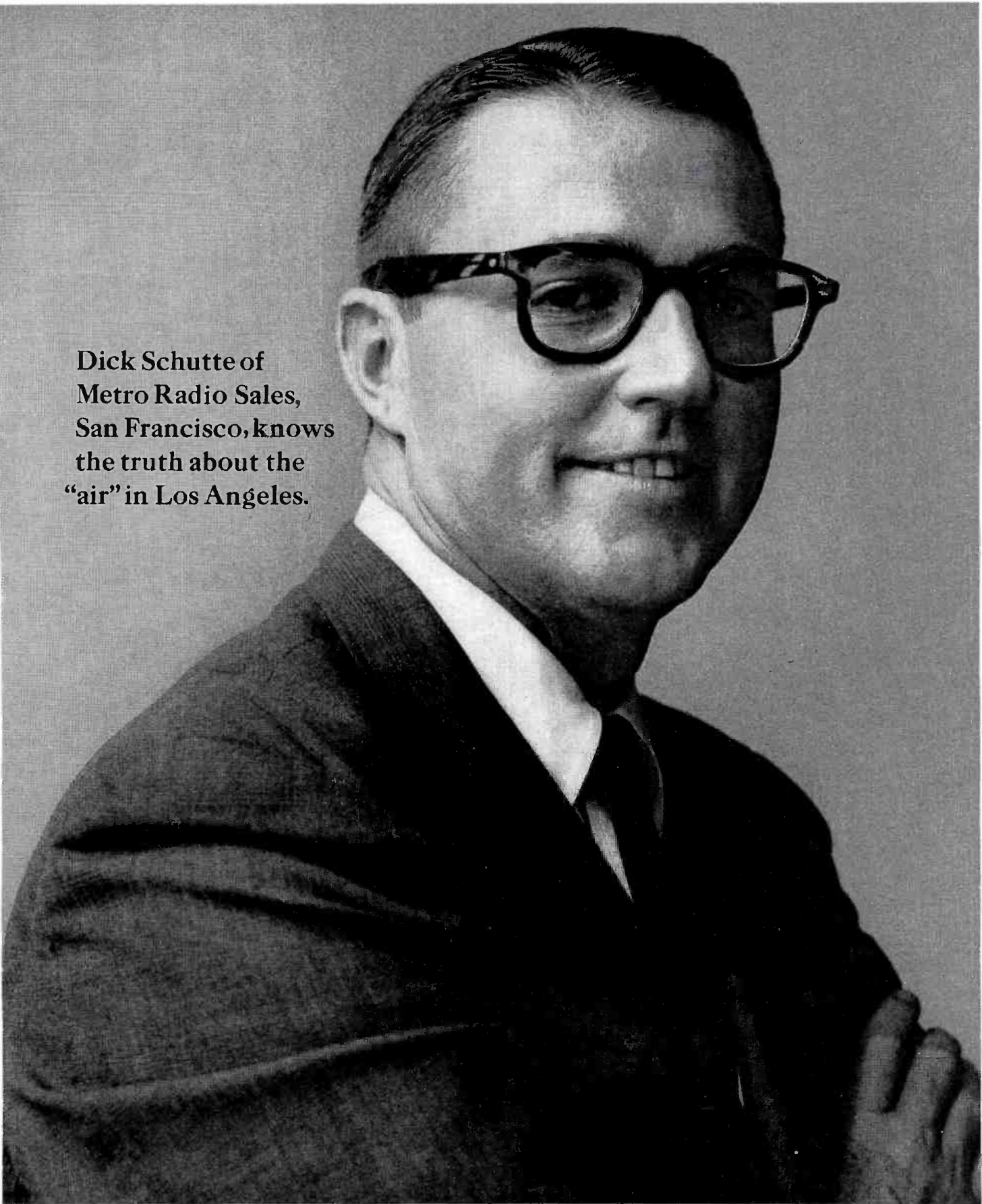
9). They become effective Aug. 16.

New restrictions specify commissioners, their personal staffs and certain key staff members, such as those in Office of Opinions & Review and Office of General Counsel, as "decision-making personnel," with whom ex parte contacts are barred.

Campaign complaints rejected

FCC has rejected fairness doctrine complaints by Democratic National Committee against 10 radio stations it says failed to present all sides of controversial issues during 1964 presidential campaign (BROADCASTING, Feb. 8).

Commission Friday (July 9) released copy of letter to committee concerning complaint against WBNS Columbus, Ohio. Commission said licensee indicates conflicting views were aired. This week FCC is expected to dispose of complaint, concerning WGB Red Lion, Pa., on ground committee failed to respond to station's offer to sell time.



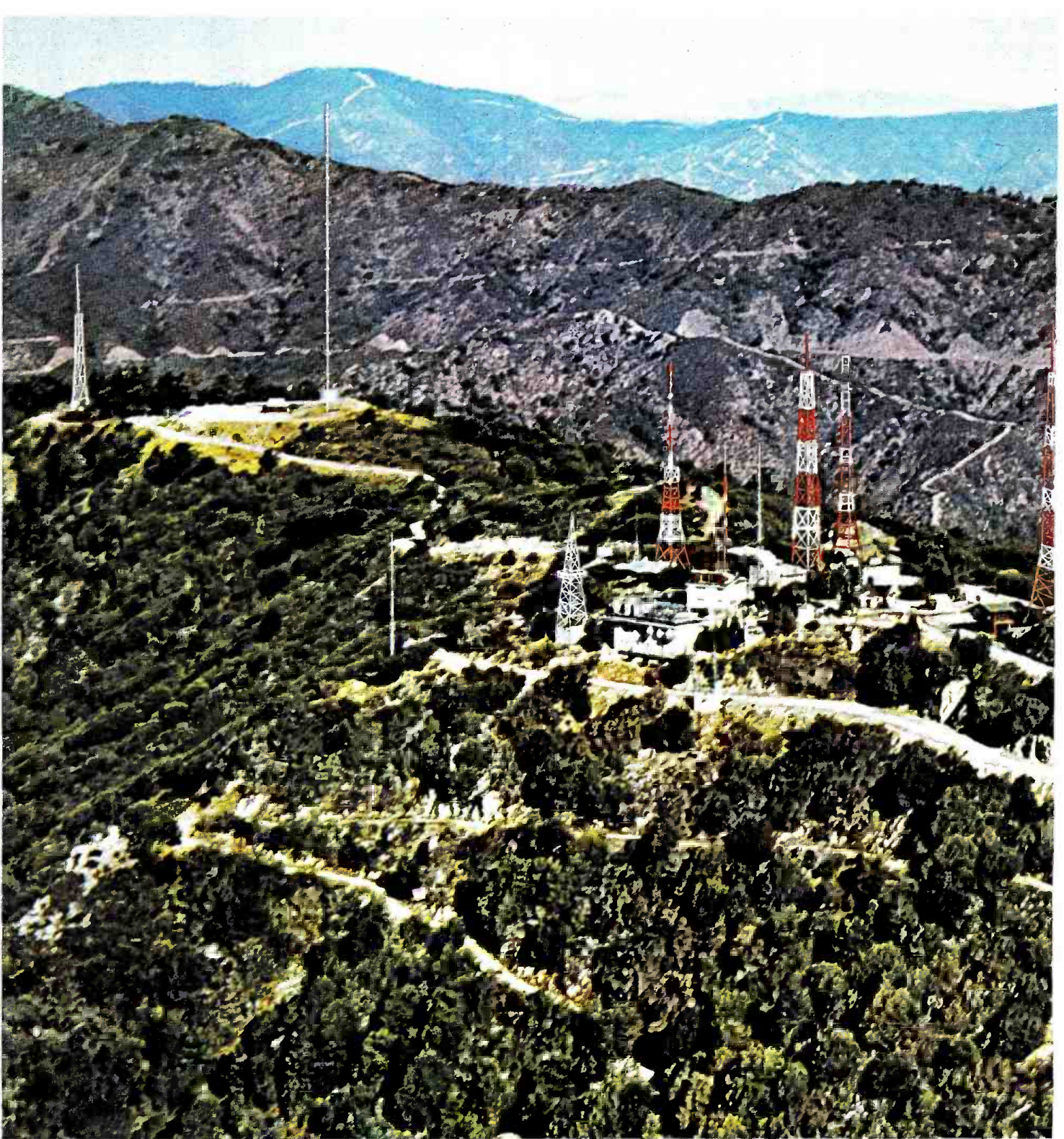
**Dick Schutte of
Metro Radio Sales,
San Francisco, knows
the truth about the
“air” in Los Angeles.**

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Minneapolis-St. Paul, KMBC Kansas City, KIMN
Denver, WDRC Hartford, KYMN Portland, Ore.

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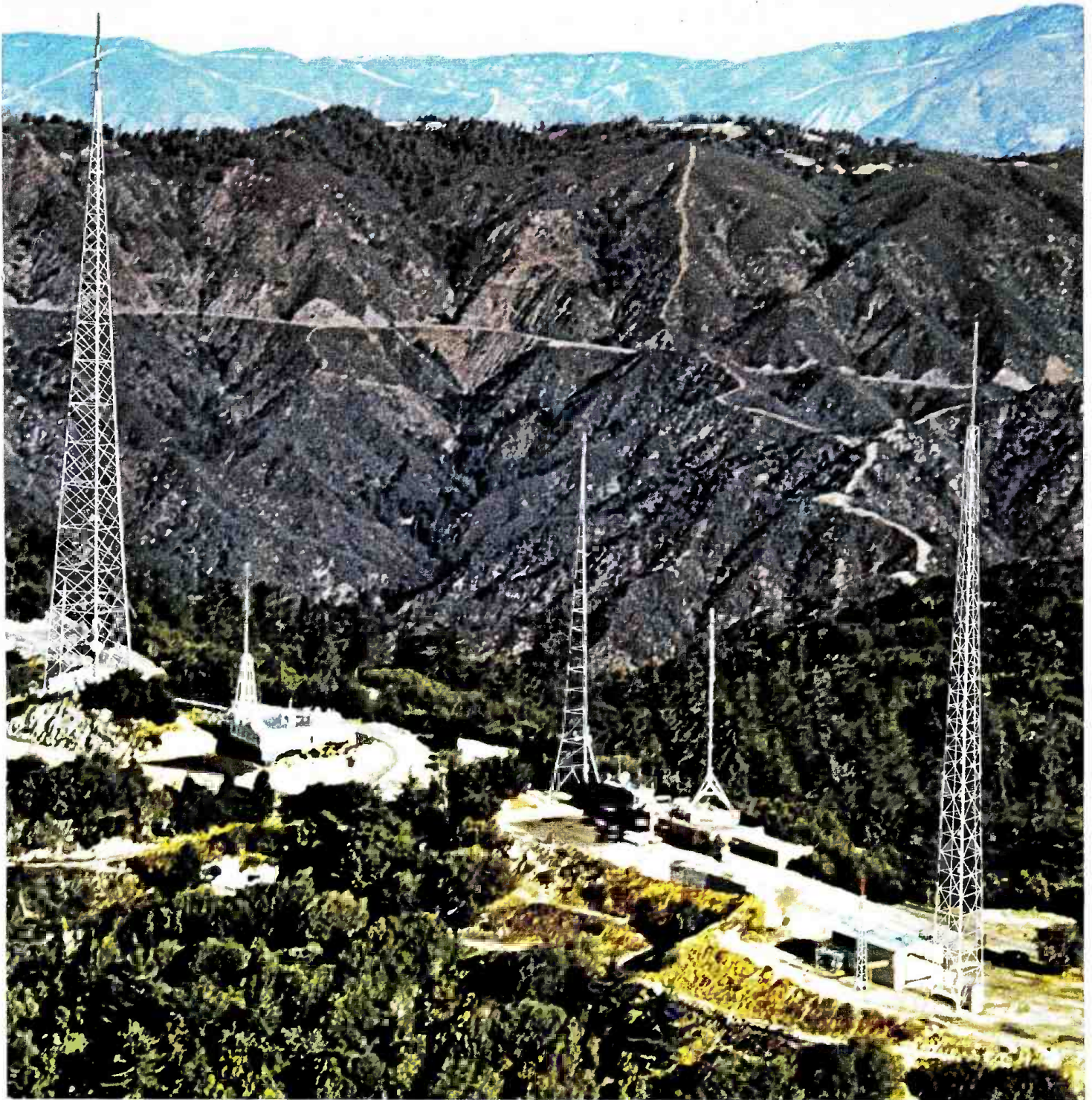
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This is L.A.'s Mt. Wilson, where 6 out of 10* TV stations

*Soon to be 7 out of 11... by the end of the year a new station, KMTW (TV), Channel 52, also will be on the air (subject to FCC approval) with a G-E Helical Antenna.



transmit sharper images with General Electric antennas.

Los Angeles has the greatest concentration of TV antennas in the world—and the majority of them are General Electric. These are the stations and their G-E equipment: KABC-TV, Channel 7, 6 Bay Batwing; KCET, Channel 28, 8 Panel Zig-Zag; KMEX-TV, Channel 34, 5 Bay Helical (4 Panel Zig-Zag on order); KPOL-TV, Channel 22, 2 Bay Helical; KTLA, Channel 5, 3 Bay Batwing; KTTV, Channel 11, 6 Bay Batwing.

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G-E Broadcast Equipment Representative, or, General Electric Company, Visual Communications Products, 7-315 Electronics Park, Syracuse, New York 13201. GE-14

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Are you hitting the solar plexus?

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We do a lot of roadwork to put the knockout punch into commercials.

The commercial is the payoff

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DATEBOOK

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

■Indicates first or revised listing.

JULY

July 14—New FCC deadline for filing comments on the joint petition for rulemaking by Zenith Radio Corp. and Teco Inc. requesting the commission to authorize nationwide subscription television. Reply comments are now due July 29.

July 15—New deadline for filing comments on the FCC's inquiry into the optimum frequency spacing between assignable frequencies in the land mobile radio service, and the feasibility of frequency sharing by television and the land mobile services. Former deadline was June 3.

July 15-18—American Federation of Television and Radio Artists national convention. Statler Hilton, Boston.

■July 16—Annual meeting of Broadcast Pioneers. Hotel Barclay, New York.

July 18-20 — Annual meeting of Idaho Broadcasters Association. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters; FCC Commissioner Lee Loewinger; Theodore Koop, vice president, CBS, Washington; Justin Bradshaw, vice president, Broadcast Music Inc., New York. Downtowner, Boise.

July 18-23—Annual convention, National Community Television Association. Principal speakers will be Representative Oren Harris (D-Ark.), chairman of House Commerce Committee; Frederick W. Ford, president, NCTA; David M. Snow, president, National Education Sciences Corp.; Tom Currihan, mayor of Denver; John Love, governor of Colorado. Meetings on the following subjects are scheduled: technical, ratings, sales methods and promotions, financial, problems and solutions, legal and legislative. Annual business meeting and election of officers will take place July 21. Denver Hilton hotel, Denver.

July 19-20—Annual summer meeting of New York State Broadcasters Association. Speakers include Stephen Dietz, executive vice president, Kenyon & Eckhardt, New York, and Arthur McCoy, president, Communications Ltd., Honolulu. The Otesaga, Cooperstown.

July 20—Deadline for comments on the FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for a new class of 10-kw community TV stations with a 300-foot antenna limitation.

■July 20-21—Second meeting of principals of group-owned TV stations in first 50 markets on proposed FCC transfer rules at WGN-TV Chicago.

■July 21—Hollywood Advertising Club, all-day seminar on TV commercials, conducted by Harry Wayne McMahan. CBS Television City, Hollywood.

July 22-24—Third annual Broadcast Editorial Conference sponsored by National Broadcast Editorial Conference and Northwestern University's Medill School of Journalism. Northwestern University and WBBM-TV, both Chicago.

July 26—New FCC deadline for filing comments on Part I and paragraph 50 of Part II of the commission's notice of inquiry and proposed rulemaking, issued April 23, looking toward asserting jurisdiction and regulating non-microwave community antenna TV systems. Former filing date was July 9.

July 29—New FCC deadline for filing reply comments on the joint petition for rulemaking by Zenith Radio Corp. and Teco

Inc. requesting the commission to authorize nationwide subscription television. The former deadline for replies was June 10.

AUGUST

Aug. 2—New deadline for reply comments on the FCC's inquiry into the optimum frequency spacing between assignable frequencies in the land mobile radio service, and the feasibility of frequency sharing by television and the land mobile services. Former deadline was June 18.

Aug. 2—New deadline for comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. Former deadline was June 14.

Aug. 3 — New FCC deadline for reply comments relating to frequency allocations and technical standards of its proposed rules governing the licensing of microwave radio stations used to relay TV signals to community antenna TV systems. Former deadline was May 3.

Aug. 4—Annual Georgia Association of Broadcasters TV Day. Speakers include Warren Bahr, executive vice president, Young & Rubicam, New York; William Bartholomay, board chairman, Atlanta Braves baseball team; Lee Franks, Georgia ETV director, and Marcus Bartlett, Cox Broadcasting, Atlanta. Riviera motel, Atlanta.

■Aug. 4-8—National Association of Radio Announcers Convention. Rice Hotel, Houston, Tex.

Aug. 5—Deadline for reply comments on the FCC's further notice of proposed rulemaking relating to fostering expanded use of UHF television frequencies by setting aside channels 70 through 83 inclusive for a new class of 10-kw community TV stations with a 300-foot antenna limitation.

Aug. 6-7 — Summer convention of New Mexico Broadcasters Association. Roswell Inn, Roswell.

Aug. 20—New deadline for comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50, 50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band.

Aug. 20-22—Annual fall meeting and election of officers of West Virginia Broadcasters Association. Speakers include FCC Commissioner Robert E. Lee; Vincent T. Wasilewski, president, National Association of Broadcasters; John T. Murphy, president, Crosley Broadcasting Corp.; Don Mercer, vice president for station relations, NBC, and Lou Smith, vice president for tele-

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TYPE

The type you turn to when you want to get in with the V.I.P.'s.

That describes Roy Gumtow—WKOW's Farm News Reporter. And the V.I.P. crowd he gets you in with is Southern Wisconsin's huge farm population. Roy's renown as the "voice of the farm market" is well earned—for he travels some 25,000 miles a year to tape person-to-person interviews.

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Joe Floyd, Vice-Pres.



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NAB CONFERENCE SCHEDULE

Dates and places for the National Association of Broadcasters fall regional meetings:

Oct. 14-15—Brown hotel, Louisville, Ky.

Oct. 18-19—Marriott motor hotel, Atlanta.

Oct. 21-22—Lord Baltimore hotel, Baltimore.

Oct. 25-26—Statler Hilton, Boston.

Nov. 11-12—Sheraton-Chicago, Chicago.

Nov. 15-16—Brown Palace, Denver.

Nov. 18-19—Davenport hotel, Spokane, Wash.

Nov. 22-23—Westward Ho hotel, Phoenix.



- 45 TH. MARKET**
Av. 1/4 Hr. Homes
- 45 TH. MARKET**
Net Wkly. Circulation
- 45 TH. NBC STATION**
Av. 1/4 Hr. Night Homes
- 45 TH. NBC STATION**
Av. 1/4 Hr. Day Homes
- 45 TH. NBC STATION**
Av. Daily Circulation
- 43 RD. MARKET—COLOR TV**
Homes in Metro
(BUSTIN' OUR BARREL)

Source: Color Data — Television Age 3-1-65 Source: Other Data — 1964 ARB-TV Mkt. Analysis

For information, availabilities and assistance, contact the Station or Avery-Knodel

Represented by Avery-Knodel, Inc.

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AFFILIATED STATIONS:
WBIR-TV, KNOXVILLE, TENNESSEE
WMAZ-TV, MACON, GEORGIA



vision, Edward Petry & Co. Greenbrier, White Sulphur Springs.

Aug. 24-Sept. 4—National TV and Radio Show under the direction of the Industrial and Trade Fairs Ltd. will feature various types of broadcasting equipment. London.

■Aug. 24-27—Western Electronic Show and Convention. Cow Palace, San Francisco.

Aug. 27-28—Fall meeting of Arkansas Broadcasters Association with election of officers. Coachman's Inn, Little Rock.

Aug. 31—New deadline for reply comments on the FCC's notice of inquiry and proposed rulemaking relating to mutual funds and other investment houses that are in technical violation of the commission's multiple-ownership rules. Former deadline for reply comments was July 12.

Aug. 31—New deadline for reply comments on the FCC's rulemaking proposal looking toward adopting new field strength (propagation) curves for the FM and TV broadcast services. The proposal would update the F (50, 50) curves now in the rules to take advantage of additional measurements, especially in the UHF television band.

SEPTEMBER

■Sept. 1-3—Fall conference of American Marketing Association. Mayflower hotel, Washington.

Sept. 10-11—Annual fall meeting of Maine Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Bar Harbor Club, Bar Harbor.

Sept. 10-12 — American Women in Radio and Television, second annual Western Area Conference. San Francisco.

Sept. 12-13—Meeting of New York State Associated Press Broadcasters Association. Glens Falls on Lake George.

Sept. 15-16—12th annual CBS Radio Affiliates Association convention. New York Hilton hotel.

Sept. 15-18—Annual summer meeting of Michigan Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Hidden Valley, Gaylord.

■Sept. 17—New FCC deadline for filing reply comments on Part I and paragraph 50 of Part II of the commission's notice of inquiry and proposed rulemaking, issued April 23, looking toward asserting jurisdiction and regulating non-microwave community antenna TV systems. Former filing date was Aug. 6.

Sept. 19-21—Annual fall meeting and election of officers of Louisiana Association of Broadcasters. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters, and William Carlisle, vice president for station relations, NAB. Fontainebleau motor hotel, New Orleans.

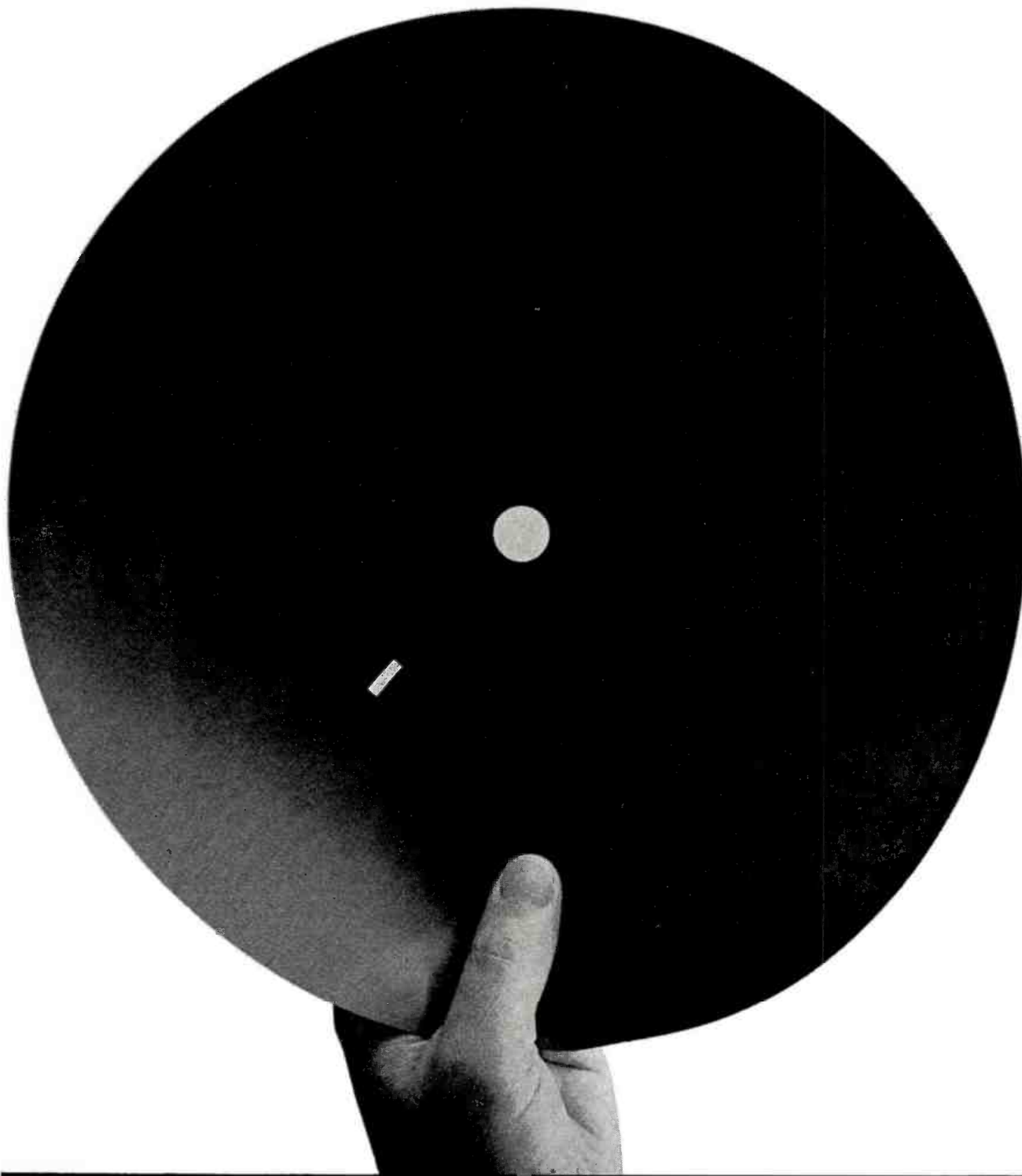
Sept. 19-21—Annual fall meeting and election of officers of Nebraska Broadcasters Association. Speakers include Vincent T. Wasilewski, president, National Association of Broadcasters. Blackstone hotel, Omaha.

Sept. 21-23 — Fifth annual conference of Institute of Broadcasting Financial Management. Hotel Continental, Los Angeles.

■Sept. 22-23—Annual fall meeting of Minnesota Broadcasters Association. Speakers include Sherril Taylor, vice president for radio, National Association of Broadcasters. Minneapolis.

Sept. 22-24 — Annual fall conference of Tennessee Association of Broadcasters. Speakers include Vincent T. Wasilewski, president, National Association of Broad-

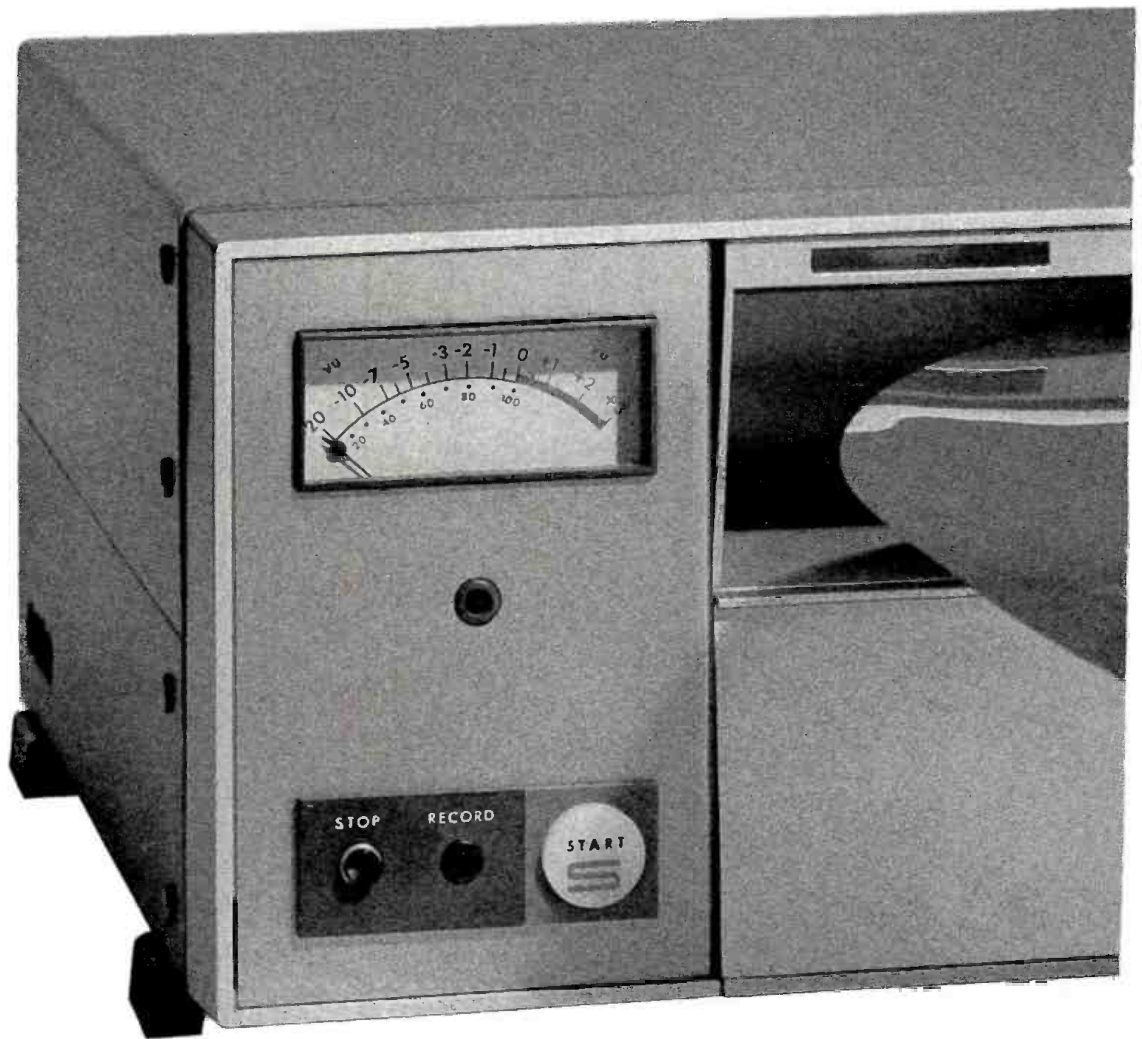
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AN ENTIRELY NEW CONCEPT IN RECORDING/REPRODUCING



Ampex took a fresh look at one of the industry's most serious problems. Result: an entirely new solution, the CUE-MATIC. Now you can get first-play quality, absolute reliability and handling ease in a compact recording/reproducing unit. And the CUE-MATIC system offers extraordinary economy.

The CUE-MATIC has been thoroughly field tested by advertising agencies, recording studios, networks and independent broadcasters. After months of vigorous use, all acclaimed the performance of the CUE-MATIC.

Here's how CUE-MATIC works:

The CUE-MATIC system uses an 11 $\frac{3}{4}$ -inch magnetic mat called a CUE-MAT* instead of tape cartridges for recording and

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It is automatically centered and cued for recording or playback.

The record/reproduce head is mounted on a carrier which moves in a straight line across the rotating CUE-MAT from the outer edge toward the center. Maximum playing time is 3 minutes and 45 seconds.

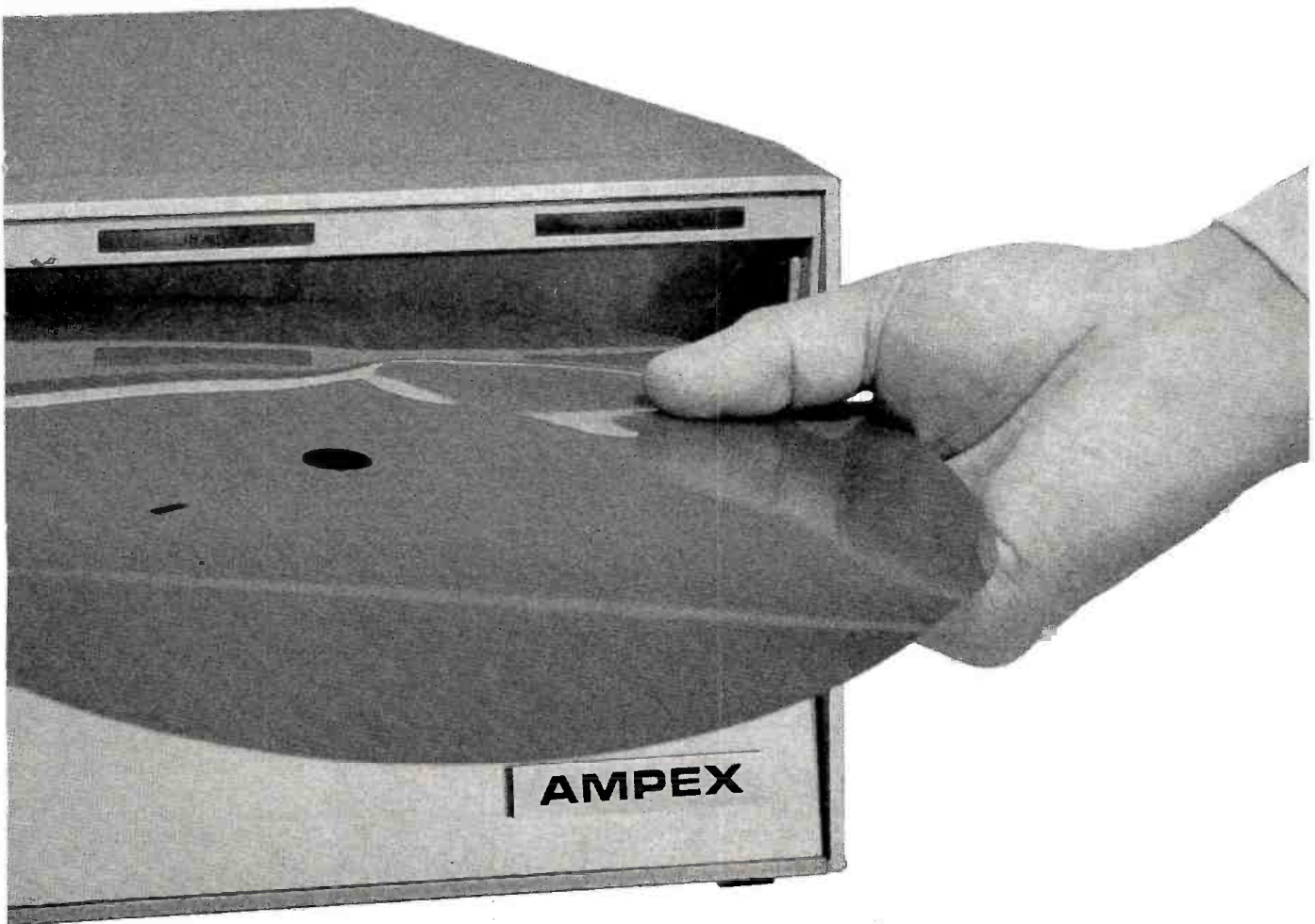
This provides sufficient time for individual spot announcements, complete 45 rpm records, or excerpts from LP albums. Full stable speed is achieved in 0.1 second after start button is pushed. Indicator lights give visual confirmation of status. Another important feature is the automatic addition of an inaudible

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The CUE-MATIC system guarantees first-play quality broadcast reproduction for your advertisers. The ten-thousandth play is as good as the first. There is absolutely no loss of quality from electrical transcription to CUE-MAT. The CUE-MATIC is reliable. This reliability created tremendous enthusiasm among the many people who field-tested the system. There

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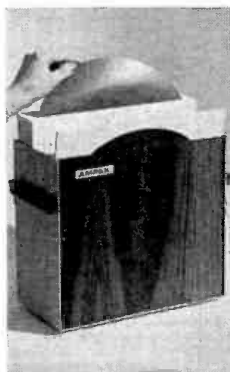
© AMPEX CORP., 1965 *TM Ampex Corp. for Magnetic Mat Recorder & Magnetic Recording Mat

are no worries about missed cues or other malfunctions which have triggered industry complaints about the cartridge system.

The CUE-MATIC is very easy to operate. Cueing is completely automatic and the unit is push-button operated.

The CUE-MATIC offers economy. The mats cost less than 1/4 the price of cartridges and are erasable and re-usable. They require less than 1/10 the storage space too. This alone can save you up to 90% in storage and related costs.

The CUE-MATIC system is in production now. To arrange a demonstration, or for an illustrated brochure, just send us the coupon. Term leasing and financing are available.



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Less listener attention, response and goodwill. And eventually, less audience, too. We program a maximum of 14½ minutes of commercials per hour... that's 20% less than the NAB Code advocates. Our audience appreciates this policy ... and so do our advertisers. ”



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casters. Andrew Jackson hotel, Nashville.

■Sept. 23-25—Annual broadcast symposium, professional group on broadcasting, Institute of Electrical & Electronic Engineers. Willard hotel, Washington.

■Sept. 27—New FCC deadline for filing comments on Part II of its notice of inquiry and proposed rulemaking, issued April 23, looking toward regulating nonmicrowave community antenna TV systems. Among other areas of concern, Part II deals with (1) effect on development of independent (nonnetwork) UHF stations (2) generalized restrictions on CATV extensions of station signals (3) "leapfrogging" and (4) program origination or alteration by CATV, pay TV and combined CATV-pay TV-TV operations.

Sept. 30—FCC's deadline for reply comments on proposed rulemaking looking toward adoption of procedures for establishing antenna farm areas to accommodate growing number of tall broadcast antenna towers, while protecting air safety.

OCTOBER

■Oct. 1—Deadline for comments on FCC's proposed rulemaking limiting to three number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets.

Oct. 5 — Advertising Research Foundation 11th annual conference. Waldorf-Astoria hotel, New York.

■Oct. 10-12—Annual fall meeting and election of officers of North Carolina Association of Broadcasters. Grove Park Inn, Asheville.

■Oct. 13-14—Central region convention of American Association of Advertising Agencies. Continental Plaza hotel, Chicago.

Oct. 14-15—International Film & TV Festival of New York. Americana hotel, New York.

Oct. 14-23—Twelfth annual meeting of MIFED, Milano International Film, TV Film and Documentary Market, including first presentation of TV Pearl awards for best feature or serialized film and best short film produced for TV in 1964-65. During meeting MIFED is sponsoring EXCOT, Congress and Exhibition on World Progress in Electronics for Cinema, TV and Associated Industries.

Oct. 15—Effective date of FCC's new AM-FM nonduplication rule which prohibits any FM station from duplicating more than 50% of programming of commonly owned AM station in cities of 100,000 population or more. Former effective date was Aug. 1.

Oct. 15-17—American Federation of Advertising fifth district convention. Sheraton Cleveland, Cleveland.

Oct. 21—New deadline for comments on FCC's proposed rulemaking to limit three major television networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs.

Oct. 22—New deadline for comments on the FCC's notice of inquiry to determine if stereophonic sound transmissions could and should be used in television broadcasting. Former deadline was Jan. 16.

Oct. 25-27—21st annual National Electronics

■Indicates first or revised listing.

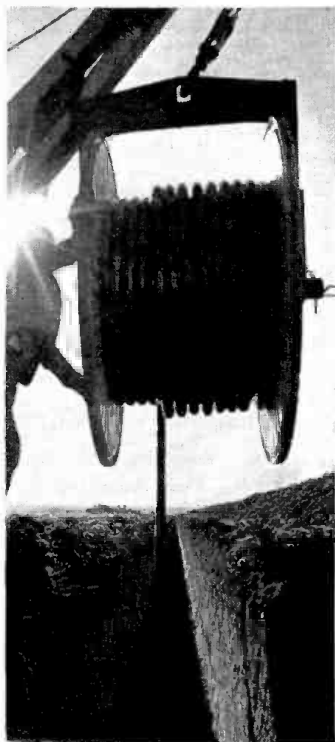
50 years ago
 a transcontinental
 phone call took 23
 minutes to complete



Installers of the first transcontinental telephone line had to surmount hardships of windstorm, ice and scorching heat combined with rugged country.

The first open wire line (linked here at the Nevada-Utah border) could carry only three calls and was vulnerable to interruptions.

TODAY, WHEN YOU DIAL IT YOURSELF, THAT SAME CALL
 GOES THROUGH IN ABOUT 25 SECONDS (and costs about one-tenth the price)



Telephone service has come a long way since that historic call in 1915. It has grown in scope from 9,000,000 phones and a single open line spanning the continent to 88,000,000 phones and a huge network of several hundred thousand channels including 24,000 that cross the continent, via several different routes, from the east to the west coast.

Accomplishment has been the keynote since the first coast-to-coast telephone call. Improvements in local exchanges and Long Distance circuits have led to better and more efficient telephone service.

These developments have been effective in reducing the cost of calls. Fifty years ago, the cost of a three-minute call from New York to San Francisco was \$20.70. Today, that same call costs you as little as \$1. (Rate for 3-minute, station-to-station call, after 8 P.M. and all day Sunday, plus tax.)

And still the future is full of promise. New phones will be introduced, technology will be improved and advances made that will open up a whole new world of communications.

One of our newest routes is a blast-resistant cable that can handle over 9000 multi-channel conversations.



Today, 30,000 calls a day are completed quickly and easily between New York and the west coast and Long Distance is truly "the next best thing to being there."



Bell System

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WONDERFUL ISLE OF DREAMS...

What's in a name?

South Florida radio listeners will tell you that **one** means adult programming, community service and integrity — since 1926!



610 KC - 5000 WATTS
97.3 MC - 100,000 W.

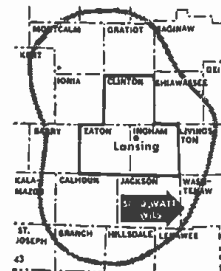
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LANSING MICHIGAN

WILS delivers all the Lansing Metro area plus most of another seven counties.

92

National advertisers use WILS. For complete cost/M and other audience data, write or call:

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RADIO 1320
WILS
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5,000 WATTS / 24 HOURS A DAY

Conference. Included will be exhibition involving more than 500 electronics firms. McCormick Place, Chicago.

■Oct. 28-29—Annual fall meeting of Missouri Broadcasters Association. Ramada Inn, Jefferson City.

■Oct. 31-Nov.3—American Association of Advertising Agencies western region convention. Del Monte Lodge, Pebble Beach, Calif.

■Oct. 31-Nov. 4—National Association of Educational Broadcasters 1965 national convention. Sheraton-Park hotel, Washington.

NOVEMBER

■Nov. 1—FCC deadline for reply comments on proposed rulemaking limiting to three number of TV stations (not more than two of them VHF's) an individual or corporation can have interest in or own in one or more of top 50 TV markets.

■Nov. 4—Second annual Georgia Association of Broadcasters FM Day. Atlanta.

■Nov. 8—New deadline for reply comments on the FCC's notice of inquiry to determine if stereophonic sound transmissions could and should be used in TV broadcasting.

■Nov. 8-10—Broadcasters Promotion Association 10th annual convention. Washington.

■Nov. 10-11—Eastern annual conference of American Association of Advertising Agencies. Hotel Plaza, New York.

■Nov. 11-12—Annual fall meeting of Oregon Association of Broadcasters. Benson hotel, Portland.

■Nov. 11-13—Annual fall meeting of Alabama Broadcasters Association. University of Alabama, Tuscaloosa.

■Nov. 14-17—Association of National Advertisers fall meeting. Homestead, Hot Springs, Va.

■Nov. 15-18—Annual membership meeting of Television Bureau of Advertising. Statler-Hilton, Detroit.

■Nov. 18-19—Annual fall meeting of Washington State Association of Broadcasters. Spokane.

■Nov. 21-22—Annual fall convention of Texas Association of Broadcasters. Sheraton, Dallas.

■Nov. 29—New FCC deadline for filing reply comments on Part II of its notice of inquiry and proposed rulemaking, issued April 23, looking toward regulating nonmicrowave community antenna TV systems. Among other areas of concern, Part II of proposed new rules deals with (1) effect on development of independent (nonnetwork) UHF stations (2) generalized restrictions on CATV extension of station signals (3) "lead-frogging" (4) program origination or alteration by CATV; pay TV or combined CATV-pay TV-TV operations.

DECEMBER

■Dec. 1—New deadline for reply comments on FCC's proposed rulemaking to limit three major TV networks (ABC, CBS and NBC) to equity holdings in no more than 50% of all nonnews programming between 6 and 11 p.m., or to two hours of nonnews programming in same period, whichever is greater. Proposal would also prohibit three TV networks from domestic syndication and foreign sales of independently produced programs.

JANUARY

■Jan. 10—Deadline for entries for Paul Sullivan awards for best broadcast or printed news stories reflecting the spirit of the Sermon on the Mount broadcast or published in 1965, offered by the Catholic Press Council of Southern California. Address CPCSC, 1530 West 9th Street, Los Angeles 90015.

■Jan. 25-27—Twenty-third annual convention of National Religious Broadcasters. Mayflower hotel, Washington.

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Bureaus

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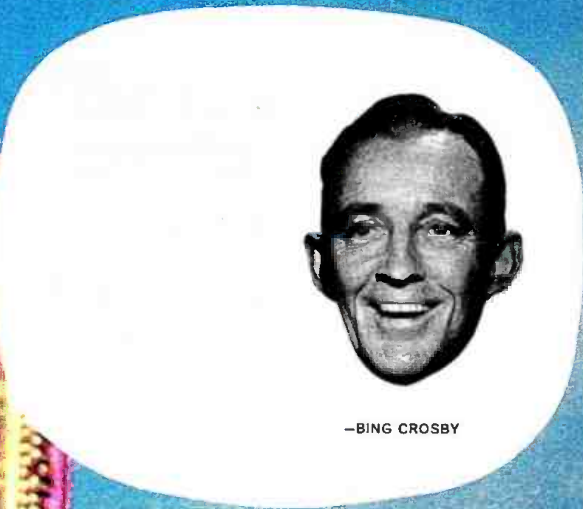
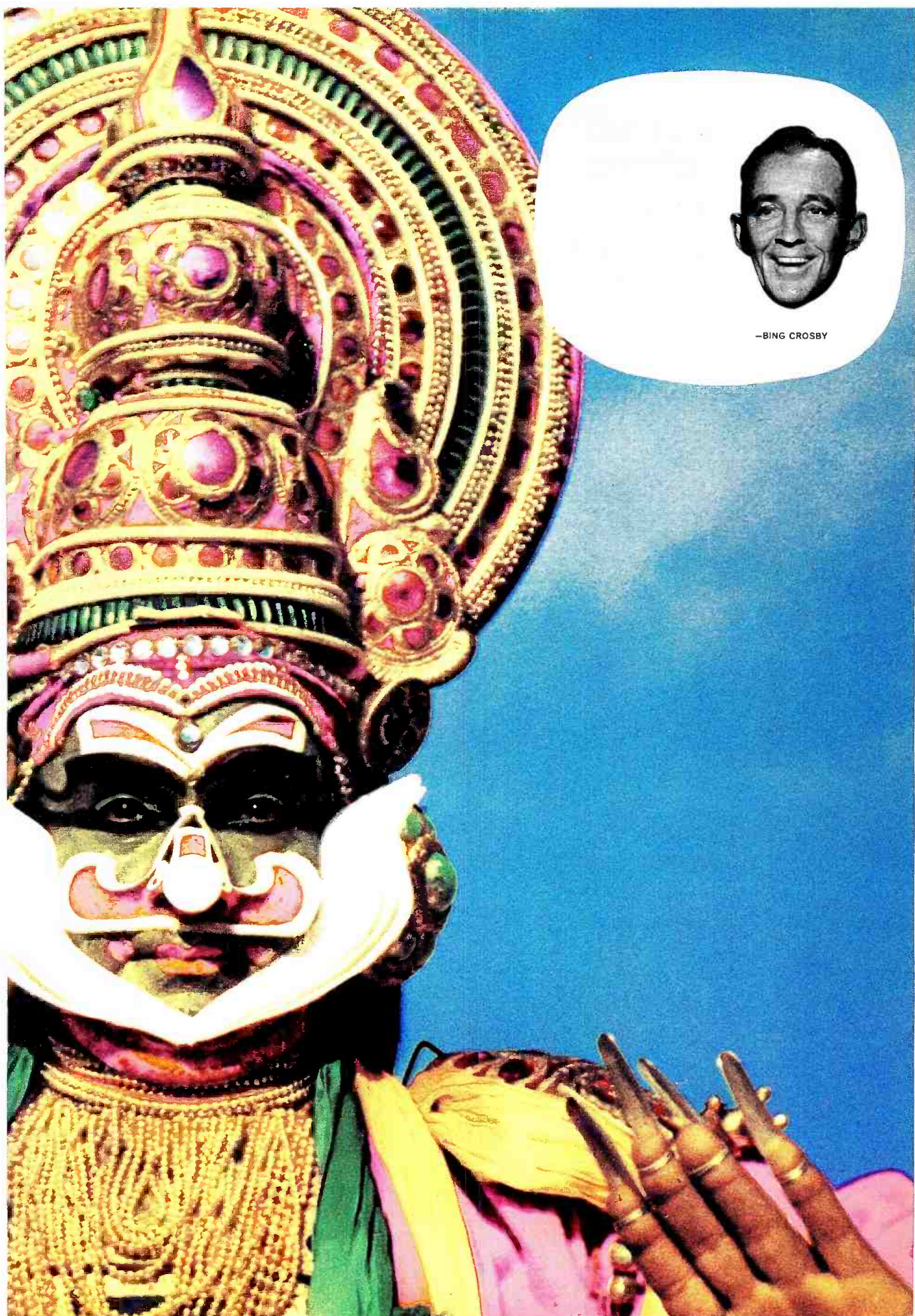
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“...and the most salable!”

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Now from Official Films:



'Across the Seven Seas'

Produced by Jack Douglas

Bing Crosby Productions, **SHOT IN COLOR** especially for TV!

...non-fiction, family entertainment, each episode self-contained, each with much actual sound

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1/2-hour first-run spectaculars

involving:

Believable Adventure—fascinating exploits of modern-day Marco Polos, from trading with Iquitos in Peru to a run on the Rio Grajalva.

At Home Abroad—exciting documentaries with stranger-than-fiction impact, from Australia and Persia to Vienna and London; with Hugh O'Brien.

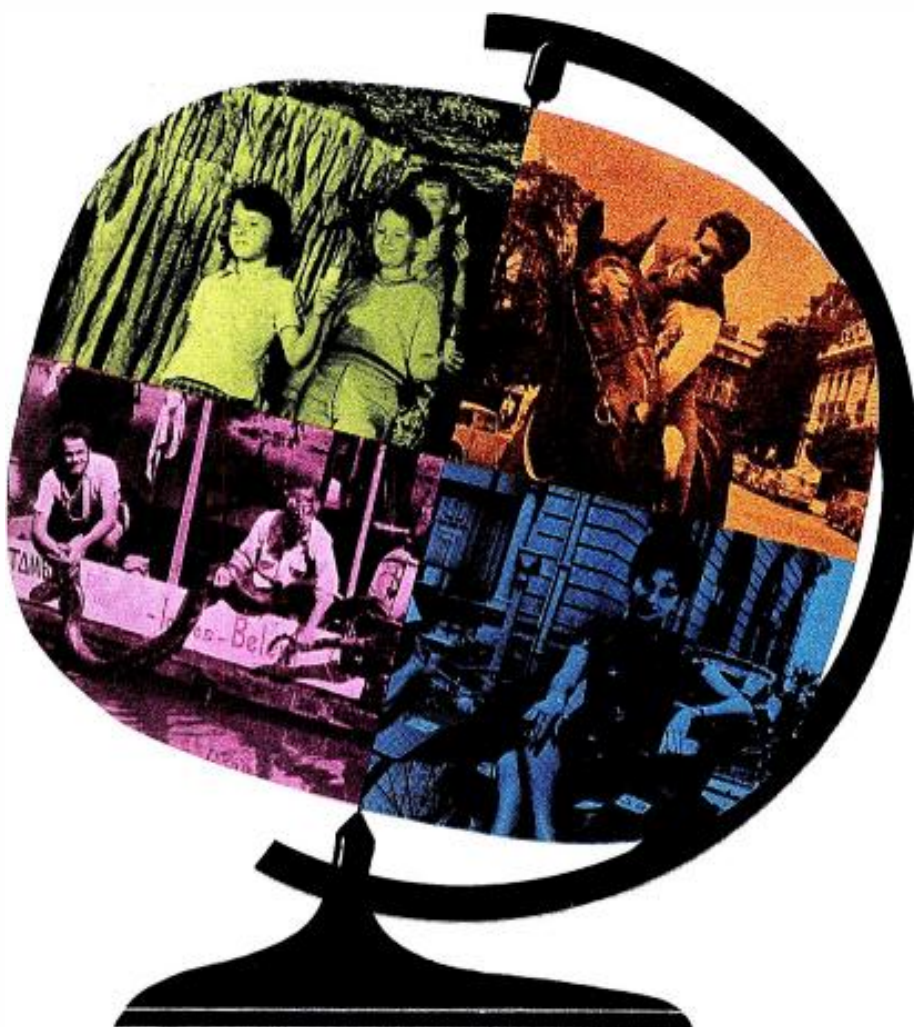
Fabulous Fifties—breathtakingly beautiful parts of the Fifty States, and well off the beaten track, from the Florida Everglades and the Ozarks to Arizona and New Orleans.

“Sundown”—exciting cities of the world, toured after dark, from Hong Kong and Berlin to Rome and Rio.

American Home Products originally sponsored *Across the Seven Seas* on the West Coast; the program was regularly among the five top-rated shows.

	STATIONS IN MARKET	RATING	SHARE	HOMES	SOURCE	TIME
WLWT, Cincinnati	3	18	58	107,500	ARB Mar/Apr '63	7:00 P.M. Wed.
KOGO, San Diego	3	22	35	67,200	ARB Jan '64	7:00 P.M. Mon.
KOMO, Seattle	5	19	50	133,650	ARB Apr/May '63	7:00 P.M. Thurs.
KHQ, Spokane	3	27	47	65,200	ARB Oct/Nov '63	7:00 P.M. Tues.

In Cincinnati and Seattle the program not only ranked first, but it reached more homes than the combined competition. In Spokane, it outreached the second station by 26,400 homes; in San Diego, by 6,400 homes.



**ALREADY
SOLD!**

Across the Seven Seas is already sold in Bakersfield, Baton Rouge, Chicago, Columbus, Dallas, Dayton, Detroit, Erie, Flint-Saginaw-Bay City, Fort Wayne, Hattiesburg, Houston, Indianapolis, Jackson, Kalamazoo, Las Vegas, Los Angeles, New Orleans, New York City, Phoenix, Rockford, Salt Lake City, San Francisco, Seattle-Tacoma, Spokane, Tampa, Tucson, and Washington, D.C.

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Re our CATV objectivity

EDITOR: Unfortunately, the fallible man suffers from weaknesses of prejudice, or to be more lenient, subjectiveness. We are, therefore, more apt to criticize than to laud. In your position as members of the press, you are most vulnerable to such criticism. Feeling a great deal of 'sympatico,' I would like to take this opportunity to extend my gratitude.

As a former editor of a trade magazine, I am quite aware of the problems involved in riding the razor's edge and maintaining an objective editorial approach . . . sans bias. For years I have been closely associated with the workings and policies of numerous trade journals. It is past experience such as this that tends to establish qualitative criteria in men. Criteria which we use to better ourselves and to objectively criticize or acclaim the actions of others.

With this in mind, I feel almost obligated to inform you of my sincere appreciation of your continuous presentation of informative, accurate and unbiased reporting. As one of the "enemy" in this ridiculously competitive world of communications, I consider your editorial coverage to be of the highest quality. Not totally infallible, mind you . . . but by my standards, you're good!

It occurs to me, in conclusion, that there is a redeeming factor in fallibility. It breeds controversy, which fosters enterprise . . . the mother of progress.

My only request is that you continue in your endeavor to present the news as it is.—Richard E. Munske, assistant director of information, National Community Television Association, Washington.

Combined board's final say

EDITOR: I have the feeling that some people will write their own interpretation into your headline "One-day old NAB stand on CATV reversed" (BROADCASTING, June 28). While the story is accurate in essential details, the headline is not. National Association of Broadcasters policy is not completed until ratified by the full 45 man board. RECOMMENDATIONS are made by the TV and radio boards, but only the joint board issues the final declaration.

In the matter of part 50 of the Future of Broadcasting Committee report, many questions were raised in the course of separate discussions by the TV and radio boards. When it came to final action it was agreed that the subject contained

a great latitude of pros and cons. It was deemed best not to attempt to advise the FCC specifically how to handle community antenna television applications stemming from cities with pending UHF applications and three existing VHF stations, but to summarize the many questions brought to light through discussions. This should be useful to the FCC and at the same time recognize that realism precludes an immediate crystalized opinion.

Rather than a demonstration of "strength of the radio board," the matter was an example of sound judgment by the combined boards.—Rex G. Howell, KREX-AM-FM-TV Grand Junction, Colo., immediate past chairman of NAB radio board.

Promote from within

EDITOR: Even though we are not at this time members of the Radio Advertising Bureau, we will be at some time in the foreseeable future, I am sure, and I retain a strong interest in RAB's activity.

Your editorial on RAB and [Executive Vice President] Miles David in the July 5 issue reflects an opinion with which I agree entirely.—Wells Barnett, executive vice president and general manager, WWOK Charlotte, N. C.

(The July 5 editorial expressed the belief that most RAB members would like to see a merit promotion from within for Mr. David.)

Epilogue on Carroll Alcott

EDITOR: A brief item in obituaries (BROADCASTING, May 24) mentioned Carroll Alcott in Los Angeles, formerly of WLW Cincinnati, and for some dozen years with KNX-CBS Los Angeles.

He was a pioneer radio news man in the Far East. He was on the Japanese blacklist in China, pursued by Axis agents.

He was the target of hand grenades and hired assassins. The price to the gangsters was \$50, for Alcott who came on with news broadcasts over an American-owned station XMHA. He was a daily thorn to the Axis. The Japanese set up a jamming station in a nearby hotel. Carroll Alcott would come on later saying "this news broadcast comes to you sponsored by the so-and-so bakery and the jam comes to you through the discourtesy of the Japanese navy."

. . . He had armed guards and was often the target for attack. The Italian fascist community actually set his "as-

SPOTMASTER



PortaPak I
Cartridge
Playback Unit



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

Write or wire for full information.

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



figure
it out!

WHAT'S IT WORTH
TO GET ALL THIS IN
ROCHESTER, N. Y.?

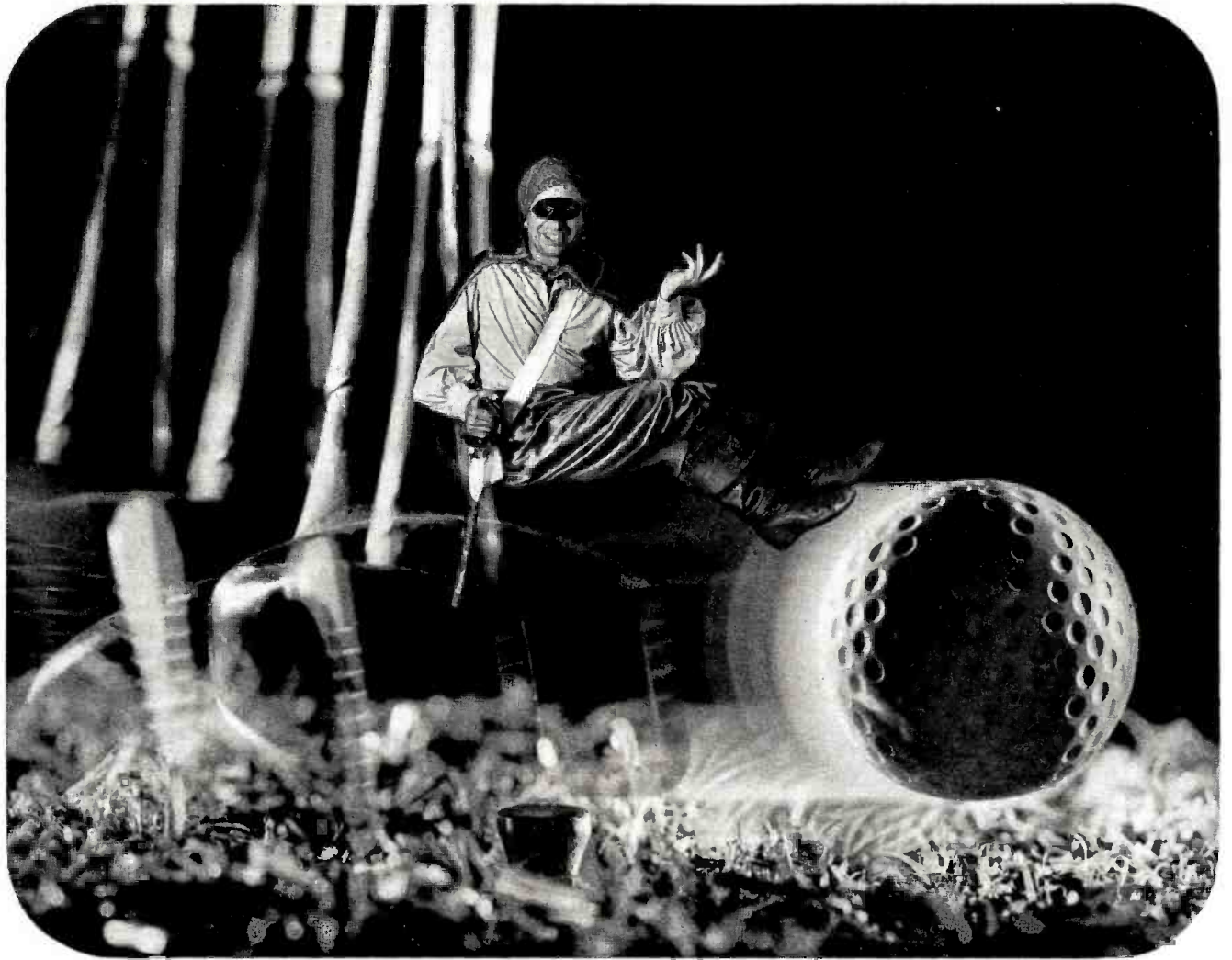
- 1 The highest per household retail sales in New York State!
- 2 The second highest per household income in New York State!
- 3 The lowest unemployment rate in New York State!

You get this—and more—in Rochester, N. Y., home of world-famous Eastman Kodak and sensational Xerox; plus Bausch & Lomb, Ritter Dental, General Dynamics, Taylor Instrument, Pfaudler-Permutit, General Railway Signal and other business giants.

Ask your HR representative for the complete Rochester story. Ask him to show you the major role played by WHEC-TV in this rich market!

WHEC-TV

CHANNEL 10 • ROCHESTER, N. Y.
Member of the Gannett Group



Live couldn't. Film couldn't. Scotch® Brand Video Tape did.

Pulled off visual stunts like this for WNHC-TV!

Special effects come easy on video tape, as WNHC, New Haven, Conn., will be quick to show you. The station produced a series of spots for Sabre's Discount House with scenes like this one involving a miniature spokesman.

Knocking a ball out from under him using live two-camera technique wasn't practical. Too intricate, too risky. Film, besides being costly, couldn't deliver on 24-hour notice for next-day showing. But shrinking the "Sabre Man" to the size of the product (safely, with no danger of being "off frame") was a cinch with "SCOTCH" Brand Video Tape. First the man was taped going through his motions. Then this tape was superimposed over a live close-up of the featured product and retaped. Ready for immediate showing—no processing needed. Did the golf ball commercials work? Sell-outs of featured merchandise were often reported.

Fast, easy special effects. Live look without chance of an on-the-air goof. See-it-now convenience. They all are part of the bargain on "SCOTCH" Video Tape. *And today, more than 200 stations, like WNHC, offer local production service, are actively participating in 3M's comprehensive program to help advertisers and agencies make full use of tape's advantages.* Call your local stations. Or write 3M Magnetic Products, Dept. MBX-75, St. Paul, Minn. 55119.



Magnetic Products Division **3M**
COMPANY

"SCOTCH" AND THE PLAID DESIGN ARE REG. TMS OF 3M CO. © 1965, 3M CO.

**Which stations
reach fewer homes
more often ?**

**Which stations
reach more homes
less often ?**

Starting with July interviewing
**Pulse gives you
total unduplicated
cumes**

Announcing a new additional Pulse service: "Total Unduplicated Cumes" daily and weekly for each station in all major markets. This provides a measure of the total number of *different* homes a station reaches in a day or in a week—a measure, incidentally, uniquely

suited to Pulse's face-to-face home interview technique of audience research. All Pulse Reports on major markets will automatically include this information. Ask your Pulse representative to show you how to make the best use of it.

Nothing takes the place of personal interviews in the home.

 **The Pulse, Inc.**

730 Fifth Avenue, New York, N.Y. 10019 • JUdson 6-3316

It's "Summer Bonus Plan" time again at WMAL-TV

Now through August 31

Now when you buy WMAL-TV's Summer Bonus Plan you get WMAL-TV's big viewing audience all summer long and a big plus audience without additional cost.

Depending on your weekly product expenditure as indicated in the first column, you select the type bonus spots desired from the ID, 20 or 60 columns.

Weekly Expenditure	ID's Day* or Night**	20's Day* or Night**	60's Day* or Night**
\$300-599	4 or 1	3 or 1	3 or 2
600-899	7 " 2	4 " 2	4 " 3
900-1199	10 " 3	5 " 2	5 " 4
1200-1499	11 " 4	6 " 3	6 " 5
1500-1799	12 " 5	7 " 4	7 " 6
1800 & over	14 " 7	8 " 5	8 " 7

* Day Time—Sign-on-5 P.M.

** Night Time—5 P.M.—Sign-off

wmal-tv abc

Evening Star Broadcasting Company
Washington, D.C.

Represented by: Harrington, Richter & Parsons, Inc.

RESTAURANT VOISIN

One of the Great
Restaurants of the World
Presents

THE CLIENT LUNCHEON

For that most important
social or business luncheon,
our courtesy limousine
will escort you and your
guests to the Voisin for
an unhurried luncheon in
quiet, relaxed surroundings.

At the prix-fixe price of \$5.50

FOR DINNER AND
LUNCHEON RESERVATIONS
MICHEL LE 5-3800

Restaurant Voisin
30 East 65th Street
New York City

sassination date" because they disliked his news about Il Duce.—James R. Young, associate editor, Anderson Independent Tribune and Daily Mail, Anderson, S. C.

Everyone got the punch line

EDITOR: Our enthusiastic thanks for the original drawing of the Hix cartoon in your May 31 issue.

A substantial number of people have told me of having seen the cartoon, mentioning our client's Hawaiian Punch product. Everybody in our business must read BROADCASTING.—Alfred A. Atherton, Atherton-Privett Inc., Los Angeles.



Drawn for BROADCASTING by Sid Hix
"We coulda seen a better fight if we'd stayed home and watched that Hawaiian Punch commercial!"

"J" as in junta

EDITOR: M. T. McKee, of the *Macomb Daily*, presented a question to the newsmen of the electronic media: "Why they have switched to the pronunciation of 'junta' . . . as if it began with a 'j' as in John?" (BROADCASTING, June 14).

Any newsman who had to switch to the above pronunciation did so in order to be correct. Every pronunciation guide lists junta with . . . "j" as in John.

M. T. McKee feels that the news-

men are butchering "a foreign term . . . with unwarranted anglicization." I would like to know his authority for referring to junta as a foreign term. It appears as an English word in dictionaries at least as far back as the 1920's. It appears in both American and British reference books, and I could find only two that even listed the "h" sound for junta, one listed it as "sp. pron." with the "j" sound first. The other was an international dictionary and listed both pronunciations.

I now include a list (of references) . . . Daniel Jones, *An English Pronouncing Dictionary*, 1924; *Concise Oxford Dictionary of Current English*, 1929; W. J. P. Phylfe, *20,000 Words Often Mispronounced*, 1937; *The Winston Dictionary, College Edition*, 1946; *Funk and Wagnalls*, 1951; *Webster's New Collegiate*, 1960; *NBC Handbook of Pronunciation*, 1964, and *Kenyon and Knott, a Pronouncing Dictionary of American English*, 1963. . . —John Lopiccolo Jr., instructor in radio-TV, Auburn University, Auburn, Ala.

Helping fight cancer

EDITOR: The tremendous coverage given American Cancer Society advertisements year after year in the nation's magazines, attest to the importance which the magazine industry attaches to the fight against this grim disease.

Again this year, your response has been most generous. The repeated exposure of these advertisements in all types of publications is a highly effective means of reaching all segments of our population.

To my thanks for your support, please add those of our staff and more than two million volunteers who are mightily encouraged by the scope of the magazine industry's efforts in our cause. —William B. Lewis, chairman, public information committee, American Cancer Society, New York.

BOOK NOTES

"CATV Sourcebook," by Dr. Martin H. Seiden. Tab Books, Thurmont, Md. 150 pp. \$7.95.

The statistics-packed appendix to Dr. Martin H. Seiden's study on the community antenna television industry has just been published.

The appendix contains 150 pages of tables and charts that underly the report, *An Economic Analysis of CATV Systems and the TV Broadcasting Industry*, which Dr. Seiden prepared for the FCC (BROADCASTING, March 8).

The *Sourcebook* contains data on television stations by state, number of CATV systems and subscribers by state, CATV's

with over 4,000 subscribers, structure of the television broadcast industry, percentage distribution of TV stations within CATV penetration, group ownership of CATV, telephone pole agreements and CATV accounting items.

"*A Public Relations Bibliography and Reference Guide*," by Scott M. Cutlip. University of Wisconsin Press, Madison, Wis. 305 pp. \$7.50.

Scott M. Cutlip, who is professor of journalism at Wisconsin, has revised his 1957 public relations bibliography. The book is subdivided into many specific categories making it a convenient reference guide.

JERROLD

INTRODUCES THE GOLDEN AGE OF CATV

Be our guest throughout the National Community Television Association Convention, July 18-21, at the Denver Hilton.

See what's happening—and is yet to happen—in this, CATV's biggest year. Enjoy Jerrold hospitality as you view the latest in CATV technology.

We'll be looking for you at our booth and our suite (1217-20). Come in, relax, and go forth refreshed. You'll learn first-hand why Jerrold calls this the Golden Age of CATV.

Jerrold Night • Plan to spend Monday evening, July 19, with Jerrold . . . a big entertainment bonanza.

JERROLD FIRST IN CATV

The nation's largest, most experienced manufacturer-supplier of CATV equipment and services



An 'eye opener' in the art of persuasion

One of the problems you probably have encountered from time to time in your advertising is determining what your customers think . . . and I mean what they really think!

One of the classic examples in my memory is the Edsel automobile. Believe me, it was researched in great detail and depth, apparently with positive results, or why would any manufacturer have invested in it so substantially?

Or there is the famous case of the Dewey-Truman election. Here it was nothing complex with multiple choices or subtle differences. It was a simple choice between two men, quite divergent in personality and policy. Yet the researchers failed completely and forecast Dewey by a good margin.

Probing People's Minds ■ Many companies have implemented opinion research programs to find out what is on their customers' minds. But, sometimes, when the results of such studies are applied to an advertising program, to a company policy decision, to the building of a new facility, or to the institution of a new service, it becomes painfully and horribly evident that what the customers said and what they really thought are apparently completely unrelated.

Today, we seem to be approaching a solution to this difficult problem. You may have heard of the eye camera, which is being developed by the research facilities of McCann-Erickson. The eye camera not only is an important break-through in communications but it also is a notable development in the field of science.

The eye camera is the result of a physical phenomenon discovered by Dr. Eckhard Hess, chairman of the department of psychology of the University of Chicago. Dr. Hess found, in his experiments, that the pupil of your eye reacts to certain visual stimuli according to your interest in the subject matter . . . and this reaction is measurable! Tests of various stimuli indicate that the dilation is involuntary, much like the reactions in a lie detector test. Moreover, the subject often isn't cognizant of his own interest, although the camera is.

An Eye Opener ■ This is how it works: A respondent is shown a picture of whatever it is we want to test. It can be a package, a product design, a picture, an ad or whatever. Then a photograph is taken of one of his eyes. How much he is interested in what he sees can be determined by how much he "opens his eye" when he sees it. Or,

technically speaking, how much the pupil of his eye dilates.

The more interest, the bigger the pupil; the less interest, the smaller the pupil. But discovering this simple psychological reaction and devising the equipment to measure it has taken us years of work and considerable investment in the basic research.

Let me give you an example of how this technique is utilized. We showed women pictures of several different sterling silver patterns and asked them to tell us which one they liked best, next best and so on. We recorded the results of their verbal selections. Then we showed them these same pictures on the eye camera and recorded the interest each silver pattern generated by measuring the amount of pupil dilation. The results were not the same.

Words vs. Actions ■ The patterns the women said they liked best, second best and so on were not in the same order of preference as that indicated by their pupil reaction. Which, then, was closer to the "truth"? We next looked at the actual sales of these silver patterns over the past year. The preferences indicated by the eye camera came significantly closer to the popularity of these patterns as measured by actual past sales than did the verbal responses.

This, then, you can see, is a powerful sales tool, a research technique that can cut through conventions and inhibitions of speech and a reaction that comes closer to what people actually will do. Obviously, a technique of this sort has a wide range of highly practical applications.

A technical step forward was achieved when it became possible to measure pupil reactions to a moving picture. Now, we are experimenting with measuring how much a respond-

ent's interest rises or falls while watching a television commercial.

In testing a television commercial, the pupil response can be superimposed on the commercial as an animated graph, the line rising and falling with the interest registered at each moment of the film. This moving graph is called the "interest track." Since the interest track is formed by the second-by-second measurements of the pupil of the eye, a diagnosis can be made of the commercial.

For example, the creators of a commercial can consider placing the sell closer to the high interest point; or we can compare the effectiveness of different lead-ins; or we can select the strongest elements of a sixty-second commercial for reduction to a thirty-second commercial.

Persuasion's the Aim ■ We no longer consider that our product is advertising—solely, because it is not. Our product is persuasion. Persuasion is the result we are seeking. Advertising is but a means to that end. We are developing unique knowledge of advertising persuasion, how to measure it and how to manage it.

Our aim, of course, is results and being able to predict these results for the client. We are continually involved in evaluating advertising, in measuring its effectiveness, in improving it to such a degree that we can assure advertising results in advance to the greatest possible degree.

What we in advertising are seeking is a guidance system that will direct our efforts. We need a guidance system that will place the most effective kind of information in the hands of advertising people at the time when they can use it most profitably, before the advertising money is spent.



Robert L. Garrison, senior vice president of McCann-Erickson and manager of the Los Angeles office, started in 1941 in Detroit, with Ford Motor Co. He was next with D. P. Brother, Kenyon & Eckhardt, Ross Roy and MacManus, John & Adams, all Detroit, went to New York as manager of the MJ&A office there and then to Minneapolis as senior vice president. This article is based on a talk to the industrial development committee of the California State Chamber of Commerce.



u-biq'ui-tous

Existing or being
everywhere at
the same time.

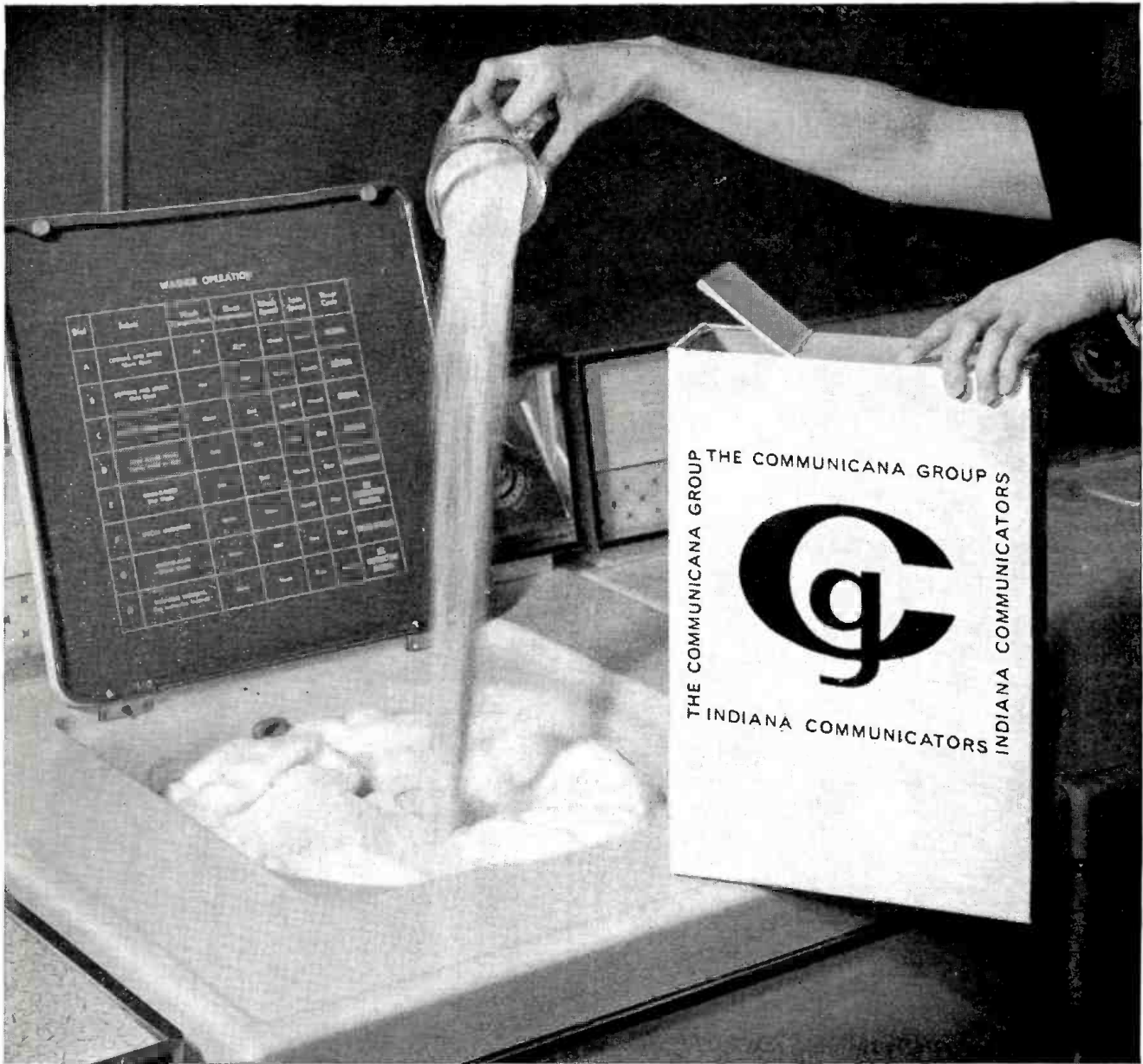
The Sound of New Haven gets *through*.

WELI delivers the purchasing-power audience with consistent, quality broadcasting every day of the year. WELI, the station that makes New Haven a *better* buy.

5 0 0 0 Watts; 960 KC
The Sound of New Haven

WELI

National: H-R Representatives, Inc. / Boston: Eckels & Company



CG can keep you out of the suds in Indiana. If you want to clean up with your soap and detergent sales, call the service men at ATS.

The Communicana Group Includes:

WSJV-TV

SOUTH BEND-**28** ABC-
ELKHART

WKJG-TV

JOE WATNE **33** NBC

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

JOHN F. DILLE, JR. IS PRESIDENT OF THE COMMUNICANA GROUP

THE COMMUNICANA GROUP
CG
INDIANA COMMUNICATORS



A tougher policy on commercials

FCC renews letters to broadcasters airing more advertising than their applications proposed and plans new guards against loud sales messages

A year and a half after it dropped plans to adopt a commercial-time-standard rule, the FCC in two actions last week demonstrated a revived get-tough attitude toward broadcast commercials.

It indicated it would resume its practice of policing "excessive" commercialization on a case-by-case basis, with letters of inquiry to be sent to stations that carry more commercials than they propose in their application forms. The procedure was originally designed as a step in the construction of standards that could be used in setting policy on commercials.

And it began giving final approval to a policy statement placing on stations an affirmative obligation of guarding against the broadcast of "objectionably" loud commercials. The statement, which concludes that such commercials are "contrary to the public interest," was being circulated among the commissioners despite a last-minute plea of the National Association of Broadcasters to delay adoption pending conclusion of the association-sponsored technical studies on loud commercials (BROADCASTING, July 5).

NAB officials consider the commission action a breach of faith since the studies had been originated with the knowledge and approval of the FCC.

The commission which has studied the "loudness" problem for three years, concedes "loudness" cannot be objectively measured. But it says that practices can be taken to avoid "loud commercials," and warns licensees that, through its complaint procedure or by spot checks at license-renewal time, it will determine whether or not broadcasters are carrying out their obligations in this respect.

Timing Coincidental. The timing of the commission actions was coincidental. But in coming in the same week, they served to draw attention to a stiffening in the commission's attitude toward commercials.

The commission swung back into the

commercial-policy-policing business on the strength of the vote of the agency's newest member, James J. Wadsworth, who broke a 3 to 3 deadlock existing since the departure of his predecessor, Frederick W. Ford, on Dec. 31.

He voted with Chairman E. William Henry and Commissioners Kenneth A. Cox and Robert E. Lee, to enable them to score their first victory on the issue in more than a year.

Commissioners Lee Loevinger, Rosel H. Hyde and Robert T. Bartley continue to oppose the letter-writing project on the ground that commercial-spot-counting is a "petty" and time-wasting exercise. With Former Com-

missioner Ford sharing their view, they had managed to block the practice.

Commissioner Wadsworth said after the meeting his vote was based on his concern that broadcasters should perform as promised, or have a good reason for not doing so. Two weeks ago, he voted against inquiring into stations' local-live programming unless a promise-versus-performance question were involved (BROADCASTING, July 5).

"I don't like the idea that people can misrepresent to the government—that they can get their license based on a proposal and then do what they want." He said he feels "strongly" about this. He said the letter-writing might have the

These 12 to get letters on commercial policy

Twelve stations are expected to get letters from the FCC in a revival of the commission's practice of inquiring into the commercial practices of broadcasters who appear to have carried more commercials than they proposed, or whose policy is vague.

The stations are:

KBOA Kennett, Mo., which is said to have exceeded the number of spots it proposed to carry in 58% of the 14 half-minute segments in its composite week; and WIL St. Louis, which reportedly exceeded its proposal in 31.4% of the hours of its composite week.

KRAI Craig, KUBC Montrose, KSLV Monte Vista, all Colorado; KWOC Poplar Bluff, Mo., and KAGE Winona, Minn. are stations on which the staff said the policies are "vague" and would permit them to devote from 27% of their time, in one case, to 47% in another, to commercials.

WTCN-TV Minneapolis-St. Paul and KCTO(TV) Denver—both said they abide by the National Association of Broadcasters code. But the staff said the first exceeded it by 15%, the second by 8%.

KFOR, KLMS and KLIN, are all in Lincoln, Neb. KFOR, which said it subscribed to NAB code standards but reserved the right to deviate from them, reportedly exceeded them 12% of the time; KLMS, which also is a member of the code, reportedly exceeded its standards in 24.3% of the daytime hours checked; and KLIN, which doesn't subscribe to the code but said it adheres to its standards, reportedly exceeded them 11.4% of the time.

All but one of the stations are awaiting license renewal. The renewal application of KWOC Poplar Bluff was inadvertently granted by the staff in May.

A TOUGHER POLICY ON COMMERCIALS continued

effect of causing broadcasters to consider their actions carefully before changing their broadcast practices.

Twelve Stations ■ At issue were the license-renewal applications of 11 radio and television stations which have accumulated since Feb. 1 because of the 3 to 3 deadlock. A twelfth station whose license was renewed inadvertently by the staff will also get a letter. Seven will be asked to explain apparent discrepancies between promise and performance on commercial spots. Five will be asked to clarify and justify their commercial policies (See story page 33).

By the end of the month there may be a number of other stations on the list. The staff is said to have considered a number of Texas stations whose renewal applications are pending and which some feel should explain serious promise-versus-performance discrepancies.

Final votes on the letters were delayed until the staff brings back drafts of the letters to be sent. But there was no doubt among officials that, as one commissioner put it, the agency is "back in the commercial-counting business." Commissioner Wadsworth was said to add strength to the Henry-Cox-Lee group on the issue.

The commission initiated the case-by-case approach in February 1964 after it abandoned, under heavy congressional pressure, a proposal to adopt as a commission rule the NAB's commercial codes. Chairman Henry at the time said that the commission would look at cases of "excessive commercials" and build a body of rulings that would constitute policy.

And officials last week indicated the revived letter-writing campaign would have the same purpose. "Otherwise, there would be no reason for the exercise," said one official.

Commissioner Wadsworth said he thought "general guidelines" would be helpful. But he foresaw practical problems in drafting guidelines that would be specific enough to be meaningful without being too restrictive.

Procedures ■ Since February 1964 the staff has been pouring over renewal-application forms, checking for those showing the heaviest amounts of commercials, then comparing promise and performance. Those revealing the most serious discrepancies are submitted to the commission as candidates for letters of inquiry.

Last year the commission had been on the way to imposing sanctions on stations for their commercial practices before opposition to the case-by-case approach reached a point where four

votes could be mustered against it.

More than a dozen letters had been sent, and the commission staff had recommended that six radio and television stations be given one-year license renewals. But in two decisive series of 4 to 3 votes in July, the commission put a stop to the letter writing and rejected recommendations for sanctions (BROADCASTING, July 27, July 6, 1964).

There appeared to be no opposition within the commission to the policy statement which calls on broadcasters to avoid practices the commission says are among the causes of objectionably loud commercial messages.

NAB President Vincent T. Wasilewski and the association's general coun-

Shell for more tests

CBS-TV is drawing plans for a rebroadcast and later a new 1966 version of the CBS News program *National Drivers Test*, first telecast on May 24 (BROADCASTING, May 31), with the presentations again being sponsored by Shell Oil Co., this time through Kenyon & Eckhardt, New York. The repeat version is set for Aug. 30 (10-11 p.m., EDT), four days before the Labor Day weekend. The 1966 program will come just before the Memorial Day weekend next spring. The National Safety Council, which was consulting and promotional agent on the first program, will again participate in the broadcasts.

sel, Douglas Anello, met with Chairman Henry and commission General Counsel Henry Geller on the statement Tuesday as a follow-up to Mr. Wasilewski's letter to the commission the previous Friday. In that letter he had urged a delay in issuing the statement. The NAB officials feel the commission should have delayed action pending the results of the "loudness" studies being conducted by the Weaver Recording Co., of Harrisonburg, Va., under NAB sponsorship. The tests are expected to be completed within 30 days.

Too Much Delay ■ Chairman Henry, however, said that the commission has had the matter under study for three years already and that a further delay isn't warranted. He acknowledged that the commission doesn't have "all the

answers" to the technical problems involved, but said, "that's why the commission is adopting a policy statement and not a rule."

NAB officials had objected to the detailed language of some of the "do's and don't's" in the policy statement. But the chairman said the commission couldn't have a policy "without putting into words the problems we face."

He added, however, that the commission would follow "the rule of reason" in applying the policy. "We're not going to put somebody's license on the line right away," he said. He added that the commission recognized that a "period of adjustment" is necessary and that it "would go along with" stations as long as "they make good faith efforts to comply."

The statement recognizes that some factors causing loudness are beyond the broadcaster's control—such as "a reaction to a particular product or a particular sound effect other than volume." And it notes that much of the problem involves the broadcast of prerecorded commercials. But it says the broadcaster is expected to seek the recording industry's cooperation "so as to prevent the presentation of loud commercials."

Practices to Avoid ■ The statement calls on the broadcaster to avoid a number of specific practices it says often cause "loud commercials":

"Excessive" modulation. The commission was in the process of relaxing its rules to permit reduction in modulation below 85% on peaks of frequent recurrence if necessary to avoid objectionable loudness.

"Excessive" volume compression and "excessive" use of other electrical processing devices, such as filters, attenuators and reverberation units—particularly when the material being aired has been prerecorded.

Use of prerecorded material which has been subjected to "excessive compression, filtering, attenuation, 'equalization,' or reverberation (echo)."

Spoken commercials "presented in a rapid-fire loud and strident manner."

Sharp contrasts between loudness of commercials and adjacent programs. The commission recommends a maximum of 4db increase.

The statement says that while there is no evidence broadcasters deliberately boost power in presenting commercials, "neither is there indication of any concerted industry-wide effect to deal with the problem"—an assertion that miffed NAB officials, in view of the loudness tests it is sponsoring.

The statement notes "with pleasure" the suggestion of the American Association of Advertising Agencies that its subcommittee on commercial productions might help by screening commercials referred to it by the commission (BROADCASTING, May 3).

Commercials blossom into color

Surge to tint builds business for producers

with 1965 totals expected to top 1964 level by at least 8%, reaching gross volume of \$75 million

The television film commercials industry, sparked by an upsurge in color production and currently running at full tilt to turn out commercials for fall, expects an expanded gross volume this year to bring its annual total to at least \$75 million.

The 1965 dollar total will rise at least 8% over the 1964 level, authorities estimated, attributing the gain to increased costs of color production and to rising expenditures for talent and related services.

There was some feeling among commercial producers and agency executives that the larger, more solidly based companies are getting "a larger slice of the pie," enhancing the economic position of these film-makers and adding a new measure of stability to the industry.

The escalation in color production, now expected to approach 30 to 40% of the total volume by the end of 1965, is viewed as a bright harbinger of things to come.

Producers acknowledged that tinted spots are no more profitable than their

black-and-white counterparts at present. But they are hopeful that the added value of color will signal an expanded production schedule by agencies and advertisers which have in the past, held the number of new commercials to approximately 8,500 each year.

These were some of the highlights emerging from a sampling of production companies and leading advertising agencies:

- Increased stability is emerging in the industry with major companies developing into stronger forces and smaller organizations falling by the wayside or compelled to subsist on a more scaled-down basis.

- Many of the larger advertisers—Procter & Gamble, Alberto-Culver, Lever Brothers, for example—are concentrating their production assignments in the hands of fewer film makers than in the past.

- Production companies that have been substantial in years past and several newer companies, which have emerged over the past three years, are expanding their facilities and branching

out into other locations with fully equipped studios.

- There's a movement to increased location shooting both in this country and, to a larger extent, in overseas locales, though foreign production is often handled by U. S. companies.

- A modest swing to animation, which had been in the doldrums for the past three years, was noted by some production organizations seeking trends in new commercials.

- So-called "slice-of-life" commercials, prominent in recent years, may be "running thin" and a return to an emphasis on graphic design may be in the offing.

- Copy themes will put added stress on "appeal to youth" through the use of romantic settings and bouncy music, according to production company reports.

Color, of course, is the most compelling ingredient to burst into the commercial scene in 1965. Virtually all agencies, large and small, are expanding their color output and are requesting bids for commercials for both black-

East or West, commercial costs and quality are about the same

It doesn't really matter whether a television commercial is produced in New York or Hollywood; the cost and the quality are about the same in both cities. That's the way it looks to most advertising agencies, according to a survey conducted by Lewis & Associates, Los Angeles, for Gerald Schnitzer Productions, Hollywood producer of TV commercials.

Responses of 230 individuals in the top 100 agencies in New York, Chicago, Detroit, Los Angeles, San Francisco, St. Louis, Minneapolis, Philadelphia and Cleveland indicated that in most instances the choice of the commercial producer is made by the head of the television department. He outranked the art director by nine to one, the account executive by 12 to one as the man responsible for selecting the firm to make the commercial. Clients generally were

reported to be interested in knowing who is to produce their TV commercials, but willing to leave the choice up to the agency. Fewer than 4% of the respondents said that the client made the final selection of a producer himself.

Small Difference ▪ Few geographic differences show up in the analysis of the response to the questions. New Yorkers gave a few more votes to New York producers as providing better quality at lower cost than their Hollywood counterparts and in Los Angeles the Hollywood producers were favored over the New Yorkers, but in both cities the agency executives by a wide margin found nothing to choose between East or West production firms.

People are more important than organizations when it comes to production of commercials, some of the

agency executives stated. One Dallas man put it this way: "The real crux of the matter in selection of a commercial production organization lies in the choice of the company offering the best talents in the people on the staff, as well as those hired for specific assignments. Ultimately, this is always reflected by the individual."

The president of an Atlanta agency observed: "We go where we feel the talent is which we require for a particular job, whether it's New York, Hollywood or Chicago. On dog and cat commercials, Hollywood has the edge (in animal talent), but otherwise it depends upon the individuals involved."

Gerald Schnitzer, GSP president, noted that the Hollywood share of the TV commercial has increased to about 30% of the total, according to the latest figures.

COMMERCIALS BLOSSOM INTO COLOR *continued*

and-white and color.

Color adds an average of approximately 20% to the cost of production but on individual commercials the increase varies widely, depending on the complexity of the commercials and the required lighting, opticals and preparation.

The Film Producers Association of New York voiced the view that gross sales of the industry as a whole should exceed 1964's total by at least 8% but stressed that individual companies' performances can vary significantly. Harold Klein, executive director of FPA, said the TV film commercial business is still by far east coast-oriented though there are flurries of commercial production veering westward (also see story page 35).

On West Coast ■ Reports from West Coast producers indicated that business is considerably better than last year's, which was good. The extent of increases by Hollywood producers range from "a little" at some houses to "a lot" at others.

Production company executives noted that in TV, the development of color is taking a twist that is "just the reverse" of what it was in magazines.

Originally the only color in magazines was in the ads. In television, however, the programing has taken the lead. Although advertisers don't want to spend more money than necessary, they are reluctant to have their commercials appear in black-and-white in color programs and thus are "forced" to use color commercials sooner than they might otherwise.

Advertising agencies questioned reported that quotations on color costs have become standard operating procedure in dealing with commercial houses. All agencies have boosted their color output considerably, ranging anywhere from 100% upward, as compared with last year.

Company-by-Company Report ■ A status report on film commercial production by leading companies in New York, Chicago and Hollywood follows:

Robert Bergmann, president of Filmex Inc., New York, reported that business is "excellent." He said Filmex is in a "growth position" and would shortly expand to facilities in Hollywood. Approximately 50% of the commercials being produced at Filmex this summer have been in color, as compared with 15% last year. Among the recent color commercials produced at the company studios have been spots for Timex, Philip Morris, Shell Oil, General Electric and Aluminum Co. of America.

A spokesman for MPO Videotronics, regarded as the leading commercial pro-

ducer in the country, noted that MPO had a "very fine first quarter" and called the outlook "great" for the rest of the year. MPO has "about doubled" the number of color commercials since 1964 and a partial list of its 1965 color clients includes: Gillette, Simoniz, Pepsi-Cola, Budweiser, Lever Brothers, Electrical Companies of America, Citgo (Cities Service), RCA, P. Lorillard, Ford Motor and Eastman Kodak.

Alfred Mendelsohn, vice president and general sales manager of Elliot, Unger & Elliot, New York, predicted a 25% increase in sales this year. Color production now runs to approximately 40% of EU&E's total, as compared to 20% last year. Contributing to its stepped-up sales activity in recent months have been color commercials for Betty Crocker, Piel's Beer, Clairol,

Network color costs

The TV networks are taking different price routes in handling the anticipated expansion in color commercials for the 1965-66 season. An NBC-TV official said there would be "no extra charge" for the transmission of color commercials. ABC-TV reported it would charge a \$15-\$20 handling fee. CBS-TV is adding a "distribution charge" of either \$125 or \$250 depending on time period: a one-minute black-and-white commercial is transmitted in any time period for \$470 net while color commercials are transmitted for \$720 net in class A time and \$595 net in all other time periods.

U. S. Steel, Jell-O, Fanta beverages and American Home Products (Chef Boy-Ar-Dee).

Video Pictures Inc., New York, has had a "steady increase" in the volume of production over last year, according to Sheldon B. Satin, executive vice president. Color production has risen about 25%, supported by such clients as Chevrolet, Dodge, Plymouth, AT&T, Coca-Cola, General Electric, Sunbeam and Metrecal. Mr. Satin noted that at VPI there is a move toward commercials focusing on "mood" and that the studio is called upon to use various techniques (matting, diffusion, soft focus) to create the proper psychological atmosphere.

More Color ■ Audio Productions, New York, said its total commercial

production volume was similar to last year's but that orders for color commercials have almost doubled over 1964 and now run to approximately 50% of Audio's commercial business. An Audio official said costs of commercial making had not increased significantly over the year. He noted a current move to more foreign production but said this trend had not cut sharply into domestic business.

A major commercial production house, Elektra Films, New York, with an annual volume in the \$2 million neighborhood, said it was experiencing one-third more business this year than last.

Executive producer of Elektra, Harold Friedman, said color commercial production is up "tremendously," probably 66% over last year. Recent color work at this house has been for Plymouth and Ocean Spray.

Elektra has begun an expansion program which includes the addition of new studio space in New York. The production company noted a slight increase in its orders for animation and graphics work, which now account for about 25% of its business.

Dolphin Productions, New York, estimated its volume of commercials during a 90-day summer period is 35% above those produced in the same period last year. Color production this year accounts for 22% of that volume whereas last year Dolphin did no color commercial work, according to company president Allan Stanley. Color production at Dolphin includes some work for the U. S. Coast Guard, and promotional spots for CBS-TV shows.

This company, as others, noted a trend to more location shooting and a stress by advertising agencies on "the young sound" and "the young look" in commercial themes.

Videotape Productions, New York, said its production of commercials for the year is running approximately 10% ahead of last year. Videotape is confined to black-and-white production but expects to announce its entry into color work later this year.

A Videotape spokesman said that despite the significant movement to more color production in the industry as a whole the company expects black-and-white business will also continue to grow.

Business Up ■ An official for Gerald Schnitzer Productions, Hollywood, placed business at about 25% better than a year ago. His impression was that business was "booming" at present. The company has been active in the food and hard goods business, and has stepped up its color production for these companies and other advertisers.

Chris Peterson, president of Peterson Productions, reported that his studio is producing 50% of its commercials in

GET YOUR PITTSBURGHERS HERE!

Leave the selling to us—as Greyhound does. They buy WIIC exclusively here in the nation's eighth largest market. There's just no better spot TV buy around. For some great availabilities and impressive figures, check WIIC's General Sales Manager Roger Rice or your Petry man.

GREYHOUND



WIIC-TV PITTSBURGH

Basic NBC Television Affiliate

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

Radio, one of the good things about America, sells

WABC sells New York

"The results towered above our wildest expectations" was what a New York moving company executive said about their first radio advertising... a schedule on WABC. In fact, he went on, "our six spots on WABC... have so far been directly responsible for business which more than paid for the cost of the advertising." Now he knows why so many New York advertisers who want moving results sell with WABC.

WXYZ sells Detroit

Number one dealer in sales is the achievement of one of WXYZ Radio's most consistent advertisers. Outselling over thirty other car dealers in the area handling the same popular make, this Detroit dealer has placed the major portion of his promotion budget on WXYZ for seven consecutive years. Week in and week out, this dealer has used WXYZ Radio's personalities to sell Detroit families. Who needs a tiger to sell cars... when you're already foxy enough to sell with WXYZ?

KQV sells Pittsburgh

"I don't think we would ever attempt to sell anything in Pittsburgh without using KQV." That was the enthusiastic reaction of an agency president to the "outstanding success" of his client's campaign on KQV. Why such enthusiasm? Because this packaged food campaign "increased distribution, consumer awareness and generally increased sales." Those are impressive results in anybody's book!

WLS sells Chicago

"Buy Radio" was the recommendation from Chicago to a West Coast maker of men's slacks. That was just two years ago when this company launched their products in the Midwest using only WLS Radio. "Big things have happened as a result of radio" says the company's ad manager, and today this is one of their major distribution areas with eight Chicago-based representatives instead of one. Nothing slack about WLS Radio's effectiveness here!

KGO sells San Francisco

A helicopter selling for a stock brokerage house? That's right! A prominent San Francisco house used KGO's "Hurfebird" traffic reports to sell the Bay area. Effective? Not only have the number of inquiries from KGO listeners been impressive, but "a high percentage were from high income residential areas... from doctors, business proprietors and executives." Those are pretty down-to-earth selling results, even for a helicopter.

KABC sells Los Angeles

Sales volume doubled in less than three years! That's the happy boast of a chain of retail shoe stores in Los Angeles that puts the bulk... and sometimes all of its ad budget on KABC Radio. Why? KABC showed this advertiser how to talk to the thousands of people who listen to "news and conversation radio"... obviously a step in the right direction if you want to sell shoes in Los Angeles!

ABC Radio Stations

six of the best
things about Radio

color, as against 10 to 15% last year. He envisions that color will account for 75-80% of his business within a year, and eventually Peterson will be "all color." His company is engaging in considerable experimentation to "get all possible fidelity in color prints."

An official of Filmfair, Hollywood, said business was "a little better than in 1964, but that was a very good year." In dollar volume, Filmfair is "considerably better" because of expansion in color production from 25% of the volume in 1964 to almost 50% this year. He detected a trend toward animation, which he said could be attributable to the "slice-of-life" approach "finally wearing thin."

Jack Minor, president of Wilding-Fedderson, pegged color commercial production at this studio at 65% of the total, as compared with 35% a year ago. He noted that long-time clients such as Oldsmobile, Pontiac and Ford have been regular color users, and that now joining the color parade are food, toy and cosmetic companies.

Pantomime Pictures, Hollywood, reported that business "is slightly better than last year but we are doing about twice as much in color." Color repre-

sented a little less than 10% of the company's output in 1964 and is "nearly 20%" this year, an official noted. He felt there was a slight swing toward more animation and new techniques.

In the Midwest ■ Fred Olson, president of VPI of Illinois, pointed to a "tremendous swing to color" in the past 30 days. Approximately 50% of his overall volume is in color. Mr. Olson remarked that the company's business is "about twice what we had projected when we opened a VPI branch in Chicago." The company intends to establish its own optical facilities on the premises, he added.

Marvin Bailey, executive director of Sarra-Chicago Inc., reported a "tremendous spurt" in color with three-quarters of the commercial output in tint. He noted that commercials intended for spot are predominantly in black and white. He said that Sarra has been working at "volume capacity" throughout the year, so the color spree has not contributed materially to an increase in volume.

Carl Nelson, vice president, Wilding Television, Chicago, estimated that the company's total volume is about the same as last year, but that color now

comprises 65%, as against 25% in 1964. Wilding claims to be the only Chicago-based production company equipped with its own laboratory to process 35mm film.

The Fred Niles Communications Center Inc., Chicago, reported that 50% of its commercial production is in color and most of that is 16mm. William E. Harder, production vice president for Niles, said that to an advertiser watching his budget, 16mm color is adequate. He added that some of Niles long-time black-and-white advertisers have been ordering one in a series of commercials in color and scheduling them in neighborhood drive-in theaters.

Douglas Film Industries Inc., Chicago, which is largely in the field of producing industrial films, hopes to capture a part of the color film processing work in its home city. David A. R. Jones, vice president, said that a survey conducted among advertising agencies in Chicago showed there was a definite need for improved and expanded film processing facilities in the area. Mr. Jones said that Douglas intends to add to its facilities in an attempt to gain business accruing from expanded color production activity.

Top 15 petroleum advertisers spend 72% in TV

The 15 top advertisers of gasoline and lubricants increased their investments in television in 1964 by 16% over the 1963 total of \$37.5 million, according to a report last week by the Television Bureau of Advertising.

Each of the 15 leading petroleum companies spent more money in TV than in print in 1964, TVB observed.

The top 15 companies invested \$43,432,900 in TV, as compared with \$2,598,200 in magazines and \$13,950,000 in newspapers. The TVB report dealt specifically with gas and oil advertising and does not include other products marketed by these companies.

Shell Oil Co., which allocated more

than \$7.7 million to TV in 1964, was the leading petroleum advertiser on the TVB listing. Its TV expenditures represented a gain of 8% over 1963 and its TV ratio of 86% was among the highest. Gulf Oil showed the largest percentage increase with its \$2,737,900 TV billing representing a 750% advance over 1963.

GASOLINE & LUBRICANTS
Top 15 TV Advertisers
(Ranked by 1964 TV investments, including companies and distributors)*

	1964 Spot TV	1964 Network	1964 TV Total	1963 TV Total	% Change	1964 Magazines	1964 Newspapers	Total	% TV
Shell Oil	\$7,513,300	199,000	7,712,300	7,159,700	+ 8	252,900	958,900	8,924,100	86
American Oil	3,170,300	2,166,700	5,337,000	4,362,900	+ 22	35,800	1,907,800	7,280,600	73
Socony Mobil	1,551,800	3,466,500	5,018,300	6,524,900	- 23	—	1,016,600	6,034,900	83
Humble Oil	1,079,400	2,919,200	3,998,600	2,322,100	+ 72	735,200	2,481,600	7,215,400	55
Sun Oil	112,300	3,098,100	3,210,400	2,996,400	+ 7	38,400	1,850,000	5,098,800	63
Texaco	131,400	2,899,700	3,031,100	2,040,700	+ 49	287,500	784,500	4,103,100	74
Gulf Oil	1,498,000	1,239,900	2,737,900	322,200	+750	404,400	1,660,400	4,802,700	57
Phillips	2,381,800	—	2,381,800	2,214,100	+ 8	—	865,300	3,247,100	73
Stand. Oil of Ohio	1,872,400	—	1,872,400	1,326,800	+ 41	—	522,700	2,395,100	78
Pure Oil	1,805,700	—	1,805,700	1,631,300	+ 11	—	128,100	1,933,800	93
Sinclair	1,591,900	—	1,591,900	2,341,200	- 32	658,300	808,700	3,058,900	52
Clark Oil	1,325,500	—	1,325,500	1,034,700	+ 28	—	45,900	1,371,400	97
Atlantic	1,290,300	—	1,290,300	1,281,400	+ 1	17,000	—	1,307,300	99
Cities Service	1,077,200	—	1,077,200	1,186,700	- 9	164,800	71,000	1,313,000	82
Stand. Oil of Calif.	544,500	498,000	1,042,500	746,000	+ 40	3,900	848,500	1,894,900	55
Totals:	\$26,945,800	16,487,100	43,432,900	37,491,100	+ 16	2,598,200	13,950,000	59,981,100	72

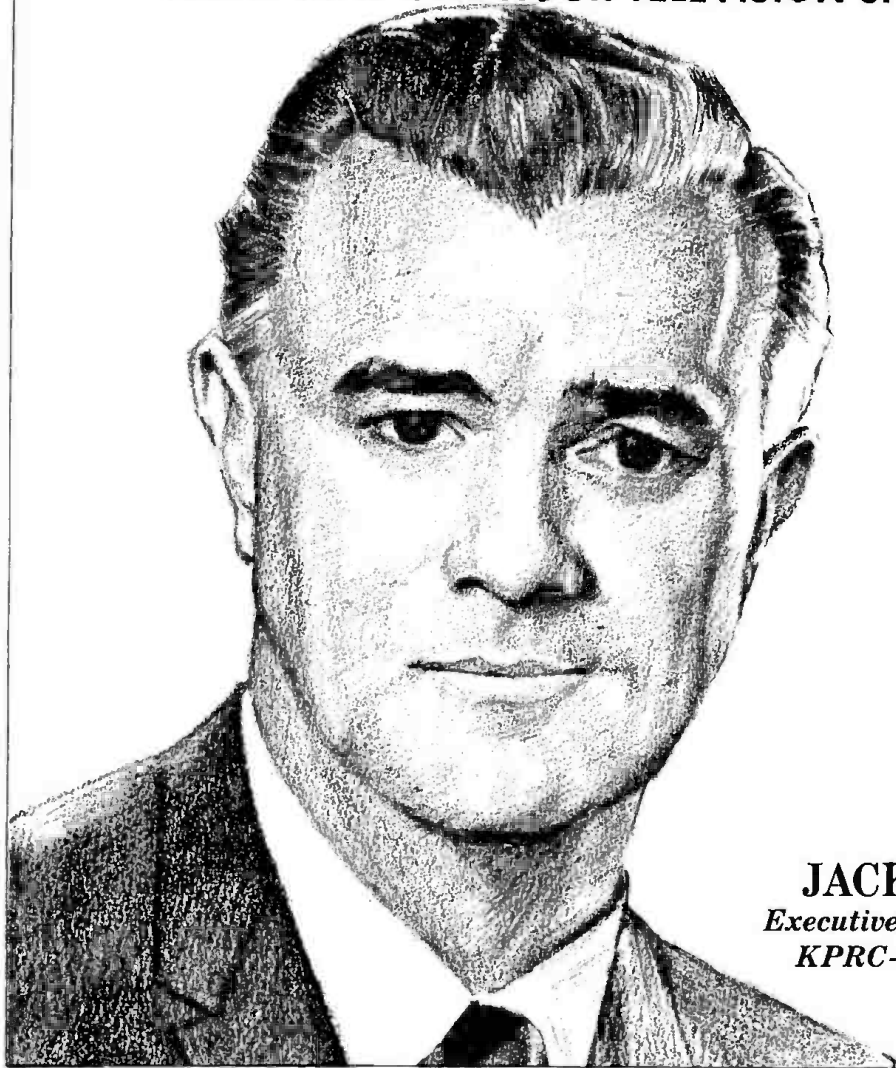
*Includes only gasoline and lubricants billings.

Sources: Spot TV: TVB/Rorabaugh; Network TV: TVB/LNA-BAR (Net time & program costs); Magazines: P.I.B.; Newspapers: Bureau of Advertising.

TIME

THE MARCH OF

EIGHT NEW ONE HOUR TELEVISION SPECIALS



JACK HARRIS
*Executive Vice President of
KPRC-TV HOUSTON*

HOUSTON JOINS THE LONG LIST OF CITIES PREMIERING

THE MARCH OF TIME

IN OCTOBER

DO YOU HAVE THESE 8 OUTSTANDING ONE HOUR SPECIALS IN YOUR MARKET?

FTC issues 'guides' on ratings claims

Calls on broadcasters to use restraint and avoid distorting results, hypoing

Broadcasters who use surveys and ratings services were put on notice last week that they're going to be held responsible for the validity of their claims.

The injunction was one of three guidelines issued by the Federal Trade Commission in a statement to broadcasters and others using survey material in their advertising and promotional material and is the result of a study undertaken by the FTC two years ago (CLOSED CIRCUIT, July 5).

In essence the FTC called on broadcasters, advertisers, program syndicators and others to exercise restraint, avoid inflating or distorting survey results, refrain from hypoing, explain limitations, and be reasonable in making claims (for text, see opposite page).

The report was accepted with some reservations by broadcasters, although none would venture a comment until he had more time to study the FTC provisions.

Informed sources estimated that the rule against hypoing will affect the present practices of one or more stations in 90% of the rated markets. In TV about 280 markets are rated; in radio, approximately 300.

Hypoing is the practice of a station, when a survey is underway in its territory, to upgrade the quality of its programs, run contests and undertake other activities to attract a greater than normal audience.

Other questions that were raised informally by broadcasters and rating service officials involved the practice of radio rating services surveying a specific number of counties requested by their clients. The FTC guide suggests that it may be a deceptive practice to make a claim based on a survey of only a segment of the total population.

An FTC source responded that this practice would not require any change, if the broadcaster in his advertisements or promotion does not claim that the survey represents his entire listening audience.

In television, apparently, there is no such problem. Both A. C. Nielsen Co. and American Research Bureau cover 95% to 98% of the audience in their

spring and fall sweeps.

Another question raised involved the practice of networks and large stations of engaging in extensive big season-opening kickoff campaigns that are carried in the fall both on the air and in print advertising. This, an FTC source said, is not in the nature of hypoing, because it is a regular practice. If it were done only at rating time, he pointed out, this would be questionable.

Although the Broadcast Rating Council had no immediate comment the guidelines were considered sure to get thorough discussion at the council's scheduled meeting Friday (July 9).

Less Than Rules ■ The guidelines, it was noted, are "less than formal guides", such as the commission has issued in other fields (pricing, bait and switch advertising, etc.). They will be considered, however, an FTC spokesman said, as if they are formal guides. This means, he emphasized, that a violation of any of the principles enunciated may be considered a deceptive practice.

The FTC initiated its study of the



FTC's Sweeny
He's at the helm

advertising of surveys in 1963 after a congressional committee began its investigation of ratings and ratings services. This was the probe led by Representative Oren Harris (D-Ark.) and his special investigations subcommittee of the House Commerce Committee (BROADCASTING, Feb. 18, 1963 et seq.).

At the same time both the FTC and the FCC issued warnings against the exaggerated use of survey data. (BROADCASTING, June 17, 1963). The FTC warned that puffery beyond the realm of reason might be considered false advertising or a deceptive trade practice. The FCC said it would look askance at this practice by a licensee and its use might become a character disqualification at license-renewal time.

The move of the agencies came shortly after the FTC had signed consent orders with the major ratings services which promised not to misrepresent the accuracy or reliability of their data. Signing consent judgments were A. C. Nielsen Co., American Research Bureau and The Pulse Inc.

The FTC investigation was under the direction of Charles A. Sweeny, now chief of the Bureau of Deceptive Practices. Mr. Sweeny's office will enforce the new guidelines.

Business briefly . . .

WTS Pharmacrast, Rochester, N. Y., for its Desenex products, through Charles W. Hoyt Co., New York, is using five participations a week in daily *Sports West* series, on a 37-station ABC Radio West network covering California, Oregon and Washington. The campaign will run through Oct. 31.

American Airlines, through Doyle Dane Bernbach, both New York, has signed a four-and-a-half-year contract with WJR Detroit for nightly *Music 'til Dawn*. For the past year, the program was broadcast in that area on CKLW Windsor, Ont.,-Detroit. *Music 'til Dawn* has been on the air for the past 12 years with a six-hour nightly format, starting around midnight. In other cities, the program is on WCBS New York, WBBM Chicago, WEEI Boston, KCBS San Francisco, KNX Los Angeles, WTOP Washington, KRLD Dallas and WLW Cincinnati.

Fisher Body Division of General Motors Corp., Warren, Mich., through Tatham-Laird & Kudner Inc., New York, will sponsor a portion of its 35th annual Craftsman Guild Awards banquet on CBS Radio (July 26, 9:05-9:15 p.m., EDT) when national awards are announced.

Gillette Co., Boston, **Sawyer's Inc.**, Portland, Ore., and **Humble Oil & Refining Co.**, Houston, are purchasers in NBC-TV's nighttime schedule next season. Gillette, through Clyne Maxon

Text of the FTC statement on ratings

The Federal Trade Commission last Thursday (July 8) enunciated a three-point guide governing the use of ratings surveys in advertising. This is the full text of the announcement:

"Investigations by Congress and by the [Federal Trade] Commission have disclosed widespread misuse of audience survey results, use of unreliable survey data, and tampering with and distortion of survey results, which has resulted in deception as to the size, composition, and other characteristics of radio and television audiences. These matters are, of course, important to advertisers in these media.

"The commission believes that, to avoid such deception, television and radio broadcasters, other persons selling advertising or broadcasting time or programs, advertising agencies, and advertisers should, in making claims based on survey results or data, observe the following basic guidelines.

"1. A person (or firm) making a claim concerning the size, composition or other important characteristics of a listening or viewing audience is responsible for seeing to it that the claim is truthful and not deceptive. If he bases his claim on the results of an audience survey, he

assumes responsibility for interpreting the data accurately. Thus, he should not engage in activities calculated to distort or inflate such data—for example, by conducting a special contest or otherwise varying his usual programing, or instituting unusual advertising or other promotional efforts, designed to increase audiences only during the survey period. Such variation from normal practices is known as 'hyping.'

"It is also improper to cite or quote from a survey report or survey data in such a way as to create a misleading impression of the results of the survey, as by unfairly basing audience claims on results achieved only during certain periods of the broadcast day or on a survey of only a segment of the total potential audience.

"2. Audience data are based on sample surveys not derived from complete measurements of audiences. As such, they are statistical estimates, and, at best, are of only limited reliability due to errors and distortions inherent in the statistical methods yielding such data. Claims as to audience coverage based on audience surveys should therefore be qualified in recognition of the fact that survey data are inherently

imperfect. Any such claim should be accompanied by a disclosure that any figures cited or quoted are estimates only or are based upon estimates, and are not accurate to any precise mathematical degree unless based upon a true probability sample. Audience surveys are not in practice based upon true probability samples.

"3. Such claims should not be based on data obtained in a survey that the person (or firm) making the claim knows or has reason to know was not designed, conducted, and analyzed in accordance with accepted statistical principles and procedures, reasonably free from avoidable bias, and based on a properly selected sample of adequate size. Such claims should not be based on survey reports or data that do not reliably reflect current audience coverage, either because the passage of time has made the data outdated, or because a later survey report encompassing essentially the same area has been published, or because of the entry or departure of a competitor, or for any other reason.

"These guidelines are offered . . . for consideration in avoiding possible violation of the Federal Trade Commission Act."

Inc., New York, has added *Run for Your Life* and *The Man from U. N. C. L. E.* to its Tuesday movie sponsorship previously announced, and is also represented with its long-term sponsorship of the World Series and the All Star baseball game and the Rose Bowl football game on the network. Humble's order, via McCann-Erickson, Houston, is for *Run for Your Life*, *The Wackiest Ship in the Army* and *Convoy*. Sawyer's, through BBDO, New York, purchased time in *Run for Your Life* and *Convoy*. Also announced: **Scott Paper Co.**, Chicago, through J. Walter Thompson Co., that city, will be the advertiser for the second year on *America's Junior Miss Pageant* national finals colorcast on NBC-TV from Mobile, Ala., next March 26 (8-9 p.m. EST).

General Foods Corp., White Plains, N. Y., is using network and spot TV to test three new products. The products, agencies and test areas are: Tasti-Fries, through Young & Rubicam, in Ohio and Pennsylvania; Minute Salad Macaroni, through Ogilvy, Benson & Mather, New York, in Connecticut,

Ohio and Arizona, and Post Puffed Corn Flakes, through Benton & Bowles, New York, in Southeast and West.

California dates and prunes will both be promoted by Don McNeill on his *Breakfast Club* weekday morning broadcasts on ABC. **California Date Growers**, through Carson/Roberts, Los Angeles, starts its 13-week campaign of twice weekly participations on Sept. 14. **California Prune Advisory Board**, through Botsford, Constantine & McCarty, San Francisco, begins its participations, also for 13 weeks, starting Sept. 22.

Chevrolet Motor Division of General Motors Corp., through Campbell-Ewald Co., both Detroit, will sponsor the 28th annual All-American Soap Box Derby (Aug. 7, 5:45 p.m. EDT) on CBS Radio.

Also in advertising . . .

New offices ■ Mel Blanc Associates, Hollywood based creator of humorous radio and TV commercials, has opened new sales offices in New York and

Cleveland. Sanford Schwartz is in charge of the New York office, at 16 West 46th Street. Harry Gabauer heads the Cleveland office, at 3666 Fenley Road, Cleveland Heights.

Different quarters ■ New York Services for Advertising Inc. has moved its offices from 545 Madison Avenue to 29 East 61 Street, New York. Phone: (212) HA 1-4480.

Commercials in production . . .

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

Chuck Blore Creative Services, 1606 North Argyle Street, Hollywood 90028.

Lincoln Savings & Loan Association, Los Angeles (services); four 60's for radio. Agency:

In union radio there is strength

The words, union organizing, are apt to bring mental pictures of orators on soap boxes, union officials talking to workers at the plant gate, handbills announcing a meeting at the union hall.

Maybe that was the way it was, and may still be, in some places. But not in Southern California for the Retail Clerks International Association, a national union with headquarters in Washington.

The RCIA takes its organizing seriously. It has a product to sell—union membership. It has a message about the advantages union membership has brought to retail clerks elsewhere, which could be shared by the retail clerks in Southern California if they become organized.

Like any well-managed business concern with a product to sell and a message to deliver, the RCIA has turned to advertising. Like any well-managed business concern, it has employed an advertising agency. J. M. Sachs & Co., Beverly Hills, Calif., to help plan the strategy and to place the advertising in mass media (and, incidentally, to redesign the handbills into more attractive, more effective, message bearers).

While They're Relaxing ■ Department store clerks were chosen as the initial target, as few Southern California department stores have union contracts. Three-day holiday weekends (there are three of them this summer) were picked as the best time to reach the clerks as they were resting their feet from the daily routine of standing behind a counter or

beside a display. Radio, with its ability to go everywhere, was chosen as the medium.

The seven stations used were chosen as the result of personal interviews with 300 retail clerks who were questioned about their favorite stations and listening times. Three of the stations have all-talk program formats, two specialize in news, sports and middle-of-the road music, one broadcasts only classical music and the seventh specializes in country-and-western music.

The obvious omission, stations with a top 40 format, was deliberate, according to agency President J. M. Sachs who said: "Those stations appeal most strongly to the younger clerks, largely temporary employees, the group least likely to stay at the same job or the same store for long and the group least likely to be interested in the benefits offered by membership in the Retail Clerks International Association."

For Clearer Communications ■ Mr. Sachs noted that for advertising purposes, the organization is referred to as "Retail Clerks Union," a name easier to grasp and to retain.

The radio campaign commenced during the Memorial Day weekend, when 190 one-minute union announcements were broadcast. The message, presented in three copy variations, reminded the listener "if you're a salesperson in a retail store," he probably hasn't had a raise for a long time, "because there's no union to help you." But things are different in San Francisco, the com-

mercial declared, saying salespeople there joined the Retail Clerks Union.

"They got a 17-cents-an-hour raise," the message continued. "And they got the second part of this three-part raise last Tuesday. The day you went back to work. What did you get in Los Angeles last Tuesday? Tired feet. But it doesn't have to be that way. You can call the Retail Clerks Union . . . and find out how they can help. . . ."

The Payoff ■ Did they call? They did. More than 100 strong and just how many more will never be known because at that point the union's telephone-answering apparatus broke down. The union executives were elated with this response, Mr. Sachs said. "By union measurements the radio campaign was a tremendous success. Something resulted that had never happened before: People called in large numbers and actually asked to become members of the union. They risked being fired, and still they called."

Similar spots in the same number and on the same stations were used over the Fourth of July weekend and a third barrage is scheduled for Labor Day.

A "softening campaign" to predispose the retail salespeople to the union messages ran on television for six weeks in last year's pre-Christmas season and further use of TV is planned for this fall. Large-space newspaper ads, run infrequently but prominently, present the same theme with large pictures and a minimum of type.

Frojen Advertising, Los Angeles. Phil De Briere, account executive. Blair Walker, agency producer.

Mutual Broadcast Productions of Larchmont, Box 303, Larchmont, N. Y.

Beltone Hearing-aid Center, Mount Vernon, N. Y. (institutional, endorsement); four 60's, two 10's for radio. Placed direct.

Gerald Schnitzer Productions, 6063 Sunset Boulevard, Hollywood.

Chrysler Corp., Detroit (Plymouth); four 60's for TV, live on film, color. Ben Norman, production manager. Agency: N. W. Ayer, Detroit. Ed Manser, agency producer.

Shield Radio & TV Productions Inc., 919 North Ernst Court, Chicago 60611.

Quaker Oats Co., Chicago (Aunt Jemima pancakes); one 60, one 30 for TV, music tracks. James C. Dolan, production manager. Agency: J. Walter Thompson, Chicago. John Wallington, agency producer.

Alberto-Culver Co., Chicago (New Dawn); three 30's for TV, music tracks. James C. Dolan, production manager. Agency: J. Walter Thompson, Chicago. Stu Berg, agency producer.

RAB conferences will feature sales

The Radio Advertising Bureau's regional management conferences this year will concentrate on sales and will be split into separate sessions for large-market and small-market stations.

The departures from the format of past RAB station management meetings, which have explored a wide range of problems in sessions for stations from markets of all sizes, are being announced today (July 12) by Miles David, RAB executive vice president and general manager.

Six of the "two-conferences-in-one" sessions will be held, starting Sept. 8-9 at Detroit and ending Oct. 14-15 at San Francisco.

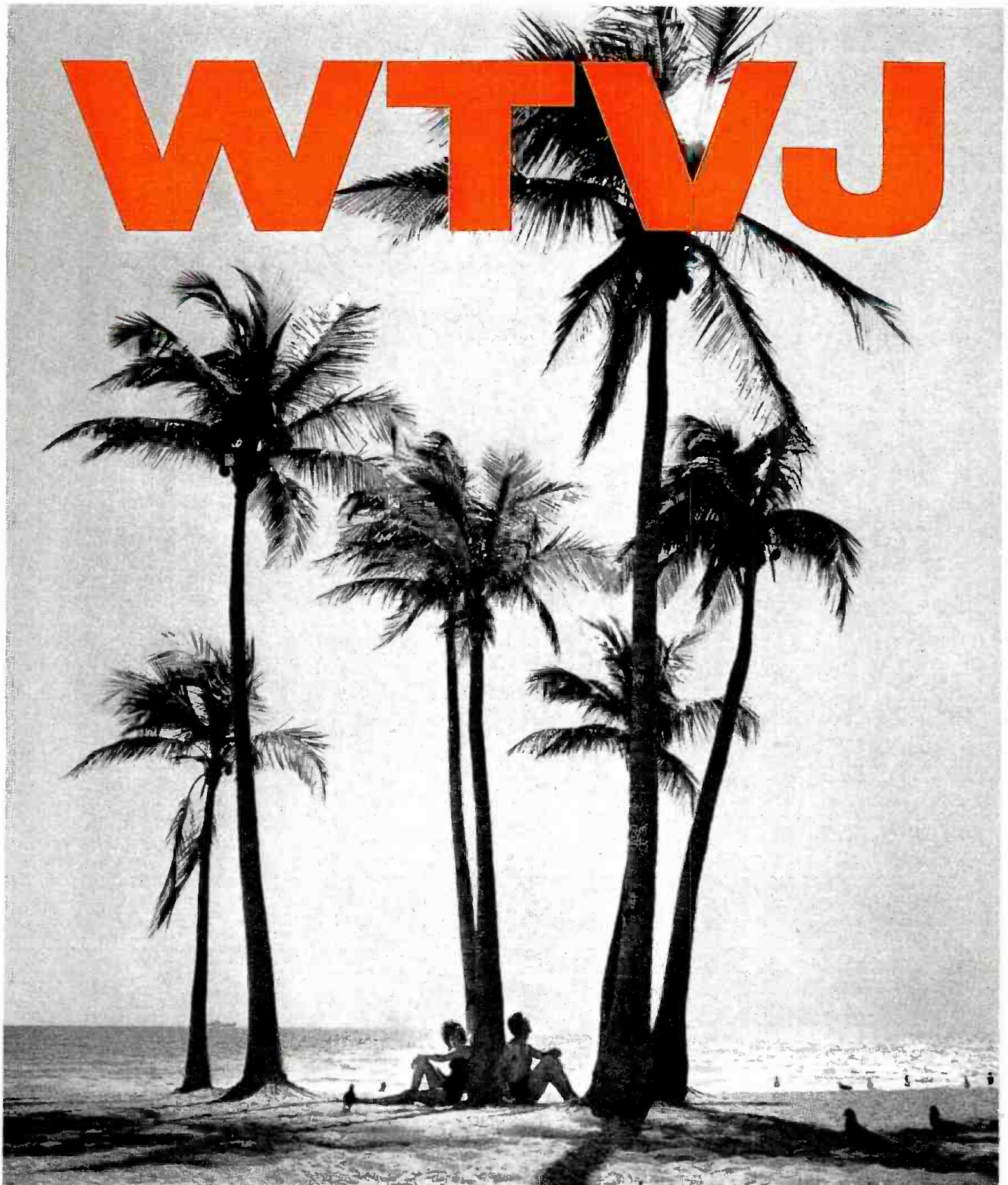
"The complete split of the manage-

ment conference program is in keeping with the establishment [last month] of separate divisions at RAB to provide specialized service for large and small market stations," Mr. David said.

"We're seeking to make the management conferences of more direct use to executives attending than ever before by the two-conferences-in-one concept and by re-emphasizing sales as the theme. These will be the most sales-oriented conferences in the history of these fall meetings.

Executives participating may elect to attend either the small-market or the large-market session. The large-market agenda includes topics like "How to Create Added Planks in Your Sales Platform Through Research" and "Trends in National-Regional Spot Radio Sales." The smaller-market session, devoted more to the retailer-salesman relationship, will deal with such sub-

Only the sunshine covers South Florida better than



In both the January and March ARB surveys, a special analysis of the Top 50 Markets surveyed ranks WTVJ as the nation's Number One CBS affiliate in share of audience. This excludes markets where the CBS station faces UHF competition. WTVJ has

been dominant over-all in South Florida for 193 consecutive months. We call this continuing leadership to your attention because, in these changing times, sometimes it's news when nothing changes. Represented by Peters, Griffin, Woodward, Inc.



jects as "New Trends in Selling Radio to Retailers" and "Gimmicks and Gadgets that Help Salesmen."

"Controlled bull sessions," in which station executives exchange views on common problems, will remain a feature of the sessions, open only to general management and sales executives.

RAB said meeting places in the six conference cities, chosen to meet specifications indicated by an informal survey of RAB members, are at or no more than a half-hour drive from an airport but that "downtown locations" were

avoided in order to keep "distractions" to a minimum. The schedule:

- Sept. 8-9: Detroit (at Northland Inn).
- Sept. 22-23: New Orleans (Fontainebleau motor hotel).
- Sept. 29-30: Atlanta (Hilton Inn).
- Oct. 4-5: New York City (Westchester Country Club, Rye, N. Y.).
- Oct. 11-12: Chicago (Pheasant Run Lodge).
- Oct. 14-15: San Francisco (Hyatt House).

Rep. appointments . . .

- WNJU-TV Newark, N. J.: National Television Sales Inc., New York.
- WCCB-TV Charlotte, N. C.: Adam Young Inc., New York.
- WSEN Syracuse, N. Y.: Venard, Torbet McConnell, New York.
- WYOU Tampa, Fla.: Advertising Time Sales, New York.

Freshened your makeup—er—car paint lately?

Earl Scheib Inc., nationally known repainter of automobiles, whose commercials in the past years have been of the hard-sell type traditionally connected with this line of business, has shifted to the opposite extreme in the new 60-second TV spots now in 14 major markets, coast-to-coast. This 13-week campaign will include a total of 884 broadcasts.

The switch is an experiment, according to Charles Gumberg, account executive for the Scheib advertising at MacManus, John & Adams, Los Angeles, recently appointed as agency for the auto repainting firm. Bud Boyd, creative director; Harmon O. Nelson, broadcast director, and Jerry Mathai, writer, also worked on the new spots, which are so soft sell that they do not ever show an automobile, either before or after a Scheib refinishing job.

Filmed in full color, each spot's

visual portion is done pantomime, while the sales message is presented by an off-camera voice.

For example, one opens with a long shot of a smart restaurant full of people busily eating, drinking and talking. A young lady excuses herself from her escort and heads for the ladies' room. Nobody notices, but heads turn to look at the glamorous girl who is coming out as the first one goes in.

"Sometimes," says the off-camera voice in a soft and intimate tone, "you get so accustomed to looking at your old paint job that you don't realize how bad it looks.

Mirror, Mirror ■ "Other people notice, though," the voice continues, suggesting that the viewer drive his car to Earl Scheib to get "hundred dollar looks in a paint job for only \$29.95, including everything." Our heroine is now seated before a mir-

ror and as she wipes her face, the voice observes that at Scheib's "dents and scrapes are hand-sanded down to the bare metal, covered with a protective coat [now she's powdering her face] and hand-sprayed in your choice of colors [now she's adding rouge]."

She re-enters the dining room proudly as the voice continues ". . . and no one can tell it from a hundred dollar paint job. It's that perfect. Looks like a hundred and makes you feel like a million . . ." and now everyone notices her as she rejoins her companion.

She smiles happily as the voice concludes: "Drive your car to Earl Scheib tomorrow morning; drive home a new paint job tomorrow night."

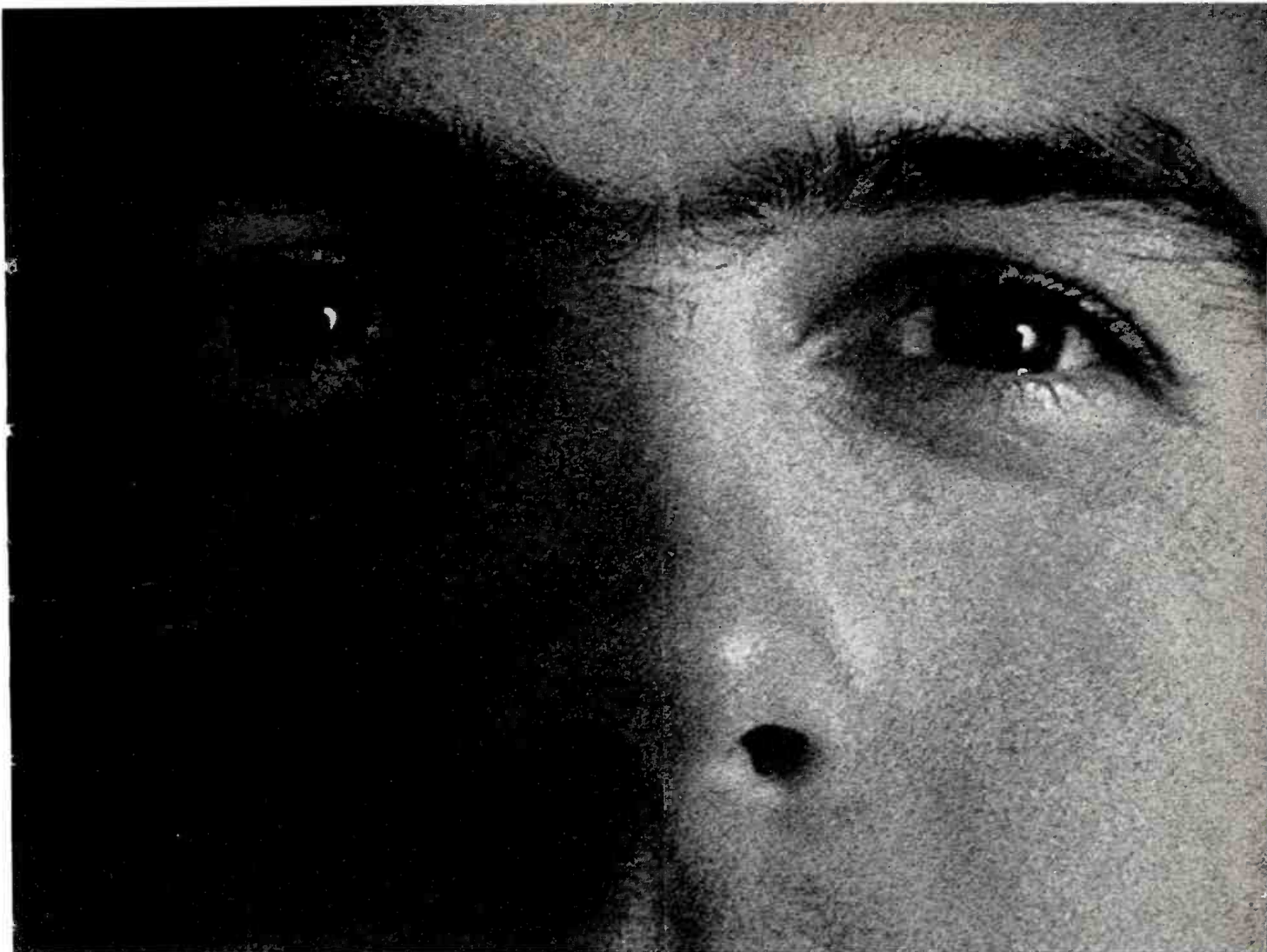
Changing Habits ■ The radical change in the Scheib TV commercials, Mr. Gumberg explained, is part of a program to enhance the company's image, to interest the kind of car-owner who most likely would not have responded favorably to the previous ads that stressed the low price so strongly. Surveys show, that the public has underestimated the quality of the work.

Mr. Gumberg further explained:

Many families, especially in the group that has been the first to become color-TV set owners, no longer turn in an old auto when a new one is purchased. The old car now goes to the wife as a second family vehicle, or to the teen-ager as a third family car. Being older, the second or third car may be ready for a new paint job. The family with a color TV set is the kind of family to want things looking smart and should need only a subtle reminder to check and see if the old car isn't really too shabby and if it is—well, Earl Scheib can remedy that.



Actress Diane Tabbans and mirror help create the analogy.



We know we're being watched

Ten million pairs of eyes in Southern California can see what we're doing. All it takes is a flick of a switch to Channel 4.

People turn to KNBC for the clear picture of our sprawling, booming, community. They look to us for the complete story on the problems and issues that are of great concern to every Southland citizen. They care and we care. That's why we present hundreds of programs every year that serve the interests of a special public:

News and information programs that bring the important issues out in the open. These include debates and discussions on human relations. And inhuman relations. Programs that deal with mental health, juvenile delinquency, water shortage, and traffic congestion.

We are proud to present programs that are as clear and convincing and interesting as we can make them.

In recognition of our efforts we have received many awards. Among the 24

we have won so far in '65 are: The United States Conference of Mayors Broadcast Pioneers award for the greatest service to a local community; the National Conference of Christians and Jews award; and three Emmys for public service programs.

We are honored.

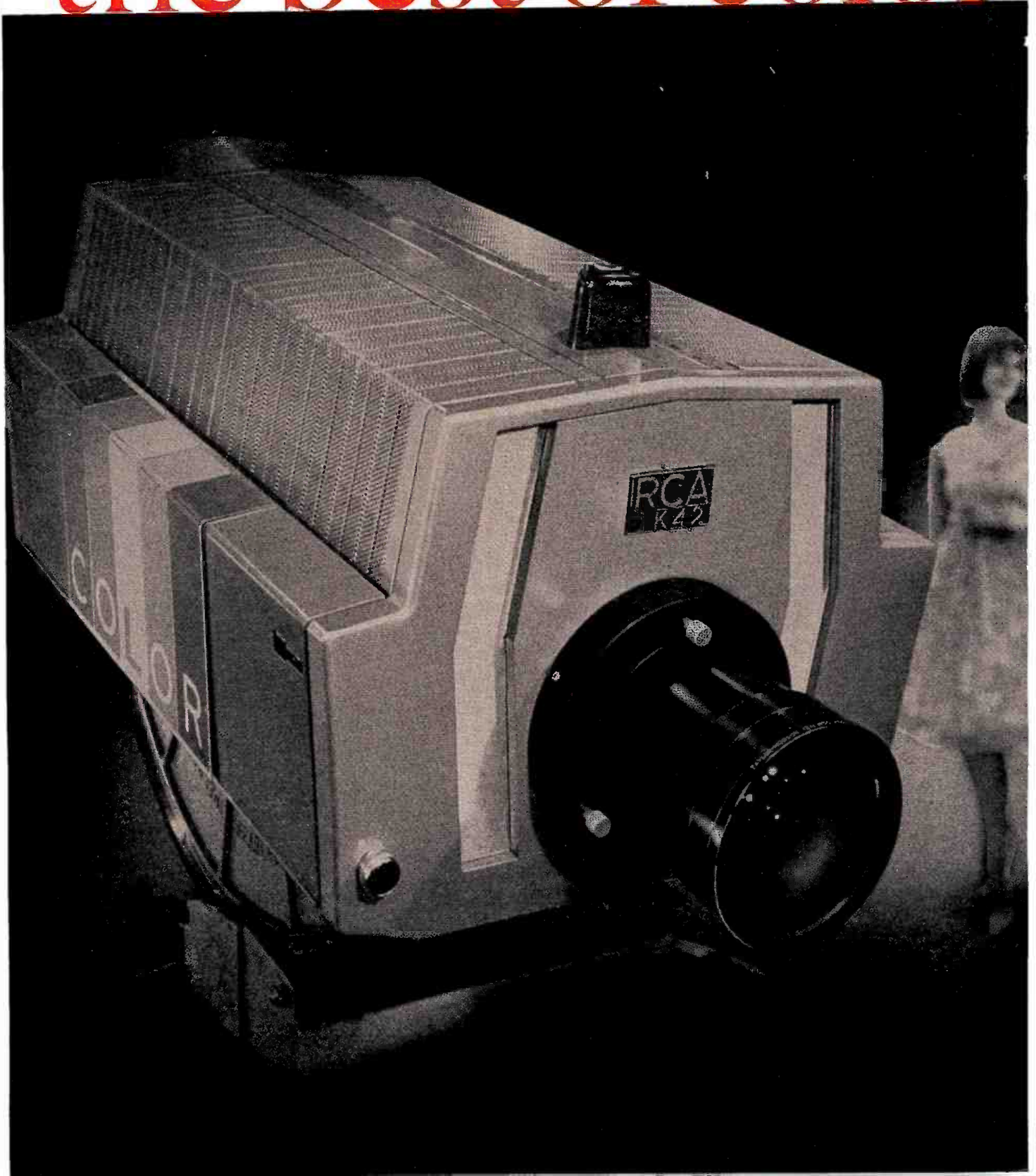
KNBC  **4**
OWNED

Los Angeles'
community-minded station



A COMPLETELY NEW CONCEPT IN COLOR TV CAMERAS

the best of color



starts with black!

*Like the black plate in four-color printing,
this radically new camera uses a
"black tube" to produce perfect color pictures*

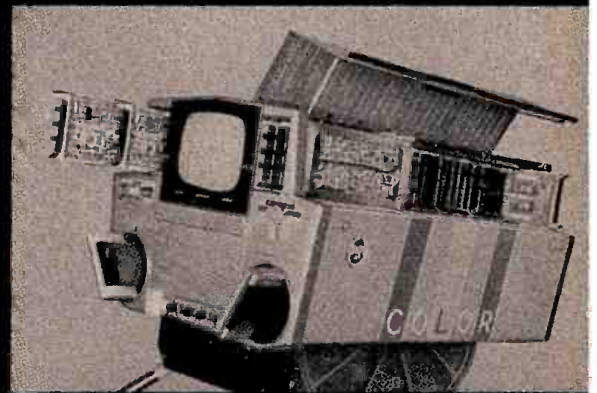
Ask any printer and he'll tell you that four-color printing needs a black plate to supply "snap" to the color picture. For the same reason, the TK-42 color camera has a separate luminance (black) tube added to the red, green and blue (color) tubes. Result: Finest detail and superior color pictures.

Everything about this great new camera contributes to the finest, most reliable color reproduction ever provided. Stabilized circuitry permits it to operate for long periods without adjustment. Completely transistorized, plug-in modules provide highest performance and reliability. Big 4½-inch image orthicon tube in luminance channel provides high quality monochrome pictures, as well as highest quality color pictures.

The separate luminance principle has been proved by more than 5 years of intensive engineering, product research and field testing. Several models have been demonstrated at three NAB Conventions. In 1962, broadcasters registered their choices regarding the separate luminance principle, as well as other features. The result is the TK-42... a new standard of color picture quality!



This 4½-inch image orthicon (black tube) is used in the separate luminance channel to sharpen the color picture and to assure a high-quality monochrome picture.



Transistorized modules afford easy servicing, are more reliable, and provide highest performance.

Call your RCA Representative
for the complete story. Or write
RCA Broadcast and Television Equipment,
Building 15-5, Camden, N. J.



The Most Trusted Name in Television

BAR estimates for 11 markets

Estimates of the dollar volume of nonnetwork television business on the air in 11 U. S. markets during the week ended June 18 are reported herewith as compiled by Broadcast Advertisers Reports. The estimates are based on monitoring, using discounted-rate formulas.

Numerals in parentheses immediately following the market name indicates the number of stations monitored. Dollar figures are for amounts received by stations, before commissions and are BAR's estimates of all

national spot, regional and local business on the air during the week indicated.

Week ended June 18:

Amarillo, Tex. (3)	\$ 49,870
Harrisburg, Pa. (4)	103,115
Indianapolis (4)	275,186
Little Rock, Ark. (3)	67,322
Los Angeles (7)	1,925,605
New York (6)	2,570,960
Philadelphia (3)	894,090
Portland, Ore. (4)	189,789
Providence, R. I. (3)	167,478
San Antonio, Tex. (3)	105,907
St. Louis (4)	357,280

Taft stations continue personal products ban

The five radio stations of Taft Broadcasting Co. will continue to ban personal product advertising and will not go along with the recent decision of the National Association of Broadcasters radio board in removing the ban from the radio code.

In a wire to Taft station managers

last Wednesday (July 7), Lawrence H. Rogers II, Taft president, said the NAB's new policy will "prove to be ill-advised and short sighted . . . the ultimate effect will be to cheapen and debase the powerful medium of radio by progressive deterioration of standards."

He said personal products "and their related problems" don't belong in the living room.

Mr. Rogers maintained the general public does not want "this kind of a

lowering of the bars."

NAB code director Howard Bell had called the ban revocation "philosophically right" and maintained that it did not mean all personal-product ads would be approved by the code.

The Taft stations are: WKRC-AM-FM Cincinnati and WTVN-AM-FM Columbus, both Ohio; WGR-AM-FM Buffalo, N. Y.; WDAF-AM-FM Kansas City, Mo., and WBRC-AM-FM Birmingham, Ala.

Libby moves to T-L&K

Libby, McNeill & Libby, Chicago, has picked Tatham-Laird & Kudner, there, to handle its \$2.5 million frozen foods-canned meat account, switching from J. Walter Thompson Co., Chicago. JWT, principal Libby agency since 1897, continues to handle other Libby billings totaling some \$4 million.

Chock Full names BBDO

The Chock Full O'Nuts Corp., New York, last week appointed BBDO, same city, to handle advertising for its coffee products and restaurant chain. Monroe Greenthal Co., agency since January, resigned the \$2 million account.

THE MEDIA

Teleprompter buys 3 systems

Claims New York City master antenna systems make it biggest in CATV

Teleprompter Corp. last week claimed it had become the country's largest community antenna television operator with the acquisition of three companies which operate and maintain master antenna installations in New York, New Jersey and Connecticut.

Included in the purchase, made for a price described as in excess of \$1 million—a combination of cash and Teleprompter stock—are the contracts of an estimated 30,000 subscribers to master antenna systems who pay for their service on a monthly basis. The fees are said to range between \$1 and \$2 monthly.

These qualify as CATV subscriptions, according to Teleprompter, and when added to the 60,000 subscribers to the company's previous 16 systems give Teleprompter a total subscription of 90,000, making it the largest CATV

operator (CLOSED CIRCUIT, June 7). H&B American Corp., a major CATV owner, claims to have 88,467 subscribers.

The three companies acquired by Teleprompter are Electronic Installation Corp., RETMA Electronics and Amplitel Inc. which is also a manufacturer of master antenna equipment. Headquarters of the systems are in New York City, two in Queens and one in the Bronx.

A fourth master antenna company is expected to be acquired by Teleprompter shortly, in a deal which will reportedly involve a transfer of another 12,000 shares of Teleprompter stock. The three already purchased operate or maintain systems in apartment buildings under a variety of contractual arrangements with building owners. Together they own or service a reported 200,000 individual set installations.

Stock Up ■ The stock transfer for the three companies amounted to 61,000 shares of Teleprompter which closed at \$11, up $\frac{3}{4}$ last Thursday (July 8) the day the deal was completed. The transferred shares would thus be valued at approximately \$671,000.

Amplitel, RETMA and Electronic Installation were three members of a five-company group that banded together during New York City's CATV franchise hearings to present the city with a joint petition for a franchise

under the collective corporate name of Comtel Inc. The other two companies in the group were Bell Television and Acme TV Antennae Corp.

This group maintained that the demand for CATV in New York City could be substantially met by master antenna systems with only minimum auxiliary use of underground cable. Its petition was dismissed in recommendations made by the city's franchise bureau as not suited for consideration with the other petitions for conventional CATV franchises.

Teleprompter Corp. is also an applicant for a New York City franchise and although it was not recommended by the franchise bureau as an operator in New York it still considers itself in the running for a grant there. Final determination on New York franchises is yet to be made by the city's board of estimate.

Teleprompter is also an applicant for systems in 13 Connecticut communities and in Pittsburgh.

Board chairman and president of Teleprompter, Irving Kahn, said the three acquired companies are all running at a profit and could be expected to contribute to Teleprompter profits in the last half of 1965.

Additional investment to broaden the base of its New York antenna operation will bring its outlay in the current project to \$2 million, it was said.

**BIG STARS! BIG TITLES!
BIG COLOR! BIG PROMOTION!
BALTIMORE VIEWERS HAVE
ALREADY MADE CHANNEL 2
THEIR NUMBER 1 MOVIE STATION
WITH SATURDAY'S "BIG MOVIE OF
THE WEEK" AND 13 OTHER WEEKLY
FULL LENGTH FEATURES! NOW...**

FRIDAY'S BIG MOVIE

PREMIERES AUGUST 6 AT 11:20 PM

**CONTINUING THE SAME GREAT
MOVIE TRADITION... FEATURING,
AMONG OTHERS, FIRST RUNS FROM
NEW UNIVERSAL-102 TITLES...
SELECTED FROM THE CHANNEL 2
\$1,000,000.00 MOVIE LIBRARY...**

HERE ARE JUST A FEW . . . "HORIZONS WEST", Rock Hudson, Robert Ryan; "THE PRIVATE WAR OF MAJOR BENSON", Charlton Heston, Julie Adams; "BRIGHT LEAF", Gary Cooper, Lauren Bacall; "HASTY HEART", Ronald Reagan, Patricia Neal; "JIM THORPE, ALL-AMERICAN", Burt Lancaster, Charles Bickford.



In Maryland Most People Watch

WMAR-TV 

**CHANNEL 2, SUNPAPERS TELEVISION
TELEVISION PARK, BALTIMORE, MD. 21212
Represented Nationally by THE KATZ AGENCY, INC.**

Report explores ETV finances

NAEB study gives budget breakdown; lists recommendations for growth

Ninety-five U. S. educational television stations divided about \$35 million in 1964, according to a study released last week by the Educational Television Stations Division of the National Association of Educational Broadcasters.

ETS compares the figure, an average of \$370,000 a station, with operating expenses exceeding \$700 million for the 565 commercial TV outlets in 1963.

The typical educational station received 54% of its income from direct budgeted support (from parent educational organizations, local boards of education, state agencies); 23% from gifts, grants, donations; 21% from services (such as leased production facilities or contractual arrangements between a community station and the local school board), and 2% from other sources, according to the 182-page document.

Average broadcast time is nine and one-half hours a day, five days a week. 42% of which is for in-school use. The typical station represents an investment of \$540,000; employs 26 fulltime and 10 parttime workers.

Of the three general types (community, state-owned and school or university-owned), the community stations reported the highest incomes, the highest expenses and the greatest financial difficulty (50% with outgo greater than income). As of December 1964, ETS found 32 stations licensed to community organizations, 31 to universities, 19 to public schools and boards of education and 13 to state ETV commissions.

The report advocates public support at all levels for a strong, interconnected, nationwide educational system, but does not favor assessing commercial broadcasters to that end.

Separate TV System — C. Scott Fletcher, ETS executive consultant, comments in a foreword: "Some people still ask why commercial networks and stations cannot provide our educational programming, including classroom instruction. In view of our system of competitive free enterprise, under which they operate and with which there is no disagreement whatsoever, such a plan is virtually impossible. Even if we could make such arrangements on a national scale, it would be a mistake. The fact is that we need a separate tele-

vision service beyond that which primarily serves commerce."

From recommendations studied at the Dec. 7, 1964, funds conference in Washington (BROADCASTING, Dec. 14, 1964), the report concludes with these suggestions: develop both instructional and general exchange libraries; with "proper controls to insure freedom of content," consider partial federal support for community service programs; establish a national fund raising organization to work with local drives; seek interconnection on a regional, then national basis, with state and federal support for nonprogramming, technical aspects; consider an endowment system similar to that of the land grant colleges. The report also says that endorsement by selected national associations and organizations is desirable and that a White House or national citizens' conference on ETV should be held in 1966 or 1967.

Among ideas considered and rejected were proposals to finance educational TV with a pay-as-you-view system, or through taxes and/or license fees for television receivers.

Translators allowed on U and V channels

The FCC amended its television broadcast rules last week to permit translators with up to 100-w power to operate on unoccupied VHF and UHF channels now assigned to communities in the commission's TV table of assignments.

The rules, which become effective Aug. 16, are designed to provide a first or choice of television signals to isolated rural areas still without service or which receive inadequate signals because of intervening terrain.

The amendments, as adopted by the commission Wednesday (July 7), are substantially the same as those proposed earlier this year when the rule-making was initiated (BROADCASTING, Feb. 22).

Among the significant changes will be that UHF translators, previously restricted to channels 70 through 83, will now be permitted on all UHF channels, 14-83; VHF television stations, previously prohibited from using VHF translators to extend their signals beyond the station's grade B contour, may now do so.

The amended rules specify, however, that commercial applicants for these translators cannot request channels reserved for noncommercial educational use. Educational applicants, on the other hand, may apply for unoccupied commercial as well as reserved educational channels in the table. Either applicant will be given an opportunity at

a later date to convert the UHF or VHF translator into a regular TV station.

The FCC order also notes that questions of nonduplication and other aspects will be considered in connection with the commission's pending inquiry and proposed rulemaking dealing with community antenna TV operations.

Big talk about big top, but no purchase yet

A purchase of Ringling Bros. Barnum & Bailey circus by MSG-ABC Productions Inc., New York, a partnership of ABC and Madison Square Garden Corp., was said to be in the wind last week. But the wind was a gentle one, it was indicated by spokesmen, who said talks have been on for six months but that no decision on a sale is in sight.

A week before, MSG-ABC, formed in November 1964 as a backer of new nonsports spectacles, made its first acquisition. That arrangement involved an 80% interest in two American and two European productions of Holiday on Ice shows with MSG-ABC's president, Morris Chalfen, who also is the ice show producer, retaining the remaining 20% (BROADCASTING, July 5).

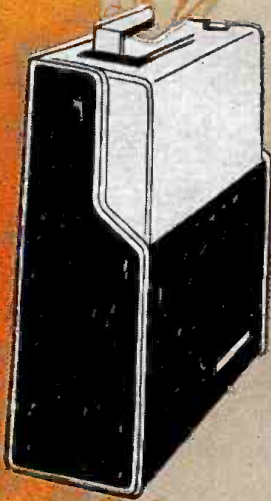
John Ringling North controls 51% of the circus stock with other members of the Ringling family holding 49%. Price for the circus was said to be in the \$10-million area.

ABC refused to comment on the report. Irving Mitchell Felt, president of the Madison Square Garden Corp., said talks had been going on for the past six months, and Ned Irish, president of Madison Square Garden (a division of the parent corporation) said discussions had been held but that no decision was in the making that would lead to a business relationship. A spokesman for the circus, which was in Calgary, Alberta, Canada, for performances last week, said he had heard rumors of talks going on but didn't know any details.

CBS-TV gets WCEE(TV)

WCEE(TV) Freeport-Rockford, Ill. will become a primary affiliate of CBS-TV on Sept. 12, replacing WREX-TV Rockford, as the CBS-TV outlet in that area, officials announced last week. The new station, on channel 23, is owned by Rock River Television Corp. and David A. Carlson as president and Earl W. Hickerson as general manager. WREX-TV, on channel 13, is a primary ABC-TV affiliate but has been taking CBS programs too. WTVO(TV) Rockford, on channel 39, is an NBC-TV primary but has also taken some programming from both other networks.

The soundest sound in broadcasting is the new sound of GATES



ATTACHE "70"



DYNAMOTE "70"



COURIER "70"



UNIMOTE "70"

Four new portable transistorized remote amplifiers from GATES

Four handsome, fully transistorized models. All rugged, compact and lightweight. Studio console quality.

ATTACHE "70"—three microphone mixing channels. Two are switchable to accommodate tape recorders or turntables. Extremely light weight — 10 lbs. with batteries.

DYNAMOTE "70"—four channels. Broadcasting's newest and most deluxe. Accommodates nine signal sources, including two high-level inputs, two magnetic phonos and built-in tone oscillator. Weighs 12¼ lbs., including batteries. Ideal

for major news coverage or complex remote originations.

COURIER "70"—two-channel amplifier provides two microphone mixing channels, master gain control, illuminated VU meter. Weighs only 8¾ lbs. with batteries.

UNIMOTE "70"—single-channel, fully transistorized remote or utility amplifier is no larger than a table radio. Ideal for mounting under a lectern or pulpit.

For full details, write for ADV-160, our new attractive 8-page illustrated brochure.

**HARRIS
INTERTYPE
CORPORATION**

GATES

GATES RADIO COMPANY
A Subsidiary of
Harris-Intertype Corporation
QUINCY, ILLINOIS 62302

Offices: New York, Houston, Los Angeles, Washington, D.C.
Export: Rocke International Corporation, New York City
In Canada: Canadian Marconi Company, Montreal

CATV's big issue: pole lines

Running battle with telephone companies over contracts and higher rates may be biggest bread-and-butter issue as NCTA meets

When community antenna operators meet in Denver next week for the 14th annual convention of their trade association, they're going to have a number of national issues facing them—plus one very local bread-and-butter problem.

The national issues are legislation, regulation, copyright fees. All have been well publicized in recent weeks and will be given major attention at the Denver meeting of the National Community Television Association. But the most intense interest of rank and file CATV'ers is on another increasing problem—that of pole lines.

This problem has been simmering for the past several months but it recently came to a boil. So important did the pole-line issue become that two weeks ago a trio of NCTA executives spent two days in New York in meetings with AT&T and General Telephone & Electronics Corp. officials (CLOSED CIRCUIT, July 5).

The result, they report informally, is

“encouraging.” Expected soon is a statement from NCTA President Frederick W. Ford incorporating his understanding with telephone officials. Also among the NCTA party were Robert D. L'Heureux, general counsel, and Ben Conroy Jr., chairman of the NCTA pole-line committee and incoming NCTA chairman.

They met with Gordon Thayer, AT&T vice president, and J. J. Clerkin, Jr., General Telephone vice president.

The problem: Both telephone companies and their subsidiaries are seemingly reluctant to renew pole-line contracts, appear to be fostering use of their own facilities on a lease basis, and, where pole-line agreements are renewed, the rates are doubled and sometimes tripled through increases in base charges with added fees for extra services.

For the past few months, telephone companies have been filing state tariffs to provide communications service to

CATV operators. And in the last few months, many independent telephone companies have established CATV subsidiaries, projected to furnish cable service via their parent communications systems (BROADCASTING, May 10).

In May the third largest U. S. independent telephone company combine announced the formation of a CATV subsidiary. It plans to offer the service in all of the 500 communities in which it has telephone companies. This is United Utilities Inc., Kansas City, Mo., which has established United Transmissions Inc. to handle the CATV business (BROADCASTING, May 31).

The largest independent, General Telephone & Electronics, also has established a CATV subsidiary—GT&E Communications Inc.

Bell for Service ■ Bell System telephone companies have not gone into the CATV business. They have, however, filed tariffs to provide this service.

How seriously is the threat taken by

Is Oren Harris about to don a judge's robes?

Can a powerful chairman of the House Commerce Committee find happiness as a federal judge? That question sparked many speculative conversations on Capitol Hill last week following an Associated Press report from Little Rock that Representative Oren Harris (D-Ark.) will accept a call to the bench next year.

The discussion was bolstered by reports that he was being investigated by the FBI, a routine preliminary to presidential appointments. The White House wasn't saying anything, and neither was Mr. Harris.

Sources close to the chairman, who has played a key role in much legislation of interest to broadcasters, say that as far as they know he is happy where he is. They recall, however, that when similar rumors arose three years ago he

publicly declined to be considered. He has made no such statement this time.

Next in line for the top post on the Commerce Committee is Representative Harley O. Staggers, a ninth-term Democrat from Keyser, W. Va. He is currently chairman of the Commerce Subcommittee on Transportation and Aeronautics, and chairman of the Subcommittee on Census and Statistics of the Committee on Post Office and Civil Service.

He was born Aug. 3, 1907, in Keyser, educated at Emory and Henry College, and taught and coached high school sports for two years, then moved to head coach at Potomac State College in Keyser. He also served as Mineral county sheriff from 1937-41, and is active in

many men's service and fraternal organizations.

Unlike Mr. Harris, who is known for having a finger in every pie, Harley Staggers is spoken of by Hill people as easy going, with his primary interests concentrated in the transportation, labor and power problems of his district. His feelings on matters of controversy in the broadcasting world are not known.

If Mr. Harris should leave, Representative Walter Rogers (D-Tex.), as chairman of the Commerce Subcommittee on Communications and Power, would be the ranking expert on broadcasting matters. However, congressional experts point out that Representative Staggers could choose to head that subcommittee himself, since coal and natural gas are of great concern to his state.

CATV operators? George Barco, Meadville, Pa., 15-year CATV veteran who also is a consultant, commented: "This telephone company activity is the most serious threat that has arisen to CATV. It's much more dangerous than the FCC, Congress or the copyright issue."

What has raised the hackles of CATV's can be illustrated by a few examples:

In Mansfield, Ohio, the Multi-Channel Cable Co. received a franchise a year ago. During months of what turned out to be fruitless negotiations for pole rights with the Mansfield Telephone Co., an independent phone company (which has since announced it was planning to establish its own CATV system), Multi-Channel took the big plunge and began erecting its own poles in the area known as Ontario. So far 600-odd poles have been installed at a cost of about \$12,000, and service is about to start for this section. Altogether for the 200-mile Mansfield CATV system, Multi-Channel plans 3,800 poles.

Many Holdings ■ E. L. Glockner, Portsmouth, Ohio, auto dealer, is president of Multi-Channel, which also holds franchises for Portsmouth and about a dozen other Ohio communities which Mr. Glockner declined to identify.

The situation, Mr. Glockner says, is difficult. Unquestionably, he adds, litigation must be undertaken to determine whether telephone companies have the power to refuse pole attachment agreements with CATV systems. Last April, Multi-Channel was sold to Reeves Broadcasting for over \$200,000.

Mansfield city fathers are also incensed, Mr. Glockner reports, because the telephone company has indicated that it does not require a franchise from the city to undertake a CATV service.

In Vandergrift, Pa., the local telephone company received a franchise after a grant to Armstrong Utilities Inc., Kittanning, Pa., had been rescinded. Armstrong, which operates a CATV system in Butler, Pa., received the franchise grant back in 1962.

Jay Sedwick, Armstrong Utilities executive, told the Vandergrift city fathers that for two years Armstrong negotiated with General Telephone of Pennsylvania to get pole rights, but that the rates asked were almost twice those asked by Pennsylvania Bell Telephone Co.—\$4 a pole compared to \$2.50 by Bell. Also, Mr. Sedwick said, General Telephone urged constantly that Armstrong lease its facilities for distribution within the community.

In Ware, Mass., Pioneer Valley Cablevision received a franchise from the city government and recently signed a pole line agreement with New England Telephone, but with the rates up from \$2.60 a pole per year to \$4.10 a

pole per year. This contract was signed, Albert Ricci, president of Pioneer Valley, recounts only after he definitely showed his determination not to lease facilities from the Bell System.

Contract Terminated ■ In Oil City, Pa., National Trans-Video Inc. which owns the CATV there was told its contract with General Telephone of Pennsylvania for pole rights was being canceled effective Nov. 30. General Telephone urged the company to lease facilities but after refusal by the cable operator, offered a new pole contract, at higher rates and with extra charges for amplifiers, guy lines and FM channels.

B. D. Jarvis, president of the Dallas-based National Trans-Video group of CATV systems, estimates that the fee of 50 cents a pole for each FM signal brought to his subscribers in Oil City would mean an extra \$15,000 a year for his system. He notes that there are over 20 FM stations operating in the area.

NCTA must "come to grips" with this problem at the convention, Mr. Jarvis says. The meeting, he adds, "will be the most important convention ever held by NCTA."

In Titusville, Pa., Robert J. Tarlton, owner-manager, reports that he has signed a new pole contract with General Telephone of Pennsylvania, although it took a lot of obstinacy to withstand the pressures for leasing facilities. Even so, he says, the new agreement increases pole rentals from \$3 a pole to \$4 a pole (not long ago it was \$1.50 a pole) plus extras. Some poles, Mr. Tarlton says, may cost as much as \$10 a year.

Mr. Tarlton, who bought the Titusville system a year ago, said that his contracts were canceled effective Nov. 1. The new contract, he points out, is a 50-page document compared to the previous agreement which consisted of about two pages.

The whole concept of telephone companies and CATV is "completely unpalatable," Mr. Tarlton says. "It's nothing but a one-way street; the telephone company gets all the breaks, the CATV's, none."

The spectre facing the cable industry, these and others contend, is the fear-some one of the telephone companies supplying all facilities, leaving the CATV with nothing but a franchise to provide community antenna service—no plant, no control, and with the public the loser.

"It stands to reason," Mr. Sedwick says, "that it would be the subscriber who will be the loser. For if there are two companies in the field, the CATV operator and the telephone company, the rates are going to have to be higher."

'Test' stamp on pay TV hit

Teleglobe backs petition of Zenith, Teco, claims backers shy from experiment

Teleglobe Pay-TV System Inc. told the FCC last week that authorization of a nationwide system of pay television is essential if pay TV is to have a fair chance in the public market place.

Teleglobe expressed the view in a comment supporting the petition of Zenith Radio Corp. and Teco Inc. for a rulemaking to authorize nationwide pay TV.

Zenith and Teco, together with RKO General Inc., are conducting a pay-TV test over RKO's WHCT(TV) (ch. 18) Hartford, Conn. The commission in May extended the test for a second three-year period (BROADCASTING, May 24).

Teleglobe, which has developed pay-television systems for both over-the-air and cable transmissions, said present commission policy of authorizing pay television on a test basis only is blocking the growth of toll TV.

Teleglobe said the "temporariness of the test . . . makes it in fact impossible to attract financial backing." It added that the policy has served only to license "willing, venturesome investors" to lose money.

Denver Story ■ Teleglobe cited its own experience in Denver, where, with Macfadden-Bartell Corp., it proposed to test Teleglobe's pay-TV system on KCTO(TV) (ch. 2).

The commission approved the test on Oct. 3, 1962, but the authorization was relinquished in 1964 without ever being used.

Teleglobe said motion-picture distributors refused to make films available because of their unwillingness to jeopardize relationships with motion-picture exhibitors "for the sake of a small-scale" pay-TV test.

It added that prospective backers lost interest as the delays continued and that directors of Macfadden-Bartell began "questioning the wisdom of financing a pay-TV test which could be halted after the initial three years."

Teleglobe said that, even if it were authorized on a nationwide basis, pay TV would develop slowly. But a nationwide authorization would remove the uncertainty and give pay TV "a fair chance in the public market place," Teleglobe said.

Teleglobe, like Zenith and Teco in

their petition, said pay TV would be a supplementary service and would not jeopardize the existence of free television.

International Telemeter Corp., a subsidiary of Paramount Pictures Corp., endorsed the Zenith-Teco petition when it filed its comment two months ago (BROADCASTING, May 31).

International Telemeter concluded a five-year wired subscription TV test in a Toronto suburb in April.

Common carrier's CATV burden eased

The FCC last week eased some of the burden it imposed on common carriers in the rules it adopted requiring community antenna television systems to protect local television stations (BROADCASTING, April 26).

The commission is exercising control over CATV's through its jurisdiction over the microwave service furnished by common carriers. And AT&T and the U. S. Independent Telephone Association, in petitions for reconsideration, complained about the supervisory role the commission had given them.

The commission, accordingly, granted reconsideration to the extent of modify-

ing rules dealing with notification of the filing of a microwave application and with disputes between CATV systems and television stations.

The rules, as revised, make the microwave subscriber that will serve the CATV's, rather than the common carrier, responsible for the correctness of the notifications required of the CATV by the rules. These include notice to the television stations within whose Grade B contour the CATV will operate of the request for microwave service.

Appeal Possible ■ Disputes as to whether a CATV is complying with the rules can still be submitted to the commission. But the revised rules provide that microwave service to the relevant subscriber shall not begin or end until 30 days after the commission's ruling has been received. This relieves the carrier of having to make a judgment in the matter.

The commission pointed out that the reconsideration makes no changes in the rules regarding CATV carriage and nonduplication of local stations.

The vote was five to two. Commissioner Robert T. Bartley issued a dissent in which he restated his view that the commission has no authority over CATV's. Commissioner Lee Loevinger joined in the dissent.

Commissioner James J. Wadsworth,

who concurred in the result, indicated he would have opposed the CATV rules if he had been a commissioner when they were adopted, in April. He said the commission, as a policy matter, should have awaited a clear congressional mandate.

Holcomb drops NAB over CATV stand

The long-standing battle between the three UHF stations in the Scranton-Wilkes-Barre, Pa., market and community antenna TV interests broke out into the open again last week with the National Association of Broadcasters caught in the middle.

Attacking the NAB's internal structure as having something wrong with it "when proposals concerning the particular interests of the television industry are subject to review by elements disinterested in the future of free, local television or openly hostile to it," WGBI and WDAU-TV resigned from the association.

In a July 1 letter to Vincent Wasilewski, NAB president, Madge M. Holcomb, general manager of the Scranton Broadcasters Inc. stations, said the resignation was motivated by NAB board action turning down a proposal to support federal regulation prohibiting CATV's from entering any market where three TV stations are already operating and where anyone has announced intent to apply for a UHF outlet.


The board's decision came at its session in Buck Hill Falls, Pa., and following a radio board recommendation. The TV board had formally supported the plan (BROADCASTING, June 28).

Mrs. Holcomb said "the veto handed the radio board" was "shocking and incomprehensible." She referred to a news story that identified radio board member Cecil Woodland, general manager of WEJL Scranton and acting general manager of Semit Cable TV Co., there, as the sponsor of the motion to kill the proposal.

The *Scranton Times*, owner of WEJL and Semit Cable, she said, is "perhaps the most implacable and unrelenting foe of free television to be found anywhere in the United States." She said the *Times*, "seeking to end the competition in news and advertising brought by television, hopes to employ CATV to cripple or destroy" the three U's in



Mrs. Holcomb


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the market.

The newspaper, she added, "has attempted to defame broadcast journalism . . . has attempted to use its influence to close the doors of public agencies to cameras and microphones . . . has published a weekly supplement containing unremitting attacks on the television industry and concurrent calls for a system of pay television . . ."

Mrs. Holcomb said Mr. Woodland "must do the bidding of his employer. He obviously cannot be a representative of the broadcasting industry at the same time." She said the stations will not consider "rejoining NAB until we are satisfied it can once more speak effectively for the television industry."

In his reply, Mr. Wasilewski noted that although, he was unhappy to lose the stations as members, the board members are elected by "democratic process" and the joint board's decision was not the vote of one man, but of a majority of the 44-member body.

WDAU-TV, and the other two stations in the market, WNEP-TV and WBRE-TV, last year formed Total Television Inc. and are seeking CATV franchises in Scranton and area towns. Semit Cable is also seeking the Scranton franchise and has applications in area towns.

Spanish radio group wants wider membership

The National Spanish Language Broadcasters is hoping to include every Spanish-language radio station in the country in its membership. Richard E. Ryan, president, said in Los Angeles, following a three-day meeting of the organization, that NSLB is also preparing to increase its service to member stations by engaging a fulltime manager. He will correlate research data for all markets in the country with substantial Spanish-speaking populations and make presentations to advertisers and agencies on behalf of Spanish-language radio stations. Operational headquarters for this Spanish radio advertising bureau will be opened shortly.

With its plans for expansion, NSLB is altering its official structure, Mr. Ryan reported. Under the new set-up, the organization will be governed by a board of directors elected on a geographical basis, with representation from all sections of the nation.

Stations represented at the Los Angeles meeting, last month were: KIFN Phoenix and KEVT Tucson, both Arizona; KWAC Bakersfield, KCAL Redlands, KGST Fresno, KLOK San Jose, KWKW Pasadena, all California; KFSC Denver; WMIE Miami; KABQ Albuquerque, N. M.; WRUL New York; KCOR San Antonio, Tex.; XEGM Tijuana (San Diego) and XEWV Mexicali (Calexico), both Mexico.

Court upholds WLBW-TV grant

A federal appeals court last week upheld the FCC's 1964 grant of a full license to WLBW-TV Miami, but one member of the three-judge panel dissented.

Circuit Judge J. Skelly Wright, the dissenting judge, also expressed the hope that the FCC would take more of an interest in the number and loudness of commercials. Although this topic was not an issue in the Miami channel 10 case, the court, to the surprise of all parties, asked for briefs on the subject after hearing argument (BROADCASTING, April 12).

The court majority, Senior Judge Henry W. Edgerton and Judge Charles Fahy, upheld the FCC's action in granting WLBW-TV a full three-year license.

The commission's grant to the L. B. Wilson Inc. station was initially made in 1961 when it was found to be the only applicant among the original 1953 applicants unblemished by off-the-record contacts with FCC commissioners. The FCC, however, issued only a four-month license to WLBW-TV.

After a hearing involving three other applicants and WLBW-TV, a hearing examiner in 1963 recommended that the Miami VHF facility go to South Florida Television Corp. The FCC, however, overruled the examiner and granted WLBW-TV a full license. Other applicants were Miami Television Corp. and Civic Television Inc. All appealed the FCC decision, although Civic Television withdrew later.

The major issue in the appeal was the charge that the FCC treated WLBW-TV's application as a license renewal to its benefit.

FCC Supported ■ The unsigned majority opinion held that the commission's decision was reached validly. "All factors essential to [the] decision were considered and compared. With sufficient factual support all issues were resolved in a manner which disables the court from putting aside the award to Wilson. It was the result of a reasoned and reasonable judgment of the agency charged with primary responsibility in the matter."

Judge Wright contended that the FCC erred when it considered WLBW-TV a licensee seeking renewal. In so doing, Judge Wright said, the commission violated Section 301 of the Communications Act which provides that no license granted by the FCC shall be construed to create any right in the broadcast property.

The commission's ruling in the Miami case, plus other holdings, Judge Wright stated, gives a preferential position to license holders and "is in derogation of

the congressional command and apparently is responsible for the private sales of television stations in urban areas running into millions of dollars."

He continued: "The result of the commission's practice giving the license holder a preference has been to make renewal of licenses almost automatic, in spite of the fact that a form of comparative hearing as required . . . is indulged."

Judge Wright also found "interesting" the briefs filed by the parties in answer to the court's request for information on the frequency and loudness of commercials.

After commenting that all parties, including the FCC, opposed the court's authority to raise this issue, Judge Wright concluded:

"The reason for the solidarity on this issue is of course, obvious. But perhaps it is not too much to hope in some future proceeding one of the parties, or even the commission itself, will perceive the possibility that the public may have some interest, adverse though it may be, in the length and loudness of commercials."

ARF TV-set survey to include UHF, color

The Advertising Research Foundation confirmed last week that its next survey of television sets will include a count of color and UHF equipped TV homes.

It had been understood that the report would include figures on UHF set penetration (CLOSED CIRCUIT, June 21).

The field work to obtain this data for the 11th ARF sets-in-U. S.-households report will be done in August. The report is expected to be released to ARF members in the fall. It is based on data of the Bureau of Census in its current population survey.

Those underwriting the project are ABC, CBS-TV, NBC, the National Association of Broadcasters and Television Bureau of Advertising.

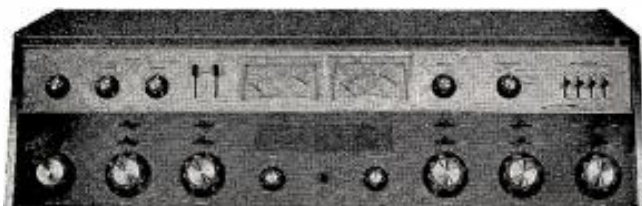
Information in the report will include number of sets per household, color TV households, UHF-equipped homes according to metropolitan areas, census divisions, census regions and Nielsen territories.

Media reports . . .

Moving ■ The Paul H. Raymer Co., station representative, moved into its new San Francisco offices on July 1. Address: Suite 1809, Shell Building, 100 Bush Street, San Francisco 94104.

Groundbreaking ■ The construction of Broadcast House, the new headquarters of WRC Spring Valley, N. Y., which is

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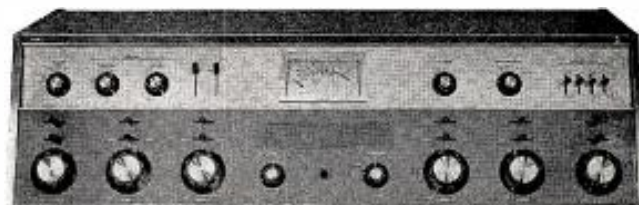
access ports through this deck permit an installation that's free of the "haywire look." Removal of another protective cover exposes the wiring to card box receptacles. And you can inspect the cards simply by lifting the hinged card box to the vertical position. An extender card is furnished for troubleshooting at the component level with the cards connected to the rest of the console.

The modules as used in the 212S-1 lend themselves to custom studio installation. The cards may be utilized in a variety of configurations depending on your requirements. Send the block diagram of your requirements to Collins for a quotation.

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scheduled to go on the air later this summer, began last week. Rockland Radio Corp., permittee of WRRG, said the offices and studios will be completed in four months. Among those participating in the ground-breaking ceremonies were Anthony Winn, company president, and Jacob Posner and Jay Northrup, vice presidents.

70 in ABCDEF ■ WYTV(TV) Youngstown, Ohio, last week became the 70th ABC-TV affiliate to receive news service from ABCDEF (ABC News Daily Electronic Feed).

Florida office ■ Inter-Media Communications Corp., international business brokers, New York, has opened a regional office in Largo, Fla. Carl J. Swanson, until recently president of Tusco Products Corp., Largo, has been named to head the new office.

Market study ■ WPTF Raleigh, N. C., has released a new study of the Raleigh-Durham market. The booklet contains facts, figures and photographs of the station's primary coverage area.

Goal reached ■ WBAI(FM) New York, listener-supported Pacifica Foundation station, reported last week that it had surpassed its \$25,000 goal in an emergency marathon fund-raising program

that ran 77 hours 15 minutes. The all-live marathon, with talent appearing without fee, started at 6:45 p.m. June 29 after the station had trouble meeting its payroll the preceding week, according to WBAI spokesmen, and continued to midnight July 2. Station authorities said summer always brings a slump in subscriptions and contributions, which are estimated at an average of about \$900 a day during the rest of the year.

Review board to hear KWK interim pleas

The FCC accepted for filing last week seven applications seeking interim authority to operate on the 1380 kc frequency now assigned to KWK St. Louis. At the same time the commission designated the applications for oral argument on July 15 before its review board.

KWK, whose license was revoked in May 1963 for "willful misconduct" in connection with the broadcast three years earlier of two treasure hunt contests, has been ordered off the air by July 31 (BROADCASTING, June 28 et seq.).

The applicants are Clermont Broadcasting Co., Great River Broadcasting

Inc., Victory Broadcasting Co. and Missouri Broadcasting Inc., all of which are seeking permanent as well as interim authority for the 1380 kc frequency. Pike-Mo Broadcasting, whose application was accepted and will be set for hearing, is seeking both permanent and interim authority, on 1390 kc in Louisiana, Mo.

The remaining two applicants, which are seeking only interim authority on the KWK frequency, are Radio Thirteen-Eighty Inc. and Thirteen-Eighty Radio Corp. In addition to the seven interim applicants, nine other applications were filed on the June 30 deadline. These, however, are seeking permanent authority only and will be resolved at a later date in a comparative hearing (BROADCASTING, June 7).

The FCC action, adopted last Wednesday (July 7), also made WBEL South Beloit, Ill., a party to the proceeding. The station had asked the commission to deny the 16 applications charging interference to its signal.

Changing hands

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

■ **WEEZ** Chester, Pa.: Sold by Ogden R. Davies, Clyde Fry and others to Ernest Tannen for \$250,000. Mr. Tannen owns WDMV Pocomoke City, holds a majority interest in WYRE Annapolis, both Maryland, and also operates Media America, a consulting firm in Silver Spring, Md. Mr. Davies is general manager of WKAP Allentown, Pa. WEEZ operates fulltime on 1590 kc with 1 kw. Broker: Blackburn & Co.

■ **KHSJ-AM-FM** Hemet, Calif.: Sold by Robert B. Griffin, Robert T. Griffin and Paul O. Sprague to Ramona Broadcasting Corp. for \$100,000 plus \$100,000 for consulting agreement and covenant not to compete. Buying corporation is headed by Herndon Hughes, member of a Hollywood accounting firm. KHSJ is a daytimer on 1320 kc with 500 w. KHSJ-FM operates on 105.5 mc with 700 w. Broker: Hogan-Feldmann Inc.

■ **Kzix** Fort Collins, Colo.: Sold by Leslie P. Ware to Lewis Pearce and others for \$153,750 and assumption of liabilities. Mr. Pearce is general manager of KSPI Stillwater, Okla. Mr. Ware will retain KFMF(FM) Fort Collins; he also owns KLPW Union and KYRO Potosi, both Missouri, and KLME Laramie, Wyo. Kzix operates daytime only on 600 kc with 1 kw. Broker: Hamilton-Landis & Associates.

APPROVED ■ *The following transfers of station interests were approved by the FCC last week. (For other com-*

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mission activities see FOR THE RECORD, page 86).

▪ **WOL-AM-FM** Washington, D. C.: Sold by Henry Rau and associates to Egmont Sonderling, Richard Goodman and Mason A. Loundy for \$1,250,000. The Sonderling group controls WWRL New York, KDNA Oakland-San Francisco, KFOX-AM-FM Long Beach, Calif., WDA Memphis and WOPA-AM-FM Oak Park, Ill. Mr. Rau owns WNAV-AM-FM Annapolis, Md.; WARK-AM-FM Hagerstown, Md., and WDOV-AM-FM and a CATV system in Dover, Del. Commissioner Robert T. Bartley, dissented, asked for a hearing; Commissioner Rosel H. Hyde was absent. WOL is on 1450 kc with 1 kw day and 250 w night; WOL-FM operates on 98.7 mc with 20 kw.

▪ **WJMJ-AM-FM** Philadelphia: Sold by Patrick J. Stanton to Rust Craft Broadcasting Co. for \$500,000 plus \$50,000 for agreement not to compete plus consultant-adviser fee of \$15,000 a year for five years. Rust Craft owns WSTV-AM-FM-TV Steubenville, Ohio; WRCC-AM-FM-TV Rochester, N. Y.; WRCB-TV Chattanooga; WRDW-TV Augusta, Ga.; WHTO-TV Atlantic City; WJKS-TV Jacksonville, Fla. (latter two not on the air); WSOL Tampa, Fla.; WPIT-AM-FM Pittsburgh, and WWOL-AM-FM Buffalo, N. Y. Commissioner Robert T. Bartley abstained from voting. WJMJ is a 50-kw daytimer on 1540 kc; WJMJ-FM operates on 104.5 mc with 20 kw.

▪ **Kxxx** Colby, Kan.: Sold by Town & Farm Inc. (Bill Martin, president) to Golden Plains Inc. for \$265,000 plus \$30,000 to be paid in 16 semi-annual installments beginning March 1, 1966. Golden Plains is owned by W. A. Mosier, Sam W. G. Lowe, Dwight S. Reed, Max M. Friedman and Edward P. Shurick. Messrs. Shurick, Reed and Friedman are associated with H. R. Representatives, New York. Kxxx is a daytimer on 790 kc with 5 kw.

Telephone company seeks lower CATV rates

The Southern New England Telephone Co. has filed a proposal with the Connecticut Public Utilities Commission to reduce tariffs for installing and maintaining community antenna TV cables by 35%.

The new rates call for either \$16.50 or \$11.25 per quarter-mile per month (the lower figure applying to so-called good credit risks) plus 40 cents a month for home connection and a one-time \$15 installation fee.

CATV firms charged the higher figure would also have to pay a one-time flat fee of \$500 per quarter-mile. Earlier rates were set at \$25 a quarter-mile, 45

cents per home connection and a \$25 installation fee.

The 22 Connecticut CATV applicants have been projecting a capital cost, assuming they did their own installation, of between \$4,000 and \$4,700 per mile of cable exclusive of head-end (antenna, tuners, etc.) expense. It appeared that by taking advantage of service offered by SNET an applicant could reduce this capital cost substantially.

Spreading suburbs become FCC problem

Urban sprawl, long a headache for city planners, is becoming a problem for the FCC as it attempts to allocate broadcast facilities among cities that merge into one metropolitan mass.

The commission acknowledged as much last week in scheduling an oral argument Oct. 1 on three cases involving applications for AM's in heavily urbanized areas.

The commission hopes the arguments will provide help in establishing criteria for defining "community" that, for allocations purposes, will stand up in court.

The argument was proposed initially because of a court remand in an allo-

cation case involving the Pittsburgh area. The commission then decided to hear appeals from review board decisions on allocation matters involving frequencies in Los Angeles and northern New Jersey.

In each case, the commission's characterization of a community is of critical importance. Section 307 (b) of the Communications Act requires the commission to distribute broadcast facilities among the cities and states on a "fair, efficient, and equitable basis."

Preference — The commission, therefore, gives preference among competing applicants to those that would bring a first service to a community. But as populations spill over city lines, the effort to apply the policy becomes increasingly difficult.

The court case involves the commission grant of 1510 kc (with 250 w daytime) to WPSL in Monroeville, a Pittsburgh suburb. The commission rejected the application of Miners Broadcasting Co., which operates WMBA Ambridge, another Pittsburgh suburb. Miners had sought to increase the power of the station from 500 w daytime to 10 kw on 1460 kc.

The power increase would have enabled WMBA to put a signal over 98% of Pittsburgh. The commission, therefore, held that a grant of the Miners

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application would result in a ninth station for Pittsburgh.

WPST, which would serve only one third of Pittsburgh, would bring a first local service to Monroeville. It was on this basis that the commission made its decision.

Miners, in its appeal, argued that the commission's characterization of the communities was not adequately supported by the record. And the court, in a two to one decision, agreed, and sent the case back for consideration.

Standards Obscure ■ The court held that commission standards for determining when communities should be lumped together and when they should be considered separate are "somewhat obscure."

The Los Angeles case involves the 15-applicant competition for 1110 kc, the old KRLA frequency. Orange Radio Inc., which is seeking the frequency for a Fullerton station, is appealing a Review Board ruling that Fullerton, based on the 1960 U. S. Census, is part of the Los Angeles urbanized area. The applicant contends that Fullerton is part of a separate metropolitan area. If the commission upholds this argument,

Orange Radio's claim for the frequency would be a strong one, since Fullerton now has no local AM service.

In the northern New Jersey case, review board decision that Elizabeth is a separate community is being appealed by two of three competing applicants. Jupiter Associates Inc., Matawan, N. J., and Somerset County Broadcasting Co., Somerville, N. J., says Elizabeth should be considered part of the Newark urban area.

The third applicant, Radio Elizabeth Inc., is proposing to furnish a first local AM service for Elizabeth a city of 107,000.

New rule doesn't affect applications in hearing

Despite the FCC's adoption two weeks ago of a new policy to gauge the financial qualifications of a commercial broadcast applicant, the new standard doesn't apply to all pending applications.

A supplemental statement issued by

the commission Thursday (July 8) sought to clarify the applicability of the week-old order. The new financial standards, which were adopted July 2, would require applicants for AM, FM, UHF, and VHF facilities to demonstrate an ability to build and keep in operation for one year their proposed stations (BROADCASTING, July 5).

According to the commission's announcement last week, the new standard will be applied to all applications, whether now pending or yet to be filed, for new UHF facilities "in markets where three or more VHF stations are presently in operation."

However, the financial qualifications of applicants for new AM, FM, UHF and VHF TV facilities whose applications were designated for hearing on or before July 2, the date of the new standards, will still be evaluated by the old method.

This standard merely requires applicants to demonstrate their ability to build a station and keep it in operation for three months without income. All other applications will be evaluated under the new standards.

PROGRAMING

A back-door approach to boxing regulation

Henry supports bill to police fight game through broadcasts or closed-circuit TV

FCC Chairman E. William Henry compared rigged prize fights to rigged quiz shows last week as the House Commerce Committee opened a three-day hearing on a bill designed to regulate boxing through broadcasting.

The bill, introduced by Representative Oren Harris (D-Ark.), committee chairman, establishes a three-man Federal Commission on Boxing empowered to prohibit the interstate transmission or televising of a bout which it determines "will be in any way affected by bribery, collusion to effect the result, intentional losing, racketeering, including terrorism, extortion, organized use of threats, coercion, intimidation, or use of violence."

Testifying in support of the legislation, Mr. Henry stated: "Because broadcasting is of such importance to the professional boxing event, I believe that

if a problem of 'rigged' fights is shown to exist today, remedial legislation is called for. Indeed, I think that there is an analogy between the subject matter of this bill and the 'rigged quiz show' provisions of section 509(a) of the Communications Act of 1934, as amended."

He went on to observe "a difference between the 'rigged' prize fight and 'rigged' quiz show in that the broadcaster is or may be intimately involved in the promotion and production of the quiz show but not the prize fight." The thing common to both, he said, is "the impact of 'rigged' broadcast shows on the public."

Problems ■ He suggested that as it stands, H.R. 8635 does not make prearranging the outcome of a match unlawful, but depends upon the ability of the commission to prevent such matches

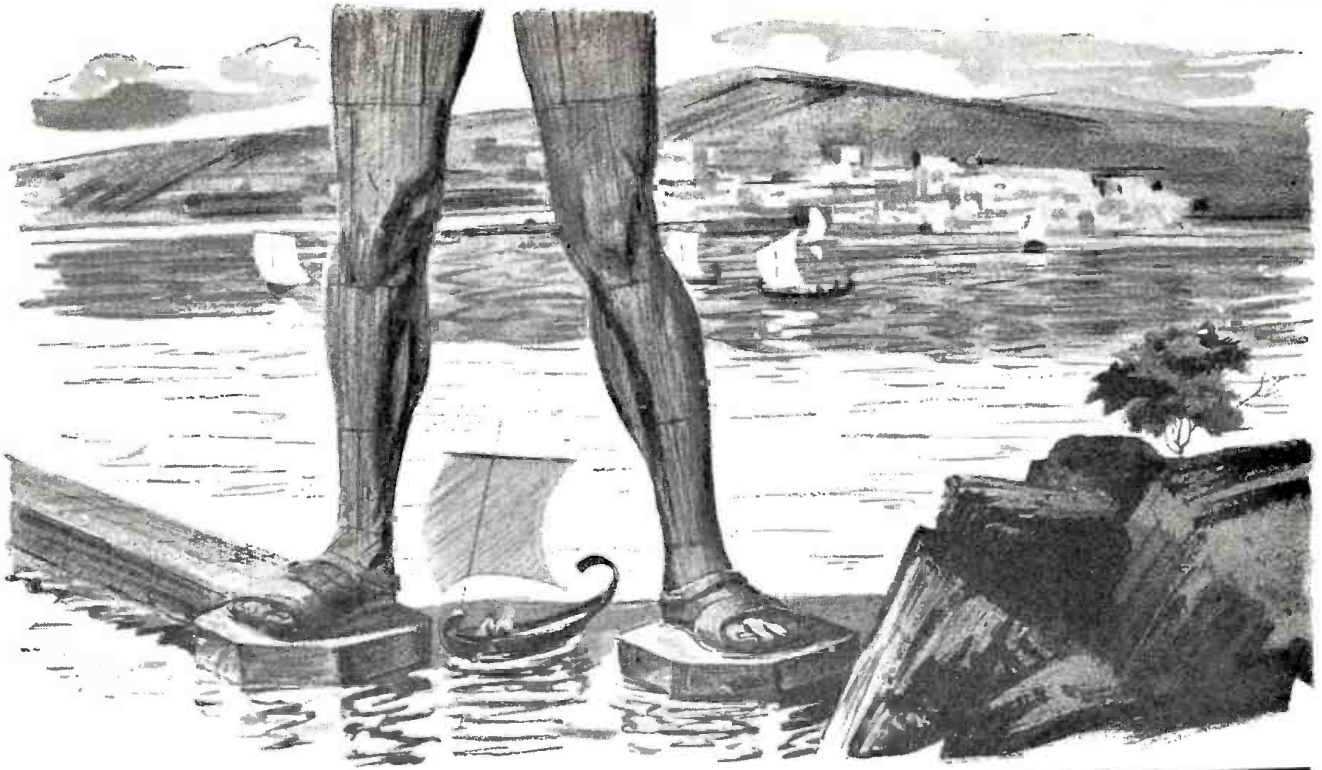
from taking place, a concept that would "raise problems which we believe could be obviated by patterning any legislation in this field along the lines of Section 509—that is to say, by making it unlawful for any person knowingly to prearrange through bribery, intimidation, or otherwise, the outcome of a purportedly bona fide professional boxing event which is presented to the public on broadcast or theater TV."

Asked by Representative Walter Rogers (D-Tex.) if there would be FCC objection to another commission having power to control certain broadcasts, Mr. Henry said he saw no general objections, but that the criteria for such action should be "very carefully drawn."

Representative William L. Springer (R-Ill.), who suggested the investigation after the last Clay-Liston fight, supported regulation of boxing and maintained that the effect of television on other sports bears looking into.

"The basic economics of major sports [are] becoming completely entwined with the economics of television and Madison Avenue," he stated. "Widespread ownership of teams by powerful communications entities or national advertisers could lead to some possible abuses having little if any connection with antitrust matters but which, nonetheless could work against organized sport."

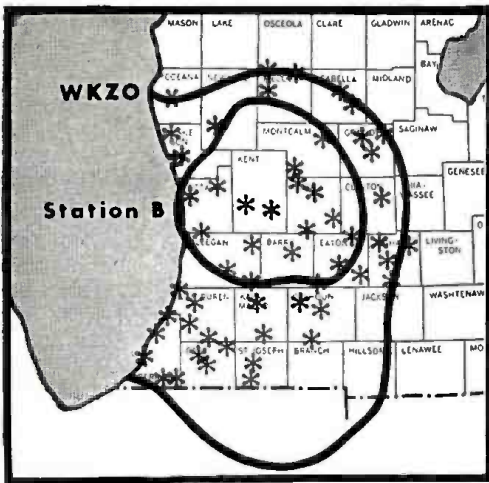
Abuses ■ Among these "possible



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Let your eighth-wonder Avery-Knodel man tell you more about WKZO Radio's king-size coverage of distribution outlets — and listeners — in Greater Western Michigan!

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 KGIN-TV GRAND ISLAND, NEB.

WKZO

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 AND GREATER WESTERN MICHIGAN**

Avery-Knodel, Inc., Exclusive National Representatives

abuses," Representative Springer listed:

"1) Changing the rules of the sports in fundamental ways to better suit the convenience of the television medium or the sponsors.

"2) Use of the material to further network affiliation or for pure profit considerations to the detriment of the game.

"3) The placement of franchises or creation of new ones in large numbers in patterns designed to best exploit the purposes of the media or to best suit the economic interests of the advertiser-owner, rather than give the public an even chance to see the sport in person or on TV."

He also wondered if "the excessive televising of more and more sports could stifle amateur performances to the ultimate detriment of sports generally," and questioned whether the ownership of major teams by broadcasting companies, networks or national advertisers endangers "the integrity of the sport."

Most of the witnesses, including former champions Jack Dempsey and Gene Tunney (who submitted a statement) supported the legislation and asked for more, chiefly in the area of licensing, for those in the fight game.

The Money Involved ■ Frederic H.



E. William Henry
Someone to watch over boxing

Brooks, president of Sportsvision Inc., the closed-circuit TV firm that broadcast the last three heavyweight title

matches, told the committee that the potential gross on a championship bout is \$6 million, 90% of it coming from closed-circuit broadcasts, radio, and television movie rights.

Mr. Brooks' testimony prompted Chairman Harris to charge that closed circuit and other forms of pay television are "siphoning off the cream for a privileged few."

"We ought to change the basic policy of the Federal Communications Act," he continued. "It's enticing the boxing industry to get the most possible out of the pockets of the public."

He suggested that various aspects of pay television, including community antenna television, should be brought under regulation in the public interest. (Mr. Harris has introduced and held hearings on a bill to regulate CATV [BROADCASTING, June 7]).

The Senate Judiciary Committee is currently studying legislation to create a boxing commissioner and to provide high school and college games with protection from televised professional events (BROADCASTING, July 5).

FOI group discusses Congress, satellites


Rapid increase in communications satellite development and increased effectiveness and efficiency in covering congressional hearings were major topics at last Wednesday's (July 7) meeting of the National Association of Broadcasters Freedom of Information Committee.

The FOI committee said it is "concerned with the question of [satellite] tariffs that might be charged the broadcasting industry and it urges the FCC in the public interest not to permit tariffs that would interfere with the free flow of information to the world." This area will be an important agenda item at the FOI committee's next meeting in the fall.

A subcommittee of Washington network news executives was named to work with government officials for broader coverage of public proceedings. Named to the subcommittee: William Small, CBS, chairman; William B. Monroe, NBC; Robert Fleming, ABC, and Stephen McCormick, Mutual.

The FOI committee also heard Douglas A. Anello, NAB general counsel, report on meetings with the American Bar Association Advisory Committee. He said NAB, ABA and other associations are continuing to work on a mutually acceptable solution in trial and pretrial coverage.

The committee expressed interest in supporting the proposed standard of ethics of the Radio Television News

<p>in Shorthand ...</p>  <p>it's Gregg</p>	<p>in TV and Radio ...</p> <p>IT'S BROADCASTING YEARBOOK!</p>
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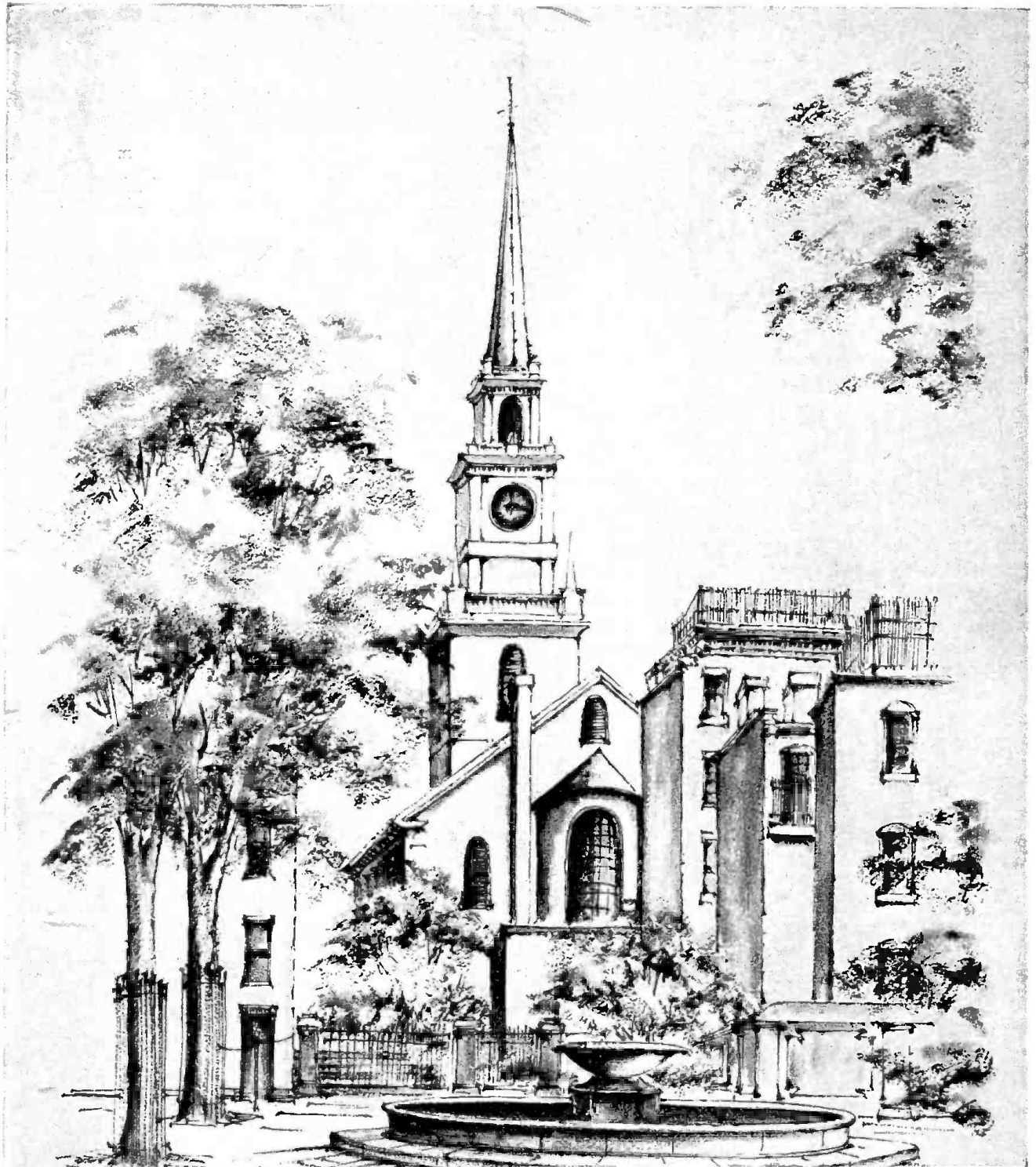
To the uninitiated, a page of Gregg is so much Greek. But a secretary trained in the symbology of shorthand's foremost authority can translate it into a meaningful communication. To a bus-driver, a page from the 1966 **BROADCASTING YEARBOOK** won't be very lucid either. But the men and women who make important decisions in broadcast advertising look upon this comprehensive volume as **THE** authority for a multitude of facts about television and radio . . . dependable facts they can

Deadlines? Sept. 21 if proofs are needed; Oct. 1, no proofs.

translate into more profitable advertising plans. Nowhere is so much useful TV-radio information assembled within a single set of covers, or consulted so often day-after-day throughout the year. The 1966 **BROADCASTING YEARBOOK**, packed with more data about the broadcast medium than ever before, will be delivered to subscribers in mid-December. Your message gets a big bonus of attention and long life at regular **BROADCASTING** rates. Today's the day to reserve a good spot for it.

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Directors Association. The eight-article code will be presented to the RTNDA membership for ratification at its October meeting.

The NAB committee also heard that coverage of state legislatures by radio and TV has been allowed in 49 states (New Jersey, the only exception) and that 19 states allow coverage of their house and senate proceedings on a daily basis. The information, prepared with RTNDA assistance, is included in NAB's supplemental report to the Joint Committee on Reorganization of the Congress.

A report on the standards for mass coverage of news events, prepared by the All-Media FOI Committee, headed by Theodore F. Koop, CBS, Washington, was given to the NAB group. The full report is expected to be out in a few weeks.

Attending the NAB meeting were: Jack Harris, KPRC Houston, chairman; Thomas Eaton, WTIC Hartford, Conn.; James C. Hagerty, ABC, New York; Daniel W. Kops, WAVZ New Haven, Conn.; George G. Volger, KWPC Muscatine, Iowa; J. W. Roberts, Time-Life Broadcast, New York, and chairman of RTNDA FOI committee; Mr. Fleming (representing RTNDA) and Messrs. McCormick and Monroe.

SAG directors consider strike

Directors of the Screen Actors Guild throughout the nation were being polled last week on a proposal to ask the organization's membership for authorization to call a nationwide strike of actors in theatrical motion pictures unless progress is achieved in collective bargaining negotiations now being held with the Association of Motion Picture and Television Producers (BROADCASTING, May 31). The Hollywood section of the SAG board has already voted unanimous approval of the strike proposal and it is expected that the other directors will do the same. Then ballots will be printed and mailed to the more than 16,000 SAG members.

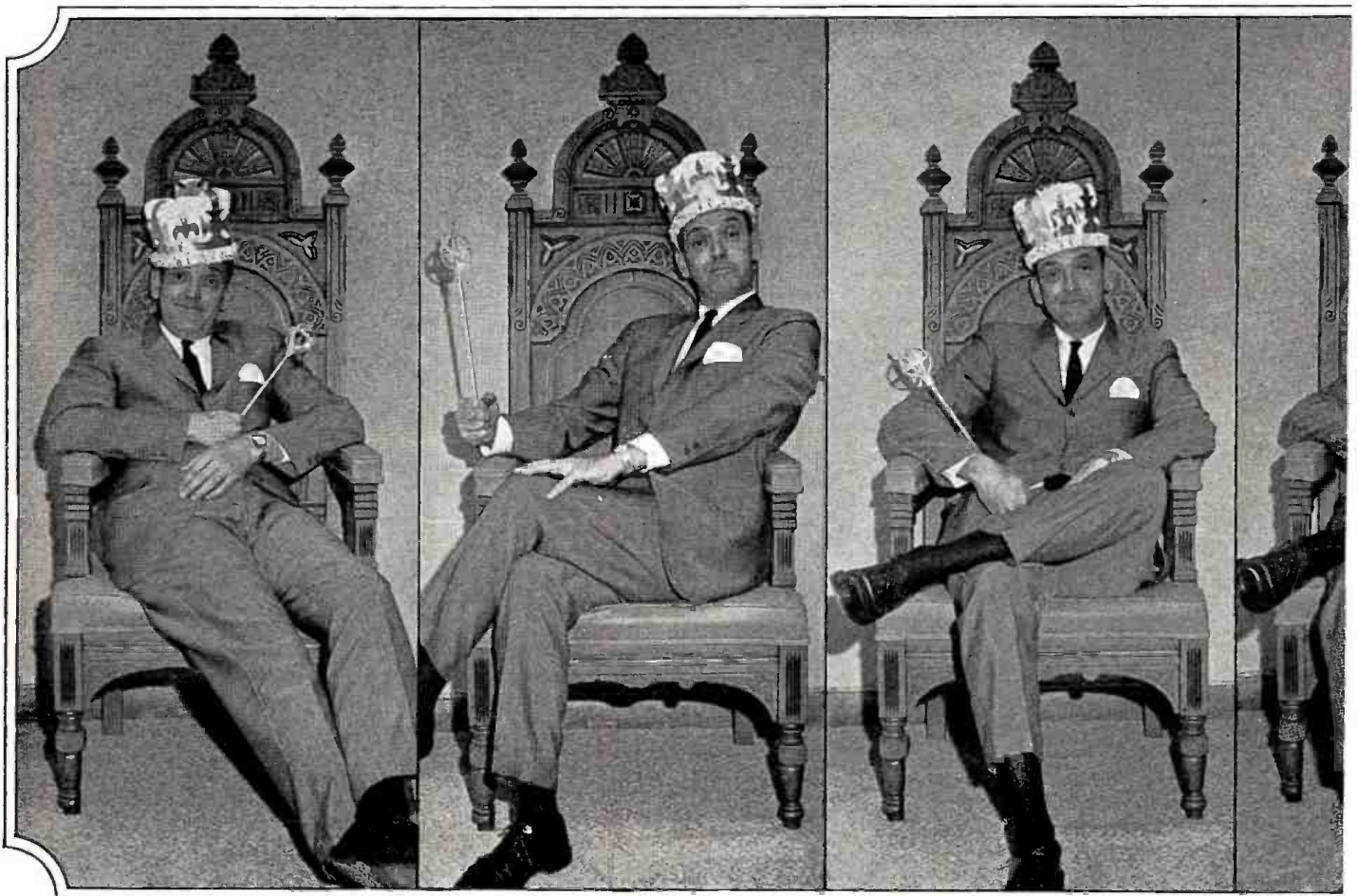
The negotiations are for employment of performers in theatrical films only and do not cover work in filmed programs for television. That is covered by a separate agreement which went into effect July 1, 1964, and has another two years to run, or until June 30, 1967. The guild has an option to extend it for an additional year. The present contract for work in theatrical films is a two-

year pact, expiring July 31. Conceivably, the actors could refuse to report for work in this field as of Aug. 1, but this is not considered likely.

SAG, while making no demands for increases in minimum wage scales, is asking for substantial raises in percentage payments to actors when pictures made for showing in theaters are sold for use on TV. Currently, actors in pictures made since Jan. 31, 1960, are supposed to get 3.6% of worldwide gross from the sale of these pictures to TV. In the new contract, the union wants 9% of the world gross on network sales and 7.5% in all other sales, including syndication.

"Under the present formula the actor is a two-time loser," John L. Dales, national executive secretary of SAG, said. "The amount received for actors in features sold to television is so deplorably inadequate that many in the cast get less than \$5. The actor also loses because sale of theatrical features to television drastically curtails the production of primary television programs in which he might have found work. We are being forced to compete against ourselves for woefully inadequate compensation."

SAG is also asking for each actor to receive an initial lump sum payment at



the time of the first TV showing of a theatrical motion picture in which he was employed. This sum—a day's pay for a day player, a week's pay for all other actors—would be credited against the stipulated percentage payment.

The AMPTP declined to comment. A spokesman said that up to now only preliminary talks had been held, with real negotiations not yet commenced, although they probably will be in the near future. The employers organization, he noted, normally makes no comment on any labor negotiations while they are in progress.

It's still happening, baby!

The controversy over that rock 'n' roll show *It's What's Happening, Baby!* was down last week, but not out. One of the show's most scathing senatorial critics, Gordon Allott (R-Colo.), was back again to rebut his own critics, and Representative Joseph Y. Resnick (D-N. Y.) rose to defend the program.

Senator Allott said he had learned that the show was not paid for by the U. S.

Beauty in color on NBC

Finals of the week-long International Beauty Pageant in Long Beach, Calif, will be presented for the first time in color on NBC-TV on Aug. 13, (10-11 p.m.). Titled *International Beauty Spectacular* and sponsored by Colgate-Palmolive Co., the program has been carried on NBC-TV for three years in black and white. Network believes this will be the first time that any major international beauty contest will be colorcast.

Office of Economic Opportunity, as he had originally charged, but that he still thinks it was shameful, degrading, insulting and decadent.

He quoted a letter from Frank Stanton, CBS Inc. president, explaining that the program was basically conceived and produced by the OEO and its representatives, yet subject to the network's general standards of taste and prohibitions against material designed for lobbying or legislative purposes.

The senator disagreed: "If that par-

ticular program was not destined to reach legislative and lobbying purposes ultimately, and even political purposes ultimately, then I do not know what the program was designed for. That is exactly what it was designed for and nothing else."

Addressing himself to the cost, Senator Allott suggested that perhaps CBS decided to "pick up the whole tab" after the show was criticized on the Senate floor.

Referring to Dr. Stanton's letter, which does not mention financing directly, other than "we felt that providing time and facilities for the broadcast was justified in a worthy cause," the senator commented: "I must say that the letter . . . does not exactly coincide with the statements made to me by his own vice president [not identified]. I do not believe they are trying to bamboozle me or confuse me. I think that they themselves are confused about what actually happened." (Senator Allott said the "vice president of the network" told him that "the network had picked up all the production costs and had paid, at regular union scale, all the participants in the program.")

Replying to those, including Dr. Stanton, who explained that the taste of the underprivileged teen-agers for whom the



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You'd place your customer in a King-Size chair and cater to him in a manner befitting his stature and importance. You'd recognize his needs . . . his desires . . . his great hopes for every expenditure. More important, you'd go to great lengths to see that these wants are achieved. If it takes some extra special effort . . . some merchandising . . . some local calls . . . or other activities . . . you'd be ready to serve. That's the way with a quality operation. If you like King-Size customer service, contact one of our Petrymen.

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show was designed could not be expected to coincide with that of a U. S. senator, Senator Allott said: But "that is not the question. The question is whether we should appropriate money for a program and then use the same money to build up the amount of appropriations and the amount of expense necessary to produce that kind of a program."

Representative Resnick recalled on the House floor that the Republican Party has used rock 'n' roll for fundraising purposes and said "extreme critics" of the show are now in "the ludicrous position of having condemned something which, it turns out, was produced at little cost to the government, with time and talent paid for by CBS, and which succeeded in its purpose beyond the fondest hopes of the Office of Economic Opportunity.

"Aiming your program at your audience is—after all—a simple idea," he continued. "Perhaps it is too simple—so simple that it eludes the understanding of certain gentlemen who are accustomed to dealing only with the complexities of life."

The show was telecast over CBS on June 28, from 9:30 p.m. to 11 p.m.

TV and children research grants made

Dr. Gerhardt Wiebe, chairman of the Joint Committee for Research on Television and Children, announced last week that the group has made two grants for research projects.

Dr. Leon A. Jakobovits, research assistant professor of psycholinguistics at the University of Illinois Center for Comparative Psycholinguistics, received a \$21,600 grant for a one year study of the effects on children of repetition in TV viewing.

The other grant, of \$44,160, will finance a two-year study of the "influence upon children of relatively sustained exposure to television programs depicting aggressive interactions." It will be conducted by Dr. Seymour Feshbach, professor of psychology at the University of California, Los Angeles, in cooperation with the Human Interaction Research Institute.

The joint committee is made up of representatives from the three television networks, the National Association of Broadcasters, the U. S. Department of Health, Education and Welfare, the Foundation for Character Education, in Boston, and Boston University. It was active during the investigation of TV violence conducted by the Senate Juvenile Delinquency Subcommittee in late 1963 (BROADCASTING, Dec. 23, 1963).

Metromedia quits over blue-penciling

The National Academy of Television Arts & Sciences found once again last week that rewarding "excellence" in some television programs and not in others is a sensitive business no matter what form of selection is used.

The academy's Emmy award system, restructured for maximum objectivity (BROADCASTING, July 5), ran smack into a controversy last week over a program which had been deleted from an original list of nominations.

The program, *My Childhood*, which



Mr. Korn



Mr. Cott

treats the early lives of Vice President Hubert Humphrey and writer James Baldwin, was produced by Arthur Barron in association with Metromedia and shown over Metromedia stations, then offered in syndication.

Academy Executive Director Peter Cott explained the program had not met a minimum audience requirement which states that, to be eligible, a show must be broadcast over enough television stations to be seen by 50% of the national audience.

The academy said original information had indicated that through further syndication the program would reach a sufficient audience by the end of the awards year (April 30), but that this had not been the case.

Korn's Reaction • Withdrawal of *My Childhood* from consideration brought a charge of "disgraceful" from Bennet Korn, president of Metromedia's Metropolitan Broadcasting Television, who promptly resigned from the academy and said "Metropolitan Broadcasting Television will no longer participate in any of its affairs."

Mr. Cott said the academy was "embarrassed" by the incident and had apologized to Mr. Korn and the producer, Mr. Barron.

The academy said the minimum audience requirement had been set because it would be a practical impossibility to review all the productions of more than 600 television stations.

Mr. Korn said size of audience was a

"strange measure" for excellence, that "every international and national award of any significance whatsoever is based on merit and excellence, not on potential availability." He suggested that the academy's admitted error was "a comedy of errors."

Northwestern sessions to focus on editorials

Editorial subject matter, FCC regulations and the fairness doctrine will get considerable attention at the third annual meeting of the National Broadcast Editorial Conference, scheduled July 22-24 at Northwestern University's Medill School of Journalism, Evanston, Ill.

More than 100 broadcasters and educators in broadcast journalism are expected to attend the conference, which is held in cooperation with the National Association of Broadcasters and the Radio Television News Directors Association.

Among the sessions are: "Editorial Approaches to Problems in Education," "Editorial Approaches to Problems in Civil Rights," "Editorial Approaches to Problems in Local Government"; a screening and critique of editorials submitted by conference delegates; broadcast editorializing of politics, and a workshop on editorial techniques.

R. Peter Straus, president of WMCA New York, will take part in the civil rights panel; Carter Davidson, editorial director of WBBM-TV Chicago and conference chairman, will preside over the screening and critique, and James Hetherington, editorial director of WFBM Indianapolis will direct the workshop.

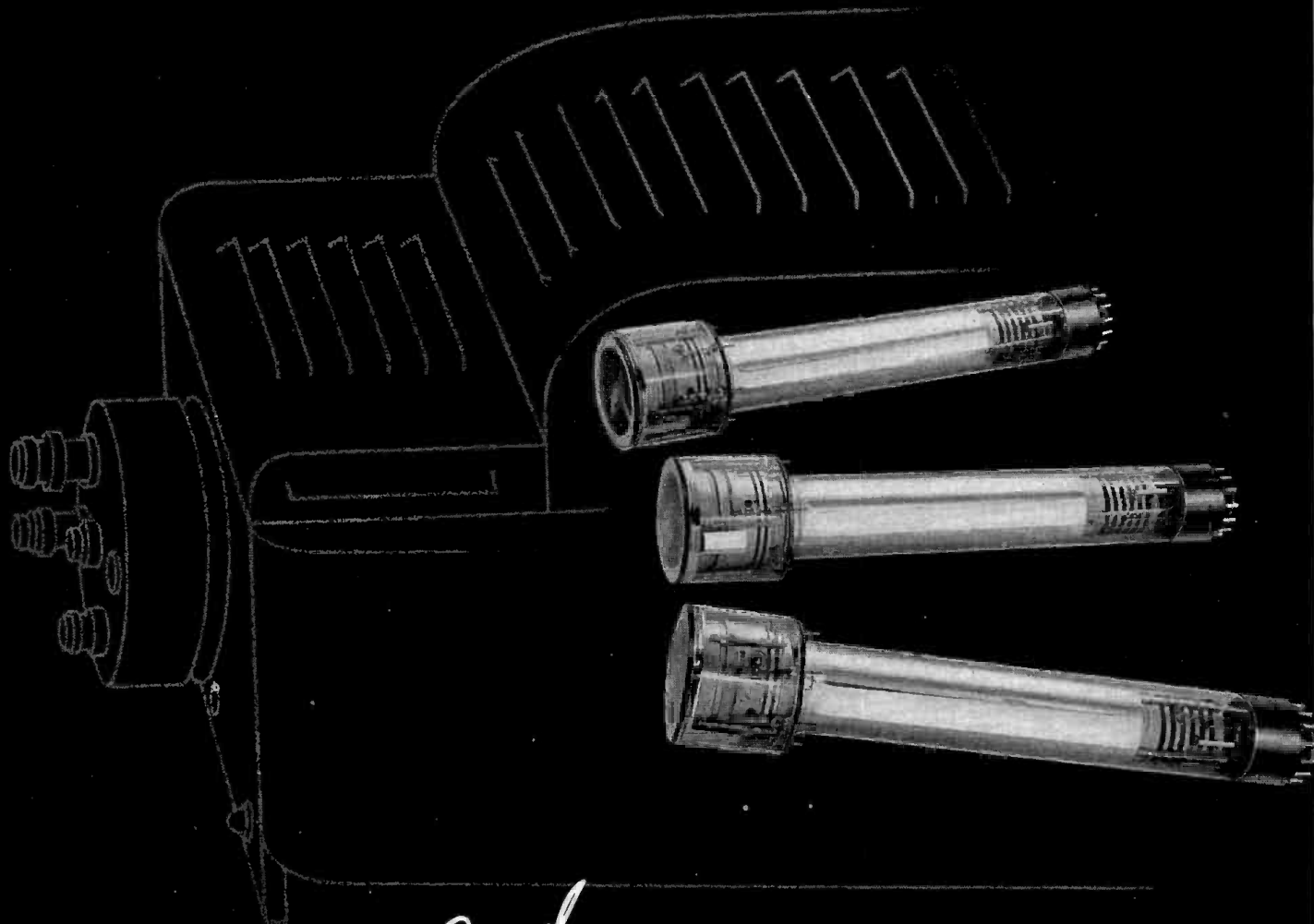
Democrats agree with Ike on conventions

General Dwight D. Eisenhower received support from some Democrats last week, who agreed that political conventions are in a sorry state, and TV is partly to blame.

Representative John S. Monagan (D-Conn.) said he thought the last Democratic convention was "even more of a mess" than the Republican, from the "standpoint of the way it's conducted."

He said prominent delegates were barred from the hall because "it was already packed with television technicians and young people as well as other hangers on who really had no business being on the convention floor."

"The delegate is gradually becoming a mere incident to the phenomenon of the convention and is losing all identity," Mr. Monagan continued, "while television crewmen and producers are



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7513	High	Yes	Yes	7513/V1	Glass
7513/L	High	Yes	Yes	Yes	Non-stick
8092A	Low	Yes	Yes		Thin-film

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Local documentaries can bring big payoff at the bank

A TV documentary on the life of John F. Kennedy which cost about \$50,000 to produce has brought the ABC Owned Television Stations Division returns of \$210,000 with the promise of still further income ahead.

The Young Man from Boston, an hour program produced at KABC-TV Los Angeles and already seen on that station, will be carried in prime-time slots on all of the four other ABC-owned television stations by local Plymouth dealer associations, which also sponsored the KABC-TV showing.

N. W. Ayer, Detroit, the Plymouth agency, said there is a good possibility the program will also be sponsored in additional markets, depending on audience response to the remaining ABC-owned-station presentations.

In Los Angeles, according to an American Research Bureau telephone coincidental survey, the program had a 33 rating while capturing 55% of the audience.

An Ayer representative said that if the program attracted such audience shares on the other ABC outlets it would be virtually assured of going to additional markets. Ply-

mouth has an option to buy the program from the ABC-owned-stations division for showings in other areas.

Plymouth uses no commercials as such in the documentary but is identified as the show's backer. Viewers are informed of the availability at local Plymouth dealers of albums containing pictures from the Kennedy program.

The KABC-TV broadcast was sponsored by the Plymouth Dealers Association, Los Angeles Region. The 89 dealers who shared in the sponsorship were "naturally pleased with the 33 rating," Dan White, account executive on Plymouth at Ayer, Los Angeles, said. "But they were even more pleased with the number of people who came to their showrooms to get a copy of the souvenir booklet offered on the broadcast. One dealer called it 'the best traffic builder we ever had' and the rest were almost as enthusiastic."

When composer-producer Allan Jay Friedman more than a year ago went to KABC-TV with the suggestion that it produce its own documentary tribute to the late President, Steve Mills, executive producer (now program director) of the station, was inclined to dismiss him outright. The

TV networks, he knew, were all preparing Kennedy memorial programs for broadcast in November, first anniversary of the assassination, and "what could we do that they couldn't do better?" But when he learned of Mr. Friedman's idea for a program that would be different from the others, a personal picture of a man, not a President, and heard some of the original music, he decided it was worth a try. He had an audition disk made and sent to Mrs. Kennedy, offering her script approval if she would first approve the idea. She did and with her help the private files of the family and friends were opened.

For the next eight months, the producers looked at thousands of photos, miles of motion-picture film, mostly of the home-movie type. "We had no deadline, so we had time to turn around," Mr. Mills said. A particular bit of good fortune was meeting Paul Fay, who had been under-secretary of the Navy during the Kennedy administration and a friend of the Kennedys from the time when he and the President were fellow PT boat commanders. Mr. Fay is an avid amateur cameraman and had thousands of feet on the Kennedy

creating issues, influencing the convention and controlling its image in the national consciousness."

He noted that Democratic National Chairman John Bailey had also indicated substantial agreement with Mr. Eisenhower's proposals, which include barring newsmen from the convention floor, and he congratulated the former President for having made them (BROADCASTING, July 5).

Radio series sales . . .

The Shadow (Charles Michelson): KHAS Hastings, Neb.; WBNS Columbus, Ohio, and WCEM Cambridge, Md.

The Green Hornet (Charles Michelson): WFGM Fitchburg, Mass.; KMAD Madill, Okla.; WHIO Dayton, Ohio, and KSNO Aspen, Colo.

Hollywood Hotline (The Merrick

Co.): KENO Las Vegas; KYOS Merced, and KLAN Lemoore, both California, and WBBF Rochester, N. Y.

Top of the Pops (Hartwest Productions): WITH Baltimore; WING Dayton, Ohio; WPTR Albany, N. Y.; WALT Tampa, Fla., and WMAK Nashville.

The Joe Pyne Show (Hartwest Productions): WAYK Valparaiso, Ind.; WAYK Galesburg, Ill.; WAAX Gadsden, Ala.; WOMN Decatur, Ga., and WKAT Miami Beach.

Jimmie Fidler Talks Music (Jim-Mar Productions): KOCW Tulsa, Okla.; KVOD Albuquerque, N. M.; KMAP Dallas, and KLOO Corvallis, Ore.

Here's Heloise (King Features): WFAA Dallas.


Anniversaries in Sound (Triangle): WMC Memphis; WHBF Rock Island, Ill.; WMNB North Adams, Mass.

30 Hours of Christmas (Triangle): KJIV Huron, KCCR Pierre, and KBHB Sturgis, all South Dakota, and WFEA (FM) Waukegan, Ill.

Better Golf with Billy Casper (Tucker Productions): KSAL Salina, Kan.; KFOR Lincoln, Neb.; WAZE Clearwater,

"Will positively reduce you to the ranks of the left-limp helpless!"—*N.Y. Daily News*

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WALTZ OF THE TOREADORS



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family, including them at their most noted family sport, touch football.

While the visual portion of the program was being prepared, work was also progressing with the audio part. Mr. Friedman scored his original music to be performed by the Kingston Trio, Gordon MacRae and the Mormon Tabernacle Choir. Paul Francis Webster wrote the lyrics; Stephen Longstreet the script. Jules North, who checked the facts for the award-winning *The Making of a President, 1960*, performed the same job of data authentication for *The Young Man from Boston*. Joseph Cotton agreed to narrate the film and the producers recorded his part in New York to combine with musical portions recorded in Salt Lake City and Los Angeles. Meanwhile, costs were mounting. The original budget of \$15,000 was far exceeded as the film was redone and re-redone until Messrs. Friedman and Mills and John Urie, head of the Hollywood film production company which worked with KABC-TV on the project, were all fully satisfied.

The next step was to secure a sponsor for the broadcast and again the "who needs another Kennedy tribute?" attitude arose. But the station salesmen prevailed on the people



Joseph Cotton (seated, r) narrated KABC-TV's "The Young Man from Boston." With him are members of the production staff (standing l to

r): Allan Jay Friedman, producer; Howard H. Lipstone, in charge of production, and (seated) Steve Mills, executive producer.

from Ayer just to "look at what we have" and having looked, the agency persuaded the officers of the Plymouth dealers association to do the

same. One look was enough. The sponsorship was arranged, first in Los Angeles, then in the other ABC-owned station cities.

Fla.; WOBT Rhinelander, Wis.; KLTZ Glasgow, Mont.; WESO Southbridge, Mass., and WJOB Hammond, Ind.

Do-It-Yourself (Tucker Productions): WAZE Clearwater, Fla.

Sports Special (Tucker Productions): WSUB Groton, Conn.

Car Care (Tucker Productions): WJCW Johnson City, Tenn., and WBSM New Bedford, Mass.

Radio Theater (Tucker Productions): WIZZ Streator, Ill.

Beyond the Green Door (Tucker Productions): WQXL Columbia, S. C.

The Play of the Week (Tucker Productions): WCHV Charlottesville, Va.

Date with Debbie (Tucker Productions): WQXL Columbia, S. C., and KIDD Monterey, Calif.

Film sales . . .

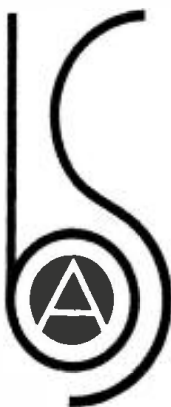
Girl Talk (ABC Films): WHC(TV) Pittsburgh.

Sebring '65 (Triangle): KHOU-TV Houston, WCPO-TV Cincinnati and WANE-TV Fort Wayne, Ind.

Program notes . . .

New series ■ Cameo Productions Inc., Chicago, which has relocated at 1411-D Touhy Avenue there (phone 743-0186), starts production on new TV series of 65 animated four-and-one-half minute color programs for children based on Bible stories for the American Lutheran Church, Minneapolis. Executive producer is Betty Barth.

News moves ■ CBS-TV in mid-September will move *CBS Morning News with Mike Wallace* from its current 10-10:30 a.m. EDT period, Monday-Friday, to a new time. 7:05-7:30 a.m. or 7:35-8 a.m. Stations will pick up the feed at either time, similar to the choice of two feeds stations have in taking the early evening news show with Walter Cronkite (at 6:30-7 p.m. or 7-7:30 p.m.). The second feed customarily is a



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President

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repeat (on tape) though live revisions are made if there's a news break. CBS said the move of the program, begun on Sept 2, 1963, would permit stations added flexibility should they desire to telecast local news show in a five minute period (7-7:05 or at 7:30-7:35) as part of a half-hour presentation of news, while making the show available to a wider and more general audience.

Library spots ■ Five public library systems encompassing New York City and its bordering Westchester and Nassau counties commissioned The Gotham Recording Corp., New York, to produce 18 radio spots and two TV filmed spots to promote the public library and its services. Records are now being offered to radio stations, and TV spots are being filmed. According to Gotham, a conclave of library systems are working out a plan to extend the promotion to other parts of the country.

City change ■ ABC Films Inc. has moved its southern division offices from New Orleans to Atlanta. The new offices are at 3703 Peachtree Road, N.E. (zip code: 30319). Phone: (404) 233-4234. Ross McCausland continues as southern division sales manager.

Sound contract ■ Ed Forsyth and his Editorial Services Inc., have been signed to a new long-term contract by Screen Gems music and sound division, Hollywood. Editorial Services, with Screen Gems for five years, worked on the TV series *Naked City* and *Route 66*. Added to the music division are Fred Brown, as dubbing supervisor, and Bob Rapf, as assistant to Mr. Forsyth.

Prison comedy ■ NBC-TV has acquired TV rights to *Stone Walls Do Not*, a prison comedy written by William Blatty, from Barry Shear's Bri-Wen Productions. Mr. Shear will produce and direct the series, with the pilot scheduled for filming late in the summer. He will also produce and direct *Pit Stop*, color series on auto racing, which he sold earlier to Screen Gems.

New TV projects ■ An exclusive long-term agreement has been signed by Four Star Television and Robert Enders Productions for the development of several TV projects for the 1966-67 season. James Warner Bellah will be associated with Four Star and Mr. Enders in a number of the program plans.

New format ■ KBLA Los Angeles, has introduced a new program format, according to Mel Leeds, executive vice president and general manager. The rock 'n' roll station has eliminated excessive disk jockey interruptions by playing two, three or more selections without breaks.

Distribution ■ Hollywood Television Service, TV arm of Republic Corp.,

Religious jingles to TV

The United Presbyterian Church, New York, which has been using radio jingles to promote religion, will expand its effort to television, where "commercial" spots will be "integrated" with the radio commercials in "campaigns" in the top 100 markets. Also to be used in some of the markets: billboards and skywriting. The messages recorded for broadcast feature satirist Stan Freberg and are made available to stations without charge.

One-minute radio jingles have been used by the church for the past two years. In the new campaign, to cover a six-week period, the theme is that young adults should think more about formal, organized religion. The message emphasizes that "God is alive." The church pays production costs while Mr. Freberg volunteers his services with an accompanying modern jazz beat.

has appointed Tom J. Corradine & Associates, independent TV film distributor, as western representative. Corradine will handle TV sales of some 700 theatrical feature films in the HTS library, plus westerns, half-hour shows and serials in 13 western states, plus Texas, Oklahoma, Louisiana, Arkansas, and Tennessee.

Adaptation ■ Richard E. Lyons, has signed as a producer by Universal City Studios, Hollywood, has begun preparations for converting the motion picture "The Plainsman" into a two-hour color TV series to be filmed in association with CBS-TV.

Three in the works ■ With the purchase of an untitled dramatic property with a musical background from Herbert Baker, Official Films has three TV series being developed for the 1966-67 season, Robert Brees, vice president in charge of production, said last week. Others are: *Off We Go*, and *Meet the Mosses*.

Gemini ratings fight switches to Niensens

More ratings data was made available last week in the dispute over who won the ratings on coverage of the Gemini 4 spaceflight, and though informative, the figures failed to clearly establish overall network supremacy.

National Niensens available last week

showed NBC-TV with a 10.5 rating and 44 share compared to CBS-TV's 10.2 and 43 share and ABC-TV's 3.3 and 13 share for the 54 common quarter-hours of coverage of the flight from launch on June 3 to recovery on June 7. CBS-TV, however, noted that its researchers include preview and wrap-up shows in reports measuring Gemini coverage and on that basis CBS-TV had a 10.0 to NBC-TV's 9.6 rating in the Niensens.

On the flight's final day, CBS-TV (period 11:30 a.m.-3:30 p.m.) had a 13.1 rating, NBC-TV (11:30-4 p.m.) had 11.7, and ABC (11 a.m.-3:30 p.m.) was 3.4.

A CBS News spokesman saw the slight differences between CBS and NBC ratings as of little significance. But he pointed up their contrast to last summer when NBC-TV attained a 2-1 lead over CBS-TV in ratings of coverage of the political conventions.

ITC plans to produce feature films for TV

In an expansion into the feature film area, Independent Television Corp. reported last week it will finance production



Mr. Mandell

of feature films in various parts of the world for initial distribution to TV in the United States and to theaters abroad.

Abe Mandell, ITC president, said production is expected to begin shortly in Italy on a full-length feature

in color. ITC is considering six scripts for shooting in Italy in the immediate future, he added.

ITC also will be holding discussions with producers in Spain, Yugoslavia, Japan, France and Germany with a view toward producing motion pictures there, according to Mr. Mandell. Other details on ITC's feature film plan will be revealed shortly, he said.

NANA radio service set to start

A new radio service, "NANA Radio Report," for which there has been an initial offering to stations, will begin formally on July 15, according to North American Newspaper Alliance. A NANA spokesman said in New York last week that the first offering to stations covers those in the first 45 markets in the United States.

The service, which will supply hard

news, background stories and features, already is being subscribed to by 17 stations and NANA expects to have more than twice that number by July 15.

The news report is especially written and prepared for broadcast. Individual scripts are 45 to 90 seconds long. The report is being sold as a package (some 30 minutes daily), available exclusive to one station in each market as a daily service, on a weekly basis or both daily and weekly. According to the NANA spokesman, none of the news material duplicates the reports of existing wire services. Currently service is by mail, and, it was indicated, future growth will be a guide to the feasibility of other means of transmission (wire or voice).

L.A. AFTRA sets record in fee collection

The Los Angeles local of the American Federation of Television & Radio Artists collected \$4,071,000 in claims for phonograph sessions, TV and radio commercials and programs during 1964-65, Claude McCue, executive secretary, reported. The alltime high sum, a 30%

New 'Person'

It's still in the idea stage but CBS-TV officials confirmed last week that there's a possibility the network would return the *Person to Person* technique to network TV in a nighttime half-hour period in midseason this winter. As in the series that ended in 1961 the interviewer would be at a distance from the subject interviewed. Presumably most interviews would be taped on location by personalities overseas. The late Edward R. Murrow was associated with the series at its start in 1953, and Charles Collingwood was the host in later seasons. CBS purchased the program rights from Mr. Murrow and its original producers.

increase over the previous 12-month period, is only earnings collected by AFTRA and does not represent the total earnings of AFTRA members in Los Angeles, Mr. McCue emphasized.

Breakdown of collections, by dollar

volume is: TV programs, \$1,048,695; transcribed commercials, \$899,812; phonograph sessions, \$604,124; videotape commercials, \$329,385; radio programs, \$125,309; live TV commercials, \$49,214; live radio commercials, \$7,164; slide film sessions, \$6,355. Money collected was paid by the AFTRA local to 24,725 members.

NBC-TV plans ahead

NBC-TV has announced commitment for filming of a new half-hour situation comedy in color for the 1966-67 season, one full year away. Projected series is *My Fifteen Blocks*, starring Dean Jones, who had the leading role in *Ensign O'Toole* on NBC-TV in 1962-63 season. In the new series, for which Danny Thomas and Sheldon Leonard are executive producers, Mr. Jones plays a Chicago policeman who encounters situations while patrolling his beat. Exterior scenes may be filmed in Chicago for realism, and interior shooting will be at Desilu studios in Hollywood. First episodes are to go before cameras in the fall, according to Mort Werner, NBC-TV's vice president for programs.

FINANCIAL REPORTS

RCA hits two record periods

First-half earnings up 17%, second quarter up 18% over 1964 periods; demand for color TV cited for good part

RCA last week reported the most profitable quarter and half-year periods in its history capped by an all time high one-month sales volume in June of \$186 million.

First half earnings for the company

rose 17% over the comparable 1964 period. Second-quarter profits were ahead 18%.

Per share earnings for the first half were up 19%, higher than the percentage increase in dollar earnings due to

the recent retirement of 78% of the company's first preferred stock.

NBC, according to the statement, achieved record profits in the first half with second-quarter earnings up by 19%.

The boom in color television was given a good share of credit for the strong first half performance. A joint statement by David Sarnoff, board chairman, and Elmer W. Engstrom, president, noted RCA factory sales of color sets were 54% over last year's first six months.

"The demand for color television sets

SEC's report of transactions

The Securities & Exchange Commission has reported the following stock transactions of officers and directors and of other stockholders owning more than 10% of broadcasting or allied companies in its Official Summary for June 1965 (all common stock unless otherwise indicated):

Capital Cities Broadcasting Corp.—Donald A. Pels exercised option for 2,500 shares, giving him total of 6,250 shares.

H&B American Corp.—Video In-

dependent Theatres Inc. (RKO General) acquired 41,000, holds total of 733,600.

Metromedia Inc.—John P. Crisconi acquired 1,500, holds 15,500; Richard L. Geismer, acquired 1,000, holds 3,300; Stanley Landow acquired 500, holds 1,100.

RCA—Martin F. Bennett sold 5,000, holds 5,946; Kenneth W. Bilby exercised option for 1,717, holds 26,746; Howard L. Letts exercised option for 10,299, holds 19,037; Car-

roll V. Newsom acquired 326, holds 1,000; Edward M. Tuft exercised option for 10,299, holds 21,397.

Reeves Broadcasting Corp.—Morris Schechter sold 200, holds 2,400; Richard Weininger through Premier Investing Corp. sold 200, holds 83,000.

Storer Broadcasting Co.—Bill Michaels sold 1,100, holds 3,050.

Taft Broadcasting Co.—John L. McClay exercised option for 1,500, holds 1,632.

has risen phenomenally," said Messrs. Sarnoff and Engstrom, "with the rate of increase even greater than the most optimistic estimates for the industry."

RCA profits have improved in 17 consecutive quarters over comparable quarters of preceding years.

Six months ended June 30:

	1985	1984
Earned per share	\$0.75	\$0.63*
Sales	963,900,000	899,100,000
Pre-tax profit	80,700,000	70,500,000
Net profit	43,900,000	37,600,000

*Excludes non-recurring items equal to 20 cents per share.

Wometco has best half in its 40-year history

Wometco Enterprises, a diversified company which includes radio and TV station ownership, reported the best half year in its 40-year history: sales up 21.2% and net income up 15.5% over the same period in 1964.

The Wometco board, meeting July 7 in New York, the same day the company was listed on the New York Stock Exchange, declared a regular quarterly dividend of 12½ cents on Class A stock and 4½ cents on Class B stock, payable Sept. 15, to stockholders of record Sept. 1.

Wometco closed at 32 last Thursday.

In addition to its broadcast properties, the company also is engaged in soft-drink bottling, automatic food vending, industrial food service, motion picture theaters, film production and processing



As Wometco Enterprises went on the New York Stock Exchange, with ticker symbol WOM, company President Mitchell Wolfson (r) bought the first 100 shares in behalf of the University of Miami. With him was Senior Vice President-Broadcasting Louis Wolfson (l) and Keith Funston, president of the exchange.

and the Miami Seaquarium.

Twenty-four weeks ended June 19:

	1965	1964
Earned per share*	\$0.74	\$0.64
Gross income	16,977,299	14,006,878
Net income before taxes	2,925,197	2,681,208
Federal, state and foreign income taxes	1,290,000	1,265,000
Net income	1,635,197	1,416,208

*Based on 2,222,749 shares of Class A and B stock outstanding and 2,220,631 shares for same 1964 period after adjustment for 25% stock distribution on Dec. 22, 1964.

Financial notes . . .

■ H&B American Corp., nation's largest owner-operator of community television antenna systems, has declared its first dividend, a semi-annual dividend of 12½ cents per common share, payable Aug. 10 to stockholders of record July 23. Declaration of the dividend came as the sale of H&B's CATV systems in Palm Springs, Calif., and Flagstaff, Ariz., to Harriscope Broadcasting Corp. for more than \$5.3 million was completed. Transaction involved the transfer of 12,700 subscribers at a price of approximately \$425 per subscriber. (BROADCASTING, Mar. 8).

■ Metromedia board has declared regular quarterly dividend of 15 cents a share, payable Aug. 1 to stockholders of record July 9.

■ A third of the membership of the Screen Actors Guild earn under \$1,000 a year from work performed under SAG contracts, according to a survey of SAG members in Southern California. Marie Windsor, chairman of the questionnaire committee, reports that the first 2,700 questionnaires showed 2,548 reports of actors' earnings from work before the camera. Of the 2,548, 33.4% said they earned less than \$1,000 a year under SAG contracts; 33% said they earned between \$1,000 and \$5,000; 17% earned between \$5,000 and \$10,000 and 16.6% earned over \$10,000. Miss Windsor said a number of the respondents had earnings in other entertainment fields.

EQUIPMENT & ENGINEERING

Opposition to microwave plan

NCTA, common carriers criticize FCC proposal to restrict CATV to 10,700-11,700 mc band

An FCC proposal which would create a new and separate service, under a rigid set of technical standards, for microwaves used to serve community antenna TV systems was the object last week of bitter criticism and strong opposition from several segments of the CATV industry.

Among those strenuously opposing the rulemaking, which was initiated nearly a year ago, were the National Community Television Association and the National Association of Microwave Common Carriers. The two organizations, in jointly filed comments, said the proposed rules are neither required nor desired, and that they are "highly dis-

crimatory" against the CATV industry and those common carriers furnishing services to CATV interests.

American Telephone & Telegraph Co., however, as well as the Electronic Industries Association and Micro-Relay Inc. to a limited extent, supported the proposed rulemaking with certain modifications.

Under the proposal, the commission would establish a Community Antenna Relay Service (CARS) in the 10,700-11,700 mc band within which all common carriers furnishing microwave service of 400 miles or less to CATV's would be licensed.

The Reasons ■ According to the com-

mission, the proposal stems from its concern over the growing backlog in processing microwave applications for the long-haul landline telephone and telegraphic services because of the increased number of microwave applications to serve CATV's.

The commission also feels that the imminent if not now existing problem of frequency congestion in the three microwave bands—3,700-4,200 mc, 5,925-6,425 mc, and 10,700-11,700 mc—necessitates that CATV microwaves be redesignated to an exclusive frequency band to curtail any existing and future interference problems with the long-haul landline services.

Also dissenting to the proposed new service, which would be administered by the FCC's Broadcast Bureau, were Jerrold Electronics Corp., Video Service Co., Golden West Communications and Western TV Relay Inc. They all urged the commission to terminate the

proceeding without taking any action.

NCTA and NAMCC, both of which submitted separate and extensive engineering studies, said the proposal would impose extreme economic penalties and technical hardships upon existing common carriers and other microwave operations without sound reason or other justification.

"Wholly aside from the illusion of frequency congestion," NCTA added, the commission's proposals "seem literally to have been little more than whimsically conceived." Taken at best, they noted, this proceeding "is a somewhat disoriented receptacle for various untested, unprecedented and ill-conceived methods" of placing further artificial regulatory restrictions on CATV operations.

Arbitrary Regulation ■ The two associations pointed out that for the FCC to single out a relatively small user of radio frequencies and to propose the imposition of severe, novel technical restrictions with the justification that such restrictions are necessary to an adequate space-communications environment, presents "a classical example of a discriminatory and arbitrary regulatory practice."

In urging the commission to terminate the proceeding without taking any action, NCTA and NAMCC said the adoption of the rules would create problems of frequency congestion otherwise avoidable. And, they added, in many instances and geographical areas, forced removal of microwave operations to the higher frequency band would result in markedly inferior service at higher costs.

In the event the rulemaking is adopted, short-haul common carriers providing microwave service to CATV's would be permitted to remain on their current frequencies until 1971. At that time, however, all short-haul microwaves, whose service is 400 airline miles or less, would be required to move to the CARS in the 10,700-11,700 mc band.

The proposed rule also provides that miscellaneous common carriers and other microwave suppliers whose service ranges from 400 to 600 miles could, upon special showing, be licensed to either the 5,925-6,425 mc band or the higher frequencies. All other carriers furnishing service of 600 miles or more to CATV's, however, would be permitted to chose either of the two upper bands.

EIA, while noting that many of the FCC's proposals have "considerable merit," said it's contrary to the public's best interests to burden CATV's and carriers with the "unduly restrictive" eligibility criteria and technical standards which create unreasonable costs

and substandard service.

Primary-Secondary ■ The association recommended that the commission amend its proposals to allow microwave-CATV's to have primary eligibility in the higher band and secondary eligibility, without regard to distance, in the two lower bands. EIA noted, however, that the proposal would be subject to not creating present or future interference to landline carrier systems.

AT&T, which was the only party to come near supporting the rule-making as now proposed, urged the FCC to require all microwave common carriers serving CATV's to be licensed only in the 10,700-11,700 mc band, regardless of the distance of their service. The company also requested that the provision be deleted prohibiting periscope antenna systems because of the substantial increased expenses that would occur.

Jerrold, in comments opposing the rulemaking, said the proposal is unsound from an engineering standpoint. The company noted that such allocations, as proposed for CARS, often result in vital portions of the spectrum lying virtually unused, and constituting a waste of valuable frequency space.

Micro-Relay Inc., a Georgia subsidiary of Westinghouse Broadcasting Co., urged the commission to preserve a maximum degree of flexibility in dealing with microwave systems where frequency congestion presents no problem but where unusual amounts of rainfall represent real obstacles to using the higher frequencies. The company asked the agency to consider such cases on an ad hoc basis.

Ten more stations buy color TV gear

The purchase of color equipment was announced last week for 10 television stations.

The stations are the Rust Craft Broadcasting Co. outlets (WROC-TV Rochester, N. Y.; WSTV-TV Steubenville, Ohio-Wheeling, W. Va.; WRCB-TV Chattanooga, Tenn.; WRDW-TV Augusta, Ga., and WJKS-TV Jacksonville, Fla.); WJBF-TV Augusta, Ga.; WTRF-TV Wheeling; WTAE-TV Pittsburgh, and the Norfolk-Portsmouth Newspapers stations, (WTAR-TV Norfolk, Va., and WFMY-TV Greensboro, N. C.).

Rust Craft signed contracts with General Electric Co. totaling more than \$850,000 for color film and slide equipment and a new 50-kw GE transmitter for WJKS-TV.

WJBF-TV has purchased two live studio camera chains, a color video tape machine, a color GE film camera, two Eastman projectors, and a color switcher. By Nov. 1 all local programming and most of the evening network and locally

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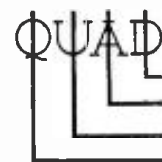
Normally Sells

For \$139.00

Now

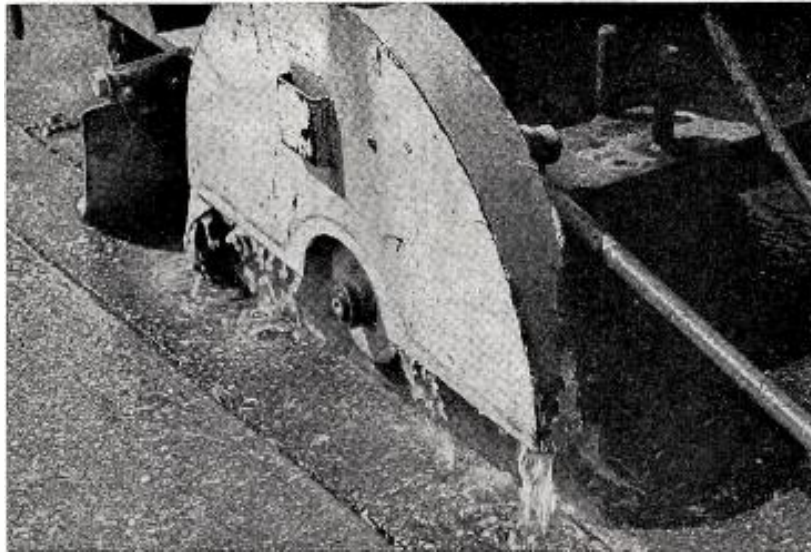
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A gem of a saw used to lay cable

An underground coaxial cable is being laid in Manhattan Beach, Calif., as part of a community antenna system of Southern Community Antenna Network Inc. W. G. Conner, head of the firm, is using industrial diamond power saw blades to cut the six-mile long, four-inch deep trench which will hold the multi-channel cable.

Work on the project, which will cover the entire beachfront area of this Los Angeles suburb, is expected to be completed about Aug. 1. Mr. Conner estimates the cost of laying

the cable at \$64,000. This includes 160 diamond blades, 64,000 feet of coax, concrete cover for the trench and labor costs.

SCAN, will feed the 10 Los Angeles TV stations. Installation charges will be \$12.50 with a \$2.50 monthly service fee.

Mr. Conner said he preferred the diamond blade to conventional jackhammers because the work is faster and of better quality and because the cutting noise of the saw is considerably less.

originated film shows is to be in color.

WTRF-TV ordered \$300,000 worth of equipment and will begin originating local color this month with two transistorized color video tape machines. Other equipment ordered includes color film and slide machinery and an RCA TK-42 studio color camera. The station expects to have 75% of its daily sched-

ule in color within one year.

WTAE plans to add two color tape machines this fall. It has also ordered two TK-42 color cameras from RCA to be delivered in 1966.

The Norfolk-Portsmouth Newspapers stations have ordered over \$500,000 worth of color studio equipment from RCA.

Technical topics . . .

Transistor microphone ■ International Telephone & Telegraph Export Corp., New York, has introduced a transistorized capacitor microphone, type 4126, which is said to operate with very flat frequency and excellent transient response. The company said a uniform cardioid response (3 db on-axis response from 30 to 20,000 cycles) with a better than 20 db directional discrimination, makes the microphone ideal for studio use. The unit is 7/8 inches in diameter and 2 1/4 inches long.

New record ■ Zenith Radio Corp., Chicago, announced last week that it has set "new all-time TV industry records" with the production and shipment of more than one million television sets during the first six months of 1965. This is the seventh year Zenith has topped the million mark. Joseph S. Wright, Zenith president, said the company passed the million mark over a month earlier this year than last. Leonard C. Truesdell, president of Zenith Sales Corp., said Zenith will sell more than two million TV sets this year "and become the first manufacturer to attain and exceed this figure in a single year."

New amplifiers ■ Browning Laboratories Inc., Laconia, N. H., has introduced its new line of audio amplifiers, featuring better than 1% total harmonic distortion, three-position switches, and hand wiring. Designed for background music systems and in commercial sound applications, the first two units released are the MA-325, a 25-watt output amplifier, and MA-216, with 16-watt output capacity. Complete specifications and features are available.

New image dissector ■ Westinghouse Electric Corp. has announced the availability of a "more rugged and longer lived" 3-inch image dissector pickup camera tube, having a high resolution of 3,000 TV lines per inch. Designated WL-2311, the new tube reportedly is ideal for microfilm readout, TV film scanning, and high-speed flying-spot scanning. Additional information may be obtained from the company's tube division at Elmira, N. Y.

TV relay system ■ Microwave Associates Inc., Burlington, Mass., has made available an MA-2 system, all solid-state TV relay equipment housed in cast aluminum cases for rack mounting in STL service or hand-carry in field use. Units in the system include an MA-8508 receiver, operating in 1990-2110 mc broadcast band with nominal noise figure of 6 db, and a MA-8507 transmitter.

Theater lights ■ Lighting & Electronics Inc., Brooklyn, N. Y., is producing a series of continuous borderlights, avail-

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able in 65-30 and 65-50 units, for design with theatrical applications or accommodation with R, PAR and IF lamps. The heat-resisting units feature 5/8-inch diameter glass roundels (plain, stippled or spread roundel color filters coming in blue, green, pink, amber, white, green, red and blue) and porcelain receptacles. Units are equipped with alzak reflectors, chain hangers, carbon steel springs and ano-

dized extruded aluminum members.

New microphone ■ Gotham Audio Corp., New York, has available the Neuman U-64 linear admittance cardioid microphone which provides linear frequency response as great as plus or minus 135 degrees from on-axis incidence. Prices range from \$360 for the single system to \$1,560 for the six-microphone system.

KOPY fined \$500

KOPY Alice, Tex., was notified by the FCC last week that it had incurred an apparent liability of \$500 for willful and repeated violation of the rule that a properly licensed operator be on duty at its transmitter. The licensee, Norman Building Corp., has 30 days to contest or pay the forfeiture.

INTERNATIONAL

CBC wants more flexibility in programing

The Canadian Broadcasting Corp. wants to cut its advertising revenue to allow more time for flexibility in Canadian programing. It also wants to have a clear understanding whether it is to operate under a Board of Broadcast Governors (similar to the FCC) or to operate under its own board directly responsible to the Canadian Parliament.

The CBC annual report for the fiscal year ending March 31, was presented to the Canadian Parliament on June 30. It stated that these two points had been made in a brief to the current Royal Commission on Broadcasting at a private session earlier this year. The CBC would like to have a 10-year charter of operations, and would like to see a similar 10-year charter given to independent stations.

In the last fiscal year CBC had 27.5% of its income, \$32,872,000, from advertising. This was up 1.5% over the previous year. The balance of its income, \$85,900,000, came from the Canadian treasury. It returned \$31,000 at the end of the year to the treasury. CBC wants to reduce its advertising income by \$5 million annually to gain access to certain evening program periods.

The report states that "securing commercial revenue to assist the public purse should not be done to a degree which prevents or seriously hinders the CBC in carrying out its mandate from Parliament. The present volume of broadcast sales is, in certain respects, hindering the achievements of CBC program goals."

CBC's current advertising revenue represents less than 4% of total advertising in Canada.

No tower, no broadcast

The tower of CKTS Sherbrooke, Que., fell recently after the guy wires were cut. The deed was allegedly the work of pro-separationists as the police found the letters "FLQ" painted at the tower's base.

FLQ are the initials used by the group which is seeking independence of the province of Quebec from the rest of Canada.

CKTS had signed off at its regular time, midnight, on Thursday, July 2, and when its attempt to resume operation failed on Friday morning, an investigation revealed that the tower was down.

An emergency tower was put in operation and the station began broadcasting later in the morning.

Radio and TV show planned for London

An international TV and radio exhibition will be held in London Aug. 24 through Sept. 4 under the direction of the Industrial and Trade Fairs Ltd.

Succeeding the National TV and Radio Show, a 30-year-old event, "The '65 Show" will represent overseas manufacturers of all types of sound and visual home entertainment, including TV sets, radios, record players, records, tape recorders, stereos, hi-fi's and musical instruments. Entertainment will be presented by broadcasting organizations and manufacturers.

Zambian television may become state owned

Independent television and radio in the new African republic of Zambia (formerly the British colony of Northern Rhodesia) may soon be taken over by the state.

In Lusaka, the Zambian capital,

Lewis Changufu, the minister of information, said the government was considering taking over the Zambia Broadcasting Corp., a public company run on the lines of the BBC. The ZBC controls the country's most powerful news medium, and has a peak-hour listenership of more than one million.

The government has already opened negotiations for the take-over of Zambian TV in the north. Recently it announced that it had decided to take over the independent weekly newspaper, *The Central African Mail*, for about \$56,000.

At the beginning of the year it was reported that the Zambian government

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TELEVISION

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ministry of transport and communications' contract for a three-year post office development program (to include a microwave link between Kitwe, in the north, and Lusaka) had been awarded to the General Electric Co., Coventry, England. According to these reports the program will cost an estimated \$3,552,000 and will bring TV to the Copperbelt area and the north.

The Zambian post office's development plan calls for a direct radio, telephone and telegraph link with London.

Middle East nations order German gear

Two Middle East nations have ordered radio equipment from Telefunken A. G., Berlin-based subsidiary of the West German electrical giant, AEG.

Syrian Radio of Damascus has ordered two 100 kw medium-wave transmitters. They will be installed at Saboura and Sarakeb. The oil-rich kingdom of Kuwait has ordered a directional-antenna system for a large transmitting station, which is part of the Kuwait Broadcasting System. The system includes four short-wave transmitters with a total output of 1,000 kw.

General Electric of the U. S. owns 10% of AEG, which was reported to have had gross income of over \$900 million in 1964.

U.S. to get Mexican films

Television Enterprises Corp., Burbank, Calif., division of Encore Films, has obtained the rights to distribute to U. S. television 10 theatrical motion pictures, full-length action-adventure films made in color by Cimex, government-owned-and-operated film agency of Mexico. They will be made available to U. S. stations this month, under the overall title of *Action '65*, Harold Goldman, TEC president has announced.

Mr. Goldman also revealed the start of negotiations to co-produce feature films in Mexico for the American market. Plans call for the use of American performers, writers and technicians as well as top Mexican cinema craftsmen.

EW gets Hamburg agency

Erwin Wasey Inc., New York, has announced its acquisition of the Hamburg, West Germany, advertising agency of Stockmann & Busche, agentur fur Industrie - und - Gemeinschaftswerbung, ADW. The agency, whose largest account is Volvo GmbH, an electronics components firm, will be known as Erwin-Wasey-Werbung GmbH, and will be located at 2 Hamburg 1, Gurlitt-

Going to the Olympics?

The Mexican government, already deeply engaged in preparations for the Olympic Games to be held in Mexico City in 1968, is seeking information on the electronic communications needs of news media planning to cover the events. Requirements for such facilities as international teleprinter circuits, radio telephone transmission service, program transmission service, television signal transmission service and service for video taping or kinescoping, as well as the number of reporters and broadcasters who will be sent, should be reported to Secretaria de Comunicaciones y Transportes, Apartado Postal 252, Mexico 1, D.F.

strasse 10, West Germany.

Erwin Wasey has operated a West German office in Cologne for the past 18 months. Peter Deverall, international director of Erwin Wasey Ltd., London, and managing director of Erwin-Wasey-Werbung GmbH, will be in charge of both West German offices.

International film sales . . .

Profiles in Courage, Car 54, Where Are You?, Victory at Sea, Loretta Young Theater, Outlaws, Deputy, Danger Is My Business, Medic (NBC International Enterprises): Leeward Islands TV Service Ltd., St. John's, Antigua.

Bewitched (ABC International TV): Sterling Products to sponsor show for 52 weeks in Ecuador, Dominican Republic, Argentina and six member countries of Central American Television Network (Panama, Guatemala, El Salvador, Honduras, Nicaragua and Costa Rica).

The Avengers (Seven Arts): CFCR-TV Kamloops, B.C.; CKSA-TV Lloydminster, Alberta; CKMI-TV Quebec City; CJCB-TV Sydney, N.S.; CKLW-TV Windsor, Ont.-Detroit; CFQC-TV Saskatoon, Sask., and CFTK-TV Terrace, B.C.

The Long, Hot Summer, Daniel Boone, 12 O'Clock High (20th Century-Fox TV): Tele-Organizacion Americana, Argentina.

Lost in Space (20th Century-Fox TV): Tele-Organizacion Americana, Argentina and Uruguay.

The Legend of Jesse James (20th Century-Fox TV): CIA-TV Honduras; TV de CR, Costa Rica; TV Nacional,

Panama.

The Loner (20th Century-Fox TV): Proartel, Argentina; Provental, Venezuela.

The Big Bands (20th Century-Fox TV): Television Corp. Ltd., Australia; Tele-Organizacion Americana, Argentina and Uruguay; Republic Broadcasting System, Philippines, and Capital Broadcasting Corp., Bermuda.

Superman (Wolper Television Sales): Thailand.

Abroad in brief . . .

Sold out ■ Twentieth Century-Fox Television has sold its full roster of eight U.S. network series for the coming season to Republic Broadcasting Corp. of Manila for broadcast in The Philippines. Four are renewals of series run in the Philippine market last season: *Daniel Boone*, *Peyton Place*, *12 O'Clock High* and *Voyage to the Bottom of the Sea*. The others are new series: *The Legend of Jesse James*, *The Loner*, *The Long Hot Summer* and *Lost in Space*.

New office ■ Leijon & Luning AB, Stockholm, in purchasing the major accounts and key personnel of Arne Hakansson's Annonsbyra AB, of that city, now plans an office in Malmo under Mr. Hakansson's management for clients in southern Sweden. This addition represents a 25% billings increase for Leijon & Luning AB, which is associated with Norman, Craig & Kummel Inc., New York.

New name ■ Broadcast Media Sales

Ltd., is new corporate name of Toronto station representative firms of Tyrrell & Nadon Broadcasting Representatives Ltd. and Cam Logan & Associates, which recently merged into one company. Offices will continue at 130 Merton Street, Toronto.

Changes ■ CHFI Toronto, on Nov. 1, moves to 680 kc with 1 kw day and 10 kw night, from its present daytime 50 kw operation on 1540 kc. The latter frequency will be occupied by CHIN Toronto, with same power, by new owner Johnny Lombardi, Toronto foreign-language broadcaster and businessman, who bought the station with Toronto politician James Service, as 25% partner. CHIN will broadcast in English most of the week and add foreign languages on weekends. CHFI-FM will continue as separate operation.

House unit ■ CKLW-AM-FM-TV Windsor, Ont.-Detroit has set up its own station representation firm in Lord Simcoe hotel, Toronto, with Fred Sorrell as manager.

On the air ■ CFSX Stephenville, Nfld., new 500-w station on 910 kc, a satellite of CFCB Corner Brook, Nfld., began operations in mid-June.

Canadian soccer ■ CHCH-TV Hamilton, Ont., is broadcasting live the Wednesday night soccer games from Varsity Stadium, Toronto, this summer under a five-year \$1 million contract with the Eastern Canada Professional Soccer League. Sponsor of the shows is O'Keefe Brewing Ltd., Toronto, which is getting five commercials in each of the 22 games telecast.

Special mission ■ Lester Leber, chairman of Leber Katz Paccione Inc., New York, has been retained by the State Department to serve as the first advertising envoy in Lima, Peru. Mr. Leber will conduct a two-week seminar on advertising and sales promotion sponsored by the Agency for International Development through the American Embassy. AID, an outgrowth of the Marshall Plan, promotes education, agriculture, health, commerce and industry in underdeveloped countries.

First Greek TV started in Athens

Television in Greece began June 15 as the country's first TV station went on the air in Athens. The noncommercial station, operated by the National Broadcasting Institute, is programming a nightly one-hour feature of educational films and news.

Plans for a station were begun in March 1963 when the Greek government said that it would spend about \$7 million to reorganize the existing radio system and introduce television.

Several foreign groups had offered to construct a TV system for free in exchange for a license to operate the system for a specified number of years, but the National Broadcasting Institute wanted the television system to be owned and operated by a state corporation.

People in northern Greece previously received television programs only from Slavic countries, while those on Corfu got telecasts from Italy.

FATES & FORTUNES

BROADCAST ADVERTISING



Mr. Judd

Eugene C. Judd, VP and supervisor on Colgate-Palmolive account at Ted Bates & Co., New York, named senior VP of Helitzer, Waring & Wayne, there, supervising marketing services.

Ernest J. Hodges named manager of The Marschalk Co.'s Cleveland office. For past 18 months, Mr. Hodges has been marketing advisor to State Department for Central American common market. Previously he was VP in charge of account service for Guild, Bascom & Bonfigli, San Francisco.

Ed Canapary, manager of San Francisco office of Facts Consolidated, joins Erwin Wasey, Los Angeles, as director of research.

Anne B. Coyle, VP and creative director at Lilienfeld & Co., Chicago, elected senior VP.

Shirley Weiner, formerly with Wermen and Schorr Inc., Philadelphia, rejoins media department of Richard K. Manoff, New York.

William Siegel, manager of marketing services at R. A. Becker Inc., New York, joins Sudler & Hennessey, that city, as assistant director of drug marketing. **Robert Schiels**, with Norman, Craig & Kummel as senior copywriter, scientific and medical adviser, joins copy department of S&H.

Edward Whitney, director of member service for Radio Advertising Bureau, promoted to director of new small-markets division, which will concentrate exclusively on assistance to RAB member stations whose market population is approximately 100,000 or less (BROADCASTING June 14). Mr. Whitney, in

radio 17 years, joined RAB two years ago after serving with NBC and as VP and general manager of WKNY Kingston, N. Y.

John Little and **John D. Morrissey**, account supervisor and senior account supervisor respectively, elected VP's of J. Walter Thompson Co., New York.

Lee E. Cobb, project director-developmental research projects, Ted Bates & Co., New York, joins copy research department at Foote, Cone & Belding, same city, as assistant supervisor.

James Shriver, formerly with Gumbinner-North Co., New York, joins account staff in men's toiletries division, Warwick & Legler Inc., New York.

Pamlynn Burnett Gillespie, director of public relations and advertising for Insurance City Life Co. of Chicago, joins Owens-Corning Fiberglas Corp., New York, as assistant ad manager of decorative and home furnishings mar-

Moyers named presidential news secretary



Mr. Moyers

Bill D. Moyers, 31-year-old Texan, aide to President Johnson since November 1963, named acting news secretary to President Johnson last week following announcement that

George E. Reedy was taking lengthy leave of absence because of serious foot ailment. Appointment is first time newsman schooled in broadcast news holds position of news secretary to President. J. Leonard Reinsch, president of Cox Broadcasting Corp.,

served as interim news secretary to Harry S. Truman when he became President in April 1945.

Mr. Moyers, who was assistant director of Peace Corps when he was called to White House to help Mr. Johnson after assassination of President Kennedy, served as assistant news editor of KTBC-AM-TV Austin, Tex., from 1954 to 1956. KTBC stations are owned by Mrs. Johnson and Johnson daughters, being held in trust while President Johnson is in White House.

He joined Mr. Johnson's senate staff in 1959 when Mr. Johnson was majority leader.

keting division. She had previously been with WIND and E. H. Russell, McCloskey & Co., both Chicago.

Ken Mendenhall joins sales staff of KPAT-AM-FM Berkeley, Calif. He had been general manager of KHER Santa Maria, Calif.

Frederick S. Weil, VP with Bofinger-Kaplan Advertising, Philadelphia, joins Al Paul Lefton Co., there, as account executive.

H. W. (Hank) Shepard, senior VP of Edward H. Weiss & Co., Chicago, elected president of Broadcast Advertising Club of Chicago for 1965-66 succeeding **Ed Wallis** of WIND there. Other new BAC officers: executive VP, **Al Waack**, Household Finance Corp.; TV VP, **Roy Porteous**, CBS-TV; radio VP, **Ralph Beaudin**, WLS Chicago; secretary, **Jacob Evans**, Television Bureau of Advertising, and treasurer, **John Scott Keck**, Needham, Harper & Steers.

Arthur L. Sulzburgh, director of research for ABC Radio, named account executive.

John D. Yottes, news director of WFAS-AM-FM White Plains, N. Y., and **Laurence B. Tillis**, formerly account executive with Westchester-Rockland Newspapers, named account executives at station.

Leland Bickford, formerly account executive and general manager of WHIM Providence, R. I., named New England regional sales manager for WPAT-AM-FM Paterson, N. J., and WPRO-AM-FM Providence, both Capital Cities stations.



Mr. Chapman

John D. Chapman, assistant to national advertising manager of wews(tv) Cleveland, named manager of Taft Broadcasting Co.'s Cleveland sales office.

Thomas M. Straszewski, research analyst, NBC Spot Sales and Owned Stations Marketing Services Division, appointed salesman in eastern division, NBC-TV Spot Sales, New York.

Stewart Garner, film producer with

Foote, Cone & Belding, Los Angeles, named head of the Hollywood office of WCD Inc., producer of TV commercials and industrial films. He succeeds **Robert Carlisle**, who resigned to concentrate on his own distribution company.

Gerda Dumpis, media buyer, appointed senior media buyer supervising Seattle media department, Guild, Bascom & Bonfigli.

John F. Dewar joins Clinton E. Frank Inc., Chicago, as controller.

George E. Jaccoma, senior art director, Marschalk Co., New York, named executive art director of Richard K. Manoff, there.

John F. Ryan, on sales staff of Arnold Engineering Co., Palo Alto, Calif., named national sales representative for KCBS San Francisco. He replaces **Stanford Horn**, named sales promotion assistant. Mr. Horn replaces **David Soblin**, named publicity assistant.

Ernest Romeo, with WJNH Hammon, N. J., promoted to sales manager.

Alice M. Gregory, traffic coordinator, named traffic manager at C. J. LaRoche & Co., New York.

Oliver Crawford, West Coast regional manager of *TV Guide*, Los Angeles, elected board chairman of Advertising Association of the West for 1965-66 at AAW's 62d annual convention held in Honolulu (BROADCASTING, June 28). Other officers for coming year: vice chairman: **R. K. Foley**, Pacific Power & Light Co., Portland, Ore.; second vice chairman: **Lois Gaines**, Property Research Co., Los Angeles; secretary: **Frank Karsh**, Advertising Display, Denver; treasurer: **H. E. Cassidy**, Botsford, Constantine & McCarty, Los Angeles; VP for legislation: **Frederick E. Baker**, Frederick Baker Advertising, Seattle; VP for education: **Willis Winter**, University of Washington; VP for ethics: **Stanley Spero**, KMPC Los Angeles.

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THE MEDIA



Mr. Simon

Stanley Simon, director of research and sales development, WPAT Paterson, N. J., named director of research and sales development for all Capital Cities radio stations.

Arnold F. (Doc) Schoen Jr., WDBO-TV

Orlando, Fla., elected president of Florida Association of Broadcasters. Also elected: **Charles Kelly**, WCKT-TV Miami, VP television; **Warren Blackmon**, WVCG Coral Gables, VP radio,

and **William J. Ryan**, WNOG Naples, treasurer.

Robert L. Barnes, sales manager of KOWN Escondido, Calif., promoted to general manager.

Bruce Rainey, account executive of KALB-TV Alexandria, La., appointed station manager of KALB same city.

William Q. Setliffe, chief engineer and sales manager of WENG Englewood, Fla., and major stockholder in station's licensee, Sarasota-Charlotte Broadcasting Corp., appointed VP of corporation.



Mr. McCoy

Dale McCoy Jr., station manager of KAKE Wichita, Kan., elected VP in charge of radio operations for licensee KAKE-TV and Radio Inc.

Peter W. Shookner, in radio and business administration in New York and Washington, appointed VP of New Jersey Broadcasting Co. with headquarters at its Hammonton, N. J., station, WNJH.

D. C. Hornburg, business manager of KTVT(TV) Fort Worth, named controller of Wendell Mayes Stations: KXOL-AM-FM Fort Worth, KCRS Midland, KBWD Brownwood, KNOW Austin, KVIC Victoria and KSNY Snyder, all Texas.

James Wood Jr., attorney with Northern Trust Co. and earlier with law firm of Kirkland, Ellis, Hodson, Chaffetz & Masters, joins WFLD(TV), UHF permittee for channel 32 Chicago, as financial and legal administrative assistant to Sterling C. (Red) Quinlan, VP-general manager.



Mr. Smith

Charles Smith, treasurer and member of board of directors of Straus Broadcasting Group, rejoins ABC, New York, as director of financial controls, newly created title. He had been with ABC for 12 years before joining Straus in October 1962.

PROGRAMING

Saul J. Turrell resigns as president of Walter Reade-Sterling Inc., New York, to produce TV and theatrical features which will be financed by Walter Reade-Sterling.

Robert Glassburn, with KRON-TV San Francisco for 16 years, most recently

as program manager, named assistant manager in charge of programing at KIRO-TV Seattle, effective Aug. 1.



Mr. Foley

series *Of Lands and Seas*.

John H. Foley, sales representative for MCA-TV and before that sales manager of WEWS(TV) Cleveland, named sales manager for Olas Corp., Gates Mills, Ohio, producers and syndicators of color adventure TV

William Froug has relinquished his position as an executive producer at CBS-TV Hollywood to work on development of *Eldorado*, new series for network's 1966-67 schedule, as well as other series pilots.

Bill Gordon, with WNAK Nanticoke, Pa., and before that program director of WNJH Hammonton, N. J., joins announcing staff and production departments of WKBO Harrisburg, Pa.



Mr. Harper

Richard A. Harper, general sales manager of Samuel Goldwyn Productions, named administrative VP of Seven Arts Productions Ltd., New York. **Peter M. Affe** and **Harvey R. Reinstein** appointed eastern and



Mr. Reinstein



Mr. Affe

southern sales directors, respectively, of Seven Arts Television. Prior to joining Seven Arts Mr. Affe was general manager of Television Affiliates Corp. Mr. Reinstein had formerly been eastern

division account executive for United Artists Associated and director of television sales at Lopert Pictures.

Charles FitzSimons named assistant to president of Greenway Productions, working on new TV program projects as well as on *The Loner*, which Greenway is producing for CBS-TV, Saturdays, 9:30-10 p.m., starting in fall. Mr. FitzSimons had been with Screen Gems, where Greenway's president William Dozier had been head of TV production before resigning to form own company early this year.

Stan Shpetner, writer-producer who has been developing new series for Greenway Productions, joins CBS-TV, Hollywood, as an executive producer, to supervise several series.

Robert L. Atkins, on news staff of WJXT(TV) Jacksonville, Fla., promoted to production manager.

Hollingsworth Morse, director of ABC-TV series *McHale's Navy*, signed to direct 10 segments of Universal TV series for 1965-66 season.

Charles Powell, senior announcer at WKJG-AM-FM-TV Fort Wayne, Ind., named program and promotion manager for WKJG-AM-FM, succeeding **Bill Hudson** (see page 80).

Jay Krause, art director with NBC-TV for 14 years, leaves network to work out of his own E. J. Krause & Associates, North Hollywood. He will do Jimmy Durante, Andy Griffith and Danny Thomas specials for Alwyn Productions.

Lee Jensen, personality on KFRE Fresno, Calif., named program director.

Frederick de Cordova has joined Four Star Television as a producer-director, with production of *The Smothers Brothers Show* as initial assignment.

Bill Hobin, freed from directing duties of *Red Skelton Show* during summer hiatus, will produce and direct

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AP broadcast executive Louis J. Kramp dies

Louis J. Kramp, 53, assistant general manager of Associated Press and in charge of all wire service's relations and services in broadcast field, died July 5 of cancer in White Plains, N. Y.



Mr. Kramp

Mr. Kramp was chief of AP bureau in Detroit in 1956 when he was transferred to New York as general

executive in personnel and news-features departments and later became director of member relations, directing programs for expanding services to newspapers and broadcasting stations. He was appointed assistant general manager in 1962.

A newspaperman in Illinois, Mr. Kramp joined AP at its Springfield bureau in 1942. He is survived by his wife, former Dorothy Ann Morrell of Springfield, Ill.; son, Dr. David Kramp; five brothers and two grandchildren.

special hour program of highlights of Ringling Bros. & Barnum & Bailey circus, to be taped July 26 in Seattle for colorcast on NBC-TV Sept. 12.

Clifford Braun, formerly producer at WBKB(TV) Chicago, joins new UHF channel 32 WFLD(TV) permittee there, as program manager.

Ron Jacobs, program supervisor for KHJ Los Angeles, promoted to program director.



Mr. Brody

Leo M. Brody, formerly in charge of sales development, appointed director of syndication sales for Trans-Lux Television Corp., New York.

Joseph Viola, unit manager on PGL's Sports International, named production coordinator at PGL Productions, New York.

Phil Conway, eastern division manager, ABC Films, New York, joins sales department MCA-TV Ltd., Cleveland, to work in sales area from Detroit to Albany, N. Y.

George Swink, post-production supervisor for 20th Century-Fox TV's *Voyage to the Bottom of the Sea*, takes on added responsibility of similar role in company's *Lost in Space*.

NEWS

Bob Considine will be anchorman on radio coverage of manned space flights for Project: Ideas!, Houston syndication firm.

Jack Spencer, newsman at KIRO-AM-FM-TV Seattle, and **Merrill Ash**, newsman, appointed television and radio news managers, respectively.

Ronn Varnel, assistant news director

of WBIW Bedford, Ind., joins WTAY Robinson, Ill., as news director replacing **Jerry Tye**, promoted to sports director.

John Walker, formerly with news department of WCCO Minneapolis-St. Paul, named reporter-writer for WCCO-TV.

Frank Doyle, news director at KOCO-TV Oklahoma City, joins news staff of KJEM-AM-FM, that city.

Gary Alexander, New York City area newsman and formerly news editor at WNEW New York, joins WFAS-AM-FM White Plains, N. Y., as morning news editor.

F. L. (Did) Dwyer, former manager of KCCL Paris, Ark., who resigned position during recent illness and death of wife, rejoins station as newsman and disk jockey.

EQUIPMENT & ENGINEERING

John B. Farese named division VP, Electronic Components and Devices, RCA, succeeding **Douglas Y. Smith**, RCA VP who moves to company's executive offices in New York for special assignments on staff of W. Walter Watts, RCA group executive VP. Mr. Farese, who has been in charge of all color and black-and-white picture tube production as division VP and general manager, Television Tube Division, will continue to direct company color TV tube production as head of all RCA electron tube and semiconductor operations. Messrs. Smith and Farese joined RCA in 1930.

G. Edward Hamilton has resigned as VP in charge of engineering for WNBT (TV) Newark, N. J.-New York non-commercial. He has been on leave since last November on assignment for Venezuela. **Steve deSatnick**, director of operations at WNBT who has been performing Mr. Hamilton's duties

during absence, will assume duties on permanent basis.

Karl H. Horn, formerly chief TV engineer for Motorola Inc., Chicago, and more recently in charge of that firm's color TV picture tube operations, named to newly created post of VP in charge of consumer products at The Rauland Corp., Chicago tube manufacturing subsidiary of Zenith Radio Corp.

Leo J. Chamberlain, assistant sales manager of General Radio Co., West Concord, Mass., appointed sales manager, succeeding **William Saylor** who retired June 30.

Armin E. Allen, Philco Corp., named chairman of consumer products division of Electronic Industries Association succeeding **Orphie R. Bridges**, Arvin Industries. New division directors: **Harold Seigle**, Arvin; **Malcolm Low**, KLH Research & Development Co., and **Morris Sobin**, Pilot Radio Corp.

FANFARE



Mr. Rodgers

Bill Rodgers, promotion manager of KLZ-AM-FM Denver, appointed promotion manager of KERO-TV Bakersfield, Calif., both Time-Life Broadcast stations.

Robert E. Harris, director of advertising, sales promotion and publicity at KCBS San Francisco, joins KLAC Los Angeles in a similar capacity. Before joining KCBS in 1960, he had been advertising director of WNTA-AM-FM-TV Newark, N. J.

Jack N. Berkman, president of Rust-Craft Broadcasting Co., Steubenville, Ohio, named national chairman of Jewish Center for United Nations, New York.

Diane Lee Horwood, Flying Tiger Line stewardess, San Francisco, named publicity director of KFWB Hollywood.

Mabel Hill joins 20th Century-Fox Television as unit publicist on *The Long Hot Summer* series, to start on ABC-TV in fall.

Harvey B. Matthews Jr., formerly director of public affairs of American Machine and Foundry Co., joins Lever Brothers, New York, as associate public relations director.

ALLIED FIELDS

Charles Allen, national sales manager of Audience Studies Inc., New York, named VP in charge of sales. **Marilyn Beaudry**, director of research operations, named VP in charge of research operations of ASI. Appointments coin-

cide with announcement that firm's present New York-London operations will be supplemented by Hollywood testing center next month and branches in Australia and Japan in the fall.



Mr. Allen



Miss Beaudry

Herbert E. Forrest, partner in Washington law firm of Welch & Morgan, resigns to join Steptoe & Johnson, law firm with offices in Washington and in West Virginia. Mr. Forrest, who will specialize in communications law practice, served as law clerk to Chief Judge Bolitha J. Laws of U. S. District Court in Washington, before joining Welch & Morgan (then Welch, Mott & Morgan) in 1955.

Vincent Rafferty, director of Northeast Broadcasting School, Boston, named VP of V.S. Best Inc., parent corporation of school.

DEATHS

J. Dudley Saumenig, 68, who retired in December 1962 as director of administrative services for WIS-AM-TV Columbia, S. C., died July 5 at summer residence in Blowing Rock, N. C., following heart attack. Mr. Saumenig started in radio in 1927, joining wts in 1932. For six months during 1964 he served as executive secretary of South



Mr. Saumenig

Carolina Broadcasters Association. Survivors include wife, Katherine Watson Saumenig, and two daughters. Graveside services held last Wednesday at Asheville cemetery, Asheville, N. C. Special memorial service held same day in Columbia where Mr. Saumenig was well known for civic, religious and cultural activities.

Lisa Howard, 35, former ABC News reporter, died July 4 in East Hampton, L. I., apparently from overdose of sleeping pills. Miss Howard had been known for her numerous exclusive interviews with world figures including Nikita Khrushchev, John Kennedy and Fidel Castro. She was ABC News' first fulltime woman reporter.



Miss Howard

Last year she was suspended by network for participating "publicly in partisan political activity contrary to long-established ABC News policy." Miss Howard had been acting as secretary of committee working for election of President Johnson and former Senator Kenneth Keating (R-N. Y.).

She eventually sued ABC for \$2 million damages. She lost court fight to force network to reinstate her as reporter. Miss Howard is survived by two daughters and her husband, film producer Walter Lowendahl.

Russell K. Carter, 66, senior VP of Gray & Rogers, Philadelphia, died June 30 in Germantown hospital there. He joined Gray & Rogers in 1942 after having run own agency, Carter-Thompson. Survivors include wife, former Marion Bruce Beers, and daughter.

Charles Blum, 85, who headed Philadelphia agency bearing his name until retirement in 1962, died June 30 in that city. Survivors include two daughters, two brothers and sister.

Richard E. Hall, 48, longtime writer for Groucho Marx's *You Bet Your Life*, more recently an administrator of proposed Hollywood Museum, died July 4 in Van Nuys, Calif. He is survived by his wife and three sons.

James Alton Reynolds, 36, on-air personality with WCSC Charleston, S. C., died June 29 following heart attack.

Minetta Ellen, 90, for 26 years "Mother Barbour" in *One Man's Family* on NBC, died July 2 in Glendale, Calif. She assumed role in 1932 when program first went no air in San Francisco, moved with it to Hollywood in 1938 and stayed with it until her retirement in 1958. She is survived by a daughter.

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NET, MGM, networks get School Bell awards

CBS, NBC, National Educational Television and MGM-TV were among those named as recipients of the National Educational Association's annual "School Bell" awards for excellence in education reporting during the past year.

CBS-TV received two awards, one for "consistent coverage of education" on its *CBS Morning News with Mike Wallace*, and the other for a special CBS-TV report "After Ten Years—The Court and the Schools." NBC-TV was honored for "Mary S. McDowell" and "Richard T. Ely," two episodes concerning controversial teachers from its *Profiles in Courage* series, while NBC Radio was awarded for "The Trial of Prudence Crandall" from its *Eternal Light* series. "The Tender Twigs," from the MGM-produced *Mr. Novak* series on NBC-TV, was also honored, as was NET's "Marked For Failure," a program dealing with slum schools.

In addition, the NEA citizenship committee cited Herbert Brodtkin, president of Platus Productions, New York, and writer Reginald Rose for their roles in the creation of *The Defenders* on CBS-TV, a program honored for its "contribution to the understanding of American political philosophy."

WTEV (TV) gives rep a treat

WTEV(TV) New Bedford, Mass., provided a junket with a twist to employees of H-R, its national representation firm.

It was a three-day weekend in Providence and Newport, including a visit to WTEV studios, and was described as a "no speeches, no presentations" affair. The twist: The guests were all female, 37 employees of H-R from IBM key punchers to gal Fridays.

The only male on the excursion was H-R promotion director Mel Grossman.

Drumbeats . . .

Lucky cookies ■ WMCA New York is treating some Chinese food lovers to dinner in more than 400 Chinese restaurants in the New York area. The station has prepared special fortune cookies which contain sayings, including the happy message "Congratulations! WMCA has just bought your meal," created by WMCA air personalities. The participating restaurants display a special fortune cookie decal. Arrangements for the promotion, which continues until July 15, were made di-

Multiple lingual approach to promotion

WOR-TV New York wants everyone in the area to know about its daily *Mike Douglas Show*, no matter which of the major New York area languages they speak.

Using a series of outdoor and transit posters the station calls attention to the show in Chinese, Italian, Spanish and Yiddish. Each poster shows a typical homemaker in the kitchen preparing traditional ethnic dishes with all copy, except for the name and show time, in the corresponding language.

The campaign, which will be adapted to other print media, is being run in all five New York boroughs and also on New Jersey buses.

In case your Yiddish is a bit rusty, the copy in the photograph reads, as all the others do, "What's the use of talking? Watch Mike Douglas weekdays 5:00 to 6:30 p.m. on channel 9. You'll see for yourself."



rectly with the restaurants, all members of the Chinese-American Restaurant Association.

Schedules in braille ■ KsFO San Francisco, in cooperation with theighthouse for the Blind, is distributing braille broadcast schedules of Giants baseball games. Copies also are being sent to centers for the blind in northern California and Arizona.

A little blarney ■ WNDU-AM-FM-TV South Bend, Ind., has named Phil Dean Associates Inc., New York, to handle its national public relations and publicity.

Birthday salute ■ The five Maine Broadcasting System stations WCSH-AM-TV Portland, WRDO Augusta and WLBZ-AM-TV Bangor, all Maine, will simulcast a salute to WCSH, an NBC affiliate, as it celebrates its 40th anniversary. Among those invited to attend the festivities are a number of government officials and NBC executives.

Kansas tour ■ Al Austin, WIBW-TV Topeka, Kan., newsman will accompany 35 Kansas teachers as they take a 2,000-mile, two-week tour of the state to study its agriculture, business, industry and education. Highlights of the tour, which is the 16th annual excursion sponsored by the Kansas state chamber of commerce, will be broadcast three times a day.

Award change ■ The National Association for Better Radio and Television has revised its annual awards selection

process to base the citations on personal contributions to high standards in broadcasting, rather than on programs or program categories. The awards committee of NAFBRAT said it feels the changed emphasis will permit a sharper focus on those responsible for true achievements in the broadcast media.

Farmer's daughter ■ Nancy Mae Bahnsen, 20, of DeWitt, Iowa, has been picked by the Iowa Light & Power Co. and WMT-AM-FM-TV Cedar Rapids, Iowa, as its Favorite Farmer's Daughter. The competition has been held for eight years with the 1965 contest drawing 300 entrants from 74 Iowa counties. Miss Bahnsen, an Iowa State sophomore, receives, among other prizes, a wardrobe, luggage, radio and TV sets and a trip for two to Washington July 19-23.

Stations publish papers

Radio stations are now entering the publishing business via the California Broadcast Bureau. The bureau, with offices in Los Angeles and Sacramento, Calif., compiles a four-page newspaper which includes general news on recording artists for all the newspapers, and specific station activities for each publication.

The stations, which distribute the paper free, give space in it to a client who buys air time, and also solicit ads from companies, such as recording companies, who do not usually advertise on the stations.

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STATION AUTHORIZATIONS, APPLICATIONS

As compiled by BROADCASTING, July 1 through July 7 and based on filings, authorizations and other actions of the FCC during that period.

This department includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules and standards changes, routine roundup of other commission activity.

Abbreviations: Ann.—announced. ant.—antenna. aur.—aural. CATV—community antenna television. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. ERP—effective radiated power. kc—kilocycles. kw—kilowatts. LS—local sunset. mc—megacycles. mod.—modification. N—night. SCA—subsidiary communications authorization. SH—specified hours. SSA—special service authorization. STA—special temporary authorization. trans.—transmitter.

New TV stations

ACTIONS

*Terre Haute, Ind.—Indiana State College Board. Granted UHF ch. 36 (728-734 mc); ERP 550 kw vis., 55 kw aur. Ant. height above average terrain 460 ft. P. O. address c/o Edwin P. Adkins, 217 N. 6th St., Terre Haute. Estimated construction cost \$311,297; first year operating cost \$75,000. Studio and trans. locations both Terre Haute. Geographic coordinates 39° 27' 57" N. Lat., 87° 24' 13" W. Long. Type trans. RCA TTU-25B, type ant. RCA TFU-27J. Legal counsel James E. Sullivan, consulting engineer Paul Dean Ford, both Terre Haute. Principals: college board. Permittee owns *WVIS (FM) Terre Haute. Action July 6.

Omaha—Nebraska Educational Television Commission. Granted UHF channel 26; ERP 29.5 kw vis., 5.37 kw aur. Ant. height above average terrain 430 feet, above ground 409 feet. P. O. address Temple Building, 12th and R Streets, Lincoln, Neb. Estimated construction cost \$223,449; first year operating cost \$182,600. Geographic coordinates 41° 15' 28" north latitude, 96° 00' 32" west longitude. Studio and trans. locations both Omaha. Type trans. RCA TTU-2A, type ant. RCA TFU-30J. Legal counsel Dow, Lohnes and Albertson; consulting engineers Jansky & Bailey, both Washington. Principal: Nebraska Educational Television Commission, Jack G. McBride, general manager. Omaha facility is proposed addition to state ETV network. Action June 30.

New FM stations

ACTION

Paris, Tex.—KPLT Inc. Granted 99.3 mc, channel 257A, 3 kw. Ant. height above average terrain 175 feet. P. O. address Box 235, Paris. Estimated construction cost \$11,419; first year operating cost \$1,200; revenue \$3,600. Principals: Jeff Methven (10%) and Clifford B. Marshall (90%). Permittee is licensee of KPLT Paris. Action July 6.

APPLICATIONS

Atmore, Ala.—Southland Broadcasting Co. 104.1 mc, channel 281, 29 kw. Antenna

height above average terrain 193 feet. P. O. address Box 59. Estimated construction cost \$18,500; first year operating cost \$10,000; revenue \$12,000. Applicant is licensee of KATM Atmore. Ann. July 2.

Rocky Ford, Colo.—Rocky Ford Investment Corp. 95.9 mc, channel 240, 2.4 kw. Ant. height above average terrain 96 feet. P. O. address Box 30. Estimated construction cost \$11,000; first year operating cost \$6,000; revenue \$7,000. Applicant is licensee of KAVI Rocky Ford. Ann. July 6.

Creston, Iowa—Southwest Iowa Broadcasting Co. 101.7 mc, channel 269, 2.99 kw. Ant. height above average terrain 252 feet. P. O. address c/o KSIB. Estimated construction cost \$14,301; first year operating cost \$15,000; revenue \$16,500. Southwest Iowa is licensee of KSIB Creston. Ann. July 6.

Reno—RAESCO Inc.—104.5 mc, channel 283, 25 kw. Ant. height above average terrain 2,900 feet. P. O. address 206 N. Virginia St., Reno. Estimated construction cost \$12,900; first year operating cost \$21,900, revenue \$24,000. Applicant corporation is owned by Carl E. Roliff (60%) and Craig F. Culver (40%). Mr. Roliff is engineer KOFY, KUFY (FM) San Mateo, Calif. Mr. Culver is engineer-announcer for same stations. Ann. July 1.

Ownership changes

ACTIONS

KXXX Colby, Kan.—Granted assignment of license from Town & Farm Inc., owned by Don Searle (65%), H. A. Searle Jr. and Helen Searle Blanchard (each 17.5%), to Golden Plains Inc., owned by W. A. Mosier, Sam W. G. Lowe, Dwight S. Reed, Max M. Freidman and Edward P. Shurick (each 20%). Consideration \$285,000, plus \$30,000 to be paid in 16 semi-annual installments. Mr. Mosier is general manager of KXXX. Mr. Lowe is attorney. Messrs. Shurick, Reed and Friedman are associated with H-R Representatives Inc., New York-based national representation firm. Action July 6.

WDSK Cleveland, Miss.—Granted assignment of license from Lowry Tims Inc., owned by Lowry Tims (99.9%), W. I. Tims and Marjorie H. Tims (each 0.05%), to Tony P. Congusta (100%). Consideration \$40,000. Mr. Congusta owns commercial laundry in Cleveland. Action June 30.

WJMJ-AM-FM Philadelphia — Granted transfer of control from WJMJ Broadcasting Corp. to Rust Craft Broadcasting of Pennsylvania, Inc.; consideration \$500,000 and agreement for \$50,000 that Patrick J. Stanton not compete for five years within 75 miles of Philadelphia, plus consultant-adviser agreement for \$15,000 a year for five years. Commissioner Bartley abstained from voting. Rust Craft Greeting Cards Inc., parent of transferee has 15 other stations: WSTV-AM-FM-TV Steubenville, Ohio; WROC-AM-FM-TV Rochester, N. Y.; WRCB-TV Chattanooga; WRDW-TV Augusta, Ga.; WHTO-TV Atlantic City, N. J.; WJKS-TV Jacksonville, Fla.; WSOL Tampa, Fla.; WPIT-AM-FM Pittsburgh and WWOL-AM-FM Buffalo, N. Y. Action July 7.

KPUG Bellingham, Wash.—Granted assignment of license from R. E. Pollock, to San Juan Radio Inc., owned by Mr. Pollock. No financial consideration, transaction of incorporation. Action June 30.

APPLICATIONS

WCRI Scottsboro, Ala.—Seeks assignment of license from Jackson County Broadcasting Service, owned by Pat M. Courington (100%), to Jackson County Broadcasting Service Inc., owned by Mr. Courington (62.5% after), Forrest W. Crowe (12.5%) and Benny Waverly Kennamer (25%). Consideration \$40,000. Mr. Kennamer is general manager of WCRI. Ann. July 6.

KXEW Tucson, Ariz.—Seeks assignment of license from Pan American Radio Corp. to Paul A. Robinson, receiver in bankruptcy. Pan American is owned by J. Carlos McCormick (59%), James P. McCormick (11.8%), Mercy E. McCormick (3.5%), Oscar H. Stevens (22.2%) and Emille Carrillo (3.5%). Ann. July 2.

KSNO Aspen, Colo.—Seeks transfer of control of Aspen Broadcasting Inc., from Theodore B. Gazarian (50%), William R. Dunaway (25%) and Oliva C. Dunaway (25%), to Mr. Gazarian (44%), Mr. Dunaway (25%), Mr. O. C. Dunaway (25%), Barbara Marthinsson (3%) and Violet M. Gazarian (3%). Consideration—cancellation of two \$1,250 debts to B. Marthinsson and V. Gazarian. Ann. July 6.

WDBF Delrey Beach, Fla.—Seeks transfer of control of Sunshine Broadcasting Co. from Dr. Roscoe R. Miller, deceased to Helen P. Miller and M. James Shaw, co-administrators of estate. Ann. July 2.

WIHS-TV Boston—Seeks assignment of license from Boston Catholic Television Center Inc. to New Boston Television Inc., wholly owned subsidiary of present licensee. New ownership will be conventional business, taxable stock corporation. Boston Catholic Television Center is religious, philanthropic corporation owned by Catholic Archdiocese of Boston. Ann. July 2.

KSWB(TV) Elk City, Okla.—Seeks assignment of license from Southwest Broadcasting Co., owned by Lonnie J. and Alice H. Preston, to Bass Broadcasting Co., owned by Sid W. Richardson (62.07%), Gene L. Cagle (19.59%) and Perry R. Bass (15.76%). Consideration \$275,000. Bass Broadcasting is licensee of KFDA-TV Amarillo, Tex., KFDW-TV Clovis, N. M. and KRIO McAllen, Tex. Ann. July 1.

WOAI-AM-TV San Antonio, Tex.—Seeks assignment of license from Southland Industries Inc. to Crosley Broadcasting Co. for \$12 million. Southland is owned by Hugh Half Jr., Catherine H. McAshan, and Leroy G. Denham Jr. and Mrs. McAshan as trustees of Hugh Half Estate Trust. Crosley is subsidiary of Avco Corp. and owns WLW and WLWT(TV) Cincinnati; WLWC(TV) Columbus, Ohio; WLWD(TV) Dayton, Ohio and WLWI(TV) Indianapolis. Crosley is also purchasing WWDC-AM-FM Washington, subject to FCC approval. Avco is publicly held corporation. Ann. July 2.

Hearing cases

FINAL DECISION

By report and order, commission denied petition by Midwest Program for Airborne Television Instruction Inc., for regular operation on six channels in upper UHF TV broadcast band, but will permit experimental airborne ETV operation to continue on ch. 72 and 76, upon proper application for renewal of its experimental licenses, until end of the 1969-1970 school year in order to amortize present equipment. Commission will entertain application by Midwest for regular operation on six channels in Instructional Television Fixed Service (2500-2690 mc). (BROADCASTING, July 5). Chairman Henry concurred in result; Commissioner Cox dissented and issued statement. Action July 1.

INITIAL DECISION

Hearing Examiner Isadore A. Honig issued initial decision looking toward denying application of Verne M. Miller for new AM station to operate on 1240 kc, 1 kw-D, 250 w-N, in Crystal Bay, Nev. Action July 1.


DESIGNATED FOR HEARING

Commission designated for consolidated hearing five pending applications for ch. 50 at Washington, namely, Theodore Granik; All American Television Features Inc. (Mitch Miller); The Greater Washington Educational Television Association, Inc.; T.C.A. Broadcasting, Inc. (O. Roy Chalk), and Colonial Television Corp. Date of hearing will be scheduled later.

By order, commission designated for hearing application of Patron Broadcasting Inc., for renewal of license of WPTR

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Albany, N. Y. on issues to determine whether, and to what extent, conduct of Schine Chain Theaters Inc., J. Myer Schine and Donald G. Schine, adversely reflect upon their character qualifications as stockholders, and/or officers and directors of WPTR, whether there has been a transfer of control of station in contravention of Sec. 310(b) of Communications Act, and whether licensee possesses basic character qualifications to continue to operate WPTR. Chairman Henry concurred; Commissioners Cox and Wadsworth not participating.

DESIGNATED FOR ORAL ARGUMENT

By memorandum opinion and order, commission accepted for filing and designated for oral argument before Review Board on July 15, seven applications—Pike-Mo Broadcasting Co., Great River Broadcasting Inc., Missouri Broadcasting Inc., Radio Thirteen-Eighty Inc., Thirteen-Eighty Radio Corp., Clermont Broadcasting Co., and Victory Broadcasting Inc.—each for interim authority to operate the facilities of KWK Radio Inc. (KWK), St. Louis, Mo., with exception of Pike-Mo which specifies 1390 kc, 500 w, D, in Louisiana, Mo.; made WBEL South Beloit, Ill., which filed opposition, party to proceeding. (KWK has present authorization to operate through July 31). Commissioner Bartley dissented. Action July 7.

OTHER ACTIONS

By memorandum opinion and order and two separate orders commission scheduled for oral argument before it en banc on Oct. 1 following three cases concerning applications for new AM stations: (1) Monroeville Broadcasting Co., Monroeville, Pa. and Miners Broadcasting Service Inc. (WMBAS), Ambridge-Aliquippa, Pa.; (2) Jupiter Associates Inc., Matawan, N. J., Somerset County Broadcasting Co., Somerville, N. J. and Radio Elizabeth, Inc., Elizabeth, N. J.; and (3) 15 applicants for old KRLA Pasadena, Calif., frequency. Oral argument is directed to 307(b) policy questions involved in court of appeals June 17 remand of Monroeville-Miners case. Action July 7.

By memorandum opinion and order, Review Board, in proceeding on applications of Anniston Broadcasting Co. and Chapman Radio & Television Co. for new TV stations to operate on ch. 70 in Anniston, Ala., in Doc. 15858-7, denied their joint motion to dismiss latter's application and grant Anniston. Action June 30.

By memorandum opinion and order, Review Board denied motion by Associated Television Corp. to enlarge issues as to Capitol City Television Co. in proceeding on their applications for new TV stations to operate on ch. 23 in St. Paul, Minn. Action July 2.

Review Board dismissed as moot appeal by Meriden-Wallingford Radio Inc. (WMMW), Meriden, Conn., from certain orders of examiner in proceeding on application of Southington Broadcasters for new AM station in Southington, Conn. Action July 2.

Routine roundup

ACTIONS BY COMMISSION

Commission granted license renewal applications of following stations: KHOL-TV Kearney, Neb.; KARD-TV Wichita, Kan.; KVOO-TV Tulsa, Okla., and WTVO(TV) Rockford, Ill. Chairman Henry and Commissioner Cox dissented.

Commission granted application of WAPA-TV Broadcasting Corp. to change trans. site of WAPA-TV (ch. 4) San Juan, P. R., to Cerro la Santa (mountain-top site approximately 21 miles south of San Juan and 25 miles from present site); decrease vis. ERP from 56.2 kw to 38 kw, and increase ant. height from 200 feet to 2,860 feet. Because of circumstances in this case, including its location, commission waived Sec. 73.636(a) (1) of rules regarding overlap with WOLE-TV (ch. 12) Aguadilla, in which there is some cross interest.

By memorandum opinion and order, commission denied petition by Debs Memorial Radio Fund Inc., to extend hours of operation on 1330 kc of WEVD New York, N. Y., beyond 6 p.m. until sunset on Mondays (during this summer only) in order to program from various foreign government pavilions at New York World's Fair; and dismissed as moot motion by WPOW New York, to strike related reply by WEVD.

Under three-year agreement approved by commission in 1963, WEVD, WPOW and WHAZ Troy, share nighttime hours on 1330 kc. Share-time agreement specified particular hours during which stations shall operate, but made no provisions for either of New York City stations to operate beyond

SUMMARY OF COMMERCIAL BROADCASTING

Compiled by BROADCASTING, July 1

	Lic.	ON AIR CP's	NOT ON AIR CP's	TOTAL APPLICATIONS for new stations
AM	4,037	38	70	451
FM	1,329	14	239	296
TV	551 ¹	42	113	209

AUTHORIZED TELEVISION STATIONS

Compiled by BROADCASTING, July 1

	VHF	UHF	TV
Commercial	509 ²	165	674
Noncommercial	59	56	115

COMMERCIAL STATION BOXSCORE

Compiled by FCC, April 30, 1965

	AM	FM	TV
Licensed (all on air)	3,991	1,285	558
CP's on air (new stations)	25	35	27
CP's not on air (new stations)	72	210	85
Total authorized stations	4,088	1,530	670
Applications for new stations (not in hearing)	202	178	79
Applications for new stations (in hearing)	76	50	61
Total applications for new stations	278	228	140
Applications for major changes (not in hearing)	201	49	17
Applications for major changes (in hearing)	31	3	20
Total applications for major changes	232	52	37
Licenses deleted	3	0	2
CP's deleted	0	0	1

¹ Does not include seven licensed stations off air.

² Includes three noncommercial stations operating on commercial channels.

6 p.m. on Mondays. Since there is no daytime interference conflict between WHAZ and the New York City operations, the agreement left Monday evening "blind spot" during spring and summer months.

Since WEVD and WPOW have been unable to reach agreement concerning manner in which additional hours should be apportioned, commission intervention in matter is not warranted at this time.

By supplement No. 4 to its Fourth Report and Order in Docket 14229, commission amended construction permits held by the following to change to channel now specified in new UHF table:

- Camellia City Telecasters (KPXL) Sacramento, Calif., ch. 29 for ch. 40;
- KLPR-TV Inc. (KLPR-TV) Oklahoma City, Okla., ch. 14 for ch. 19;
- Chapman Television of Tuscaloosa Inc., Tuscaloosa, Ala., ch. 33 for ch. 51;
- Monte Mar Broadcasting Inc., Santa Barbara, Calif., ch. 14 for ch. 26; and
- Janson Industries, Canton, Ohio, ch. 17 for ch. 29.

Changes are conditioned to permittees furnishing to commission, by Aug. 9, engineering data necessary for preparation of modified instrument of authorization to construct station on new channel specified with transmitting facilities meeting all requirements of commission's rules for operation on said channels. Action July 7.

Commission denied request by Chickasaw Broadcasting Corp. for waiver of Sec. 1.569 of rules and returned its tendered application for new AM station to operate on 1140 kc, 1 kw, D, in Germantown, Tenn., without prejudice to its being retendered with adequate engineering studies. Commissioner Lee abstained from voting. Action July 7.

ACTIONS ON MOTION

By Office of Opinions and Review

■ In Rochester, N. Y., TV ch. 13 proceeding granted joint motion by Community Broadcasting Inc., Genesee Valley Television Inc., Heritage Radio and Television Broadcasting Inc., Federal Broadcasting System Inc., Flower City Television Corp., Star Television Inc., Main Broadcast Inc., and Citizens Television Corp. to extend time to July 28 to file responses to pending petitions. Action June 30.

By Chief Hearing Examiner
James D. Cunningham

Designated examiners to preside in the following proceedings and scheduled prehearing conferences and hearings as shown: Thomas H. Donahue—FM applications of Victor Management Inc., Little Rock, and

Jacksonville Broadcasting Inc., Jacksonville, Ark. (Dockets 16085-6); scheduled prehearing conference for Sept. 7 and hearing for Oct. 4;

Sol Schildhouse—Patron Broadcasting Inc., for renewal of license of WPTR Albany, N. Y.; prehearing conference for July 28 and hearing for Sept. 20; and

Basil P. Cooper—Theodore Granik, All American Television Features, Inc., The Greater Washington Educational Television Assn. Inc., T.C.A. Broadcasting Inc., and Colonial Television Corp., for new TV stations to operate on ch. 50 in Washington; prehearing conference for July 30 and hearing for Sept. 27. Action July 2.

■ In proceeding on applications of Greater Erie Broadcasting Inc., and James D. Brownyard for new AM stations in Lawrence Park and North East, both Pennsylvania, respectively, in dockets 16023-4, granted motion by Greater Erie for postponement of several procedural dates and for continuance of July 15 hearing to Sept. 1. Action July 5.

■ In view of developments at July 1 prehearing conference, continued July 21 hearing to be specified by subsequent order in proceeding on application of Twelve Seventy Inc., for renewal of license of WTID Newport News, Va. Action July 1.

By Hearing Examiner Basil P. Cooper

■ Pursuant to agreements reached at July 2 prehearing conference in proceeding on applications of Fine Music Broadcasts Inc., and Belk Broadcasting Co. of Florida Inc., for new FM stations in Jacksonville, Fla., continued Sept. 14 hearing to Oct. 11. Action July 2.

By Hearing Examiner Arthur A. Gladstone

■ Cancelled July 12 hearing and scheduled further prehearing conference in lieu thereof in proceeding on applications of Associated Television Corp. and Capitol City Television Co. for new TV stations to operate on ch. 23 in St. Paul, Minn. Action July 6.

■ As result of July 1 prehearing conference in matter of rates, terms and conditions of tariff schedules of Communications Satellite Corp. for satellite services to common carriers ordered parties to endeavor to work out resolution of suspended tariff items; scheduled further prehearing conference for July 16, at which time date will be set for hearings on remaining matters of disagreement and period of suspension relating to any disputed items continued for 60 days; deferred for six months hearing on all other matters in issue, and will call conference in January 1966 to deal with such problems and setting date for hearing. Further ordered

Continued on page 93

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RADIO

Help Wanted—Management

New group geared to securing maximum number of stations looking for manager with growth potential. First station (full-time) is in small upstate New York market. Will need much revamping at once, so we want someone who will work hard getting things moving. You'll receive a salary and a percentage of the profits. Tell us all about yourself, including education, experience, civic activities, reasons that you feel that you can do the job and salary required. Reply to Room 203, 1940 East Sixth Street, Cleveland, Ohio 44114.

Sales

Sky is the limit for aggressive, young and creative salesman seeking permanent position. One of midwests fastest growing small market stations needs sales manager with proof of performance. Liberal benefits. Box G-5, BROADCASTING.

Baltimore. Experienced salesman with proven field record. Select situation leading to management with multiple group. Box G-40, BROADCASTING.

Regional salesman (3) for new division of 30 year old million dollar company. Background in advertising helpful. Income well above average. Career position only. Box G-71, BROADCASTING.

Cincinnati—Solid salesman—Proven track record—Management capability . . . multiple group . . . Good starting salary, plus . . . Box G-72, BROADCASTING.

If you believe in and can sell radio, you'll make money in this midwest city of 30,000. Twenty percent commission with guarantee to start. Send resume and photo. Box G-106, BROADCASTING.

Experienced radio salesman to become sales manager of 5 kw AM, going fulltime, and adding 50 kw FM. Outstanding facility, with trained sales staff, to supervise. \$7,500 base plus commission. Send full resume, references and photo to Don Knowles—WDEA radio—Ellsworth, Maine.

Aggressive 25 to 35 year old, 2-year minimum, experienced time salesman qualified and now employed and ready to move into the good money area with 5,000 watt independent 24-hour-a-day operation. Number one station in area pop-standard music format. You can move into five-figure earnings fast. Apply in person or write WKMI AM/FM, Kalamazoo. Position opens up in two weeks. Strict confidence respected. Box 911.

Announcers

Dallas station—middle of road format has opening for top notch announcer with bright mature delivery. Send tape, picture, resume, references. Box G-1, BROADCASTING.

C&W morning man. Bright, tight and fast paced. Number one rated station into west coast market. Must know country music. Ideal living location. Send tape, including hard and soft sell commercials, and news. Salary exceeds \$170.00 weekly. Send complete resume, references and photo. Box G-46, BROADCASTING.

We have an opening for a qualified radio announcer in a growing Arkansas market. The man we want must be experienced, a steady worker and able to handle an afternoon shift that needs a "shot in the arm." No rockers or drifters need apply. Please send audition tape, background and references to Box G-66, BROADCASTING.

Announcers—(Cont'd)

1st phone, "top 40"—immediate opening! Will consider beginner—send air check, resume first letter. Box G-41, BROADCASTING.

Immediate opening for a young man that likes radio. Pop operation on the go. News or sports experience helpful but not essential. Send tape and background in first letter. Box G-60, BROADCASTING.

California, top 40, first phone, no maintenance. Young, creative, brilliant worker. \$400. All night to \$500. Afternoons start. Within two months. Air check, production tape, resume, picture. Box G-86, BROADCASTING.

Opening now for announcer, some one who can also do play-by-play. Can also sell to earn extra money. Send tape and resume. Box G-90, BROADCASTING.

Established Texas station seeking experienced adult announcer. No top 40. Send tape, resume to Box G-104, BROADCASTING.

Top Arizona fine music station expanding staff. Applicants must be familiar with classical music and be able to project ebullient personality. Send tape, resume and salary requirement to Box G-129, BROADCASTING.

Something new! See "100%", Miscellaneous classifieds, this magazine.

Immediate opening for experienced, mature announcer. Salary open. KBUD, Athens, Texas.

Expanding am-fm operation now accepting applications from bright, young air personnel. Must have some broadcast experience. Splendid opportunity for the right man. Middle-of-the-road, community minded station is located in the heart of America. Personal interview required. Send resume, picture, tape and salary needs in first reply. Tim Spencer, Program Director. KJCK AM-FM, Junction City, Kansas. 66441.

Play-by-play sports announcer—this can be in combination with sales or with a first class ticket. Salary plus commission or straight salary. AM-FM, 25,000 watt daytime. KRVN, Lexington, Nebraska.

Wanted—Chief announcer for sign-on shift. Must be versatile, experienced, reliable with good personality, also must be able to give references and willing to take an active part in local, civic and church affairs. Contact: John C. Foster, WCON, Cornelia, Ga.

Chicago's fine arts station seeks staff announcer. Must have excellent knowledge of classical music and pronunciation, and a pleasant, unaffected delivery. Send non-returnable tape and resume to Mr. Robinson, WFMT, 221 N. La Salle St., Chicago.

We need strong personality for number one top forty station in 300,000 market going 24 hours. Need additional man. Time slot and pay depend on ability. Extra income from outside dances and appearances. Must be experienced and have first phone. No maintenance required. Call Tim Parker, 919-299-0346.

All-around staff announcer, dj, play-by-play, production, sales experience helpful. Must have endorsed third. Forward resume, tape and photo. WIGS, Gouverneur, N. Y.

Morning man—experienced, lively. WPAZ, Pottstown, Penna. Rush tape and particulars.

Announcers—(Cont'd)

Bright, top 40 sounding production director for air shift also. Good pay. Top station in Annapolis, Maryland. Coverage area includes Baltimore and Washington, D. C. Send tape and resume to Jack Armstrong, WYRE Radio, Annapolis.

Announcer required. Better than average salary for better than average man. Must have first ticket, no maintenance. Send tape of commercials. Immediate opening. Box 5803, Tucson.

Experienced announcer immediately for non-screaming top 40. Must be capable of good news delivery and production commercials. Resume and tape of show, news, and production to: Coastal Cities, P.O. Box 1145, Mobile, Alabama.

Technical

Qualified chief engineer. Class IV AM & FM 24-hour station. South. Reply Box G-81, BROADCASTING.

Engineer-announcer—combination man, first phone, announcing. 25,000 watt regional station, KRVN, Lexington, Nebraska. A town of 6,600 population. Salary depends on experience and qualifications. Will have to stand part time transmitter watch.

Chief Engineer for radio station KLWW, Cedar Rapids, Iowa. Need experienced man capable of complete responsibility for both studio and transmitter maintenance. Contact E. M. Tink, V. Pres. Engineering-KWWL-TV, Waterloo, Iowa.

Chief engineer, experience required, August 1st. First opening in 20 years. Must be permanent, reliable. Send resume WCOS AM-FM, Columbia, South Carolina.

Wanted: First phone engineer-announcer. Must be able to handle all phases of 1000/250 watt engineering with good voice for nite. Middle-of-road programming. WGTN, Georgetown, South Carolina.

Chief engineer-announcer—strong maintenance background for 1 kw daytime. Excellent equipment, solid operation, pleasant living area. Prefer family man. Write or contact Jim Armstrong, WLSV, Wellsville, N. Y.

Immediate opening—chief engineer-announcer. Announcing duties light but must have good voice. Airmail training, experience, picture, WMIK, Middlesboro, Ky.

News

Aggressive number one southwestern AM needs aggressive, mature news director. News is first with us. Send tape, resume to Box G-64, BROADCASTING.

Newsman—for negro oriented station in top ten market. Must be professional—to join one of nation's top award-winning news operations. Write, edit, gather and air news. Opening September. Rush tape, resume, photo. Box G-105, BROADCASTING.

WMRN, Marion, Ohio . . . needs experienced news director, College graduate. Must be family man interested in civic activities and in becoming part of the community. Previous man in this position fourteen years accepted position as feature writer for major newspaper. Send tape and complete resume to Arthur L. Martin, Box 518, Marion, Ohio.

News—(Cont'd)

If you haven't really got it, don't read this. One of the country's fine small market radio stations continues to expand. Our staff of 20 needs an additional newsmen and another sales man. This area station enjoys high prestige, high income in single station market. Many benefits, including prestige in the community; experienced management; beautiful studios; great equipment; including 4 station owned news cruisers; good rate card. This is not just another radio station. Investigate KWIX. Then let us investigate you. Somewhere there must be some professional broadcasters who want to join a professional radio station. Dale Low, KWIX, Moberly, Missouri.

Production—Programing, Others

Wanted: Writer/producer (male or female) for midwest radio station. Send full details, experience or educational qualifications. Great opportunity for talented person who wants to work. Box F-258, BROADCASTING.

Promotion Department Assistant wanted by AM-FM-TV stations in top eastern market. Must be able to create on-air promos, write stories for newspaper use, and know ad design. Good future for right public-relations-conscious young man. Send resume, work samples and picture to Box G-102, BROADCASTING.

Halftime graduate news assistant—University station can take graduate work. Contact WSUI, University of Iowa, Iowa City.

RADIO

Situations Wanted—Management

Station to manage—part ownership goal—in southeast. Box G-61, BROADCASTING.

Commercial manager—metro market, general manager—smaller market preferably southeast. Strong sales record, stability, 20 years industry. Best references. Presently commercial manager—metro market, desire change. Box G-63, BROADCASTING.

Major market "pro" wants station management. Michigan—Ohio—Illinois preferred. Exciting, new sell with sound formula. Box G-70, BROADCASTING.

FM split in the offing? Sixteen years experience in all phases of radio, especially FM, can make it profitable for you. If you can pay over \$10,000 for creativity, diligence and success, write Box G-93, BROADCASTING.

Station manager desires to relocate. Family man, sober, young, energetic, dependable. Can handle administration, sales, programing, promotions, details. Community minded. Available August 15. Box G-100, BROADCASTING.

Experienced newsmen with first phone license, currently news director of metro station seeks permanent position on east coast. Box G-111, BROADCASTING.

If you are an honest, reputable owner looking for an honest, reputable manager, let's get acquainted. Thirty-four year old family man with 12 years solid background in sales, programing and station operation in small and medium markets. Prefer midwest or west coast. Write Box G-114, BROADCASTING.

Partner-manager arrangement sought by successful young (26) five figure AM salesman. Creative sales-programing, my special field. Extra interest in troubled stations. Ken Stephens. KTOP, Topeka, Kansas.

Sales

Attention Southeast! Sales manager with announcing & play-by-play experience. Excellent character. Box G-38, BROADCASTING.

Sales manager sold on adult, good music radio. Box G-91, BROADCASTING.

Announcers

Quality music programing, good music background. 1st phone. Box F-179, BROADCASTING.

Announcers—(Cont'd)

Negro announcer, DJ, experienced, college. Tapes, resume available. Box F-243, BROADCASTING.

Moving family to California. Desire permanent job as announcer or combo man. 3 years extensive experience (drive-time announcer, chief-engineer). First phone. Box G-52, BROADCASTING.

6 years announcing experience, first class ticket, prefer the upper midwest, mature, family man, and steady. Box G-53, BROADCASTING.

DJ, announcer, newscaster, well trained beginner, tight board, will relocate. Box G-58, BROADCASTING.

Announcer—newscaster, disc jockey. Experienced, married, dependable. Run tight board. Willing to relocate. Personable. Not a prima donna or floater. Box G-59, BROADCASTING.

College journalism grad seeks commercial radio start. Eighteen months AFRTS news and dj. Strong news. Military complete Sept. Prefer permanent opportunity with future. West coast, southwest. Box G-65, BROADCASTING.

Program director, sports play-by-play, creative, hard-working, reliable, experienced all-phases college grad, family. Box G-73, BROADCASTING.

Announcer-dj—experienced with third. Tight board. Enthusiastic top 40 sound. Looking to settle. Box G-74, BROADCASTING.

Southeast . . . 7 years experience all phases of air work—College degree. Married. Presently employed. Box G-75, BROADCASTING.

Top-rated, hilarious personality dj for 5 years became copywriter, then broadcast promotion director for Los Angeles largest ad agency. Now knows announcing is first love. Wants to settle down with major market, middle road. College grad. Age 26. Box G-76, BROADCASTING.

Play-by-play—Radio and TV. Seven years. Want to move up. College graduate. Box G-83, BROADCASTING.

Major market announcer: Experience; 20 years. Stability; 13 years at last station. Versatility: sports director, play-by-play major football, baseball, ice-hockey, basketball, golf. Sports reviews six times weekly. News: Five newscasts daily over 15 years. Heard with major news and sports on all national networks. Phone collect 301-588-3157 or write Box G-87, BROADCASTING.

Top notch announcer—4 years experience, draft free. Currently in pd position. Box G-88, BROADCASTING.

1st phone announcer, 9 years experience. Character voice tracks, breakers and professional good music approach. The personality you need as top morning afternoon man! Excellent references! \$135. Box G-94, BROADCASTING.

Top 40 dj, bright sound, third phone endorsement. Box G-96, BROADCASTING.

DJ, talented, some experience, wants top 40 New York radios. Box G-109, BROADCASTING.

DJ currently 5 kw middle road. Wants move up metropolitan station east. Box G-110, BROADCASTING.

DJ—newsmen, 3rd, endorsement. 33, intelligent, pleasant personality, minimum experience. Maximum effort. Box G-116, BROADCASTING.

DJ, newscaster, announcer, authoritative newscaster. Will relocate, 3rd class FCC. Tape on request, no floater. Box G-118, BROADCASTING.

DJ, announcer, experienced, 3rd phone. Dependable. 212-229-6725 or Box G-119, BROADCASTING.

Announcer, first phone, no maintenance. Emphasis top forty. Will relocate. Box G-120, BROADCASTING.

Announcers—(Cont'd)

Negro dj—announcer, experienced. Likes tight board, middle-of-road or rock show. Heavy on news, 3rd phone ticket New York, Conn., N. J., D. C. need apply. Box G-121, BROADCASTING.

Swingin' top-40's, talented beginner, endorsed, 3rd. Relocate. Box G-123, BROADCASTING.

Negro-announcer, dj, authoritative newscaster and dj. Experienced. Married, want to settle down. Not a prima donna or floater. Box G-124, BROADCASTING.

Jazz dj. Authoritative newscaster experienced. Will relocate, tight board. Not a floater or prima donna, married. Box G-125, BROADCASTING.

News director, announcer, 7 years all phases, 3rd ticket. Operate board. Minimum \$110. East only, 212-945-3057 or Box G-126, BROADCASTING.

Competition killer—"The Mojo-Man," Box 25, Rt. #1, Burgettstown, Penna.—1-304-723-2410.

Announcer-writer-newsmen, highest integrity, quality, available. Call 272-3541, Detroit, Michigan.

Good c&w, also other formats. Married, reliable, experienced, good news, voice, Dennis Diamond, 417 South Lincoln, Apt. B, Spokane, Washington.

Country music dj and entertainer. Tight board, third class endorsement. Will also sell. Bobby Hodge, Tele. 715-394-5804.

First phone operator, married, will relocate if necessary. Felix Pabon, 581 Academy St., New York, N. Y. 10034, 942-4744.

Liberal arts major. First license experienced announcer. Excellent typist. Available immediately. East. Wolford, 9-D Auburn Court, Alexandria, Virginia.

Technical

First phone. 5 years combo and sell. Prefer midwest. Box G-54, BROADCASTING.

First phone operator inexperienced but eager to learn. Northeast. Preferred. Box G-55, BROADCASTING.

Engineer—25 years experience, will relocate for good offer. Experienced all phases AM & directional antennas. Box G-68, BROADCASTING.

Experienced supervisor AM-FM-TV, CCTV, maintenance and installation. Sixteen years broadcasting, radar, instrumentation. Box G-69, BROADCASTING.

Self-study brought 1st phone at 18, now 21. Announcing experience, draft exempt. Box G-97, BROADCASTING.

First phone operator, southeastern states. Box G-112, BROADCASTING.

30 years experience, stable family man, presently employed chief engineer. Seeks permanent position west or southwest. Box G-115, BROADCASTING.

First phone, 9 months' experience as announcer-engineer New York City. Desires job as engineer in N. Y., Penna. or Conn. area. Box G-117, BROADCASTING.

First phone operator, inexperienced but willing to learn. Northeast preferred. Box G-122, BROADCASTING.

Young, inexperienced, but ambitious first phone man seeks permanent employment in radio or TV station engineering department. Presently employed as announcer. Dave Knox, KBHC, Nashville, Arkansas.

News

Newsman . . . experienced all phases . . . honorable discharge from Army. Available immediately. East only. Salary open. 2733 Pearsall Ave., Bronx, N. Y. 10469, 212-654-6343.

News—(Cont'd)

Seven years radio news, six years wire service in major bureau; fast, accurate writer; quick, thorough, versatile news gatherer; smooth on the air; wish to locate in midwest but will consider right offer from anywhere, U.S.A. Wire service included four years work on the broadcast wire, writing, editing, etc., for 76 stations. Can relocate immediately. Box G-80, BROADCASTING.

Production—Programing, Others

Sports director—nine years—includes play-by-play 300 games, sales, news and announcing experience. College journalism graduate. Family. Tape, resume, references. Box G-57, BROADCASTING.

Sports director—solid play-by-play background all sports; accurate-exciting. Want heavy college-professional schedule. Box G-82, BROADCASTING.

Program or operations director. Currently programming top rocker in major. Married college grad, 12 years in radio-TV. Top air man with excellent rating record. Seeking on air programming job either rock or middle-of-road in top fifty market. Box G-92, BROADCASTING.

If your top forty station is progressive and likes individuality, you are for me and I am for you. College graduate, seven years in business, heavy production, strong personality. Stable, 23, and single. Available August First. Box G-132, BROADCASTING.

TELEVISION

Help Wanted

Announcers

WSBT & TV has opening for a newsman and an announcer with sports background. These are excellent opportunities for the young man out of college or with 1-2 years experience ready to move up to top rated stations. Prefer man in Indiana or neighboring states. Newsman should have journalism background with ability to report, write and air news. Announcer needs good sports knowledge plus play-by-play experience. Consider working with professional staffs, excellent benefits and a progressive operation. Send resume, photo and tape to Personnel Director, South Bend Tribune, South Bend, Indiana 46626.

Technical

Chief engineer for Eastern VHF with multiple station ownership has immediate opening. Should have knowledge of all phases of technical operation. Excellent opportunity for future. Send details including experience and background. Box D-313, BROADCASTING.

Chief engineer: immediate opening in Northeast. Should have knowledge of all phases of technical operation and administrative experience. Excellent opportunity for future. Send details including experience, background, references and salary requirements. Reply Box F-245, BROADCASTING.

Permanent position in Boston TV station for technician with strong studio equipment maintenance background. Box G-84, BROADCASTING.

Immediate opening for experienced television engineer. First phone required. Contact Gary Wittie, Chief engineer, KAIT-TV, Jonesboro, Arkansas. 501-932-4288.

Television technician for new communication center on campus of dynamic, expanding midwestern college of 10,000 enrollment. Complete benefit program. Experience in closed-circuit and broadcast engineering. FM and I.O. tv. First class FCC license required. Maximum age 55. Contact William R. Freed, Personnel Officer, Room 8, Administration Building, Ball State University, Muncie, Indiana.

Technical—(Cont'd)

Transmitter engineer also studio engineer TD. Experienced broadcasters preferred. Clean operation in sunny, healthful, air conditioned Yuma, Arizona. Telephone collect 602-782-4711 Art Vogt, Chief engineer, KIVA-TV.

News

Major midwestern television station has opening for aggressive news man experienced at gathering, writing and reporting news on television and radio. Position demands maturity and experience. Excellent opportunity. Send video and/or audio tape with resume. Box E-409, BROADCASTING.

Air man reporter-writer. Handle 16 mm or able to learn. Regular newscast with an opportunity to move up. Will consider able beginner or radio experience in lieu of journalism degree. Write Box G-99, BROADCASTING.

Production Programing & Others

Scenic Designer—immediate need for creative man in nation's 3rd market. Should be experienced in color TV production. Expanding staff to meet heavy schedule of live programming. Salary: open. Box F-153, BROADCASTING.

Need film and tape room director. Must be expert in film editing. Salary \$135 per week. Write Box G-43, BROADCASTING.

Entire staff—Sales, production, programming, talent, news, accounting for new UHF independent in top 10 market in the east. Now forming creative, hard driving, experienced, dedicated team. "Shirt sleeve" type who can produce and supervise. Challenging opportunity for professional and financial growth. Tell us about yourself detailing experience in first letter. Box G-89, BROADCASTING.

TELEVISION—Situations Wanted

Sales

Looking for TV sales or management position with opportunity for continued advancement in solid organization. Ten years TV experience includes: Producer-director, production director, promotion manager, administrative coordinator. B.S., M.S. (radio-TV) degrees. Married. All references excellent. Box G-3, BROADCASTING.

Young family man, college graduate, 2 years television sales experience southern market. seeks opportunity for growth with N.E. station. . . . Present employer best reference. Box G-113, BROADCASTING.

Announcers

Network calibre announcer-personality. Commercials; weather; interviews; audience. Major groups. Comes on very strong. Video tape available. Box F-176, BROADCASTING.

Announcer-newsman, experienced! Wishes to return to TV from radio. First phone V.T.R. References! Box G-95, BROADCASTING.

Authoritative, deep-voiced delivery on camera, booth, commercials, tv experience, news, sports, personable, college, under 30. Prefer southeast but go anywhere. Box G-130, BROADCASTING.

Principle newsman-announcer seeks permanent position in medium market. Nine years experience. Returnable VTR available. Call 272-3541, Detroit, Michigan.

Technical

Experienced EE eng. desires position as chief or assistant only. 13 years directly in radio and television. Heavy on construction: Xmtr., studio, microwave. Knowledge video tape; no experience. Working knowledge transistor devices. Presently employed. Box G-30, BROADCASTING.

Engineer experienced UHF TV AM FM western states only. Available now. Box G-62, BROADCASTING or (415) 588-9044.

Production—Programing, Others

Top producer. Director, ready for production manager or directorship larger market. Currently employed leading market. Excellent references my employer knows of this ad. Box F-261, BROADCASTING.

A writer with wit, an announcer with polish and director with imagination. All for a 5-cent stamp. Box F-264, BROADCASTING.

Creative position for imaginative photographer. Artist. Production background. Box G-21, BROADCASTING.

Available immediately-continuity/promotion manager. 10 years experience, all phases of radio-TV. Material on request. Box G-28, BROADCASTING.

Producer-director—12 years experience in major market. Available. Fully experienced in all areas of TV production. Family man. Seeking challenging opportunity with action station Box G-78, BROADCASTING.

Promotion, public relations, production, sports position. Northeast, television major, married. Three years experience. Excellent references. Box G-101, BROADCASTING.

College graduate, radio-tv major, seeks opportunity with challenge, promise. Wants directing, will start floor crew, work into directing. Commercial camera experience. Excellent qualifications for starting. Military just completed. Prefer west. Box G-131, BROADCASTING.

WANTED TO BUY—Equipment

RCA TK-41 Color camera in good condition. Reply Box G-37, BROADCASTING.

Wanted: 1 kw FM transmitter 4 bay antenna—two turntables, frequency modulation monitor. Box G-56, BROADCASTING.

Wanted: Used Ampex 450 tape decks. Prefer with 25 cycle tone system. Please quote price and condition of units. WBMK, West Point, Georgia.

FOR SALE

Equipment

ITA FM 1000C 1 kw broadcast transmitter with one set of tubes, crystals for 92.5 mc. Andrew 4-bay antenna gain of 3.7. Used one year. Package price \$3,870.00. Box G-108, BROADCASTING.

One color film camera, RCA type TK 26A, with shading amplifier. Contact John Adams, D.E., KFDX-TV Box 2040. Phone 692-4530, Wichita Falls, Texas. 76370.

The complete source of used Radio-TV broadcast equipment. . . Broadcast Equipment and Supply Co., Box 3141, Bristol, Tennessee.

Television radio transmitters, monitors, tubes, microwave, cameras, audio. Electrofind, 440 Columbus Ave. N.Y.C.

Co-axial cable. Hellax, Styroflex, Spiroline, etc. Also rigid and RG types in stock. New material at surplus prices. Write for price list. S-W Electrical Cable Company, Willow & 24th Street, Oakland, Calif. Phone 415-832-3527.

One-fourth Tr. professional tape recorder model TX10. \$300. Tri Con Productions, 2741 34th St., N.W., Washington, D. C. 20008, 333-7474.

Ampex 400 series cat. No. 2102 new turntable motor assemblies complete with 932 bracket, 934 rubber tired pulley, 2680 spacers, 145-011 plug, 035-113 capacitor, \$95.00 each postage paid. Ampex 600 series cat. No. 59-0004 new motors, \$35.00 each postage paid. Offers subject to prior sale. VIF International, P. O. Box 1555, Mountain View, Calif. 94042.

New and reconditioned aural remote pickup equipment and Fire and Police receivers—World Wide Company, Box 43, Weatherford, Texas. Phone 817-594-5172.

MISCELLANEOUS

30,000 Professional Comedy Lines! Topical laugh service featuring deejay comment introductions. Free catalog. Orben Comedy Books, Atlantic Beach, N. Y.

MISCELLANEOUS

For sale: Five thousand monaural twelve-inch record albums; good condition; popular, classical; mixed labels, artists. Library index files included. Make offer. Box F-228, BROADCASTING.

100% new book, "Pass The Salt, Peter." 104 pages funny limericks, jokes. Be first your area. Hardbound, postpaid \$3.50. Cutler Broadcast Service. Box 35966, Dallas 75235.

Need help? 3,000 Super dooper, Hooper scooper, one liners exclusive in your market. Free sample. Lyn Publications, 2221 Steiner St., San Francisco.

Add 30% to your billing . . . with weekly ideas from the Brainstorm. Each issue contains 13 saleable ideas. \$2.00 per week. Exclusive. Tie up your market now. Write Brainstorm Box 875, Lubbock, Texas.

"DEEJAY MANUAL"—A collection of 41 comedy lines, bits, breaks, adlibs, thoughts. . . \$5.00. Write for free "Broadcast Comedy" Catalog Show-Biz Comedy Service, 1735 E. 28th St., Brooklyn, N. Y. 11229.

Gags galore for deejays! Catalogue free. Ed Orrin, 8034 Gentry, N. Hollywood, Calif.

The "Walt Johnson Mobile Report" sweeps the nation! This hilarious feature uses your name, call-letters and city streets. It's wild! Inexpensive, too! Free sample. Weird Productions, Box 5215, San Diego, Calif.

Tremendous weekly roundup human interest news. Trial offer 3 weeks \$12. World News Features, Box 207, Olympia Fields, Illinois.

INSTRUCTIONS

FCC first phone license preparation by correspondence or in resident classes. Also, advanced electronics training available. Grantham Schools are located in Hollywood, Seattle, Kansas City and Washington. For free 52-page brochure write Dept. 5-K, Grantham Schools, 1505 N. Western Ave., Hollywood, Calif. 90027.

Be prepared. First class FCC license in six weeks Top quality theory and laboratory training. Elkins Radio License School of Atlanta, 1139 Spring St., N.W., Atlanta, Georgia.

The nationally known 6 weeks Elkins training for an FCC First Class License. Outstanding theory and laboratory instructions. Elkins Radio License School of New Orleans 333 Saint Charles, New Orleans, Louisiana.

FCC first phone license in six weeks. Guaranteed instruction in theory and laboratory methods by master teachers, G.I. approved. Request free brochure. Elkins Radio License School, 2803 Inwood Road, Dallas, Texas.

Elkins Radio License School of Chicago—Six weeks quality instruction in laboratory methods and theory leading to the FCC First Class License. 14 East Jackson St., Chicago 4, Illinois.

Announcing programming, console operation. Twelve weeks intensive, practical training. Finest, most modern equipment available. G.I. approved. Elkins School of Broadcasting, 2803 Inwood Road, Dallas 35, Texas.

Minneapolis now has Elkins' famous six week course in First Class FCC License preparation through proven theory and lab methods. Elkins Radio License School, 4119 East Lake Street, Minneapolis, Minn.

Since 1946. Original course for FCC first phone operator license in six weeks. Over 420 hours instruction and over 200 hours guided discussion at school. Reservations required. Enrolling now for classes starting August 18 & October 20. For information, references and reservation, write William B. Ogden Radio Operational Engineering School, 1150 West Olive Ave., Burbank, California.

America's pioneer. 1st in announcing since 1934. National Academy of Broadcasting, 814 H St. NW, Washington 1, D. C.

INSTRUCTIONS—(Cont'd)

FCC First Class Radio Telephone License in (5) weeks — guaranteed — complete tuition \$295.00—Rooms \$10.00 per week—Classes begin Aug. 3, Sept. 7 & Oct. 12. Call or write Radio Engineering Institute, 1336 Main Street in beautiful warm Sarasota, Florida.

Announcing, programing, first phone, all phases electronics. Thorough, intensive practical training. Methods and results proved many times. Free placement service, Allied Technical Schools, 207 Madison, Memphis, Tennessee.

Train now in N.Y.C. for FCC first phone license. Proven methods, proven results. day and evening classes. Placement assistance. Announcer Training Studios, 25 W. 43rd. N. Y. OX 5-9245.

RADIO

Help Wanted

FINANCIAL EXECUTIVE Communications Field

We are seeking a man of broad financial experience in the radio, TV and newspaper fields. Familiarity with station construction, equipment, operation and ownership desired. Should have a successful negotiating record with lending institutions. Occasional travel. Excellent growth opportunity. Replies handled in confidence. Send resume and salary requirements.

BOX G-107, BROADCASTING

Sales

BIG MONEY SALES

Last yr. S.M. earned \$30,000, J.C. \$27,500. Go-getter—top rated, prestige, major market. Eastern contemporary. Immediate opening. Resume.

Box G-127, BROADCASTING

Announcers

\$25,000 Yr. for a TELEPHONE TALKER

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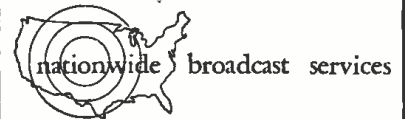
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Continued from page 87

that any interested party may, at any time, petition the examiner to convene hearing conference to consider any appropriate action to be taken with respect to disposition of issues. Action July 1.

By Hearing Examiner Charles J. Frederick

■ In proceeding on AM applications of Charlottesville Broadcasting Corp. (WINA), Charlottesville, and WEXM Broadcasting Inc., Springfield, Va., in Dockets 15861-2, denied their joint petition for leave to amend, and scheduled further prehearing conference for July 9. Action July 1.

By Hearing Examiner H. Gifford Irion

■ Continued July 12 further prehearing conference to Sept. 15 in proceeding on applications of Skylark Corp. and Kingston Broadcasters Inc., for new FM stations in Kingston, N. Y. Action July 6.

■ On own motion, scheduled further hearing conference for July 2 in proceeding on applications of Farragut Television Corp. and Peoples Broadcasting Corp. for new TV stations to operate on ch. 40 in Columbus, Ohio. Action July 1.

■ In proceeding on applications of American Colonial Broadcasting Corp. for CP to change trans. site and ant. height of WSRU-TV (ch. 9) Ponce, and to increase power of WKBM-TV (ch. 11) Caguas, both Puerto Rico, in Dockets 15271, 15451, denied American's petition for leave to amend its application with respect to the facilities of WSRU-TV, and dismissed as moot its petition for leave to file additional pleading. Action June 30.

By Hearing Examiner Jay A. Kyle

■ Overruled objections of intervenor, Dover Broadcasting Inc., to tendered exhibit 6 of Tuscarawas Broadcasting Co., New Philadelphia, Ohio; received in evidence Tuscarawas exhibit 6 and closed record in proceeding on its FM application. Action July 2.

■ In proceeding on applications of Television Broadcasters Inc., to move transmitter of KBMT (TV) (ch. 12) Beaumont, Tex., increase ant. height, decrease vis. power and make other changes, and for renewal of licenses of KBMT and Texas Goldcoast Television Inc. (KPAC-TV), Port Arthur, granted Texas Goldcoast request to continue hearing scheduled for July 20 in Beaumont to Sept. 21 in that city, and ordered that July 12 hearing will be held in Washington, as scheduled. Action July 1.

By Hearing Examiner
Chester F. Naumowicz Jr.

■ In proceeding on applications of Parish Broadcasting Co. and Clinton Broadcasting Co. for new AM stations in Franklinton, La., and Clinton, Miss., in Dockets 15965-6, granted motion by Parish Broadcasting for extension of procedural dates and, among other things, established July 29 for hearing. Action July 1.

FOR SALE—Stations

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■ Upon request by Trinity Broadcasting Co., continued hearing to Sept. 7 in proceeding on its application for new TV station to operate on ch. 20 in Fort Worth. Action July 1.

By Hearing Examiner Elizabeth C. Smith

■ Pursuant to agreement reached at June 29 prehearing conference, continued July 16 hearing to Sept. 21 in proceeding on applications of Fidelity Radio Inc., Producers Inc. and WHAS Inc., for new FM stations in Louisville, Ky. Action June 29.

BROADCAST ACTIONS

by Broadcast Bureau
Actions of July 6

WERI Westerly, R. I.—Granted license covering operation of former main trans. as auxiliary during daytime hours and alternate-main during nighttime hours.

WHBI(FM) Newark, N. J.—Granted CP to change ant.-trans. location to 57th and Park Ave., New York; install new trans. and ant.; increase ERP to 10 kw.

WPHL-TV Philadelphia—Granted CP to change ERP to 262 kw vis., 52.4 kw aur.; change type trans. and ant. and make changes in ant. structure; ant. height 750 feet.

WOLE-TV Aquadilla, P. R.—Granted CP to reduce aur. ERP to 3.55 kw and change type trans.

KALB-TV Alexandria, La.—Granted mod. of CP to make changes in equipment (transmission lines, etc.), and correct geographical coordinates.

Actions of July 2

■ Granted renewal of licenses of following main stations and co-pending auxiliaries; all in Texas:

KCTV(TV) San Angelo, KERP-TV El Paso, KENS-TV San Antonio, KFDM-TV Beaumont, KGBT-TV Harlingen, KMID-TV Midland, KPRC-TV Houston, KRBC-TV Abilene, KRGV-TV Weslaco, KTSM-TV El Paso, KZTV(TV) Corpus Christi, *KLRN (TV) San Antonio, KACT Andrews, KBBB Borger, KBOR Brownsville, KBRZ Freeport, KBST Big Spring, KBUS Mexia, KBYG Big Spring, KCAN Canyon, KCAS Slaton, KCFH Cuero, KCLE-AM-FM Cleburne, KCTA Corpus Christi, KDAV Lubbock, KDDD-AM-FM Dumas, KDET Center, KDHN Dimmitt, KDRY Alamo Heights, KDSX Denison-Sherman, KDWT Stamford, KEAN Brownwood, KEES Gladewater, KEYE Perryton, KFRD Rosenberg-Richmond, KFRO Longview, KFYO Lubbock, KGBT Harlingen, KGNC Amarillo, KGRI Henderson, KGUL Port Lavaca, KGVJ Greenville, KHEM Big Spring, KHEY El Paso, KILE Galveston, KINE Kingsville, KIUN Pecos, KIVY Crockett, KKAL Denver City, KKUB Brownfield, KLUE-AM-FM Longview, KMHT Marshall, KMIL Cameron, KMOO Mineola, KNAF Fredericksburg, KNEB Brady, KNET Palestine, KNIN Wichita Falls, KNIT Abilene, KNOW Austin, KNUZ Houston, KOKE Austin, KOLJ Quanah, KPAN Hereford, KPFP San Angelo, KPET Lamesa, KPLT Paris, KPSP Falfurrias, KRAN Morton, KRYS Corpus Christi, KSAM Huntsville, KSNY Snyder, KSXO Raymondville, KSPL Diboll, KSST Sulphur Springs, KSTB Breckenridge, KSTV Stephenville, KTAE Taylor, KTBB Tyler, KTBC-AM-FM and SCA Austin, KTER Terrell, KTSM El Paso, KTXJ Jasper, KUNO Corpus Christi, KURV Edinburg, KVET Austin, KVIC Victoria, KVLV Highland Park, KVLV Alpine, KVMC Colorado City, KVOU Uvalde, KVWC Vernon, KWBC Navasota, KWFR San Angelo, KWFT Wichita Falls, KWKC Abilene, KWTX Waco, KXOL Ft. Worth, KXYZ Houston, KZEE Weatherford, KZIP Amarillo, WFAA Dallas, WOAI San Antonio, KSIX Corpus Christi, KDOX Marshall, KSPL-FM Diboll, KZAK(FM) and SCA Tyler, *KVOC(FM) Odessa, *KTCTU-FM Fort Worth, *KTXT-FM Lubbock, *KUHF(FM) Houston, *KUT-FM Austin, *KERA-TV Dallas, *KTXT-TV Lubbock, *KUHT(TV) Houston, KABH Midland, KAND Corsicana, KAYC Beaumont, KBOP Pleasanton, KBUD Athens, KCAR Clarksville, KCYL Lampasas, KERV Kerrville, KFST Ft. Stockton, KGNE New Braunfels, KIXL Dallas, KMAE McKinney, KMUL Muleshoe, KROB Robstown, KSEY Seymour, KSTA Coleman, KWRD Henderson, KXIT Dalhart, KBMF-FM Spearman, KELT(FM) and SCA Harlingen, KLJT(FM) Lake Jackson, KQIP(FM) Odessa, WACO-FM and SCA Waco. Action July 2.

■ Granted renewal of licenses of following main stations and co-pending auxiliaries, without prejudice to whatever action may be taken as result of proceedings in Dockets 15415 and 15971:

KACB-TV San Angelo, KBTX-TV Bryan, KFDA-TV Amarillo, KLTV(TV) Tyler, KPAR-TV Sweetwater, KWAB(TV) Big Spring, KWTX-TV Waco, all Texas.

KTBC Austin, Tex.—Granted licenses covering change of location of alternate-main nighttime and auxiliary daytime trans., with remote control; and change in ant. trans. location, and DA system and ground system; condition.

WEND-FM Ebensburg, Pa.—Approved specifications submitted for operation on ch. 256 (99.1 mc) pursuant to April 21 report and order in Docket 15716; ERP 9.9 kw, ant. height 520 feet; change ant.-trans. location; remote control permitted; condition.

WIL St. Louis, Mo.—Waived sec. 73.30(a) of rules and granted mod. of license to extent of permitting relocation of main studio beyond corporate limits of St. Louis; station identification to be continued.

WOKK Meridian, Miss.—Granted CP to change ant.-trans. location and make changes in ant. system.

WFMZ(FM) Allentown, Pa.—Granted CP to install new trans. and vertical ant.

WJMC-FM Rice Lake, Wis.—Granted CP to install new trans. and increase ERP to 100 kw.

WDAO(FM) Dayton, Ohio—Granted CP to install new trans. and ant.; increase ERP to 50 kw; remote control permitted.

KENI Anchorage, Alaska—Granted CP to install auxiliary trans.; remote control permitted.

WLVA-TV Lynchburg, Va.—Granted mod. of CP to modify transmitters and change studio location.

WIXN-FM Dixon, Ill.—Granted mod. of CP to change type trans. and type ant. and increase ant. height to 175 feet.

Puyallup Valley Broadcasting Inc., Sumner, Wash.—Granted mod. of CP to change ant.-trans. and main studio location; conditions.

K06DV Bowie and Paonia, Colo.—Granted license for VHF-TV translator stations.

K04AA, K12AC Lowell, Wyo.—Granted CP's to replace expired permits for changes in VHF-TV translator stations.

K75BL, K77BN Prineville and Redmond, Ore.—Granted CP to replace expired permit for changes in UHF-TV translator station K75BL; and CP to replace expired permit for new UHF-TV translator station K77BN.

K07CE Moberidge, S. D.—Granted license covering changes in VHF-TV translator station.

W74AA, W82AA North Warren, Pa.—Granted licenses covering changes in UHF-TV translator stations.

■ Following stations were granted extensions of completion dates as shown: W06AG, Skyway Broadcasting Co., Burnsville, N. C., to Jan. 2, 1966, and W09AG, Spartan Broadcasting Co., Franklin, N. C., to Jan. 2, 1966.

■ Granted renewal of licenses of following main stations and co-pending auxiliaries: KQRS Golden Valley, Minn.; CKCT (TV) Great Bend, Kan.; KGLD(TV) Garden City, Kan.; KHPL-TV Hayes Center, Neb., and KOMC(TV) McCook, Neb.

Actions of July 1

KATA Arcata, Calif.—Granted license covering increase in daytime power and installation of new trans.

KSLO-FM Opelousas, La.—Granted license for FM station.

WRKT-FM Cocoa Beach, Fla.—Granted license covering changes in ant.-trans. and studio location, changes in ant. system, installation of new ant., and increase in ERP and ant. height.

WMC-FM Memphis, Tenn.—Granted license covering installation of vertical ant., and change in ERP and ant. height.

WFBG-TV Altoona, Pa.—Granted CP to increase aur. ERP to 40.7 kw, and install new trans.

KTIV(TV) Sioux City, Iowa—Granted CP to install aux. trans. at main ant. and trans. location.

WITA-FM San Juan, P. R.—Granted mod. of CP to decrease ant. height to 80 feet, make changes in ant. system (decrease height), change type ant. and make engineering changes.

KOL Seattle, Wash.—Granted request to cancel license for auxiliary trans.

Action of June 30

WCMB-FM Harrisburg, Pa.—Remote control permitted.

KAOR Oroville, Calif.—Granted license covering increase in daytime power, installation of new trans., and specify type trans. as main trans. for daytime operation and nighttime operation; also specify studio location, and remote control point.

KWOW Pomona, Calif.—Granted licenses covering an increase in daytime power and installation of new daytime trans. and new nighttime trans. (2 main trans.); condition. and use of present trans. as auxiliary daytime trans.

KDIA Oakland, Calif.—Granted license

covering increase in power; installation of DA-1 and new trans.; changes in ground system; delete remote control operation; specify type trans., and change studio location to trans. site; condition.

WLOK Memphis, Tenn.—Granted license covering installation of new trans. as auxiliary daytime and alternate main nighttime trans., with remote control operation.

WHLF South Boston, Va.—Granted license covering change in auxiliary trans. location, with remote control operation.

*WETV(TV) Atlanta, Ga.—Granted mod. of license to reduce aur. ERP to 40.7 kw.

KOTV(TV) Tulsa, Okla.—Granted mod.

of license to reduce aur. ERP to 20 kw, and change type aur. trans.

KXTV(TV) Sacramento, Calif.—Granted mod. of license to reduce aur. ERP to 61.7 kw.

WREC-TV Memphis—Granted mod. of license to reduce aur. ERP to 20 kw, and change type aur. trans.

KLZ-TV Denver—Granted mod. of license to reduce aur. ERP to 50 kw, and change type aur. trans.

WLOX-TV Biloxi, Miss.—Granted CP to reduce aur. ERP to 57.5 kw.

KTTS-FM Springfield, Mo.—Granted CP to install new ant., and increase ERP to

10 kw.

Granted licenses for following noncommercial FM stations: WSLU(FM) Canton, N. Y. WMKY-FM, Morehead, Ky.

Granted licenses for following FM stations: KNWS-FM Waterloo, Iowa, and re-describe antenna-transmitter and studio location; KBPI(FM) Denver; WSWG(FM) Greenwood, Miss., and specify type ant., and re-describe ant.-trans. and studio location; WNRG-FM Grundy, Va., and specify type ant.; KTEA-FM Midwest City, Okla., and specify type trans. and ant.

WDIG Dothan, Ala.—Remote control permitted.

COMMUNITY ANTENNA FRANCHISE ACTIVITIES

The following are activities in community antenna television reported to BROADCASTING through July 7. Reports include applications for permission to install and operate CATV's and for expansion of existing CATV's into new areas as well as grants of CATV franchises and sales of existing installations.

■ Indicates a franchise has been granted.

■Jackson, Ala.—Multi-Channel Cable Co. (Fred L. Huggins and Earl Manning) has been granted a 30-year franchise. The city will receive 2% of the annual gross receipts for the first three years and 3% thereafter.

Contra Costa county, Calif.—KPIX(TV) (Westinghouse Broadcasting Co.) and KRON-TV (Chronicle Publishing Co. [San Francisco Chronicle]), both San Francisco, have applied for franchises. Previous applicants are Crockett TV Cable System, Cable Vision North and Walnut Creek Cable TV.

■Los Banos, Calif.—Los Banos Cable Television, a subsidiary of Central California Communications Corp. (a group station owner) has been granted a 20-year franchise. The firm will charge \$4.90 monthly and the city will receive 5% of the annual gross receipts. Other applicants were Valley-Vision Inc. and General Electric Cablevision Corp., a subsidiary of the General Electric Co.

Decatur, Ill.—General Electric Cablevision Corp., represented locally by attorney T. W. Samuels, Decatur, has applied for a franchise. General Electric Cablevision is a subsidiary of General Electric Co., New York.

Normal, Ill.—A local group headed by Timothy R. Ives, manager of WJBC-AM-FM Bloomington, Ill., with representatives from the *Bloomington Daily Pantagraph* and private interests, has applied for a franchise. The group plans an investment up to \$1 million for a combined Normal-Bloomington system. A second application was presented by Friendly Broadcasters Inc. (WEIC Charleston, Ill.).

■Linton, Ind.—Cable TV Inc., Sullivan, Ind., has been awarded a 20-year exclusive franchise. The firm anticipates operation of the system by January 1966. Subscriber rates established by the agreement are \$15 for installation plus \$5 monthly. An annual remittance of 3¼% of gross revenue will go to the city. Robert Snyder is general manager of Cable TV.

South Bend, Ind.—Community Telecelection Inc., 500 Union Federal Bldg., Indianapolis, (Bruce Storm, Bloomington, Ind., president) has applied for a franchise. Estimated subscriber costs are \$14.90 for installation plus \$4.90 monthly. An estimated annual income for the city from a 3% franchise tax would be \$32,000. Community Telecelection has recently been awarded franchises in Mishawaka and Mooresville, both Ind.

■Vernon, Ind.—Columbus Communications Corp., a subsidiary of Franklin Communications Corp., Hartford City, Ind., has been awarded a franchise. The system will be an extension of construction already begun in North Vernon Ind. (BROADCASTING, May 31).

Holsington, Kan.—Telesis Corp. (Tom and Melville Gleason, York, Neb.) has applied for a franchise.

■Kaplan, La.—Kaplan Cable TV Inc. (represented by Lytle Turnley) has been granted a franchise.

Springfield, Mass.—Applications are pending from Puritan TV Cable Inc., Greenfield, Mass. (Henry Shensky, Agawam, Mass., president); Charles N. DeRose, Northampton, Mass. (general manager, WHYN-AM-FM-TV Springfield); Pioneer Valley Cablevision Inc., owned by Albert J. Ricci, Keene,

N. H., and the L. P. Cable Corp., Springfield, a wholly-owned subsidiary of the Springfield Television Broadcasting Co. (WWLP [TV] Springfield).

Allegan, Mich.—Buell Daniel, a local television technician, has applied for a franchise. Sturgis, Mich.—Booth Broadcasting Inc., Detroit, a group station owner, has applied for a franchise. Subscriber costs would be \$15 for installation plus the cost of labor and materials and \$4.90 monthly. The city would receive 2% of the annual gross receipts.

Vicksburg, Miss.—Meredith-Avco, Omaha, Neb., a multiple CATV owner, has applied for a franchise. Eight TV signals would be provided including educational programs and a 24-hour news-weather service.

Grand Island, Neb.—Telesis Corp. (Tom and Melville Gleason, York, Neb.) has applied for a franchise. Subscriber costs would be \$15 for installation and \$5 monthly.

Hastings, Neb.—The city council has tabled a franchise request from Telesis Corp. (Tom and Melville Gleason, York, Neb.) until the FCC rules on CATV.

Ord, Neb.—Mid-State Community Television, Aurora, Neb., has applied for a franchise. In addition to the TV signals the system would bring in FM music and a time-weather service. All schools would receive free service.

Boonton, N. J.—Tele-Mark Associates, Newark, N. J., has applied for a franchise.

■National Park, N. J.—Jerrold Electronics Corp., Philadelphia, a multiple CATV owner, has been granted a 15-year franchise. The system will bring in eight stations for maximum fees of \$10 for installation and \$5 monthly. All schools, libraries and public buildings will receive free service. The borough will receive 5% of the annual gross receipts.

Pine Hill, N. J.—City council passed on first reading an ordinance granting a franchise to Jerrold Electronics Corp., Philadelphia, a CATV equipment manufacturer and a multiple CATV owner.

■Las Vegas, N. M.—City council has granted a franchise to Earl Hickam, Chama, N. M. Subscriber costs will be \$35 for a residential installation and \$50 for a business installation and \$6 monthly. The system must be completed within one year.

Sidney, N. D.—Big Sky Cable TV Co., represented by Charlotte Brader, president of the Community TV Association of Havre, Mont., has applied for a franchise.

Lima, Ohio—Two recently formed corporations have applied for a franchise: Lima Cablevision Inc. (Robert Mack, George E. Hamilton [WIMA-AM-TV Lima] and Joseph Quatman of the Lima Telephone Co.) and Lima Cable Television Co. (Time-Life Broadcasters Inc.) Messrs. Mack and Hamilton in conjunction with Cox Broadcasting Co. held ownership in Ohio Cablevision Co., the firm which held the franchise until its recent expiration. Both of the new applications propose a 3% annual remittance to the city with subscriber costs around \$10 for installation plus \$5 monthly. Previous applicants are Neptune Broadcasting, Steubenville, Ohio, and Meredith-Avco Corp., Omaha, Neb. City council has established a deadline for applications of July 13 (BROADCASTING, June 21).

Marion, Ohio—Ownership of the recently formed Marion CATV Inc. (BROADCASTING, June 28) has expanded to include Robert T. Mason, president and general manager of WMRN Marion. Originally held jointly by Brush-Moore Newspapers Inc. and Neptune Broadcasting Corp., the firm now is split equally among the three interests. Corporation offices are in Room 205, The Marion Bldg., Marion. The application for franchise submitted by the original firm remains under consideration.

Maumee, Ohio—Buckeye Cablevision Inc., jointly held by the Toledo Blade and Cox Broadcasting Co., has applied for a franchise. Buckeye most recently received a CATV

franchise in Toledo, Ohio (BROADCASTING, May 24).

St. Marys, Ohio—B. J. Swonger and Robert D. Jordan, both of St. Marys, have jointly applied for a franchise. A second firm, SharDo Cablevision Inc., Wapakoneta, Ohio, represented by Don Shuler, also has applied for the franchise. SharDo has proposed an annual remittance to the city of \$1000 with the first 1000 installations performed without charge. Maximum monthly subscriber fee would be \$5.

■Wapakoneta, Ohio—SharDo Corp., Wapakoneta, has been granted a franchise. The firm, headed by Harold Shuler has agreed to an annual remittance to the city of \$1,000 plus a \$3 per pole rental. (City owns poles.) SharDo has applied for a franchise in St. Marys, Ohio (see St. Marys, Ohio).

■Whitehall, Ohio—Multi-Channel Cable Co., Portsmouth, Ohio, has been granted a 20-year franchise. It is the first CATV ordinance in the Columbus, Ohio, area. Subscriber rates are established at \$10 for installation plus \$5 monthly. Paul J. Setters, assistant to the president of Multi-Channel, set a probable operation date in January 1966.

Dallas, Ore.—Oregon Cablevision Co. (represented by Harold Johnson) has applied for a franchise. The seven-channel system would cost an estimated \$150,000. Subscriber costs would be \$24.50 for installation and \$4.50 monthly.

■Bally, Pa.—Conestoga Telephone Co., represented by A. C. Glick, has been awarded a franchise. Estimated subscriber costs are \$10 for installation plus \$5 monthly. Glick stated that the telephone company would probably lease the individual installation work retaining control of the tower and trunk line network.

■Telford, Pa.—Triangle Publications Corp., a multiple broadcast and CATV owner, has been awarded a franchise.

■Brookings, S. D.—Minkota Cablevision Co. (Robert J. Reimers and Eugene J. Platteck, owners of KBRK Brookings, and Dan Peterson, owner of the State Theater Co.) has been granted a franchise. Subscriber costs will be \$20 for installation and \$5 monthly. The system will carry five Minneapolis TV stations (including an educational station), and a 24-hour weather service and FM music. Free service will be provided to all schools. Midcontinent Broadcasting Co., a group station owner, was another applicant.

■Webster, S. D.—Midcontinent Broadcasting Co., a group station owner (Joe Floyd, Sioux Falls, S. D., president) has been granted a franchise. In addition to TV signals the system will supply a public service channel, FM music and a time-weather service.

Prosser, Wash.—United Transmission Inc., a subsidiary of the Oregon-Washington Telephone Co., has applied for a franchise. The system would provide the three networks, two Yakima, Wash., stations, educational TV and a weather signal. Subscriber costs would be \$15 for installation and about \$5 monthly.

Baraboo, Wis.—Charles Sebastian, Chicago, has applied for a franchise. Subscriber costs would be \$25-40 for installation and about \$6 monthly.

Sheboygan, Wis.—Television of Sheboygan Inc., owned by the Press Publishing Co. (Sheboygan Press), has applied for a three-year exclusive franchise and a 27-year non-exclusive franchise.

■Viroqua, Wis.—Phillip Bigley, Viroqua, has been granted a 10-year franchise.

Wisconsin Rapids, Wis.—The common council has voted to ban cable television from Wisconsin Rapids. Over the past several years 12 applications had been filed, the most recent from Community Video Inc., headed by Earl Odegard. The ban was invoked because the FCC has not ruled on CATV and for several other reasons.

FOR the first time a Canadian of French descent is head of the national Canadian Association of Broadcasters. Jean A. Pouliot, managing director of CFCM-TV and CKMI-TV, both Quebec City, Que., was elected president of the CAB at its annual meeting at Vancouver, B. C., this spring.

The election comes at an auspicious time in Canadian history, for French-Canada is seething with ferment. The descendants of the first settlers in Canada are demanding a greater voice in the confederation of the British colonies north of the international border formed 98 years ago. Now in at least one field, broadcasting, they can feel that they are well represented.

Jean Pouliot heads the privately owned radio and television broadcasters of the country, while the government, or publicly owned Canadian Broadcasting Corp. is presided over by another Quebec-born Canadian, Alphonse Ouimet. And both are engineers.

Forty-two-year-old Jean Pouliot went into television from the motion picture industry. For five years, from 1952 to 1957, he was executive engineer of Famous Players Canadian Corp. in Toronto, a subsidiary of Paramount Pictures Corp. In 1957 he moved as general manager to television stations CFCM-TV, French-language, and CKMI-TV, English-language, in which Famous Players is the largest shareholder. Since 1961 he has been managing director of the two stations, and for the past few years has been a vice president of the CAB.

Broadcasting Childhood ■ Broadcasting was nothing new to Mr. Pouliot when he moved back to Canada's oldest city, where he was born and educated. His father, Adrien Pouliot, while dean of the mathematics faculty at Laval University, Quebec City, was a member of the board of governors of the CBC, then the regulatory broadcasting body in Canada and also the government's broadcasting organization. Jean Pouliot grew up hearing about the problems of radio, a background which will be invaluable to him at this period in Canada's radio history.

For the new president will represent Canada's 182 independent radio stations and 55 television stations at public hearings soon to be held in Ottawa following the report of the special Committee on Broadcasting, which will be handed to the Canadian government early this summer by its chairman, Robert M. Fowler, Montreal industrialist. The report will set the tone and legislation for Canadian broadcasting development for the next decade at least. Before the legislation is passed by the Canadian Parliament, Canadian broadcasters will be given an opportunity to present their case. To Mr. Pouliot, equally at ease in French or English, will fall much of

A bilingual in Canadian broadcasting

this work.

Currently, he is visiting stations across Canada to talk with management executives whom he had not been able to see at recent CAB and regional Canadian conventions. Like his predecessor, Don Jamieson of CJON-AM-TV St. John's, Newfoundland, who had held the presidency for the past four years, he will spend much of his time away from his home base.

Problems For CFCM-TV ■ This comes at a crucial time in the life of CFCM-TV, which until recently had been the outlet of the CBC's French-language TV network in Quebec City. Now the CBC has its own television station, CBVT (TV), at Quebec City, leaving CFCM-TV on its own.

He has been developing programs so

WEEK'S PROFILE



Jean A. Pouliot—Managing director of CFCM-TV and CKMI-TV, both Quebec City, Que.; president of Canadian Association of Broadcasters; b. 1923, Quebec City; Laval U., Quebec City; superintendent, electrical laboratories, Royal Canadian Navy, Ottawa, Ont., 1949-52; executive engineer, Famous Players Canadian Corp., 1952-57; general manager CFCM-TV and CKMI-TV 1957-61, and managing director of stations since then; director, Industrial & Trade Bureau of Greater Quebec Inc.; member Quebec Winter Club, Cap Rouge Golf Club, Quebec Flying Club; hobbies—flying and golf. m. Rachel LeBel, five sons.

that the station will not lose its audience or advertisers. To Mr. Pouliot and other French-language broadcasters this is a necessity, for if they are not on the CBC's network, they must have their own shows. While English-language broadcasters can import a wealth of programs on film and tape, there is no such repository of French material.

To demonstrate to English-language advertisers and advertising agency executives from Montreal and Toronto what CFCM-TV has accomplished, Mr. Pouliot brought 114 of them to Quebec City for the winter carnival. They not only saw Quebec City at its gayest, but also saw 100 minutes of taped local program promotion. The shows were produced by the station's staff for the Quebec City area audience, as opposed to the larger Quebec provincial French-Canadian audience.

Bicultural Knowledge ■ Mr. Pouliot is a good example of the bilingual Canadian who knows the cultures of both major language groups in his country. His experience with the motion picture industry at Toronto gave him a clear insight into the Anglo-Saxon mentality. Earlier he had been superintendent at the electrical laboratories of the Royal Canadian Navy at Ottawa. To Mr. Pouliot there is nothing more British than the Royal Canadian Navy, steeped in the traditions of the navy which is the subject of the song "Britannia Rules the Waves."

At the same time Mr. Pouliot was educated at Laval University, one of the oldest in Canada, dating back to the French occupancy of the country. In its centuries-old buildings in Quebec City, French-speaking Canadian youth are brought up largely in the classical tradition for careers in law, teaching and the church. Mr. Pouliot himself is a graduate of the newer science school.

Jean Pouliot has played an important part in the Canadian broadcasting industry since he joined it in 1952. He has not only been a vice president of the CAB, but is also a past president of the Television Bureau of Advertising, the TV sales organization affiliated with the CAB.

He has travelled extensively throughout Canada and will do so even more now. He is quite likely to travel under his own power to visit various stations, for he holds a private pilot's license and flies his own plane with the markings of CF-KFW. For instance, he flew from Quebec to Vancouver and back to attend the CAB annual meeting in March.

He has been active in the CAB's sponsorship of the Dominion Drama Festival, which promotes local little theater groups for annual competition. He plays a good game of golf, keeping his handicap in the championship bracket.

Cigarette logic

A PRACTICAL compromise has been reached in federal legislation controlling health warnings and cigarettes. The bill proposed by a joint Senate-House committee, adopted by the Senate last week and considered certain of House approval provides that cigarette packages will carry a warning but cigarette advertising need not.

The legislative action prevents the Federal Trade Commission from getting into the cigarette advertising act until July 1, 1969. By that time medical evidence as to whether cigarettes are—or are not—a genuine public-health issue ought to be considerably clearer than it is now.

The voluntary restraints on cigarette advertising that are already in effect to avoid direct appeals to the young ought to be retained. Moderation in both federal regulation and the industry's advertising is the sensible course to follow while the scientists are at work.

Local live dead

A GAINST the bitter-end opposition of Chairman E. William Henry and Commissioner Kenneth A. Cox, the FCC has at last voted to discontinue its direct coercion of television stations into the consistent scheduling of local-live programming in prime time.

The majority decision, as reported in BROADCASTING last week, ends a practice that was first disclosed in this same publication some two-and-a-half years ago. The practice started when Mr. Cox was still chief of the Broadcast Bureau, before his elevation to a commission membership.

In processing applications for license renewals, Mr. Cox and the earnest uplifters under his command began writing letters to television applicants whose programming showed less local-live programming between 6 and 11 p.m. than the bureaucrats desired. Applicants discovered that they could expedite the renewals of their licenses if they adjusted their promises to include a larger portion of local live—or could interminably delay them by sticking to their original proposals. This process was brought to light in BROADCASTING on Dec. 3, 1962, but only after an unknown but doubtlessly substantial number of stations had reshaped their schedules to conform to the hints of the Broadcast Bureau, as conveyed in letters written over the official signature of the secretary of the FCC.

Upon discovery of its private crusade the Broadcast Bureau was ordered by the commission to end its letter writing, and the commission itself took over the function. Since then, resistance to the technique of coercion by mail and by surreptitious phone calls to Washington attorneys has increased within the commission as the membership has changed. Commissioner Lee Loevinger, who replaced Newton Minow, has been especially critical of the process. The newest member, James J. Wadsworth, had his first chance to vote on the matter two weeks ago and sided with Mr. Loevinger and with three others, Rosel H. Hyde, Robert T. Bartley and Robert E. Lee, in a firm 5-2 majority.

Neither Mr. Henry nor Mr. Cox has admitted defeat. Both are committed to the principle that local productions outside the category of news, weather and sports, are an essential programming ingredient, and both think there is another way to impose their will. As Mr. Henry pointed out after the vote went against him, he hopes to find a majority that will vote to question stations whose performances fail to meet their promises. This, we suggest, will be another neat trick if Mr. Henry brings it off.

The first time a renewal applicant is brought to the FCC's attention because the local-live volume it has broadcast fell

below the volume it had promised in its preceding application, we hope that the five commissioners who voted to abandon the letter writing will look into the circumstances under which the promise was made. If, as was certainly true in many cases, the promise was coerced by a letter or phone call from the commission or its Broadcast Bureau, the commission would be merely perpetuating the same old controls if it voted to question the performance.

All in its time

F AIRFAX CONE, an eminent advertising man, contends in an article in the July issue of *Fortune* that there is not enough inventiveness in TV programming and too much nonsense and hanky-panky in TV advertising, and that when viewers are irritated or dissatisfied they tend to blame the advertiser whether he deserves the blame or not (BROADCASTING, July 5). He says that broadcasters in their competitive rivalries avoid experimental programming because they fear loss of audience and, with it, loss of business from equally competitive-minded advertisers.

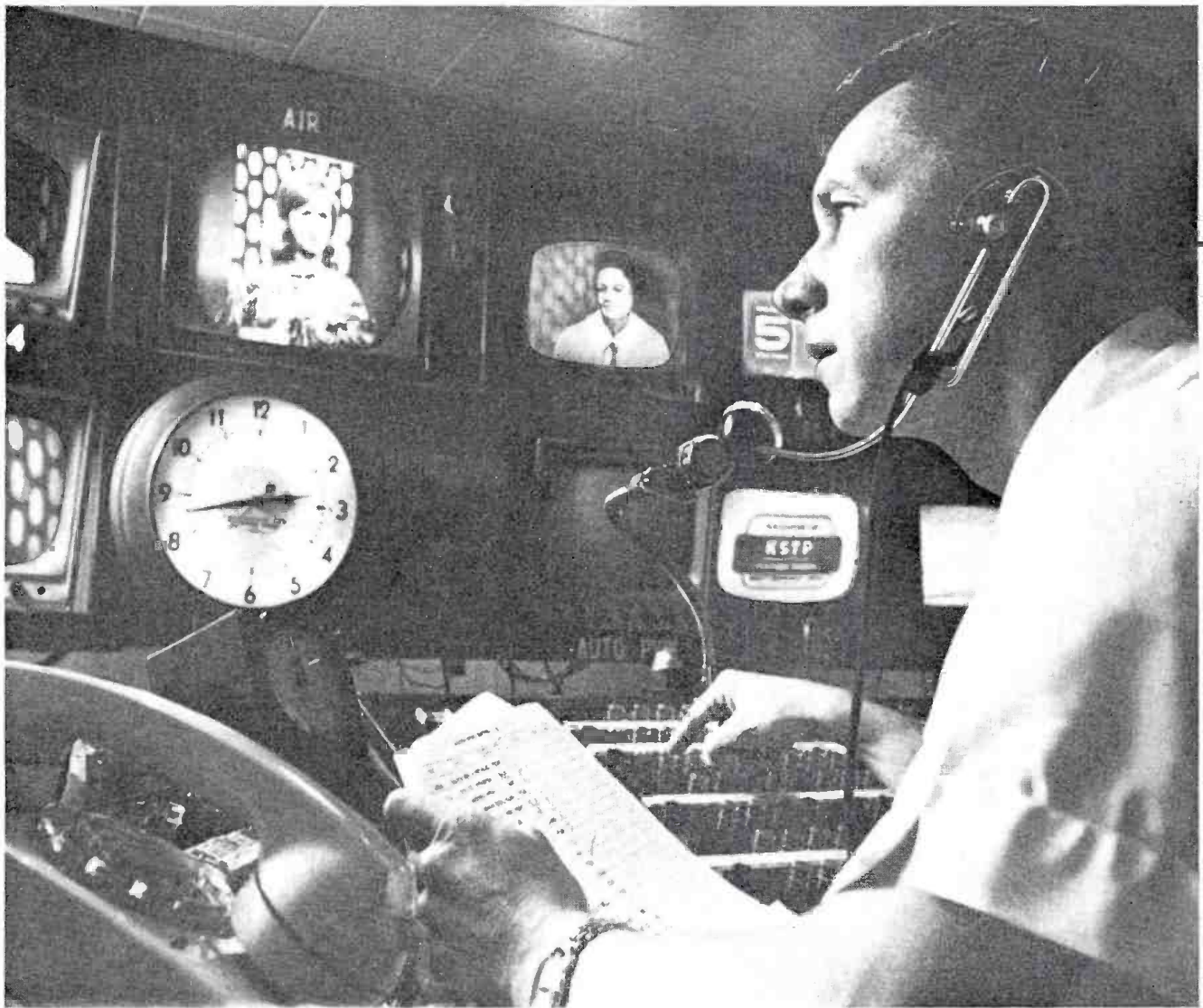
His solution, which he has advanced in several forums, is the "magazine approach," with each advertiser's commercials rotated, by network edict, throughout the schedule. This approach, he feels, would encourage program experimentation because, at worst, all advertisers would be equally exposed to low- as well as high-rated programs. At best, he feels, the experimental efforts would attract new viewers to offset or minimize the loss of "formula-TV" fans.

We agree that editorial control of programming must rest with broadcasters alone, and there is no more doubt in our mind than in Mr. Cone's that the FCC proposal to turn 50% of nighttime network entertainment back to the advertisers would result in worse, not better, programming.

The little evidence that exists today, however, suggests that he may be oversimplifying, and possibly is misjudging, the "magazine approach" and its consequences. The now widely popular practice of buying into a number of participation or "spot carrier" programs is a form of the "magazine approach," as he notes. Admittedly the practice is now entirely voluntary whereas Mr. Cone would make it mandatory, but it seems at least worth noting that the rise of this practice has largely coincided with the period of program uninventiveness that he is trying to cure. If the "magazine approach" becomes standard, it will do so, we suspect, by the same evolutionary processes that have brought both TV advertising and TV programming, whatever their shortcomings, to unparalleled acceptance among both the people who sell goods and people they sell them to.



Drawn for BROADCASTING by Sid Hix



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